

**DRI>E**  
by mirvac

Realise your  
full sales  
potential.

## INTRODUCTION

The DRIVE retailer support program is designed to assist and support our retailers to realise their full sales potential. Our DRIVE program will provide your store with the tools, education, skills and support to help drive your sales and have a defined impact on your store's performance.

DRIVE is more than just a marketing initiative, it is a true point of difference for Mirvac Retail. We also want to present our customers with a quality retail experience.

Mirvac is committed to working with our retailers to ensure that our customers are getting the best possible retail experience in our Shopping Centres.

Get ready to

**DRIVE** your Sales

**DRIVE** your Team

**DRIVE** your Business

**DRIVE** your Message

**DRIVE** your Store

## BROADWAY HAS 6 DRIVE PROGRAMS:

- > Start
- > Shine
- > Rewards
- > Ignite
- > Inspire
- > Accelerate

As part of the DRIVE program, retailers can also access DRIVE information and Retailer Newsletters at:

[www.broadway.com.au/drive](http://www.broadway.com.au/drive)

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.

## 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 in 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 & promote sales and store events. The key is to plan ahead for peak promotional periods and to utilise the many mediums available to you, to maximise the impact of your message.

## 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 around the first of the month. 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. This program should be partnered with the Shine or Ignite program to maximise results.

## 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 the thousands of followers that the Centre has, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers.

## ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service. 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 gives retailers access to a comprehensive range of professional advice on all facets of their stores from visual merchandising, store presentation, customer service and sales.

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

## INSPIRE

A Resource Library will be available for all retailers to access. 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.

The Start program is an essential part of the DRIVE program. The Start program is for all new retailers or stores that refurbish or relocate within Broadway. For new retailers opening in a Centre, being welcomed by the Centre Management team and given all the information they need to operate a successful business is extremely important. Simple information like where do staff park? Where is the loading dock? Where are the bins? Is there a sustainability program? Who do I contact for what? Even just navigating their way around the Centre and back of house is all important information for all retail staff.

The Start program will take care of all of those questions and give your store the best start possible at Broadway.

## THE DETAILS

- > All new retailers will receive a 'Welcome to Mirvac' pack which will include a Welcome Letter and a Marketing Check List.
- > The Marketing team or Retail Manager will arrange to meet you prior to your store opening to discuss your business and opening plans. They will also provide information on where to park and any other back of house procedures.
- > You will need to supply your store logo, images and an overview of your business for the Broadway website and Centre directory board.
- > The day before you are due to open, your Store Page will be made live on the Broadway website and your store listing will appear on the Centre directory board.
- > On the day of opening the Centre Management team will deliver your Retailer Handbook. This Handbook will contain Emergency Procedures, Centre Rules and Guidelines, Contact Information, the Centre Marketing Plan and sections for you to file future Centre Memos and Retailer Newsletters.
- > Your store will also be featured on any Centre digital channels that are available on that day.
- > The Centre Management Team will also follow up on your store within the first three days to find out how trade is going and whether or not further assistance is required.

Connecting customers with your store's marketing message is a key element in unleashing a store's sales potential. Broadway has a variety of channels that can assist you to promote your marketing message and drive your business.

Maximise your sales potential and create awareness about your store, special event or new product lines by making an appointment with the Broadway Marketing team to discuss and plan the utilisation of the in-centre marketing opportunities.

#### THE DETAILS

- > Book the required Shine opportunities with the Marketing team at [info@broadway.com.au](mailto:info@broadway.com.au).
- > Bookings can only be made in two-week blocks at a time to ensure fair representation of all retailers and can only be made 3 months in advance. Key retail periods will be allocated on a first come, first served basis.
- > Make sure at least three days prior to the commencement of your booking you have supplied all marketing material/ digital assets for your booking.

### IN-CENTRE POSTERS

- > **Dimensions:** 30x40 (1016mm h x 762mm w).
- > **Cost:** Retailer cost. Supply to Centre Management.
- > **Usage:** Free of charge.
- > **How:** Email the Marketing team.

### VISUAL MERCHANDISING

There are display cases in the Centre, located between the travelators going up from Ground Floor to Level 1 and located between the travelators going up from the Lower Ground floor to the Ground Floor. There are mannequin displays throughout the centre which are changed over fortnightly through the Centre's visual merchandising service.

- > **Cost:** Free of charge, retailer provides product to be featured and books in advance.
- > **Usage:** Free of charge.
- > **How:** Email the Marketing team.



In-centre posters



Visual Merchandising

## WEBSITE & FACEBOOK ADVERTISING

All retailers have their own individual page on the Broadway Sydney website ([www.broadway.com.au](http://www.broadway.com.au)). These details can be updated with new information about the store, new contact details and graphics. There is also the opportunity to advertise a special offer or event on the Centre's website, which can be featured on the home page and on the dedicated offers or events pages.

