



SDA Member Research Customer Abuse and Violence

(Part of the SDA's No One Deserves a Serve Campaign)

Preliminary Report

DECEMBER 2025

CONTENT



RESEARCH HIGHLIGHTS	3
BACKGROUND, OBJECTIVES & METHODOLOGY	6
DETAILED FINDINGS	9
APPENDICES	44

RESEARCH HIGHLIGHTS

KEY FINDINGS

Member experiences of customer abuse and violence

Customer abuse and violence in retail and fast food have worsen since 2023. Here's what our members are saying about their workplace experiences in the past 12 months:



Safety. 34% of members **do not feel safe** in their workplace.

- A further 28% are unsure if they feel safe.



Verbal abuse. 88% (up from 87% in 2023).

- 58% experience this at least once a month (down from 76% in 2023).



Physical violence. 25%, double the proportion (12.5%) from 2023.

- 5% experience this at least once a month.



Sexual harassment. 19%, up from 17% in 2023.



Online abuse. 11%, up from 10%.



Spat on. 10%, up from 9%.



Ethnicity/race/cultural background-related abuse or harassment: 31% up from 24%.



Repeat offenders. 59% up from 52%.

Impact on members who have experienced customer abuse and violence



Mental health as the primary impact on members.

- 72% feel **stress**.
- 70% feel **anxiety**.



Willingness to **return to work** also impacted.

- 58% returned to work as usual, but work became more stressful.
- 15% considered quitting.

Reporting incidents of customer abuse and violence in the workplace



Reporting. 73% have reported incidents (up from 69%).

- 62% **did not receive a satisfactory response** (up from 43%).
- 51% are **not aware of any action taken** (up from 35%).

Among those who have **never reported** incidents:

- 57% thought **it was not worth reporting** (up from 37%).
- 53% thought **no action would be taken** (up from 24%).



Among all members, 62% would report all incidents if they could be **confident that action would be taken**.

KEY FINDINGS

Training to manage violent and aggressive customers



- 72% **received training**.
- 47% **feel sufficiently trained**.
- Only **3 in 5** members who **had actual training feel sufficiently trained**.
- Members who **feel sufficiently trained** to manage abusive and violent behaviours are generally **less likely to seek changes** to training.

Helping members in the workplace

On **training** that would be helpful:



- 48% want training that **feels meaningful**, not just tick-the-box.
- 45% want training that **include real-life scenarios**.

On **employer support** that would be helpful:



- Only **22%** say post-incident support from their employer is **suitable**.
- **60%** want **more follow-up** from their managers, double the rate (32%) in 2023.

On **measures that employers could establish** in the workplace that would be helpful, 4 options were most preferred:



- 65% say **increased security**.
- 60% say **increased staffing**.
- 60% say establishing a **process for banning customers**.
- 59% say having **clear terms of entry** in place.

The majority of members support **additional measures** that may be beyond employers' mandate:



- 79% say **improved security**.
- 77% say **more severe criminal charges**.
- 67% say **improved trespass and banning laws**.

BACKGROUND, OBJECTIVES & METHODOLOGY

BACKGROUND, OBJECTIVES & METHODOLOGY

Background

The No One Deserves a Serve campaign was launched by the SDA to address the growing issue of customer abuse and violence in retail and fast food workplaces.

In 2016, the SDA conducted its first national survey to measure the incidence of abuse and violence, alongside the availability of training and workplace policies to manage these risks.

Since 2021, the SDA has run this survey biennially with its members to track trends in abuse and violence, assess the effectiveness of prevention measures, and identify gaps in training and support.

This research aims to:

- Track the prevalence of customer abuse including those that are verbal, physical, sexual incidents.
- Identify risk factors, including the use of dangerous items or weapons in incidents.
- Assess the effectiveness of training and workplace policies on staff confidence and ability to manage abusive incidents.
- Evaluate staff perceptions of prevention measures and their effectiveness in reducing abuse and violence.
- Compare trends over time, where possible, to understand whether interventions (e.g. training) are reducing incidents.

Findings will inform the SDA's ongoing advocacy for safer workplaces and targeted support for at-risk groups across Australia.

Methodology

In 2025:

- An open online survey was distributed to members across all SDA branches via email.
- The fieldwork period ran from 22 September to 9 November 2025.
- Maximum 20 minutes in length, depending on member experiences/feedback.
- This survey was piloted over two days to test functionality and clarity.
- n=3,989 SDA members started the online survey. For the purposes of making statistical testing and comparisons, only those who completed the survey (n=2,592) were included to ensure analytical rigour for inferential analyses.
- The maximum margin of error on the total sample of n=2,592 is +/-1.8% at the 95% confidence level.
- Limitations include potential self-selection bias and reliance on self-reported data.
- Where possible, results have been compared to previous No One Deserves a Serve Research Reports. These are represented in the grey textboxes.

METHODOLOGY

How to read the data:

- Unless specified otherwise, the sample size for each question is based on members who provided a response to that question.
- Δ indicates higher / ∇ indicates lower than the total at the 95% confidence interval.

Segment	Description
NEWC	Members from the Newcastle & Northern branch
NSW	Members from the New South Wales / Australian Capital Territory branch
QLD	Members from the Queensland branch
SA	Members from the South Australia, Northern Territory, Broken Hill branch
TAS	Members from the Tasmania branch
VIC	Members from the Victoria branch
WA	Members from the Western Australia branch
Fast food	Main role in the fast food industry
Retail	Main role in the retail industry

Segment	Description
U18s	Members aged under 18 years
18-25	Members aged 18 to 25 years
26-35	Members aged 26 to 35 years
36-45	Members aged 36 to 45 years
46-55	Members aged 46 to 55 years
56-65	Members aged 56 to 65 years
65+	Members aged 65 years and above
Standalone store	Main workplace in a store that stands alone
Shopping centre	Main workplace in a shopping centre
Shopping strip	Main workplace in a store on a shopping strip
Trained	Those who feel trained to deal with violent and aggressive customers
Undertrained	Those who <u>do not</u> feel trained to deal with violent and aggressive customers

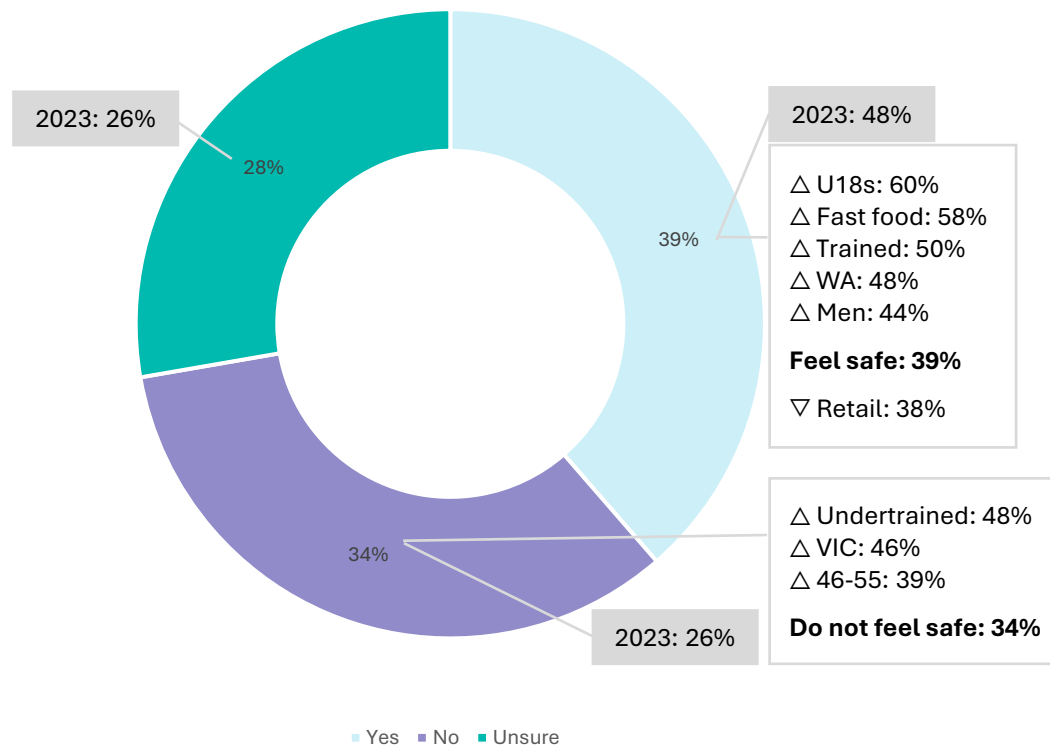
DETAILED FINDINGS

MEMBER EXPERIENCES OF CUSTOMER ABUSE & VIOLENCE



Concerns about safety growing; 34% feel unsafe, up from 26% in 2023, as another 28% are unsure how to feel

Feeling safe in the workplace



Members are **significantly more likely to feel safe** in the workplace when their employers have the following measures in place...

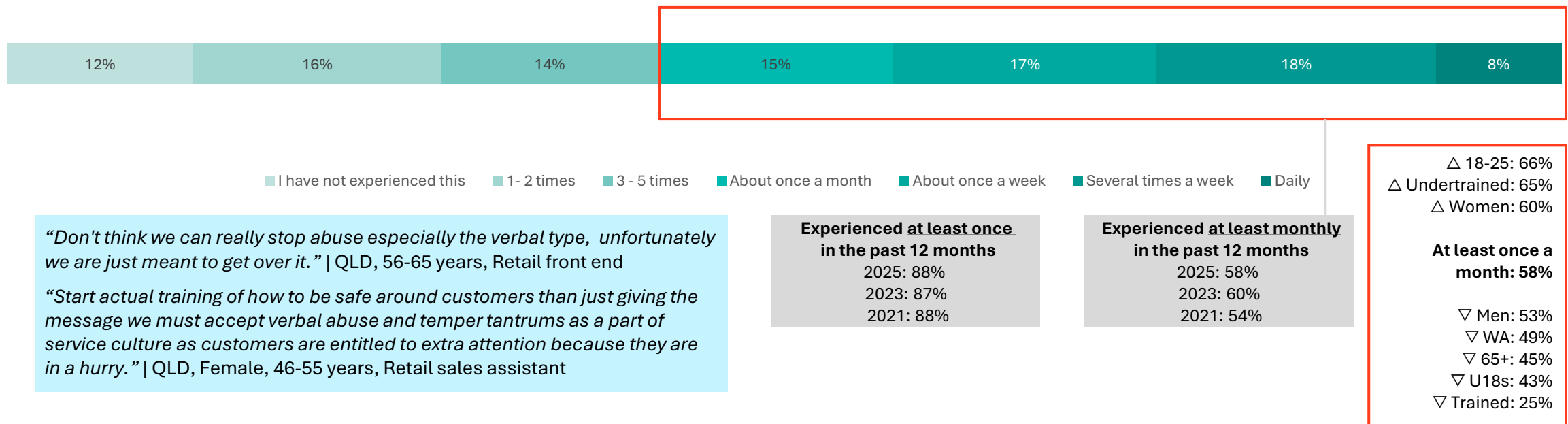
- △ Establish processes for dealing with abusive customers: 49%
- △ More customer signage: 46%
- △ Introduced customer violence and harassment policy: 45%
- △ Improved incident reporting: 44%
- △ Provide training on how to deal with customer aggression or de-escalation: 43%

Feel safe: 39%

Interestingly, body worn cameras do not promote a sense of safety. On the contrary, 40% feel unsafe using the device (versus 34% overall).

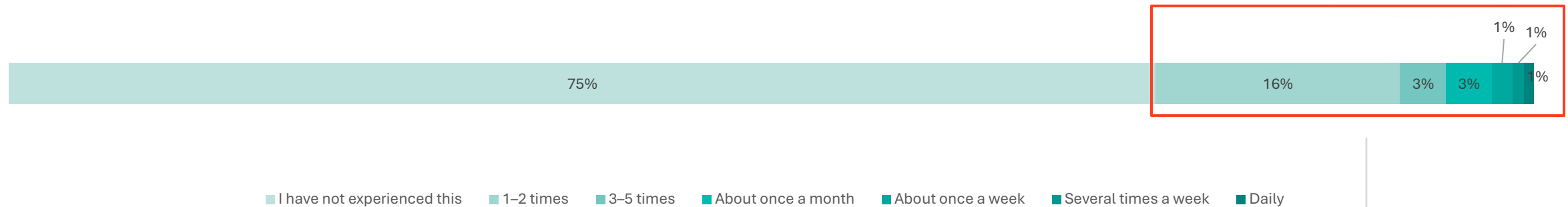
Verbal abuse remains alarmingly high, 88% experienced it in the past year, over half (58%) face it at least monthly

Experiences of verbal abuse from a customer in the last 12 months



Physical abuse is surging, 1 in 4 experiencing it at least once in the last year – doubling since 2023, 3x since 2021

Experiences of physical violence from a customer in the last 12 months



"I have been assaulted once outside my store while on break by someone with mental health. Police and managers and a bystander were awesome though. Have been shoved a few times and spat at a few times but mostly verbal aggression." | QLD, Female, 56-65 years, Retail front end

"I have had customers throw things they didn't want anymore, they have slammed fists on counters, spat, tried to break things like the registers and other store property." | NSW, Female, 26-35 years, retail department manager

