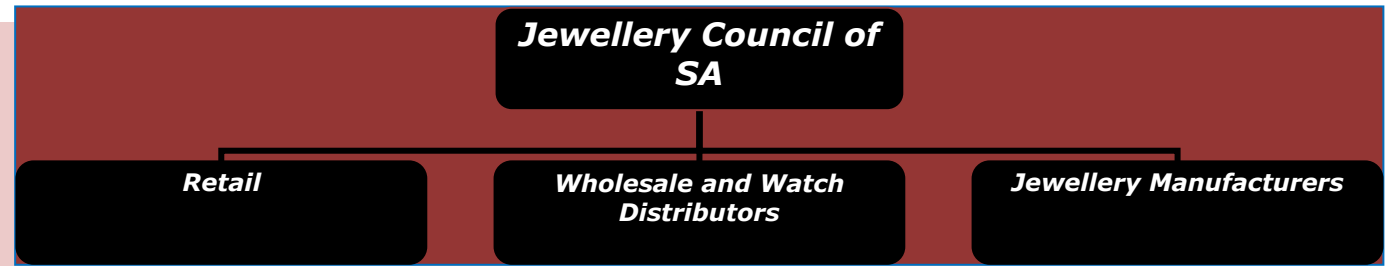




# Jewellery Council of South Africa



## **JCSA Vision**

*To become a world class industry support body enabling industry growth and unity enabling SA to become 'Africa's Jewellery Trading Hub'*

## **JCSA Mission**

*Growing the SA Jewellery industry by serving all facets of the jewellery industry for the benefit of its development, growth and prosperity. 'Initiating, Implementing, Informing, Supporting, Representing'.*

## **Objectives**

- **Create an effective sustainable communications infrastructure**
- **Increase the representative membership base of the JCSA**
- **Become a central point of contact for all jewellery related matters**
- **Become a more dominant player in the world market**
- **Facilitate local beneficiation of precious metals, gemstones and precious stones**
- **Facilitate local sales and export**
- **Provide comprehensive support and information services for industry stakeholders**
- **Actively promote the industry locally and internationally**
- **Actively promote co-operation between industry players**
- **Increase awareness of the benefits of technology and education in industry**
- **Provide clear strategy to government in order to promote industry and government partnerships**
- **Building consumer confidence in locally manufactured product**
- **Build capacity within the JCSA to implement and manage initiatives**

# CODE OF ETHICS AND CONDUCT

## This member has pledged to:

- Conduct business and treat customers in a manner befitting the status of a Jewellery Council member at all times;
- Ensure that every purchaser is a satisfied customer and to render prompt and efficient service;
- Offer serviced based on the highest ethical standards;
- Maintain the highest level of personal and professional integrity;
- Earn, establish and maintain a reputation for giving value at a fair price;
- Promote goodwill and communication between Jewellery Council members;
- Refrain from belittling the value and/or quality of merchandise supplied by competitors / colleagues;
- Maintain sound business relationships with suppliers in order to provide the best ultimate service to customers;
- Submit to arbitration in case of a dispute between member and customer, or member and supplier, or member and member;
- Avoid untruthful or misleading statements in publicity and/or advertising.

## **Membership Criteria:**

### **Manufacturing division – Jewellery Manufacturers Association of SA**

Manufacturing member classification	60% or above of the business turnover emanating from manufacturing of jewellery
Positive trade references	References from two independent suppliers to confirm business dealings
Reasonable standard of products manufactured	Recommendations received from 2 independent members in good standing of the Jewellery Council.
Highest qualification received in jewellery manufacturing by either owner or senior employee	Qualification or reference letter
Legal compliance (where applicable)	Valid Jeweller's Permit, alternatively other any other certificate or permit issued by SADPMR
Variance in case of any of the above, application to be referred to Regional or Executive Committee as the case may be	Meeting with Regional Structure to ascertain eligibility of membership

### **Wholesale Division – Jewellery and Watch Distributors Association**

Wholesale member classification	60% or above of the business turnover emanating from wholesale or import of jewellery Or suppliers of the jewellery industry
Positive trade references	References from two independent suppliers to confirm business dealings
Relevant legal compliance	Such as documentation submitted to CIPC (Commissioner of Intellectual Property and Companies)
Reasonable product offering	Recommendations received from 2 independent members in good standing of the Jewellery Council
Variance in case of any of the above, application to be referred to Regional or Executive Committee as the case may be	Meeting with Regional Structure to ascertain eligibility of membership

### **Retail Division**

Retail member classification	60% or above of the business turnover emanating from retail of jewellery
Good business references	References from two independent suppliers to confirm business dealings
Reasonable product offering	Recommendations received from 2 independent members in good standing of the Jewellery Council.
Presentable appearance of store in context of location	Recommendations received from 2 independent members in good standing of the Jewellery Council
Variance in case of any of the above, application to be referred to Regional or National Structure as the case may be	Meeting with Regional Structure to ascertain eligibility of membership

## Services Division

Service member classification	This applies to supporting industries within the diamond and jewellery industry
Good business references	References from two independent suppliers to confirm business dealings
Reasonable service offering	Recommendations received from 2 independent members in good standing of the Jewellery Council.

