

Benefits of Membership of the Jewellery Council of SA

RECOGNITION AS ETHICAL AND HONOURABLE

- Members receive the JCSA '**Code of Ethics and Conduct**' Certificate to display.
- Members receive the JCSA **window decal/show card** to display.

DISCOUNTS AND PREFERENTIAL RATES

- **Nedbank**
 - Credit Card Commission Rate – 1.80% per transaction
 - Debit Card Commission Rate – 0.80% per transaction
 - American Express Cards Commission Rate – 2.90% per transaction
 - International Cards 2.20% per transaction
- **Standard Bank Diners Club**
 - Between R0 to R5000 = 2.8%
 - Between R5000 – R10 000 = 2.65%
 - Between R10 000 & above = 2.5%

PROMOTION OF JEWELLERY INDUSTRY AND ITS MEMBERS

- Ongoing **promotions and advertising** of the Council and its members to generate awareness of our industry to the consumer and Government.
- Eligibility to participate in **specific advertising** campaigns
- Eligibility to exhibit at local exhibitions such as Jewellex, The Jewellery and Watch Fair as well as online platforms
- Eligibility to participate at international exhibitions around the world, such as JA New York, New York Now, JIS Miami etc.
- **Listing** on the Jewellery Council's domain – this generally applies to retailers, but manufacturing retailers may also be listed – 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 satisfied with the purchase, whether it's poor workmanship, defects etc.

- **Mediation and 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.

RECOMMENDED TRADE PRACTICES

Access to the Jewellery Council's Recommended Trade Practices such as

- Standardising of Valuation Practices and Examples of Valuation Certificates
- Indemnities and Disclaimers – Jewellers taking possession of consumers items
- Diamond Terminology Guideline

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 monthly 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**.
- Update and guidance on **legislation**:
 - Mining Charter,
 - Precious Metals Act,
 - Guidelines on applying for a **Jewellers' Permit** for manufacturing jewellers to SADPMR
 - Guidelines on compliance with the **Consumer Protection Act**,
 - Guidelines on the 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

- **Consumer Education Brochure** (to assist in compliance with the Consumer Protection Act)
- **Retail Reference Guide** (a guide to train retail staff and educate the consumer)
- **SA Jewellery News magazine** – a monthly magazine on local and international issues.
- **Bi-Annual Directory** – directory of members aimed at encouraging business
- **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' aimed at fostering business and networking within the industry
- **Access to JCSA Consumer Facebook Page** – an opportunity to expose your product to the consumer
- **Jewellery Biz News** – Isikhova Media's weekly electronic newsletter on local and international industry issues.
- **Weekly correspondence from the Jewellery Council**, updating you on current events and opportunities to grow your business.
- **Road Shows** – Annual Road Shows providing an update on the year's key influences and an opportunity for members to interact directly with the local trade and management of the Jewellery Council.
- **Jewellery Risk / Security Initiative:**

The JCSA employs the services of the Consumer Goods Council of SA who provides:

- 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)
 - liaising with JCRI Board members consisting of representatives from NPA, SAPS, private security, insurance companies, SADPMR and industry.
- **Wanted Supplement** – Jewellery supplement is 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 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 the 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

THE JEWELLERY AND WATCH FAIR

- The Jewellery Council of South Africa is launching a retail jewellery show in 2022 that will be hosted for the first time. **'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** at an upmarket venue in 2022.
- The JCSA has decided 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 to attract more participation. A marketing company will be employed to provide professional expertise in marketing the show to the consumer.