



RETAIL IS YOUR FUTURE

NEWSAGENTS, STATIONERS AND BOOKSHOPS

OVERVIEW

Book retailing focuses on the sale of fiction and non-fiction books – including educational and children’s books. Stationery retailing includes pens and paper; art supplies, greeting cards; envelopes; business forms – and equipment such as rulers, erasers, scissors, highlighters and sticky notes. Newsagents sell newspapers, periodicals, lottery tickets and hobby magazines. Outlets can be very small, selling only one of these ranges; larger, with a mixture; or ‘superstores’ with a broad selection.–Almost two-thirds of staff are female and more than half are aged 40 or older.

One in every three roles is in management – which is significantly higher than the industry average – and there are almost no technical or trade roles. Bookstores, stationers and newsagents compete with department stores and websites selling books; supermarkets and post offices selling stationery – and newspapers or magazines are found almost anywhere! In response, some now stock technology products; gifts and packaging; and offer copying, printing and other services. Major booksellers also now sell on-line; while stationers and newsagents have formed large buying groups of up to 1000 members.

AVAILABLE JOBS

- Sales assistant
- Cashier
- Clerical or administrative assistant
- Merchandise coordinator
- Postal services officer (counter staff)
- Receiving / despatch coordinator
- Delivery driver
- Trainee buyer/Purchasing officer
- Team leader/Supervisor
- Display manager
- Assistant manager
- Manager
- Small business owner



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HOW DO I START?

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

- Casual staff are needed in busy periods – back-to-school or the end of the financial year in June.
- Show your interest in reading or books when you apply.
- Ask about doing a school-based apprenticeship in retail **SIR20216 Certificate II Retail Services**.
- **SIR20216 Certificate II in Retail Services** or **SIR30216 Certificate III Retail** shows your interest in the industry.
- 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

Tasks vary depending on whether you work in a small newsagent or a large bookstore – but generally include customer service; attention to displaying products; managing customer orders; and using a cash register. Bookstore staff may need to help customers find a book to suit their needs. Newsagency staff may help prepare and deliver newspapers and magazines to sub-agencies and have early-morning shift starts. They can also serve as agents for other businesses by accepting payment of bills, selling lottery and transport tickets or phone cards; taking classified ads or even dry cleaning. Staff in stationery stores may operate equipment such as copiers, printers, binders and computers.

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