

EVENTS CALENDAR 2018/19

JULY 2018

- Fresh Food Activation
- Mums & Co Initiative & E-News
- School Holidays
- Community Campaign
- E-News
- Kids' Corner

AUGUST 2018

- Fresh Food Activation
- Mums & Co Initiative & E-News
- E-News
- Kids' Corner

SEPTEMBER 2018

- Fresh Food Activation
- Father's Day (2nd)
- E-News
- Mums & Co Initiative & E-News
- Kids' Corner
- AFL Grand Final (28th)

OCTOBER 2018

- Fresh Food Activation
- School Holidays
- E-News
- Festival of You
- The Nappy Collective
- Mums & Co Initiative & E-News
- Kids' Corner

NOVEMBER 2018

- Fresh Food Activation
- Christmas Decorations installed
- Santa's Arrival
- Santa's Breakfast
- Santa Photos
- Melbourne Cup Day (6th)
- E-News
- Mums & Co Initiative & E-News
- Kids' Corner

DECEMBER 2018

- Fresh Food Activation
- Christmas Promotion
- Christmas Extended Trading Hours
- Santa Photos
- E-News
- Christmas Day (25th)
- Boxing Day (26th)
- Mums & Co Initiative & E-News

JANUARY 2019

- School Holidays
- Back to School Promotion
- Re-gift for Good
- Christmas Decorations dismantled
- E-News
- New Years Day (1st)
- Australia Day (26th)
- Mums & Co initiative & E-News
- Kids' Corner

FEBRUARY 2019

- Fresh Food Activation
- E-News
- Valentine's Day (14th)
- Mums & Co Initiative & E-News
- Kids' Corner

MARCH 2019

- Fresh Food Activation
- Labour Day (11th)
- E-News
- Mums & Co Initiative & E-News
- Kids' Corner

APRIL 2019

- Fresh Food Activation
- School Holidays
- E-News
- Good Friday (19th)
- Easter Saturday (20th)
- Easter Monday (22nd)
- ANZAC Day (25th)
- Mums & Co Initiative & E-News
- Kids' Corner

MAY 2019

- Fresh Food Activation
- The Nappy Collective
- Mother's Day (12th)
- E-News
- Mums & Co Initiative & E-News
- Kids' Corner

JUNE 2019

- Fresh Food Activation
- Queen's Birthday (10th)
- E-News
- Sales Promotion
- Mums & Co Initiative & E-News
- Kids' Corner



Drive is a Mirvac initiative that provides an integrated marketing platform that can assist retailers in realising their full sales potential. All Drive programs are designed to assist in maximising retailer sales in collaboration with centre management teams. To benefit from the following Drive activities available in your centre, please contact your centre marketing team.

You can download a copy of the Drive Information booklet at mooneepondscentral.com.au/DRIVE

START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers. The Start program involves working closely with the centre's Shine program and can assist in building awareness about your store opening, product offer and opening (re-opening) campaigns. You can essentially be marketing your new store before you even open!

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 the Shine program to lift the profile of your promotions, announce new products and promote sales and 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:

- Poster Stands
- Retailer Newsletter
- Pop-Up Leasing
- Restroom Advertising
- E-News
- Gift Card
- Centre Website
- PA Announcements
- Visual Merchandising
- Brochure Stands
- Facebook

REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target. By participating in the Rewards program you have the opportunity to pick up a bonus for your team for achieving great sales. Sales targets are set for selected retailer categories throughout the year. All stores that exceed their sales target receive a congratulatory gift/reward. This program is a fantastic opportunity to reward your staff for doing a great job.



The information contained in this document is understood to be correct as of May 2018. Changes may occur to the listed activities. Mirvac does not guarantee, and accepts no liability whatsoever arising from, or connected to, the accuracy, reliability, currency or completeness of any information provided.

www.MirvacRetail.com.au

ACCELERATE

Identifying areas of improvement with regards to customer service and product offer in your business can be difficult when you are looking from the inside out. Sometimes all it takes is a set of fresh eyes or the proper tools to assist you in self evaluating your store. The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service through external, professional advice.

