The National Association of Jewellers

To the NAJ Membership,

Becoming Chair

Firstly, I would like to say how honoured it is to becoming chair of the NAJ for the coming 12 months.

The association has certainly come a long way in the relatively short time that the NAG and BJA merger happened in 2016. I was fortunate enough to be one of the members on the merger committee and there has been a real transformation in the NAJ.

These changes don't just happen. It takes a lot of time and commitment from the staff and volunteers of the Association to set the strategy and deliver the benefits to the members. Hours, weeks and months of work goes in to discussing, planning and executing the various strands of the Association to make our industry a better place to operate.

I am looking forward to working with the dedicated staff, National Committee, steering groups over the next 12 months and delivering some real tangible benefits to the members.

I would like to say thank you to all of the volunteers that make the Association what it is and look forward to working with you over the next 12 months.

Thank you, Harriet

Talking about hard work and commitment……

Over the last 2 years Harriet has led the National Association of Jewellers from the front, working daily on projects, ensuring that the vision for the future has been followed. It is difficult to understand what is expected of the role until you get involved and do it – Harriet has contributed more time, more energy and more passion to drive the Association to the next level than most will ever be aware of.

Harriet's determination ensured that we have the Better Business steering group, Consumer focus group, Valuation steering group and network and events. The Created in the UK was successfully launched with Harriet in the Chair and it is fitting that such a concept has been developed with Harriet championing UK designed and manufactured jewellery.

Both I and the National committee cannot thank Harriet enough for her efforts and for me it is reassuring to know that I have Harriet as Deputy Chair.

'Essential' Strategy

The NAJ has just shy of 2000 members covering all aspects of our industry; designers, valuers, retailers, manufacturers, wholesalers, and related suppliers.

The steering groups that have been formed drive the strategy for the future and now more than ever it is imperative that we encourage people to step forward in being part of the NAJ community. Together we can make the difference to how successful our industry is.

There is a new threat to our daily working life, to our living, the likes of which none of us have ever seen. The pandemic has taken over 40,000 lives in the past 4 months.

Many of our members have been affected by either personal tragedy or their lives disrupted through the inability to go to work or working from home and our thoughts go out to those that have suffered.

The NAJ has been leading from the front in supporting the membership and will continue to do so we have set the "essential strategy" to clearly focus on the short term needs of our industry.

We are focusing on:

Sourcing, monitoring, and sharing insights that help you make better decisions.

- This means making sure you are you informed and aware of information published by the government, interpreted for the benefit of the jewellery industry, and also that you're able to benchmark your actions with others in the trade.

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Create power networks harnessing expertise from inside and outside of the memberships.

- This means working together with other organisations through initiatives like the Jeweller Support Network so the trade is presented with (and can support) a consistent, relevant and joined up message.

Be a more active voice for the industry

- This means reminding consumers about the important role jewellery plays in life memories to push business to NAJ members and provide assurance that NAJ Members are taking the necessary steps to protect their employees and customers.

Create a comprehensive digital platform giving members quick and easy access to high value content and services.

- This means improving the online experience members benefit from with the NAJ, providing better and easier ways for your business to engage with the Association.

Create a 'must-have' package of compelling reasons for NAJ Membership

- This means listening to the membership and ensuring NAJ benefits are fit for purpose, progressing where appropriate and introducing new benefits in line with what happens to our jewellery community.

Ensure that our qualifications and education remain `fit for the future', relevant for our members, and industry leading in their content and delivery

- This means complete modernisation of our qualifications such as the Certificate of Appraisal Theory and introductions of new programmes in line with what members need right now.

Industry togetherness

Looking further ahead we will revisit our strategy to ensure we put out best foot forward to ensure members and the wider industry is fit for the future.

All NAJ members deserve an affordable – constantly improving - experience and our volunteer, staff and supporting resources will be working hard on delivering that.

It's vital we continue to seek and implement relevant and useful benefits, products and services. We have to deliver our services on time and to budget and the focus will be to ensure we have the right resources in the right places at the right time.

You are not alone. We are in this together and we're going to continue to build this organisation around you the member, just how you will continue to build your business around your customers.

Whatever faces us in the immediate months, it's important we do this together as an industry. It's imperative we look out for each other and remember the bigger picture of what jewellery can do.

Yours Sincerely

Gary Wroe

Chair of the National Association of Jewellers

The NAJ is a division of the British Allied Trades Federation (BATF) which is a company limited by guarantee and registered in England & Wales number 69391

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