



# MPC CONNECT

RETAILER NEWSLETTER MARCH 2019

READ: Manager  Full Time  Part Time  Casual

## CAYDON DEVELOPMENT UPDATE

We have been made aware that 480 of the 620 units have so far moved in from Margaret Street and Hall Street residential apartments. The rest of Stage 1 will be finalised in the coming months. Stage 2 will see a roll out of approx 800 apartments / units with 274 opening along with approx 100 serviced apartments and hotels. The Rise building will consist of 297 apartments and this building is estimated to be completed by mid 2020.



## STORAGE OPPORTUNITY

If you are looking for storage space, we have a number of cages available in the Kmart Mall. If you are interested, please contact the office on 9370 5411.



## WRAP UP!

### DR JUSTIN COULSON

Parenting expert, Dr Justin Coulson visited the centre on 19th February to chat to the locals about how to effectively communicate with children.

The Mums & Co event was another successful event run in conjunction with Degani!



## CAYDEN WELCOME PACK REIMBURSEMENT

### FRESH FOOD RETAILERS:

If you are presented with \$20 Fresh Food Vouchers in store, please keep accepting them until 31st March 2019. Please ensure to keep your vouchers so that you can receive your reimbursements.



### CAFES:

If you receive coffee redemptions, please accept them until 31st March 2019, please ensure to keep the coffee cards so you can receive your reimbursement.



Moonee Ponds Central has six Drive programs.

## SHINE

2019 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.

## WHAT'S ON?

### COFFEE WITH A COP

Our monthly Coffee with a Cop event is scheduled for Thursday 7th March. We're inviting the community to come together and chat to our local officers over a cuppa.

Next session will be held at Dan Dans Cafe from 10am to 12pm.



### MUMS & CO

We now have nearly 5,000 Mums & Co members. If you have a specific Mums & Co offer you'd like to propose or drive traffic to your store by providing a small gift to collect, please contact Hitomi in Marketing.



## UPCOMING HOLIDAYS

### LABOUR DAY TRADING HOURS:

Saturday, 9 March	9am – 5pm
Sunday, 10 March	10am – 5pm
Monday, 11 March	10am – 5pm
Tuesday, 12 March	9am – 5.30pm

### DAYLIGHT SAVINGS:

Remember that clocks go back 1 hour at 3am on Sunday 7 April 2019.



### EASTER TRADING HOURS

Good Friday, 19 April	CLOSED
Easter Saturday, 20 April	9am – 5pm
Easter Sunday, 21 April	10am – 5pm
Easter Monday, 22 April	10am – 5pm



### ANZAC DAY TRADING HOURS

Thursday, 25 April	1pm – 5pm
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## DATES TO REMEMBER

1st of March	Rent Due
7th of March	Sales Figures Due
Labour Day 11 March, 10am – 5pm	

