

# Floristry (WRF04)

Certificate III in Floristry  
(WRF30104)

Nationally accredited training  
From The Australian Salesmasters  
Training Company



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About

# The Australian Salesmasters Training Company

Since 1985, The Australian Salesmasters has been coaching and counselling both individuals and companies in the field of improvement.

More recently, as a Registered Training Organisation (RTO # 6854) we have assisted a multitude of small, medium and large businesses grow with their Government Funded Training Programs.

Currently delivering programs in all States of Australia, The Australian Salesmasters motto of "don't blame them...TRAIN THEM" has been adopted by many of the nation's most progressive companies.

## THE QUALIFICATION

This course covers all elements required to successfully work in the floristry industry. It provides you with the skills necessary to work as a florist, from the elements and principles of design and how they relate to flower and folio arrangements of boutiques, wreaths and corsages.

### Why use Australian Salesmasters?

It is an undisputed fact that people enjoy their work better and are more efficient and productive when they are well skilled in what it is that they need to do.

The Australian Salesmasters has been delivering learning and development programs both nationally and internationally since 1985. More recently, as a Registered Training Organisation, RTO # 6854, we have been focused on delivering how to strategies and tactics in workplace training, productivity, performance and leadership effectiveness solutions. All these solutions are based on nationally agreed industry standards and are personalised depending on the clients needs.

We are keen to assist you and your people achieve their full potential and better align individual goals and competencies with organisational objectives. The results are measurable and lead to sustained improvements in your organisation.

All our trainers are Government accredited and have vast practical and theoretical knowledge on the programs they facilitate. All programs are experiential and a variety of training mediums are used.

At the Australian Salesmasters, you'll partner with a company that has been at the cutting edge of employee learning and development for over 20 years.

### Program Objectives

Programs are designed to build and sharpen critical skills and knowledge required to positively impact on the outcomes of your business.

Some of the outcomes are:

- measurable improvement against key organisational performance measures
- increased motivation through the use of real, action-based projects within the workplace
- a safer, more productive workplace
- development of a team-based culture
- introduction of continuous improvement tools within existing systems
- development of a sustainable learning environment.

Customer satisfaction is the primary aim for Australian Salesmasters ensuring that the courses:

- are completed on-the-job in an agreed timeframe and format
- minimise disruption through classroom training as required
- recognise prior learning and experience
- focus upon what needs to be learned
- are contextualised to meet business needs
- available via the internet (selected courses)

## Course Description

The course covers all elements required to successfully work in the floristry industry. It provides you with the skills necessary to work as a florist, from the elements and principles of design and how they relate to flower and folio arrangements of bouquets, wreaths and corsages.

You will gain management and retailing skills such as how to minimise theft, how to balance registers and terminals, together with the advanced skills in preparing and displaying floristry stock.

The Certificate III in Floristry is a practical based course. There is an emphasis on the development of sound practical skills, such as aspects of care and selection of cut flowers, plant identification skills and extensive retail to contemporary techniques and design, whilst being encouraged to develop their individual design skills. Students are actively encouraged to participate in floral competitions.

## Course Opportunities

Graduate of this course may gain employment in the floristry enterprises producing floral arrangements and retailing floral work. Graduates may gain employment in the design and production of floral works for weddings, funerals and large-scale events.

## Pathways

By successfully completing the Certificate III in Floristry candidates are eligible for selection into the Certificate IV in Floristry or Certificate IV in Business.

## Entry Requirements

Prospective students must be employed in the floristry industry.

## Induction and Enrolment

A representative of The Australian Salesmasters will meet with you at an agreed time to induct you into this course. You may complete the enrolment documentation immediately following your induction or at another time specifically set aside for enrolment.

## Skills Recognition/Prior Learning

Previous learning undertaken at another learning organisation may entitle a candidate to entry into the program with some credit/s.

Alternatively, if a candidate can provide evidence that shows that they have the required skills and knowledge they may be able to have that learning recognised without having to complete all of the training offered by Australian Salesmasters and the employer.

Further details are available in the Australian Salesmasters Candidate Handbook.

## Delivery Method

Delivery will comprise supervised on-the-job training plus structured classroom training experiences.

Distance learning via the internet is also available in selected modules.

## Assessment Method

Assessment will be undertaken in accordance with the relevant applicable legislation.

A variety of assessment methods may be used including:

- Classroom assessment activities
- Project-work
- Simulation
- Demonstration
- Oral and written activities via the classroom
- Written activities via the internet

## Policies and Procedures

The policies and procedures applicable to this course are set out in the Australian Salesmasters Candidate Handbook.

A copy of the handbook will be given to you at your enrolment. Please discuss any questions you may have in relation to these policies and procedures with your trainer or supervisor.

## Course Duration

This course will be delivered and assessed in the workplace for up to 24 months

## Course Structure

WRF30104 Certificate III in Floristry 22 units are required for this qualification comprising:

- 20 core units
- 2 elective units

## Core Units x 14

WRFO201B	Provide service to floristry customers
WRFO202B	Care for floristry stock and merchandise
WRFO203B	Prepare and display floristry stock
WRFO204B	Assemble and prepare floristry products
WRFO306B	Apply product knowledge to meet customers needs
WRFO307B	Recommend on floristry products and services
WRFD301B	Create floristry designs using hand tied techniques
WRFD302B	Create floristry designs using wiring techniques
WRFD303B	Create floristry design using a medium base
WRRCA1B	Operate retail equipment
WRRCS1B	Communicate in the workplace
WRRCS2B	Apply point of sale handling procedures
WRRER1B	Work effectively in the retail environment
WRRF1B	Balance register / terminal
WRR11B	Perform stock control procedures
WRRLP1B	Apply safe working practices
WRRLP2B	Minimise theft
WRRM2B	Perform routine housekeeping duties
WRRM6A	Create a display for small business
WRRS1B	Sell products and services

## Elective Unit x 2

RTC2016A	Recognise plants
RTF2008A	Maintain indoor plants

## Qualifications

As part of the Australian Qualifications Framework this program is nationally recognised. On successful completion candidates will be awarded the Certificate III in Floristry (WRF30104).

## Further Information

For further information regarding this course contact Australian Salesmasters Training Company:

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