

THE KAWANA SCOOP

MAY
2018

THE HEART
OF THE
SUNSHINE
COAST



Mother's Day is soon approaching, falling on Sunday 13th May. If you are running any special offers or events, please email them through to sienna.roberts@mirvac.com so we can include them on our website/digital boards. The centre will be running a week of Mother's Day giveaways on our social channels, as well as a feature in Profile Magazine's May edition.



THE KAWANA EDIT - AW18

We are excited to launch Kawana's Autumn Winter Fashion campaign this May - The Kawana Edit! The campaign will run throughout May & June, celebrating all things fashion here at Kawana Shoppingworld through a series of events, activations and special offers. The calendar of events includes a personalised fashion gift with purchase, retailer fashion shows and VIP nights, and an exciting collaboration with fashion illustrator 'The Lust List'! If your store would like to host an exclusive event as part of this campaign, please email info@kawanashoppingworld.com.

[au](http://www.kawanashoppingworld.com.au)



LABOUR DAY

Please keep in mind the centre will be CLOSED on Monday 7th May for the Labour Day public holiday, with the exception of our outside dining precinct retailers.

MUMS
& CO.



FREE WEEKLY KIDS ACTIVITY

**We offer free kids activity every week!
May's dates are as follows:**

| | |
|---------------|---------------------|
| Friday 4th | Toddler Morning |
| Saturday 5th | Mothers Day Craft |
| Sunday 6th | Balloon Twister |
| Saturday 12th | Mothers Day Craft |
| Sunday 13th | Facepainter |
| Friday 18th | Toddler Morning |
| Saturday 19th | Dragon Hand Puppets |
| Sunday 20th | Balloon Twister |
| Saturday 26th | Tribal Necklace |
| Sunday 27th | Facepainter |

WHAT'S HAPPENING ON THE SUNSHINE COAST:

BiG Day in Sunshine Coast

1 May

Location: Lake Kawana Community Centre
Further Information: www.thebigdayin.com.au/sunshinecoast2018

Sunshine Coast Latin Dance Festival

11 - 13 May

Location: Lake Kawana Community Centre
Further Information: www.sclatindancefestival.com

Sunshine Coast Brick Event

19 - 20 May

Location: Lake Kawana Community Centre
Further Information: www.brickevents.com.au

Big Pineapple Music Festival

26 May

Location: The Big Pineapple
Further Information: www.bigpineapplemusicfestival.com





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

To book any of the below **SHINE** opportunities please contact the Kawana marketing team at info@kawanashoppingworld.com.au

Kawana Shoppingworld has the following Shine opportunities

- Centre Website - 370px (w) * 260px (h)
- Social Media
- PA Announcements
- Restroom Advertising
- Brochure Displays
- Digital Directory Boards - 1080px (w) * 1470px (h)
- Corridor Posters
- E-Newsletter
- Pop Up Retail

EMERGENCY CONTACTS

Just a reminder to please let Customer Service know if you get a new Store Manager/2IC/Area Manager so that we can keep our contacts up to date. Even a change of mobile number needs to be reported. Please send any changes to info@kawanashoppingworld.com.au or call 5444 1944.

KEY DATES:

April sales figures are due by COB Thursday 7 May 2018 - please email through to kawanasales@mirvac.com

