

6 November 2024

## MEDIA RELEASE

### **'BE KIND IN RETAIL'** **INDUSTRY JOINS FORCES TO LAUNCH NEW NATION-WIDE CHRISTMAS CAMPAIGN**

A coalition of shopping centre, retail, fuel and convenience, pharmacy, security and cleaning industry groups has joined forces to launch a nation-wide *'Be Kind in Retail'* campaign for the upcoming Christmas period, as part of an ongoing collaborative effort to combat alarming levels of abuse, violence and the use of weapons against workers.

The coalition is comprised of the Shopping Centre Council of Australia (SCCA), National Retail Association (NRA), Australian Association of Convenience Stores (AACS), Australian Security Industry Association Limited (ASIAL), Pharmacy Guild of Australia, and Building Service Contractors Association of Australia (BSCAA).

**With a central message of *'Kindness Never Goes Out of Style'*, the SCCA, NRA, AACS, ASIAL, Pharmacy Guild and BSCAA are calling on the community to be kind to security guards, cleaners, retail and pharmacy staff, across the upcoming Christmas trading period.**

The new nation-wide campaign has gained increased urgency as anti-social behavior and crime in retail settings continues to increase, including causing serious mental and physical harm to workers who are simply doing their job.

Such incidences include workers being yelled and sworn at, pushed and shoved, threatened and intimidated, punched, and weapons being displayed and used on them – and many incidences are not associated with the attempted theft of goods. Concerningly, this can often include repeat- or recidivist offenders.

The *'Be Kind in Retail'* campaign will see advertisements and messaging displayed on digital and print media across the nation's major shopping centres. One simple message states: "Please be kind to our security officers, cleaners and retail workers".

SCCA members are running the campaign advertisements for free, across more than 300 shopping centres, and 3,500 digital screens, and an estimated commercial advertising value of **\$7 million**. The campaign will also run across each industry partners' social media channels and in a number of retail outlets.

**Angus Nardi, Chief Executive of the SCCA said:** "It's really pleasing to launch the *Be Kind in Retail* campaign with our partners from the retail, pharmacy, fuel and convenience, security and cleaning industries, with simple message for the community to be kind and show respect in our retail environments this Christmas.

"Any incident that causes harm to someone is simply tragic, and we are calling on the community to help stamp out needless aggression and violence against workers in retail settings."

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**Lindsay Carroll, Acting Chief Executive Officer of the NRA said:** "Australia's retailers employ 1.3 million people, a lot of them being young Australians, and it is essential that all retail workers are free of abuse and violence in their workplace. We are proud to be part of the *Be Kind in Retail Campaign* and continue to advocate for reforms to make retail settings safer for everyone."

**Theo Foukkare, Chief Executive Officer of AACS said:** "The AACS represents over 100 leading suppliers as well as all major convenience retail brands nationally, collectively operating almost 7,000 retail outlets employing 80,000 staff. Workers across our industry are experiencing an alarming level of intolerable abuse, particularly in fuel and convenience stores, and they deserve respect and kindness at all times."

**Professor Trent Twomey, National President of The Pharmacy Guild of Australia said:** "Community pharmacies are providing a broader range of products and services than ever before, embedded within local communities, and it is critical that our pharmacists and team can operate in a safe environment particularly during the busy Christmas trading period."

**Bryan de Caires, Chief Executive Officer of ASIAL said:** "Security officers play a key role in community safety and are often on the frontline of terrible incidents and putting themselves in harm's way. The tragic incident at Westfield Bondi this year highlights the dangers faced by security officers, and we are asking the community to treat security officers with kindness and respect as they assist and interact with you during the busy Christmas period."

**Kim Puxty, Chief Executive Officer of BSCAA said:** "Our nation's cleaners are essential in maintaining our retail environments' cleanliness, hygiene, and safety. Their diligent efforts ensure that places like food courts and bathrooms are welcoming and sanitary for everyone. Cleaners often work behind the scenes, yet their contributions are vital to our daily lives and the overall shopping experience. This Christmas let's show kindness and appreciation to our cleaners."

#### **CAMPAIGN HIGHLIGHTS:**

- **The campaign will run from 6 November (day after Melbourne Cup) to 24 December 2024.**
- **300+ participating shopping centres and retail precincts**
- **3,500+ digital screens** – broadcasting campaign messages across participating centres.
- **\$7M+ commercial advertising value** – reflecting the industry's steadfast dedication.
- **120M+ campaign plays.**
- **250M+ customers engaged** – demonstrating the campaign's wide-reaching impact.
- **6 Campaign Messages in Rotation** – ensuring the message stayed relevant throughout.

#### **MEDIA CONTACTS:**

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**ASIAL:** / Katie Ashford / Strategic Marketing Manager / 0405 577 150

**The Pharmacy Guild:** / Hazel Gidley / Media and Public Relations Manager / 0429 827 830

**BSCAA:** / Kim Puxty / Chief Executive Officer / 0410 460 420

**Campaign materials, including print-ready posters, digital screen copy, EDM and social media artworks and print-ready decals are available here: [Shopping Centre Council of Australia \(scca.org.au\)](https://www.scca.org.au)**

#### **CAMPAIGN DIRECTOR:**

For any campaign queries, please call Luke Sikora / SCCA / 0423 437 166

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