

# HARBOURSIDE NEWS

JULY 2019



*Where Sydney  
celebrates*

harbourside

Darling Harbour, Sydney

  @harboursideshoppingcentre

# WELCOME

## DEAR RETAILERS,

As we head into the new Financial Year, I'd like to take a moment to reflect on our highlights from FY19, which include:

- The return of the Saturday night fireworks in September 2018.
- Throughout the year, we opened new shops including Walker's Doughnuts, Francois Creperie, Tourtiere, Lovisa, Typo and City Convenience Store.
- We refurbished / upgraded Cotton On, Cotton On Body, Cotton On Kids, Rubi Shoes, Sunglass Spectacular, Andersen's of Denmark, Blue Fish Restaurant, Kingpin Bowling & Laser Tag, Between the Flags, The Port and Harbour Bar & Kitchen.
- We rolled out of the Organics Programme to restaurants and the food court, with over 20 tonnes of organic waste diverted from landfill in our first month!
- We improved the Customer Experience by upgrading our amenities, installing LED lighting throughout the centre and loading dock, introduced new mall furniture to encourage longer dwell time within the centre, commenced the upgrade of the loading dock (with more works to come in the next few months).
- We partnered with Destination NSW and participated in VIVID, with the Robot SPACEland theme carried throughout the centre along with lighting up the dome/roof, making us part of the show!



FY20 is set to be another great year for Harbourside with:

- The fireworks continuing on Saturday nights.
- Mr Willy Wonka and his Oompa-Loompas visiting for the first week of the NSW July School holidays to celebrate World Chocolate Day.
- We'll complete the upgrade to the Loading Dock with resurfacing and line marking in August 2019.

- The Sydney International Boat Show returns to the ICC and Cockle Bay in August 2019, delivering over 60,000 people to the precinct.
- The launch of the first inaugural Sydney Oyster Week in September 2019
- Plus, you'll see more new shops open and refurbishments completed.

We look forward to working with you throughout the year!

**From Natasha and the Centre Management Team.**

## CENTRE UPDATE

### FY20 OUTGOINGS

Just a reminder that your outgoing have been updated to reflect the new FY20 rate that was sent out to all tenants at the end of May 2019. The new rate was charged from July 1, 2019. Could you please ensure you check your monthly rent invoice and ensure that any autopayments or direct debits are updated to the new rate.

### CENTRE MANAGEMENT & TENANT REQUESTS AND QUERIES

The Centre Management Office is no longer customer facing and as such, is not manned with a with Receptionist. The Centre Management team is still based on site and accessible however, we ask that you visit or call the Information Desk, rather than coming to the Centre Management Office. The Information Desk can be contacted by phone on 02 8398 5664, via SMS on 0436 434 448 or email [info@harbourside.com.au](mailto:info@harbourside.com.au) and is open from 10am - 9pm daily. The desk is located on level 1 near Cotton On. Our Customer Experience Team is now your first point of contact for anything related to the day-to-day operation of the Centre including the payment of rent (via cheque), reporting of sales figures, reporting of maintenance requests, general questions and customer enquiries etc. Outside of the desk opening hours, please contact our 24/7 Security Team on 0424 195 841, should you require urgent assistance.

### IMPORTANT DIARY DATES

#### Thursday 1 August

Rent is due

#### Monday 5 August

July sales figures are due

email: [info@harbourside.com.au](mailto:info@harbourside.com.au)

## NEW STORE & REFURBISHMENTS

Harbourside has been a hive of activity over the last few months with the refurbishment of Sunglass Spectacular and Andersen's of Denmark. In the next couple of weeks we will also see the opening of a new tenancy Palet Te in the Promenade Food Court. Be sure to have a try of their delicious selection of fruit teas.

## LIGHTING UPGRADE

We have recently completed our Common Mall lighting upgrade which involved replacing the existing lights with new LED fittings. We also included the Loading Dock lighting as part of this program.

## AMENITIES UPGRADE

You may have noticed the recently upgraded amenities, particularly level 1 amenities near Crocodile Stop. The project was designed to lift the presentation of the amenities which also included premium scenting and other presentation aspects.

## LOADING DOCK REFURBISHMENT

We have commenced our Loading Dock upgrade and have completed the installation of the safety rails and lighting. The next stage will involve resurfacing and line marking. We are hoping to carry out these works without impact on deliveries however, we will advise if any closures are required to complete the works.

## MALL FURNITURE AND PLANTS

Our new seating pods and rubbish bins have been installed throughout the Common Mall and look fantastic. We are also expecting, over the next couple of weeks, new plants and pots to be placed throughout the centre.