Mirvac can assist with these tools so you can start identifying areas that can be improved on so that you can get on with the business of retailing to your full potential. While on the Accelerator program it is compulsory that you participate in the Shine, Ignite and Rewards program.

INSPIRE

A resource Library is available for all retailers to access and is located in Centre Management. The library of self-help retail resources and industry information is available to assist retailers to develop their business skills and keep up to date with the latest industry information.

IGNITE

Give your store an instant boost with Ignite. Ignite is a short term, high impact promotion to build awareness of your store or a new product quickly. To take part in the Ignite initiative, simply provide a prize/s to be used on the Centre's digital or social media platforms to giveaway. Providing an instant giveaway, is the perfect way to get your product or store in front of thousands of followers, whether it be via the website, Facebook or E-News. This program has the power to ignite sales and interest in your store and encourage new customers.

MOONEE PONDS CENTRAL MARKETING DIRECTIONS 2018/2019



MPC

MOONEE PONDS CENTRAL

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WELCOME TO MOONEE PONDS CENTRAL

CENTRE OVERVIEW

Moonee Ponds Central is situated in a culturally rich and affluent area with more than 100 years of history as a retail destination. It is a thriving and vibrant location which is popular with locals and visitors alike.

The Centre's unique shopping space encompasses three individual but interconnected precincts, covering 18,845m² of prime retail and office space.

With its strong emphasis on convenience and accessibility, Moonee Ponds Central has become a genuine hub for its urban community.

The Centre is positioned perfectly between rail, tram and bus links, and is easily accessible by car, offering two and three hour parking within the Kmart and Coles Mall parking areas.

TRADE AREA

Moonee Ponds Central is located in the heart of Melbourne's North West. The primary trade area for Moonee Ponds Central extends approximately 2km around the Centre, incorporating the suburb of Moonee Ponds and parts of Essendon, Ascot Vale and Flemington. It is bounded by Woodland Street to the north and the Tullamarine Freeway to the east.

The main trade area for Moonee Ponds Central is estimated to be 147,080 including 47,350 residents within the primary sector. Projected growth for both main and primary trade areas remain very strong. The primary trade area is expected to grow by 2.1% per annum to reach 63,850 residents by 2031.

The average per capita income of the main trade area population is 20% above the metropolitan Melbourne average. The primary and secondary southwest sectors are particularly affluent, with per capita income levels at 24.4% and 41.1% above the Melbourne average respectively.

Home ownership levels of the main trade area population, at 61.3% is below the metropolitan Melbourne average (68.5%) which reflects the relative proximity from the CBD, with many young working professionals renting accommodation in the trade area. Couples with dependent children account for 46.3% of the main trade area households.

Retail spend for main trade area residents is 8% above the Melbourne average. Per capita expenditure across the main trade area on the retail services, food catering, and apparel retail categories are particularly high, compared to their respective averages. Retail expenditure across the main trade area is projected to increase from an estimated \$1.7 billion in 2017 to \$3.3 billion by 2031, reflecting average annual growth of 4.7%.



MARKETING & PROMOTIONS

HINT HINT

Throughout key campaign periods such as Christmas, Valentine's Day and Mother's Day, Moonee Ponds Central will run a social media campaign, 'Hint Hint'. These campaigns will encourage customers to visit our Centre, and to post on their own social channels their wish list of items they have seen in Centre. This campaign will showcase Moonee Ponds Central retailers and increase engagement and share-ability which will result in increased exposure for our retailers.

BAGS BY DESIGN

Moonee Ponds Central will launch a gift with purchase campaign in response to the elimination of single-use plastic shopping bags and the trend moving forward to opt for environmentally friendly re-usable bags. The bags will be designed by renowned graphic designer and illustrator, Sally Spratt from The Lust List.

MUMS & CO

Mums & Co is a loyalty program designed to connect, support and inspire local parents and caregivers. This initiative aims at enhancing the relationship with one of our most key and influential markets — Mums. By offering exclusive experiences, offers and benefits, we're able to add value for our members in an environment where they can join in, learn and have fun. This year, we will be launching a special rewards bonus for our members. Throughout the year, our Mums & Co initiatives raise money and awareness for the national charity — Mummy's Wish.

