



**East Village**



# Retailer Newsletter

**NOVEMBER 2018**

mirvac 

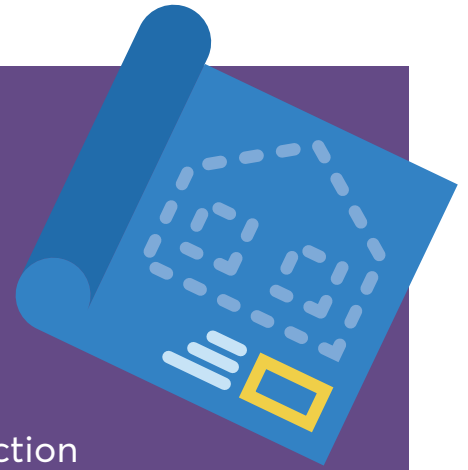
## CENTRE MANAGER

I'm pleased to announce Nikita Papastamatis is joining the East Village team as Facility Manager. Nikita is taking Ian's place, with Ian relocating to South Village Shopping Centre. Nikita joins us from Broadway Shopping Centre and will be sure to come around and introduce himself to you all over the coming days.

September was a very strong month for the centre both in traffic and sales growth. The recent settlement of nearby apartments seems to be having a positive impact.

In late November you will see the construction and opening of our new kid's play area. The kid's playground, to be located near the lifts, is a significant investment in customer infrastructure, addresses an entertainment gap for the Centre and should see an increase in dwell time for young families which should in turn benefit sales.

Kind Regards,  
Alex



## POP-UP

If you are interested in having your brand decal on the East Village lifts or travelators, or a pop-up space in the lead up to Christmas please contact Jessica as spaces are limited.

## STORAGE

We have limited storage options left in the lead up to Christmas, if you need additional storage please contact Jessica to arrange.

Contact Jessica on 0466551759 or [jessica.michie@mirvac.com](mailto:jessica.michie@mirvac.com) for more details.



## MARKETING UPDATE

### FESTIVAL OF YOU

Thank you to all those who got behind our Festival Of You Campaign. We have had some really positive feedback from customers who attended the You Sessions.

All ticket sales will be donated to local community group- Dress For Success, along with the handbags customers kindly donated. Our MonPurse luggage tag gift with purchase was very popular, with all gifts claimed by Saturday.

### NATIONAL RECYCLING WEEK

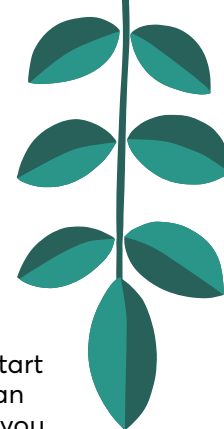
National Recycling Week runs from 12 to 18 November. The focus will be single use plastics – plastic bags, straws, cutlery and disposable coffee cups as these are the main challenges faced at a Centre level.

We will be handing out East Village branded reusable shopping bags to encourage customers to say no to plastic bags. This display will include facts about the impact of plastic on our environment and encourage customers to make the switch.

It would be really great if stores can help support this by reminding customers about sustainable options, or asking if customers want plastic bags/straws/cutlery before handing them out.

### CHRISTMAS

Our Christmas decorations will be installed from mid-November. With our brand new Santa set bumping in early December, ready for Santa's arrival of December 8. Santa will host a breakfast for children before his official arrival. We will be hosting Santa photos this year near Coles, with professional photographers from 10am each day until Christmas.



# DRIVE

by mirvac

Drive is a Mirvac initiative that provides an integrated marketing platform that can assist retailers in realising their full sales potential. All Drive programs are designed to assist in maximising retailer sales in collaboration with Centre Management teams. To benefit from the following Drive activities available in your centre, please contact your centre marketing team. You can download a copy of the Drive Information booklet at [eastvillage.com.au/DRIVE](http://eastvillage.com.au/DRIVE).

## START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers. The Start program involves working in closely with the centre's Shine program and can assist in building awareness about your store opening, product offer and opening (re-opening) campaigns. You can essentially be marketing your new store before you even open.

## SHINE

Exposing customers to your marketing message is a key element in unleashing your store's sales potential. Shine is designed to give you the opportunity to communicate information about your store to the centre's customers utilising the centre's resources. You can utilise the Shine program to lift the profile of your promotions, announce new products and promote sales and store events. The key is to plan ahead for peak promotional periods and to utilise as many mediums available to you to maximise the impact of your message.

The Shine mediums available at this centre include:

- Facebook
- Instagram
- eDM
- Digital Directory Boards
- Website

## REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target. By participating in the Rewards program you have the opportunity to pick up a bonus for your team for achieving great sales. Sales targets are set for selected retailer categories around the first of the month. All stores that exceed their sales target receive a congratulatory gift/reward. This program is a fantastic opportunity to reward your staff for doing a great job. This program should be partnered with the Shine or Ignite program to maximise results!

## ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service. Identifying areas of improvement with regards to customer service and product offer in your business can be difficult when you are looking from the inside out. Sometimes all it takes is a set of fresh eyes or the proper tools to assist you in self evaluating your store. The Accelerate program gives retailers access to a comprehensive range of professional advice on all facets of their stores from visual merchandising, store presentation, customer service and sales.

Mirvac can assist with these tools so you can start identifying areas that can be improved on so that you can get on with the business of retailing to your full stores potential. While on the Accelerator program it is compulsory that you participate in both the Shine, Ignite and Reward program.

## INSPIRE

A resource Library is available for all retailers to access. The library of self-help retail resources and industry information is available to assist retailers to develop their business skills and keep up to date with the latest industry information.

## IGNITE

Give your store an instant boost with Ignite. Ignite is a short term, high impact promotion to build awareness of your store or a new product quickly. To take part in the Ignite initiative, simply provide a prize/s to be used on the Centre's digital or social media platforms to giveaway. Providing an instant giveaway, is the perfect way to get your product or store in front of the thousands of followers that the Centre's have, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers. Promote on [EastVillage.com.au](http://EastVillage.com.au) Please send through any promotions you are running to [katey.young@mirvac.com](mailto:katey.young@mirvac.com) and they will be uploaded to the website.

