

# THE POINT

All the news from Sydney's Largest Brand Outlet



Centre  
Manager

## Welcome Message



Welcome to the new year. I hope that everyone had a chance to recharge over the festive season and are ready for what 2019 has in store.

In mid-January car park works will recommence. The focus will continue on Stage 2b of our staging program, which looks to create the express exit ramp. To create this

ramp, a lot of forming up work has been required in readiness for numerous concrete pours programmed over the coming weeks. During the next newsletter we'll provide a further update on next works stages of the car park project. As we continue works, we'll ensure that appropriate signage is in place to advise our customers

of any changes, and where necessary, have courtesy team members in place to assist. I want to take this opportunity to thank you all for your patience as we work to improve the customer journey by providing better accessibility for our customers to and from the Centre.

If you have any questions regarding the car park development or any other Centre related matter, please feel free to make contact with the team in Centre Management.

In the meantime, happy retailing!

**Karen Thompson**  
Centre Manager



## Facilities Manager

### Waste Management

Please be advised that on Monday 21st, the centre will be conducting a waste audit review. This audit is to ensure we are continually improving the sustainability of Birkenhead Point. Centre Management staff will be walking through the centre to enquire which waste streams your stores each use the most.

This will assist us in understanding which streams are used most and how we can streamline the use of the loading dock area.

We will also be offering training on waste management in the loading dock and how to use the compactor units.

Moving forward, this will increase the waste % at Birkenhead Point which not only helps our centre, but helps the environment.

I look forward to your engagement on the day, so we can work towards a cleaner loading dock.

### Coles & Aldi Trolleys

We continue to notice quite a few retailers using Coles and Aldi trollies to transport stock and rubbish throughout the centre. Please note under NO CIRCUMSTANCES are supermarket trollies to be used by retailers - as we have found several trollies inside the loading dock full of rubbish on a daily basis.

Security staff will ask any staff member to return to their store and remove rubbish from the trollies and transport it back to the loading dock via other means.

All stores should have purchased their own trollies for stock and rubbish transportation.

### Extreme Weather

As you are all aware Sydney was hit by an extreme weather event on Wednesday 28 November which has caused several water leaks to appear throughout the Centre. This is a reminder that we continue to work through the extensive list to minimise the number of leaks over the coming period. Please remain patient with us while these works progress. If you have any further leaks please advise via email [peter.ward@mirvac.com](mailto:peter.ward@mirvac.com).

**Peter Ward**  
Facilities Manager

## Important Diary Dates

**Tuesday  
1 January**  
Rent is due

**Wednesday  
9 January**  
December sales  
figures are due

## Contact

**Centre  
Management &  
Guest Services**  
T 02 9812 8800  
E [info@birkenheadpoint.com.au](mailto:info@birkenheadpoint.com.au)

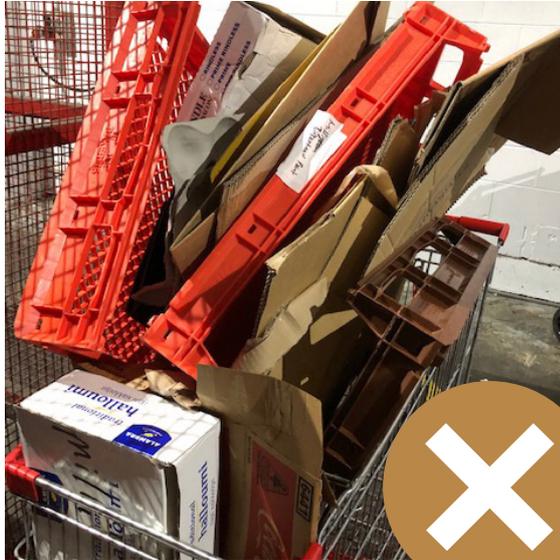
**Leasing  
Enquiries**  
Sepideh Vahdat  
T 02 9812 8800

**Security (24 Hours)**  
M 0413 433 766

# Retailer News



## Retail Manager



Welcome to 2019! I wonder how quickly this year is going to whiz past? From me to you, hope you have had a very relaxing break and are ready to power into the coming year!

### Reminders and new messages:

#### Loading Dock

Over the past few days I have spent a lot of time in the loading dock helping to clean up. How disappointing to see the way our retailers dispose of their rubbish. Once again, I ask that when disposing of rubbish to please be respectful of the way this is performed - place cardboard near the cardboard compactor, milk/bread crates on the relevant piles, oil to be disposed of via the oil bin. Please don't co-mingle!

If you are not sure of what is expected of your store, please let me know. If you are leaving pallets on the loading dock, please make sure they are left in the correct area and collected the day after your delivery. Again, any issues please let me know.

