

# RETAIL IS YOUR FUTURE



## SPORT, RECREATION AND LEISURE

### OVERVIEW

This retail sector caters for organised and casual sport; fitness and exercise programs; outdoor adventure; boating and fishing; camping and a range of other recreational activities. Boats, outboard motors and boat trailers (new and used) are the 'big ticket' items, while bicycles are the biggest sellers. Other products include fishing gear; equipment for water, snow and skating activities; golf clubs and accessories; bats, sticks, racquets and balls for field and court games. A smaller sector – but with high turnover in outlets ranging from specialty stores to large 'warehouse' style outlets with many product lines.

More male staff in this sector than in general retail. There are higher levels of management roles than the industry average and more sales staff – but fewer technical, trade or support roles. One-third of sport sales are to schools and community centres, while 20% of marine sales are to public authorities (e.g. police or rescue organisations). Most bicycles are for children and teenagers; baby boomers are most likely to buy camping equipment and fishing gear; while golf is now more popular with women and younger people. Seasonal trends, annual sport events, Father's Day, Easter and Christmas have a big impact on sales.

### AVAILABLE JOBS

- Sales assistant
- Trainee manager
- Assistant manager
- Store manager
- Small business owner

Where stores are part of a large chain, there are opportunities to move into specialist executive roles or to become a small business owner through a franchise arrangement. Larger stores may have department of category managers.



## HOW DO I START?

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

- Casual staff are usually needed leading up to Christmas and Easter.
- Most stores require weekend staff 'in season'.
- Gain knowledge of a specific sport, fitness training or relevant activity.
- 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 retail 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

Superior customer service is essential in these specialty stores – customers expect staff will have knowledge about differences between brands or products, how products should be used and which product best meets the customer's needs. Most stores have their own in store training to help with this, some with specifically developed on-line tutorials. Career pathway opportunities to managerial roles are common – either with the store or with specific brands. Merchandising and stock control are important and staff will be expected to develop some accounting and budgeting skills as they progress. Most stores are open outside usual hours so weekend or public holiday work may be required.

## WHAT TRAINING IS AVAILABLE?

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)