



RETAIL IS YOUR FUTURE

ENTERTAINMENT, COMMUNICATION AND TECHNOLOGY

OVERVIEW

This sector meets our entertainment, communication and technological needs through a range of specialty outlets offering recorded music; computers, software and accessories; DVDs for sale or hire; electronic games and PlayStation; televisions and DVD player / recorders; iPods and telephones. It also includes cinemas and ticketing offices. The close links between technology, entertainment and communication mean some stores stock product ranges across all three fields.

This is a dynamic and growing, sector – which has lower turnover per business than average, but a higher number of employees per business. The age profile of the employees reflects retail generally – but more than half are male, contrasting with the industry trend. There is significantly more management staff – one and a half times the industry average. Businesses in this sector cover the following areas: Music; Cinema; DVD sales and rental; Electronics and IT; Telephones and Televisions.

AVAILABLE JOBS

- Sales assistant
- Cashier
- Visual merchandising assistant
- Technical sales representative
- Trainee buyer
- Purchasing manager
- Merchandising manager
- Department manager
- Assistant manger
- Manager > Regional manager
- State manager

Cinemas:

- Box office assistant
- Usher
- Food and beverage attendant / confectionary sales
- Projection assistant
- Publicist

Where stores are part of a large chain, there are opportunities to move into specialist executive roles such as distribution, human resources, or marketing.



HOW DO I START?

Qualifications in retail services can help you when you are applying for a position as a customer service assistant

- Casual staff are needed leading up to Christmas, for weekend work in stores and during school holidays in cinemas
- Ask about doing a school-based apprenticeship in retail **SIR20216 Certificate II in Retail Services**.
- If a career in management interests you, you can work your way up, apply for promotions or further study **SIR40316 Certificate IV in Retail Management** and **SIR50116 Diploma of Retail Management**.

TASKS AND WORKING CONDITIONS

Cinema staff may rotate through selling tickets or confectionery; serving food and beverages; or ushering – and will use computer systems to manage sales and bookings. Music store staff need to develop knowledge about different genres – including classical – while video game salespeople learn about different gaming platforms and how to give technical advice about gaming consoles. Tasks in electronics, telephone and computer outlets include simplifying and communicating technological information and helping customers to assemble a package to meet their needs, so a high level understanding of products and accessories is required. Keeping up-to-date with product and technological changes is essential.

WHAT TRAINING IS AVAILABLE?

Stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, wholesale and business. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), nra.net.au