



MEDIA RELEASE

FOR IMMEDIATE USE

Date: May 12, 2011

Cost and time effective solutions for the jewellery industry

The JAA Jewellery Fairs in Sydney, Melbourne and Brisbane offer a proven format that provides cost and time efficiencies for both exhibitors and visitors in an effective business environment.

Fairs organiser Expertise Events' CEO Gary Fitz-Roy comments that "All businesses today are being squeezed to cut costs wherever possible in the face of continued economic uncertainty. The jewellery trade is not exempt from this, many suppliers have found maintaining a large sales force to be expensive and have made cut-backs accordingly over the last couple of years. Add to this the cost of travelling the country and the increased security risk which results in higher insurance costs. The industry needs to have alternative options to service the retail sector. If you consider a sales rep's cost, travelling just a couple of times a year would amount to approximately \$100,000. The cost of basic show including travel to Melbourne and Brisbane would be approximately 10% of that cost!

The Fairs provide an ideal opportunity for suppliers to meet multiple people over a period of days and for retailers to see suppliers in a timeframe that suits them, rather than having a rep cold calling in their shop at a time that may not be convenient".

The beginning of 2011 heralded changes to the JAA Jewellery Fair portfolio with the introduction of the JAA Autumn Jewellery Fair on April 30 and May 1 in Melbourne, following the JAA Australian Jewellery Fair on March 12 and 13 in Brisbane. Both Fairs are designed to target local markets as top-up Fairs following periods of major retail activity and follow a streamlined format compared to the JAA International Jewellery Fair in Sydney, with the event organiser consciously designing both Fairs to be a cost-effective and a relatively low investment for exhibitors when compared to other forms of promotion.

Analysis of the JAA Jewellery Fairs' visitor base revealed that while many retailers from around Australia attended the major Sydney Fair in August, attendance at the Brisbane Fair is dominated by Queensland and Northern NSW based exhibitors. The analysis also revealed a gap in attendance from the Southern States and opened up an opportunity to launch a Fair specifically targeted at that market segment.

On the Brisbane Fair Gary Fitz-Roy said “It was great to once again bring the Fair to Brisbane and see the industry offer support for the jewellery retailers of Queensland and Northern NSW, who demonstrated great resilience and a positive attitude in the wake of a particularly turbulent period. Many of our exhibitors offered special packages for retailers affected by recent events, and visitor feedback overall was positive towards the support shown.”

Regarding the new Melbourne Fair he went on to comment “The inaugural JAA Autumn Jewellery Fair built a solid base to grow on in the future. In addition to retailers who regularly visit the Sydney Fair, we saw lapsed and new visitors over the two days, and many retailers who traditionally attend the Sydney Fair in August were pleased to be accompanied by their staff to assist with buying decisions”.

Following a review of the Fairs’ timing and the buying cycle of retailers in the face of ever-changing business models, the 2012 Fairs have undergone some revisions.

Following a survey of exhibitors participating in the Brisbane Fair and consultation with exhibitors onsite at the Melbourne Fair, the preferred day format is a Sunday/Monday for both Fairs in 2012. The best timing for the Fairs has been considered taking into account the buying cycle of retailers, the optimum time for them to restock and be cashed up. The timing of other international and local exhibitions, which impacts visitors and exhibitors alike, was also taken in account.

Finally the names of the Fairs have been ‘tweaked’ to reflect the revised timing and the way in which the majority of visitors and exhibitors refer to these Fairs.

The Melbourne Fair will now be known as the JAA Melbourne Jewellery Fair and will be held on March 4-5, 2012 at the Royal Exhibition Building, Carlton.

The Brisbane Fair will now be known as the JAA Brisbane Jewellery Fair and will be held on March 25–26, 2012 at the Brisbane Convention & Exhibition Centre, South Bank.

The JAA International Jewellery Fair in Sydney celebrates its 20th year of continuous operation in August 2011 at Sydney Exhibition Centre, Darling Harbour.

Where & When:

**JAA International Jewellery Fair
Sydney Exhibition Centre, Darling Harbour
August 28-30, 2011**

**JAA Melbourne Jewellery Fair
Royal Exhibition Building, Carlton
March 4-5, 2012**

**JAA Brisbane Jewellery Fair
Brisbane Convention & Exhibition Centre, South Bank
March 25–26, 2012**

Information & Registration: Call + 61 2 9452 7575 or visit www.jewelleryfair.com.au

- ends -

MEDIA ENQUIRIES

**Karin Cahill
Event Marketing - Trade**



EXPERTISE EVENTS

Tel 02 9452 7575

karin.cahill@expertiseevents.com.au

www.expertiseevents.com.au

ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call **02 9452 7575**.