

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

Qualification number: 2672

Date of review: 9 April 2018

Final decision on consistency of the qualification: National Consistency Confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of graduates who, under broad guidance, can: prepare simple hand-tied floral items at near-commercial speed; respond positively to customer requirements; and display product in a retail setting to maximise impact.

Tertiary Education Organisations with sufficient evidence

Tertiary Education Organisation	Final rating
Academy NZ (Intueri Education Group)	Sufficient
Manukau Institute of Technology	Sufficient

Introduction

The purpose of this 55-credit qualification is to enable the recognition of intermediate level skills and knowledge required by the floristry industry. The qualification is for people with entry level experience who wish to progress their skills and knowledge in the floristry industry. Graduates are likely to be employed as intermediate florists in floristry retail outlets where they should be capable of working under broad guidance and will have some responsibility for their own performance.

This qualification builds on the New Zealand Certificate in Floristry (Level 2) [Ref: 2671] and may lead on to the New Zealand Certificate in Floristry (Level 4) [Ref: 2673].

A total of 173 graduates were reported in 2016 and 2017, from two education organisations.

Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification

Evidence provided included:

- Confirmation that both education organisations had coherent programmes of study which ensured that programme components led to the graduate profile.
- Graduate surveys which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.
- Employer surveys which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.
- Photographs and video clips providing anecdotes of individual graduates working in the industry.

How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

The evidence presented before, and at the review meeting was sufficient to demonstrate that the graduates from the education organisations listed above, match the graduate outcomes. The evidence was well aligned with the graduate profile and demonstrated that graduates meet the threshold.

In general, the quality of evidence presented was sound with a good mix of informal or anecdotal feedback and empirical evidence.

Examples of good practice

Both education organisations have aligned graduate and employer/industry surveys to the graduate profile.

Issues and concerns

There were no issues or concerns raised or identified in this review

Recommendations to Qualification Developer

Working with employer expectations around “speed” or time management has been a challenge to providers. In some cases, employers have high expectations regarding the speed of creating hand ties. When the qualification is reviewed, it would be useful to have more explicit detail regarding speed of work that should realistically be expected of a graduate from each level of the floristry qualifications.