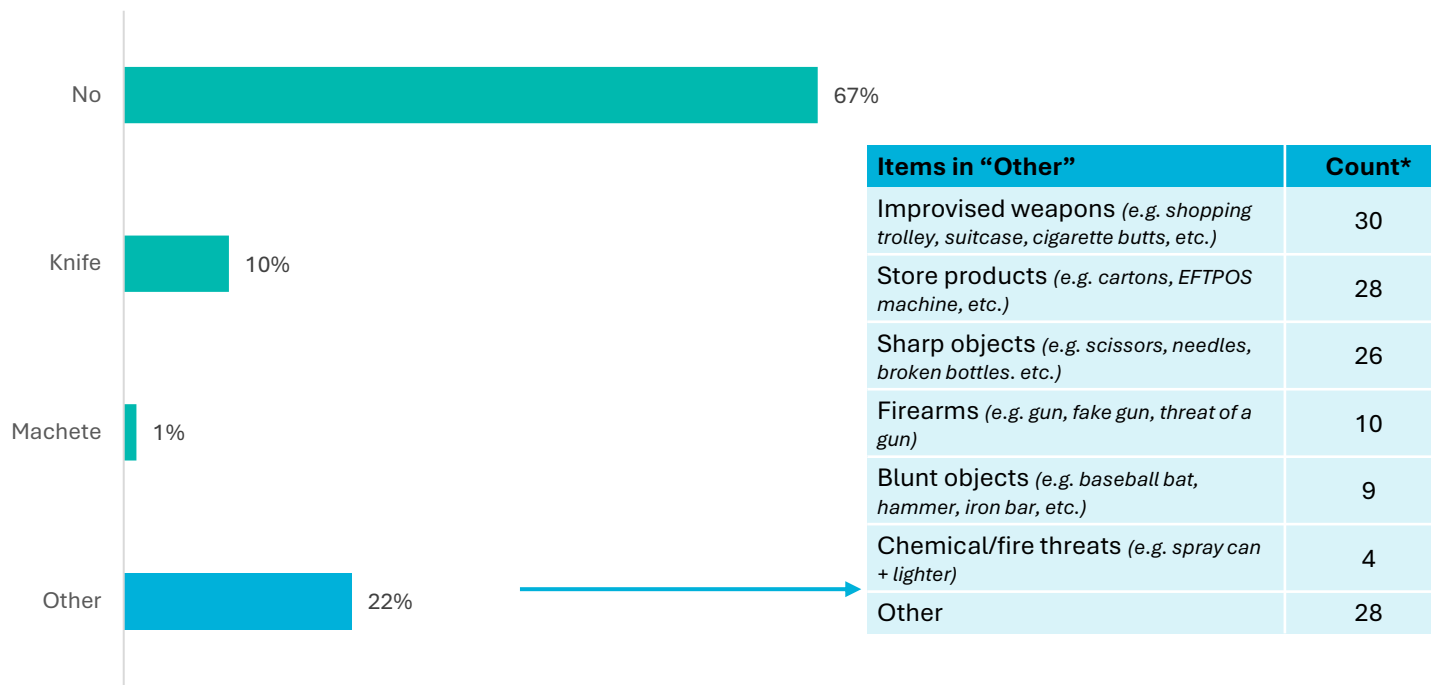
"I was working one Friday night shift when a customer started smashing bottles all over the floor almost hitting us." | WA, Male, 26-35 years, Retail sales assistant

Experienced at least once in the past 12 months

2025: 25%
2023: 12.5%
2021: 8%

A third of physical violence incidents involved dangerous items, 1 in 10 inherently dangerous weapons

Dangerous items involved in physical violence incidents
Among members who experienced physical violence from a customer in the last 12 months



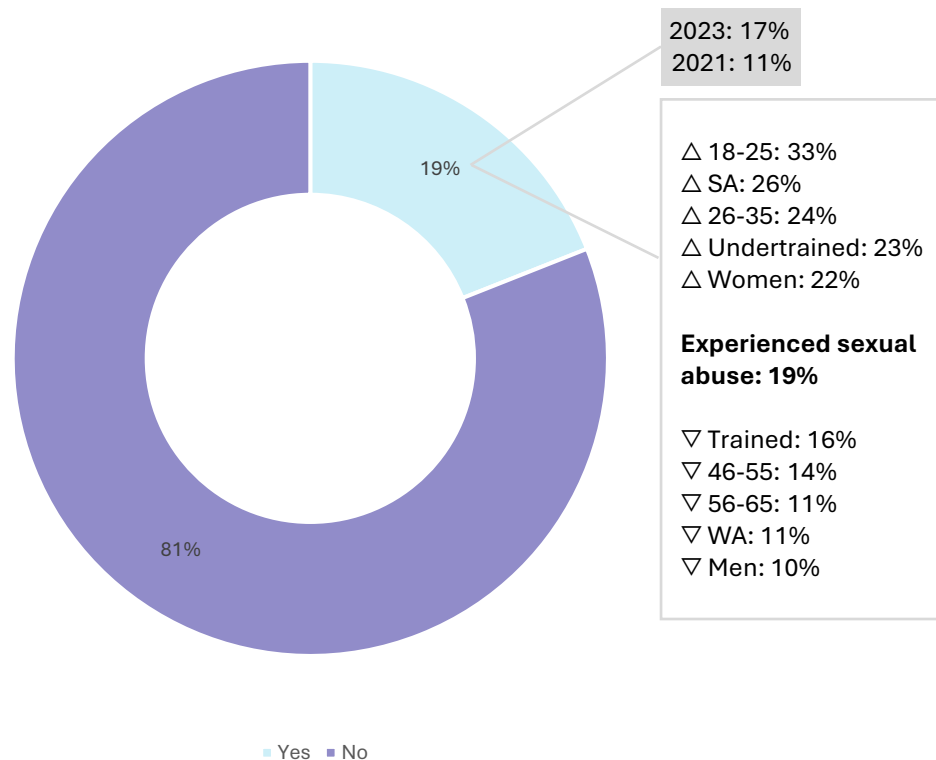
"Been threatened with a knife after I asked a woman to leave the items she was trying to steal." | VIC, Male, U18s, Retail front-end

"Our workplace is located in one of the high crime rate areas. There have been multiple knife and machete holdups in the parking lot and smaller businesses located directly beside ours, as well as customers stepping in and fighting thieves or aggressive customers within our own business. I have had to respond to these armed robberies as a bystander, as well as to protect our own staff whose jobs require them to leave the property temporarily. I've also had customers within our business use physical intimidation, puffing up, towering over and cornering me, while making complaints about the business' practices." | NEWC, Female, 26-35 years, Retail front-end

"With alcohol retail it all centres around refusal of sale confrontations or theft. My machete incident was theft, and it was waved to keep staff away whilst they walked out with \$360+ ctn." | QLD, Male, 36-45 years, Retail department manager

1 in 5 members report experiencing sexual abuse in the past year; younger workers and women are most affected

Personally experienced abuse or violence that was sexual in nature in the last 12 months



*“A male customer saw fit to touch me and then grabbed my buttocks. He wiggled it and say “move you fat a**e”. | NSW, 46-55 years, Gender unspecified, Retail sales assistant*

“A woman said she knew me and went “tickle tickle” smiled awkwardly and she asked me where something was then she came back and did it again. I’m a male and I didn’t know who to tell.” | NSW, Male, 26-35 years, Other

“Customer touching me on my side near my bum. Customer showing me his nudes of his penis. Customer unlocking toilet door on me and coming in whilst my pants are down.” | SA, Female, 26-35 years, Retail front-end

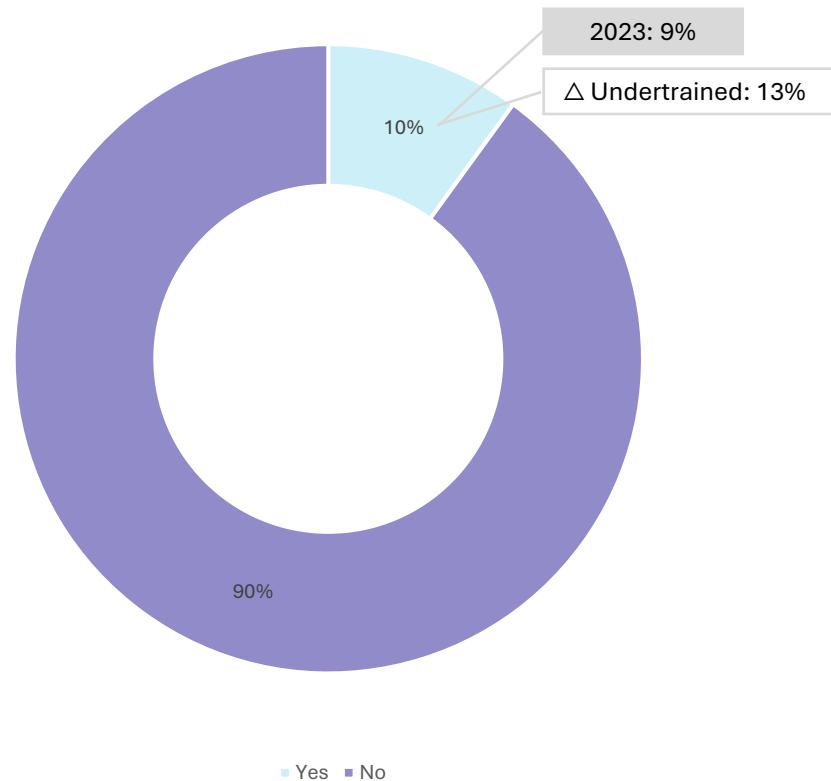
“Sexual comments from older male customers. Customer complaining about leaking tap noise and that you should only hear that noise during sex. And other sexual comments.” | NEWC, Female, 18-25 years, Retail department manager

*“I was at work doing my usual task suddenly a guy comes behind me and say “I wanna f*** you in the ass”. I turned around and asked a team member to call security. As soon as I said that he comes running after me saying why are you calling the security, what have I done? I kept quite and he kept of saying you’re a s**t on repeat in front of staff and customers. I was terrified.” | VIC, Female, 26-35 years, Retail front-end*

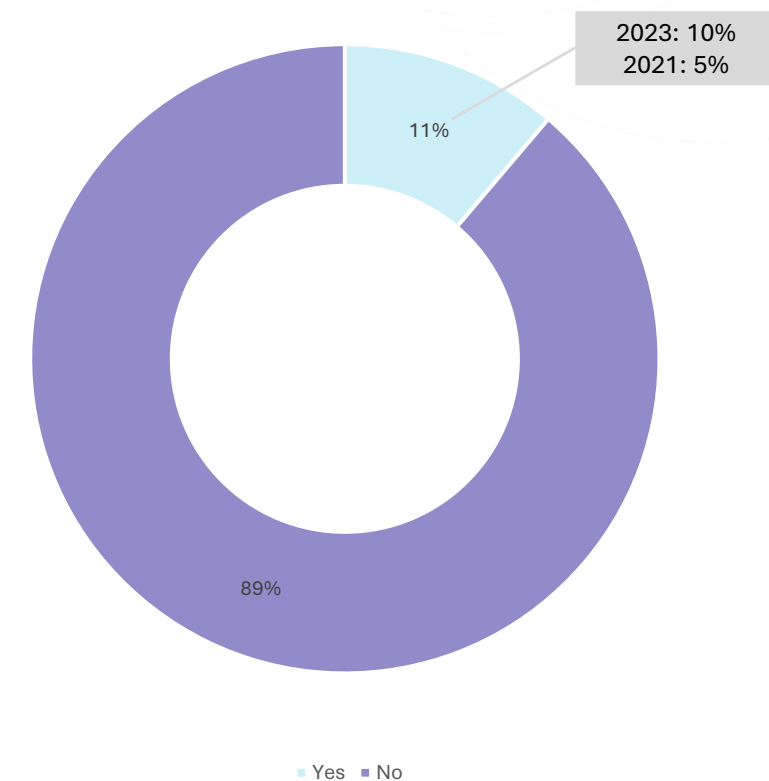
*“A customer told me they would love to r*pe me after verbally abusing me for messing up their order.” | SA, Female, 18-25 years, Fast food crew*

Incidents of customer spitting and online abuse remain steady since 2023, with 1 in 10 reporting these behaviours

Spat on by a customer in the last 12 months

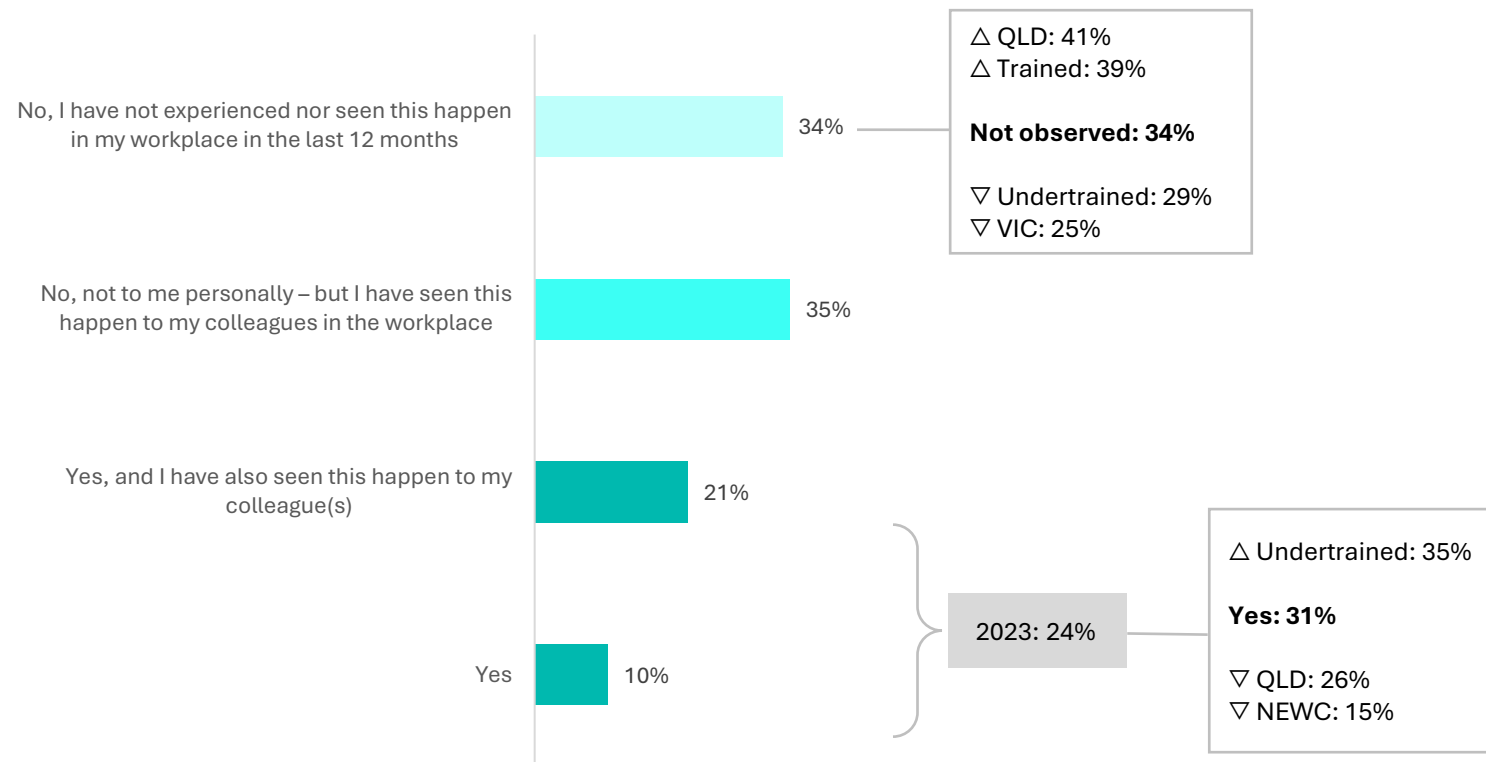


Experienced customer abuse online in the last 12 months



31% of members have personally experienced customer violence referencing their ethnicity, race or background

