

2 APRIL 2024

## MEDIA RELEASE

### **CAMPAIGN DEBRIEF: \$6 MILLION CAMPAIGN A SUCCESS, BUT RETAIL CRIME, REOFFENDING AND VIOLENCE CONTINUES TO BE A CHALLENGE**

Retail crime, including reoffending, theft and violent behaviour, continues to be a challenge for shopping centres and retailers.

This comes amidst a successful campaign over the Christmas 2023 retail trading period (*Campaign Debrief attached*), where shopping centres ran the Shop, Distributive and Allied Employees' Association's (SDA) 'No One Deserves a Serve' campaign for free, nationally, across digital advertising screens, with \$6 million in commercial advertising value being provided to the SDA's campaign by SCCA members.

In late 2023, the Shopping Centre Council of Australia (SCCA) partnered with the SDA and National Retail Association (NRA) to run the No One Deserve a Serve ads for free, nationally. The campaign was launched in early November at Highpoint Shopping Centre (owned by The GPT Group) in Melbourne, attended by SDA, NRA and SCCA representatives.

The *No One Deserves a Serve* campaign is targeted at ensuring retail workers are treated with respect. The SDA highlights that over 85% of retail workers have experienced abusive behaviour from customers.

The Campaign Debrief (**attached**) highlights the following key outcomes:

- **\$6+ million investment** from the shopping centre industry across the national public advertising campaign.
- The ads appearing **across 275+ shopping centres, which comprise 32,000+ retailers** and their workers.
- The ads appearing than **100 million times across 3,200 digital advertising screens**, with more than 200 million customers viewing the six campaign messages.

**Angus Nardi, Chief Executive of the SCCA said:** "We're really pleased to partner with the SDA and NRA to run the *No One Deserve a Serve* campaign ads across our digital screens for the 2023 Christmas trading period.

"I'm incredibly proud of our members' \$6 million investment to support the campaign, and that the ads were seen by more than 200 million customers across more than 275 shopping centres.

"The central purpose of the campaign is retail worker safety, and I look forward to continued engagement with the SDA and NRA on this important issue.

"While most people do the right thing, unfortunately retail crime continues to be a major challenge including with reoffending, brazen theft, violence and use of weapons.

"We'll continue to engage with Governments on this pressing public policy issue, alongside our industry's dedicated community safety and security taskforce," Mr Nardi said.

*The 'No One Deserves a Serve Campaign' ran for 47 days from Melbourne Cup to Christmas Eve 2023, generally recognised as the 'Christmas Trading Period', the busiest shopping period of the year.*

# 'NO ONE DESERVES A SERVE' CAMPAIGN DEBRIEF

November – December, 2023

The Shopping Centre Council of Australia (SCCA), partnered with the Shop, Distributive and Allied Employees Association (SDA) and the National Retail Association (NRA) in late 2023 on the 'No One Deserves a Serve' campaign to combat rising incidents of abuse and violence against retail workers. SCCA members ran the SDA's campaign ads for free nationally, at a total cost of over \$6 million in commercial value, across multiple digital media formats within shopping centres.

This Campaign Debrief provides an overview, including insights into the scope and reach of the campaign which ran for 47 days from Melbourne Cup to Christmas Eve 2023, over the busiest shopping period of the year. The campaign was launched on 1 November 2023 at Highpoint Shopping Centre (The GPT Group) with representatives from the SDA, NRA and the SCCA.



L-R: SDA Members Joshua, Cindy and Danielle with SDA Organiser – West, Aleks Velanovski, SCCA Chief Executive, Angus Nardi and NRA representative Amy Lynes



A comparative analysis of security incidents in the same period in prior years is currently being undertaken to examine the success of the campaign.



# NO ONE DESERVES A SERVE

\$6+M

COMMERCIAL ADVERTISING VALUE



3,200

DIGITAL SCREENS



100+M

CAMPAIGN PLAYS



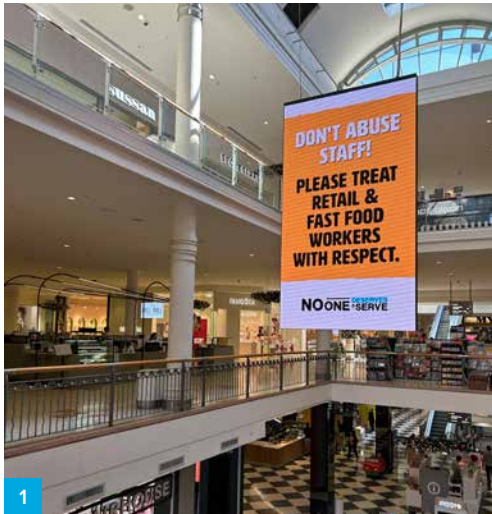
200+M

CUSTOMERS ENGAGED WITH CAMPAIGN



6

CAMPAIGN MESSAGES IN ROTATION



1. Castle Towers, Castle Hill NSW – QIC
2. Bayside, Frankston Victoria – Vicinity Centres
3. Ocean Keys Shopping Centre, WA – Dexus
4. Willows Shopping Centre, Townsville QLD – Dexus
5. Westfield Sydney, Sydney NSW – Scentre Group

THE *NO ONE DESERVES A SERVE* CAMPAIGN IS PROUDLY SUPPORTED BY



## About Us

The Shopping Centre Council of Australia (SCCA) is the national industry group for major shopping centre owners, managers and developers. The SCCA represents its members on all public policy and regulatory matters relevant to retail property nationally and in all states and territories. This includes issues such as retail tenancy regulation; competition policy; trading hours; land valuation; taxation; planning, development and sustainability; security; infrastructure; and utilities.

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For more information contact:

E [scca@scca.org.au](mailto:scca@scca.org.au) | P +61 9033 1902

[www.scca.org.au](http://www.scca.org.au)

