

CAREER FACT SHEET

Visual Merchandisers

Snapshot

Visual Merchandisers plan and install internal, window and fixed displays to show goods to their best advantage.

How many are employed in this occupation?	7,800
What are the average weekly earnings for full time workers?	\$863
How does unemployment compare with other occupations?	Below Average
What are the job prospects for this occupation?	Low
What will be the likely future employment growth for the next five years?	Relatively Steady

Main employing industries

Retail Trade; Professional, Scientific and Technical Services; Manufacturing; Wholesale Trade

Tasks

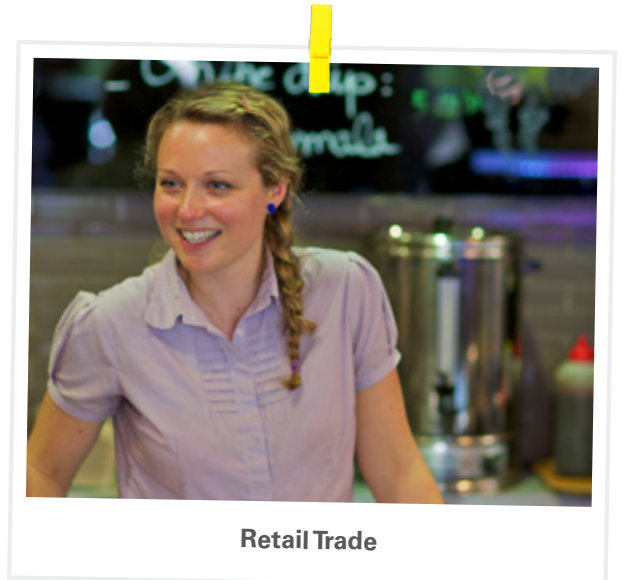
This occupation may include associated occupations with varying tasks.

- determining goods for display in accordance with prospective seasonal and promotional events
- developing overall promotional and display plans for approval
- preparing sketches and models showing layout, colour and other features for approval
- obtaining props and other accessories, and building displays
- setting up fabricated displays in store windows and other areas
- organising the setting out of goods to be shown as part of permanent displays
- arranging ticketing and signage
- arranging lighting to highlight fixtures, displays and goods

INDUSTRY OVERVIEW

Retail Trade

If you're interested in selling products to customers, displaying goods for sale, or working in Retail operations then the Retail Trade industry could be the place for you to kick-start your career journey. The Retail industry is huge and covers a diverse range of products including groceries, personal-care items, white goods, apparel and motor vehicles. These goods are purchased from domestic or overseas manufacturers and wholesalers to be onsold (retailed) to local customers. There is more to the Retail trade than just selling products. A career in this industry could involve work in administration, customer service, employee relations, finance, inventory, loss prevention, merchandising or marketing. The supermarket and grocery category is the largest retail employer in Australia, followed by the pharmaceutical sector, so you could find your career starts right where you already do your own shopping! The increased popularity of buying and selling products and services over the internet has led to a growth in online retailing or electronic commerce (e-commerce) businesses, creating new job opportunities in what is a very exciting segment of the industry.



Possible job pathways

- Advertising and Sales Managers
- Bakers and Pastrycooks
- Checkout Operators and Office Cashiers
- Florists
- Models and Sales Demonstrators
- Pharmacy Sales Assistants
- Retail and Wool Buyers
- Retail Managers
- Retail Supervisors
- Sales Assistants (General)
- Sales Representatives
- Service Station Attendants
- Shelf Fillers
- Storepersons
- Street Vendors and Related Salespersons
- Technical Sales Representatives
- Telemarketers
- Visual Merchandisers

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