

FLORIST HAVE A BALL AT THE ANNUAL FLOWER BASH

Kathryn Ford and Jodie Day had the night of their lives at last week's 2011 Annual Flower Ball.

Both florists share not only the same passion for floristry, but also the honour of being awarded the 2011 Regional Florist of the Year and Metropolitan Florist of the Year respectively.

The awards, which were held in Sydney on 29 October, were definitely the girl's moment to shine. Kathryn Ford of Raymond Terrace Florist, Raymond Terrace, was thrilled to be named Regional Florist of the Year.



2011 Regional Florist of the Year winner, Letitia and Kathryn Ford of Raymond Terrace Florist, A&L Florist Sundries representative John Olivieri, Chairman of Sydney Markets Limited John Pearson and CEO of Sydney Markets Limited Brad Latham.

Jodie Day, of The Flower Hut, South Hurstville, was unfortunately not there to be presented with the honour of Metropolitan Florist of the Year, but one of her colleagues was only too happy to accept the award on her behalf.



2011 Metropolitan Florist of the Year winner, Jane Doran of the Flower Hut, South Hurstville (accepting Award on behalf of Jodie Day), A&L Florist Sundries representative John Olivieri, Chairman of Sydney Markets Limited John Pearson and CEO of Sydney Markets Limited Brad Latham.

The Sydney Markets Annual Flower Ball is an important event which recognises the best in floristry from around New South Wales and the ACT and is highly regarded amongst the industry. Award finalists are chosen from those that have been recognised by either monthly awards or Award of Excellence awards during the year, after which they are again judged at the highest level to determine the winners.

Attracting over 250 entries, competition was stronger than ever, reflecting just how promising the floristry industry is. In his speech, Chairman John Pearson paid tribute to the high quality of work that was received.

"These people we are awarding tonight have demonstrated absolute dedication and are to be commended for their determination to succeed," he said.

Indeed, proof of just how talented florists are was seen in the magical transformation that took place inside Sydney Town Hall, where the awards were held. An exquisite *avant-gard* upside-down garden floated from the ceiling, specially designed by current TAFE students, who are the florists of the future.

Singer Adam Scicluna also topped off the night with his amazing vocals, along with the band Superstitious, who played non-stop medleys that ensured non-stop dancing complete with tongue-in-cheek interpretations of the most memorable party tunes from disco through to funk, ensuring that everyone boogied away on the dance floor.

Sydney Markets Limited would like to thank our major sponsor A & L Florist Sundries, for their support in 2011.



The Band, Superstitious



Adam Scicluna