

East Village

Retailer Newsletter

July 2018

mirvac 

CENTRE MANAGER

Dear Retailers & Tenants,

Happy End of Financial Year! I'm sure you've all been busy with stocktakes but I hope you've found time to reflect on what has hopefully been a positive 12 months. The last 12 months has certainly seen significant change in our trading area; the figures we see indicate it has been largely positive with strong sales growth across the centre and specialty stores up 8.2% for the year to May. I have heard from a number of retailers that the last couple of weeks of June and beginning of July has been slower than usual; this corresponds with the school and university exam and holiday periods. The impact has probably also been amplified by the very wet weather of the last couple of weeks. Hopefully things will turn around soon.

Over the coming weeks and months you will start to notice changes across the centre. We have placed orders for new centre furniture and a new kid's play area.

We'll have more details to share soon.

We have a new Marketing Manager, Katey Young, joining the team on 9 July. Katey has a wealth of shopping centre marketing experience and is joining our team from Marrickville Metro where she has been the Marketing Manager for the past 5 years. Nicole Addinall will still be involved with all things East Village in her new capacity as Regional Marketing Manager, a well-deserved promotion. Please join me in welcoming Katey and congratulating Nicole.

Congratulations also to Rob and Dianna from Supplement Shack who welcomed a beautiful baby girl into the world last month!

Kind regards,

Alex

Centre Manager



BAG BAN FROM AUGUST AT EAST VILLAGE

East Village is continually looking at ways to improve sustainability. You would all be aware that from July 1, the single-use plastic bag has been eliminated from Coles supermarkets and we would love it to be eliminated from East Village entirely. The East Village customer is environmentally conscious, as demonstrated by many stores already providing an eco-friendly, re-usable alternative. For those stores that don't, please consider what alternatives there are. Centre Management are happy to discuss this with you further.

East Village will launch a gift with purchase campaign 'Bags by Design' to support this change. The re-usable bags will be designed by

renowned graphic designer and illustrator, Sally Spratt, from The Lust List. More information will be distributed shortly.



Join the community @eastvillageVP

MARKETING UPDATE

NAIDOC WEEK

NAIDOC WEEK – TUESDAY 10TH JULY

NAIDOC Week is an Australian observance lasting from the first Sunday in July until the following Sunday. NAIDOC Week celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

East Village has partnered with WEAVE Youth & Community Services in Waterloo to produce the following calendar of activities, which will celebrate NAIDOC Week at East Village on Tuesday 10th July;

1. A smoking ceremony, Welcome to Country and cultural dancing with local elders Dean Kelly and Calita Murray, and the WEAVE 'Kool Kids'
2. Unveiling of an artwork commissioned by local artist Karlie Stewart
3. Unveiling of a permanent plaque, which acknowledges the Traditional Owners of the Land
4. Kids arts and crafts activities
5. Exhibition of artworks produced by members of the WEAVE 'Kool Kids' program.



SYDNEY CHILDREN'S HOSPITAL GOLD APPEAL – THANK YOU

On Saturday 9th June, we joined forces with the Sydney Children's Hospital Foundation (SCHF) to drive donations for sick kids as part of their annual Gold Appeal. Thank you to everyone who jumped on board to support this amazing cause. Through the generosity of you and our customers; \$1,232 was raised for sick kids.



JURASSIC WORLD: FALLEN KINGDOM COMPETITION – RESULTS

Results are in and the recent Jurassic Park promotion saw almost 1,500 entries. The competition was free for customers to enter, in exchange for providing their email address. East Village's total database has increased by +8% as a result. Mums & Co database members increased by a staggering +30%!



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 www.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 nicole.addinall@mirvac.com and they will be uploaded to the website.