## ORGANICS

We're pleased to let you know that we have rolled out a new waste stream for food organics at Harbourside. The current participating tenants have been provided with purple bins to be used exclusively for food waste. These bins are collected daily by cleaners and taken to the loading dock for transportation to a facility where the waste is processed into compost. The trial has been very successful.

We thank you for your continued support toward this program that is providing us all with a more efficient and environmental waste system.

# YOUR STORE

## CORE TRADING HOURS

Harbourside's core trading hours for General Retail are 10am-9pm daily. Restaurant and some food court trading hours may vary. Please be reminded that all retailers are required to open their stores for the **minimum core trading hours** as set above with exception of Good Friday, Easter Sunday, ANZAC Day, Christmas Day and Boxing Day. Your customers expect you to be open, so please make a conscious effort to ensure you abide by the times stated in your lease.



## SHOP FRONT PRESENTATION AND SIGNAGE

We are working hard to ensure that the centre presents to the highest standard we can achieve. To make this happen, we need your help!

- Keep all your products, signage and display units within your lease lines
- Clean your shopfront windows so they sparkle
- Dust all flat ledges including your equipment, signage, shelving and displays units
- Remove all signage that is not approved in your tenancy design.
- Remove all hand-written signs and replace with printed signage.

# MARKETING

## DARLING HARBOUR FIREWORKS / SYDNEY BOAT SHOW

Due to the bump-in/out of the Sydney International Boat Show, Darling Harbour fireworks **not** be on:

- 27 July
- 3 August
- 10 August

They will recommence on 17 August at 8.30pm.

## WINTER SCHOOL HOLIDAYS

Mr Willy Wonka and his Oompa-Loompas visited Darling Harbour to celebrate World Chocolate Day in the first week of the NSW School Holidays. The activation was aimed at primary school children but was also very popular with adults – everyone loves chocolate. It would be of no surprise to many of you that the chocolate fountain was a real hit with all visitors – lots of sticky fingers and faces. To drive visitations and sales in the centre we ran a competition – the prize was 1 of 2 family tickets to Charlie & the Chocolate Factory the musical. To enter visitors had to collect a Golden Ticket from the activation and then spend \$40 or more at any (or multiple) stores in Harbourside. The competition was entered by over 40 customers, and we had two very happy winners. This activation was in partnership with Property NSW.

## SYDNEY OYSTER WEEK

We are excited to let you all know about the inaugural Sydney Oyster Week, a collaborative campaign set for 19-29 September 2019. It is a collective food and beverage campaign, to be held in the Darling Harbour precinct, that aims to drive PR, social media engagement and increase visitation and in-centre spend during a traditionally quieter month.

The Oyster Week concept began in New York in 2012 and has since expanded to include Miami and Philadelphia – and soon right here in Darling Harbour, Sydney! The purpose of an oyster week is to present a celebration of the oyster's considerable role in our shared history, culture, cuisine, economy and ecology. To find out more about this week visit [www.oysterweek.com](http://www.oysterweek.com) During Sydney Oyster Week we envisage all restaurants hosting an event for example:

- Oysters & drink pairing (wine, Champagne, craft beer, single malt, gin, cocktails)
- Oyster tasting menus
- Oyster Hour
- Live shucking stations / shucking championship
- Meet the producer
- Special oyster degustation dinners



Please note that Sydney Oyster Week is not about discounting an existing product line, it's about creating a unique, exciting and different experience for your customers.

If you are interested in taking part please let us know no later than COB Friday 19 July 2019 and send through a brief outline of how you'd like to participate, and which NSW region you will be sourcing your oysters from (this is important for our partnership pitch to Destination NSW). Should you have any questions, need help tailoring an offer or would like to have a look at the event proposal document (all restaurants should have received this earlier this month), please don't hesitate in getting in touch with me in Centre Management on 8398 5650 or by email [louisa.goodall@mirvac.com](mailto:louisa.goodall@mirvac.com)

## UNIONPAY GIFT WITH PURCHASE

Harbourside has partnered with the Chinese debit card company UnionPay to offer Harbourside customers who spend \$150 or more via UnionPay transactions a complimentary The Daily Edited leather luggage tag, valued at \$69.95.

### How do customers redeem?

Customers simply need to visit the Harbourside Information Desk, located on level 1 next to Cotton On, with their receipts proving the \$150 spend and UnionPay card.

### How to participate?

**1)** Promote the offer in store. We can provide UnionPay Promotional Cards for your cash registers, and stickers for your shop window. If you would like signage please contact Marketing ([louisa.goodall@mirvac.com](mailto:louisa.goodall@mirvac.com))

**2)** Educate your customers. When a purchase is made using a UnionPay card in your store, let your customers know about the deal.

**Important note:** Customers can make multiple transactions on their UnionPay card to redeem the gift. They simply need to spend over \$150 in Harbourside in the one day.