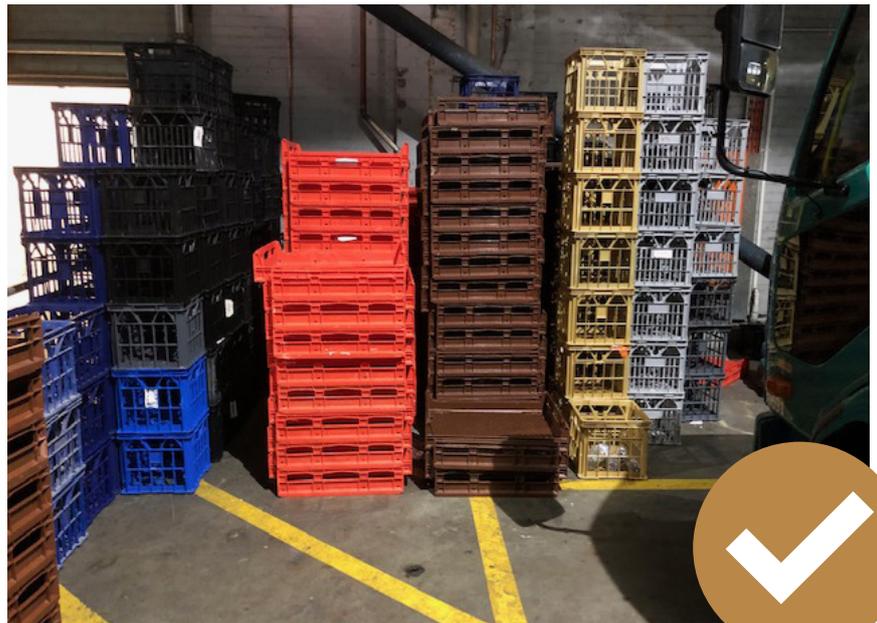
#### Guest Services Lounge

We are very happy to introduce the new Guest Services Lounge which is located on Level 2 near the stairs to Spotlight which opened in mid-December 2018. Anastasia and her team would love for you to come and take a look around and provide any feedback you may have.

A reminder that this new space supersedes the old customer service area previously located near The Shed Café.

#### Centre Core trading hours

Please be aware that the centre's core trading hours need to be strictly adhered to. Many of you (especially our café's and food court retailers) tend to close before the actual centre closes causing our customers grief. Please stop this habit and schedule staff on until closing. I am happy to discuss this issue with each of you individually if necessary.



#### Store contact information

It is important that centre management has the most up to date information regarding your store contacts. Please advise us of overnight contacts and let us know when to add/remove a staff member to our list. Best email contact to provide this is [anastasia.d'alessandro@mirvac.com](mailto:anastasia.d'alessandro@mirvac.com) / [guestservices@birkenheadpoint.com](mailto:guestservices@birkenheadpoint.com). au or give me a call on 0416 030 932.

#### Reminder

Again I am noticing that Coles/Aldi/Bel Fresco trolleys are still in use by many of you. Please STOP. The trolleys are for customers of the relevant stores and not to be used for any other purpose. Again, we ask that you find another solution to assist your store in transporting stock or rubbish.

#### Another reminder

Both the marketing team and I spend Friday mornings between 9am and 11am at Jean Louise Joseph on the ground floor and are happy for you to come along and have a chat about anything Birkenhead Point related - no need to make an appointment, just come along.

As always... happy trading!

Rosemary Antonios  
Retail Manager

# Tourism Talk

## WeChat & Weibo

Reminder: If you're not already, please follow us on our WeChat and Weibo social media accounts via the QR code below. We have provided a step-by-step on how to read QR codes on your smartphone.

### How to scan a QR Code?

- Open the Camera on your phone.
- Hold your device over a QR Code so that it's clearly visible within your smartphone's screen.
- Two things can happen when you correctly hold your smartphone over a QR Code.
  - (a) The phone automatically scans the code.
  - (b) On some readers, you have to press a button to snap a picture, not unlike the button on your smartphone camera. If necessary, press the button.
- Done! Your smartphone reads the code and navigates to the intended destination, which doesn't happen instantly. It may take a few seconds on most devices.

If you have content that you would like us to share on our WeChat and Weibo accounts, please send an email to [Stephanie.Isakka@mirvac.com](mailto:Stephanie.Isakka@mirvac.com) and include in the subject line: WeChat & Weibo content.



## Guest Services Lounge

Our Guest Services Lounge on Level 2 launched in December offering all visitors a chance to relax and recharge before continuing their shopping journey.

