



National Retail  
Association

become our  
**PARTNER**

*Grow your business with the National Retail Association*



the voice of  
**modern** retail in  
Australia

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# who is the national retail **association?**

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**The National Retail Association is one of Australia's largest and most representative retail industry organisations, servicing more than 28,000 retail and fast food outlets nationwide.**

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At our core, we help retail and service sector businesses navigate and comply with an ever-changing, highly-competitive environment.

Our members range from small family owned and operated businesses to leading national brands; and span nearly every retail category including fashion, groceries, department stores, household goods, hardware, fast food, cafes and services.

Unlike other associations, the NRA is the only retail industry association to deliver practical legal advice through its wholly owned and incorporated legal practice, [NRA Legal](#). We never outsource.

We are also a national RTO (registered training organisation). Meaning we can deliver a wide range of accredited and non-

accredited courses upon request. These range from certificate and diploma qualifications and pre-employment programs right through to customer service training, retail traineeships and mystery shopping services.

The NRA's reputation as the pre-eminent provider of professional services to the sector is demonstrated by the significant number of associations, buying groups and franchisor groups who have chosen the NRA as their provider.

Partnership with the NRA means affiliation with the peak national retail body and positioning your company as a preferred provider to an valuable segment of Australia's retail industry.

# our members

**The National Retail Association is an organisation comprising thousands of members, dedicated to improving the retail industry now and for the future.**

As one of the oldest industry associations, we have a comprehensive and diverse member base that spans nearly every sub-category of retail.

The chart opposite breaks down our most represented categories including fashion, homewares, department stores, fast food and leisure.

## Small to Medium Businesses (SME's)

A large portion of our membership consists of small to medium businesses. With small business making up over 90% of Australian retail, we are proud to represent such a vital part of the industry.

We regularly engage with our SME members through our weekly newsletter, hotline queries, direct communications, events and more.

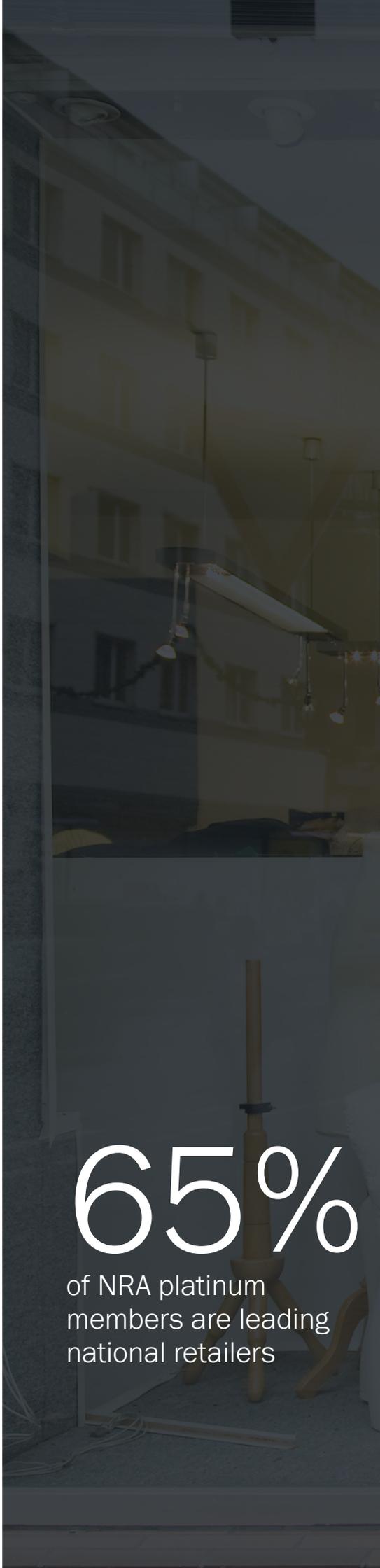
We understand the needs of SME's and are able to guide partners to the best industry contacts.

## Platinum members

The NRA offers platinum memberships to those businesses who require more in-depth and tailored services.

These platinum members primarily consist of leading national outlets and larger retailers. Platinum members receive regular meetings with the CEO, allowing us to develop solid relationships with executive and c-suite staff.

Our comprehensive member reach and engagement means you have the opportunity to identify, target and engage with the key decision makers of the retail industry.

