

AR/ First Responders *Day*

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**PARTICIPATING
RETAILER**
MARKETING KIT



FIRST RESPONDERS DAY
2023 CAMPAIGN

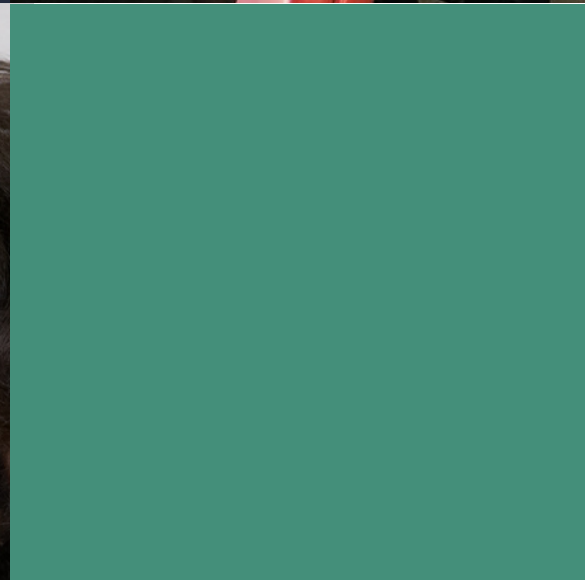
KEY MESSAGES AND
CAMPAIGN ASSETS





AR/ First Responders *Day*

CONTENTS



Who is the ARA?
What is First Responders Day?
How to use this kit
Marketing assets - social media, eDM
Contact us

Who is the ARA?

The Australian Retailers Association (ARA) is the oldest, largest and most diverse national retail body, representing a \$400 billion sector that employs 1.3 million Australians and is the largest private sector employer in the country.

As Australia's peak retail body, representing more than 120,000 retail shop fronts and online stores, the ARA informs, advocates, educates, protects and unifies our independent, national and international retail community.

More info: retail.org.au



THE VOICE OF THE AUSTRALIAN RETAIL INDUSTRY

We facilitate meaningful conversations with local, state and federal government, media and other key stakeholders to drive innovation and support the retail industry.

A TEAM THAT'S EMPOWERED, DIVERSE AND INCLUSIVE

The ARA is a not-for-profit, so every dollar is reinvested back into initiatives that support members. We have a pro bono council of member representatives with a leading executive team that help navigate the retail industry challenges and collaborate on important opportunities and campaigns.



29 June
2023



What is First Responders Day?

First Responders Day takes place in retail stores for one day only on the last Thursday in June, this year being Thursday 29 June 2023.

The event was created to thank first responders for their courage, commitment and contribution to protecting our community during times of crisis. First responders will have access to special offers at all participating Australian retailers - our way of saying thank you.

First responders are ordinary people with an extraordinary commitment to protecting and saving others. Some work in the field day-to-day, some follow the call-to-action to assist during times of crisis, the common thread is our first responders all selflessly dedicate their time and lives to protect and save others.



Eligibility

This offer is only available to Australian-based first responders. First responders include medical and health workers including doctors, nurses and paramedics, as well as ambulance staff, police personnel, firefighters, defence and border force personnel, SES, lifesavers and quarantine workers. A full list of eligible first responders can be found [here](#).

We ask that first responders bring a Photo ID which shows their work identity. Alternatively, they can shop in their work uniform.

What's on offer

Each participating store is offering a special promotion to First Responders on the day. These offers will vary from store to store.

How to use this kit

This First Responders Day marketing kit has been designed to help participating retailers share their involvement in the campaign with their community and customers.

There are many great ways to share your involvement, these include:

- Share your offer via social media channels like Facebook and Instagram
- Put the campaign logo on your website
- Print posters for in-store use

Make sure you tag us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

Official campaign name: First Responders Day

Official campaign website: www.retail.org.au/firstrespondersday

Official campaign hashtag: #FirstRespondersDay



Social Media

To download the assets in this kit, please click on the below:

[Click here to download social media tiles](#)



SINGLE IMAGE POST
1080PX x 1080PX

SUGGESTED POST

Post text

Thank you, first responders.

First Responders Day is the retail sector's way of giving back to members of the community who selflessly dedicate their time and lives to protect and save others in times of crisis.

We are proud to be part of this great initiative on 29 June 2023.

First responders will be eligible for *add details of your offer here*.

First Responders Day is an initiative by the @Australian Retailers Association.

Find out more: www.retail.org.au/firstrespondersday #FirstRespondersDay

Social Media

To download the assets in this kit, please click on the below:

[Click here to download social media tiles](#)



eDM Banner

To download the assets in this kit, please click on the below:

[Click here to download eDM banner](#)

How to use:

This banner has been designed for retailers to use in Electronic Direct Mail communications.