- > **Cost:** Free of charge.
- > **How:** If you would like to update your store's details on the relevant store page, simply email the Marketing team.

If you would like to run an offer on the 'Offers' page on the website, please email the Marketing team. Ensure you provide details of the offer, including the duration and any relevant graphics.

- > **Website Provisions:** Each page of the website requires different sized images and graphics, as below:
  - > **Home Page:** A logo or graphic sized 458 w x 360-860 h pixels.
  - > **Store Page**
    - Logo: 100 w x up to 1000 h pixels
    - Image: 500 h x up to 1880 w pixels
    - The website URL you would like it linked to
    - Telephone number
    - Offers / Events tile: 420 w x 500 h pixels
  - > **Facebook Tile:** 504 w x 504 h pixels.



Website



Facebook

### ELECTRONIC DIRECTORIES

All retailers are encouraged to promote any worthwhile campaign imagery on our e-directories.

- > **Cost:** Free to use, dependent on availability.
- > **How:** Email the Marketing team.
- > **Size:** 1080 w x 1470 h pixels.

Please note, media must be jpeg or png in rgb colour space at a resolution of 72dpi.

### EMAIL NEWSLETTERS (EDM)

Every month, an email newsletter (eDM) is distributed to Broadway's email database. Including an offer in these emails is a free and easy way to build store awareness and increase traffic.

- > **Cost:** Free of charge. The retailer simply has to take on board the cost of the promotion. i.e. offering a discount to members.
- > **How:** Email the Marketing team.



Electronic Directories



Email Newsletters (EDM)





### VOID BANNERS - PAID USAGE

Retailers are welcome to utilise the void banner space available in the Centre to promote their store. This is an effective means to build awareness with customers as the banners are impactful and visible from many points in the Centre.

There are 2 banner spaces available in Centre court.

- > **Dimensions:** 6m h x 2.5m w.
- > **Cost**
  - Printing: 1 unit (please refer to printer for cost)
  - Usage: Full rate \$2,700 per week
  - Retailer discounted rate: \$2,500 per week
  - Installation/Dismantle: Free of charge
  - All costs ex GST as at June 2016
- > **How:** Email the Marketing team.



Void Banner

### CAR PARK BOOMGATE BANNERS - PAID USAGE

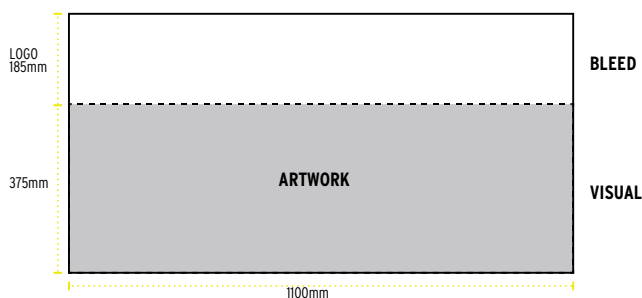
These banners are displayed on the entry and exit boomgates to the car park at Broadway. There are 6 displayed at a time and are effective at capturing customer attention as they enter or exit the Centre.

- > **Dimensions:** 375mm h x 1100mm w, double-sided.
- > **Cost**
  - Printing: 6 units. Please refer to printer for cost
  - Usage: Full rate \$600 per week
  - Retailer discounted rate: \$500 per week
  - Installation/Dismantle: as per void banner (Free of Charge)
  - Costs ex GST as at June 2016
  - Must be double-sided
- > **How:** Email the Marketing team.

### POP-UP RETAIL SPACE

There are dedicated areas in the Centre that can be booked as Pop-Up Retail Space for your use to further promote your store.

- > **Cost:** Discount retailer rates can be quoted.
- > **How:** Email the Pop-Up Retail Space Executive.



Car Park Boomgate Banner



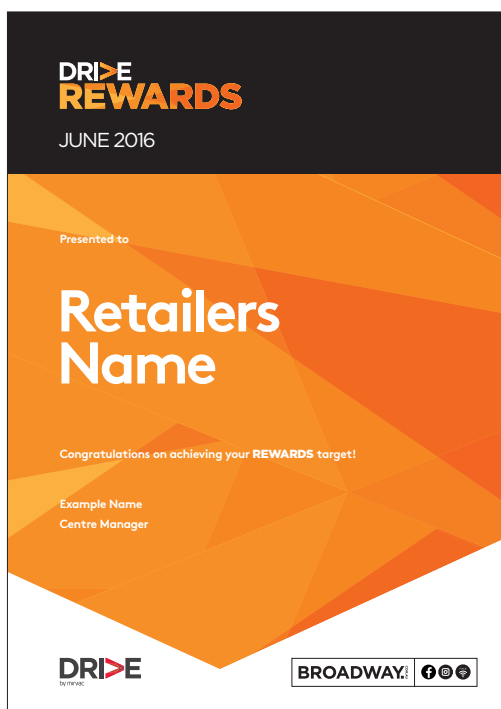
Pop-Up Retail Space

# DRIVE REWARDS

The Rewards program gives you the opportunity to pick up a bonus for achieving great sales. A sales target is forecasted and communicated to your store by the first of each month. If the store exceeds the forecasted sales target, the Retailer Reward form is submitted to the Centre Management Office by the nominated return date to receive an Achievement Bonus. The Retailer Rewards Program is a great way to motivate and reward your store team members for doing a great job.

