



MPC CONNECT

RETAILER NEWSLETTER MARCH 2018

GIVEAWAYS

COOKBOOK GIVEAWAY - ON NOW

We have 200 x 'The Easy Kitchen' cookbooks to giveaway!

Customers simply spend \$20 at any specialty fresh food stores to receive a cookbook at Graina. Campaign has commenced and will conclude on Sunday 11 March or while stocks last.

MUMS & CO GIVEAWAY

We are rewarding our customers with FREE luxury soap during March. If you have goodies to giveaway or a special offer you'd like to include in our e-newsletter, please advise Hitomi in Marketing by Friday 9 March.

The Mums & Co offer should cater to the parents with kids market.

Please remember, we also host a monthly 'Kids Corner' on every last Thursday of the month. If you would like to hand out flyers or samples, etc. Please also contact Hitomi in Marketing.

FIFTY SHADES FREED CAMPAIGN WINNER ANNOUNCED!

THE WINNER IS J. DESILVA OF QLD. CONGRATULATIONS!

At Moonee Ponds Central, we had the most entries at 4,644 across our 15 Mirvac centres so thank you to the retailers who helped promote the campaign.



READ: Manager Full Time Part Time Casual

WHAT'S ON

POP UP CINEMA

Moonee Ponds 3039 (traders association) hosted their second Outdoor Cinema on Saturday 3rd March along Hall Street. The event brought over 400 attendees with parents commenting that they would love to see more community events like this. We will continue to work closely with Moonee Ponds 3039 to bring more activations in, or close to the Centre. A special thanks to all the Hall Street dining tenants that opened for the night.



ZEUS STREET GREEK COMMUNITY LUNCH

Join Zeus Moonee Ponds for their 'I LOVE FREE PITA' Community Lunch! For each Pita given away, Zeus Moonee Ponds will be donating \$2 to TLC for Kids. For more information and to view terms and conditions visit our website.

Date: Saturday 17 March

Time: 12.00pm - 3.00pm



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: 10.00am, 11.00am and 12.00pm (30 minute sessions)

TASTE OF MOONEE PONDS CENTRAL

We will be hosting a wide range of food related activations in Centre, including gift with purchase shopping bags, cooking demonstrations, a dumpling eating competition and bun decorating workshops!

Plus, we are partnering with 'Foodbank' to collect much needed non-perishable food so we will be asking for generous donations. Watch this space!



DRIVE

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 IMMERSIVE ZONE

Come down to play in the interactive immersive zone.

Date: Tuesday 3 to Saturday 7 April
Time: 10.00am to 1.00pm
Location: Kmart Mall

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

WEEK 2
GARDEN GOODIES
Plant your own seedling to take home!
Experiment with a different plant each day.

Date: Tuesday 10 to Saturday 14 April
Time: 10.00am to 1.00pm
Location: Kmart Mall

FREE SHOPPING NANNY

Moonee Ponds Central's Shopping Nanny service will continue until the end of the financial year. So far the response has been very positive! A number of parents have commented that this is a service in need! To book, simply call centre management on 9370 5411, or refer your customers to our website.



ELECTRONIC CHARGING STATIONS

A reminder, our Level P2 car park now has two designated charging bays to suit all electric vehicles. The charging stations are complimentary for customers who are welcome to stay and charge for up to three hours, as per the current car park regulations.



COMING UP

EASTER EGG DECORATING WORKSHOP

Join us for March Kids' Corner and decorate your very own Easter Egg to take home for FREE!

Location: Near Kmart
No bookings required.

DAYLIGHT SAVINGS
Remember that clocks go back one hour at 2.00am on Sunday 1 April 2018.

DATES TO REMEMBER

1st of March	Rent Due
7th of March	Sales Figures Due

PUBLIC HOLIDAY OPENING HOURS

Labour Day Monday 12 March	10.00am - 5.00pm
Good Friday Friday 30 March	CLOSED
Easter Saturday Saturday 31 March	9.00am - 5.00pm
Easter Sunday Sunday 01 April	10.00am - 5.00pm
Easter Monday Monday 02 April	10.00am - 5.00pm