



MEDIA RELEASE

Embargoed midnight
20 November 2011

Radio and retail unite in new ad campaign

The radio and retail industries have united in a new \$5 million national on-air campaign which thanks Australians for shopping locally and highlights the importance of the retail sector as a major employer of Australians.

The new ad campaign, which begins tomorrow, will run in the five week lead-up period to Christmas. It is a joint initiative between the two sectors and is aimed at highlighting the importance of the retail sector to both Australian jobs and the economy.

Chief Executive of Commercial Radio Australia, Joan Warner said: "Times are tough, particularly for Australian retailers. The radio industry wants to show its support for the retail sector and offered airtime allocated to the industry's on-air brand campaign for a promotion of the importance of the Australian retail sector," Ms Warner said.

The Australian National Retailers Association (ANRA) developed the ads which will run on 261 radio stations, both metropolitan and regional, and is worth around \$5 million in airtime.

Chief Executive Officer of The Australian National Retailers Association (ANRA), Margy Osmond said: "Retail employs over 1.2 million Australians through some 140,000 retail businesses. It is the backbone of communities across the country and provides the first jobs for many young jobseekers. We are very pleased to be working with the commercial radio networks and through their local stations, thank our shoppers for supporting Aussie businesses.

The campaign will run alongside a new website and research report on the power of retail in the Australian economy, developed by ANRA with the Australian Retailers Association [ARA] and the National Retailers Association [NRA]. The website, research and radio ads can be found at www.retailisjobs.com.au

Ms Warner said the retail sector was very important to radio advertising, accounting for over a quarter of its total revenue. The ad campaign will replace the on-air radio brand campaign for the five weeks leading up to Christmas.

"The bottom line is that the retail sector is crucial to many people around Australia and the radio industry is keen to show its support in helping promote the sector," Ms Warner said.

Media Contact: Jenny Stevenson. Ph: 0402 214 039. [CRA]
Frith Rayner Ph: 0409437433 [ANRA]