SHOPPING CENTRE COUNCIL OF AUSTRALIA

‘BE KIND IN RETAIL’ 2025 Campaign De-Brief



In 2025, the ‘Be Kind in Retail’ campaign returned for its second year — bigger, stronger and more impactful than ever.

What began in 2024 as a united stand against the alarming rise in abuse, violence and weapon-related incidents in retail environments has evolved into **the industry’s largest retail and community public safety campaign in the country.**

Led by the Shopping Centre Council of Australia (SCCA) in collaboration with a powerful coalition of industry associations and retailers — including the National Retail Association (NRA), Australian Association of Convenience Stores (AACS), Australian Security Industry Association Limited (ASIAL), the Pharmacy Guild of Australia, and the Building Service Contractors Association of Australia (BSCAA) — the campaign continues to grow in scale, visibility and influence.

In 2025, the campaign expands further with the significant new partnership of Commonwealth Bank of Australia, joining Woolworths and Hoyts, demonstrating strong cross-sector support for safer retail and community environments.

Growth in 2025

The second year of the campaign reflects substantial growth across every metric:

- Increased exposure across centre and retail digital screens
- More centres, retailers and outlets than ever before
- Expanded retail, banking, security and property sector participation
- Deeper engagement from centre owners, retailers and frontline teams

This dramatic increase in exposure ensures the ‘Be Kind in Retail’ message reaches millions of Australians during the peak Christmas trading period, reinforcing community standards of behaviour and respect toward retail workers, cleaners and security officers.

The scale of participation underscores the industry’s unified commitment to tackling retail abuse and violence through collective action.

$8M+
commercial advertising value
(14% ↑ ON 2024)

390+
shopping centres

30
industry partners including Hoyts, Commonwealth Bank and Woolworths
↑ 8 SINCE 2024

5,500+
digital screens (across centre, cinema, retail, supermarket and bank branch)
(57% ↑ ON 2024)

1,000+
campaign locations

658
Commonwealth Bank Branches



Proudly supported by

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







1. Tina Hsueh, Priceline Pharmacy, Westfield Chermside and Angus Nardi, Chief Executive, SCCA
2, 3 & 4. The Hon Jarrod Bleijie MP, joining senior industry leaders including the Australian Retail Council, Pharmacy Guild of Australia and SCCA
5. Luke Sikora, BKIR Campaign Director, SCCA, Tina Hsueh & Angus Nardi
6. Marrickville Metro, NSW
7. Chadstone, VIC
8. Watergardens, VIC
9. Pacific Fair, QLD















Various digital billboards and social media tile

FUN FACT

The 'Be Kind in Retail' campaign will be included in the *Explore & Analyse Argument* 2nd Edition" textbook, published by Insight Publications. VCE English Students will study the campaign as a case study on engaging and well produced advertising.

Industry-Wide Support and Deeper Engagement

In 2025, engagement has moved beyond awareness alone.

Shopping centres, retailers, banks, service providers, pharmacies, petrol stations and convenience stores are embedding the campaign messaging across digital networks, social platforms, in-store screens, cinema displays and point-of-sale communications. Internal staff engagement has also strengthened, with many partners using the campaign to reinforce workplace safety initiatives and team wellbeing programs.

The campaign is now widely recognised as a visible, practical demonstration of the retail sector's leadership on community safety.

Government Engagement and National Recognition

The 2025 campaign launch highlighted the growing collaboration between industry and government.

The campaign received a boost in Queensland with Deputy Premier The Hon Jarrod Bleijie MP, joining senior industry leaders including the Australian Retail Council, Pharmacy Guild of Australia, and the SCCA at Westfield Chermside to highlight the work of the campaign on Sunday 21 December 2025.

This collaboration builds on ongoing advocacy by the SCCA and coalition partners for legislative reforms, stronger enforcement measures, and improved protections for frontline workers.

The campaign continues to demonstrate that industry-led initiatives can complement government policy and enforcement efforts in delivering safer community spaces.



Commonwealth Bank Branch

Measurable Impact

Feedback from 2024 indicated reductions in recorded threatening and aggressive incidents at certain locations year-on-year during the campaign period.

In 2025, with significantly expanded reach and stronger cross-sector backing, the campaign aims to further shift community behaviour, reinforce social norms and support frontline workers during the busiest retail season of the year.

Further evaluation and data analysis will continue to inform campaign evolution and improvement.

Invitation to New Partners

As the campaign enters its third year in 2026, the coalition invites additional retailers, property groups, service providers, financial institutions and community stakeholders to join this growing movement.

Participation provides:

- High-visibility national exposure
- Alignment with a respected industry safety initiative
- Demonstrable commitment to worker wellbeing
- Engagement with government and peak industry bodies

'Be Kind in Retail' is more than a seasonal message — it is a unified statement that abuse and violence in retail environments is unacceptable.

Looking Ahead: Growth in 2026

The momentum behind 'Be Kind in Retail' positions 2026 as an opportunity for even greater national impact.

Key growth priorities for 2026 include:

Expanding participation
into additional retail formats

Deepening partnerships
across banking sector

Broadening partnerships
across industry, government and police

Thank you to our partners

Commonwealth Bank · HOYTS · Woolworths Group

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

Charter Hall · dexus · gpt · Greenpool Capital · HABEN · Hawaiian · IFM Investors · Jen Retail Properties · lendlease · Lewis Land · mirvac · QIC · Region Group · Retail First · Scentre Group · Stockland · Vicinity Centres

About Us

The Shopping Centre Council of Australia (SCCA) is the national industry body representing Australia's major shopping centre owners and operators.

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