

A photograph of a woman with long brown hair holding a young child in a field. The child is wearing a striped sweater. The scene is backlit by a bright sunset, creating a warm, golden glow and lens flare effects. The background is a soft-focus field of tall grass.

East Village

A teal-colored banner spanning the width of the page. On the left side, there is a vertical stem with several dark blue leaves. On the right side, there is a stylized plant with light blue leaves and dark blue berries.

Retailer Newsletter

JANUARY 2019

mirvac 

CENTRE MANAGER

Dear Retailers & Tenants,

I hope you all found some time to be with friends and family over the festive period. In the conversations I have had it sounds like December trade was strong this year. Traffic was up over 3% which is very pleasing.

We have now completed our furniture upgrade and kid's play projects. The kid's play has been particularly well received and will hopefully result in longer dwell time from customers. This will be supported by the new centre public wifi which is now operating. The new solution, provided by Optus, is substantially faster and more reliable than the previous system. Centre wifi is only available to customers and is capped at 4 hours.

On January 29 we are planning to go live with the new car park control and payment equipment. You will notice the associated civil works have already been completed. The new system will be a vast improvement on the old equipment. It will remain a ticketless system and will continue to be boom gate free. - license plate readers have improved vastly in recent years allowing for 'frictionless' entry/exit. We will need to register all staff license plates to ensure they are only charged the staff rate of \$10 per day. A form was circulated last week, if you require another copy please contact Centre Management.

Kind Regards,
Alex

MARKETING UPDATE

With Chinese New Year and Mardi Gras just around the corner, we are working on in Centre activations to help drive traffic and engagement on our social media.

If your store would like to provide an offer for inclusion please contact me at Katey.young@mirvac.com.



AUSTRALIA DAY TRADING HOURS

Please find below the confirmed trading hours over the Australia Day long weekend.

	Centre Hours	Coles Hours
Friday 25 January 2019	9:00am - 5:30pm	6.00am - midnight
Saturday 26 January 2019	10:00am - 5:00pm	6.00am - midnight
Sunday 27 January 2019	9:00am - 5:30pm	6.00am - midnight
Monday 28 January 2019	10:00am - 5:00pm	6.00am - midnight

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.

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. Please send through any promotions you are running to katey.young@mirvac.com and they will be uploaded to the website.

