

2017

# FLORISTRY

## PROGRAMME HANDBOOK



NEW ZEALAND CERTIFICATE IN FLORISTRY (LEVEL 3)

### **Academy North Shore Campus**

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Hillcrest  
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### **Academy Mt Wellington Campus**

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Mt Wellington  
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### **Academy Hamilton Campus**

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Hamilton 3216  
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### **Academy Christchurch Campus**

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Christchurch Central  
Christchurch 8013  
Ph: +64 3 366 3489

0800 4 ACADEMY (0800 422 2336) Toll Free within New Zealand

## Welcome

Academy New Zealand is one of New Zealand's most established private education providers and provides an extensive range of learning programmes at levels 1 - 7 on the New Zealand Qualifications Framework. It has been in operation for 30 years; with a consistent focus on achievement. On completion of any learning programme, Academy students will be awarded the appropriate NZQA Approved Qualifications, Unit Standards, New Zealand Certificates or Diploma, providing nationally recognised qualifications of the skills and standards achieved. We pride ourselves on our student achievements and we believe that it is Academy New Zealand's differences that make the difference.

## Introduction to Staff

### Christchurch Campus

#### **Sonya Jamieson - Tutor**

I am a trained florist with 30 years' industry experience and have run my own floristry business for over 8 years. I have been Tutoring at Academy NZ for the past 2 and a half years and have a passion for passing on my knowledge to students and seeing them develop into capable florists.

#### **Louise Wright - Tutor**

I would say I have a lifetime passion for flowers, in fact I can't quite imagine my life without them. Being able to share this absolute obsession for flowers with students gives me immense pleasure. Having 12 years' experience in the industry enables me to pass on my knowledge and experience to budding young florists and introduce them to the wonderful world of flowers!

### Mt Wellington Campus

#### **Sharron Courtney - Tutor**

I have been involved in the floral industry for the past 20 years, completing a Floristry level 3 certificate with Academy NZ. My industry experience includes managing a florist department in a large Auckland hotel catering to all floral aspects of the hotel; running my own floristry business from home, and home staging where I developed my knowledge of design principles. I have recently joined Academy NZ as a Floristry Tutor. My extensive background in floristry has given me the knowledge and skills to teach the foundations of floristry and share my experiences. I receive a lot of joy in watching students develop their creativity and confidence within themselves, and in the work that they produce. I allow the class environment to be a safe place of play, creativity, discovery... and many laughs!

### Hamilton Campus

#### **Karen McNaughton - Tutor**

I started my floristry career when I was still in high school at the age of 13, you could say floristry has been my lifelong passion. As I've been working in the industry for many years, I have some great contacts and mentors within the industry. My experience in many areas of floristry, gives me the ability to teach a diverse range of skills to our students. I am super passionate about passing on my knowledge and love seeing the students' progress to become confident florists.

### North Shore Campus

#### **Like Kamerman - Tutor**

I have been a florist since leaving school in the 80's (those great days' of colour and flair!) I have competed in numerous Interflora competitions, and have been trained and worked with the majority of New Zealand's top florists throughout my career. I have owned and operated several successful floristry shops in Auckland, employing up to 6 staff. During this time, I was a member of the Interflora Group and in 2009 was elected as Interflora's Auckland Chairperson. I was also an Interflora examiner responsible for the inspection of the shops, practices and quality of prospective Interflora members. Since then, I have discovered my true passion for teaching. Passing on the skills and knowledge that I have accumulated over the years give me such great satisfaction, and seeing students become great florists is my goal.

## Floristry Summary

**Qualification:** New Zealand Certificate in Floristry (Level 3)

**Credits:** 56

**Duration:** 19 weeks (including 1 holiday week)

**Tuition Fees:** \$3,103

**Compulsory Course Costs:** \$80 (guest speakers, site visits, pen drive, earphones, learning and assessment materials)

**Course Related Costs:** \$163 (Floristry toolkit, colour wheel and textbook)

The purpose of the floristry programme is to provide graduates with intermediate level skills and knowledge to pursue a career or pathway into the floristry or retail industry. Its aim is to introduce students to the theory and practical elements required to work in the floristry industry successfully. This programme has been designed to deliver learning outcomes that contribute to meet the graduate profile outcomes efficiently and to create an effective progression of learning for students. Students will learn and be able to; prepare, arrange, and present floristry stock and merchandise to customer requirements, maintain and care for fresh flowers and plants, deal with complaints and ensure customers receive quality service. The programme will be delivered in a face-to-face environment with teaching supported by self-directed learning hours and one week work placement.

