



MEDIA ANNOUNCEMENT

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Retail Careers Get Lucrative At Fone Zone

In an industry where generous incentive schemes and lucrative incomes are few and far between's largest mobile phone retailer, Fone Zone is exceeding industry standards with its staff benefits program, myTEAM.

Although retailers have historically shunned higher than award wages, childcare benefits, and annual long service leave for its employees, Fone Zone offers luxurious incentives most of us only dream of.

But, dream no longer. More and more ambitious job seekers are hunting for retail careers with Fone Zone within one of its 123 stores wide, taking advantage of one of the few career options left that doesn't demand tertiary qualifications.

Fone Zone's Chief Operating Officer, Maxine Horne, said employees at Fone Zone had unique career progression opportunities surpassing those available at other retail outlets.

"Fone Zone is one of the rare employers who offer promotions for casual staff, and offering the average Fone Zone store manager target earnings of around \$65,000 with the potential to earn up to \$100,000" she said.

"This means that retail is now an attractive career option for ambitious employees without tertiary qualifications.

"The sky really is the limit in terms of income for Fone Zone staff with six figure incomes not uncommon, coupled with incentives such as child care subsidies, baby bonuses and paid leave for getting married," Ms Horne said.

Devonport Fone Zone store manager, Steven Maxwell said he has been offered opportunities he only dreamt about when he first started in retail at the age of 15.

"The financial and personal rewards are definitely there if you work hard and stay focussed," Steven said.

"On top of my base salary and performance-based bonuses, Fone Zone provides a range of other benefits such as a 50% subsidy on our child care costs and annual long service bonuses based on years of service.

"I was also eligible for a wedding bonus last year which was a week's paid leave, so all these extra benefits have added literally thousands of dollars to my annual salary over the past 12 months."

Donna Wescombe, a Brisbane-based Senior Human Resources Officer at Fone Zone, has been rewarded for her ten years service with the mobile phone dealer with 50% of her child care costs paid for by Fone Zone.

"Paying weekly child care for three children is expensive, so I really appreciate Fone Zone's policy of providing child care relief. The company has made a real commitment to providing a family-friendly environment for its employees and, in turn, it makes me feel very loyal to Fone Zone," Donna said.

myTEAM also offers team members discounts and special deals on home loans, legal advice, motor vehicle finance and travel and home and contents insurance.

"We believe in the development of our people and have always promoted retail as a long-term career rather than a temporary job or stepping stone to something else," Ms Horne said.



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“Once store budgets are met, Fone Zone employees can receive up to 15% commission on sales. And with around 50% of our sales staff meeting budget, this demonstrates that our targets are realistic and people really do benefit substantially.”

A retail assistant at Fone Zone can take home on target earnings of around \$30,000 and, depending on their ability, can earn up to \$70,000 a year.

An assistant store manager’s on target earnings can average about \$45,000 a year with the potential to earn up to \$80,000.

An area manager, who is responsible for the overall management of a number of stores in a specific location, can take home on target earnings of \$100,000 and, depending on their team’s ability, can earn significantly more.

As for Steven, his sights are firmly set on continuing his retail career with Fone Zone with a view to eventually moving into a more corporate role working with business clients.

“At Fone Zone, I feel valued and motivated to do my best for the company and for myself,” he said.

“My career in retail so far has definitely exceeded all my expectations.”

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