

Jeweller

TALKING HEADS

This year's International Jewellery Fair is set to be an event to remember. Not only will the Sydney trade show celebrate being at Glebe Island for the first time but there are also more activities and educational seminars planned than ever before. Visitors should start planning their schedules because it's bound to be a busy three days.



David Allen

LEADING STAFF THROUGH
A NEW ERA OF RETAIL



Jimmy DeGroot

THE JEWELLERY MARKETING
GUY DIRECT FROM THE USA



Nic Cerrone

EXCLUSIVE INSIGHT INTO CURRENT
AND FUTURE JEWELLERY TRENDS

WATCH, LEARN, SEE, MEET & PARTY!

- **SEE** - WORLD FAMOUS DIAMONDS EXHIBITION
- **WATCH** - LIVE BENCH DEMONSTRATIONS
- **MEET** - JEWELLERY DESIGN AWARDS FINALISTS
- **LEARN** - ABOUT 5 TRENDS AFFECTING RETAILING
- **PARTY!** - NETWORK DURING HAPPY HOUR DRINKS
- **LEARN** - HOW TO INCREASE SALES AND BOOST PROFITS
- **SEE** - HOTTEST BRIDAL TRENDS AND DESIGNS
- **AND** - MUCH, MUCH MORE!

9 THINGS YOU DIDN'T KNOW ABOUT THIS YEAR'S FAIR



BE THERE OR BE SQUARE!

THE 23RD JAA INTERNATIONAL JEWELLERY FAIR IS LOCATED AT THE NEW SYDNEY EXHIBITION CENTRE. HERE IS THE ULTIMATE VISITOR GUIDE – FROM THE FREE TRAVEL OPTIONS TO GLEBE ISLAND TO SOME HOME TRUTHS ABOUT THE SHOW'S NEW VENUE.

GETTING THERE

The Sydney Exhibition Centre @ Glebe Island is located on James Craig Road, Glebe Island, which is 10 minutes from Darling Harbour.

A range of transport options are available.

1. Free ferry

Departing daily from: Darling Harbour, Convention Centre Jetty
Travel time: about 10 minutes

2. Free bus

Departing daily from: Central Station and Murray Street bus stop
Travel time: approximately 15 minutes from Darling Harbour and 25 minutes from Central Station

3. Driving

Limited paid parking is available at the venue.

Entry and exit is via James Craig Road. A drop off point is located within the carpark, outside Hall 3 of the centre.

4. Public bus and metro light road

The closest public bus stops are Victoria Road near Hornsey Street, and Victoria Road near Robert Street.

The closest metro light rail stop is Rozelle Bay, Annandale.

Other things to note:

1. While there is no pedestrian access to the venue, a free shuttle bus service will pick up visitors at a temporary bus stop located on James Craig Road.

2. All free transport timetables will be announced in the weeks leading up to the fair.

DEBUNKING THE MYTHS

The jewellery fair may have changed location due to the redevelopment of the Darling Harbour precinct but there's no need to be afraid of the unknown. See below for the answers to some burning questions about the Sydney Exhibition Centre @ Glebe Island.

1. Glebe Island is not an island.

It's a misnomer; Glebe Island is not an "island", it's completely attached to the rest of Sydney and is easy to get to via free public transport from Central Station and Darling Harbour.

2. Isn't the venue building just a big tent?

No, it's not! This is not the Moscow Circus. It's actually a concrete floor with a modern, secure building built on top.

3. Is it secure? Can't you just cut the canvas?

Yes it's secure. And no, it's not canvas! You'd need some pretty heavy artillery to get through these walls. They're concrete.

4. I've heard there's no parking.

Wrong again. There are 1,000 paid car spaces – some onsite and some off-site with shuttle service.

5. Is it hard to get there?

No. Ferries, buses and taxis are all available with regular round trips all day during event times. Ferries and buses are free.

6. Is there food onsite?

Yes. There are cafes built into the fair floorplan just like at Darling Harbour so there is no need to leave the building.

7. Are there toilets onsite?

Yes, of course the centre has all regular facilities.

8. Is it air-conditioned?

Yes

9. Accommodation?

The venue is a stone's throw away from most of the hotels in the Sydney CBD and Darling Harbour.

