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 **INDUSTRY SECTOR:
JEWELLERY**

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JEWELLERY SECTOR OVERVIEW

This retail sector is a smaller specialised area which focuses on the sale of rings, bracelets, earrings and necklaces made from precious metals often set with gemstones. Some stores also sell watches, gift lines and fashion accessories.

There are smaller independent jewellers and chain store jewellers. Smaller independent jewellers tend to specialise in niche markets which include design, manufacturing and repair, second hand and antiques, and designer jewellery. All aspects of this type of business are usually carried on under the one roof – from sales to administration.

The chain stores, often located in popular shopping centres, tend to carry a broader range of products with the administration and service part of their business located elsewhere.

Jewellery stores deal with both Australian and overseas suppliers. Their inventory generally consists of higher priced items in the retail spectrum, with the image of items being a luxury and not a necessity.

Employees in this industry need excellent selling skills and must be able to provide personalised customer service.

- Although this is a smaller sector with around 1% of retail employment, the jewellery sector matches the industry average for turnover and staff per business.
- There are more than 1,300 employees – and more than three-quarters are female.
- This is one of the more mature sectors, with almost half the workforce aged 40 or older.



WHAT JOBS ARE AVAILABLE?

- Sales assistant
- Senior sales assistant
- Trainee manager
- Assistant manager
- Manager

Administration jobs are often available with independent jewellers and often these roles tend to be multi-tasked with sales.

Jewellery companies with a chain of stores also have roles in accounts and finance; supply chain; purchasing; merchandising; marketing; and human resources.



WHERE DO I START?

- Most stores hire casual staff at Christmas and select new sales assistants from this pool
- Ask about doing a school-based apprenticeship in retail
- A Certificate II in Retail (no prerequisites) will show you're interested in customer service
- Chain stores are larger employers and tend to advertise for vacancies online where as independent jewellers will use newspapers or rely on the resumes personally delivered.

JEWELLERY - SA RETAILING STATISTICAL SNAPSHOT

CHARACTERISTICS	JEWELLERY SECTOR	RETAIL SECTOR AVERAGE
Total number of businesses	222	961
% of businesses with turnover: < \$200K, \$200K +	47%, 53%	48%, 52%
Number of employees	1365	5885
Employees in management roles	346 people = 25%	1149 people = 20%
Employees in technical and trade roles	142 people = 10%	577 people = 10%
Employees in sales roles	703 people = 52%	2464 people = 42%
Employees in support roles	174 people = 13%	1695 people = 28%
Average no. of employees per business*	6	6
Ratio of male to female employees	21% male / 79% female	43% male / 57% female
Age profile breakdown: < 19yrs, 20-39yrs, 40+yrs	8%, 43%, 49%	21%, 42%, 37%

* This average is representative of all businesses within this sector. A sector with a large number of micro businesses may distort the average.

The statistical data used in this publication has been derived from information provided by the Australian Bureau of Statistics which includes: C- Data Online 2006 Census collated by State/Territory (STE) and Industry of Employment [ANZSIC06] (IND06P) & Catalogue no. 8165.0 – Counts of Australian Businesses, including Entries and Exits, Jun 2003 to Jun 2007.



INDUSTRY SNAP SHOT

Name: Derek Gregory

Age: 35

Place of Work: James Thredgold Jeweller

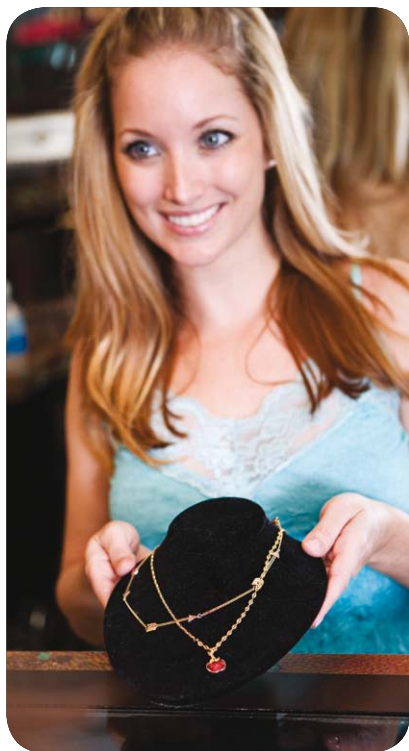
Role: Manager

Qualifications: Registered Valuer, Gemmologist, Master Jeweller, HRD Diamond Grader

Benefits: As a Manager, my main role in retail is still customer service – making sure customers are looked after; from the minute they enter the store, until they leave. It's also the most enjoyable part of my job – seeing happy customers who will enjoy their purchase for many years to come. I started as a jewellery apprentice 17 years ago and, even then, communication with customers was essential – so moving from the bench to the shop floor was a simple process, with my boss as my mentor.