Ethnicity, race or background related customer abuse



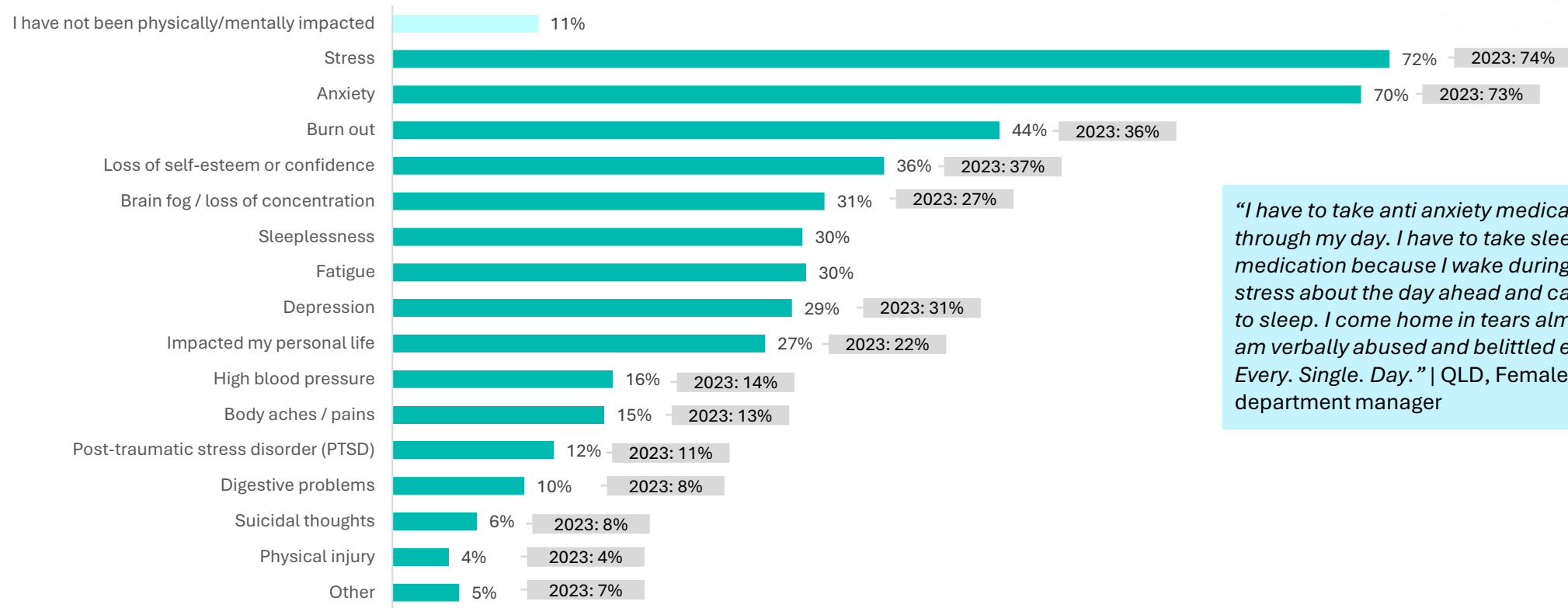
“Abuse is not just physical and verbal discrimination; sexual, age & racial is also abuse.” | NSW, Female, 46-55+, Retail sale assistant

“I had to ask the racists and verbally abusive people to leave.” | SA, Female, 36-45 years, Team member

“He came in as he is Indigenous and started calling team members racist as we never sold aboriginal flags, only Australian flags. He found out I am of Indigenous background and as my skin is white, has been verbally abusive and has continually been in my face verbally abuses me every time he sees me.” | VIC, Female, 46-55 years, Retail front-end

Stress and anxiety remain the primary consequences of customer abuse and violence

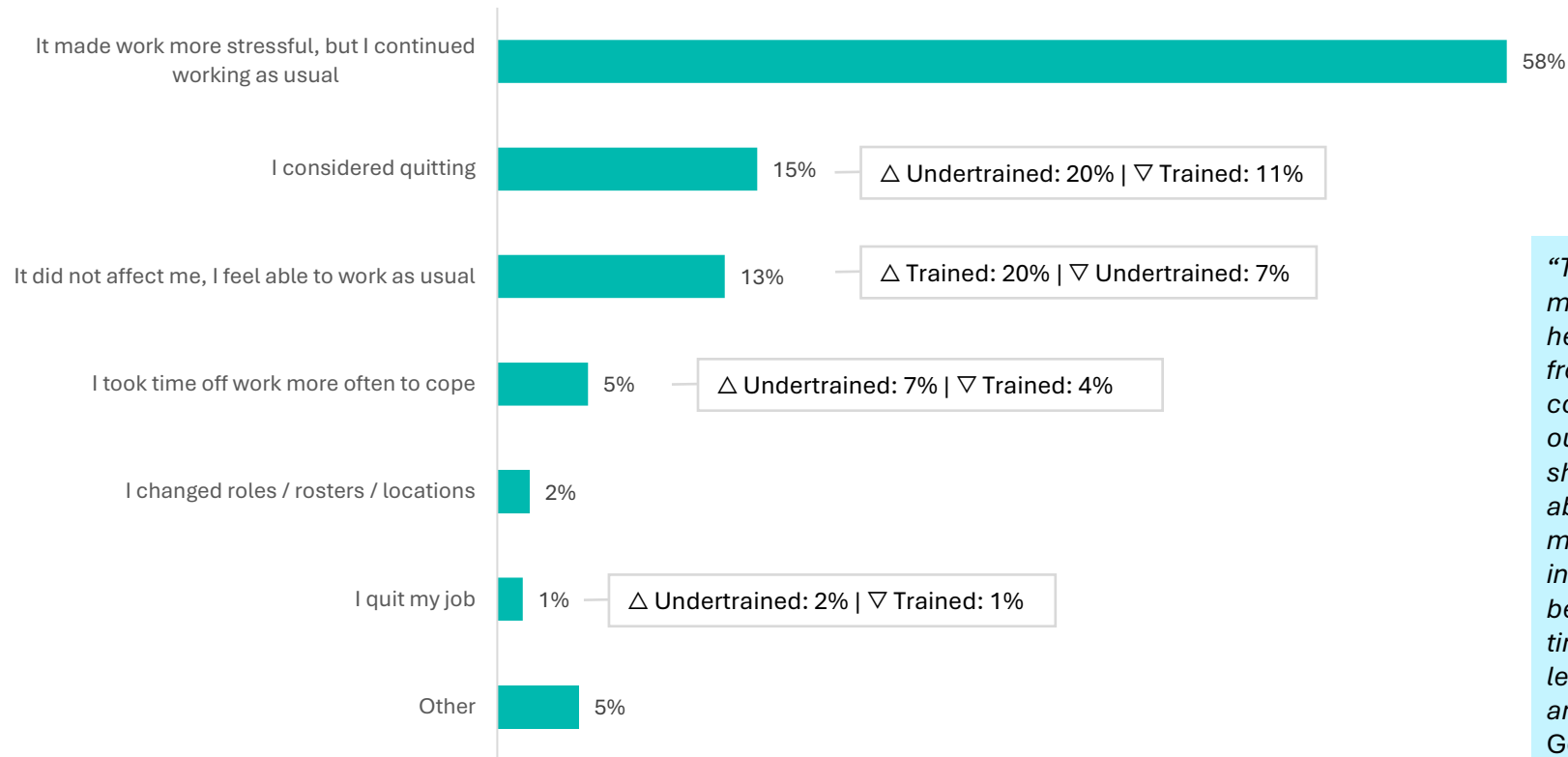
Impact of customer abuse on physical / mental health
(Among those who have experienced customer abuse and violence in the past 12 months)



“I have to take anti anxiety medications to get through my day. I have to take sleeping medication because I wake during the night and stress about the day ahead and cannot go back to sleep. I come home in tears almost every day. I am verbally abused and belittled every day. Every. Single. Day.” | QLD, Female, 36-45, Retail department manager

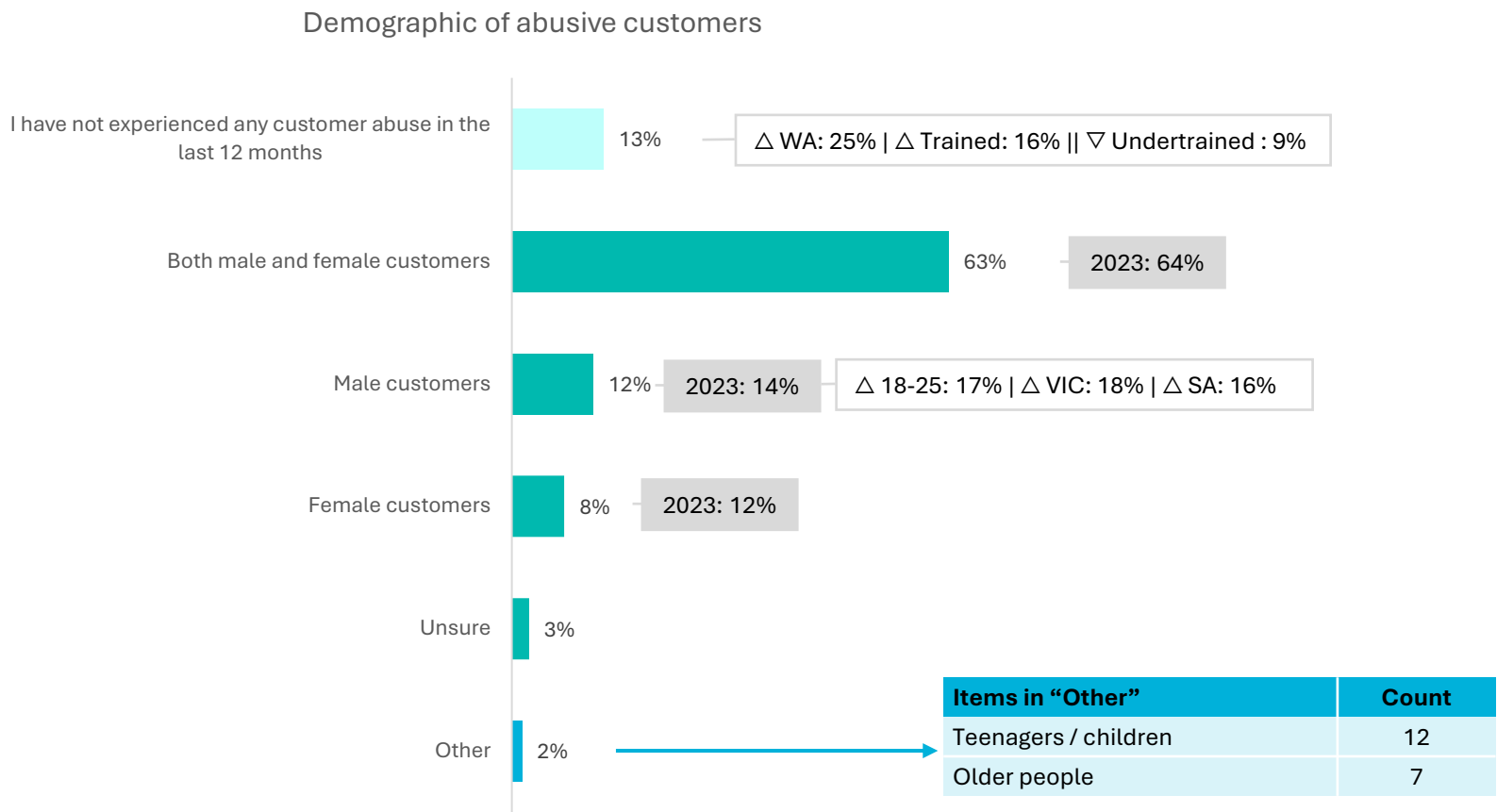
Customer abuse increases stress, but most continue working as normal, training appears to reduce the impact

Impact of customer abuse on work attendance
(Among those who have experienced customer abuse and violence in the past 12 months)



“There needs to be more emphasis on protecting mental health of workers. Personally, my mental health has suffered immensely due to the abuse from customers inflicted on us especially post covid. I think some mental health leave added to our leave should be available for us to use at short notice, most of us use our sick leave and lie about being sick to have a day off when we are mentally drained and need a day off after an incident like being abused. Some people handle it better than others and I personally don’t, I need time alone away from people to re-group and feel less like crap without the guilt of taking a day off and having management judge me for it.” | QLD, Gender unspecified, 26-35 years, Retail fill team

Both male and female customers are offenders, with offenders more likely to be younger or older in age



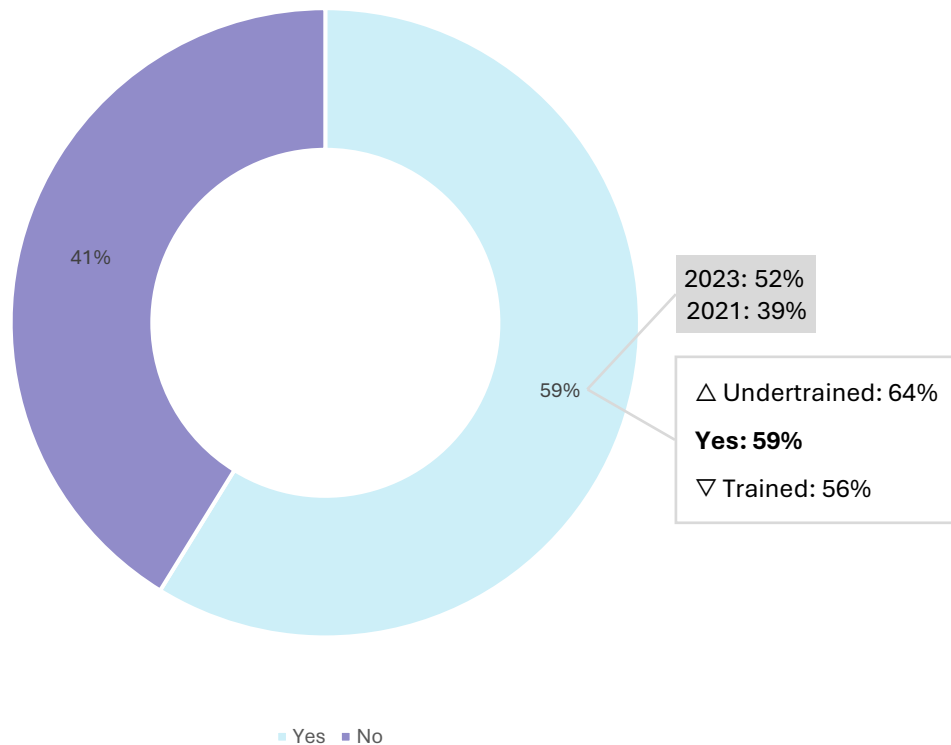
“Age would be a better metric - middle aged men and women.” | VIC, Gender unspecified, Fast food

“Both sexes usually age 60+.” | NSW/ACT, Female, 46-55 years, Retail front end

“Teenagers are getting bad at this behaviour.” | Newcastle, Female, 46-55 years, Retail front end

Repeat offenders increasing – now affecting 59% of members, compared to 52% in 2023 and 39% in 2021