### Graduate Profile

An Academy New Zealand graduate has relevant and current subject knowledge, real-world skills to put knowledge into practice, and personal and professional qualities to make a difference. The graduates of this qualification will be able to:

- Prepare hand-tied, base medium, and wired floral items to meet customer specifications for a range of purposes and occasions
- Display and maintain plant materials and arrangements in a retail outlet to maximise their impact
- Provide front-of-shop customer service and refer complaints

### Graduate Destination

Graduates of this qualification may progress to a New Zealand Certificate in Floristry at Level 4 or can pathway into relevant industry certifications or other Level 3 or Level 4 qualifications. Graduates of this qualification will have the skills and knowledge to work or gain employment, as an intermediate florist within the floristry or retail industry.

## Calendar

Date	Event
30 January 2017	Auckland Anniversary
20 February 2017	Intake
13 March 2017	Intake (Christchurch only)
14 April 2017	Public holiday – Good Friday
17 April 2017	Public holiday – Easter Monday
25 April 2017	Public holiday – ANZAC Day
05 June 2017	Public holiday – Queen’s Birthday
24 July 2017	Intake
23 October 2017	Public holiday – Labour Day
17 October 2017	Canterbury Anniversary Day

Holiday dates can vary.

Your Campus Manager will inform you of your programme holiday dates at orientation.

## Course Outlines

### Course One: Floristry Fundamentals (10 Credits)

This course is designed for students to gain the theoretical knowledge and skills of floristry design that would be used regularly in an intermediate floristry role. Learning in this course includes the purpose, understanding and application of the elements and principles of floristry design and ensures students can demonstrate this skill in an efficient manner. From here students will develop a wider understanding and appreciation of the floristry industry.

Course	Floristry Fundamentals						
1	20696	L3	C10	Demonstrate knowledge of the elements and principles of floristry design			
Delivery	3 weeks						
Unit Standard	Delivery Mode				Assessment Mode		
	Theory	Practical Studio	Research	Self-Directed	Written Classroom	Practical	Work Placement
29024	✓	✓	✓	✓	✓	✓	

### Course Two: Practical Floristry Skills (36 Credits)

During this course students will learn key practical skills for becoming an intermediate florist, these skills are broken up into three modules of learning; hand-tied, base medium and wiring. This course ensures students can accurately communicate and describe through their practical work the elements and principles of floristry design and become familiar with flowers and foliage commonly used by florists. Students will also learn how to plan, prepare, produce and present hand-tied, base medium and wired pieces for floristry designs and complete ongoing self-evaluation.

Course	Practical Floristry Skills						
2	Module 1	L3	C12	Create floristry designs using hand tied techniques			
	Module 2	L3	C12	Create floristry designs using base medium techniques			
	Module 3	L3	C12	Create floristry designs using wiring techniques			
Delivery	12 weeks						
Unit Standard	Delivery Mode				Assessment Mode		
	Theory	Practical Studio	Research	Self-Directed	Written	Practical	Work Placement
Module 1	✓	✓	✓	✓	✓	✓	
Module 2	✓	✓	✓	✓	✓	✓	
Module 3	✓	✓	✓	✓	✓	✓	

### Course Three: Customer and Retail Skills (10 Credits)

This course will teach students essential customer service and retail skills. The students will apply these skills to real floristry industry situations through participating in a one-week work placement. During work placements, students will gain knowledge of a wide range of floristry products and services and learn practical skills to assist floristry customers.

Course	Customer and Retail Skills						
3	20685	L3	C5	Apply knowledge of floristry stock, merchandise and services to meet customer needs			
	20688	L3	C5	Deliver service to floristry customers			
Delivery	3 weeks						
Unit Standard	Delivery Mode				Assessment Mode		
	Theory	Practical Studio	Research	Self-Directed	Written	Practical	Work Placement
20685	✓	✓	✓	✓	✓	✓	✓
20688	✓	✓	✓	✓	✓	✓	✓

## Work Placement

Work placement is an important part of Academy programmes, this gives students the opportunity to put learning into practice through real world experience.



