



MPC CONNECT

RETAILER NEWSLETTER AUGUST 2018

MEET KYM FROM KIDSTUFF

What do you enjoy about this job?

"I like to communicate with people and I love the kids' faces when they see new products on our shelves."

What was your dream job as a child?

"I wanted to be a mum so bad and now I am one!"

What is the best place you've been to and why?

"Believe it or not, it's the hospital... but it's not what you think. It's where I had my son!"

Kidstuff is celebrating their 49th birthday and to celebrate, they are giving you \$20 Gift Card when you spend over \$100 for the month of August 2018. See in store for details.



REMINDER

CARDBOARD COMPACTOR

Please note that the cardboard compactor (which was previously located in the Puckle Mall) has been relocated to the **Kmart Mall loading dock**. If you require assistance, please call security 0426 256 190.

READ: Manager ☐

Full Time ☐

Part Time ☐

Casual ☐

WRAP UP!



We've had a few exciting events on in the past few months. Thank you to everyone who participated in the Winter Fest Ice Skating. There was overwhelming positive feedback and Moonee Ponds 3039 intend to bring more activities to drive customers to the suburb.

Winter Fest Ice Skating Rink generated over \$190k in ticket sales and our centre weekly traffic was up +7% and +8% respectively in week 1 and week 2 of the holidays. Plus, over 2,000 kids came through our school holiday activities so a huge success for the centre!

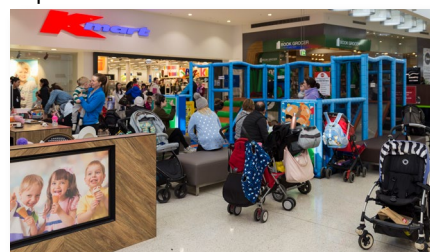


SPECSAVERS NOW OPEN!

We would like to welcome Specsavers to Moonee Ponds Central. Now located in the Kmart Mall next to Noni B. Make sure to make an appointment to have your eyes checked today! Ph 9326 2727.

KIDS PLAYZONE

The new kids Playzone outside Kmart has been installed with success! We are excited to see so many kids enjoying play time at the centre! We launched the Playzone on Thursday 19th July with free balloons, face painting and cupcakes.



COLES MALL UPGRADE

As you may have seen, the Coles Mall ceiling works have commenced and it is looking sharp! Works will continue throughout August and into September.

FRESH FOOD FRIDAYS

Every Friday until 24th August, we will be compiling Fresh Food deals including fruit, cheese, bread and more! Keep an eye out on our website, in centre and Facebook to see our weekly deals.



Moonee Ponds Central has six Drive programs.

SHINE

2018 could be your year to 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 MPC's Shine package to lift the profile of your promotions, announce new products and promote 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:

- Website
- Facebook
- Posters
- e-News email to members
- PA Announcements
- Display Cabinets and Mannequins
- Restroom Advertising
- Pop Up Retail
- Retailer Newsletter

Bookings can only be made in two week blocks at a time to ensure fair representation of all retailers and can only be made three months in advance. Key retail periods will be allocated on a first come, first served basis.

Make sure you have supplied all marketing material / digital assets at least five working days prior to the commencement of your booking. Don't forget, we have a segmented audience in Mums & Co, so you can tailor your message to suit this segment if you wish.

Please feel free to contact Centre Marketing for further information.

GIFT CARDS

GIFT CARDS NOW AVAILABLE:

Moonee Ponds Central has now introduced our brand new Gift Card program! Customers are able to purchase via our website <https://www.mooneepondscentral.com.au/gift-cards> and cards can be used at any stores within the centre with an EFTPOS machine. These MPC branded Gift Cards will also be used for in-Centre campaigns in the future.



IN THE WORKS

BAGS BY DESIGN

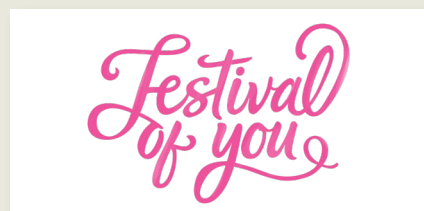
Did you know that 7,150 plastic bags go to landfill every minute? Mirvac has teamed up with Sally from @thelushlist to bring stylish reusable shopping bags to the centre. Coming soon!



FESTIVAL OF YOU

From Monday 8 to Sunday 28 October, Moonee Ponds Central will be hosting a three-week festival of health and wellbeing. As part of the three-week calendar of events, Moonee Ponds Central will celebrate all things health and beauty as well as mental, physical and emotional wellbeing, with activations, events and workshops. To create a full calendar of events that showcase the centre's offer, WE NEED YOU!

If you wish to participate, please let Hitomi know asap.



MASON SQUARE UPDATE

Stage 1 of Mason Square will be completed and new residents moving in between August and December 2018 where up to 620 units will be filled with potential customers! We have now started to pack our Moonee Ponds Central welcome packs for the Stage 1 residents so if you would like to participate in including additional offers / products, please advise Hitomi ASAP. Second round of packing will commence at the end of August, please deliver all items by 17th August.

KIDS' CORNER

Every last Thursday of the month, the centre hosts kids' corner activities in the Kmart Mall to encourage repeat visitation to the centre. If you would like to provide offers / samples during this time, please advise Hitomi at Centre Management.



DATES TO REMEMBER

1st of August

Rent Due

7th of August

Sales Figures Due