Same customer being abusive or violent in the last 12 months

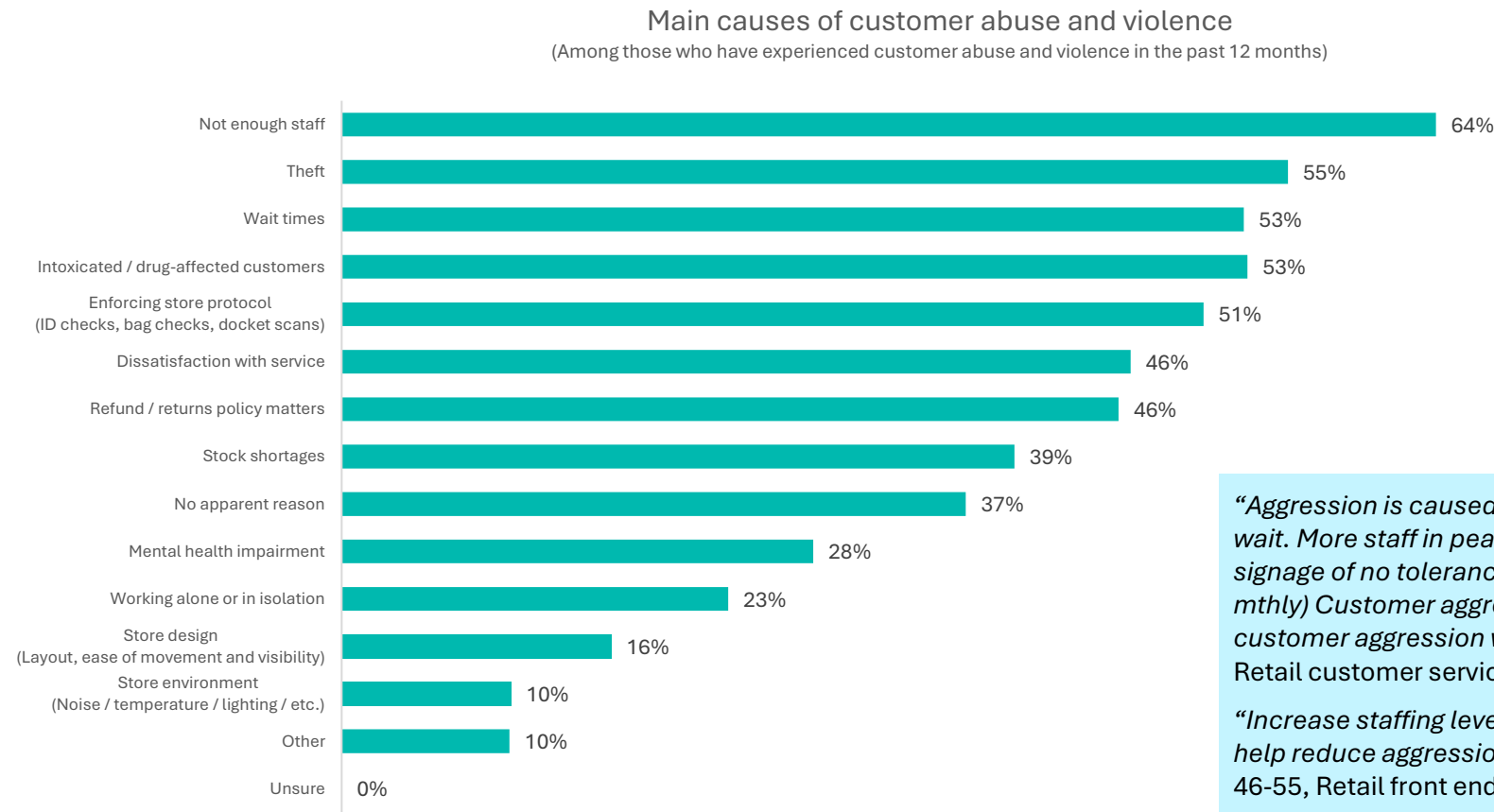


“I had a customer who was extremely aggressive, throw stock at me, scream profanities at me and threaten my life and I called 000 and they took 47 mins to attend. The station is literally 2 mins away. This same person has harassed other staff and the police just say ‘Can’t do anything if we don’t know who he is’. He is a repeat offender in multiple businesses. The police have to know who he is. Their lack of support and care factor is abysmal.” | NEWC, Female, 46-55 years, Retail assistant store manager

“Need more measures in place to prevent repeat offenders. They keep coming back even when they get banned or escorted out.” | NSW, Female, 26-35 years, Retail fill team

“Repeated incidence of theft and abuse are reported but little change occurs.” | QLD, Male, 56-65 years, Retail customer service

2 in 3 report staff shortages as the main cause of abuse; theft, wait times and intoxicated customers follow



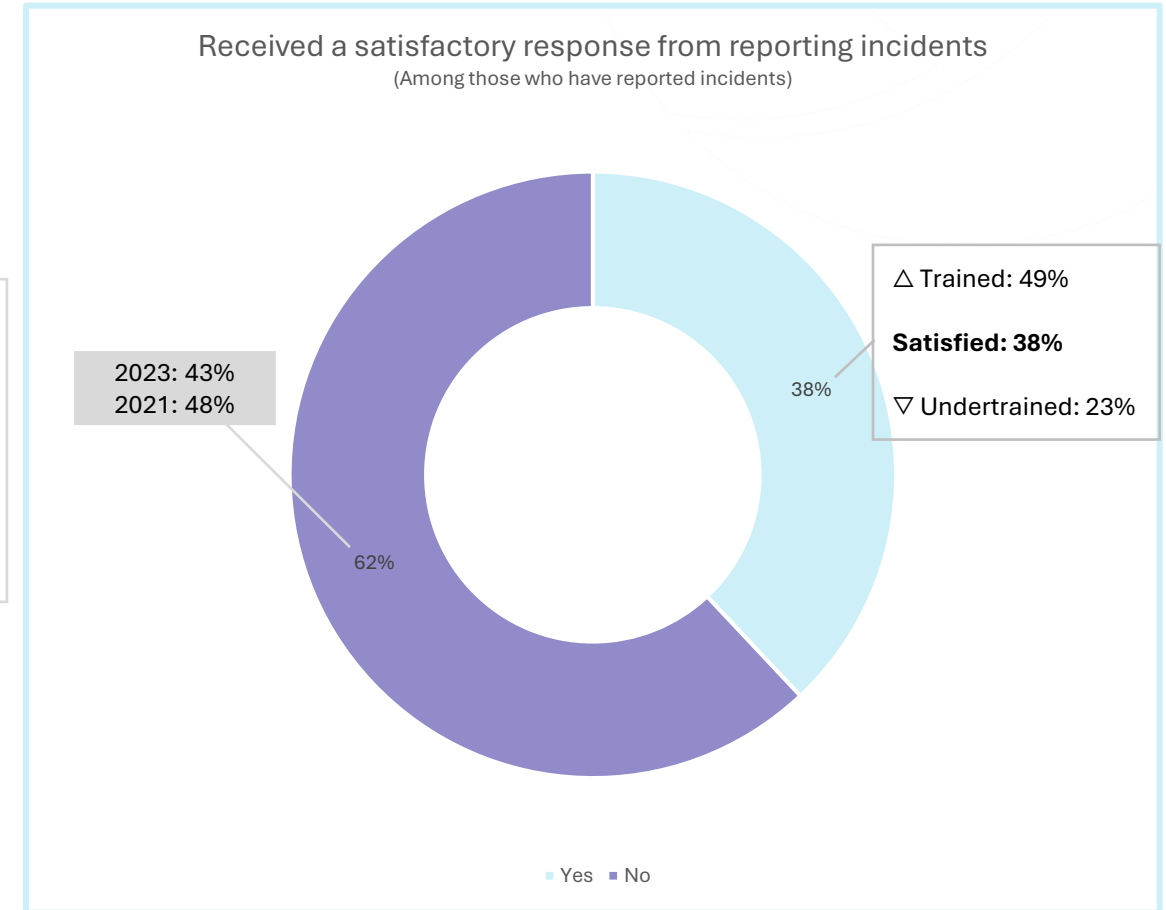
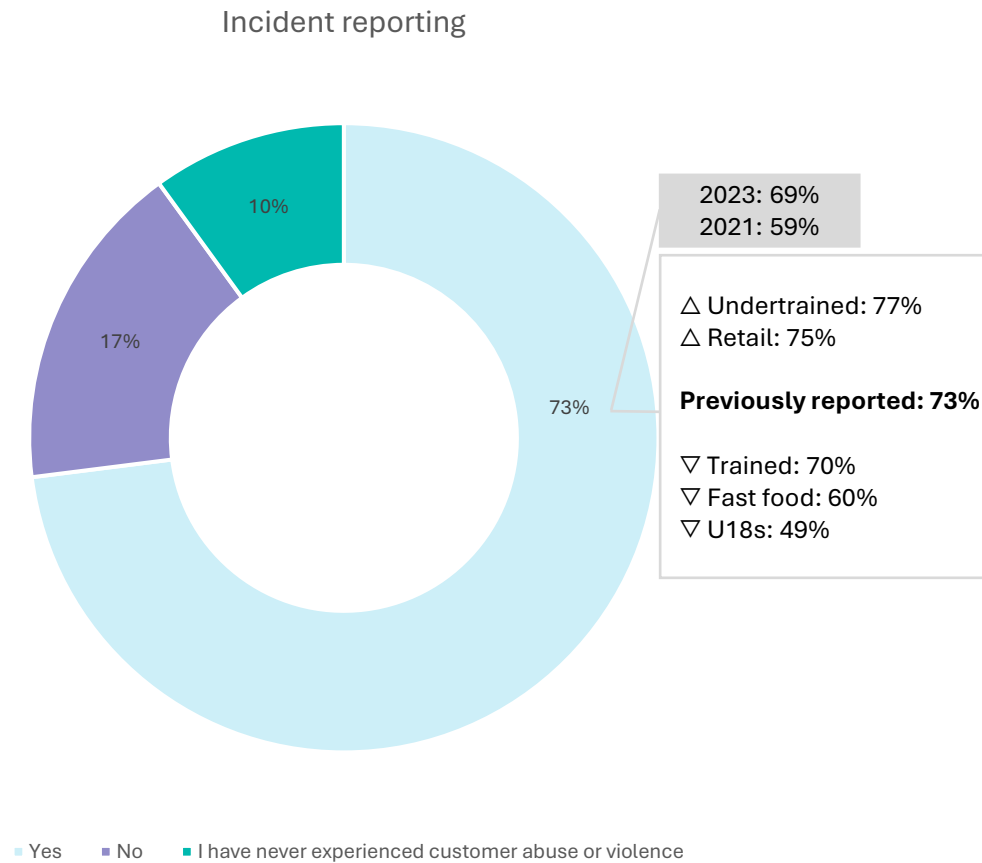
“Aggression is caused by low staffing and customers having to wait. More staff in peak periods would help alleviate this. Better signage of no tolerance to aggression might help. Regular (12 mthly) Customer aggression training with practical tips to manage customer aggression would also be good.” | NSW, Male, 26-35, Retail customer service

“Increase staffing levels so we can focus on customer service and help reduce aggression from queue wait times.” | NSW, Female, 46-55, Retail front end