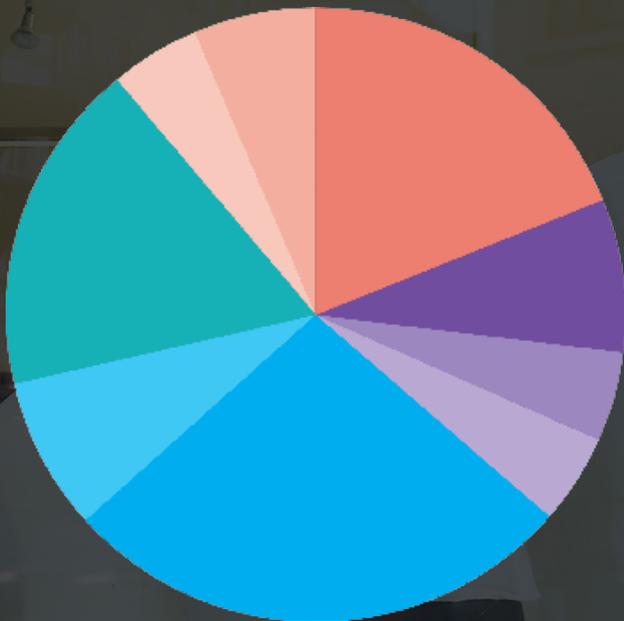


# 65%

of NRA platinum  
members are leading  
national retailers

# 28,000

The number of shopfronts represented by the NRA across Australia.



# 3/4

of NRA members are small-to-medium businesses (SMEs)

- Food & beverage
- Accessories
- Leisure
- Apparel
- Home Improvement/Homewares
- Newsagents/books
- Health & beauty
- Electronics
- Discount/variety

# our work in the industry



## Legal Advice & Lobbying

The NRA is a powerful legal player in the retail industry.

As one of the only industry associations with a wholly owned legal practice, NRA Legal draws on unrivalled experience and industry knowledge to manage everything from business risks and small claims to federal government matters.

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**750**

matters settled by NRA Legal

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**10**

submissions made by NRA to the Fair Work Commission award review process

## Events & Awards

The National Retail Association is responsible for some of Australia's longest running, most successful retail awards, including the Young Retailer of the Year.

Established almost 40 years ago, the Young Retailer of the Year Award recognises the exceptional talent of youths 25 and under in the industry.

The award is the most popular category in the National Retail Awards and has been responsible for successful careers including the CEO of Dymocks.

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**300+**

Retailers attend the National Retail Awards

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**\$85,000**

total prize pool for the Award winners in 2019

## Media Coverage

The NRA attracts media attention via print, radio and television every month on a variety of topics.

Issues covered range from Federal Court matters such as the Fair Work Commission's penalty rates decision, to more local issues like the impending plastic bag ban in Queensland.

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over

**40**

appearances in mainstream media on average per month

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**weekly**

retail podcasts on ABC radio featuring NRA CEO and retail experts

# Industry



## Member Engagement

The National Retail Association has a highly engaged member base across all platforms.

**26%**

average open rate for weekly newsletter (10% higher than industry standard)

**68,400**

minutes spent on the 1800 RETAIL hotline

## Staff Upskilling

In addition to having its own legal practice, the NRA is also a Registered Training Organisation. This allows the NRA to deliver accredited and non-accredited training courses across Australia.

The training division of the NRA has been responsible for a number of successful training programs for leading national companies.

**220**

Stores participated in exclusive training program for leading national grocery chain

**18**

month leadership program developed by NRA

## Retail Industry Data

The NRA provides members and partners with the latest, most accurate retail statistics and industry news.

This insight has ensured the NRA is a trusted source of authority and leadership in a crowded and often complicated industry.