WHAT OTHERS SAY ABOUT THE VENUE

Fair organiser Expertise Events arranged a preview of the new venue in June for a number of industry members. Here is a snapshot of comments from those in attendance:

"Thank you for organising the Sydney Exhibition Centre Tour today. I was excited to see abundant natural light inside the massive venue, which will be a big plus to exhibitors and visitors alike... I really believe this event is a focal point for the Australian jewellery industry." – David Ole, Leading Edge Jewellery merchandise manager

"... I applaud you for the positive and proactive approach you've taken to look after the industry and promote this great event... You have our assurance we will be supporting every way we can." – Carson Webb, J.I.M.A.C.O general manager

"My initial thoughts of what I might see when I arrived at the venue were a mix of tent/dark/flimsy/low... However, I was pleasantly surprised to find a well built, solid structure that had excellent natural light and felt airy with a relatively high ceiling." – Selwyn Brandt, AJS director

The jewellery fair will be the second show arranged by Expertise Events, whose Craft and Quilt Fair was held in July. Here is what some people in attendance had to say:

"The new venue was a delight to move around in, the isles seemed to be wider so you could look around at booths in more comfort while foot traffic could move on by... The food areas were well maintained by the polite venue staff and enough seating and tables were available all day." – Rhonda Medlen, visitor

"We were all very happy with the travel arrangements and all agreed that we were surprised at how easy it was to get to the venue." – Julie, visitor

"WOW – that's about it. You should be congratulated on all levels. What a show... I don't think our stand has ever looked so good – the natural light is sensational... the walking space for customers... the food... the transport in and out... well done you!" – Brenda Burgess, Flip La K



THREE DAYS OF ACTIVITIES AND EVENTS

IN ADDITION TO HOSTING THE LATEST AND GREATEST NEW PRODUCT RELEASES, THE JEWELLERY FAIR COMPRISES A COMPREHENSIVE LINE-UP OF EXCITING MUST-SEE SEMINARS AND INTERACTIVE DISPLAYS.

MUST SEE PEOPLE

JIMMY DEGROOT



Jimmy DeGroot, the Jewellery Marketing Guy, will be visiting from the United States exclusively for the fair. DeGroot managed a US-based jewellery store for more than a decade where he tripled sales with almost no staff turnover, and was recently “commissioned” by *Jeweller* to create a series of training videos called, “Two minutes with Jimmy & Jeweller.”

In the US he offers instore consulting and training with a series of “weekly store meeting” videos – some of which are specifically tailored for the Australian and New Zealand market. DeGroot will be conducting three business boosting presentations aimed to help retailers learn how to master customer delight and boost their bottom line.

When: 1:00pm, daily

DAVID ALLEN



Pandora Australia and New Zealand president David Allen has extensive retail experience and has led the jewellery company through a tremendous period of change and growth in the local region. He will be conducting an information session that will address topics including: leadership in a retail environment; team and relationship building; providing clarity, alignment and buying into a common goal; as well as key performance indicators (KPI) and how to use them as a barometer in stores.

When: Monday 1 September, 10:30am

NIC CERRONE



High-profile Australian jewellery designer and managing director of Cerrone Jewellers, Nic Cerrone, will present his views on the future of jewellery design and showcase one of his most iconic pieces – a \$5.9 million black and white diamond-encrusted bikini that has been worn by a number of celebrities. Cerrone has won more than 40 national and international jewellery design awards, including the esteemed 1998 De Beers Diamonds International Award.

When: Tuesday 2 September, 12:00pm

MEET THE DESIGNERS

In another new initiative for 2014, the JAA Australasian Jewellery Award finalists will be on the fair floor to showcase their pieces and share the inspiration and motives behind the design entries. Winners of the prestigious biennial awards will be announced at a ceremony on Sunday 31 August.

When: Monday 1 September, 4:00pm

MUST SEE ACTIVITIES

WORLD FAMOUS DIAMONDS

The World Famous Diamonds exhibition will be on display over the three days of the fair. The collection is the brainchild of Scott Sucher, a retired US Air Force pilot who has been fascinated with diamonds since he was 14, and features perfect replicas of 36 of the world’s most famous diamonds.

Sucher points out that his replicas, which include the Koh-I-Noor, Tiffany and Hope diamonds, are not mere representations or imitations but rather a recreation of the original’s precise size, shape and colour.

Sucher will be attending the fair to present a series of “floor talks” where, among other topics, he will explain his extensive research that brought to light false historical observations of some stones.

