



# RETAIL IS YOUR FUTURE



## JEWELLERY

### 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. More than three-quarters of staff are female. This is one of the more mature sectors; with almost half the workforce aged 40 or older.

### HOW DO I START?

Qualifications in retail services can help you when you are applying for a position as a sales assistant

- Most stores hire casual staff at Christmas and select new sales assistants from this pool.
- Ask about doing a school-based apprenticeship in retail **SIR20216 Certificate II in Retail Services**.
- **SIR20216 Certificate II in Retail** or **SIR30216 Certificate III Retail** will show you're interested in the retail industry.
- 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.

### AVAILABLE JOBS

- Sales assistant
- Senior sales assistant
- Trainee manager
- Assistant manager
- Manager
- Small business owner



- If a career in management interests you, you can work your way up, apply for promotions or further study SIR40316 Certificate IV in Retail Management and SIR50116 Diploma of Retail Management.

## TASKS AND WORKING CONDITIONS

Jewellery sales assistants need to develop detailed knowledge about the items they are 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. Special attention to store security is needed due to the high value of products. Not all jewellery sales assistants want to become involved in designing and making jewellery, but apprenticeships are available for those who do.

## WHAT TRAINING IS AVAILABLE?

Stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, wholesale and business. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

## RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), [nra.net.au](http://nra.net.au)