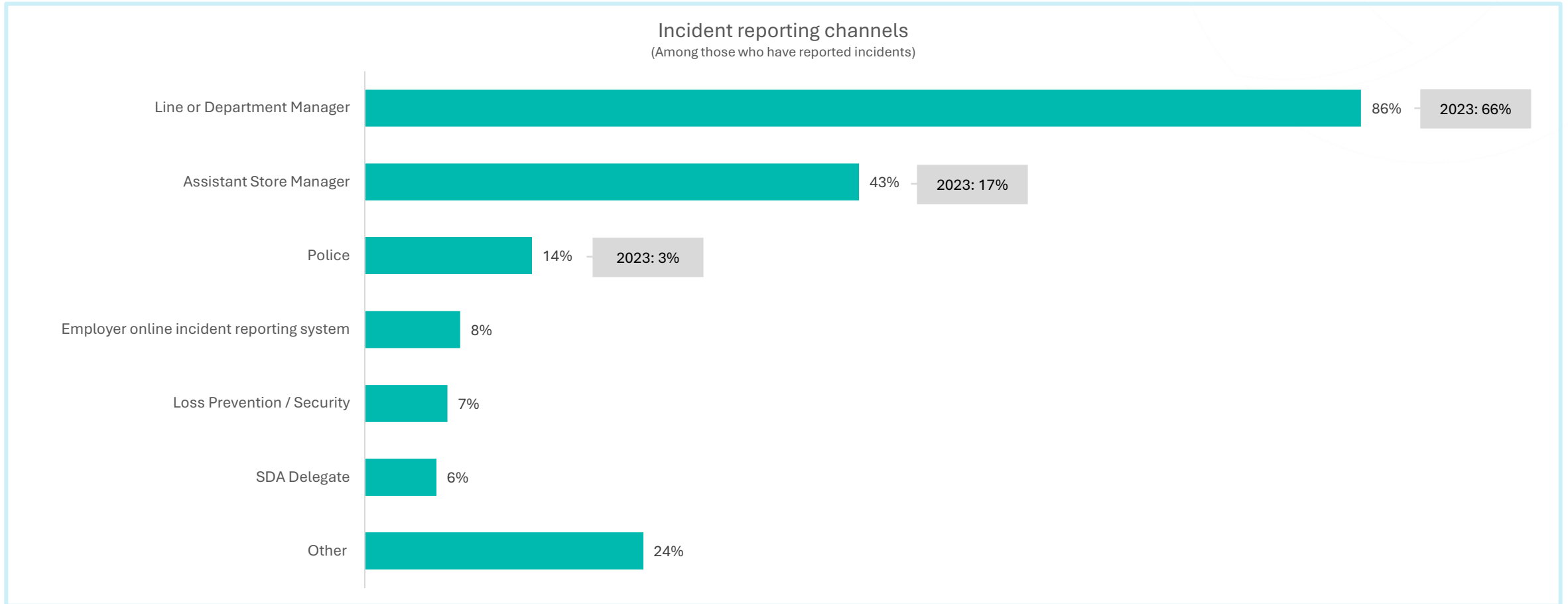
REPORTING AND ACTION



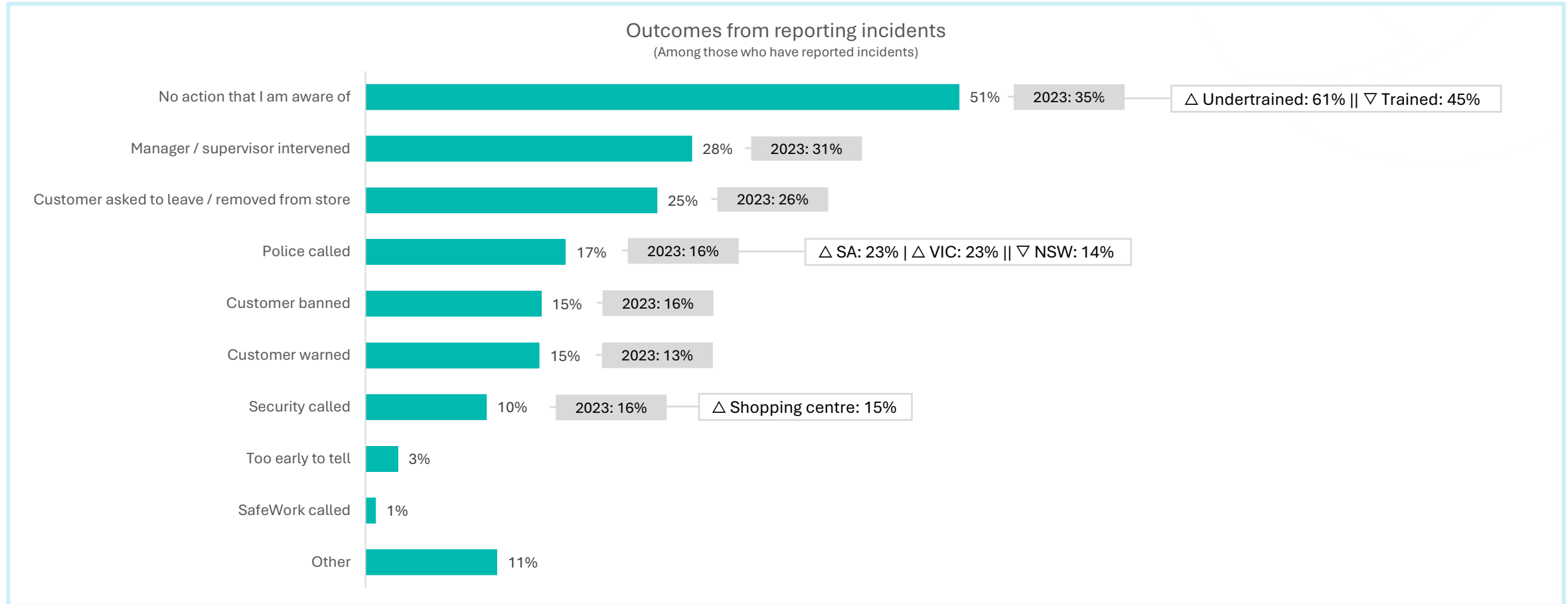
3 in 4 have reported incidents of customer abuse, majority did not receive a satisfactory response



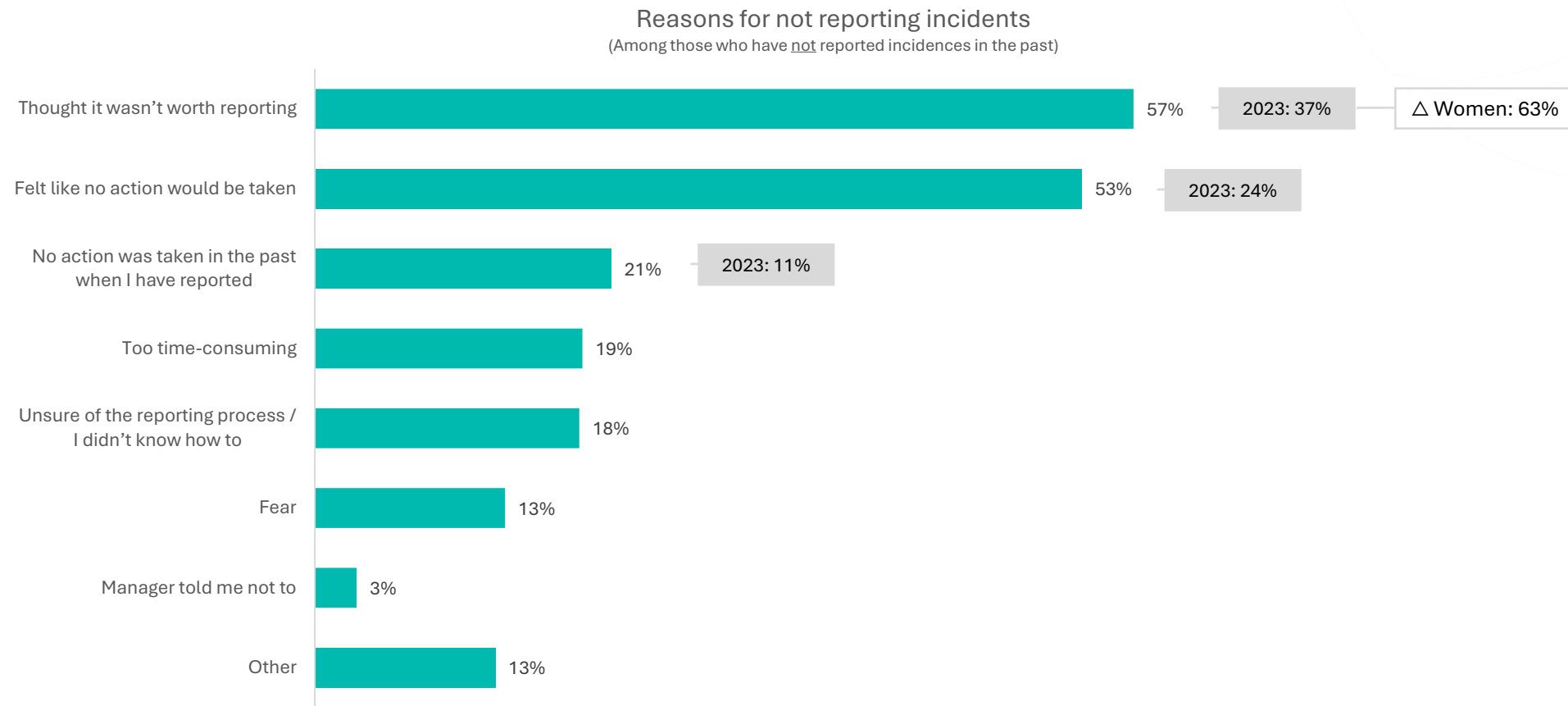
Members predominantly report incidents to Line or Department Managers



The majority of those who have previously reported incidents are not aware of any action taken

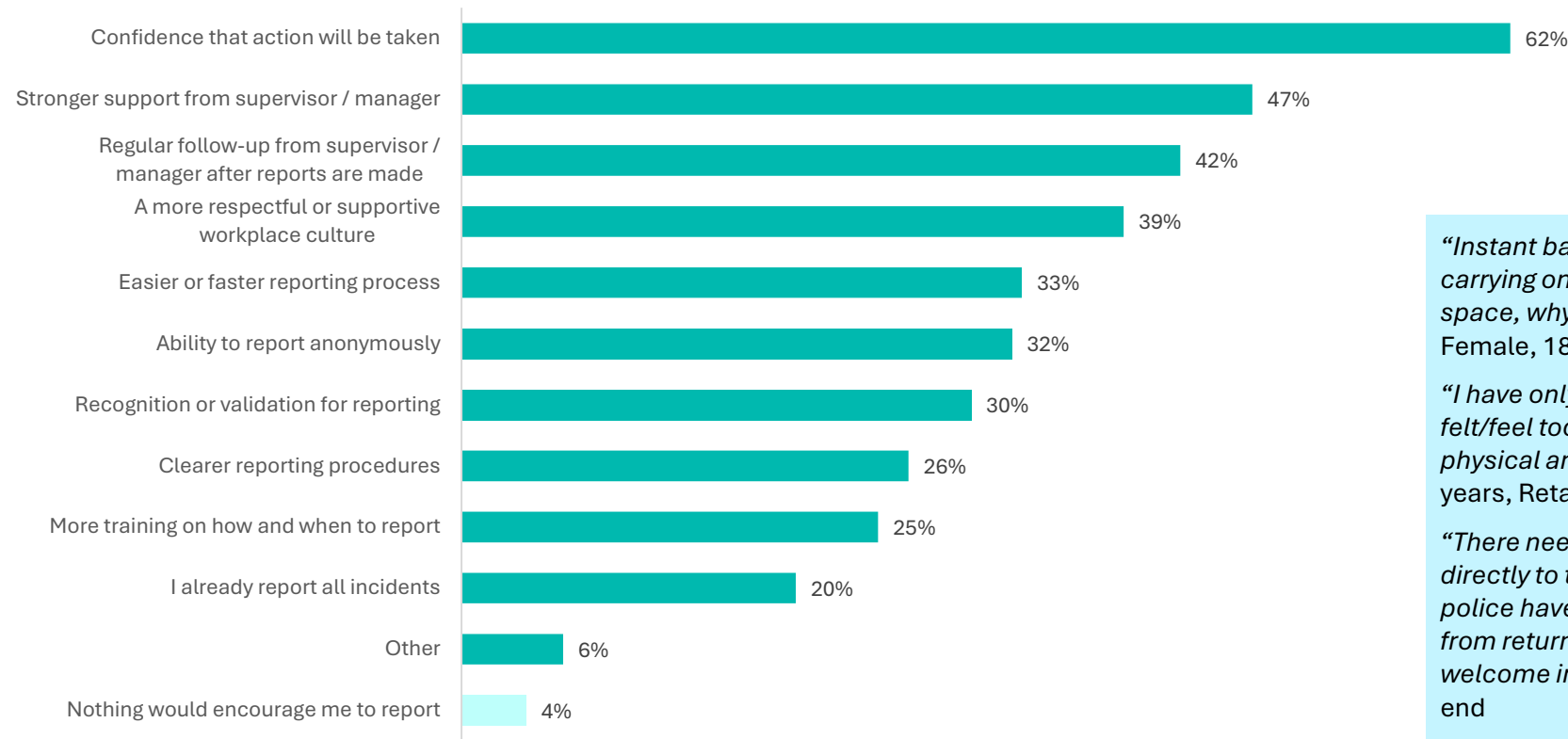


Most members who have not reported incidents thought it was not worth reporting or no action would be taken



3 in 5 say they would be more likely to report incidents if they were confident that action would be taken

Factors that would encourage reporting all customer abuse and violence incidents
(Among those have experienced customer abuse and violence)



“Instant ban and press charges. If the customer was to carrying on like that in a nightclub or other public space, why is it dismissed in a retail store?” | NSW, Female, 18-25 years, Retail customer service

“I have only reported the verbal abuse to managers. I felt/feel too much embarrassment to report the physical and sexual cases.” | NSW, Female, 26-35 years, Retail sales assistant

“There needs to be a better reporting system that goes directly to the police for regular offenders so that the police have all the information they need to stop people from returning to stores that they are no longer welcome in.” | QLD, Female, 36-45 years, Retail front end

Improving culture and processes may encourage younger members (18-35yrs) to report incidents

	Average	Higher than the average	Lower than the average
Confidence that action will be taken	62%	NEWC: 69% 26-35: 64% 18-25: 62% Retail: 57%	WA: 44% 65+: 43% U18s: 43%
Stronger support from supervisor / manager	47%	-	-
Regular follow-up from supervisor / manager after reports are made	42%	-	WA: 28%
A more respectful or supportive workplace culture	39%	26-35: 44%	-
Easier or faster reporting process	33%	26-35: 38% 18-25: 37%	56-65: 23%
Ability to report anonymously	32%	26-35: 40% 18-25: 38%	Men: 23% 56-65: 21%
Recognition or validation for reporting	30%	18-25: 29% 26-35: 33% SA: 34%	-
Clearer reporting procedures	26%	26-35: 33%	56-65: 19%
More training on how and when to report	25%	18-25: 30%	56-65: 16%
I already report all incidents	20%	-	-
Nothing would encourage me to report	4%	-	-

Question B6: Which of the following would encourage you to report all the customer abuse and violence you experienced or observed at your workplace? | Base: n=2,337 (Among those who have experienced customer abuse and violence)

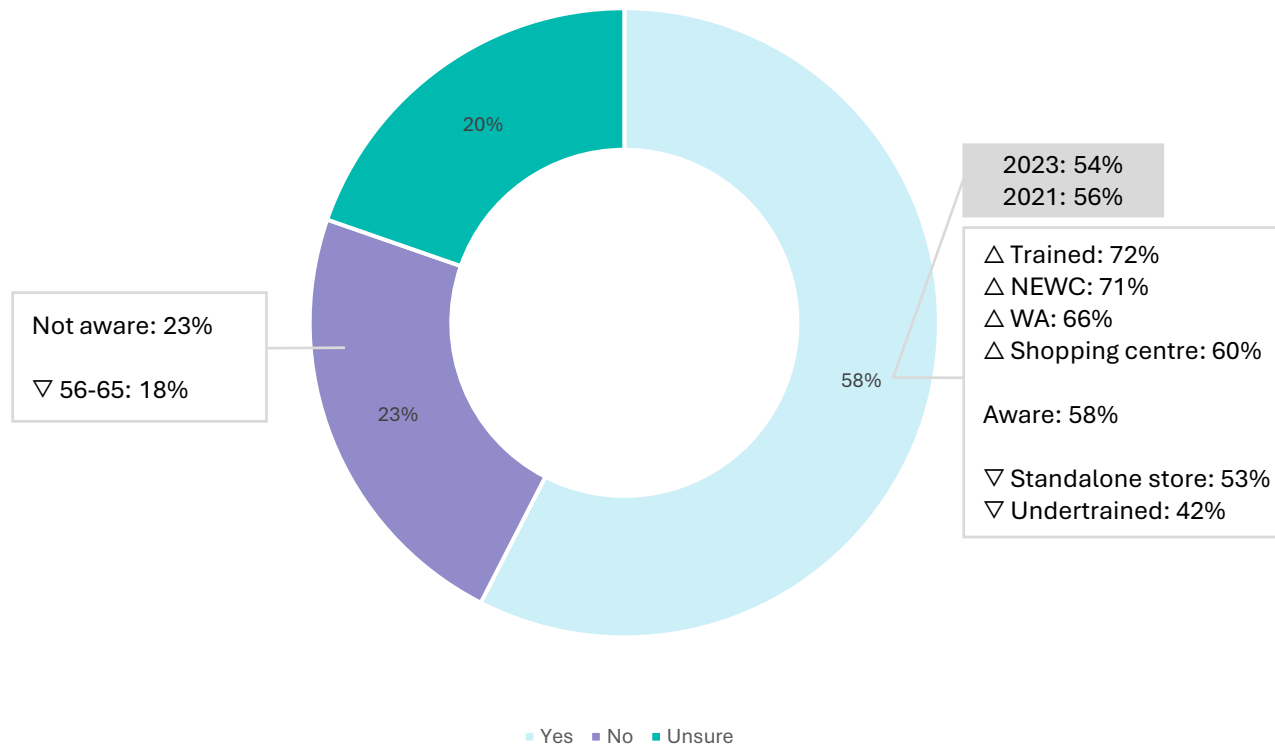
Note: Percentages do not total 100% because respondents could select more than one option.