Content

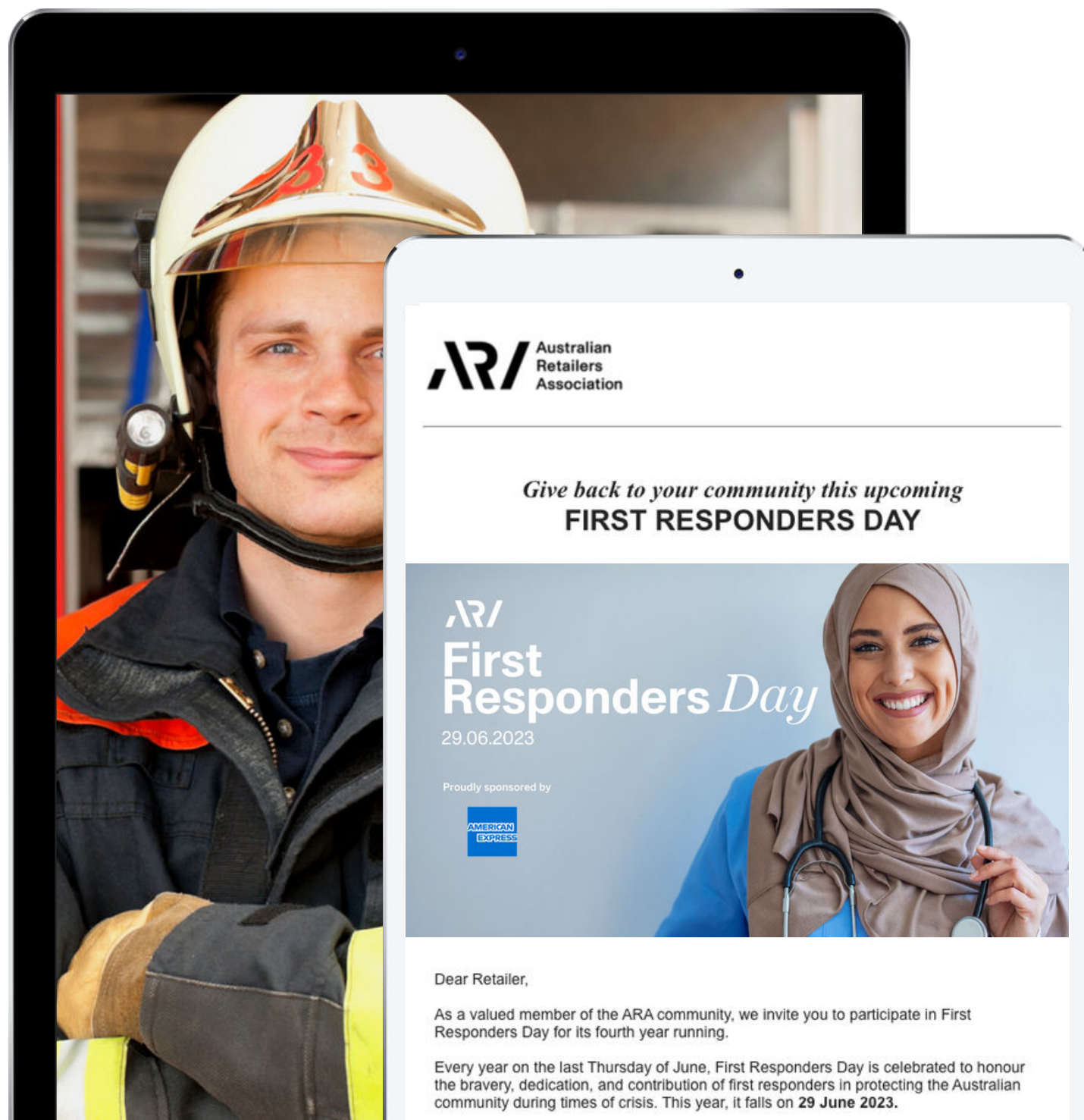
Dear Valued Customer,

We are excited to announce our participation in First Responders Day, a day dedicated to recognising and showing our appreciation to those who selflessly serve and protect our community during times of crisis.

On June 29 2023, we are proud to join the retail sector in giving back to these heroes who dedicate their time and lives to keep us safe. We are pleased to provide a special offer to all first responders on this day as a token of our appreciation.

First responders will be eligible for *add details of your offer here*.

First Responders Day is an initiative by the Australian Retailers Association.



Posters

To download the assets in this kit, please click on the below:

[Click here to download posters](#)



How to use:

Print out this coloured poster in A4 or A3 to display in your store or at the point of sale (POS).

Important note: Australian Federal Police (AFP)

Due to Australian Federal Police (AFP) policy, AFP Members will need to identify themselves using their association card or a digital/printed First Responders Day email from the Australian Federal Police Association (AFPA), rather than their AFP photo ID or police uniform. Please advise all staff that this form of identity will be used for AFP members.



Thank you!

If you have any questions or concerns, please email us at FRD@retail.org.au or visit the Frequently Asked Questions page on our website retail.org.au/firstrespondersday.