**11%**

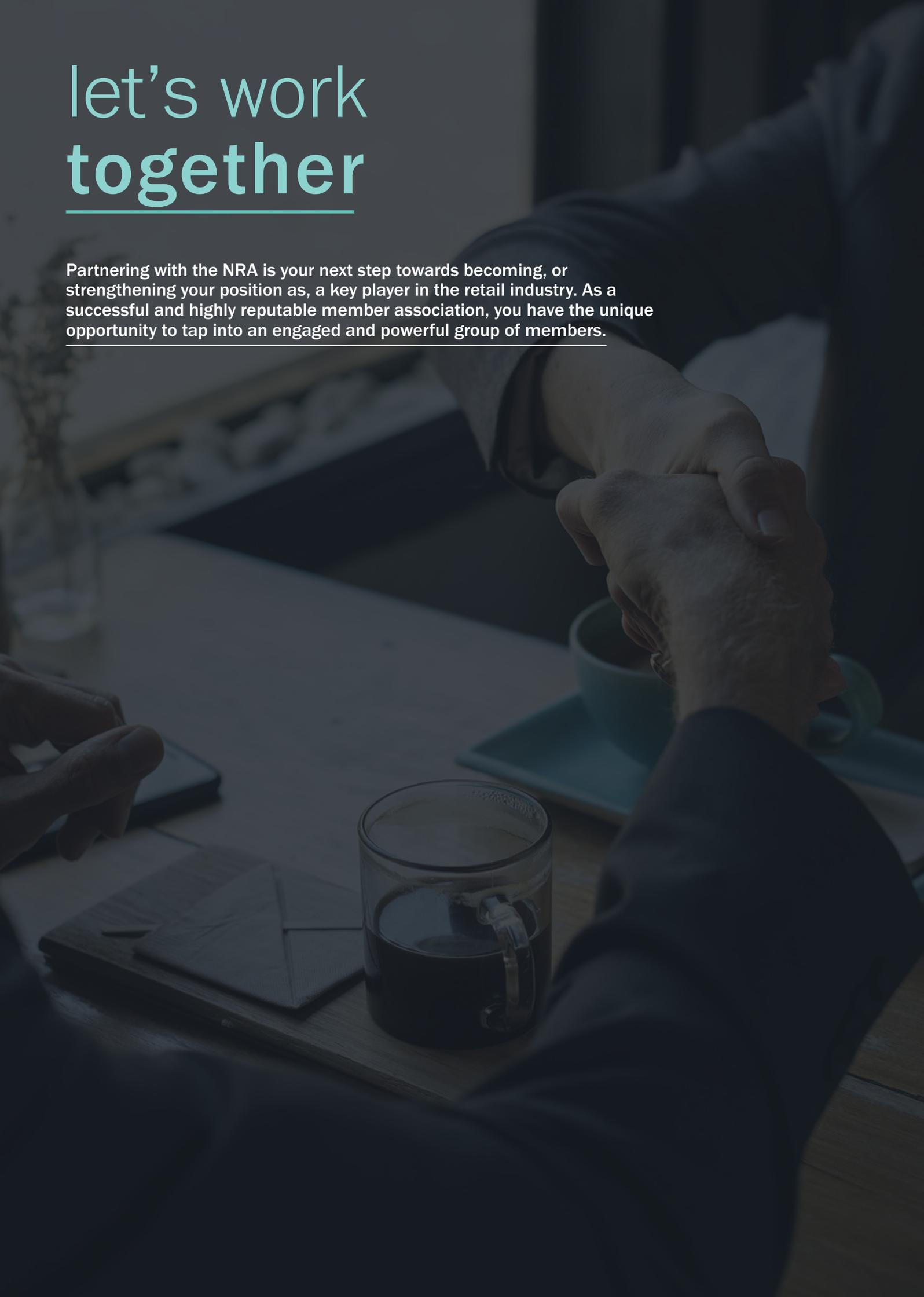
the contribution of retail sales to the economy

**1.3**

million workers in the retail industry

# let's work together

Partnering with the NRA is your next step towards becoming, or strengthening your position as, a key player in the retail industry. As a successful and highly reputable member association, you have the unique opportunity to tap into an engaged and powerful group of members.





## Build your brand recognition

As a partner of the NRA, you will be receiving endorsement from one of the industry's most reputable associations.

Our reputation reaches far wider than just retailers; government bodies, private industry and other associations look to and seek advice from the NRA on a wide range of issues.

Aligning your brand with the NRA means you build strong brand recognition with those who matter. We promote approved partners to existing, new and prospective members verbally and in a number of marketing and communications.

With above industry standard readership rates, exciting events, extensive media presence and more - you can be assured your brand will connect with members on a regular basis.

Partners receive permission to use "Proudly endorsed by the National Retail Association" in their marketing communications, in conjunction with display advertising throughout the NRA's online platforms.



## Develop direct connections with industry leaders

The NRA offers partners the opportunity to create meaningful connections with executive, c-suite and other industry leaders.

The NRA takes a proactive attitude towards introductions and supporting the growth of industry connections.

Throughout the partnership, you will be exposed to industry members and stakeholders through a variety of platforms including in-person, online, via the hotline, website exposure, PR & Media and events.

Platinum NRA members also receive regular meetings with our CEO; allowing for direct introductions to occur through this exclusive channel. This opportunity is limited to our Gold partners and ensures your brand receives the highest industry recommendation.

