

Profile: *Jessica McGilvray*

Senior Florist
Balshaw's Florist, Mount Lawley



WHAT DO YOU LOVE ABOUT YOUR JOB?

The thing I love most about my job is everyone loves to receive flowers and to know someone's day has been made by the arrangement that I've put together is a really nice feeling.

I love competing in Floristry competitions, they can be challenging but that's what makes them exciting. Competing gives me the chance to gain so much experience and I can be so much more creative.

CAREER HIGHLIGHT:

My career highlight was winning the **Interflora 2010 National "Florist of the Future"** competition. I was so proud when I won the State Competition that gave me the chance to travel to the Nationals. The win was the best feeling and I was over the moon with happiness. This win enabled me to travel to Taiwan to observe and study the best florists in the world in International Competition. I have also visited Japan where I gained experience in the Ikebana style of Japanese floral design.

MOST USEFUL SKILL ACQUIRED:

Being in floristry has developed my communication and customer service skills, both face-to-face and over the phone. These skills are essential when you are discussing customers' requirements and making booking arrangements for wedding bouquets which is such an important day, a day that is so important to the bride that you just want to get it perfect for her.

STUDY/TRAINING:

I have completed my Certificate II, III and IV in Floristry.

To support what I had learned during class, I have received excellent on-the-job training from my employers. Next year a Diploma of Floristry is being introduced and I have already registered my intentions to further my qualifications in a very rewarding career . . . **Floristry.**

CHECKING ON COURSES

Some courses are clearly promoted as being based on a training package, but others are not. To find out whether a course is based on a training package, you can contact the training provider and ask.

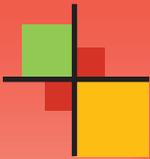
Obtain any written course information you can from the training provider. You could contact them to request an information pack, and/or check their website.

- *Check this information to see if it makes it clear that the course will lead to a **Nationally Recognised Qualification or Statement of Attainment.***
- *Make sure that the organisation is a registered training organisation for the relevant qualifications or units of competency.*

To find more information, visit: www.training.gov.au

Choose a Career in

Floristry



*exciting, challenging,
creative, and artistic?*

*. . . consider **Floristry***

Why consider Floristry?

Looking for a career that provides an outlet for your creative flair?

Then Floristry could be the right job for you.

Working in Floristry requires a combination of creative and design skills, a knowledge of flowers and plants, customer service skills and general retailing skills.

As a Florist you are a visual composer and every item that you create, whether it's an arrangement for a celebration, a wedding bouquet, or a wreath as a commiseration, flowers are an expression of your customer's emotions.

In Floristry you will learn a diverse range of skills that will continually evolve with new products and fashions. Whatever the occasion may be a Florist is able to design an arrangement that meets the needs of the client.

Flowers: *the nicest way to express a personal message.*

Some career choices for you in Floristry could be:

FLORIST

Florists prepare floral arrangements such as bouquets, sprays, wreaths or vases of flowers. They also organise the storage, sale and delivery of floral arrangements.

Working in floristry requires a combination of creative and design skills, knowledge of flowers and plants, customer service skills and general retailing skills.

Florists may perform the following tasks:

- ◆ Design and prepare floral arrangements for general sale, or to meet specific client requirements
- ◆ Prepare and maintain flowers and greenery for arrangements, including trimming materials and strengthening stems with wire
- ◆ Pack, wrap and organise delivery of flowers
- ◆ Assist customers with their selection or order
- ◆ Process sales
- ◆ Arrange fresh and dried flowers, greenery, decorations and a range of other materials into arrangements
- ◆ Participate in management and administration, such as determining costs of floral arrangements

FLORISTRY ASSISTANT

Floristry Assistants work in floristry businesses as assistants.

They perform general duties such as:

- ◆ Construction of basic floral arrangements
- ◆ Stock control
- ◆ Serving customers and processing sales and orders
- ◆ Help with housekeeping, such as cleaning and changing flower water and displays
- ◆ Care for floristry supplies and materials
- ◆ The focus of the role is on customer service and preparing materials, and does not generally involve making arrangements

What are the career opportunities?

- ◆ Florists mainly work for small retail outlets
 - ◆ Many florists are self-employed. There is always the possibility of establishing your own business
- or*
- ◆ Being employed within a specialised design business
 - ◆ Anyone interested in starting up their own business will need to have strong business skills in order to be successful

SENIOR FLORIST

Senior Florists are experienced florists with a high level of customer service skills who have additional responsibilities in the running of the business.

Senior Florists have developed a high level of design and technical skills in the construction of floral products and arrangements.

Senior Florists may specialise in a particular area, like weddings, funerals or statement arrangements and have a role in co-ordinating floral products for a special occasion.

Senior Florists may also take a lead role in co-ordinating the day-to-day operation and business activities of the organisation.

Senior florists may perform the following tasks:

- ◆ Design and prepare floral arrangements for general sale
- ◆ Design and prepare floral arrangements to meet specific client requirements
- ◆ Design, prepare and organise delivery of arrangements for weddings, funerals, events and corporate orders
- ◆ Arrange fresh and dried flowers, greenery, decorations and a range of other materials into arrangements
- ◆ Control stock - this involves price setting and discounting stock where necessary
- ◆ Recruit, train, roster and supervise staff
- ◆ Manage employee relations and provide a safe working environment
- ◆ Set and maintain service standards and resolve customer complaints
- ◆ Keep and analyse records of sales figures and all financial transactions
- ◆ Develop and monitor a business plan and a budget for sales and expenditure
- ◆ Market and promote the business
- ◆ Select and purchase flowers and other floristry stock
- ◆ Determine costs of floral arrangements

WHAT TRAINING DO YOU NEED?

The standard requirement to work as a Florist is the Certificate III in Floristry. There are also other nationally recognised qualifications available within the Industry.

Training options include:

Certificate II in Floristry

Is designed for those wishing to develop the skills and knowledge to work as a Sales Assistant and produce simple displays in a florist shop or studio.

Certificate III in Floristry - Considered to be the basic requirement to be a qualified Florist.

This qualification is aimed at more experienced employees in the Floristry Industry, whose work requires extensive product knowledge and specialist skill application.

Certificate IV in Floristry

Has been designed to develop floristry design and first line supervisory skills of those experienced in working in the Floristry Industry.

Diploma of Floristry Design

Has been developed to further develop highly specialised creative, design and construction skills, as well as essential business and marketing skills.