



National  
Retail  
Association

# OVERVIEW

- Jobs in retail
- Young people and retail
- Women and retail
- Education, qualifications and retail
- Getting work in retail

# JOBS IN RETAIL

- The retail industry is not just what you see in stores
- Job roles extend beyond check out operators and sales assistants
- The industry is rewarding, diverse, and provides many employment opportunities

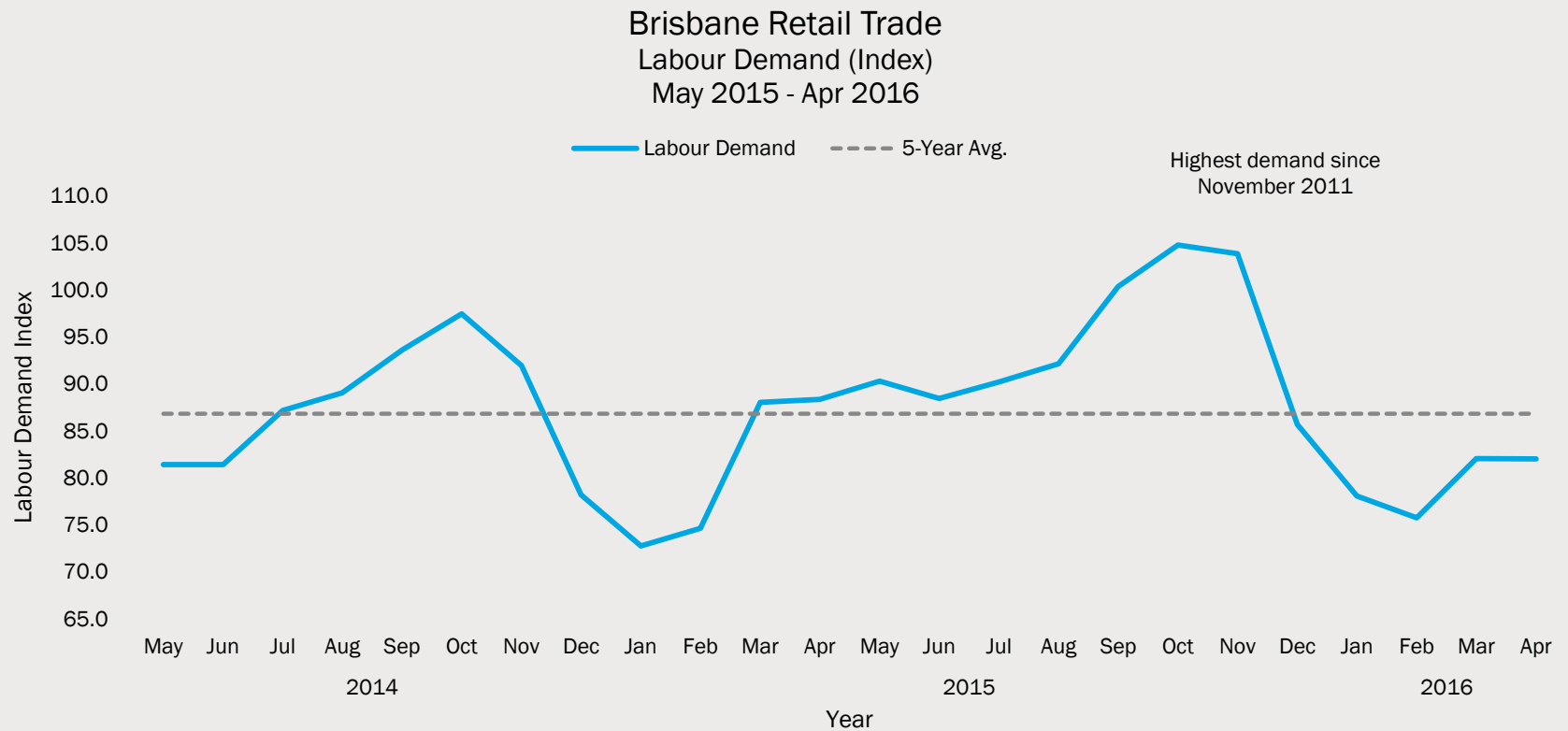
# JOBS IN RETAIL

## NORTH BRISBANE

- Retail has more than 9,619 team members across North Brisbane
- It is the second largest employer in the region
- Greatest employer of youth
- Second largest employer of women

