5 November 2025

MEDIA RELEASE

'BE KIND IN RETAIL'
INDUSTRY, NATION-WIDE 'BE KIND IN RETAIL' CAMPAIGN RETURNS WITH UNPRECEDENTED SCALE AND REACH

A coalition of shopping centre, retail, fuel and convenience, pharmacy, security and cleaning industry groups has relaunched the nation-wide *'Be Kind in Retail'* campaign for the 2025 Christmas trading period, to combat the alarming levels of abuse, intimidation, violence – often with the use of dangerous weapons, towards retail workers, pharmacy staff, cleaners, security officers and shopping centre staff.

With the central message "*Kindness Never Goes Out of Style*," the campaign calls on the public to show respect to all workers in shopping centre and retail settings during the busy Christmas trading period and holiday season.

Whether you're shopping for groceries, grabbing lunch at the food court, buying a Christmas gift, filling up your car with fuel, or collecting a script at your local pharmacy, the message is clear, show respect and be kind to the people that are simply doing their job.

The BKIR campaign aims to continue shifting the public's attitude towards the important role frontline workers in retail settings play in our community.

Led by the Shopping Centre Council of Australia (SCCA), The Pharmacy Guild of Australia, National Retail Association (NRA), Australian Association of Convenience Stores (AACS), Australian Security Industry Association Limited (ASIAL), and Building Service Contractors Association of Australia (BSCAA), the campaign now spans more than 350 shopping centres and 3,500 digital screens nationwide.

SCCA members are contributing more than $7 million in commercial advertising value, with the BKIR message expected to reach over 250 million customers and play more than 120 million times, across digital platforms, social media, and in-store activations.

The 2025 campaign introduces new partners and a broader campaign footprint, with Woolworths and Hoyts again joining the coalition to extend the BKIR message into supermarkets and entertainment venues.

The inaugural 2024 *"Be Kind in Retail"* campaign laid the foundation for this year's expansion, reaching millions of Australians during last year's Christmas trading period. Industry feedback indicated an uplift in customer awareness, reinforcing the importance of proactive public messaging in retail environments.

Staff across retail, pharmacy, security, cleaning, and convenience roles shared stories of positive customer interactions sparked by the campaign. The visibility of the campaign was credited with creating a more respectful atmosphere during the busiest shopping period of the year.

The campaign's urgency is underscored by recent data and industry insights that workers in retail settings continue to be subjected to intimidation, verbal abuse, physical assault, and threats including the use of dangerous weapons. Many incidents are not related to the theft of retail goods and often involve young and repeat offenders.

Angus Nardi, Chief Executive of the SCCA said: "We are incredibly proud to take a strong public stand with our industry partners to promote the message that all workers in shopping centres and retail settings need to be treated with kindness and respect. The reach of our campaign is nation-wide and unprecedented, with more than $7 million in donated advertising, partners including Woolworths, and a reach of over 250 million customers.

Professor Trent Twomey, National President of The Pharmacy Guild of Australia said: "Community pharmacists and their teams are embedded in communities supporting patients in the treatment of every day health conditions. They deserve to work in environments free from harm. This campaign helps reinforce the respect and safety community pharmacists need to serve their communities effectively."

Chris Rodwell Chief Executive Officer of the ARA and CEO Designate of the Australian Retail Council said: "Retail employs 1.4 million Australians, many are young people starting their careers. Every retail worker deserves a safe and respectful workplace. This campaign is a strong and united stand for change—one that reinforces the values of our sector and the expectations of our communities."

Theo Foukkare, Chief Executive Officer of AACS said: "Convenience and fuel retail workers face unacceptable levels of abuse, often in isolated or late-night settings. This campaign is a vital reminder that kindness should be the default in every customer interaction. We're proud to amplify this message across our 7,000 outlets and 80,000 staff."

Sarah Faorlin Head of Violence Prevention at Woolworths said: "The level of violence and aggression that our team members are impacted by on a daily basis is unacceptable. We commend the SCCA's focus on reducing violence and aggression in the retail environment through their Be Kind in Retail campaign as we head into a busy seasonal trading period. It's important to remember that our team members are mothers, fathers, sons and daughters - many of them young people in their first job - and they come to work to help customers. Their safety should be non-negotiable and we'll continue to advocate for State and Territory governments around the country to introduce Workplace Protection Orders to reduce violence to our team."

Bryan de Caires, Chief Executive Officer of ASIAL said: "Security officers are often the first line of defence in retail settings, managing difficult situations and protecting the public. We urge the public to treat them with the respect they deserve—not just during Christmas, but every day."

Kim Puxty, Chief Executive Officer of BSCAA said: "Cleaners are the unsung heroes of retail environments. Their work ensures safe, hygienic spaces for all—from food courts to restrooms. They often work behind the scenes, but their contribution is front and centre in creating welcoming places to shop, work and gather. Let's show them appreciation this Christmas and beyond."

CAMPAIGN HIGHLIGHTS:

- **The campaign will run from Wednesday 5 November (day after Melbourne Cup) to Wednesday 24 December 2025** – covering the Christmas trading period
- **350+ participating shopping centres and retail precincts** – covering all jurisdictions
- **3,500+ digital screens** – ensuring wide community reach.
- **$7M+ commercial advertising value** – reflecting the coalition's steadfast dedication.
- **120M+ campaign plays** - ensuring the message is on high rotation
- **250M+ customers engaged** – demonstrating the campaign's wide-reaching impact.

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Campaign materials, including print-ready posters, digital screen copy, EDM and social media artworks and print-ready decals are available here: Be Kind in Retail - Shopping Centre Council of Australia

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