An active partnership will allow you to become synonymous with retail and we will provide the support needed to strengthen this position.



## Be a part of inspiring events

The NRA hosts regular events to not only bring together our diverse members, businesses and industry experts, but also to inspire discussion and support the wider retail industry.

With a full calendar of over 25 events each year, the NRA offers a comprehensive range of activations to engage different sectors of the industry.

These events are perfect opportunity to gain insights, develop relationships and promote your brand to real decision makers.

Partners are invited to speak and attend events including:

- Industry committees and panels
- Training sessions
- Round tables and committee meetings
- Masterclasses & workshops
- National Retail Awards Gala Dinner

There is also the opportunity to sponsor your own events. The NRA has successfully launched nationally recognised events for partners.



## Showcase and distribute to thousands of members

The NRA offers a unique and diverse range of highly effective member communications.

Partners are invited to showcase their products via the widely read weekly newsletter, an interactive website portal, distribution at events and through our direct hotline.

These channels can be tailored to suit the needs of individual partners, but each channel is highly successful and promises effective communication with your target audience.

Partners are also encouraged to offer NRA members exclusive product/service offers, resources or other promotion as part of membership kits and the member portal. These member-only offers are an excellent resource for managing

# investment



**A partnership with the National Retail Association is an opportunity to grow, connect and engage with one of Australia's most comprehensive industries.**

Our investment opportunities have been strategically developed to represent the best reach and engagement to our 28,000 retail shopfronts.

We offer three main investment levels, each providing excellent value for money on exclusive NRA services and opportunities.

## Tailored partnerships

We understand each business is different. That's why we welcome the opportunity to create tailored partnerships to suit your goals and budget. The investment levels opposite offer an initial guide, but our team is happy to alter these to include additional services and opportunities as needed. We are excited by new ideas and our agile team would love to help build your best partnership.

## Commercial Success

The National Retail Association has a proud history of delivering exceptional partnership results. From local start-ups to leading national companies, we have built long-lasting connections, developed national recognised events, connected key players and facilitated growth for numerous partners.

We are confident we can deliver success via our comprehensive, strategic and integrated partnership management and adaptable structure.

## EVENT SPONSORSHIP

Much like the retail industry itself, bricks and mortar events are a huge drawcard for many members.

We offer exclusive event sponsorship opportunities for partners looking to create a big impact amongst members.

Our event sponsorship opportunities include:

- National Retail Awards
  - Major sponsor
  - Silver Sponsor
  - Bronze Sponsor
- State of the Retail Nation
  - An exclusive industry briefing to discuss current retail issues
  - Nationwide
- Retail Week events
- NRA signature events
- Legal Workshops & HR Roundtables
- Custom events for your brand

Event sponsorships are negotiated on a case-by-case basis with our National Relationship Manager and Events team.

## SILVER

**\$10,000<sup>+</sup>**

Partner endorsement on website

Up to 2 articles in the weekly newsletter

Tickets to select NRA events

Opportunity to supply member only offer via member portal

Custom event listings on the NRA website

Blog posts to promote services

## GOLD

**\$20,000<sup>+</sup>**

Partner endorsement on website &amp; newsletter footer

Launch article &amp; up to 6 articles in the weekly newsletter

2 Solo eDMs to members

Direct introductions to members via CEO

Tickets to all NRA events

Participation in NRA events (speakers, stalls, etc)

Complimentary tickets to National Retail Awards

Opportunity to supply member only offer via member portal and membership kit

Custom event listings on the NRA website

Promotion of events to members

Blog posts to promote services

## PLATINUM

**\$50,000<sup>+</sup>**

Exclusive promoted supplier of the NRA for your industry category

Partner endorsement on website &amp; newsletter footer

Launch article &amp; up to 12 articles in the weekly newsletter

4 solo eDMs to members

Direct introductions to members via CEO

Dedicated web page on nra member portal

Tickets to all NRA events

Participation in NRA events (speakers, stalls, etc)

Sponsor of National Retail Awards

Complimentary tickets to National Retail Awards

Feature articles in weekly newsletter

Opportunity to supply member only offer via member portal and membership kit

Custom event listings on the NRA website

Blog posts to promote services

Access to legal hotline

*Don't see what you're looking for?*

*Talk to our partnership team about a tailored partnership agreement.*

# let's get started

**Phone** 1800 RETAIL

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

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

**Come say hello** at Level 3, 67 St Pauls Terrace, SPRING HILL Q 4000