FESTIVAL OF YOU

Festival of You is a multi-week promotion to be held in October 2018 that celebrates 'YOU'. The campaign will feature sales driving and tactical initiatives aimed at the fashion, health, beauty and well-being categories. We will be encouraging our customers to come and immerse themselves in the many activations and opportunities available. *Festival of You* at Moonee Ponds Central is a wonderful opportunity for all of our retailers to engage with, and grow their local market.

FRESH FOOD

With a focus on Fresh Food in the coming year, we will be hosting a series of monthly events and activations including recipes, cooking tips, as well as giveaways. The Market Fresh chalkboard will remain an important tool for Fresh Food Retailers in communicating their weekly specials.

KIDS' CORNER

Moonee Ponds Central will be hosting a variety of story time, face painting and kids' events on the last Thursday of the month to provide free entertainment to our young family market. The upgraded playground in the Kmart Mall will play a key role in providing entertainment for children and a break-out spot for families.

SHOPPING NANNY

With the success of the Shopping Nanny trial, the FREE service will continue in FY19. The service is located in the Kmart Mall and is accessible for parents with children aged 6 months to 10 years.

THE NAPPY COLLECTIVE

Since October 2013 the Nappy Collective has collected over 2.2 million nappies for families in need. Moonee Ponds Central is pleased to be an official drop off point. Left over, unused disposable nappies are collected via collection points in centre and redistributed to organisations that support families in crisis or in need. The Nappy Collective runs for two weeks in both May and October.

RE-GIFT FOR GOOD

To build on the success of its inaugural launch in 2017, this year Moonee Ponds Central will run *Re-gift for Good*, a community initiative encouraging customers to bring in their unwanted/unused Christmas gifts in exchange for a gift card to spend in Centre. This is a post-Christmas campaign aimed at driving customer engagement, traffic and centre sales.

COMMUNITY SERVICES

Moonee Ponds Central provides in-centre opportunities for local community groups and charities to conduct awareness and fundraising activities.

A Community Notice Board is available for customers to place notices on and is located in the Kmart Mall near P1 carpark entry. Community notices are rotated regularly.

ONGOING INITIATIVES

WEBSITE

Moonee Ponds Central has a brand new website which can be found at mooneepondscentral.com.au As well as containing important Centre information such as trading hours, Centre promotions and special offers, the website also features individual retailer pages with your location and contact details. Each retailer has the opportunity to regularly update their profiles, offers, events and seasonal promotions. Our customers also have the ability to communicate with us and receive instant feedback on our Centre website through our recently launched web-chat feature.

FACEBOOK

Moonee Ponds Central's Facebook page facebook.com/mooneepondscentral is a great way to communicate with customers who shop at the Centre. The page is used to update our customers on retailer and Centre events, new store openings and special offers.

E-NEWS

Moonee Ponds Central has a database of customers whom we communicate with on a regular basis via email. There are two main mailing databases which consist of both general subscribers and Mums & Co subscribers. Our recently redesigned, mobile responsive eDMs are a great way to update our customers with in-store promotions and offers.

WI-FI

Designed to enhance the customer's in-centre experience and encourage dwell time, Moonee Ponds Central offers free centre-wide Wi-Fi to all customers that register for use — up to three hours or 1GB of data, per day.

RETAILER NEWSLETTER

The Retailer Newsletter, will be delivered to your store monthly, with important information on retail trends, centre promotions and activities, operational updates, new store information and retailer stories. You can view past Retailer Newsletters at mooneepondscentral.com.au/DRIVE

CENTRE DIRECTORIES

Centre Directories will be updated at regular intervals throughout the year to be available at entry points to the centre. The Directory will include details of all stores and their locations in the centre for customer convenience.

VISUAL MERCHANDISING

Moonee Ponds Central offers retailers the opportunity to provide product to be visually merchandised in display cases and mannequins throughout the Centre. These visual merchandising opportunities are an excellent tool designed to assist retailers in raising awareness about your products and special promotions.

GIFT CARDS

Moonee Ponds Central gift cards are now available to purchase on the Centre's website. Cards are available in any denomination and are redeemable at all stores in-centre that accept EFTPOS. Gift Cards offer a great opportunity to attract new customers, drive sales in-centre and increase in-centre loyalty.