In addition to providing a break away space for visitors, the lounge also provides the following benefits to our visiting guests:

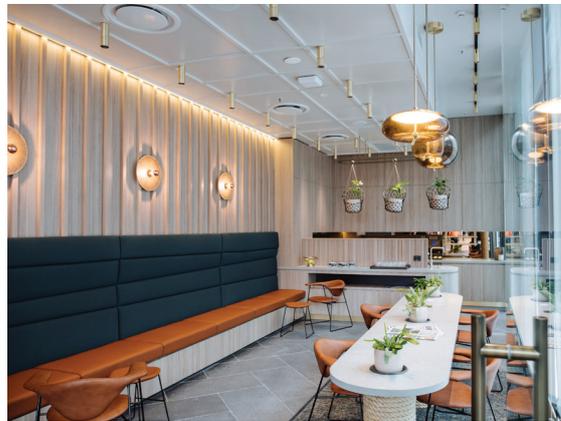
Comfortable seating with local and international papers for your perusal

Phone charging and international charging facilities

Complimentary specialty T2™ teas for when guests need a moment to relax

Personal Stylist & Personal Shopper bookings\* for visitors who would like that added person touch

\*Please note Personal Shopper & Stylist bookings need to be made in advance to ensure the Personal Shopper is available.



## UnionPay Partnership

Reminder: Please ensure that your staff are advising our UnionPay cardholders (usually Chinese tourists) that if they spend \$300 or more using their UnionPay card they're entitled to a free leather gift by the popular Australian leather designer, The Daily Edited (TDE) valued at \$69.95. Customers must simply present their receipts on the day of purchase to Guest Services located on Level 2 to redeem their free gift.

## Extension to Shopper Hopper Timetable

Please be reminded that additional services have been added to the Shopper Hopper timetable on Thursdays, Saturdays and Sundays until 28 February 2019.

The current timetable will continue with the addition of more routes and times, as outlined below:

- Darling Harbour to Birkenhead Point 16:30
- Birkenhead Point to Circular Quay 17:00
- Circular Quay to Birkenhead Point 17:30
- Birkenhead Point to Darling Harbour 18:00
- Ends 18:30



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**GUEST SERVICES LOUNGE**  
*Now Open!*  
 .....

# Marketing Update

## Marketing Manager Role

As many of you know, our Marketing Manager Marina Ross is about to set off on Maternity leave, commencing on the 7th February 2019. Marina will be taking 12 months leave and during this time there will be a Marketing Manager appointed on a contract basis filling in, whom we will announce in the next newsletter.

Marina has been an integral part of our Centre Management team at Birkenhead Point for the last two years and has seen through many of the recent changes that have taken place including Flinders Gallery development & Launch, car park development and the opening of the Guest Services Lounge.

We wish Marina all the best on the birth of her child and I'm sure many of you will see her in centre visiting over the course of 2019.

## Reusable Bag Gift with Purchase Campaign

Our quarterly fresh food activation is back by popular demand and will be running from 21 to 27 January 2019. The focus of the campaign is to reward shoppers with a complimentary reusable bag for spending across Ground floor stores during the promotion period.

In order to be eligible for an entry, shoppers must:

- Spend \$80 across Ground floor stores (excluding Medical Centre) between 21 - 27 January 2019
- Bring their receipts to the pop-up cart outside Coles between 11am and 2pm to receive their complimentary reusable bag designed by illustration artist Sally Spratt of The Lust List.

## Chinese New Year 2019 - Year of the Pig

Chinese New Year is a Chinese festival that celebrates the beginning of a new year on the traditional Chinese calendar. In 2019, we celebrate the Year of the Pig, a year of good fortune and luck. Preparations for the new year begin on January 28, however Chinese New Year doesn't officially begin until 5 February and ends on 19 February 2019.

In celebration of the festival, we will be hosting another Big Brand Sale weekend which will consist of offering customers complimentary sweet treats and retailer offers exclusive only to Birkenhead Point Brand Outlet.

We encourage your store to maximise awareness, visitation and sales during this period by participating in this FREE MARKETING OPPORTUNITY that has been offered to all retailers. Please note: When selecting an offer to feature, please consider an offer of value that would entice customers to visit your store. All offers will be supported by flyers in-centre and duplicated across our website and social channels if appropriate imagery is provided



## Centre Management Team



Centre Manager  
Karen Thompson



Retail Manager  
Rosemary Antonios



Marketing Manager  
Marina Ross



Assistant Marketing Manager  
Stephanie Isakka



Facilities Manager  
Peter Ward



Administration Manager  
Marita Wilson



Retail Space Executive  
Jane Hilton



Guest Services Manager  
Anastasia D'Alessandro



Guest Services Coordinator  
Nereeda Wilkinson

## Marina Team



Marina Manager  
Phil McGowen



Marina Assistant Manager  
Luke Weber



Senior Marina Attendant  
Bill Krestavos



Marina Maintenance  
Peter Farrugia



Weekend Marina Manager  
Larry Malone



**BIRKENHEAD  
POINT**