## THE DETAILS

- The Rewards program will be run at the discretion of the Centre Management Team throughout the year.
- A Sales target is delivered directly to your store on the Rewards Form.
- At the end of the month when monthly sales are reported the results will be assessed and should your store achieve your target you will receive the communicated prize/incentive.
- Please note reported sales are used to determine all sales targets and results.
- To really drive your sales during your target month, it is recommended that you utilise other DRIVE programs to give your store the best chance at success.



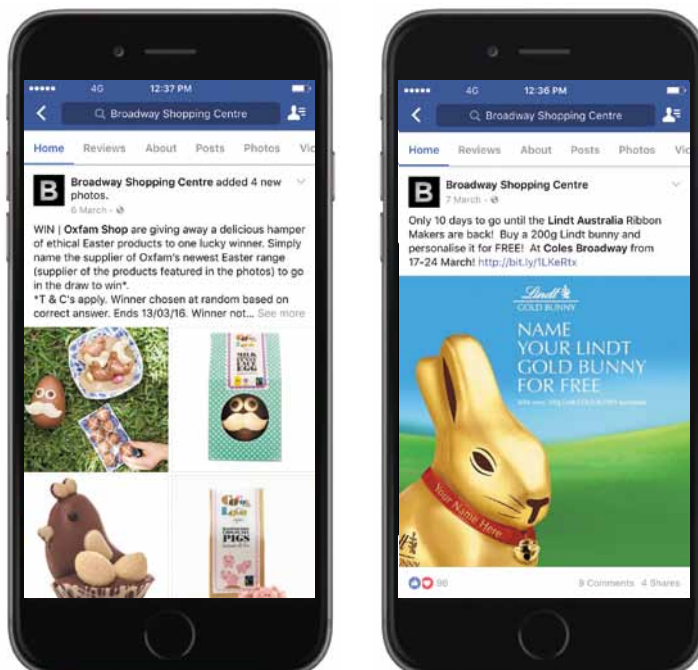
# DRIVE IGNITE

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 the thousands of followers that the Centre has, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers. The Ignite program is best used with the Shine program to maximise your store's potential.

## THE DETAILS

- > Make an appointment with the Broadway Marketing team to discuss and schedule your Ignite promotion.
- > Complete the Ignite agreement and deliver the prize prior to commencement.
- > Upon completion meet with the Broadway Marketing team to discuss results.



Facebook

# DRIVE ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service. Sometimes a fresh set of eyes can identify areas of strength and improvement opportunities.

The Accelerate program will give your store access to a comprehensive range of professional advice on all facets of your store from visual merchandising, store presentation, customer service and sales.

While on the Accelerate program it is compulsory that your store is participating in both the Shine and Reward programs.

## THE DETAILS

- > Meet with the Marketing or Retail Manager to discuss how the process will work; realistic expectations and timeframes will be set for the program.
- > The Accelerate program requires active participation from you and a commitment to improve your business.
- > A Store audit of your store's presentation will be undertaken with the Centre Management team. This audit will give you good insight into how a customer views your store. When it comes to attracting customers, first impressions really count.
- > From the Store audit it will be decided if a professional visual merchandiser will be required. If a professional visual merchandiser is engaged you must ensure staff are present for the session.
- > An in-depth Diagnostic Mirror will be completed with you. In some cases it may be beneficial for an external retail consultant to be engaged to offer expert advice. A high level of commitment to undertake actions to improve your business is required.
- > If you are on the Accelerate program you must be actively participating in the Shine and Reward programs.

# DRIVE INSPIRE

The Inspire - Resource Library is available for all retailers at Broadway. You will find the Inspire - Resource Library in Centre Management, on level 3.

The Library has a range of retail resources about customer service, visual merchandising, improving sales, industry information and much more.

### THE DETAILS

- > Visit the Centre Management Office and select your title.
- > Check the chosen resource out with the Marketing team.
- > Return the book by the due date.

### RETAILER NEWSLETTER

At the beginning of each month all retailers will receive a Retailer Newsletter. This newsletter will keep you up to date with everything that is happening at Broadway. The Retailer Newsletter is delivered directly to your store each month or can also be viewed at:

[www.broadway.com.au/drive](http://www.broadway.com.au/drive)



Retailer Newsletter

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## IMPORTANT CONTACT DETAILS:

### **Marina Ross**

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## POP-UP RETAIL SPACE ENQUIRES

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