

# RETAILER NEWSLETTER

YOUR MONTHLY CENTRE UPDATE

SEPTEMBER  
2018



*Where Sydney  
celebrates*

## CENTRE MANAGER

### DEAR RETAILERS

Welcome to Spring! I'm delighted to kick-off this season with the return of the Fireworks Spectacular at Harbourside on Saturday, 8th September! I'm looking forward to the anticipated momentum in trade particularly for Saturday evenings. We certainly intend on promoting this major event through our social media and other channels of communication, and I encourage you all to leverage off this too.

Last month we welcomed City Lane Convenience Store to Harbourside, located at the Sofitel entry. Later this month we will be opening Tourtiere in the food court and Francoise Creperies near Hive Café on level 1.

The roll-out of the seating pods throughout the Centre has been confirmed however, the furniture may take over 3 months to arrive. The Scope of Works has commenced for the remaining amenity block upgrades. The female toilet next to Marco Gianni on the lower level, and the male and female amenities on the upper south level will be undergoing a refurbishment.

The western façade of the Centre (along Darling Drive) is also set for an upgrade with a full re-paint, and we are also reviewing signage in this area.

If you wish to discuss with me anything at all, please contact me at the Centre Management office.

Kind regards,

**ALEXA ARNOTT**

## RETAIL

### 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!

Please keep within your lease lines, ensure your windows are clean, dust your signage and shelving/displays and remove any hand written signs. We also ask that you refrain from using sticky tape to attach your promotional posters.



### LIGHTS

Reminder to check your shop lights – are they all working? Do they flicker? Change the bulbs! Please also ensure that your shop signs are illuminated during trade. Please contact Centre Management if you require assistance.

### ACCESS

Help your customers out by ensuring they can enter and exit your store with ease. We suggest you look at your visual merchandising and ensure the entry to your store is uncluttered.

### MONTHLY SALES REPORTING

Don't forget! Your monthly sales results, exclusive of GST, are due to Centre Management by the 5th of each month. Next due date: Wednesday, 5 September. Please send them through to [sales@harbourside.com.au](mailto:sales@harbourside.com.au)

## MARKETING

Did you know Harbourside is on Facebook and Instagram? We would love to see what you're up to at Harbourside so please tag [@harboursideshoppingcentre](https://www.instagram.com/harboursideshoppingcentre) and use the hash tag [#wheresydneycelebrates](https://www.instagram.com/wheresydneycelebrates).



### FIREWORKS & MELBOURNE CUP

Get involved! With the return of fireworks to Darling Harbour and Melbourne Cup day, it's a great time to promote your store to the centre's customers. Lift the profile of your promotions, announce new products and promote sales and store events.

Let us help you! We anticipate an increased number of people in Centre and also visiting the Harbourside's website looking for things to do, new experiences and great offers. We encourage you to promote on the website to help drive new and entice existing customers into your store. Images must be provided in the correct specifications along with desired promotional text (max. 150 words). Don't forget to include your start and end dates! What's On Tile: 2160px (width) x 1080px (height). Send to Louisa Goodall, Marketing Manager, [louisa.goodall@mirvac.com](mailto:louisa.goodall@mirvac.com)

## OCTOBER SCHOOL HOLIDAYS

Now is a good time to start planning your promotions for the upcoming school holidays, 29 September to 14 October. We encourage you to think of appealing promotions for families eg. Kids eat free, 2-4-1 deals, gift with purchase, or in-store experiences such as cooking classes or craft sessions. When you're ready to promote on the website, send through your promotional text (max. 150 words). Don't forget to include your start and end dates! What's On Tile: 2160px (width) x 1080px (height). Send to Louisa Goodall, Marketing Manager, [louisa.goodall@mirvac.com](mailto:louisa.goodall@mirvac.com)



## VISITOR EXPERIENCE

### GIFT CARDS

Did you know that customers can buy Harbourside Gift Cards on the Harbourside website? The card can be used in all stores that accept EFTPOS. The customer simply swipes the Gift Card, then selects 'Savings' on the EFTPOS terminal. The purchase amount must be equal to or less than the remaining balance of the gift card. The customer will then enter the PIN number on the back of the gift card and press OK. For more information visit [www.harbourside.com.au/giftcards](http://www.harbourside.com.au/giftcards)



## KEY ICC EVENTS CALENDAR

EVENT	START DATE	END DATE	EST. ATTENDANCE
Property Expo	7/09/2018	9/09/2018	8,000
Retail Quarter	8/09/2018	11/09/2018	8,000
The Beauty Expo	8/09/2018	9/09/2018	7,000
Baby and Toddler Show	21/09/2018	23/09/2018	15,000
Play World Australia 2018	29/09/2018	30/09/2018	10,000
Oz ComiCon	29/09/2018	30/09/2018	25,000

For more events visit [www.iccsydney.com.au](http://www.iccsydney.com.au)

## CONTACT US

### CENTRE MANAGEMENT

Harbourside Centre Management is located on Level 1. Find us by using the lifts near Subway and Movenpick. Centre Management can be contacted on 02 8398 5664, Monday - Friday, between 8.30am - 5.30pm, or via email [info@harbourside.com.au](mailto:info@harbourside.com.au)

Leasing Enquiries: John Carvajal, [john.carvajal@mirvac.com](mailto:john.carvajal@mirvac.com)  
 Pop-up Enquiries: Kirsten Smith, [kirsten.smith@mirvac.com](mailto:kirsten.smith@mirvac.com)  
 Security (24 Hours) 0424 195 841

# DRIVE

by mirvac

Harbourside recently launched a new retailer support program, DRIVE. All retailers received their DRIVE pack which include Marketing Directions Calendar and the DRIVE handbook in May. The program replaces the HYPE Initiative and is designed for all retailers to assist you to maximise your sales potential. You can download a copy of the DRIVE Information booklet at [www.harbourside.com.au/DRIVE](http://www.harbourside.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 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 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 Harbourside include:

**Facebook**

**Instagram**

**Touch Screen Digital Directories**

**Super Screen**

**Posters**

**Website**

## 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!

The Accelerate program is a

## ACCELERATE

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 on with the business of retailing to your full stores potential. While on the Accelerator program it is compulsory that you participate in both the Shine, Ignite and Reward program.

## INSPIRE

A resource Library is 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.

## 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's have, 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.

**To promote on  
Harboursideshoppingcentre.com.au  
please send through your store  
promotions to  
[louisa.goodall@mirvac.com](mailto:louisa.goodall@mirvac.com)**