

A photograph of four young women laughing and holding drinks in front of a colorful mural. The mural features a large brown shape with colorful confetti and a red shape with a yellow circle. The women are dressed in casual, trendy clothing. One woman is wearing a white t-shirt with a graphic, another is in a black halter top and a teal skirt, and another is in a light blue denim shirt. They are all smiling and looking at each other.

East Village



Retailer Newsletter

OCTOBER 2018

CENTRE MANAGER

Dear Retailers & Tenants,

It has been pleasing to see a strong start to centre traffic this Spring with footfall up around the 3% mark on prior year. Hopefully this increase is reflecting in your store's sales figures. This growth will hopefully continue in the coming months as more apartments in the area reach completion, begin settling and new tenants move in.

In Centre Management news, our Facilities Manager, Ian Addinall will be relocating to South Village. Ian has been a vital part of the East Village team and his assuredness, composure and knowledge will be missed.

I wish to personally thank Ian for all his hard work and congratulate him on his success while at East Village.

We will be able to announce Ian's replacement in the coming weeks and I will be sure to introduce him to you all once he commences in mid-October.

Unfortunately, there has been a delay in delivery of the new dining tables. These will be put on the floor (along with the other new furniture) as soon as they arrive which should be in early October. We are increasing the number of dining seats to alleviate some of the congestion at the Centre's dining tables during the lunch rush.

See you on the floor,
Alex

MARKETING UPDATE

Festival of you

From Monday 8 October to Sunday 21 October East Village will be celebrating YOU with 'The Festival of You,' a two-week campaign focused on health and wellbeing. The campaign will run a schedule of YOU sessions, aimed at encouraging customers to

participate in activations surrounding personalised growth. Please see below key dates for our YOU Sessions, with more offers and details on our website. Based on the success of our Lust List Designer Totes gift with purchase, we will be running a gift with purchase with MonPurse. When customers spend \$80 at any speciality or \$150 at Coles between Thursday 18 to Sunday 21 October, they can redeem their free MonPurse luggage tag valued at \$49. Plus, have it monogrammed for free at our incentre Mon Purse pop up booth.



SESSION #1 | KOKEDAMA WORKSHOP

2PM-5PM, MONDAY 8 OCTOBER

Learn how to make your own Kokedama and terrarium at home and the health benefits of plants in Centre.

SESSION #2 | PALEO DIET COLIN'S BUTCHERY

1PM-2PM, MONDAY 8 AND FRIDAY 12 OCTOBER

12PM-1PM, MONDAY 15 AND FRIDAY 19 OCTOBER

Learn more about the benefits of eating grass fed beef and enjoy free tastings in store.

SESSION #3 | THE DECLUTTERING DIVA

2PM, TUESDAY 9 OCTOBER

An accredited professional organiser will deliver a session on the psychology of clutter and how to organise your life.

SESSION #4 | STYLE SHOW EYE DISTRICT

4PM-7PM, THURSDAY 11 OCTOBER. 12PM-4PM, FRIDAY 19 OCTOBER

Enjoy our Tom Ford and Calvin Klein style shows.

SESSION #5 | WENDY GILROY 2PM, FRIDAY 12 OCTOBER

A 90 minute session for mums providing lifelong evidence-based tools and tips to find inner peace, grow resilience and emotional wellness.

MUMS & CO.

SESSION #6 | CASSIE MENDOZA JONES

10.30AM, SATURDAY 13 OCTOBER

A 60-90 minute session on self-worth and self-trust with the best-selling author, kinesiologist, business alignment coach and naturopath.

SESSION #7 | TEA WORKSHOP

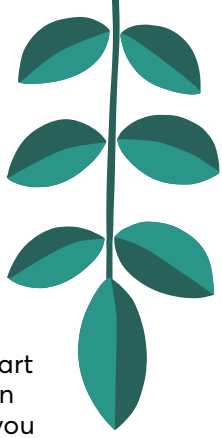
10AM, MONDAY 15 OCTOBER

Learn how to blend your very own signature tea with naturopath Jennifer Ward in centre.

SESSION #8 | RACHAEL FINCH

10.30AM, SATURDAY 20 OCTOBER

A 60 minute interactive wellness education covering a variety of topics including diet, living a better life and how to feel amazing every day.



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

