



RETAIL IS YOUR FUTURE



FLORISTRY

OVERVIEW

A florist purchases flowers from growers or wholesalers and sells them in loose bunches, mixed posies or adds display foliage to create beautiful arrangements. Florists only sell about half of all retail flowers – competition comes from supermarkets; petrol stations; convenience stores; fruit and vegetable shops; road-side stalls and internet retailers – so they respond by specialising in freshness, quality, customer service, special orders and complementary gift lines.

HOW DO I START?

Qualifications in retail services or floristry can help you when you are applying for a position as a customer service assistant in a florist.

- Courses for fun – ‘Beginners Floral Art’ workshops will show you have an interest.
- Casual or part-time work is usually available around Christmas, Mother’s Day, Easter and Valentine’s Day.
- Entry level casual/part time positions are available for busy, weekend and holiday periods.
- Some stalls and shops require before hours staff.
- School based traineeships in retail SIR20216 Certificate II in Retail Services or floristry SFL120115 Certificate II in Floristry (Assistant).
- SIR20216 Certificate II in Retail Services or SIR30216 Certificate III in Retail shows your interest in the retail industry.
- A SFL120115 Certificate II in Floristry (Assistant) demonstrates your interest in the industry.
- If you are looking to further your career in Floristry you can complete SFL30115 Certificate III in Floristry and SLF40115 Certificate IV in Floristry.
- If a career in management interests you, you can work your way up, apply for promotions or further study SIR40316 Certificate IV in Retail Management and SIR50116 Diploma of Retail Management.

AVAILABLE JOBS

- Sales assistant
- Florist assistant
- Florist
- Delivery driver
- Assistant manager
- Manager
- Small business owner



TASKS AND WORKING CONDITIONS

Initial work will include taking payment for purchases and keeping good records for telephone orders; wrapping and packing purchases for delivery; watering plants and displays; and keeping the shop clean, tidy and attractive.

Customer service includes helping people with their selection or order – for funerals; weddings; births; other special occasions; or corporate events. It is important to price arrangements accurately according to what flowers and foliage they contain.

Assisting the florist may include trimming individual flowers and leaves to the right length, strengthening stems with wire and assembling decorative trims. With training, you will design and create beautiful arrangements, which make a difference to someone's day.

WHAT TRAINING IS AVAILABLE?

Stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, floristry, wholesale and business. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

FLORISTRY QUALIFICATIONS

- Certificate II Floristry (Assistant)
- Certificate III Floristry
- Certificate IV Floristry
- Diploma of Floristry design

To find out more about floristry qualifications go to: flowers.flowersaustralia.org/industry/qualifications/

RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), nra.net.au