



National Retail Association

**SAFECITY  
NETWORK**

# RETAIL CRIME

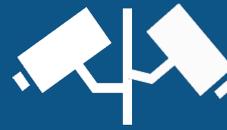
It costs us all

Connect with other retailers  
and help reduce retail  
crime.

**CONNECT**

[www.nra.net.au/safecity](http://www.nra.net.au/safecity)

## Cost of retail crime on businesses in Brisbane City



**\$216 million**

**Cost of loss prevention**  
- labour costs, security guards,  
surveillance systems



**\$198 million**

**Cost of products & cash lost**  
- shrinkage



**\$93 million**

**Costs to property**  
- damage, repairs, upgrades



**\$93 million**

**Retail crime follow-on costs**  
- employee trauma & compensation,  
lost sales



**\$18 million**

**Lost output & productivity**  
- internal and external reporting,  
dealing with police

**\$618 million**

Based on 2014-15 NRA loss prevention study

Proudly supported by



*Dedicated to a better Brisbane*

This project received funding from the Commonwealth as part  
of the Safer Communities Fund.



**An Australian Government Initiative**

# RETAIL CRIME

## It costs us all

Retail crime, shoplifting, robbery and vandalism, costs Brisbane businesses over \$600 million each year.

Retail crime erodes profitability for business, increases the cost of goods to consumers, endangers staff, deters customers, wastes time, and ultimately reduces the appeal of our retail precincts as part of a vibrant, safe city.

This is our industry – we all need to work together for mutual outcomes in loss prevention.

## SafeCity Network - Brisbane

The National Retail Association - Australia's most representative retail industry association – is seeking to bring together retailers, government, law enforcement agencies, and the public to create safer cities and vibrant retail precincts.

The National Retail Association has launched the SafeCity Network aimed at increasing collaboration and insight between retailers to reduce retail crime in the Brisbane region.

The SafeCity Network aims to reduce retail crime by:

- sharing knowledge, experience and insight between retailers – large and small
- introducing new crime-reporting channels to provide meaningful insight and trends to inform retailers
- helping law enforcement agencies to identify and prosecute repeat offenders by providing real-time, actionable data

By reducing crime over the long term, the program aims to attract more shoppers and visitors to the city centre and ultimately create a more vibrant, safer Brisbane.

### What's in it for my business?

- Retailers have the opportunity to collaborate with similar businesses to learn from shared experiences of retail crime and loss prevention techniques.
- Get exclusive access to the SafeCity Network that provides new ways to report crime and useful data to help you identify criminals.
- Receive up-to-date information on crime trends in your area to improve the way you operate.
- Improve profitability by taking action against the costs of crime on your business.

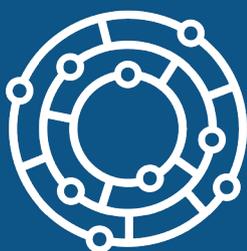
### Join now

The NRA SafeCity Network trial is **free to all retailers with at least one store in the Brisbane City Council district.**

Connect with other retailers and help reduce retail crime.

**Join the NRA SafeCity Network now:**

[www.nra.net.au/safecity](http://www.nra.net.au/safecity)



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