

# 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





## 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

"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 (SFL30115)



## 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:

- > **Royal Adelaide Show**  
31st August - 8th September 2024
- Floristry events - various dates

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](https://tafesa.edu.au))**

### Data sources:

Industry and job role data sourced 2024 from Lightcast™.(2022). "Labor Insight™ Real-Time Labor Market Information Tool." Retrieved from <https://labourinsight.lightcast.io/anz>.

Level of Growth for Job Role data sourced 2024 from Employment Projections, Jobs and Skills Australia © Commonwealth of Australia. Jobs and Skills Australia monitors the quality of information available on this website and updates this regularly however Jobs and Skills Australia does not make any representation or warranty about the accuracy, reliability, currency, or completeness of any material contained on this website or on any linked site.

Salaries are based on the Median Australian Salary from "<https://www.salaryexpert.com>" Salary Expert. Experienced salary levels may require additional study. Salaries may vary in your location. Information is accurate as of January 2024 and is to be used as a guide only.

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