When: Daily

BENCH TEST

Local jewellery manufacturing will be placed in the spotlight with a “live” bench demonstration showcasing some of Australia’s most talented jewellers. The display – organised by the Young Jewellers Group (YJG) – involves four of the group’s members who will create two rings featuring diamonds and gemstones.

Each jeweller will specialise in a different manufacturing technique such as CAD, setting and engraving, and a raffle will be held over the course of the fair to win one of the handmade pieces.

The demonstration is a prelude to a major new project – an Australian jewellery industry first – that will be introduced at next year’s event. Further details will be revealed on opening day.

When: Daily

MEDIA MORNING TEA

Following the introduction of the Media Morning Tea last year, the organiser of the fair will again host a similar event in 2014. The initiative gives selected members of the media, including magazine editors and production teams, access to the show floor and an opportunity to meet with jewellery suppliers. The aim is to increase awareness and demand for Australian and New Zealand jewellery among end consumers in the lead up to Christmas.

When: Tuesday 2 September, 11:00am

HERE COMES THE BRIDE

The Bridal Area is a new feature that focuses on what is arguably the most important selling opportunity for a retailer. Special fact sheets will be available as well as free information sessions and fashion parades.

When: Daily



FIRST TIME EVENT - LIVE BENCH DEMONSTRATION

ORGANISED BY THE YOUNG JEWELLERS GROUP, THE "LIVE" BENCH DEMONSTRATION WILL SHOWCASE SOME OF AUSTRALIA'S MOST TALENTED JEWELLERS. FOUR YJG MEMBERS WILL CREATE TWO RINGS FEATURING DIAMONDS AND GEMSTONES.

MEET THE MASTERS

JASON ANSON - ANSON JEWELLERY



When did you begin the trade? 1999

What is your "motto?" When love and skill come together, expect a masterpiece.

What do you feel is your highest achievement?

Placing my name into a creation I spent hours crafting - the highest achievement that any jeweller can truly enjoy.

BRAD BIRD - CADIWAXCAST



When did you begin the trade? I began in the trade in 1999 as a jade made jeweller and moved into CAD in 2002.

What is your "motto?" Precision is key. Passion is absolute.

What do you feel is your highest achievement?

Changing the minds of some retailers to bring back the manufacturing to Australia.

GUY SCIPIONE - GS JEWELLER & DIAMOND SETTER



When did you begin the trade? At age 15 in 1964

What is your "motto?" Customer happy, I'm happy.

What do you feel is your highest achievement?

1st: Surviving the first 50 years!

2nd: Ring maker for the Sydney 2000 Olympics. 2004

Athens Olympics rings. Opals 2006 Brazil World Cup Champions rings.

CARL COOK - CARL COOK DESIGNER JEWELLERY



When did you begin the trade? I started making swords in 2000 which led to carving wax's, which led to Tafe, and then my apprenticeship and finally; engraving.

What is your "motto?" Elegance through simplicity.

What do you feel is your highest achievement?

Being awarded 3rd in World Skills.

DEMONSTRATION SCHEDULE

SUNDAY 31 AUGUST 2014

CAD - BENCH ONE

10.00am - 12.00pm - RHINO NATIVE VERSION 5

JEWELLER - BENCH TWO

11.30am - 3.00pm - HANDMAKING A FOURCLAW SETTING

SETTER - BENCH ONE

1.00pm - 4.00pm - GRAIN SETTING

ENGRAVER - BENCH TWO

3.30pm - DECORATIVE ENGRAVING ON SHANK

MONDAY 1 SEPTEMBER 2014

CAD - BENCH ONE

10.00am - 12.00pm - RHINO NATIVE VERSION 5

JEWELLER - BENCH TWO

11.30am - 3.00pm - HANDMAKING A RUBOVER SETTING

SETTER - BENCH ONE

1.00pm - 4.00pm - CHANNEL SETTING

ENGRAVER - BENCH TWO

3.30pm - DECORATIVE ENGRAVING ON SHANK

TUESDAY 2 SEPTEMBER 2014

CAD - BENCH ONE

10.00am - 11.00am - RHINO NATIVE VERSION 5

JEWELLER - BENCH TWO

10.30am - 12.30pm - SOLDERING SETTINGS ONTO SHANKS

SETTER - BENCH ONE

11.30am - 1.00pm - CLAW AND RUBOVER SETTING

ENGRAVER - BENCH TWO

1.00pm - 2.00pm - DECORATIVE ENGRAVING ON SHANK

HEAR: STATE OF THE INDUSTRY UPDATE

The Australian jewellery industry has undergone massive change over the past 5 years. At the same time jewellers compete with online shopping, rents have skyrocketed, chain stores outlets have increased, less manufacturing is done in Australia and there are more jewellery brands. So what's the good news? Well, you will be surprised! The JAA presents a panel of experts to discuss the true State of the Australian jewellery industry. Moderated by Jeweller magazine editor Coleby Nicholson.

