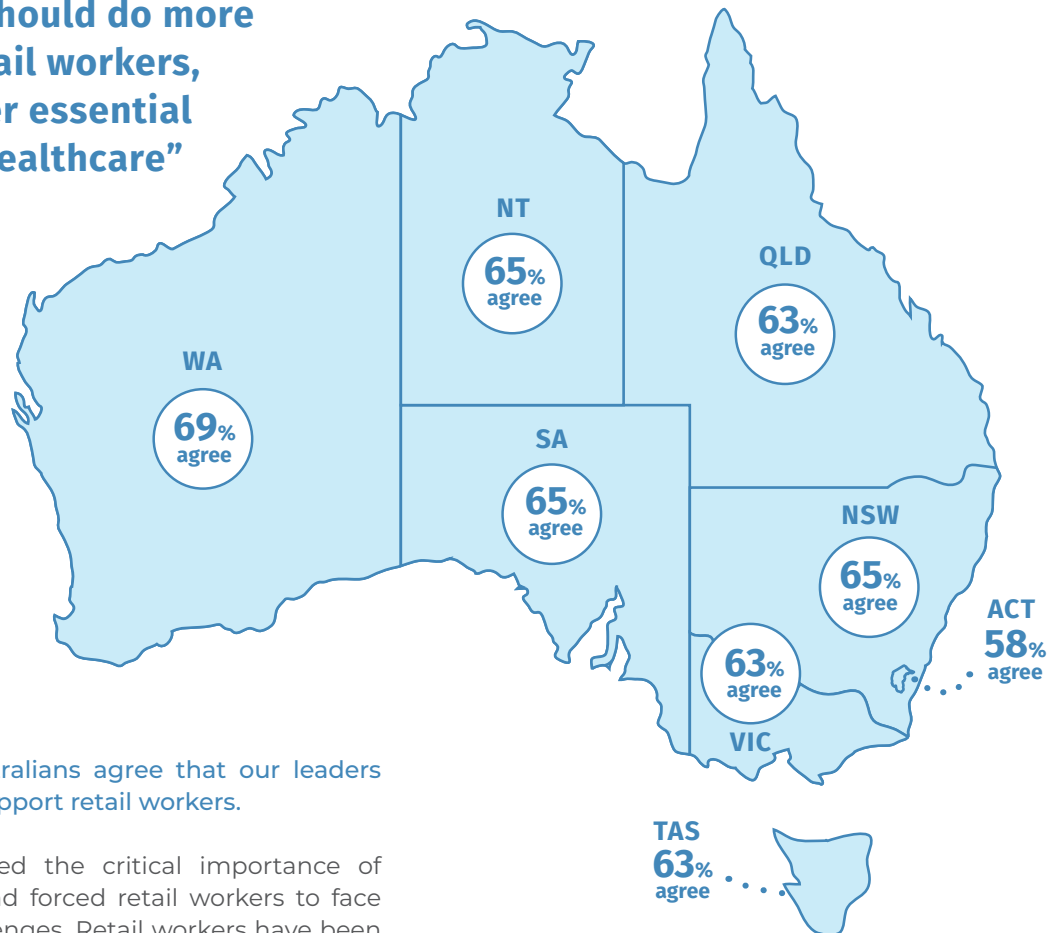


## Support for Essential Retail Workers



In 2020, the National Retail Association performed research<sup>1</sup> with over 20,000 Australians to gauge public support for initiatives to improve the health and wellbeing of retail workers.

**AGREEMENT WITH:**  
**“Our leaders should do more to support retail workers, similar to other essential services like healthcare”**



The majority of Australians agree that our leaders should do more to support retail workers.

COVID-19 has exposed the critical importance of the retail industry and forced retail workers to face significant new challenges. Retail workers have been at the frontline of the COVID-19 pandemic, weathering increased risk, stress and abuse to keep Australia fed.

The National Retail Association believes that retail workers should be recognised by government as frontline essential workers and provided the priority support they deserve. Retailers need funded assistance to address not only the immediate impacts of the pandemic on the health and wellbeing of their workers, but to also train and equip their teams to cope with future disruption.



For more information:  
[www.essentialretail.com.au](http://www.essentialretail.com.au)

**essential workers**  
**essential support**

1. Data from an n=20,291 national telephone survey of Australian residents 18+ conducted state-by-state between 13 August and 1 October. Data weighted to Australian Bureau of Statistics figures to be representative of the Australian population by age and gender. Data are accurate to within a maximum margin of error of +/-0.69% on the total sample, at the 95% confidence interval. Smaller sub-samples may have differing margins of error.