



# 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 communication 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 cooperation between industry players***
- ***Increase awareness of the benefits of technology and education in the industry***
- ***Provide a clear strategy to the government to promote industry and government partnerships***
- ***Building consumer confidence in a 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 renders prompt and efficient service;
- Offer service 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 to provide the best ultimate service to customers;
- Submit to arbitration in case of a dispute between member and customer, 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 the 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 the 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 the 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 the eligibility of membership

### **Retail Division**

Retail member classification	60% or above of the business turnover emanating from the 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 a store in the 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 the eligibility of membership

### **Second-Hand Dealer (A)**

Second-Hand Dealer classification	Dealer in second-hand goods that complies with both the definition of second-hand goods dealer as well as one of the above-mentioned divisions of manufacturing, wholesale or retail
Software-managed purchases and sales	Dealers in this classification utilise the JCSA-approved software package to record second-hand goods dealings in jewellery and related precious metal product
Reasonable knowledge of the Second-Hand Goods Act	Dealers in this division must demonstrate a knowledge of the requirements of the second-Hand Goods Act that pertains to their business
Requirements	Adhere to the requirements of the division the dealer relates to (manufacturing, wholesale, retail) and the applicable sections of the Second-Hand Goods Act
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 the eligibility of membership

### **Second-Hand Dealer (B)**

Second-Hand Dealer classification	Dealer in second-hand goods that complies with both the definition of second-hand goods dealer as well as one of the above-mentioned divisions of manufacturing, wholesale or retail
Second-Hand Goods Register	Dealers in this classification utilise the prescribed second-hand goods register to record second-hand goods dealings in jewellery and related precious metal product
Reasonable knowledge of the Second-Hand Goods Act	Dealers in this division must demonstrate a knowledge of the requirements of the Second-Hand Goods Act that pertains to their business
Requirements	Adhere to the requirements of the division the dealer relates to (manufacturing, wholesale, retail) and the applicable sections of the Second-Hand Goods Act
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 the eligibility of membership

### **Second-Hand Dealer (C)**

Second-Hand Dealer classification	Dealer in second-hand goods that complies with both the definition of second-hand goods dealer as well as the definition of recycler as it pertains to precious metal (refinery)
Reasonable knowledge of the Second-Hand Goods Act	Dealers in this division must demonstrate a knowledge of the requirements of the Second-Hand Goods Act that pertains to their business
Requirements	Registered precious metal refinery as defined by the Precious Metals Act 2009 and adheres to the applicable sections of the Second-Hand Goods Act
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 the eligibility of membership

## **Application process:**

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

### **Bank details**

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

Please note the application fee is purely for the processing of your application, is non-refundable and does not guarantee acceptance as a member.

- Acknowledgement of receipt is delivered by JCSA administrative office.
- After processing and references are contacted, the application is referred to the relevant regional structure for consideration.
- The regional structure may request a meeting and/or inspection of premises before referring the application to the 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 the applicant of the outcome of the application.
- Payment of fees is due upon receipt of the 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 attached 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 the 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 regarding the immediate expulsions of any member.
- Any and all disciplinary steps shall be taken after 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 the ID document of the owner /MD or CEO of the applicant.</b>
	<b>Proof of payment – Application fee of R550.00</b>
	<b>A copy of Jewellers' Permit (if applicable)</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% (normally 6.2 – 9.0%) on Credit Cards and 1,25% on Debit cards. The rental for the Nedlink device will be R140.00 per month excl.VAT (normally R220.00).
- Diners Club – Special rate of 3,75% on all Credit Card machines

### PROMOTION OF THE 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.
- **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 and information from the Jewellery Council
- 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** 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** – a monthly magazine that keeps you updated on local and international issues in the diamond and jewellery industry.
- **Bi-Annual Directory** – a directory of members aimed at encouraging business between members
- **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 provide 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;
  - hotline 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 advertising opportunities as part of a jewellery-specific supplement included with the December issues of *Sarie*, *Fairlady* and *True Love* magazines.

## JEWELLEX AFRICA

- Africa's Premier Jewellery and Watch Show Case held each year at the Sandton Convention Centre, hosted by the jewellery Council of South Africa
- Premier opportunity to interact with the industry
- 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 are offered to the local and international jewellery industry.
- View the latest trends in jewellery

## GENERAL

- JCASA's membership of **CIBJO** (International Confederation of Jewellery, Silverware, Diamonds, Pearls and Stones) allows members to benefit from harmonisation, promotion of international cooperation and to be involved in issues that concern the trade worldwide. CIBJO is the international trade association representing national associations from 35 countries, representing manufacturing, wholesale, stones and retail sector.
- Improved industry conditions through Jewellery Council representation to and **lobbying with Government** on behalf of the Industry