



East Village

Retailer Newsletter

DECEMBER 2018

CENTRE MANAGER

Dear Retailers & Tenants,
It's hard to believe it's
Christmas time again!

We are doing things a little bit differently this year. The most exciting change is that we are installing a full Santa Photo set, which will give families the opportunity to have a photo with Santa (instead of the normal roaming approach).

We are also launching our new kids play area on December 7. This will hopefully mean young families stay in the centre longer and will mean we deliver on one of the key entertainment gaps we currently have.

Hopefully you have all had the chance to meet our new Facility Manager, Nikita, by now. If not, make sure you reach out to him.

In late January we will be installing new car park equipment to replace the equipment which is no longer operational. The system will remain ticketless with charging linked to the parker's number plate. We will need to collect staff license plate number from each store ahead of the launch to ensure staff are charged the staff rate (\$10 per day) and not the full rate. We will communicate this closer to the date.

Good luck for December trade and, from the Centre Management team, we wish you and your families a Merry Christmas.

Kind Regards,
Alex

MARKETING UPDATE

CHRISTMAS

Our brand-new custom-built Santa set is being set up tonight in front of Coles, ready for Santa's arrival this Saturday 8 December.

We are hosting a ticketed breakfast with Santa at 9am before his official arrival to his brand-new set. Kids will enjoy breakfast, a special Christmas show and a gift from Santa- with all proceeds from tickets going to charity organisation Mummy's wish.

Santa will be in Centre from 10am each day until Christmas, with full hours available on our website or at the set. Children will receive a special present from Santa when they visit him for a photo and to tell him their wish list. Photography packages and prices are available on our website also.

We will have Christmas characters roaming the mall between 9am to 3pm Saturday with free face painting and balloon bending as we also celebrate the opening of our brand-new jungle themed play space for kids.



A reminder to please email through your Christmas offers and events for inclusion on our website, social media and digital screens.

DIGITAL SPECS

- Website News, events and offers: 2160px (w) x 1080 (h) {no text please}
- Facebook: 1200px (w) x 1200px (h)
- Instagram: 1200px (w) x 1200px (h) {no text please}
- Digital directory boards: 1080px (w) x 1470px (h)
- Lift Screens: 1366px (W) x 768px (h)



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.

