

Just the Job Information Sheet

Job Title

Floristry

Job Description

Florists design and construct floral arrangements, bouquets, posies, wedding flowers, funeral tributes, Corporate designs and flowers for all types of functions.

They also sell cut flowers, pot plants, artificial flowers, gifts and decorations. Florists need to know how to prolong the life of flowers, how to care for them and how to keep them in their best condition.

They need to use flair and imagination to create original designs, as well as working to customers' suggestions.

They also need to make the item to provide the customer a product that is the best value for their money.

They need to deal with customers in person, by telephone and internet, advising them on choice and care for their purchase.

Florists operating their own business need to budget and keep accounts.

Qualifications Required

No formal qualifications are required, but 3 years secondary school is recommended.

To qualify for the NZHITO apprenticeship - 3 year course, applicants must be employed in industry, as all training and assessing is done in the workplace.

Training Costs

NZ Hort ITO Apprenticeship course is \$650.00 per annum

Career Path

Many trained and experienced florists start their own businesses. Some may specialize in areas such as weddings, funeral work, corporate and large events for conferences, demonstrating and teaching. It can also lead into shop display and graphic designing. New Zealand florists are sought after in the UK and Europe and Australia.

Salary Range

There is no set pay for florists – rates can vary enormously, depending on the location, size of the shop. The starting rate for new apprentices is the basic minimal wage, but this increases according to qualifications and experience gained. Earnings for self-employed florists will vary widely depending on the type of business.

How to increase the chances of successfully entering this industry

Most floristry businesses are small, with only a few employees, so opportunities are fairly limited. Prepare a cv and take to florists in your area. Dress smartly and with a smile and enthusiastic approach, introduce yourself show your interest and potential in becoming a florist. Ask if they have any vacancies. Offer to come in and help out on a voluntary basis to gain experience to get started.

Other places to source information about this job

- Have a talk to the career advisor in your school.
- Observe what happens at flower auctions in your area.
- Flower and garden magazines.
- Internet sites.
- Food chains such as Foodstuffs and Progressive Enterprises Ltd now have florist shops
- Any retail experience is always helpful to gain knowledge in shop procedures. Visit garden centres and flower wholesalers to learn to identify commonly used plants.

Other relevant points

If you go directly into employment in floristry, you will be trained by an experienced florist, learning shop procedures, care of flowers and plants, flower and plant names, elements and principles of design, arrangement techniques, selling skills, cash handling, estimating costs and customer service.