

### FIVE GREAT REASONS TO VISIT RETAILEDGE.COM.AU THIS MONTH

1. View special discounts from newly listed suppliers
2. Advertise your job vacancies
3. Register yourself or a staff member for a retail training course
4. Subscribe to receive the very best supplier discounts on offer
5. Register for Accounts Online Services.



### Marketing News

September school holidays are behind us, and now Christmas is just around the corner!

Week One was 'Cheertastic' with thanks to our local cheer and dance team champions, Cheertastic Cheerleading and Dance. They dazzled audiences with their dance, cheer and stunt routines before they jet off to the U.S. to compete in the upcoming titles! Kids got busy in the kitchen over week two by joining in Cookie Making sessions with Muffin Break. Armed with chocolates and sprinkles some spectacular cookie creations were baked...and promptly eaten!

Summer Fashion is now well and truly in full swing. The first style workshop was a great success with over 50 guests attending the show at Coffee Guru, hosted by Westfield stylist Sara Hatten-Masterson. The next workshop is on October 13. Retailers are welcomed to come along!

The Westfield Fashion Hub has again been a great success, showcasing the latest on-trend items from our Strathpine retailers.

For the Diary:

Oct 20 - Retailer Summit

Oct 21 - Christmas Decorations

Installed

### Common Shoplifting Techniques

#### Favourite Shoplifter Devices

Latest device on the market is using foil lined bags to stop your Door Sensors from alarming you –some people even use HOT CHICKEN bags.

A large open bag is a common shoplifter tool. It is placed at the thief's feet, and objects are casually dropped into it. Be on the lookout for the "bad bag" -- a paper bag that is dirty and wrinkled. Also keep an eye out for shopping bags that are not from local stores. Preventing this is why many stores staple bags shut. Other stores require customers to leave their bags by the front door when they come in. Women sometimes use purses to hide stolen items. There is little you can do to stop women from carrying purses and handbags. The best prevention in these cases is to watch the customers very carefully.

The baby carriage or stroller is a great tool for shoplifters. There are always blankets, toys, and other things in strollers (including the baby) that merchandise can be hidden under. Some thieves have even built false bottoms in baby carriages.

A newspaper can be used to hide small objects.

Umbrellas with handles are handy for shoplifters trying to steal small items. A common tactic is to keep a closed (but

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CARD PARTNER

### Shoplifting cont...

not snapped) umbrella hanging on one's elbow or leaning against a counter, and then to drop items into it.

Favourite Shoplifter Clothing "Crotch-walking" is a technique used by women wearing full skirts and dresses. They simply place the merchandise between their thighs and walk away. Thieves who are good at this have been known to steal hams, typewriters, and other large objects. Baggy clothes in general are good places to hide stolen items.

### Safe Work Week Australia

25 - 31 October 2009

Every year approximately 100 people die and 30,000 Queenslanders are seriously injured at work. Overall, total workplace incidents cost the Queensland economy over \$5.2 billion each year.

Safe Work Australia Week, now in its fifth year, is a national week which focuses attention on workplace safety issues. It aims to encourage all working Australians to get involved in, and concentrate on, safety in their

### Safe Work Week cont...

workplace to reduce death, injury and disease.

If you would like to get involved in Safe work Australia week and would like further information please contact Matt Howie at centre management on 3205 4499.

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