



National Retail Association

# SAFE RETAIL PRECINCTS

Creating vibrant retail precincts  
through shared intelligence,  
collaboration and vigilance.

Protecting the  
Australian retail industry

**1.3 million**  
employees

**55%**  
female employees

**425,000**  
youth employees

**19 billion**  
transactions per year

**\$324 billion**  
sales per year

Based on NRA research 2019



[www.saferetail.com.au](http://www.saferetail.com.au)



An Australian Government Initiative

This project received funding from the Commonwealth as part of the Proceeds of Crime Act 2002.



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# SAFE RETAIL PRECINCTS

The modern world presents new challenges every day and unfortunately the threat of dangerous or serious events, such as armed attacks or severe weather events, is ever-increasing.

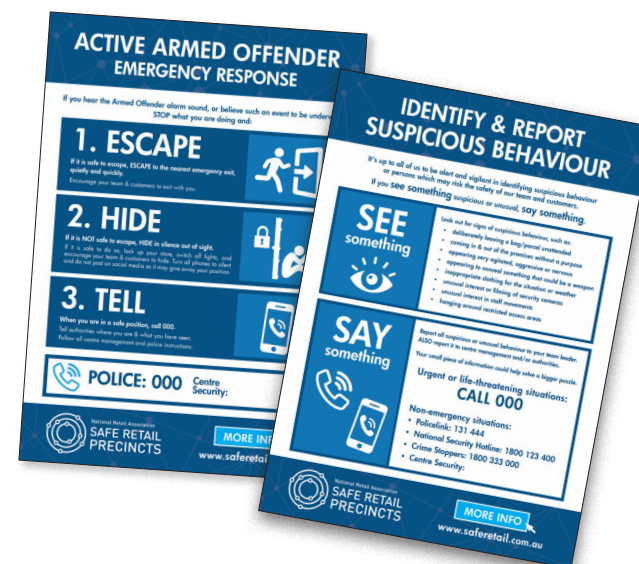
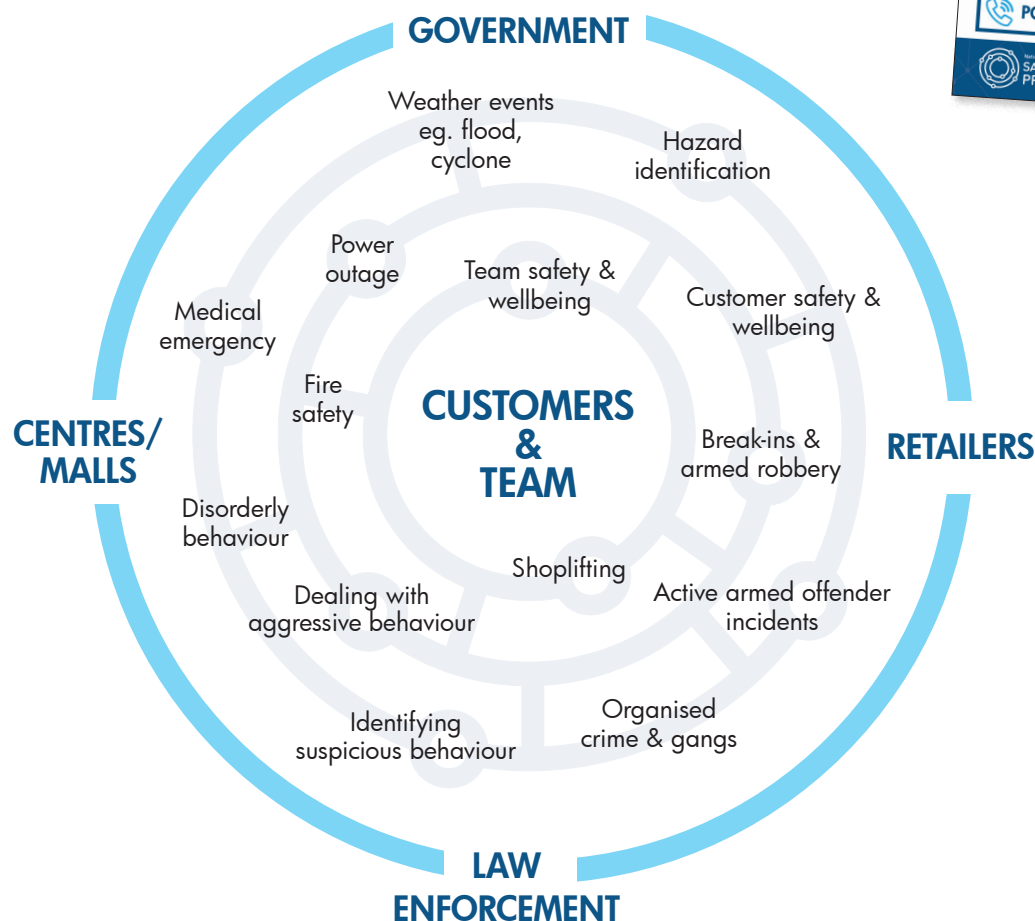
Retail precincts are attractive, lively environments in which people gather in mass numbers and we all have a role to play in helping to ensure the safety of our team, our customers and our precincts are maintained as safe vibrant spaces.

The National Retail Association is bringing together retailers, retail staff, shopping centres, law enforcement, emergency services and government to create safer, more vibrant retail precincts through the **Safe Retail Precincts** initiative.

## GET INVOLVED

### 1. Access the free resources

Access best practice advice to assist your team with responding to serious and emergency events by downloading insights, factsheets and posters from [www.saferetail.com.au](http://www.saferetail.com.au) Resources cover the topics below, plus many more.



### 2. Register for updates

The National Retail Association shares regular updates with important insights about retail crime and other important issues.

Register to receive updates at [www.saferetail.com.au](http://www.saferetail.com.au)

### 3. Further assistance

Retailers have a wide range of pressures and obligations in terms of providing best practice information and resources to keep their teams safe and prepared.

The National Retail Association offers training and assistance in preparing teams for serious incidents or emergency events such as managing an active armed offender or dealing with aggressive behaviour.

Contact us at [policy@nra.net.au](mailto:policy@nra.net.au) for more information.

## Key objectives

**Safe Retail Precincts** aims to create more vibrant, safe retail precincts by:

- providing best practice information and resources to better equip retailers for a range of serious & emergency events;
- increasing retailer understanding of their safety obligations and the importance of being prepared for serious events;
- increasing intelligence sharing between retailers, shopping centres, law enforcement and government.

## Benefits for retailers

- Sustain & enhance the positive experience of working in your store
- Retain & attract high quality employees who feel safe coming to work
- Provide best practice & consistent training to all existing and future team members
- Upskill your team with the necessary tools to take action in serious or emergency events
- Implement procedures to reduce crime which may increase profits
- Increase knowledge & insight from shared intelligence across the retail community
- Safer, more vibrant retail precincts tend to attract more customers for longer periods
- A strong retail industry contributes to a strong local and Australian economy.

**"It's like Neighbourhood Watch for shops."**

Gary Mortimer,  
Queensland University of Technology



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## SAFE RETAIL PRECINCTS

The **Safe Retail Precincts** initiative is **free** to all participants and has received funding from the Commonwealth as part of the Proceeds of Crime Act 2002.

You do not need to be a member of the National Retail Association to participate.

### More information:

**National Retail Association**

**[www.saferetail.com.au](http://www.saferetail.com.au)**

**Phone: 1800 738 245**

**Email: [policy@nra.net.au](mailto:policy@nra.net.au)**



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