

Park Floristry School

SUCCESS STORIES

LOOK OUT WORLD – HERE I COME !!! Monique Colthup

Tiger Lillies

Ph: 07 3899 4937

www.tigerlillies.com.au

Not long after completing my floristry training at Park in 2003, all I really wanted to do was to get my own business up and running ... and the sooner the better!

I continued working part time whilst trying to build my business.

Having contacts in my workplace and several other related businesses, and being a keen talker enabled me to get the word out that I was in business and looking for clients. It took time, a lot of patience and some ingenuity to get things really happening, but when the work did start building up, it became clear that it shouldn't take too long to be able to get out of my part time job and set up my own business. I found there was a gap in the market for wedding florists and when I concentrated my efforts on catering to this niche market .. the work started building up and word of mouth sent a lot of future brides heading my way.

After running my business part time for the past 4 years, it became clear by late 2007 that it was then time to take the plunge and look for retail premises to open my very own shop. While I've only been open since January 2008, this year is shaping up to be a very busy, and hopefully a very profitable, one indeed. I even have my first staff member, a former Park student of course !



SERVICING BRIDES IN THE OUTBACK Liz Cover

Thoughts in Bloom

Ph: 0428 508 201

www.thoughtsinbloom.com.au

Liz Cover began her studies with Park Floristry School in April 2002. Liz's family run a grain and cattle property at Erinvale, Queensland, but Liz had a burning desire to become a florist. With the support of her family, she enrolled with Park Floristry School as an external student, and came to Brisbane to complete her course. Most people would be deterred by the distance she had to travel to be part of the course, and the inconvenience of having to find accommodation during her practical 'blocks'. Not Liz however.



After 3 years hard work, personal inconvenience and dedication, Liz was finally awarded her Certificate II and III in Floristry.

Liz's dream has now come true. Liz is operating her own floristry business and has opened up a much needed service for people of the outback to secure beautiful individually designed flowers of their choice for their wedding day.

Liz says : " The creation of *Thoughts in Bloom* evolved from the desire to help distance challenged brides and their families with a floral service they could find via the internet. Having been raised and still living in a rural location, I am aware of the logistics involved in planning large events away from centralized suppliers".

Congratulations Liz, and well done on fulfilling your dream under adverse conditions.