SHOPPING CENTRE COUNCIL OF AUSTRALIA

‘BE KIND IN RETAIL’ CAMPAIGN DEBRIEF

November – December 2024

A retail industry coalition 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) joined forces in 2024 to launch a nation-wide *‘Be Kind in Retail’* campaign for the Christmas shopping period, as part of an ongoing collaborative effort to combat alarming levels of abuse, violence and the use of weapons against workers.

Messages

The *‘Be Kind in Retail’* campaign saw advertisements and messaging displayed on digital and print media across the nation’s major shopping centres. With six campaign message, one simply stated:

“Please be kind to our security officers, cleaners and retail workers”.



Queensland Premier the Hon David Crisafulli and Deputy Premier the Hon Jarrod Bleijie announce the ‘Be Kind in Retail’ campaign at Westfield Chermside on December 19.

Impact

Feedback from campaign participants noted a reduction in recorded threatening and aggressive incidents against staff at certain locations throughout the period of the campaign year-on-year, (Nov – Dec 2023 – Nov – Dec 2024). This is a positive outcome, and further analysis and retail industry discussions will be undertaken to improve the campaign and its future roll-out.









1. Westpoint – NSW 2. Marrickville Metro – NSW 3. Watergardens – VIC 4. Karrinyup – WA

Proudly supported by

SHOPPING CENTRE COUNCIL OF AUSTRALIA · National Retail Association · AACS · ASIAL · The Pharmacy Guild of Australia · BSCAA



$7M+
commercial advertising value
(17% ↑ ON 2023)

3,500
digital screens (split into Centre vs cinema)
(9% ↑ ON 2023)

120M+
campaign plays

250M+
engaged with campaign

22
industry partners
↑ 9 SINCE 2023

New industry partners

The '*Be Kind in Retail*' campaign was pleased to welcome new industry partners and retailers who signed on to the campaign, expanding the reach and exposure of the 'Be Kind' message.

50 Hoyts Cinema complexes and their more than 400 digital screens and PoS displays promoted the *'Be Kind in Retail'* campaign.





















The campaign succeeded in driving awareness through strategic placement and cross-platform promotion, including social media, while aligning with the SCCA's core message of fostering kindness in retail environments.

The '*Be Kind in Retail*' campaign was proudly supported by the following SCCA members:

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; completion policy; trading hours; land valuation; taxation; planning, development and sustainability; security; infrastructure; and utilities.

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