

CAREER FACT SHEET

Models and Sales Demonstrators

Snapshot

Models and Sales Demonstrators wear and display clothing and accessories and pose for art and photography, and demonstrate goods at commercial premises, exhibitions and private homes.

How many are employed in this occupation?	15200
What are the average weekly earnings for full time workers?	\$537
How does unemployment compare with other occupations?	Below Average
What are the job prospects for this occupation?	Average
What will be the likely future employment growth for the next five years?	Moderate Growth

Main employing industries

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

Tasks

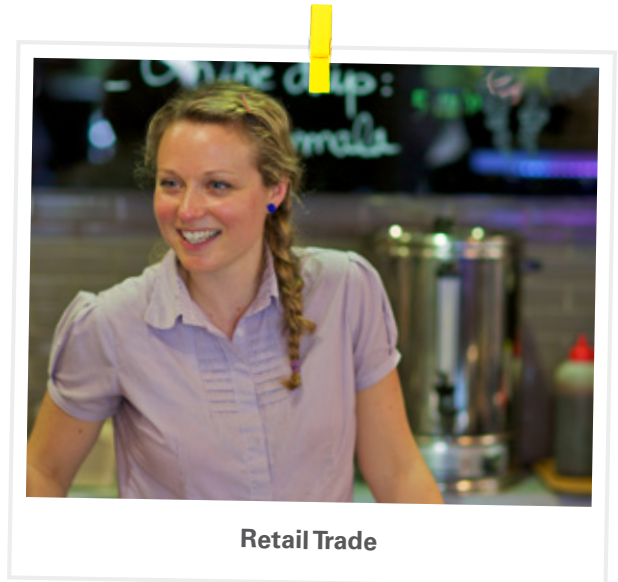
This occupation may include associated occupations with varying tasks.

- modelling garments, footwear and fashion accessories for customers, sales personnel and fashion designers
- posing for television, video and cinema commercials and for still photographs which appear in magazines, newspapers, catalogues and on billboards
- posing as subjects for paintings, sculptures and other types of art
- setting up displays and demonstrating goods to commercial customers and guests in private homes
- answering questions and offering advice on the use of goods
- selling goods or directing purchasers to sales counters
- undertaking merchandising of goods in retail outlets and ensuring there is adequate stock attractively presented for sale
- taking orders and making arrangements for payment, delivery and collection
- offering sample goods and distributing catalogues and other literature advertising goods for sale

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.



Retail Trade

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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