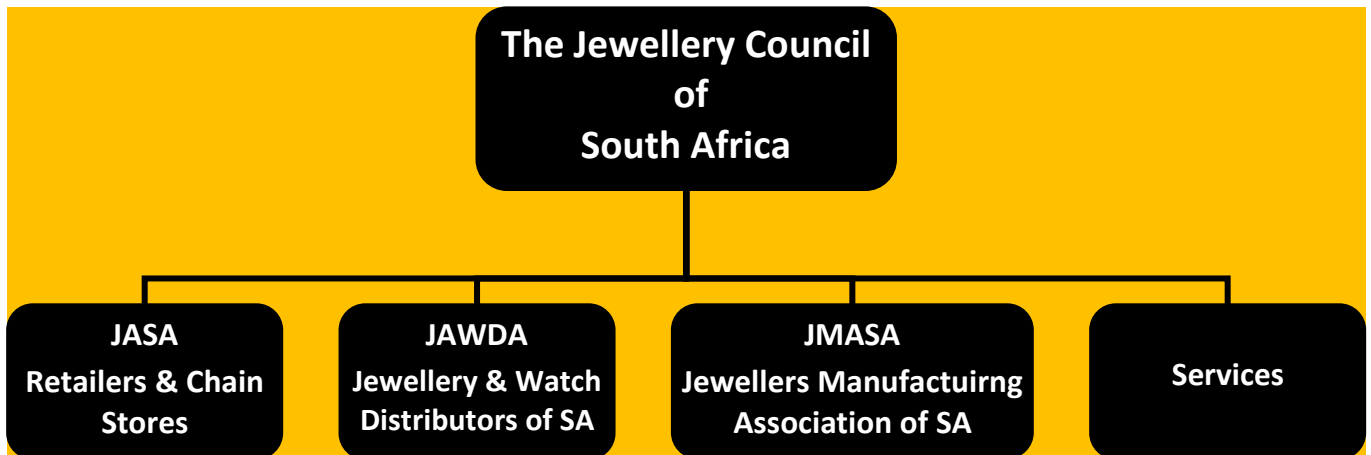




# Jewellery Council of South Africa



## **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

## **Application process:**

- Duly completed application forms with supporting documentation and application fee are to be received electronically by the administration office of the JCSA.  
Email: [admin@jewellery.org.za](mailto:admin@jewellery.org.za)
- Proof of payment of the application fee should 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 JCSA's Memorandum of Incorporation.
- All bad debts will be handed over to the credit bureau.

## **Resignation process:**

- Membership is automatically renewed on an annual basis unless a formal resignation has been received.
- Resignations of membership must be reduced to writing.
- The JCSA administrative office will send a confirmation of notice of resignation to the member.
- Payments of membership fees must occur before the resignation can be processed and accepted.

## **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 R1 092.50</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>

### **Jewellery Council Support:**

Lorna Lloyd – CEO – [lornal@jewellery.org.za](mailto:lornal@jewellery.org.za)

Elsa da Silva – Executive PA to CEO – [elsa@jewellery.org.za](mailto:elsa@jewellery.org.za)

Dante Bertani – Bookkeeper and Admin Associate – [danteb@jewellery.org.za](mailto:danteb@jewellery.org.za)

Tel: (011) 484-5528