

# The Salon

hair designers

hairForm

## Industry Profile

There are over 70 Registered Hairdressing Salons in our Region, with salon size ranging from Owner Operator to up to 22 staff. With a state turnover of around 1 billion dollars (A 2007 Service Skills SA Survey)

Examples of Industry Sectors include Hairdressing Services, Make-up & Cosmetic Services, and Spa Therapy & Massage Services.

### *Business Profile*

#### The Salon hair designers

#### Hairform

#### Mount Gambier

#### *About the businesses*

With 33 years in hairdressing and 23 years of owning and operating my own business, I moved my salon "The Salon hair designers" to Commercial Street in March 2007, employing more staff; I began to really focus on building on the profile of the business. In July of 2007 the opportunity to further develop my business enterprise saw me purchase Hairform in Gray Street.

#### *What does our Business do?*

In both businesses we offer men's, ladies and children hair services, specialising in all aspects of hairdressing.

We also offer a range of beauty services including bio gel nails, manicures, pedicures, facials, relaxation massage, make-ups, spray tans and all waxing services for men and women

We take pride in offering excellent customer service and a commitment to providing professional and extensively trained hairdressers in a friendly and clean environment.

## *Workforce Development*

We have regular staff meetings and staff training sessions. I encourage and support staff to continue in their personal professional development through internal and external workshops, seminars and trainings

### *How do we recruit?*

If an individual impresses enough during work experience and we have a position available, they would be the first I would consider.

I am always open to senior hairdressers approaching me about future work opportunities

### *Strategies*

Our business strategies are to continue to focus on growing our business profiles of both salons.

Ensuring the continuum of well trained and qualified hairdressers, by continuing to train apprentices.

Continuing to develop skills of staff in both hair and beauty (With the changes in our industry and the demand for beauty services growing, we need to ensure our professional development depicts this new direction)

We are consistently reviewing our services to ensure we are delivering the services that the client wants. Actively listening to both staff and clients, continuing on our professional development, keeping up to date with the latest technological advancements and wanting to achieve the best possible results ensures that the business will continue to grow

### *What are we looking for?*

#### Apprentices

1. Passionate about hair and beauty
2. Confident
3. Vibrant, cheerful and friendly
4. Supportive family and friends
5. Communication skills



Career Development Centre

## Senior Stylists

1. Accredited Qualifications
2. Hours of work they require
3. Ability to provide excellent customer service
4. Client base and their following if local

### *What do we offer our staff?*

We offer our staff a great salon environment, continual support in their personal and professional development, honesty at all times.

### *Achievements*

Since relocating in 2007 we have competed in the local regional hairdressing competitions and continue to develop our skills and abilities.

We have hairdressers with extensive experience in this industry, with one stylist in her 37<sup>th</sup> year (The Salon hair designers) and another in her 30<sup>th</sup> year (Hairform), together with the younger team members and apprentices, with all the enthusiasm and creativity to maintain the trendiest of hair styles, the salons offer a diverse range of services and styles to suit all ages, gender and cultures

### *What positions are there and how often do we employ?*

There is no definite pattern to when we employ, if the right person came in I would consider all options. Having the two salons we employ both senior hairdressers and apprentices, beauticians, nail technicians. I am currently employing 1 apprentice per year to ensure that continuum of qualified hairdressers.

### *Positions currently within our two salons*

- Apprentices
  - Full time
  - Part time
  - Casual
- Beautician
- Nail Technician
- Manager

Managing both salons is a very demanding task and my time management and organisational skills have improved immensely. I work predominantly at The Salon hair designers, occasionally working at Hairform when necessary

### *Words of advice to those wishing to enter the hair and beauty industry*

Be committed  
Be loyal  
Be honest  
Love what you do  
Always want to learn and achieve

**Joyanne Brown**  
**Owner**  
**The Salon hair designers**  
**Hairform**  
**Mt Gambier SA**

