

JOB ROLE FLORIST

LEVEL OF GROWTH FOR JOB ROLE



AVERAGE SALARY FOR OCCUPATION



WHAT DO EMPLOYERS WANT?



SPECIALISED SKILLS

- > Customer Service
- > Quality Assurance and Control
- > Teamwork/Collaboration
- > Merchandising
- > Floral Design

EMPLOYABILITY SKILLS

- > Creativity
- > Communication Skills
- > Planning
- > Multi-Tasking
- > Energetic

DIGITAL SKILLS

- > Social Media Platforms
- > Alfresco

EMPLOYMENT PROSPECTS



TOP SOUTH AUSTRALIAN INDUSTRIES WHO ADVERTISED FOR THIS JOB ROLE IN THE PREVIOUS 12 MONTHS:

- > Flower Retailing

TOP SOUTH AUSTRALIAN EMPLOYERS WHO ADVERTISED FOR THIS JOB ROLE IN THE PREVIOUS 12 MONTHS:

- > Tony & Marks
- > Semaphore Flowers
- > Petals on the Parade

LOOK FOR JOBS BEING ADVERTISED USING THESE JOB TITLES:

- > Florist Assistant
- > Floral Designer



YOU MIGHT CONSIDER UNDERTAKING STUDY TO TRANSITION INTO THESE RELATED JOB ROLES:

- > Recreation Officer
- > Small Business Manager

QUALIFICATION PATHWAYS

Looking to progress your career? TAFE SA can help you further your study with these courses (*fees may apply)

- > Certificate III in Floristry (SFL30115)

Or undertake a range of short courses to supplement your existing knowledge or continue upskilling.

Further information available on the TAFESA website.

JOB HOLDER COMMENTS

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“I’m learning more than just flower arranging; we also cover the business and retail side of floristry. Your chosen direction is up to you.”

Vanessa Teusner
Certificate III in Floristry



NETWORKING WITH INDUSTRY



Networking with industry provides you with opportunities to gain employment, advance your career and stay current with industry changes.

Conferences and workshops are an excellent way to introduce yourself to key industry contacts. Upcoming events include:

- > **SA Autumn Garden Festival**
21st April 2024
Clare Showgrounds
- > **Annual Wedding Expo**
10am - 3pm
5th May 2024
Adelaide Entertainment Centre

Follow these organisations on social media:

- > Australian Floral Art Association
- > Australian Flower Council

Consider these opportunities to find employment:

- > Send your resume to relevant businesses in your local area
- > Look for employment opportunities advertised on
 - the TAFE SA Jobs Board
 - online employment websites like Seek
 - the job board on your local Regional Development Australia (RDA) website

CAREER SUPPORT



Not sure where to start? TAFE SA’s Student Services can provide you with a range of career planning support including:

- > career planning
- > write a winning resume
- > how to respond to selection criteria
- > cover letters that stand out
- > preparing for job interviews

To find out more, or to book an appointment, visit TAFE SA’s Career Support Page: Career Support (tafesa.edu.au)

Data sources:

Burning Glass Technologies. “Labor Insight™ Real-Time Labor Market Information Tool.” <http://www.burning-glass.com>. 2021, data sourced 2023

Labour Market Insights, Government of Australia, data sourced 2023

Salaries are based on the Median Australian Salary from Salary Expert. Experienced salary levels may require additional study. Salaries may vary in your location. Information is accurate as of March 2023 and is to be used as a guide only.

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