

Benefits of Membership to the Jewellery Council of SA

RECOGNITION AS ETHICAL AND HONOURABLE

- Members receive the JCSA's '**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 THE 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 Jewellex365 Online B2B platform
- **Listing** on the Jewellery Council's domain – this generally applies to retailers, but manufacturing retailers may also be listed – www.jewellery.org.za

LEGISLATION

The Council provides support through resources, training programmes, webinars and guidelines on all legislated matters affect our members business. These include:

- SANS 29:2023 and ZA Mark
- Financial Intelligence Centre Act (FICA)
- Consumer Goods and Services Ombud (CGSO)
- Consumer Protection Act (CPA)
- SARS and VAT Claims
- Domestic Reverse Charge (DRC)

- Precious Metals Act
- Mining Charter
- Permit and License Renewals – SADPMR
- Employment Equity Act

MEDIATION AND ARBITRATION

- **Mediation** between members and the public regarding disputes, the aim of which is to . 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 and other disagreements and allows members to reach amicable solutions.

Arbitration proceedings are subject to the Arbitration Act and any amendments thereof. The Arbitration committee makes use of professionals to assist them in the course of their duties and will make a suitable award on the matter, as well as the costs. Such award may also become legally binding through application to the High Court.

It is NOT the function of the Board to act as debt collectors and it does not have the capacity to engage in such activities.

DATABASE OF PAST EMPLOYEES

The Jewellery Council has created a database of past employees who have **resigned** or **have been dismissed** on the grounds of performance/suspicious/criminal circumstances. Members have an opportunity to contact the council when employing new staff to learn if they have been employed in the trade, and whether such applicant has been dismissed or resigned.

This service is only available to members of the Council.

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
- Recommended Trade Practices for Lab-grown Diamonds.

INFORMATION DISTRIBUTION

- **Constant email communications** on industry opportunities, news, information, legislation, 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.
 - Guidelines on the Domestic Reverse Charge (DRC) regulations
- 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, SERVICES AND OTHER OFFERINGS

- **JCSA Logo – Online, Instore and Stationery Marketing** – we encourage members to continue to utilise the Council's logo in all its marketing, to ensure Consumer Confidence in dealings with the public. By displaying the JCSA logo, a jeweller announces that they abide by a code of ethics and conduct, and consumers can buy with confidence.
- **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)
- **Marketing Material** - The JCSA has a library of marketing material made up of posters on 'SA Land of Gold, Platinum and Diamonds', '4 C's', Diamond Charts, Consumer Education Brochures, AFrame Show cards which we make available to members to display in their stores and offices.
- **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 provide 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 and provides:
 - Access to the Safety and Security Tips for Shopping Centres and Jewellery Retailers, with a view to improving safety and security of retail jewellers.
 - 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.
- **International Trade Shows** - This marketing opportunity is our most important international project which is the offering of exhibiting to manufacturing jewellers at international shows, the aim of which is to develop export markets. The Department of Trade Industry and Competition (DTIC) provides funding for travel, accommodation, stand hire, furniture and showcases. This offering is open to members of the council only.
- **E-Commerce Websites** - The Jewellery Council of S.A. has partnered with DNS Enterprises to offer members a special discounted rate for an E-Commerce Website!
- **Employment Seekers** - The JCSA holds a list of employment-seekers in the industry and upon request, we release the list to member jewellery companies. We also post opportunities and offers of employment on the WhatsApp groups for members.
- **YourLuxury Africa magazine** – The Annual Watches & Jewells edition of the YourLuxury Africa is published in December of each year. The council works closely with the Editor to encourage participation of members.
- **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 are offered to the local and international jewellery industry.
- Members receive discounted rates when exhibiting at Jewellex.

JEWELLEX365 ONLINE B2B TRADE PLATFORM

The '**Jewellex365 Online B2B Hub**' - connecting manufacturers, wholesalers, importers, suppliers, and service providers with the retail market was launched in May 2022!

From Aquamarine to Zirconia, at the touch of a button ...

This **ONLINE** virtual platform allows you to exhibit your products and services to the industry's retail market 365 days a year, 24/7.

The Jewellery Council aims to make our industry the benchmark for the 21st century. We are here for you every step of the way.

The Jewellery Council is offering its **members a free subscription**. This is a great opportunity for you to be a part of an online business community where you can sell your products and services to the trade.

Please email your inquiries to Elsa da Silva elsad@jewellery.org.za

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