

Certificate IV (WRF40104)



Welcome to our advanced study program of Certificate IV in Floristry.

Our international reputation for innovation and real world floral creativity has made us the leader in floristry education over the past 12 years. We are now delivering training in Sydney, Melbourne, Adelaide, Jakarta, KL and Singapore which gives us an amazing insight on world & local industry trends. We benefit our students by focusing on;

- Being on the pulse at all times to see new industry trends emerge
- Delivering cutting edge knowledge and skills
- Focus on professional floristry and business practices to equip students to achieve creative as well as financial success.
- Positive & holistic industry vision to grow and mature the industry to the next level
- Offer ongoing professional development for future growth

About the program

This advanced training program is aimed towards managers, business owners and florists who want to further their career by building competence in business management & advanced floristry design skills. The program is divided into 3 sections, so students can choose between a Nationally Recognised training path or shorter sections to enhance specific skills. For more detailed information regarding the training please contact Dawn Harwood on 9321 0222 or e-mail to info@floristry.com.au

Flowers Design School Floristry Units: "Bringing the world of international design to Australia"

Jenny Ashton is the Head of the advanced floristry units. Jenny runs her own successful business. She specialises in unique custom made designs for offices & boutiques, large scale functions and events. Her wealth of experience has developed over 25 years and is impressive: Her expertise lays in sculpture, interior design, floristry, fine arts and retail & business skills which will give students the perfect blend of industry experience and education know how.

Jenny has successfully achieved a Certificate IV in Floristry and Workplace Training and Assessment. She has won 3 prestigious industry awards: Winner of the WA Smithers Oasis Cup followed by the first prize award on a National level. The following year she was the finalist at the Australian Design Award in Theatre set design which reflects her artistic talent.

Unit	Topic
Function design – designing large and impressive functions with confidence	Extend your skills as a designer and learn how to develop and manage a large scale function for a festive event : Training includes <ul style="list-style-type: none">• Customer consultation• Concept/ design development• Quote/ Budget development• Research on products• Buying plan to maximize profit• Negotiation with suppliers• Production plan & management• Execution of floral design concept on a real function
Botanical Sculptures and unique designs	Extend your creative horizon to the next level. This unit is filled with creativity, techniques & design concepts. <ul style="list-style-type: none">• Armature techniques• Carving & cutting techniques• Unique container & stand designs• Sculptural forms• Re-usable/ permanent frame works

Flowers Design School Business School for Florists: *“Equipping you with practical skills to achieve greater success”*

Chris Godwin is the head of the Business School division. He is well known in the Floristry industry for his superb and practical business expertise. Chris holds a graduate degree from Curtin University and has accumulated a wealth of experience over 23 years in his own businesses.

Over the past 10 years, Chris has developed a series of innovative management and business concepts, specifically aimed for the floristry industry and its unique needs. He delivers Nationally Recognised Training and specialist industry workshops all over Australia and Asia. His passionate and enthusiastic nature will awaken your business skills by using real life tools which are meaningful and easy to introduce.

The focus in the business unit is:

- Improve profits, market share and cash flow and achieve financial independence
- Develop a business plan to put your business on the road to success
- Introduce systems that will help you operate effectively and efficient – No more chaos and miscommunication
- Improve your marketing strategies and see what works for you
- Build a strong team so you can have a life as well
- Identify potential growth and develop a strategy on how to unleash it
- Develop a business which is more attractive to buyers

Unit	Topic	Assessment criteria
Business units Code BU IV	<ul style="list-style-type: none"> • Manage finances • Research business opportunities • Monitor and manage business operations • Implements floristry products and services plan • Provide a safe working environment • Administer human resource policies • Lead and manage people • Promote the business • Undertake business planning 	<ul style="list-style-type: none"> • Business and marketing plan • Assignments for each unit of Competence • Practical and oral Assessments • Min of 80% attendance required for training sessions

Duration: 25 weeks excluding school holidays

Nominal Hours: 476 hours (excluding all Units of Competency in Certificate II and III) plus research work for the marketing and business plan and preparation time for the large scale event.

Start Date: March every year

Entry

Requirements: Successful completion of Certificate III in Floristry

English

requirements: 5.5 Entry score under the International Language testing system

Cost: \$ 4500.00 includes all training sessions, all assessments on and off the job, comprehensive course notes, coaching support from your lecturer and 1 marketing text books