[More Info click here](#)

LEARN: DID ZAMELS CASE CHANGE INDUSTRY?

The case against Zameles for breaching the Trade Practices Act by misleading consumers about discounts and savings was a reminder to the wider industry to comply with fair trading laws or receive hefty fines. The court decision was far reaching and affects every sector of the retail industry. Are you clear on the law? Colin Pocklington, Chair of the JAA Code Committee, will explain the impact of the Zameles decision and how the JAA Code applies to various forms of two price advertising.

[More Info click here](#)



MORE TO SEE THAN EVER BEFORE – FULL PROGRAM

BECAUSE THERE IS SO MUCH HAPPENING AT THIS YEAR'S TRADE FAIR YOU WILL NEED TO PLAN YOUR DAYS CAREFULLY. HERE IS THE FULL PROGRAM, AND YOU CAN "CLICK" OUT TO FIND EXACT TIMES AND LOCATIONS OF EACH EVENT.

WATCH: JEWELLERS' BENCH LIVE DEMO

As a prelude to the upcoming YJG Jewellery Design and Manufacturing Championships to be held in 2015, we invite you to attend the daily demonstration at the Jewellers Bench area of the International Jewellery Fair. *WIN:* Each day you will have the chance to win one of the rings being handmade during the day's demonstrations!

[More Info click here](#)

HEAR: DAVID ALLEN, PRESIDENT PANDORA AUSTRALIA

David will discuss leadership in the new retail environment. He will explain why the right attitude, providing a motivating environment for your staff, relationship building, providing clarity, alignment and buying into a common goal are all vital for success in the digital age.

[More Info click here](#)

SEE: WORLD'S FAMOUS DIAMONDS

Visit the World Famous Diamonds exhibition and see 40 perfect replicas of the world's famous diamonds. These aren't your standard copies, to create these masterpieces Scott Sucher has gathered data from around the world. Find out how the Smithsonian unset the Hope diamond for him to take pictures. Hear how Scott was left all alone in the vault with the Blue Heart diamond and Napoleon's Necklace and how he worked with several museums to obtain "secret" information not previously available to the public. Scott will be at the display to answer any questions.

[More Info click here](#)

WATCH: JIMMY THE "JEWELLERY MARKETING GUY"

Drawing from years and years of jewellery retail experience, Jimmy DeGroot "The Jewellery Marketing Guy" will show you how to master Customer Delightment and boost your bottom line with three exciting business boosting presentations.

1. The Right People: How to find the perfect staff and keep them
2. The Right Message: Hone and deliver marketing that makes dollars
3. The Right Finale: How to close more sales.

[More Info click here](#)

LEARN: HOW TO PREDICT SALES AND BOOST PROFITS

Want to boost your profits and increase your business results? Two of Retail Edge's expert speakers will be at the fair to show you how to set key business and personal financial goals and will teach you how to focus on a range of KPIs in order to achieve your aims.

[More Info click here](#)

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[More Info click here](#)

SEE: BRIDAL'S HOTTEST TRENDS

This season's hottest bridal jewellery trends will be showcased at the International Jewellery Fair. Visit our specialised bridal parades, twice daily, to see bridal jewellery that sells, and what every bride's dreams are made of!

[More Info click here](#)

LEARN: SELL MORE USING SOCIAL MEDIA

So you've created a Facebook page, now what? How's it working for you? Are you flying by the seat of your pants or have taken the time to analyse if it all the effort is working for you and your business? Contrary to what many people believe, digital marketing and social media activities benefits small, traditional retailers the most. Let Debra Templar show you how.

[More Info click here](#)

LEARN: MINDING THE FINANCIAL MATTERS

Presented by Martin Rambow, learn out how to make business finance work for you. Martin brings a wealth of knowledge to small and medium size business owners and has an a thorough understanding of the current financial challenges facing retailers today.

