

# CAREER FACT SHEET

## Florists

### Snapshot

Florists prepare and sell floral arrangements

How many are employed in this occupation?	5,700
What are the average weekly earnings for full time workers?	\$850
How does unemployment compare with other occupations?	Average
What are the job prospects for this occupation?	Low
What will be the likely future employment growth for the next five years?	Relatively Steady

### Main employing industries

Retail Trade

### Tasks

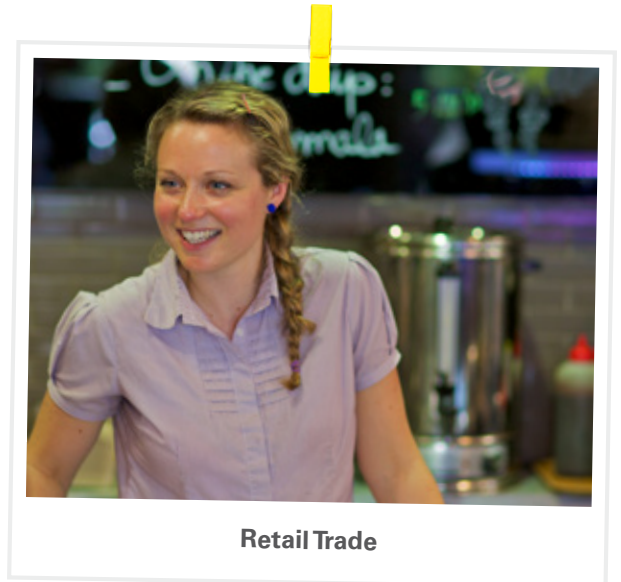
This occupation may include associated occupations with varying tasks.

- planning and designing floral arrangements
- arranging supply and storage of flowers, greenery, decorations and other items
- treating flowers to extend their life
- selecting, trimming and arranging flowers and other materials
- packing, wrapping, and attaching message cards to, and organising delivery of, completed arrangements
- serving customers and accepting payments
- advising customers on the selection of flowers and floral arrangements
- may decorate hotels, churches, halls and other facilities for special events

# INDUSTRY OVERVIEW

## Retail Trade

If you're interested in selling products to customers, displaying goods for sale, or working in Retail operations then the Retail Trade industry could be the place for you to kick-start your career journey. The Retail industry is huge and covers a diverse range of products including groceries, personal-care items, white goods, apparel and motor vehicles. These goods are purchased from domestic or overseas manufacturers and wholesalers to be onsold (retailed) to local customers. There is more to the Retail trade than just selling products. A career in this industry could involve work in administration, customer service, employee relations, finance, inventory, loss prevention, merchandising or marketing. The supermarket and grocery category is the largest retail employer in Australia, followed by the pharmaceutical sector, so you could find your career starts right where you already do your own shopping! The increased popularity of buying and selling products and services over the internet has led to a growth in online retailing or electronic commerce (e-commerce) businesses, creating new job opportunities in what is a very exciting segment of the industry.



### Possible job pathways

- Advertising and Sales Managers
- Bakers and Pastrycooks
- Checkout Operators and Office Cashiers
- Florists
- Models and Sales Demonstrators
- Pharmacy Sales Assistants
- Retail and Wool Buyers
- Retail Managers
- Retail Supervisors
- Sales Assistants (General)
- Sales Representatives
- Service Station Attendants
- Shelf Fillers
- Storepersons
- Street Vendors and Related Salespersons
- Technical Sales Representatives
- Telemarketers
- Visual Merchandisers

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