



## **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.

## Membership Benefits

### 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**  
1.90 % (normal rates 2.75%) on Credit Cards  
0.90% (normal rates 2%) on Debit cards.  
1.90% on foreign 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 IT'S 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, such as JA New York, New York Now, JIS Miami etc. Members will be given preference when applying to exhibit at international shows.
- **Listing** on the Jewellery Council's domain – this generally applies to retailers, but manufacturing retailers and art / contemporary jewellers may also be listed – [www.jewellery.org.za](http://www.jewellery.org.za)

## MEDIATION AND ARBITRATION

- **Mediation** between members and the public regarding disputes. This pertains to consumers who have purchased jewellery from our retail members and are not happy with what they have purchased, whether it's poor workmanship, defects etc.
- **Arbitration** between members regarding disputes, thereby avoiding the costly legal route through the Jewellery Council's arbitration and disciplinary procedure. This applies to trade and generally has to do with outstanding debts.

## INFORMATION

- **Constant email communications** on industry opportunities, news, information and competitions from the Jewellery Council, which members can participate in.
- 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** such as the Mining Charter, Precious Metals Act, Consumer Protection Act, Second Hand Goods Act etc.
- Access to **general information** on the diamond, jewellery and watch industry.
- Information and **assistance on training and funding** for training for the jewellery industry.

## PRODUCTS AND SERVICES

- Guidelines on applying for a **Jewellers' Permit** for manufacturing jewellers to the SA Diamonds and Precious Metals Regulator (SADPMR)
- 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** – 'JCSA Members Group'
- **Access to JCSA Consumer Facebook Page** – 'Jewellery Council of South Africa'
- **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:**  
The Council employs the services of the Consumer Goods Council of SA who provides the following:
  - information sharing and support for members;
  - guidelines on best practices to make jewellery companies less vulnerable;
  - representation and follow-ups with South African Police services;
  - early warning information (hot spots)

- **Wanted Supplement** – done in conjunction with Tiso Blackstar Group providing members with special discounted advertising opportunities as part of a jewellery specific supplement called 'Wanted'
- **Jewellery Council Collection Awards Design Competition** – The Manufacturing division of the Council hosts the competition, which is only open to students/learners as well as professional designers. This competition coincides 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

## THE JEWELLERY AND WATCH FAIR

- The Jewellery Council of South Africa is launching a retail jewellery show in 2020 that will be hosted for the first time ever. **'The Jewellery and Watch Fair'** will run as an independent show (separate from Jewellex which is a trade show only) during the same weekend as **Jewellex Africa 2020** at the Sandton Convention Centre on 15 and 16 August whilst Jewellex will take place from 15 to 17 August.
- The Council has taken a decision to invest financially into both The Jewellery and Watch Fair and Jewellex Africa for the following three years, after which it is anticipated that the retail show will be self-sustainable. Exhibitors stand costs will be subsidised in order to attract more participation. A marketing company will be employed to provide professional expertise in marketing the show to the consumer.





## 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 requires you to identify the different areas in which you are active.*

**Please tick ALL the appropriate blocks below:**

<input type="checkbox"/> <b>Manufacturing (JMASA)</b>	<input type="checkbox"/> <b>Wholesale (JAWDA)</b>	<input type="checkbox"/> <b>Retail (JASA)</b>	<input type="checkbox"/> <b>Service Provider</b>
<input type="checkbox"/> Manufacturing Jeweller	<input type="checkbox"/> Importers of Pearls	<input type="checkbox"/> Retail Jeweller	<input type="checkbox"/> Advertising
<input type="checkbox"/> Emerging Manufacturing Jeweller (1-5 years in the industry)	<input type="checkbox"/> Importer of Precious Stones	<input type="checkbox"/> Retail Training	<input type="checkbox"/> Insurance
<input type="checkbox"/> One-Man Business	<input type="checkbox"/> Watch Importer/Distributor	<input type="checkbox"/> Coin Dealer	<input type="checkbox"/> Diamond Grading
<input type="checkbox"/> Jewellery Manufacturing/Training	<input type="checkbox"/> Jewellery Importer/Distributor/ Wholesaler	<input type="checkbox"/> Second Hand Dealer	<input type="checkbox"/> Financial Institution
<input type="checkbox"/> Diamond Cutter/Polisher	<input type="checkbox"/> Importer of Fashion Accessories		<input type="checkbox"/> Freight Services
<input type="checkbox"/> Refining	<input type="checkbox"/> Tools & Equipment		<input type="checkbox"/> Valuation Services
<input type="checkbox"/> Jewellery Designer	<input type="checkbox"/> Diamond Dealer		<input type="checkbox"/> Computer
<input type="checkbox"/> Training	<input type="checkbox"/> Training		<input type="checkbox"/> Training

**We hereby wish to apply for membership of the Jewellery Council of South Africa**

**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>Office Number:</b> _____	<b>Fax:</b> _____
<b>Main Contact Person Mobile Number:</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

**Kindly indicate your staff complement:**

	<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>				

(Manufacturing members are billed based on the number of staff working 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 Memorandum of Incorporation, Code of Ethics and Conduct and the furtherance of the objectives of the JCSA.

The Jewellery Council's Memorandum of Incorporation, 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.

**Kindly ensure a copy of the below supporting documentation are attached to your application before submission**

	<b>Company Logo, Letterhead or Business Card – compulsory for all members.</b>
	<b>A copy of ID document of owner /MD or CEO of the applicant – compulsory for all members.</b>
	<b>Proof of payment for Application fee</b>
	<b>A copy of Jewellers' Permit – Manufacturing Applicants</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>

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date