

East Village

Retailer Newsletter

AUGUST 2019

mirvac 

CENTRE MANAGER

Dear Retailers & Tenants,

It has been pleasing to see continued growth in traffic and sales over the last couple of months. For June (which I understand included an extra week vs prior year for some retailers), specialty sales were up 9.4% giving the centre growth for the 18/19 financial year of 3.5%. This growth is reflective of the great experience a number of you are able to provide for customers and is contra to a lot of the doom and gloom we are hearing about in the retail sector. I am aware this growth is not being felt by everyone though so if you would like to discuss marketing opportunities with the team please reach out to Katey or Jess.

I was unfortunately unable to attend this year's NAIDOC Week celebrations but I was pleased to hear it created a real buzz in the centre and was, again, a very positive recognition of the past and shared future our Centre shares with the indigenous community; recognising the traditional owners of the land on which East Village is built is an important part of building strong community connections.

Over the coming weeks we will be finalising our program of works to replace the glass in the southern atrium space. This work will have very limited impact on trade but we will make sure everyone is kept up to date with progress and the broader plan.

Kind Regards,
Alex

MARKETING UPDATE

CONCRETE PLAYGROUND

We are finalising the sponsored article with Concrete Playground detailing the vast offering of Asian restaurants in the Green Square/Zetland area. With a strong focus on East Village restaurants and amenities. Including the launch of our free parking after 6pm to entice dinners to stay a little longer.

5TH BIRTHDAY

With our 5th birthday in October quickly approaching, a reminder to please contact Katey or Jess if you would like to be apart of our Celebrations. 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, store 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.



CHRISTMAS

With only 4 months until Christmas, we are working through the plans to bring a bespoke Christmas to East Village, with the theming around a childhood favourite- Little Golden Books. Building on the excitement of last years custom Santa set, we want to entice customers throughout the mall and into your stores. As such we would love to partner with various stores to activate your windows and shopfronts. Please reach out to Katey or Jess if you would like to be involved this 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.

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.

