



National
Retail
Association



Safe Retail Precincts

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

Protecting the Australian Retail Industry

\$1.3M
employees



55%
female
employees



425K
youth
employees



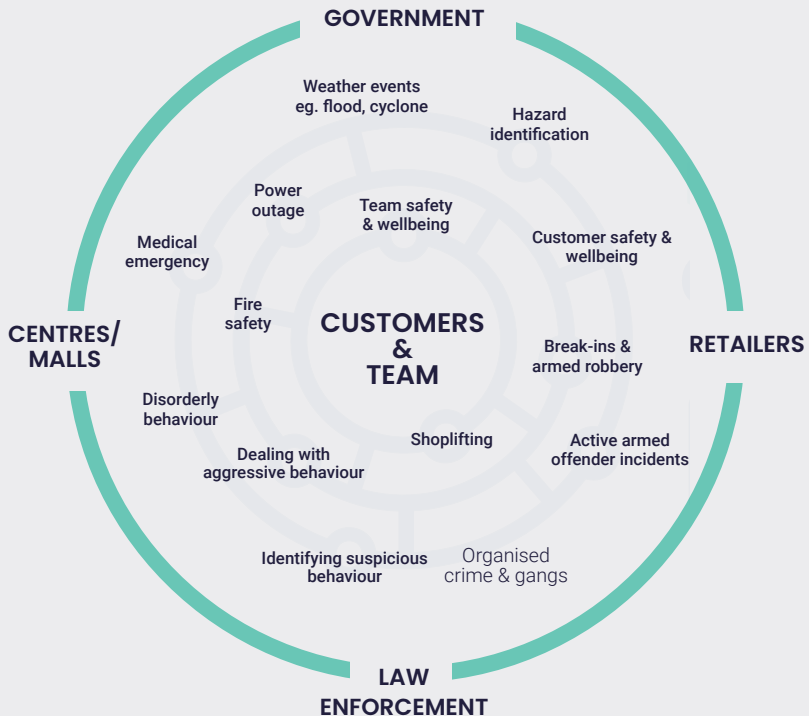
\$19B
transactions
per year



\$324B
sales
per year



- based on NRA research 2019



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. 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 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 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 for more info.



Key objectives

Safe Retail Precincts aims to create safer, more vibrant, 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.

More information:

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