[More Info click here](#)

LEARN: HOW WINDOW DISPLAYS CAN GENERATE SALES

Great visual merchandising takes customers from the street right through to the cash register. Debra Templar will explore the formula to create stimulating displays and in-store experiences, with practical tips, tricks and expert advice that you can take back with you and put in to action for immediate effect.

[More Info click here](#)



FULL PROGRAM CONTINUED...

LEARN: PROTECT YOUR JEWELLERY BUSINESS

Security is key in maintaining a safe and profitable environment in any jewellery business. Gautam Goradio will show you how to secure your business and how to prevent risk, reduce operation risks and improve your business processes. You might discover that you have many more risks than you imagined?

[More Info click here](#)

HEAR: 5 TRENDS AFFECTING RETAIL TODAY

To fulfil customer needs you must first recognise them however there are many things dramatically changing the needs and demands of our customers. Trends come and go so quickly these days that it can be hard to keep up – let alone spot the important ones that will impact upon your business. Debra Templar will outline the 5 BIG trends that are upon us right now and how they are changing the way we do business ... ignore them at your peril.

[More Info click here](#)

PARTY: HAPPY HOUR DRINKS

On Sunday, 31st August, you are invited to join us at the JAA International Jewellery Fair Happy Hour. Sponsored by Leading Edge, Nationwide and Showcase Jewellers and Expertise Events, the Happy Hour will be your chance to meet your peers, mingle with leading suppliers and network at Australia's #1 jewellery event.

[More Info click here](#)

LEARN: SUCCESSION PLANNING FOR YOUR BUSINESS

Most family businesses are plagued with a large number of unknowns. The current owners and future owners (successors) have numerous unanswered questions pertaining to the management and ownership succession of the business. For example: will I ever get to be a manager or owner in the family business and if so when? Will I have to share ownership with my non-active siblings? David Brown will answer these questions and many others in order to paint a clear picture for a successful succession plan.

[More Info click here](#)

LEARN: GEMS IN GEMS

What may be a flaw to a jeweller may be an exciting experience for an Inclusionist who views a gem not only with the naked eye and jewellers' loupe, but with a microscope. Graham Henry will demonstrate his photomicrography technique and show you how inclusion images can be obtained with light microscopy and captured digitally. Types of inclusions will be briefly discussed and images of randomly selected inclusion examples will be shown with some details.

[More Info click here](#)

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MEET: NEW JAA 'BOSS' AMANDA HUNTER

Join Amanda Hunter, the newly appointed Jewellers Association of Australia Executive Director, as she explains a number of new initiatives underway at the JAA, including several projects aimed at helping to reduce shop rentals, a professional development program, changes in the JAA structure, and how the government's anti-money laundering and counter terrorism laws may be extended to cover the jewellery industry.

[More Info click here](#)

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[More Info click here](#)

LEARN: TEACHING OF GEMSTONE IDENTIFICATION

The teaching of gemstone identification will be presented by Linda Ozmen CPEng, RPEQ, BEng (Hons) Chemical, MER, MBA and Gemmology student of the Gemmological Association of Australia.

[More Info click here](#)

LEARN: WHAT DEFINES YOUR CREDIBILITY?

Rami Baron of the Diamond Dealers Club of Australia will let you in on the seven most important things that help define your credibility. Rami will examine large, medium and small enterprises as to what they have done successfully or otherwise and relate this back to the jewellery industry both on a wholesale and retail level.

[More Info click here](#)

Jeweller thinks you should meet *Jimmy*



Who is he, and ***how*** can he help you?

Click [here](#) to see for yourself



Do you want to pull people from your window display through to the cash register?

Do you want to turn social media followers into real customers?

Do you want your retail staff to sell more and have repeat business?

Find out how...

Only at the Fair!



*Get new insights from the industry's heavyweights that will **CHANGE** how you do business.*

SYDNEY August 31 – September 2, 2014

Sydney Exhibition Centre @ Glebe Island

www.jewelleryevents.com.au

NEW VENUE!

So, you visit regularly?

Great! Simply bring your Blue Buyer Card with you for express entry to the fair.



New to the Fair?

We look forward to welcoming you!
Simply go to our website to register before attending.



Remember – Now at the NEW Glebe Island Exhibition Centre

No, it's not an island. However you can get a FREE ferry, a FREE bus or drive to the Fair. Visit our website for full information.

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