

Floristry

Flower Retailing ANZSIC: 4274



In Demand

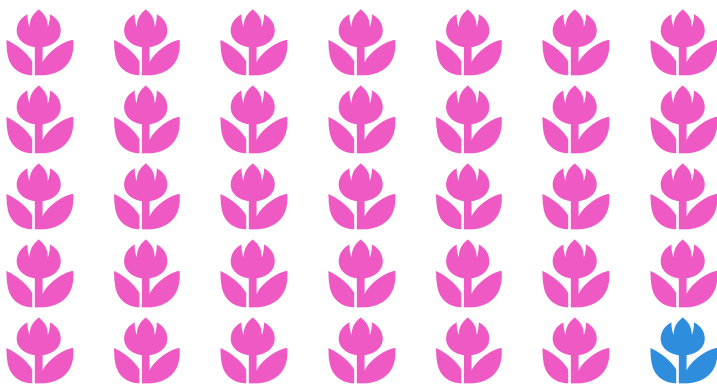
Technical skills and soft skills such as:

- Creativity,
- Detail oriented,
- Communication,
- Customer-focused service, and;
- Online & social media engagement skills.



6.4%

is the rapid, annualised growth for online flower shop markets between 2014 and 2019.



97%

of enrolments in the Floristry Training Package nationally are female.



Roles

- *Specialist Designers
- *Senior Florist
- *Assistant



\$90.4M

is the annual revenue generated from online sales.

*Source: LDSC Industry Profile, Floristry 2021