Confidence is the biggest personal gain from working in retail. Interacting with people all the time means you become more confident as you become comfortable in your knowledge and your abilities. My advice, don't give up and believe in yourself!

Estimated salary range for this job role: \$61K–\$80K



QUALITIES TO GET A JOB

- Excellent personal presentation
- Good communication skills
- Passion for customer service
- Honest & trustworthy
- Interest in fashion and jewellery
- Like to learn new things
- Attention to detail
- Good cash-handling skills
- Good hand-eye coordination
- Creativity (displaying stock)
- Accurate writing skills (customer orders)

TASKS & WORKING CONDITIONS

Jewellery sales assistants need to develop detailed knowledge about the items they're selling so they can advise customers and help them make a suitable selection. In-store training and other team members will help to build this information.

Merchandising is very important – jewellery needs to be displayed to its best advantage. Stock may be removed from store windows and counters every day and sales assistants need to pay attention to detail when replacing them. Keeping everything clean and sparkling is essential.

Not all jewellery sales assistants want to become involved in designing and making jewellery, but apprenticeships are available for those who do.

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RETAIL OCCUPATIONAL CAREER STREAMS

EXECUTIVE

Usually requires the Graduate Certificate or higher qualification in addition to significant industry experience

CEO ■ Regional /Area Manager ■ Business Owner ■ State Manager ■ National Manager ■ CEO ■ Regional/Area Manager ■ Business Owner

MANAGEMENT

Usually requires a level of skill equal to a Diploma and at least 5 years experience

- Senior Buyer
Purchase Manager
Merchandise Manager
- Visual Merchandiser
Marketing Manager
Display Manager
Head Merchandiser
- Accountant / Financial Manager
Web Sales / IT Manager
Loss Prevention Manager
Product Specialist
Lawyer
- Marketing Manager
Promotions Manager
Advertising Manager
- Logistics Manager
Supply Chain Manager
Warehouse Manager
Operations Manager
- Store Manager
HR Manager
Operations Manager
Training Manager

SUPERVISORY

Usually a skill level equal to a Certificate III or IV qualification or at least 3 years experience

- Buyer
Assistant Buyer
Trainee Buyer
- Visual Merchandiser
Display Designer
Shop Fitter
Merchandiser
- Store Maintenance Officer
Credit & Loan Officer
Loss Prevention Supervisor
IT Support Technician
- Assistant Sales Manager
Floor Manager
Team Leader
Department Manager
- Distribution Manager
Storeperson
Despatch Coordinator
- OHS Supervisor
Staff Supervisor
Roster Manager
Training Manager

ENTRY LEVEL

Usually a skill level equal to completion of at least Year 10, Certificate I or II qualification

- Sales Assistant
Store Person
Re-filler
- Night Fill Replenishment
Housekeeping
Apprentice Shop Fitter
- Clerk
Customer Service
Cleaner
Loss Prevention Officer
- Sales Assistant
Sales Representative
- Warehouse Attendant
Forklift Operator
Delivery Driver

Some retail jobs involve working across multiple occupations and streams. For example the manager of a small shoe store can be the buyer, visual merchandiser, sales assistant, cleaner and staff supervisor.



A woman with long blonde hair is looking at jewelry in a store. She is wearing a black top with a white floral pattern. The background is slightly blurred, showing other people and jewelry displays.

WHAT TRAINING IS AVAILABLE?

Retail Qualifications

Certificate II in Retail

Certificate III in Retail

Certificate IV in Retail Management

Diploma of Retail Management

Diploma of Visual Merchandising

Certificate II in Wholesale

Certificate III in Wholesale

(There will be changes to the wholesale qualifications when the new Retail Training package is released late 2011.)

Relevant Qualifications From Other Industries

There are a number of other Certificates, Diplomas and Advanced Diplomas available in other specialty fields such as advertising and marketing.

A career in retail jewellery could lead you to an Apprenticeship in Jewellery to become a qualified jeweller.

Qualifications can be achieved through an Australian Apprenticeship or through a nationally accredited training course.

The Gemmological Association has some excellent introductory and advanced courses.

RELATED SECTORS

Specialty Stores

Fashion, Clothing & Footwear

Arts and Crafts

EMPLOYERS

James Thredgold Jeweller
Adelaide Exchange Jewellers
Edments
Gerard McCabe Jewellers
Goldmark
Grahams
Michael Hill
Prouds
Sheppards Jewellers
Shiels
Zamel's

CAREER INFORMATION

www.aatinfo.com.au
www.gem.org.au (The Gemmological Association of Australia)
www.jaa.com.au (Jewellers Association of Australia)
www.jobguide.deewr.gov.au
www.myfuture.edu.au
www.serviceskills.com.au
www.serviceskillssa.com.au
www.workforceinfoservice.sa.gov.au

To find out more about retail careers visit: www.retailexecutive.com.au



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