EMPLOYER POLICIES, TRAINING & SUPPORT

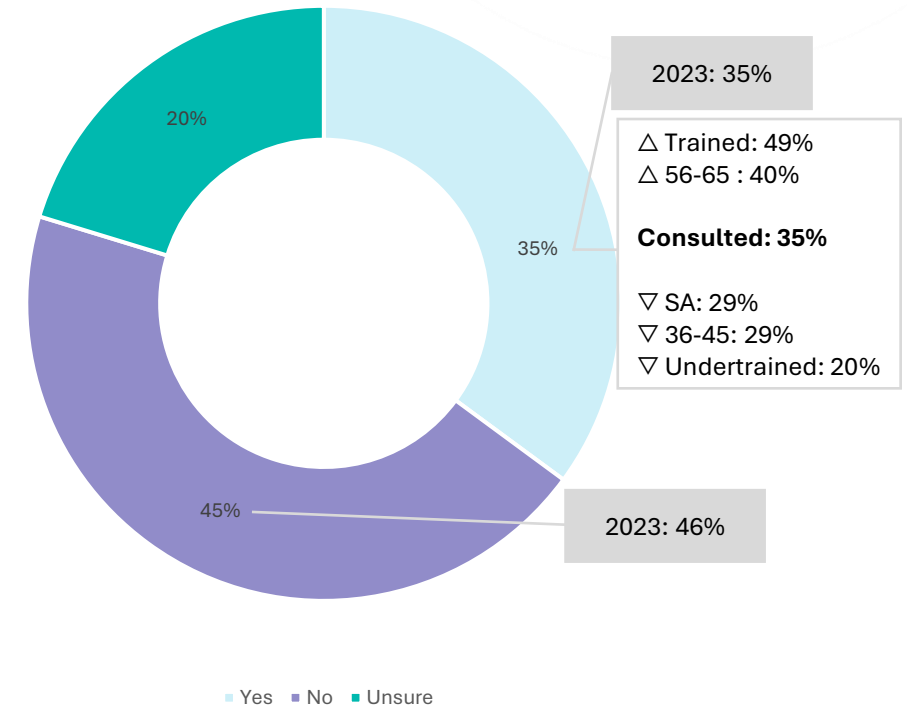


58% aware of company policies; however, 45% were not consulted on prevention measures, further 20% unsure

Awareness of policies aimed at customer abuse and violence

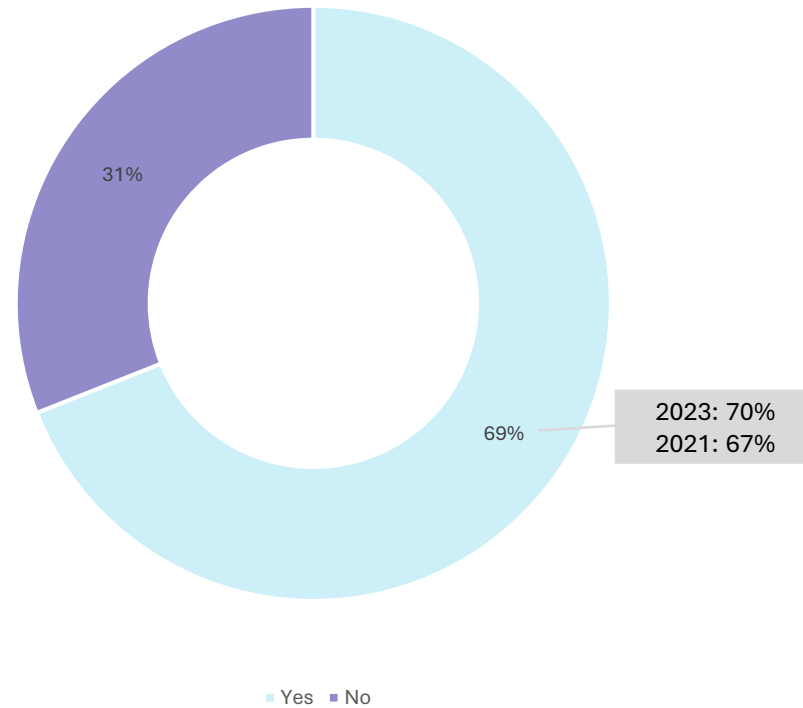


Consulted by employer about measures to prevent customer abuse and violence

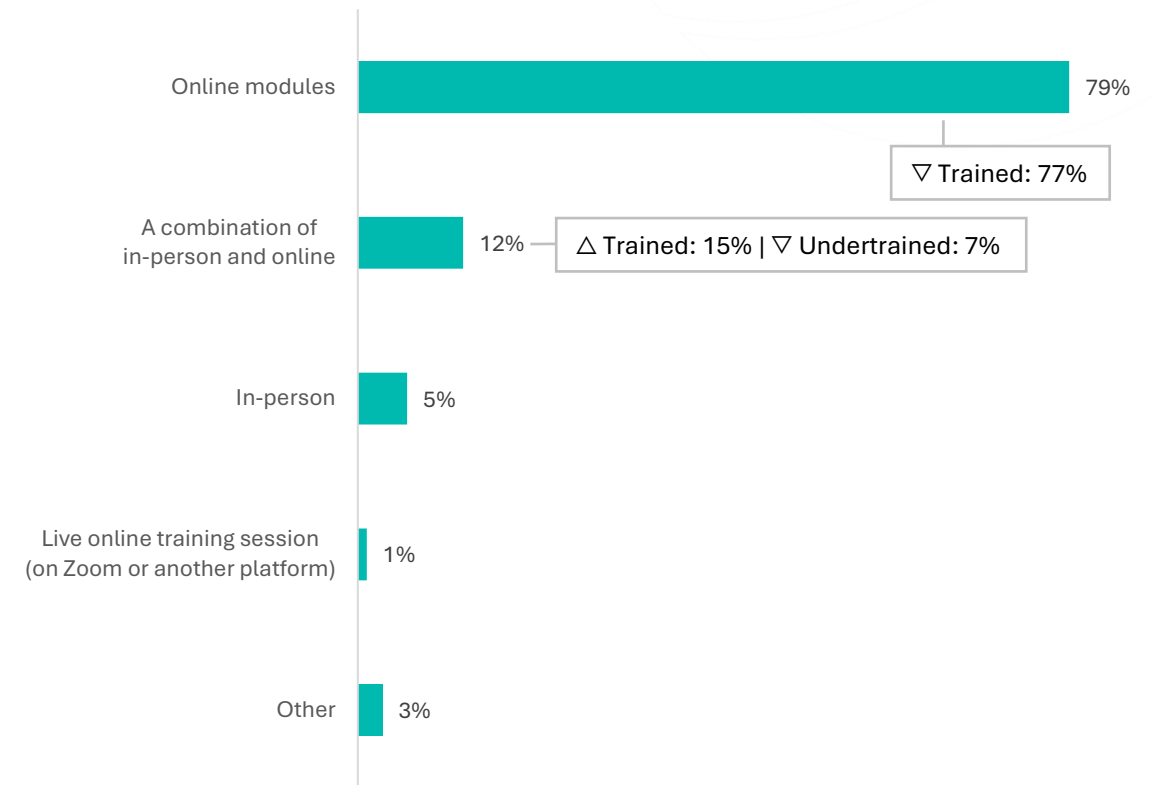


7 in 10 received training to deal with violent customers in the past year; of those, 79% trained online

Received training on how to deal with threatening situations in the last 12 months

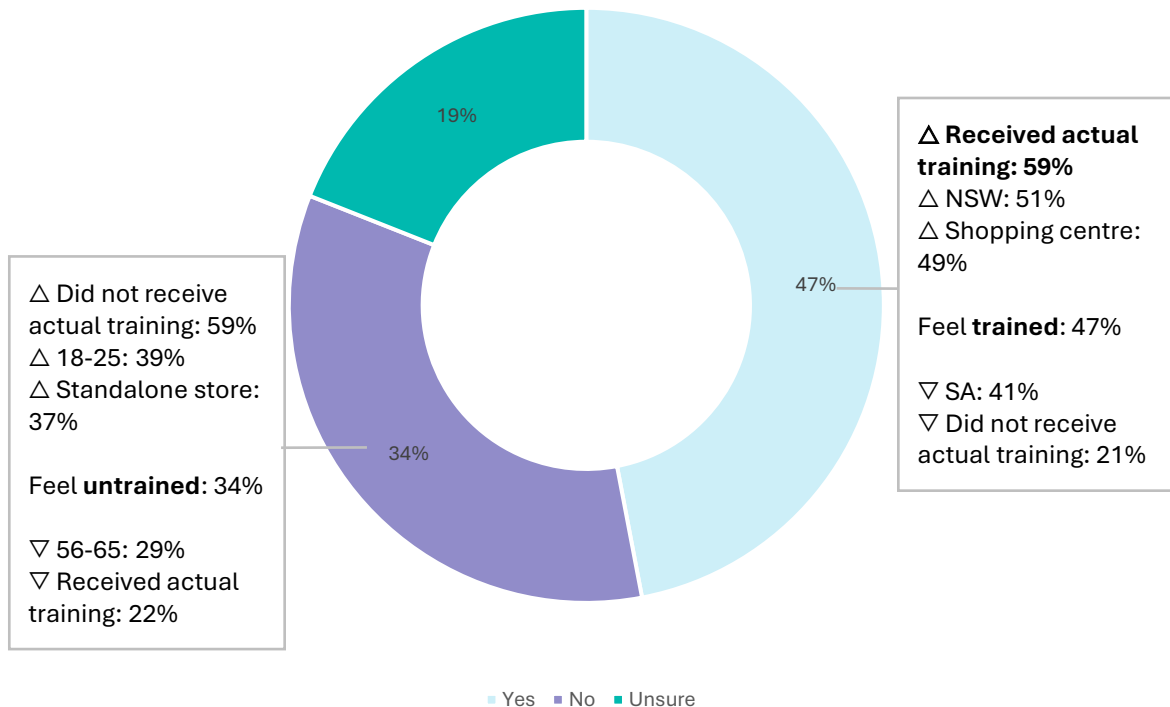


Training format
(Among those who received training in the last 12 months)



1 in 3 feel undertrained to deal with violence, only 3 in 5 of those trained feel sufficiently equipped

Feel sufficiently trained to deal with violent and aggressive customers



“Current training and policies fail to convey the level of personal control required to suppress your own emotions and disassociate from the situation. They also fail to teach the importance of firm, direct language, communication without ambiguity or double meaning and the need to control tone and cadence to cut through to someone in a highly agitated state... Current training and policy frameworks are well-intentioned but inadequate for the realities we face. In some cases, they even contradict what’s needed to prevent or safely de-escalate violent incidents.” | QLD, Male, 46-55 years, Store manager

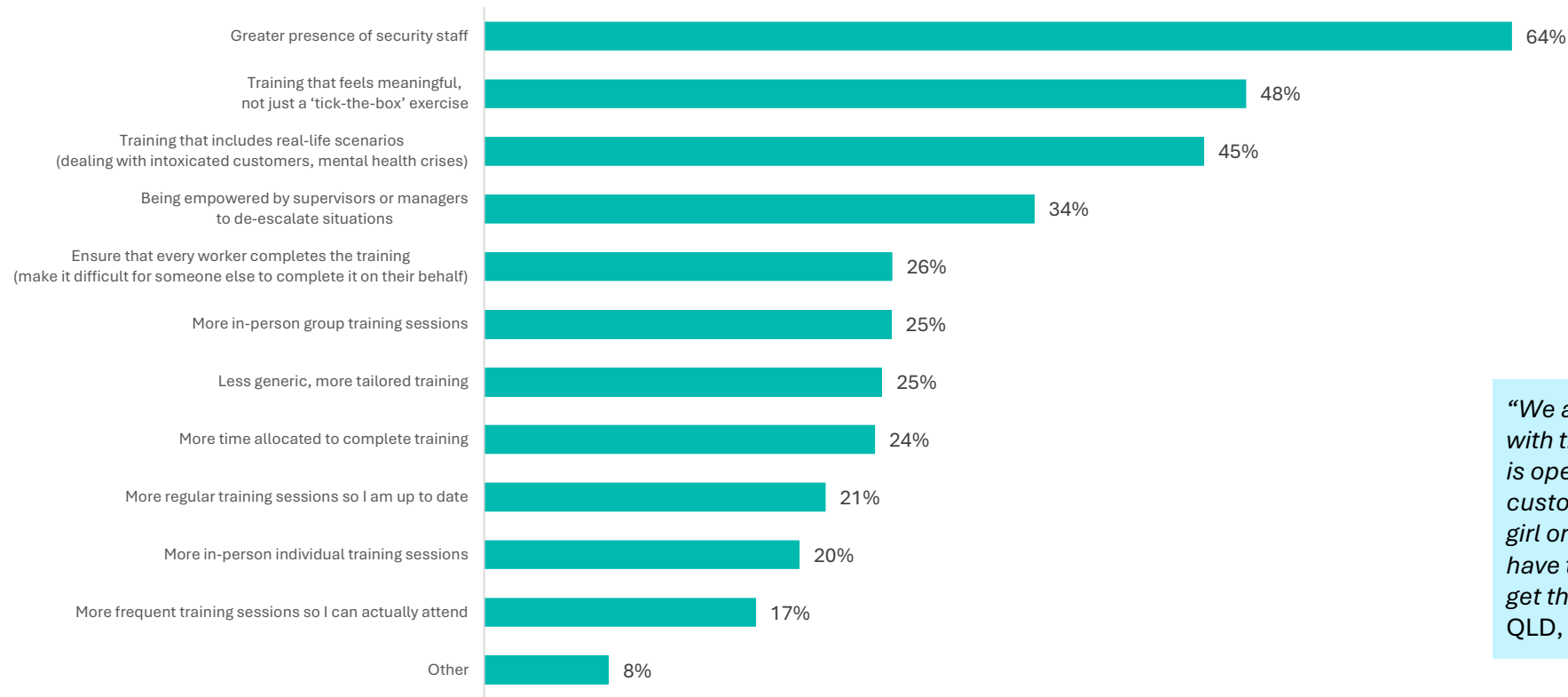
“Communicate with employees about customer abuse - they haven't even really acknowledged that it happens at all, let alone provided training to deal with it. Tell employees that they don't have to tolerate abuse - I feel like I might be reprimanded if I were to (politely) stand up for myself/my colleagues against an abusive customer.” | NEWC, Female, 18-25 years, Retail sales assistant

“I feel like in real life training would be the best. This allows people to gain confidence to deal with this situations. The only abuse training we do it on VR virtual reality and it’s not letting us gain proper training from it.” | NSW, Male, U18s, Retail front end supervisor

“What is training? The only training that we get is on the computer, it’s not training, it’s a survey and we get forced into it by management, which is BS. How about we get treated like a person?” | VIC, Male, 46-35 years, Retail sales assistant

Top ways to help staff feel better equipped: security staff, training that feels meaningful and has real-life scenarios

