

wedding planning



WEDDING FLOWER BUDGET GUIDE

Q WHAT WILL I GET FOR MY MONEY?

We get it! When couples start planning a wedding they likely have had more experience buying and selling cars and homes, they may have travelled the world or even raised kids. But many have never planned a wedding.

There really is nothing like getting married. No matter how low-key you want the day to be, it is a completely unique experience to any other celebration. There is more emotion and expectation invested in your wedding day than many other special occasions.

Budgeting for weddings can be difficult and we know how hard it can be to get information on wedding pricing from prospective vendors. So we wanted to be as open as we could about what you can expect to get for your wedding budget.

There is a lot of variations that impact on the end cost of wedding flowers. Things like seasonality, location of your day, bridal party numbers, types of flowers used and the size and scale of installations can all alter the cost.

As a general rule of thumb, industry standards recommend a floral budget of 10 – 15% of your overall wedding budget. If however, you are wanting to include professional styling services or you want your florals to be a major element of your day we recommend increasing that amount to 20-35% of your overall budget.

Most of our couples spend between \$3000 - \$8000. Some spend less for more intimate occasions and some spend more if they are wanting multiple large-scale elements on their day.



HERE ARE SOME EXAMPLES OF DIFFERENT FLOWER BUDGETS AND WHAT YOU MAY EXPECT TO GET FOR THAT AMOUNT:

Please remember that every florist prices their items slightly differently depending on their personal style and preferred variety of blooms. This is not an exhaustive list, but rather a guide for you to start thinking about your day.

UNDER \$1,000

Most often, this will allow for bridal bouquet, a few bridesmaid bouquets as well as buttonholes for the groom and groomsmen. Depending on the number in the bridal bouquets, it could account for buttonholes and corsages for a few additional family members. If you are having a very intimate wedding and no bridal party, it could account for your bouquet, a buttonhole as well as a small installation piece at either the ceremony or reception.

\$1,500 - \$3,000

Depending on the size of the bridal party, this will cover off personal flowers (bouquets, buttonholes) as well as allow for some table decorations at the reception. We would suggest smaller arrangements on each table or a collection of bud vases and feature blooms to fit within the budget.

Or, instead of table flowers, this could allow for a larger feature at the ceremony (perhaps an archway with florals).

Alternatively, if your bridal party only includes two additional people, this budget could allow for a small ceremony feature element as well as a reception installation.

\$3,500 - \$5,000

This budget could cover your personal flowers as well as a feature element at the ceremony and the reception. It could also cover off smaller table arrangements or bud vases for the table decoration as well as candles.

Or, if there is just one of either a ceremony archway and / or reception installation, there could be budget to cover off on more table styling elements.

\$5,500 - \$7,500

This price range falls within our typical full styling and floral service. Most often this includes personal flowers, a ceremony floral feature, an installation at the reception, as well as flowers and candles for the tables.

\$7,500 - \$10,000

With this budget, we are often looking at a collection of personal flowers, large statement / impact pieces at the ceremony (for example, urn arrangements or an archway PLUS aisle flowers). For the reception, the budget could allow for a hanging feature as well as flowers and candles for the tables.



Q WHY ARE WEDDING FLOWERS SO EXPENSIVE?

Well, the simple answer is that wholesale flowers are pricey and the images that you look at and love on Instagram and Pinterest often require a lot of stems to create. The other factor is there is SO much more that goes into creating your wedding flowers than most people think. Your florist will spend anywhere from 10 – 60+ hours working on your wedding.

Here are just some of what goes into your wedding flower quote:

- 3am starts and 1am bump outs
- Travel to and from the market (for us that's a 7 hour round trip)
- Keeping your flowers fresh and cool
- Prepping and conditioning the flowers once back in the studio
- Creating your arrangements (this starts anywhere from 1 – 4 days out from your wedding)
- Travel to and from the venue
- Travel to and from where your bridal party are getting ready to drop off bouquets and buttonholes
- Time spent installing onsite at your venue
- Pack down, clean up and responsible disposal of your flowers
- Paying a team to bring your dream to life. Most often flower installations are a 2 – 4 person job and the bulk of this is done on weekends and late nights when rates are higher

Add to this, all the time spent liaising with you the couple, your family, cake maker and venue before we even get our hands on flowers! Aspects such as:

- Bespoke design of your floral elements
- Quoting
- Requoting to get your concept just right (and one budget)
- Liaising with our wholesalers and confirming flower availability and varieties
- Site visits

And like any other business the boring but essential stuff like paying tax, rent and all the other usual business overheads.