

blooming news

Your seasonal guide to all that's floral



Graduate Profile: Sarah Cairns

Life is too short – Change your life with flowers!

Sarah moved from Tasmania to Sydney in 2008. 'It has been a good career move,' says Sarah. 'Sydney has great opportunities if you want to work in floristry. I wanted to work in a creative yet hands on job that changes with the seasons.'



Sarah enrolled in our Commercial Design Course. 'Pearsons worked with my schedule and was central to get to,' said Sarah. 'I also liked that it was an accelerated course so I was work-ready in just one year.'

While studying, Sarah gained work experience at a Sydney florist and has now secured a full time job with Jodie McGregor Flowers. 'The course at Pearsons gave me a really good grounding in the basics of floristry and helped me to get a job in the industry. I strongly recommend everyone go for it – working in an area that you are interested in and challenged by is so much more satisfying. Life is too short to work in a job that you don't like!'

Flower of the Season: Waratah

Telopea speciosissima – "The generic name *Telopea* is derived from the Greek '*telopos*', meaning 'seen from afar', and refers to the great distance from which the crimson flowers are discernible. The specific name *speciosissima*, means 'beautiful' or 'handsome'. 'Waratah', the Aboriginal name for the species, was adopted by early settlers at Port Jackson."

Sydney florists love spring because we get to work with gorgeous waratahs. Perfectly named these stunning blooms add real wow factor to any bouquet or arrangement. Available in pink, white or red, the waratah is the floral emblem of NSW.



Source:
Google
Images, Floral
Emblems of
Australia
& Pearsons
Florist Image
Library

OPEN DAY: Saturday 9th October 2010 From 12noon till 3.30pm at our Darlinghurst Campus at 50 Oxford Street

- Be amazed by the creativity of Pearsons floristry students competition designs
- Vote for your favourite designs in the People's Choice Award
- Be inspired by floral design demonstrations by our expert florists
- Buy great value market flowers and a florist's toolkit to take home and create your own designs
- Find out about floristry Courses for Fun and careers in floristry
- Enrol for a course and get a special open day discount

Free to attend, booking essential.

Register online or by calling (02) 9550 7755

*Be amazed
Be inspired
Discover
Enjoy
Enrol
Be a florist!*



School News...

Thanks to the students who helped design the table centrepieces for the Spastic Centre's Might and Power Gala Race Day. Held on Saturday July 17th at Rosehill Gardens Racecourse, it was their most successful race day ever, raising close to \$400,000 for Cerebral Palsy.

"760 guests enjoyed a sumptuous lunch with superb wine donated by De Bortoli Wines and beer courtesy of Tooheys. Tables were decorated by the **masters at Pearsons Florist** and were entertained by MC John Brown AO and the talented David Sanders." Visit the [Spastic Centre website](#) for more details & photos.

Students spent the Friday before the big day with Master Designer Andreas Huelck creating 75 stunning table arrangements, matching large displays and hair pieces for the models.



One of Jerrica's designs for her office reception – a great choice of long lasting blooms for the office!

Budding Florist of the Term:

CONGRATULATIONS TO JERRICA TIEU – MODULE 2 Saturday Class at Oxford Street, the winner of the Budding Florist competition for last term (May 2010 intake). Jerrica has created designs for her office, family and multiple practice pieces.

The *Budding Florist of the Term* competition is open to all current PCDC students and is an opportunity for them to share their experiences and achievements outside the classroom.

See the *Budding Florist* box in any Pearsons' classroom for entry forms.

Congratulations to all our budding florists who are having **fun with flowers**. See these images below for some great examples



Renata Jockel
Module 2



Silvia Slosarova
Module 2



Jade Genner
Module 3



Michelle Gunawan
Module 1



Jovi Khong
Module 3

What's happening in the world of flowers?

Spring is a wonderful time for flower lovers. There are a whole range of glorious events to showcase this stunning time of the year. Don't forget to visit our wonderful parks and gardens for inspiration and take time to stop and smell the roses!

