

Certificate IV in Floristry

WRF 40104



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. The training we deliver benefits our students by focusing on emerging global industry trends.

This advanced training program is aimed towards managers, business owners and florists who want to further their career by building competence in business management and advanced floristry design skills. The program is divided into three sections. This enables our students to choose between a nationally recognised training path and shorter sections to enhance specific skills. For more detailed information regarding the training program options please contact the school.

Advanced Floristry Design Skills

Bringing the world of international design to Australia! Jenny Ashton is the head of the advanced floristry units at Flowers Design School. Jenny runs her own successful business specialising in unique custom made designs for corporate clients in 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 and business skills. Jenny ensures that all Certificate IV students have the perfect blend of industry and theoretical balance. Jenny has won three prestigious industry awards; Winner of the WA Smithers Oasis Cup followed by the first prize 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.

Flowers Design School Floristry Training Modules

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 in this module includes:

- Customer consultation
- Concept / Design Development
- Quote / budget development
- Research products
- Buying plan to maximize profits
- Negotiation with suppliers
- Production plan and management
- Execution of floral design concept at an actual event

Botanical Sculptures and Unique Designs

Extend your creative horizon. This module is filled with creativity, techniques and design concepts

- Armature techniques
- Carving and cutting techniques
- Unique container and stand designs
- Sculptural forms
- Re-usable / permanent frame-works

The two training modules are part of the Certificate IV training program, or can be delivered as a skills set / short course.



Flowers Design School Business School for Florists

This training module is delivered by the Flowers Design School Chief Executive Officer, Jayne Endall. Jayne has over 20 years experience in small and medium business, holds a Diploma in Business Management and is a qualified trainer and assessor. Jayne is passionate about all facets of business management and delivers relevant and up to date training material pertinent to the florist industry.

Undertaking studies in the Flowers Design School Business module will awaken your business skills by using real life tools which are meaningful and effective to introduce. The focus in the business unit is;

Improve profits, market share and cash flow

Achieve financial independence

Develop a business plan to put your business on the road to success

Introduce systems that will assist in operating effectively and efficiently

Improve your marketing strategies

Build a strong team through effective HR management

Identify potential growth and develop a strategy to execute it

Develop a business with is more attractive to buyers

As with the floristry modules in this advanced training, the business module can be taken as a short course for skill sets, or as part of the nationally recognised training in Certificate IV in Floristry.

Course Structure

Nominal hours: 476 hours EXCLUDING pre-requisite units of competence from Certificate II & Certificate III. Additional hours are required for research work, corporate events and business plan preparation.

Entry Requirements: Successful completion of Certificate III in Floristry

English Requirements: 5.5 entry score under the International Language Testing System.

Course Fees: \$6,975.00 AU

Application Fee: \$500.00 AU

Total Cost: \$7475.00 AU

Course fees include all training delivery, assessment delivery (on and off the job), course notes and training material, coaching and full course induction.