Ways to help staff feel better equipped to manage customer abuse and violence



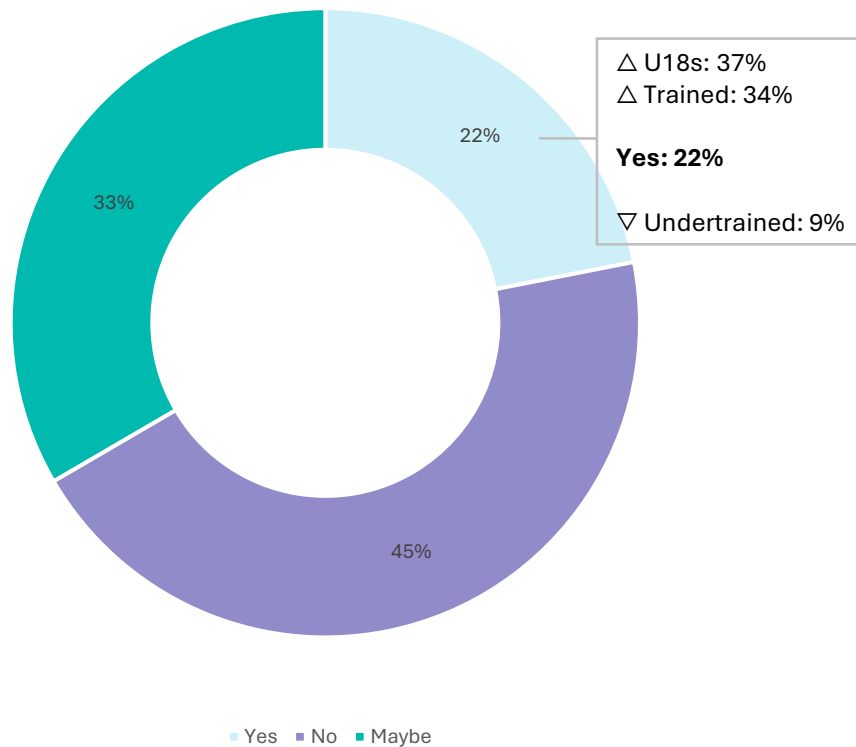
"We are not security we should not have to deal with this. Get security for the whole time the store is open, and get managers to stand up to abusive customers and kick them out. Not a 15 year old girl or a 60 year old woman. No why should we have to be trained to deal with hostile customers, get the right people in for that job. Security." | QLD, Female, 46-55, Retail front end

Members who feel sufficiently trained to manage abusive behaviours are less likely to seek changes to training

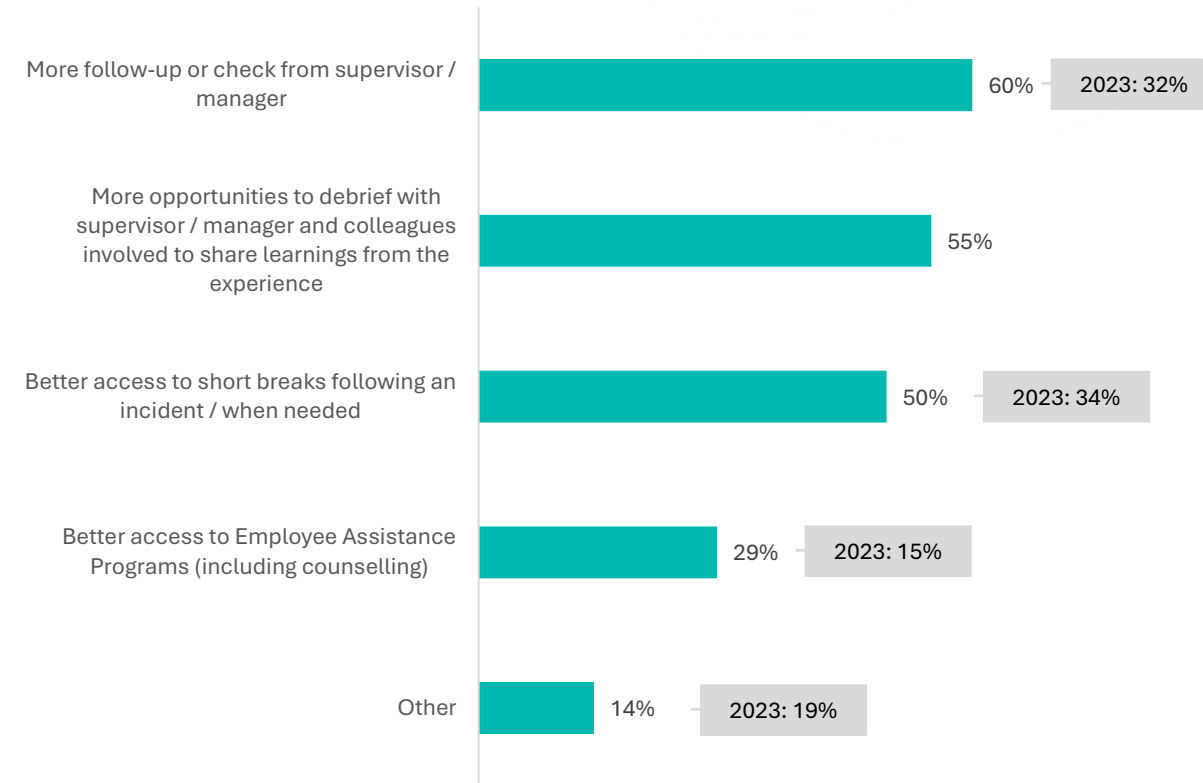
	Average	Higher than the average	Lower than the average
Greater presence of security staff	64%	Undertrained: 70% Shopping centre: 69% Retail: 66%	Trained: 59% Standalone store: 57% Men: 57% U18s: 41% Fast food: 36%
Training that feels meaningful, not just a ‘tick-the-box’ exercise	48%	Undertrained: 60% 18-25: 55%	56-65: 42% Trained: 37%
Training that includes real-life scenarios (e.g. dealing with intoxicated customers, mental health crises)	45%	Fast food: 59% Shopping strip: 55% 18-25: 57% Undertrained: 56%	Shopping centre: 43% Trained: 38% 56-65: 35%
Being empowered by supervisors or managers to de-escalate situations	34%	26-35: 46% Undertrained: 42%	Trained: 28%
Ensure that every worker completes the training (i.e. make it difficult for someone else to complete it on their behalf)	26%	Fast food: 47% 18-25: 34% Shopping strip: 32% Undertrained: 30%	Trained: 23% 56-65: 18%
More in-person group training sessions	25%	Undertrained: 34%	Trained: 18%
Less generic, more tailored training	25%	Undertrained: 36% 18-25: 35% 26-35: 31%	56-65: 18% Trained: 17%
More time allocated to complete training	24%	Undertrained: 36% Shopping strip: 33%	56-65: 20% Trained: 17%
More regular training sessions so I am up to date	21%	Undertrained: 31%	Trained: 15%
More in-person individual training sessions	20%	Undertrained: 29%	56-65: 13% Trained: 13%
More frequent training sessions so I can actually attend	17%	Undertrained: 25% 36-45: 22%	56-65: 13% Trained: 11%

Only 1 in 5 say their employer support is suitable, majority value manager check-ins and debriefing opportunities

Perceived suitability of employer support



Effective employer support for workers

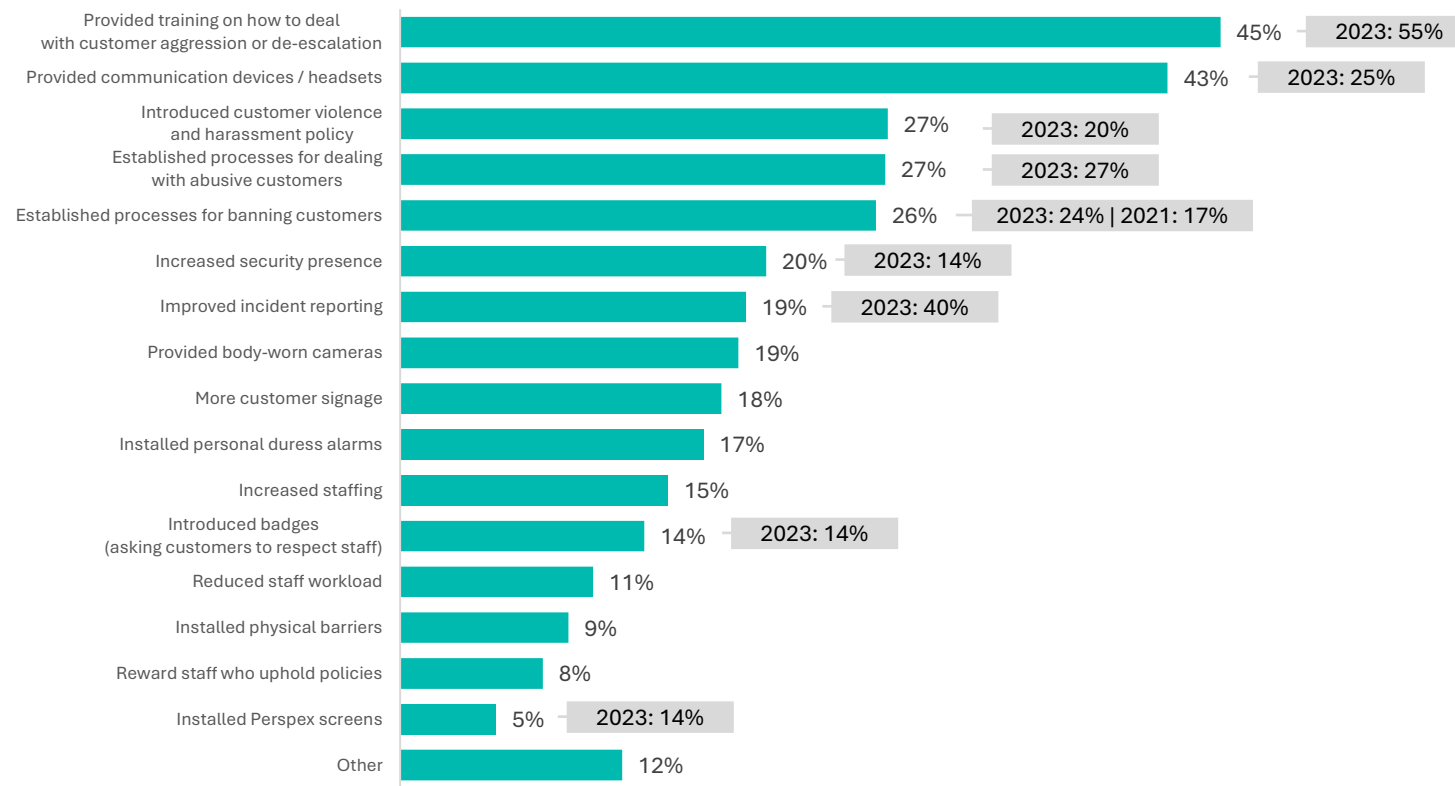


Members who feel undertrained to manage violence are more likely to need greater employer support

	Average	Higher than the average	Lower than the average
More follow-up or check from supervisor / manager	60%	Undertrained: 65%	Trained: 56% U18s: 44%
More opportunities to debrief with supervisor / manager and colleagues involved to share learnings from the experience	55%	18-25: 63% Undertrained: 61%	Trained: 51% 56-65: 49%
Better access to short breaks following an incident / when needed	50%	18-25: 61% Undertrained: 58%	Trained: 44% 56-65: 39% 65+: 37%
Better access to Employee Assistance Programs (including counselling)	29%	26-35: 38% Undertrained: 37% 36-45: 34%	Trained: 23% Standalone store: 23% 56-65: 21% 65+: 18%

The most common prevention measures employers have in place are relevant training and communication devices

Measures employers currently have in place to prevent customer abuse and violence



Members who feel sufficiently trained to manage violence more likely to notice employer prevention measures

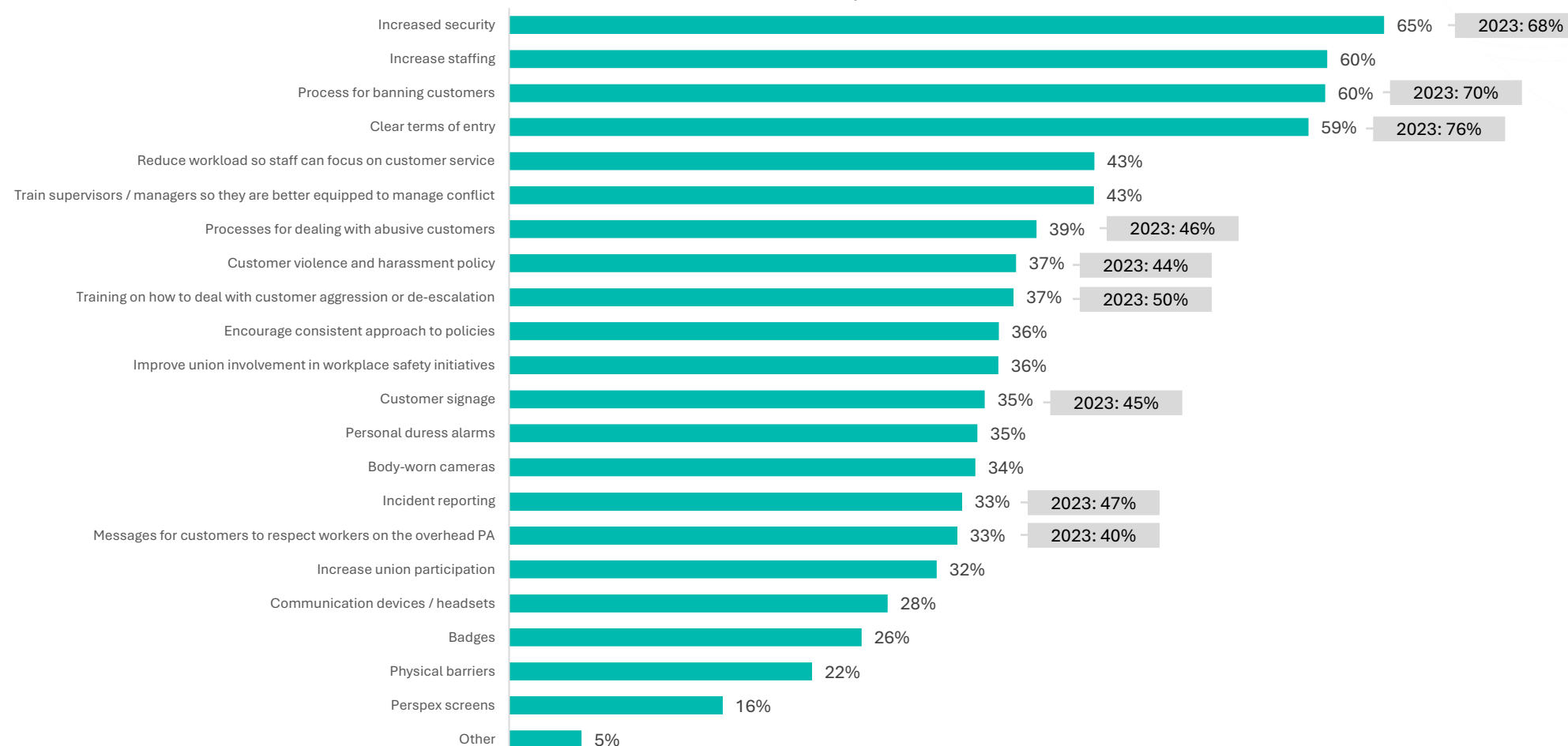
	Average	Higher than the average	Lower than the average
Provided training on how to deal with customer aggression or de-escalation	45%	Trained: 56%	Undertrained: 31%
Provided communication devices / headsets	43%	VIC: 49% Women: 45% Retail: 45%	Undertrained: 40% SA: 36% Men: 36% Fast food: 29%
Introduced customer violence and harassment policy	27%	Trained: 30%	Undertrained: 23%
Established processes for dealing with abusive customers	27%	Trained: 31% Men: 31%	Women: 25% Undertrained: 21%
Established processes for banning customers	26%		-
Increased security presence	20%	Shopping centre: 22%	-
Improved incident reporting	19%	-	QLD: 15% Undertrained: 15%
Provided body-worn cameras	19%	VIC: 25% Retail: 20%	Shopping centre: 17% Fast food: 6%
More customer signage	18%	-	-
Installed personal duress alarms	17%	-	Shopping centre: 15%
Increased staffing	15%	-	-
Introduced badges (asking customers to respect staff)	14%	-	-
Reduced staff workload	11%	Men: 14%	Women: 9%
Installed physical barriers	9%	-	-
Reward staff who uphold policies	8%	-	-
Installed Perspex screens	5%	Standalone stores: 8%	-

Question C10: What measures does your main employer have in place to better prevent customer abuse or violence? | Base: n=2,592. ||

Note 1: Percentages do not total 100% because respondents could select more than one option.