## ***Application process:***

- Duly completed application forms with supporting documentation and application fee to be received via administration office of the JCSA either electronically or any other agreed manner. Email: [admin@jewellery.org.za](mailto:admin@jewellery.org.za) / Fax: 086 504 9512
- Proof of payment of application fee can be faxed to 086 504 9512

### **Bank details**

Nedbank  
Parktown Branch  
Account no: 1944 121 854  
Branch Code: 194405

- Acknowledgement of receipt is delivered by JCSA administrative office.
- After processing and references contacted, application is referred to relevant regional structure for consideration.
- Regional structure may request a meeting and/or inspection of premises prior to referring application to Executive Committee of JCSA.
- After consideration of the regional structure the application is referred to JCSA Executive for approval, after which the administrative office shall inform applicant of outcome of application.
- Payment of fees is due upon receipt of invoice.
- In the event of an application being declined, appeals may be dealt with in terms of the Articles of Association.
- For membership rates, refer to the rate card.
- All bad debts will be handed over to the credit bureau.

## ***Resignation process:***

- **Resignations of membership must be reduced to writing.**
- The JCSA administrative office will send a confirmation of notice of resignation will be given to the member.
- Payments of membership fees must occur before resignation can be processed.

## ***Discipline:***

- All members are subject to discipline in terms of the Code of Ethics and Conduct of the JCSA.
- Suspensions and Expulsions are at the sole discretion of the JCSA Executive Committee.
- Suspensions may occur in case of default of membership payment and expulsions may occur in the event of continued failure to pay membership fees timeously or at all.
- In the event of Arbitration awards against any member, the JCSA has the sole discretion in taking the appropriate disciplinary action against the member concerned.
- The JCSA has the sole discretion with regard to immediate expulsions of any member.
- Any and all disciplinary steps shall be taken after a due process has been followed.

## ***Supporting Documentation to be enclosed with Membership Application:***

<b>Company Logo, Letterhead or Business Card</b>
<b>A copy of ID document of owner / MD or CEO of the applicant.</b>
<b>Proof of payment for Application fee</b>
<b>A copy of Jewellers' Permit (if manufacturing in precious metals)</b>
<b>Copies of any jewellery related qualifications (if applicable)</b>
<b>2<sup>nd</sup> Hand Dealers Licence (if applicable)</b>
<b>Any supplementary documentation that may be required</b>

## ***Benefits of Membership:***

### **RECOGNITION AS ETHICAL AND HONOURABLE MEMBERS OF THE INDUSTRY**

- Members receive the JCSA '**Code of Ethics and Conduct**' Certificate for display in their offices/stores.
- Members receive the JCSA **window decal / show card** for display in-store or in their offices.

### **DISCOUNTS AND PREFERENTIAL RATES:**

- **Nedbank:** special rate for processing credit cards through the **NedLink system** of 2.25% (normal rates 2.75%) on Credit Cards and 1,25% (normal rates 2%) on Debit cards.

The rental for the Nedlink fixed device will be R245.00 and R325.00 for mobile devices.

Please note all fees exclude VAT and connectivity fees.

- **Standard Bank Diners Club: the following sliding scale will apply for the following transactions:**
  - R0 to R5000 = 2.8%
  - R5000 – R10 000 = 2.65%
  - R10 000 & above = 2.5%

### **PROMOTION OF JEWELLERY INDUSTRY AND ITS MEMBERS:**

- Ongoing **promotions and advertising** of the Council and its members under the banner of the JCSA logo to generate awareness of our industry to both the consumer and Government.
- Eligibility to participate in **specific advertising** campaigns as arranged by the Council from time to time
- Eligibility to exhibit at the annual Jewellery Council Trade Fair, **Jewellex Africa**
- Eligibility to participate in **National Pavilions** at international exhibitions around the world. Members will be given preference when applying to exhibit at international shows.
- **Free listing** on the Jewellery Council's domain – [www.jewellery.org.za](http://www.jewellery.org.za)

## MEDIATION AND ARBITRATION

- **Mediation** between members and the public regarding disputes
- **Arbitration** between members regarding disputes, thereby avoiding the costly legal route through the Jewellery Council's arbitration and disciplinary procedure.

