

Text Structure	Script Example	Salient Features
<p>Reminder: Topic sentence Elaboration Evidence Link</p> <p>Introduction <i>Convince your audience (young people entering the workforce) that your industry has exceptional job prospects.</i></p>	<p>Good morning ladies and gentlemen and welcome to our annual Ipswich Job Fair for 2019. My name is Miss Cullen and today I will be discussing the Retail Industry with you. Can I just say, it is amazing seeing all of you here, eager to enter the workforce! In Australia the retail industry employs approximately 1,284,700 people which makes it one of the largest industries in Australia. In fact, it accounts for over 10% of the total workforce in Australia and analysts have found that the industry has grown 3.6 percent in the last five years. Despite what some of you may believe; the medium age of a retail worker in Australia is 32 years old which signifies job retention and the median weekly earnings are \$700.</p>	<p>Descriptive Language Adjectives. Words or phrases to create imagery for the reader. Appeal to the senses of taste, smell, touch, feel, hearing, sight</p> <p>Emotive Language Evoke positive emotion from the reader</p> <p>Figurative Language Poetic devices – simile, metaphor, alliteration, personification</p> <p>Persuasive Language Persuasive devices to promote your chosen industry</p>
<p>Body Paragraph <i>Industry Growth: Growth in the industry such as wage increases, industry growth rate, employee numbers et cetera.</i></p>	<p>As I just touched on, the retail industry in Australia is currently experiencing a period of significant growth. The last five years displayed the growth rate of 3.6 percent and analysts predict that by 2023 the growth rate will sit at 3.7 percent which is slightly higher again. As evident from the graph on the presentation; wages grew 3.5 percent as of the first of July 2018 which signifies growth in the industry. With growth on this scale who would not want to join this exciting industry?</p>	<p>Inclusive Language Use of inclusive personal nouns and we, us, our</p>
<p><i>Employment Conditions: Available unions, hours worked, holiday and sick pay entitlements, average wage, flexible working conditions et cetera.</i></p>	<p>The employment conditions in the retail industry meet the Australian standard. However, there are unions such as the Retail and Fast Food Workers Union that retail workers can opt in to which provides support to all members if the need arises. As standard in Australia, full time retail employment consists of 38 hours a week. Full time employees receive sick pay and accrued annual leave with an average entry level of pay for an adult being \$19.32 an hour. Part-time workers work less than 38 hours a week. However, they still receive the same benefits as full-time employees scaled down to the hours that they worked. Employment is generally flexible in the retail industry regarding hours. Depending on your schedule you can find a company that works nights, mornings or weekends and most often there</p>	

<p><i>Video anecdote: Optional inclusion of video anecdote relating to industry anecdote or positive stories about the industry.</i></p>	<p>is no experience needed to enter the retail industry.</p> <p>I will now briefly show you an anecdote from the global CEO of Tea2 about her humble retail beginnings in Myer.</p>	
<p><i>Entry Level Duties: Include duties that a prospective employee would undertake at entry level position: point of sale, customer service et cetera.</i></p>	<p>The retail industry is so vast that it is rather difficult to pinpoint exact entry level duties that one would experience upon commencement. Such examples could be serving customers on the floor and selling goods, working at point of sale at the cash register, cooking in a fast food environment, solely cleaning the store, merchandising and much more.</p>	
<p><i>Prior Education: What prior education does a prospective employee need to enter the industry? None? A Certificate III?</i></p>	<p>The retail industry does not require any prior education or training for entry level positions. Companies in the retail industry often provide employees with the opportunity to train and better themselves as they move up in the company. For example, EB Games provides the opportunity for staff to earn a Certificate III and Certificate IV in Retail Management as they progress from casual, to key holder, to assistant store manager and eventually store manager and beyond.</p>	
<p><i>Links to Other Industries: How does your specific industry link to other industries? Are there any transferrable skills?</i></p>	<p>The Retail Industry is so diverse that it is quite difficult to specifically link it to any one other industry. In that sense though it links to a whole range through the transferrable skills that can be learnt through employment tenure in the industry and you can observe some of them via the image on the presentation. Examples of these are front facing customer service skills, developing conversational skills and learning to work in a business orientated setting.</p>	

<p><i>How To Find Out More: Are there specific routes to take to find out more information? Online, manager meeting, databases et cetera.</i></p>	<p>If my presentation today has sparked your interest in a future career in the retail industry -and rightfully so- There are numerous ways that you can find more information. Depending on which area in the retail industry that you are interested in you can research your company of choice on the internet. Or if you happen to live near the location you could potentially meet up with the manager of the store who would be a wealth of valuable knowledge.</p>	
<p>Conclusion <i>Summarise and link back to Introduction. Reinforce your position that your chosen industry is a good entry level career path.</i></p>	<p>I hope that my presentation today has helped you develop insight into your future career goals. As you can clearly see, the Retail Industry is a fantastic choice for entry level employment due to the positive growth in the industry, variety of roles in the working environment, the ability to complete certificates whilst working and the vast array of transferrable skills learned through experience with retail. We wish you all the luck in the future and hope to see you in our industry soon! Thank you.</p>	

Word Bank

All words that are bolded throughout the text are written below alongside their definitions.

Word	Definition
Approximately	On average
Analysists	Someone whose job is to study or examine something in detail
Retention	To keep something
Median	The middle
Significant	Great or important enough to be worthy of attention
Signifies	Shows
Unions	A society or association formed by people with a common interest or purpose.
Opt in	Join
Accrued	Received or accumulated in regular or increasing amounts over time.
Anecdote	A short amusing or interesting story about a real incident or person.
CEO	Chief executive officer
Vast	Large
Commencement	Beginning something
Merchandising	The activity of promoting the sale of goods, especially by their presentation in retail outlets.
Prior	Previous
Diverse	Showing a great deal of variety; very different.
Transferrable	Capable of being moved or conveyed from one place to another
Tenure	The measure of the length of time an employee has been employed by his/her current employer
Numerous	Many
Vast array	Variety