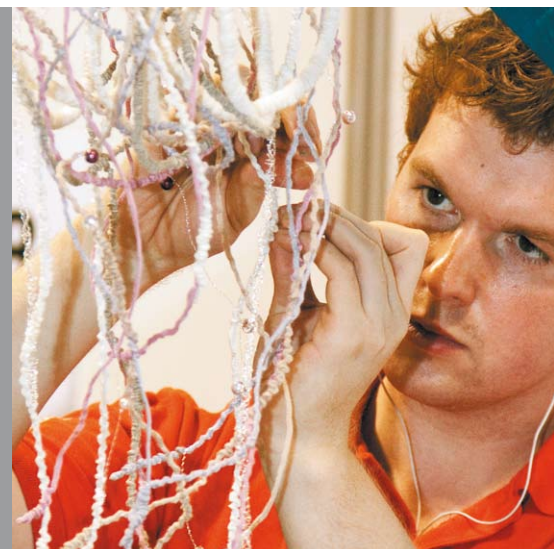


Joe Massie: Floristry

Competed in:	WorldSkills Calgary 2009 – Team UK
Awarded:	Bronze medal
Home town:	Liverpool
Region:	North West
Date of birth:	30/01/1988
Age at competition:	21
Employer whilst competing:	Fishlocks Florist
Employer:	SpringBank Flowers
Learning provider:	St Helens College

Qualifications

- City & Guilds Level 2 National Certificate in Floristry
- Level 1 & 2 Balloon Art



What was your route into Team UK?

Joe was working full time when he saw an advertisement for the WorldSkills UK competition in a trade magazine. Joe put on a winning performance at the regional competition and was invited to attend the national final. The final didn't go to plan and Joe finished in 5th place, however the judges realised his potential and invited him to try again at the WorldSkills shortlisting. Back on form, Joe excelled with a winning performance at both the Squad and Team selections, earning himself a place in Team UK.

Why did you choose to get involved with WorldSkills?

Joe met Natalie Stanyer, past WorldSkills competitor in Floristry, at an event organised by the American Institute of Floral Design and got chatting to her about her WorldSkills experience. Joe quickly realised what a fantastic opportunity WorldSkills was and seized the chance to be part of it.

What training did you undertake as part of your journey to WorldSkills and what impact did this have on your life?

The intensive training schedule took Joe all around the UK and Europe. Visiting France, Germany, Sweden, Greece and Holland, Joe trained with some of the most gifted individuals in industry.

"Because floristry techniques are regional it was important to get a wide range of training. I learned loads of different techniques from almost everyone within the floristry trade; it was incredible."

What was WorldSkills like?

On the advice of his training manager, Steph Willoughby, Joe prepared himself as much as possible for the actual competition.

"WorldSkills was just like I imagined it. I have had some competition experience and that helped me build up a mental picture. When I arrived at the competition, the scale of the event didn't worry or shock me because of the preparation I had done."

What did you have to do during the competition?

Joe had to create 9 different floral pieces during the 22 hour competition. Each task was designed to test a different aspect of floristry. A range of techniques and styles had to be used to tackle the demands of each task; they ranged from wedding pieces, body adornments to funeral pieces.

Who inspired you during your journey to WorldSkills?

Joe trained with such a range of Florists that it is difficult to pick just one individual, but there is one that sticks out in his mind.

"Ely Lin from Taiwan was a real inspiration. Her focus and determination to create the very best designs was obvious throughout my training with her and this was really inspirational to me."

What did being part of Team UK and competing at WorldSkills mean to you?

"It was the coolest thing I have ever done. I didn't expect the team to be such an important part of the experience, but when I was in Calgary competing the team became the most significant thing for me and offered some real support during the competition."

How did it feel to win the Bronze medal?

Throughout the competition Joe was building up an idea of where he was in comparison to the competition.

"I was able to see all the other work and judging my performance against the other competitors I didn't think I had done very well. It was a huge surprise when my name was called for the medal and I couldn't have been happier."

What has competing done for you both personally and professionally?

WorldSkills has done wonders for Joe's career. It has opened doors and given Joe the confidence and ability to enter even more competitions. Joe recently won the title of 'Youth Florist of the Year' and intends to go for the title of 'European Youth Florist of the Year' over the next 9 months.

"Competing at WorldSkills has really helped further my career. The BBC are now covering my journey to the European finals which is fantastic for both my career and building a reputation in the industry."

What is the dream?

Joe has been so busy with work and competitions that he has not been able to prepare a plan for the future, but he has some idea of what he wants to achieve.

"I'd love to be able to create my own brand within floristry - a

business created around my own style of design that could succeed in both the artistic and also the commercial elements of the industry."

Would you encourage others to get involved in WorldSkills?

"Absolutely; it is the best thing I have ever done and would have no hesitation in recommending WorldSkills to others."

What do you think of the event being held in London in 2011?

"It's very cool that it's coming to the UK. It will help showcase the value of skills and their importance to UK industry. Students that are able to visit the competition will be able to see a range of possible careers that will help them make the difficult decisions they face when planning for the future."



For more information about the WorldSkills, UK Alumni, contact the UK Skills communications team:
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