Stronger security and more staff are viewed as most effective to prevent incidents, alongside customer bans

Effective measures to prevent customer abuse and violence



Question C11: Which of the following would be effective ways to better prevent customer abuse and violence? | Base: n=2,592 ||

Note 1: Percentages do not total 100% because respondents could select more than one option. || Note 2: Additional options introduced in 2025, interpret comparison data with caution.

Feeling undertrained drives greater demand for additional measures to prevent customer abuse and violence

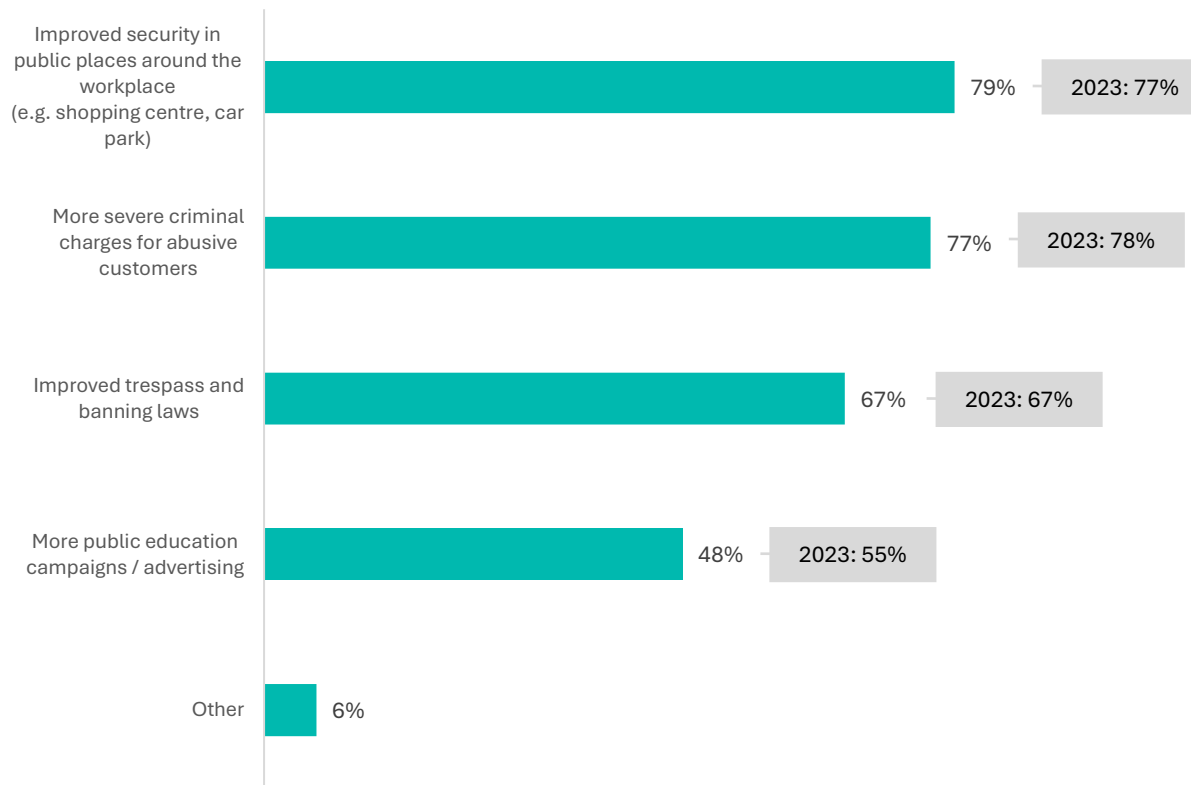
	Average	Higher than the average	Lower than the average
Increased security	65%	Undertrained: 69% Shopping centre: 68% Retail: 67%	Trained: 62% Standalone store: 59% Men: 58% U18s*: 40% Fast food*: 37%
Increase staffing	60%	26-35: 67% Undertrained: 67%	Men: 55% Trained: 53% Fast food*: 44%
Process for banning customers	60%	18-25: 68% 26-35: 67% Undertrained: 66%	Trained: 55% 56-65: 54% 65+: 52%
Clear terms of entry (i.e. customers will be banned from store)	59%	Undertrained: 63%	Trained: 56% Men: 54%
Reduce workload so staff can focus on customer service	43%	Undertrained: 51% 26-35: 49%	Trained: 37%
Train supervisors so they are better equipped to manage conflict	43%	Undertrained: 53% 26-35: 52%	Trained: 36%
Processes for dealing with abusive customers	39%	Undertrained: 32% 26-35: 46%	56-65: 32% Trained: 32%
Customer violence and harassment policy	37%	Undertrained: 47%	Men: 33% Trained: 31%
Training on how to deal with customer aggression or de-escalation	37%	Fast food: 50% Undertrained: 46%	Trained: 30%
Encourage consistent approach to policies	36%	Undertrained: 45% 18-25: 44%	Trained: 30% 46-55: 28%
Improve union involvement in workplace safety initiatives	36%	Undertrained: 43% NSW: 39%	Trained: 30%
Customer signage	35%	NEWC: 55% Undertrained: 40%	Trained: 32%
Personal duress alarms	35%	Undertrained: 43% Shopping centre: 37%	Standalone store: 31% Trained: 30% Fast food: 23%
Body-worn cameras	34%	46-55: 39%	Fast food: 30%
Incident reporting	33%	26-35: 40% Undertrained: 39%	56-65: 29% Trained: 29%
Messages for customers to respect workers on the overhead PA	33%	Undertrained: 38% Shopping centre: 36%	Trained: 30% 18-25: 26%
Increase union participation	32%	Undertrained: 42% Men: 39% 26-35: 38%	Women: 29% trained: 25%
Communication devices / headsets	28%	-	-
Badges (asking customers to respect staff)	26%	-	-
Physical barriers	22%	26-35: 30% Undertrained: 30%	Trained: 17%
Perspex screens	16%	Undertrained: 21%	NSW: 13% Trained: 12%

Question C11: Which of the following would be effective ways to better prevent customer abuse and violence? | Base: n=2,592 ||

Note 1: Percentages do not total 100% because respondents could select more than one option. || Note 2: Interpret with caution. Small sample size, n<50.

The vast majority of members are calling for stronger security measures and legal protections

Additional measures to prevent customer abuse and violence



“More laws and regulations to deter customers to offend in the first place as they know they can get away with whatever they like, and management know there’s not much they can do either.” | QLD, Female, 26-35, Retail sales assistant

“The biggest factor contributing towards safety in public settings is in the law. If the law doesn’t care, criminals and the public won’t.” | WA, Male, 18-25, Retail sales assistant

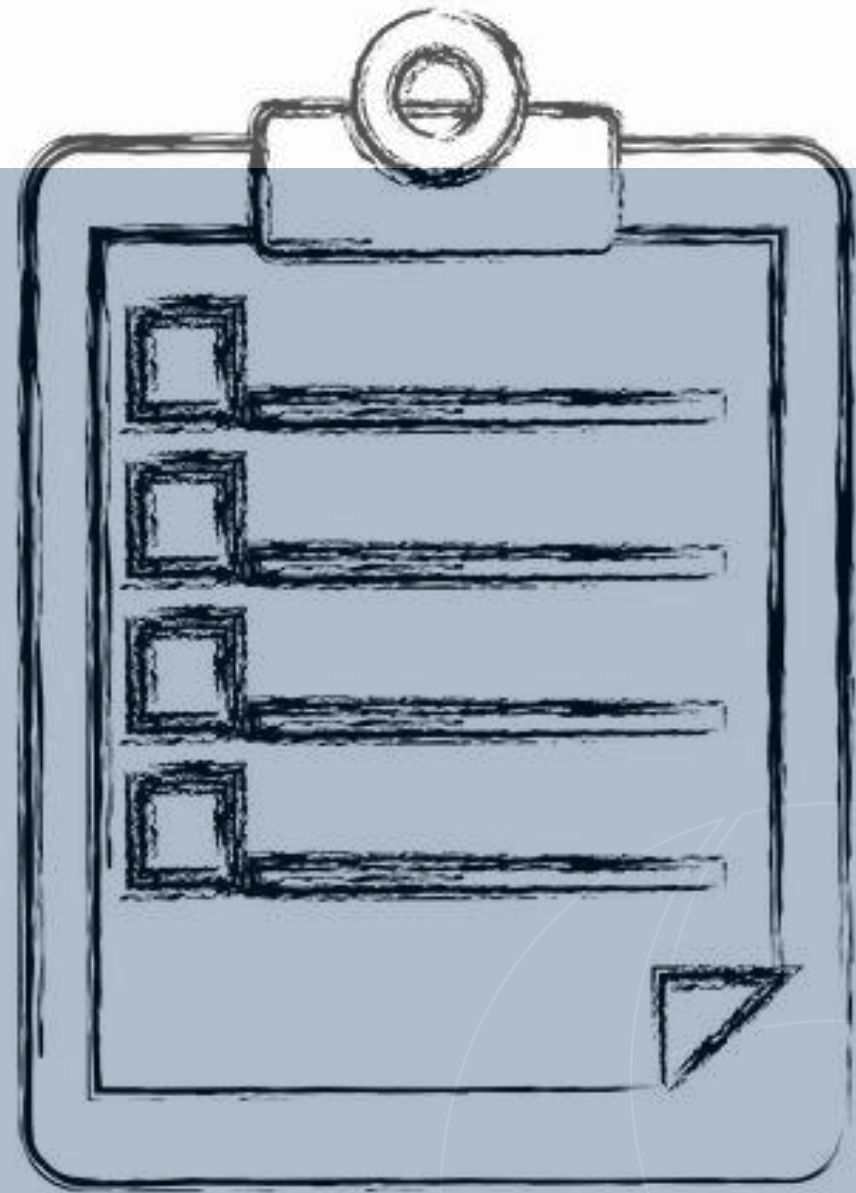
“Give us more security guards, stop cutting their hours. Give the security more power to eradicate these abusive, aggressive offenders. Get laws changed so offenders are charged and locked up. Workers are so scared to press charges in small towns as offenders can find out where they live and come to their home and continue the abuse and more. Or even walking down the street can become daunting. Offenders walk freely and can intimidate and harm people who have spoke up about them. Fear is real. We want to go to work and come home safely. HELP US PLEASE!” | NSW, Female, 46-55, Retail front end

“The main thing that annoys me, is that we see the same offenders come back time and time again. The justice system in Victoria is a bad joke, the Police work so hard, and the courts are just a revolving door.” | VIC, Male, 56-65 years, Retail front end

Women are significantly more likely to think stronger measures are required, compared to men

	Average	Higher than the average	Lower than the average
Improved security in public places around the workplace (e.g. shopping centre, car park)	79%	Shopping centre: 85% Women: 82% Retail: 80%	Men: 74% Standalone store: 71% U18s: 70% Fast food: 67%
More severe criminal charges for abusive customers	77%	VIC: 84% SA: 82% Undertrained: 81% Women: 78%	Trained: 75% NSW: 74% Men: 73% 65+: 69% U18s: 62%
Improved trespass and banning laws	67%	VIC: 74% Undertrained: 72%	Trained: 64% U18s: 55% 65+: 54%
More public education campaigns / advertising	48%	-	-

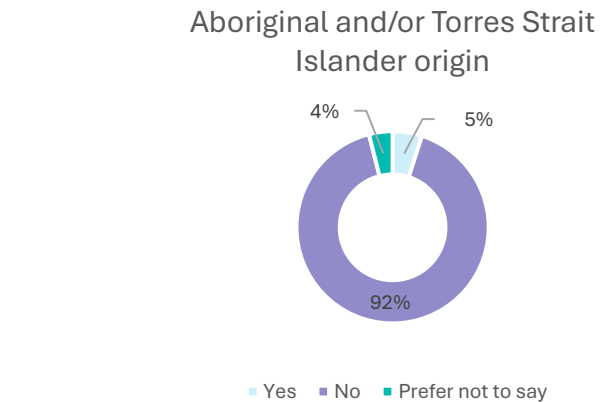
APPENDICES



APPENDIX A: Demographics

Age group (years)	n=2,592
17 and under	4%
18–25	15%
26–35	16%
36–45	16%
46–55	22%
56–65	21%
65+	6%

Gender	n=2,592
Female	68%
Male	24%
Prefer not to say	7%
Other	1%



Ethnicity - Physical characteristic	n=2,592
White	72%
Prefer not to say	10%
Asian	6%
Indigenous Australian	4%
Brown	4%
Black	0%
Torres Strait Islander	0%
Other	4%

Nationality/cultural background	n=2,592
Australian	76%
South-East Asian	4%
Indigenous Australian or Torres Strait Islander	3%
New Zealander	2%
Southern and Eastern European	2%
North-West European	2%
Middle Eastern	1%
North-East Asian	1%
Southern and Central Asian	1%
South American	1%
Other Oceania	0%
North American	0%
North African	0%
Sub-Saharan African	0%
Other	4%
Prefer not to say	3%



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