



MPC CONNECT

RETAILER NEWSLETTER SEPTEMBER 2018

MoPo PROFILE

MEET ROB, OUR SECURITY GUARD

What was the most memorable thing about your childhood?

Working on a farm in NSW herding sheep on horseback at the age of 12.

What was your first job?

I was a night packer at Safeway in Coburg... but I lied about my age so I was only 12 (I didn't tell you that).

What do you enjoy about this job?

Honestly, it's all about the people. I enjoy the company of the retailers, a great security team, Centre Management staff and the cleaners. 90% of customers are great, 10% are tolerable *Rob laughs*.

Rob and his security team are here to help. If you require urgent assistance, please don't hesitate to contact Security on 0426 256 190.



Would you like to be featured in the October Edition of MoPo Profile?

If so, please contact Hitomi!

READ: Manager Full Time Part Time Casual

WRAP UP!



MIDWIFE CATH

Ever so popular Midwife Cath hosted our Mums & Co. event in August at Degani. She was a great speaker and thank you to The Cupcake Queens for donating cupcakes.

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.

WHAT'S ON?

COFFEE WITH A COP

Every first Thursday of the month, we're inviting the community to come together and chat to our local officers over a cuppa.

First session will be held at Dan Dans Coffee from 10am to 12pm on Thursday 6th September.



BAGS BY DESIGN

Did you know that 7,150 plastic bags go to landfill every minute? Mirvac has teamed up with Sally from @thelustlist to bring stylish reusable shopping bags to the centre. Wednesday 5th September until sold out.

How do I collect it?

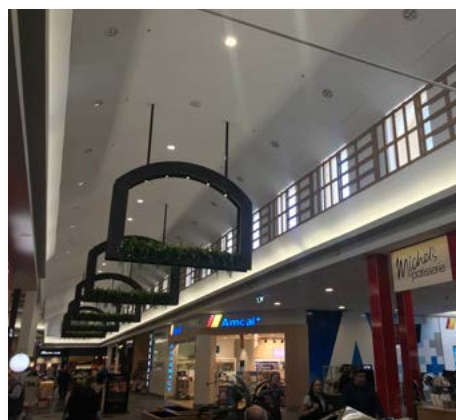
1. Spend over \$20 on Fresh Food or over \$80 at Coles or ALDI
2. Donate to Buy a Bale upon collection of bags
3. Present your receipts at Amore Coffee or Graina

There are three designs to choose from!



Terms and conditions available upon collection or on our website.

CENTRE AESTHETICS



COLES MALL

As you may have noticed, there have been changes to the Coles Mall furniture and ceiling works. Finishing touches will be completed mid-September.

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.

WHAT'S ON?

WARDROBE REWARDS

Dates: 17th – 23rd September

Spend \$60 on Fashion and Accessories to receive a \$20 Moonee Ponds Central Gift Card. Plus, donate your unwanted clothing to The Brotherhood of St Laurence and upcycle your clothes at the Pop Up opposite Blue Venus.

Please ensure that you are fully aware of how to accept our Gift Card. Information available here <https://www.mooneepondscentral.com.au/gift-cards>.

A memo will be delivered to your store closer to the campaign launch.

AFL GRAND FINAL EVE PUBLIC HOLIDAY

Friday 28th September

Centre Hours 10am to 5pm*

Coles 6am to midnight

ALDI 8.30am to 9pm

Kmart 8am to 10pm

SCHOOL HOLIDAY ENTERTAINMENT

Footy Fever

24-28 September

Assorted craft activities daily

10am to 1pm

Coles Mall

Sandart

1-5 October

Create your Sand art to take home

10am to 1pm

Coles Mall

No bookings required.

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.



COMING UP AT MPC

Festival of you

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 by 12th September.

Our guest speakers during the Festival of You include Rachel Finch, Kristina Duke, Cassie Mendoza-Jones and Wendy Gilroy.

MASON SQUARE UPDATE

Stage 1 of Mason Square will be completed and new residents moving in between September 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 September. Please remember to ensure expiry date of offer or item is valid until end of January 2019.

DATES TO REMEMBER

1st of September

Rent Due

7th of September

Sales Figures Due