## Training Agreement for Work Placement

### ACADEMY NEW ZEALAND

#### Training Agreement for Work Placement

(Use this form for work experience)

Student	
Name	
Address	
Phone	

Employer	
Company	
Contact Name	
Site Address	
Postal address	
Phone	

Tutor	
Name	
Phone	

#### Terms of Agreement

##### Training

- Training shall commence on ...../...../..... and shall be completed on ...../...../..... or at such time as agreed by all parties as reasonable to allow the student to gain the skills outlined in the attached training plan.
- Hours of work shall be: .....
- The majority of the student's day shall be spent in training in accordance with the requirements of the Training Plan.
- Any major changes to the Training Plan must be made in consultation with all three signatory parties.
- The employer will promptly inform the tutor of any matters that may affect the delivery of the agreed training. This may include an offer of employment to the student, whether it is casual, temporary or full time employment.

### Support

- The person training or supervising the student will be available at all times to support the student and to answer any questions that the student may have.
- The tutor will support the student by contacting the student weekly, if on a long term placement a site visit to the workplace must be completed fortnightly.
- The employer shall be aware of and allow for monitoring visits by the tutor, such visits to be subject to prior arrangement between the employer and tutor.
- It is the responsibility of the employer to provide the student with an adequate level of support and supervision to enable the Training Plan to be achieved. This includes regular feedback on the student's performance. Towards the end of the work placement, the employer will be asked to complete an evaluation report on the student's performance. This will be discussed with the student and be kept as a part of their student file.
- It is the responsibility of the tutor to provide an appropriate level of support to the employer and student to enable the training plan to be achieved.
- The employer and student should seek assistance and advice of the tutor on any matters affecting the training relationship between the parties.

### General conditions of employment

- Other than wages and allowances, all other conditions of employment contained in the relevant collective agreement, award or other general conditions of employment of the work site shall apply.
- The employer shall provide a clean and safe working environment. The employer is responsible to ensure the provision of all necessary safety equipment and first aid facilities and to comply with appropriate employment and safety legislation.
- The student must abide by the rules, practices and instructions issued by the employer, including provisions that relate to employment and safety legislation.

### Sickness

- It is the student's responsibility to notify the employer and Academy as soon as practicable (before normal start time) if he/she will be unable to attend work.
- Where a student is absent on account of sickness for more than two days, the employer and/or Academy may request a medical certificate.

I hereby accept and agree to abide by the terms and conditions of this Training Agreement:

<b>Student</b>	<b>Date</b>
_____	_____
<b>Employer</b>	<b>Date</b>
_____	_____
<b>Tutor</b>	<b>Date</b>
_____	_____

## Programme Regulations

Topic	Programme Regulations (note these are programme specific but are also supported by Academy NZ's QMS)
1. Entry requirements	<p>The New Zealand Certificate in Floristry (Level 3) is open entry</p> <p>Note:</p> <ul style="list-style-type: none"> <li>• Successful study at NQF Level 2 or equivalent is advisable</li> <li>• If English is a second language an IELTS score of at least 5.0 with no band score lower than 5.0, or an equivalent.</li> </ul>
2. Selection criteria, if applicable	<p>Enrolment places are on a first-come first-served basis, once enrolments reach capacity the student will be placed on a waiting list.</p>
3. Credit for previous study and/or Recognition of prior learning	<ul style="list-style-type: none"> <li>a. <b>Cross-crediting</b> Cross-credits are automatic for a student who achieves the same unit standard credits on another programme within Academy NZ.</li> <li>b. <b>Credit transfer</b> Credit transfers are permitted. Evidence of the NZQA record of learning will be considered with regard to the programme learning outcomes.</li> <li>c. <b>Recognition of prior learning - RPL</b> Recognition of prior learning (RPL) will be made available where there is no formal cross credit but appropriate work experience has occurred.</li> <li>d. <b>Any limitations on credit awarded from cross-credit or RPL, and the reason for applying the limit</b> No limitations, although applications for cross-credits, credit transfer or RPL must be made at the time of application for enrolment. Applications will not be considered after programme commencement.</li> </ul>
4. Programme length and structure of the programme, including such details as:	<ul style="list-style-type: none"> <li>a. <b>Programme length</b> Full-time only 18 teaching weeks + 1 recess week = 19 weeks duration</li> <li>b. <b>Any pre- and co-requisites</b> None</li> <li>c. <b>Practical and/or work-based requirements, and their integration into the programme</b> A minimum of one week (approx. 33hrs) recommended work experience will be built into the programme to give students real world experience in the industry.</li> <li>d. <b>Any alternative entry and/or exit points</b> N/A</li> <li>e. <b>Compulsory and optional/elective components</b> All courses are compulsory that make up the New Zealand Certificate in Floristry (Level 3).</li> </ul>
5. Progression through the programme, including:	<ul style="list-style-type: none"> <li>a. <b>Normal progression through the programme</b> The programme is naturally progressive (see explanations at the start of each course outline). It would be preferable for this to be fixed however there is flexibility for the student.</li> <li>b. <b>Completion</b> All students have the opportunity to complete within the programme weeks. Also see 5d and 6e.</li> <li>c. <b>Late entry policy</b> If a student is unable to commence on agreed start date, the student can postpone until next available enrolment date, which is typically five-weeks later.</li> <li>d. <b>Late completion allowable – post-course support provided</b> Late completion is permitted. In exceptional circumstances students will be given the opportunity to repeat non-achieved assessments after the end date of the programme, with Tutor support.</li> <li>e. <b>Any ability to repeat parts in a subsequent delivery/in-take</b> Considered on a case-by-case basis.</li> </ul>

