



MPC CONNECT

RETAILER NEWSLETTER APRIL 2018

EASTER TRADING HOURS

Good Friday - 30 March
CLOSED

Easter Saturday - 31 March
9.00am – 5.00pm

Easter Sunday - 1 April
10.00am – 5.00pm

Easter Monday - 2 April
10.00am – 5.00pm

READ: Manager ☐ Full Time ☐ Part Time ☐ Casual ☐

WRAP UP

ZEUS STREET GREEK COMMUNITY LUNCH

Thank you to everyone who joined Zeus Moonee Ponds on Saturday 17 March by celebrating their community lunch! They raised \$2,387 for TLC for Kids charity.



WHAT'S ON



EASTER BUNNY

The Easter Bunny will be hopping around each mall, handing out chocolates to all kids and the big kids at heart!

Date: Wednesday 28 March
to Monday 2 April
(excluding Good Friday)

Time: 11.00am, 12.00pm and 1.00pm
(30 minute sessions)

TASTE OF MOONEE PONDS CENTRAL Tuesday 3 – Sunday 15 April

In line with the School Holidays, Moonee Ponds Central will take part in the 'Taste Of' National Campaign, highlighting our fresh food and food catering retailers.

There will be cooking demos, special offers, dumpling eating competitions, cupcake decorating workshops and more!

For a full list of activities, please visit www.mooneepondscentral.com.au

We're also giving away branded shopping bags. Simply spend \$40 at any specialty store, or over \$150 at Coles and Aldi during the 'Taste Of' campaign.

There are four to collect! Please refer your customers to Graina Bulk Food store to collect their gift.

If you would like to participate, it's not too late! It's all about food, so contact Hitomi at Marketing at hitomi.sanders@mirvac.com with your idea and let's make it happen!

All stores will receive flyers to display, please place them on your counter tops.



COMING UP

MOTHER'S DAY

Sunday 12 May

Keep an eye out for more information on how customers can claim these personalised keyrings.

We're looking for 5-10 warm and fuzzy stories to feature on our website in the lead up to the special day.

Particularly about what Mother's Day means to them, whether it was a special gift, a surprise you hosted for your Mother, or a unique story!

If you would like to participate, please contact Hitomi at Centre Management.





by mirvac

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.

SCHOOL HOLIDAY ENTERTAINMENT

WEEK 1 SHOPKINS MINI MART

Come down to play in the interactive immersive zone!

Date: Tuesday 3 – Saturday 7 April

Time: 10.00am to 1.00pm

Location: Kmart Mall

Meet & Greet: Kooky Cookie at 10.00am, 11.00am and 12.00pm for 30min sessions.

WEEK 2 GARDEN GOODIES

Plant your own herb seed to take home! Assorted plants daily.

Date: Tuesday 10 – Saturday 14 April

Time: 10.00am to 1.00pm

Plus, we have the Cookie Monster roving around the Centre from 11 to 14 April! More details to come to our website soon!

MUMS & CO. MEET & GREET

Tuesday 17 April

We are bringing Fireman Sam to the Centre in April!

If you would like to provide an exclusive offer, or a giveaway to include in our Mums & Co. e-newsletter, please let Hitomi know.

Examples of offers can be 'show this email to receive a free ice cream' or 'kids eat free on Fridays for Mums & Co. members'.



KIDS' CORNER

On the 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.

TIPS FROM MARKETING

COMPETITIONS TO REACH YOUR POTENTIAL CUSTOMERS

If you have a special offer or a new product that is appealing to our market, one way to promote this is to run a competition online.

A simple campaign that can reach potential customers is by hosting a Facebook competition such as, 'We're celebrating the launch of our new Autumn range and to celebrate, we're giving one lucky winner a \$50 Gift Card'.

We have seen great results with the competition reaching up to 7,000 people online.

If you would like to take up these opportunities or donate a prize for a competition, please contact Hitomi at hitomi.sanders@mirvac.com

SIGNAGE

Please remember, no hand-written signs are allowed on your shop fronts. If you require assistance with signage, please contact Hitomi and we can assist you with signage contacts or printing A4 signs.

FREE MARKETING OPPORTUNITIES

Please remember, you have access to FREE marketing opportunities including:

- Posters
- Toilet Door signs
- PA
- Website
- EDM
- Facebook (at our discretion)

DATES TO REMEMBER

1st of April Rent Due

7th of April Sales Figures Due

DAYLIGHT SAVINGS

Remember that clocks go back 1 hour at 3.00am on Sunday 1 April 2018.

ANZAC DAY TRADING HOURS

The centre is open on Wednesday 25 April from 1.00pm to 5.00pm.