## INFORMATION

- **Constant email communications** on industry opportunities, projects, news, information and competitions from the Jewellery Council
- Updated news, happenings and informative articles on a monthly basis through the **SA Jewellery News** magazine and **newsletters**.
- Weekly electronic newsletter from **Jewellery Biz News**
- Free copy of the **Jewellers' Network Directory** for corporate members.
- Access to all Constituent Body **membership lists**
- Ongoing contact with the industry on how members can get involved in **projects** to further their businesses.
- Update and guidance on **legislation**
- Access to **general information** on the diamond, jewellery and watch industry.
- Information and **assistance on training and funding** for training.

## PRODUCTS AND SERVICES

- Guidelines on applying for a **Jewellers' Permit**
- Guidelines on compliance with the **Consumer Protection Act**
- **Consumer Education Brochure** (to assist in compliance with the Consumer Protection Act)
- **Retail Reference Guide** (guide to train retail staff and educate the consumer)
- **SA Jewellery News magazine** – monthly magazine that keeps you updated on local and international issues on the diamond and jewellery industry.
- **Bi-Annual Directory** – a directory of members aimed at encouraging business between members
- **Free Listing on the JCSA Website** - all retailers, as well as manufacturers if they so wish, may be listed on the Council's website should consumers wish to access their information.
- **Access to the JCSA Closed Facebook Page** – for members only
- **Access to JCSA Consumer Facebook Page**
- **Jewellery Biz News** – weekly electronic newsletter with updates on local and international issues.
- **Weekly correspondence from the Jewellery Council**, updating you on current events and opportunities
- **Road Shows** – Annual Road Shows providing an update on the year's key influences and an opportunity for members to directly interact with the local trade and management of the Jewellery Council.
- **Jewellery Risk / Security Initiative:**
  - information sharing and support for members;
  - hot line for support and the reporting of criminal activity;
  - guidelines on best practices to make jewellery companies less vulnerable;
  - representation and follow-ups with South African Police services;
  - early warning information (hot spots)
- **African Odyssey and Born in Africa** – South African publication distributed internationally offering discounted advertising opportunities, aimed at promoting the South African jewellery industry globally.

- **Shine / Skitter Jewellery Supplements** – done in conjunction with Media 24 providing special discounted advertising opportunities as part of a jewellery specific supplement included with the December issues of Sarie, Fairlady, Grazia and True Love magazines.
- **Wanted Supplement** – done in conjunction with Times Media providing members with special discounted advertising opportunities as part of a jewellery specific supplement
- **Jewellery Council Collection Awards Design Competition** – The Manufacturing division of the Council hosts the competition which is only open to students/apprentices. This competition co-insides with Jewellex each year.

### **JEWELLEX AFRICA**

- Africa's Premier Jewellery and Watch Show Case held annually hosted by the Jewellery Council of South Africa for over 40 years
- A time when new merchandise lines and most exclusive and extensive product ranges of watches, clocks, fine jewellery, pearls and precious stones, jewellery packaging, machinery, accessories and services available is offered to the local and international jewellery industry.
- **Members receive discounted rates when exhibiting at Jewellex**

#### **Reasons to exhibit and/or to visit Jewellex:**

- View latest trends in jewellery
- Check out new brands / products / services
- Placing orders for the next season
- Education / training / Information
- Network with the industry
- Strengthen relationships with current suppliers
- Keep up with competitors / industry trends
- Promote company / products
- Find agent / distributor / reseller
- Keep up with competitors / industry trends





# Jewellery Council of South Africa

## MEMBERSHIP APPLICATION FORM

**Applicants are kindly advised to only complete the information that is pertaining to their businesses.**

**Type of business:**

*In order to best provide support for your company, the Jewellery Council needs you to identify the different areas in which you are active.*

**Please tick ALL the appropriate blocks:**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Mining</b>                           | <input type="checkbox"/> <b>Refining</b>                         | <input type="checkbox"/> <b>Training</b>                   |
| <input type="checkbox"/> <b>Manufacturing</b>                    | <input type="checkbox"/> <b>Wholesale</b>                        | <input type="checkbox"/> <b>Retail</b>                     |
| <input type="checkbox"/> <i>Diamond Processing Training</i>      | <input type="checkbox"/> <i>Importers of pearls</i>              | <input type="checkbox"/> <i>Jewellery Retail Training</i>  |
| <input type="checkbox"/> <i>Jewellery Manufacturing Training</i> | <input type="checkbox"/> <i>Importer of precious Stones</i>      | <input type="checkbox"/> <i>Second Hand Dealer (A)</i>     |
| <input type="checkbox"/> <i>Tools &amp; Equipment Supplier</i>   | <input type="checkbox"/> <i>Watch Distributor</i>                | <input type="checkbox"/> <i>Second Hand Dealer (B)</i>     |
| <input type="checkbox"/> <i>Diamonds - Rough Dealer</i>          | <input type="checkbox"/> <i>Jewellery Importer / Distributor</i> | <input type="checkbox"/> <i>Second Hand Dealer (C)</i>     |
| <input type="checkbox"/> <i>Diamond Cutter and Polisher</i>      | <input type="checkbox"/> <i>Importer of Fashion Accessories</i>  | <input type="checkbox"/> <i>Coin Dealers</i>               |
| <input type="checkbox"/> <i>Packaging</i>                        | <input type="checkbox"/> <i>Service Provider</i>                 | <input type="checkbox"/> <i>Diamond Grading Laboratory</i> |