6. Assessment	<p>a. <b>Provision for re-assessment</b> All students will be given the opportunity to resit assessments with a maximum of three attempts at any one assessment prior to end date of the programme. Subsequent attempts will be after a sufficient period to allow for revision.</p> <p>b. <b>Appeals procedure</b> Students who disagree with the results of their assessment must first discuss their assessment concerns with their Tutor to ensure that they fully understand the nature of the comments and marking attached to their assessment. Wherever possible, assessment concerns should be resolved at this point. If there is no resolution, student can proceed with an Assessment Appeal.</p> <p>c. <b>If and how grades are derived from assessments</b> Assessments will be awarded an achieved or not-achieved result. All learning outcomes will need to be met to obtain an achieved result. No percentages or grades given.</p> <p>d. <b>Authenticity – Academic honesty</b> All assessments contain an authentication for all students to declare that the work is their own. Student submissions are monitored for cheating, copying and plagiarism at campus level and during internal moderation. If plagiarism is identified the Campus Manager works with the student to arrange a full re-submission.</p> <p>e. <b>Provision for impaired and/or aegrotat performance</b> A student may make an application in writing for an aegrotat pass at the time or just before the assessment is due, where they have evidence their performance was impaired or they were unable to sit an assessment because of significantly adverse circumstances and there is evidence that they would have passed the assessment under normal circumstances. (Note item 5d, 6a and 6b).</p> <p>f. <b>Availability of assessment through te reo Maori</b> Students may request their assessments to be in te reo Maori. A minimum notice period of two weeks is required for all students to notify their Tutor should they wish for their assessment to be translated into te Reo Maori. Marking of the assessment will be completed and returned within three weeks.</p>
7. Pass Requirements	<p>a. <b>Minimum standard/s of achievement, and</b> All assessments must be completed in full with all answers correct for an achieved result.</p> <p>b. <b>Any other requirements for the award of the qualification</b> There are no other requirements.</p> <p>c. <b>If and how course grades are reflected in the qualification award (align to qualification’s requirements for grade endorsements)</b> There are no grade endorsements.</p>
8. Procedures to identify & remedy impaired performance	Monthly student progress monthly meetings between Tutor and student.
9. Attendance and leave	Campus attendance is required for all scheduled classes. No leave is permitted during the duration of the programme, unless circumstances occur beyond the student’s control. Programme duration includes two weeks recess, allocated throughout the duration as appropriate, based on internal group-wide recess and/or Tutor only days.
10. Health and Safety Risk Management	All students will be informed of relevant health and safety requirements when they are in attendance at an Academy campus and with regard to any related visits or events. Students must comply with all health and safety and risk management requirements and instructions of staff at all times. Academy NZ will provide a Risk Management Plan which sets the processes to follow in the event of an identified risk.
11. Any other regulations	N/A