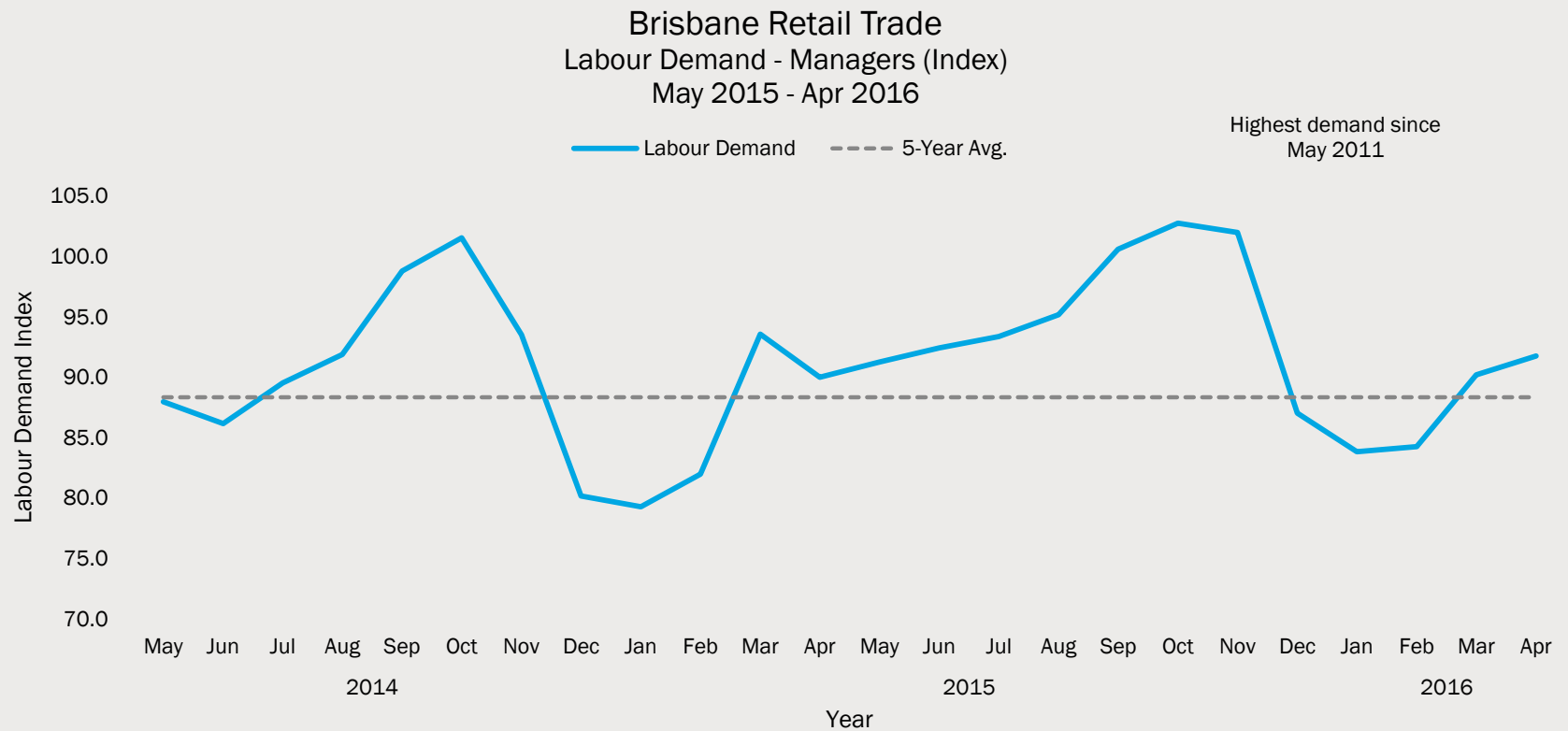
# JOBS IN RETAIL

## LABOUR DEMAND – ALL ROLES



# JOBS IN RETAIL

## LABOUR DEMAND - MANAGERS



# JOBS IN RETAIL (CONT.)

## NORTH BRISBANE

- Frontline sales assistants and store attendants are a core part of the workforce
- More than 45 per cent of jobs are in non-sales roles
- More than a quarter (25.4 per cent) of all jobs are in managerial, professional or technical roles

# JOBS IN RETAIL (CONT.)

## NORTH BRISBANE

- Easy to attract entry level team members, with supply often exceeding demand
- Can be difficult to source and retain workers that have the skills and experience needed for higher levels of employment.



# YOUNG PEOPLE AND RETAIL

## NORTH BRISBANE

- Retail employs more people aged under twenty-five than any other industry
- For many people, retail is the industry where they will learn, and apply, key employability skills

# YOUNG PEOPLE AND RETAIL

## NORTH BRISBANE

- Apprehension about young workers
  - We believe that school leavers don't have the necessary skills or patience when they enter the workforce, meaning they are less likely to progress through the ranks into these roles. They lack patience, and have unrealistic expectations of their career progress and their remuneration.

# WOMEN IN RETAIL

- Retail has historically attracted a high proportion of female workers
- Retail is one of the most gendered industries in North Brisbane
- More than 5,000 women work in retail
- Women account for 46 per cent of all full time managerial roles

# RETAIL & EDUCATION

## NORTH BRISBANE

- More than half (58.0%) of people working in retail have no qualifications beyond high school.

# GETTING WORK IN RETAIL

## BENEFITS

- Develop key employability and foundational skills that are transferrable to other industries
- Enjoy a high level of workplace satisfaction
- Opportunities for career advancement and upward mobility

# GETTING WORK IN RETAIL

## WHAT EMPLOYERS WANT

- Customer Service & Sales Skills
  - If people aren't cut out for this type of work, if they don't have the communication skills or enthusiasm for working in this type of business, I won't employ them.
- Friendly, personable, consumer-oriented

# GETTING WORK IN RETAIL

## WHAT EMPLOYERS WANT

- Active Learning
  - Staff that can think for themselves, you know, who can make good judgements about what needs to be done around the store without asking me, are really important.
- Self-motivated, adaptable, dependable

# GETTING WORK IN RETAIL

## WHAT EMPLOYERS WANT

- Attributes of Successful Candidates
  - Dependable
  - Trustworthy
  - Team player
  - Self-motivated
  - Punctual
  - Grooming



# GETTING WORK IN RETAIL

## WHAT EMPLOYERS WANT

- Retail is always hiring...
- ...but lack of experience is a barrier.
- Most skills required by retailers can only be developed through experience

# GETTING WORK IN RETAIL

## WORK EXPERIENCE & OTHER INITIATIVES

- Early exposure to the labour market, through high quality work experience.
- Develop relationships with local employers

# Thank You.

Any Questions?

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