VIC BAG BAN

Retailer Transition Program

STAKEHOLDER INFORMATION

The VIC Bag Ban Retailer Transition Program is provided by the National Retail Association in partnership with the Victorian Department of Environment, Land, Water and Planning.

Copyright 2019. National Retail Association

The VIC Bag Ban

As you may be aware, the *Victorian Government* plans to introduce a state-wide ban on **lightweight plastic shopping bags** from November this year.

The ban applies to all types of retail businesses, market stallholders and food outlets, not just supermarkets or large retailers. It also has implications for suppliers of plastic bags.

The Victorian *Department of Environment, Land, Water and Planning* (DELWP) has engaged the *National Retail Association* (NRA) to help retail businesses prepare for the ban and successfully manage the transition.

Over the past 2 years, the NRA have successfully helped the QLD and WA governments with the implementation of state-wide bag bans.

To help Victorian retailers prepare for the ban, the NRA have launched the **VIC BAG BAN Retailer Transition Program**.

The VIC BAG BAN Retailer Transition Program

The NRA have launched the VIC BAG BAN Retailer Transition Program, which offers:

1. Face-to-face advice for retailers
   - 100+ tours of shopping precincts across Victoria
2. Website for retailers
   - Accurate information, advice, resources and examples available 24/7
3. Resources for retailers
   - Factsheets
   - Signage
   - Translated materials
4. Support channels for retailers
   - Tollfree Bag Ban Hotline
   - Email
5. Communication tools
   - Social media
   - Media releases & articles

VIC BAG BAN

Retailer Transition Program

1. Face-to-face advice for retailers

The NRA is visiting retailers in over 100 shopping precincts across Victoria between March – August.

As we communicate with national chains at a corporate level, these face-to-face visits focus on smaller or independent retailers (including food outlets).

As these retailers are often too busy to attend set workshops, we visit retailers in their stores.

We provide information about the ban, advice on how to manage the change, and answer any questions they may have.

See the tour schedule here: https://vicbagban.com.au/workshops/

Please note that some dates and locations may change – please check the website regularly.

HOW YOU CAN HELP

Promote the tour schedule to local businesses.

Are you a shopping centre? Contact us to arrange a tour or workshop: vicbagban@nra.net.au

2. Website for retailers

A dedicated website for retail businesses that provides comprehensive information and advice about the ban.

The website includes:

- Detailed information on the ban – what is banned, who it affects, why the ban is being introduced, etc
- Advice for businesses to prepare for the ban based on real-world experience
- Current tour schedule
- A comprehensive suite of resources
- News & updates
- Examples of real Victorian retailers preparing for the ban

Visit the website: www.vicbagban.com.au

HOW YOU CAN HELP

Promote the website www.vicbagban.com.au as the best source of information about the ban for retailers.

3. Resources for retailers

A comprehensive suite of resources for retailers is available to download on the website, including:

- **Factsheets** to explain the ban and provide advice on how to manage the ban.
- **Signage** that retailers can print & display in their stores to inform their team and customers. This includes signage for businesses that are already Plastic Bag Free.
- Factsheets and signage in Arabic, Vietnamese, Chinese (Simplified and Traditional).
- Signage in Greek, Hindi, Italian, Japanese, Korean, Spanish and Thai.

Download main factsheet here.

See all resources here: https://vicbagban.com.au/resources/

HOW YOU CAN HELP

Encourage retailers to access & use the free resources available.

4. Support channels for retailers

Bag Ban Hotline **1800 817 723**

- The NRA runs a dedicated a hotline for retailers to ask questions about the ban and to receive personalised advice on how to manage their transition.
- The hotline is manned by NRA's bag ban retail experts who are familiar with the QLD, WA and VIC bag ban legislation.
- The hotline is available from January 2019 to March 2020.
- The hotline is available Mon – Fri, 9am – 5pm AEST.

Retailers can also contact the NRA via a dedicated email:

vicbagban@nra.net.au

HOW YOU CAN HELP

Direct any retailer questions not answered by the website to the hotline 1800 817 723 or email vicbagban@nra.net.au.

5. Communication tools

The NRA will regularly share updates via the website and social media.

- Use our sample articles, media releases and social media posts to publish information about the ban to your local network.
- Access these tools: **https://vicbagban.com.au/help-spread-the-word/**

HOW YOU CAN HELP

Publish & share information regularly across your network via newsletters, websites and social media.

How you can help

Retailers of all types and sizes will face decisions over the next few months as they prepare for the Victorian bag ban.

If your organisation has contact with local retail businesses, including food outlets and markets, you can help ensure businesses have the right information and advice they need.

How you can help:

- Promote the website: www.vicbagban.com.au
- Promote the retail tour schedule: www.vicbagban.com.au/workshops/
- Encourage retailers to access & use the free resources available: www.vicbagban.com.au/resources/
- Direct any retailer questions not answered by the website to the hotline 1800 817 723 or email vicbagban@nra.net.au.
- Publish & share information regularly across your network via newsletters, websites and social media: https://vicbagban.com.au/help-spread-the-word/.

Please note that we cannot provide bulk printed materials. All resources are available to download on the website. Please consider the environment and only print what you need.

HAVE QUESTIONS?

Contact the NRA's VIC bag ban team: vicbagban@nra.net.au or 1800 817 723