



East Village

Retailer Newsletter

JULY 2019

mirvac 

CENTRE MANAGER

Dear Retailers & Tenants,

I hope the end of financial year madness is starting to settle down.

On Wednesday 3rd July the City of Sydney held a session regarding late night trading in the City. Zetland has been identified as one precinct where extended trading hours will really benefit the local area and contribute to the creation of a more vibrant city. We are actively working on strategies to improve late night trading conditions of the centre and actively encourage retailers to consider trading beyond the core centre hours. Our goal is to have all retailers trading until at least 8pm. Our centre traffic peaks between 6:30pm and 7:30pm so this should be achievable. We will announce our strategy to support this and how you can get involved in the coming weeks.

There are various resources as well as grants and sponsorship opportunities available from the City of Sydney to help bring their vision of the night time economy to life. Available at www.cityofsydney.nsw.gov.au

As I am sure many of you are aware, the Centre's (and many of your business's) 5th birthday is in October this year. We are starting to finalise our plans and would love to have as many of you involved in the festivities as possible. Please reach out to Katey Young to discuss the plans and how you can participate.

Kind Regards,
Alex

MARKETING UPDATE

NAIDOC WEEK

We will again be taking part in NAIDOC Week celebrations. East Village is an integral part of our community and recognising the traditional owners is an important part of building strong community connections. As such on Wednesday 10 July at 2.30pm we will again host Uncle Dean to perform a smoking ceremony and Welcome to Country; followed by a performance by the WEAVE kids. Kids will be able to decorate their own Australian Animal between 11am to 4pm near Coles.

CONCRETE PLAYGROUND

In late July we are working with Concrete Playground to sponsor an article detailing the vast offering of Asian restaurants in the Green Square/Zetland area. With a strong focus on East Village restaurants and amenities. Including our kids playground, parents room and free parking after 6pm.

CHINESE MOON FESTIVAL

The Chinese Moon festival is celebrated on Friday 13 September. Making and sharing mooncakes is one of the hallmark traditions of this festival. In Chinese culture, a round shape symbolizes completeness and reunion. We will be bringing this festival to life in Centre with Mooncakes from Zetciti and a beautiful display. If your store would like to be involved, please contact Katey.young@mirvac.com

5TH BIRTHDAY

As noted by Alex, East Village turns 5 in October, along with many of our valued stores. We are looking to host a fun filled party for our customers to help us celebrate. With events, giveaways and fun displays through out the mall. We'd love your store to be involved, from giveaways, throughout displays to themed events and products. Please do reach out to discuss your plans so that we can best work together to make this millstone celebration.



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.

