



Family Friendly Retailing

How retailers can attract & retain the 85% of customers who shop with their families . . .

Research with consumers concludes that 85% of respondents do the majority of their shopping accompanied by their children. In addition, 91% have experienced the inability to make a purchase due to distractions from children. That means an enormous number of shoppers are leaving a store without spending a cent because the retailer does not have a simple family friendly strategy in place.

So what can retailers do to ensure they are not only attracting families into their stores, but ensuring that they stay in the store, spending?

Major Australian retailers such as Esprit, Forty Winks, Myer, Westpac and Toyota have engaged Michelle Barraclough to help them create a family friendly retail environment that will attract and retain the 85% of customers who shop with children.

In this engaging presentation, retailers will learn:

- The 4 major benefits of becoming a family friendly retailer:
 - Increasing sales
 - Improving customer service
 - Attracting & retaining customers
 - Reducing risk, damage & liability
- Examples from major Australian retailers who have become family friendly including Westpac, Esprit, Toyota, Big W, Sydney Airport and more
- How to use your family friendly space as a visual merchandise opportunity
- How any retailer, large or small, can become child friendly
- What works & what definitely doesn't
- How to create a family friendly environment that is safe & won't impose on store design or space
- Your legal and OH&S responsibilities regarding children in store
- 6 ways to train staff on how to deal with children (and their parents!) in store, including how to turn browsers into buyers.



Presented by Michelle Barraclough

Michelle Barraclough is Australia's leading expert in Family Friendly Retailing and how it can be implemented.

With over 10 years helping major Australian retailers such as Esprit, K-Mart, Myer, Westfield & Big W to attract and retain customers who shop with children, she has a wealth of knowledge to impart to retail audiences on this important trend.

What audiences have said about Michelle

"Michelle's presentation was excellent. She was able to capture the attention of all participants and they came away from the session revitalised and inspired"

ENS International

"I wanted to thank you for your wonderful presentation. You made the topic relevant to all. The comments I received were overwhelmingly positive and your style had a lot to do with that. Your very entertaining style of presentation made it all tick for the audience."

Australian Arab Business Network

"I had to send you this e-mail to say that I found your presentation so helpful. It answered so many questions that I had and I was truly inspired to pursue my dreams after having the privilege of being in that room that day!"

Riz Abou - Attendee at Import Export Show

"Michelle, you were a really popular speaker and received the highest evaluation across all the two days of sessions I believe. Every respondent rated you as Excellent (84%) or Very Good (16%), which is a real testament to the useful, practical content of your message and your ability to get the information across in an informative and engaging manner."

Barbara Sullivan, Director, Import Export Show

Contact Details:

Michelle Barraclough - michelle@childfriendly.com.au

Kelly Bartholomew – kelly@childfriendly.com.au

T: 02 9984 0769

W: www.childfriendly.com.au