Floriade – Australia's celebration of spring – it is the biggest flower festival in the country featuring more than a million blooms! This year's Floriade theme is Imagination. Floriade runs from Saturday 11th September to Sunday 10th October 2010 in Canberra. Visit [Floriade Australia](#)

David Jones Flower Show – David Jones welcomes the arrival of Spring with the annual Flower Show, running from 1 to 12 September 2010 at the Elizabeth Street store. This year celebrates 25 years of the David Jones Flower Show, with a retrospective look at 25 of the most beautiful flowers featured over the years. Be inspired!

Better Homes and Gardens Live – A new event on the Sydney Spring scene, the Better Homes and Gardens Live show is brimming with inspirational ideas for the true flower lover. From 15th – 17th October at the Sydney Showground, Sydney

CONTACT US

Are you a past PSF student and working in the floral industry?

We would love to hear how you are doing! Drop us a line and send us some photos of your creations to:

school@pearsonsfiorist.com.au

Visit our Students page to see what other graduates are up to
www.pearsonsschool.com.au

Shopping, shopping, shopping

- **Florilegium Books** -Get 10% discount when you show your Pearsons student card at Florilegium bookshop, 65 Derwent Street, Glebe. Phone 9571 8222 or see their online catalogue: [Florilegium Catalogue](#)
- 10% discount from Pearsons Florist on flowers or sundries bought from any of our beautiful Sydney stores
- 10% discount on future Courses for Fun from Pearsons School of Floristry

New! Hen's Celebration Floral Styling Workshops

For a Hen's celebration with a difference, surround yourself with nature's delights and enjoy a fun filled floral experience with your friends at your very own floral styling workshop!

Choose from the three Hen's Celebration workshops. All include a glass of champagne plus nibbles; your flowers are yours to take away and enjoy afterwards! (Minimum 8 participants required per workshop.) [More.....](#)

NEW! Courses for Fun & Styling Sessions 2010

PCDC a pathway to Certificate III in Floristry (WRF30104) - October 2010

Come and attend a FREE Information Session during Winter. See our website for dates.

<http://www.pearsonsschool.com.au>

For further enquiries please contact the school on (02) 9550 7755.

PCDC classes start on the following dates:

Thursday 14th October, 2010 – City campus

Saturday 16th October, 2010 – City campus

Great Gift Idea!

A gift voucher from Pearsons School of Floristry is a perfect gift. Choose a flora single, full day session or 5 week course voucher and let the recipient choose the dates*

*Vouchers valid 12 months from purchase date



Courses for Fun – The Styling Sessions – Full Day Workshop

Home Styling

Sunday, 19th September – 10am – 4pm – City campus

Event Styling

Sunday, 26th September – 10am – 4pm – City campus

Wedding Styling

Sunday, 17th October – 10am – 4pm – City campus

\$275 includes morning tea and lunch and all flowers and materials!

Courses for Fun – Evening Hobby Series – Tues/Wed evenings

Bloom Series – 5 week series

Tuesday, 12th October OR Wednesday, 13th October, 6.30pm – 8.30pm

City campus and Inner West Campus

\$395 includes all flowers and materials!

Courses for Fun – The Flora 5 Week Series – Monday mornings

Flora - 5 week series

Monday, 13th September – 10.30am – 1.30pm – City Campus

\$550 includes all flowers and materials!

Improve your skills! – Essential Floristry Skills – 5 days

The 'How to' of weddings, parties, anything... & Think like a florist!

Monday 27th September to Friday, 1st October 10am – 4pm

City Campus

\$1650 includes all flowers and materials!

A one week intensive journey into everything you need to know in setting up, styling and delivering for weddings and events

Be a florist...

Pearsons Commercial Design Certificate a pathway to Certificate III in Floristry (WRF30104)

Become a work-ready florist in just one day a week, over a year!

Enrolling now for October 2010... Choose a weekday or Saturday class

Come to a FREE Commercial Floristry information session to find out more