***We hereby apply for membership of the Jewellery Council of South Africa  
("JCSA")***

**Name of Entity:**

**Main Contact Person:**

<b>Names of Members/Directors/Sole Proprietors</b>	<b>ID Number</b>

<b>Business Postal Address</b>	<b>Business Physical Address</b>
<b>Postal Code:</b>	<b>Postal Code:</b>

- \* Please note that all retailers physical address will automatically be listed on the Jewellery Council website. Kindly advise the Council should you not wish to be listed.
- \* Wholesalers and Manufacturers kindly indicate if you would like to have your details listed.

<b>Tel:</b> _____	<b>Fax:</b> _____
<b>Mobile no:</b> _____	<b>Email:</b> _____
	<b>Website:</b> _____

**Date the Business was established:**

<b>Company or CC Registration number if applicable:</b>	
<b>VAT Registration number if any:</b>	
<b>Which SETA is your company registered with? If applicable.</b>	
<b>What is your Levy number? If applicable.</b>	

<b>Type of products, e.g. jewellery, watches, coloured gemstones, diamonds, machinery etc. (please be specific)</b>

<b>Do you deal in second hand goods? If so, do you have a second hand dealer's licence? Please attach a copy.</b>

<b>Trade References: (Suppliers to your company)</b>	
<b>Name of Company:</b>	<b>Person to be contacted &amp; Contact Number:</b>
1.	
2.	

**Please provide contact details of 2 current members of the JCSA (see website for listing) that can provide references on your business, excluding trade references provided above**

<b>Company:</b>	<b>Name:</b>	<b>Tel:</b>

**List other branches (if any)**

- It is compulsory for all members' branches to be registered with the Council
- Please note that all branches of the company in retail will be listed on the Jewellery Council's website for consumer access

Contact Person	Postal Address	Physical Address	Tel no.	Email Address

**Additional members of your company that should receive communication from the Jewellery Council, including the Jewellery Biz News and emails:**

Contact Person:	Tel No:	Email Address

**Accounts Information:**

**Please provide information on the person who should be receiving accounts and statements from the Jewellery Council**

Contact Person	Position	Tel no:	Email Address

**Please state the number of staff you have:**

	<b>No of White Staff</b>	<b>No of Black Staff</b>	<b>No of Indian Staff</b>	<b>No of Coloured Staff</b>
Management				
Administration / Account staff				
Sales staff				
Engravers				
Bench workers				
Goldsmiths				
Polishers				
Setters				
Waxers				
Support Staff (cleaners, tea ladies etc)				
Apprentices				
Learners				
<b>TOTAL NO OF STAFF</b>				

(Please note that manufacturing members are only billed for the number of staff that work on the bench)

<b>Is your company involved in exporting jewellery from South Africa?</b>	<b>Yes</b>		<b>No</b>	
---	------------	--	-----------	--

## Undertakings by Applicant

The applicant:

- Understands and agrees to be bound to the Articles of Association, Code of Ethics and Conduct and the furtherance of the objectives of the JCSA.

The Jewellery Council's Articles of Association, Code of Ethics and Conduct and Objectives may be viewed or downloaded from the website [www.jewellery.org.za](http://www.jewellery.org.za).

- Agrees to be subjected to any and all bylaws and resolutions passed by the Executive Committee and/or Board of the JCSA at any given time during its membership.
- Agrees to pay all levies as prescribed by the Board of the JCSA
  - Levy for security initiative (see rate card)
- Consents to random credit checks through ITC / Trans Union prior to and during the course of its membership.
- Declares to be properly mandated to sign this application on behalf of the applicant.
- Declares that the information provided herewith to be true and correct in all respects.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

***Should you have any queries regarding your application, please do not hesitate to contact the Jewellery Council offices (administration) on Tel: (011) 484-5528 or email [admin@jewellery.org.za](mailto:admin@jewellery.org.za)***