

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. You can download a copy of the Drive Information booklet at www.kawanashoppingworld.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 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 centre is also able to sell EFTPOS Gift Cards for your store in your branding at the centre's Gift Card Kiosk located at the Customer Service Desk.

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 this centre include:

- A1 Poster Frames
- Centre Website
- Digital Directory Boards
- Retailer Newsletter
- PA Announcements
- Visual Merchandising
- Restroom Advertising
- Brochure Stands
- E-Newsletters
- Facebook/Instagram
- Gift Card Vending

Pop-Up Retail

Additional paid opportunities are also available through Pop-Up Retail. Please contact the centre team for current prices on the below:

- Pop-Up Retail sites
- Billboard
- Trolley Bay signage

INSPIRE

A resource Library is available for all retailers to access and is located in centre management. 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 thousands of followers, whether it be via the website, Facebook, Instagram or an E-News. This program has the power to ignite sales and interest in your store and encourage new customers.

TO PARTICIPATE
IN ANY OF THESE
GREAT INITIATIVES,
PLEASE CONTACT THE
MARKETING TEAM

info@kawanashoppingworld.com.au

MARKETING DIRECTIONS

Kawana Shoppingworld 2018/2019

MARKETING AT KAWANA SHOPPINGWORLD

This is your guide to the marketing activities and promotions that we will be conducting to support our centre in the coming year.

We have a fantastic calendar of events and some great initiatives to assist you in maximising your brand's awareness and retail sales. We recommend you take advantage of as many opportunities as you can, and leverage these to your advantage.

We look forward to working with you for a very exciting and successful 2018/2019.

CENTRE OVERVIEW

Kawana Shoppingworld opened in 1979 as the region's first shopping centre, and in January 2013 commenced an \$88 million redevelopment, which saw the addition of 62 specialty stores, a casual dining precinct and an ALDI supermarket. In March 2017, Kawana Shoppingworld entered development once again, building the first Gold Class cinema on the Sunshine Coast, along with new dining options and two multi deck carparks. The Southern car park is now open, and the new entertainment precinct is set to open in late 2018.

KEY FACTS

- Retail floor space within the centre is 38,422m2 GLA with total retail sales of \$321m MAT as at 31 March 2018.
- The property's trading performance as of March 2018 was +34% above the benchmark for Australia DDS based shopping centres with comparable specialty performing +8% above the relevant benchmark*.
- MAT customer traffic flow at March 2018 was 6.6 million.
- The centre is located to service some of Australia's most famous holiday destinations such as Noosa Heads and Mooloolaba, and the city of Brisbane is just a short one-hour drive away.
- The centre has a relaxed and family friendly atmosphere which truly reflects the best aspects of the coastal lifestyle.

*Results based on dollars per square metre (\$PSM) MAT as at 31 March 2018

EVENTS CALENDAR

JULY 2018

- Bags by Design
- Mums & Co initiative & E-News
- School Holidays
- E-News

AUGUST 2018

- Mums & Co initiative & E-News
- E-News

SEPTEMBER 2018

- Father's Day (2nd) Hint Hint
- E-News
- Mums & Co initiative & E-News
- Spring Summer Fashion

OCTOBER 2018

- Queen's Birthday (1st)
- School Holidays
- E-News
- Festival of You
- The Nappy Collective
- Mums & Co initiative & E-News
- Halloween (31st) Promotion

NOVEMBER 2018

- Christmas Decorations installed
- Santa's Arrival
- Santa Photos
- E-News
- Mums & Co Christmas VIP & E-News
- Retailer Christmas Party

DECEMBER 2018

- Cinema Launch
- Hint Hint
- Christmas Promotion
- Christmas Extended Trading Hours
- Santa Photos, Pet Photos, Sensory Santa Photos
- E-News
- Christmas Day, Boxing Day & Boxing Day Holiday (25th - 27th)
- Mums & Co initiative & E-News
- Cruise line Tourism initiative

JANUARY 2019

- School Holidays
- Re-gift for Good
- Christmas Decorations dismantled
- Centre Wide Sale
- E-News
- New Years Day (1st)
- Australia Day (26th)
- Mums & Co Back to School Book Contacting & E-News
- Tourism initiative

FEBRUARY 2019

- E-News
- Valentine's Day (14th) Hint Hint
- Mums & Co initiative & E-News
- Love Your Locals

MARCH 2019

- E-News
- Mums & Co initiative & E-News

APRIL 2019

- Easter (19 - 21st)
- School Holidays
- E-News
- Anzac Day (25th)
- Mums & Co initiative & E-News
- Autumn Winter Fashion
- Tourism initiative

MAY 2019

- Labour Day (6th)
- The Nappy Collective
- Mother's Day (12th) Hint Hint
- E-News
- Mums & Co initiative & E-News

JUNE 2019

- E-News
- Sale
- Mums & Co initiative & E-News



ONGOING INITIATIVES

WEBSITE

Kawana Shoppingworld has a centre website which can be found at www.kawanashoppingworld.com.au. As well as containing important centre information such as trading hours, centre promotions and special offers, the website also features individual retailer pages with your location and contact details. Each retailer has the opportunity to regularly update their profiles, offers, events and seasonal promotions. Our customers also have the ability to communicate with us and receive instant feedback on our centre websites through our recently launched web-chat feature.

FACEBOOK

Kawana Shoppingworld's Facebook page www.facebook.com/KawanaShoppingworld is a great way to communicate with customers who shop at the centre. The page is used to update our customers on retailer and centre events, new store openings and special offers.

E-NEWSLETTER

Kawana Shoppingworld has a database of customers whom we communicate with on a regular basis via email. Our recently redesigned, mobile responsive eDM's are a great way to update our customers with in store promotions and offers.

INSTAGRAM

Kawana Shoppingworld's Instagram page www.instagram.com/KawanaShoppingworld allows the centre to photo-share inspiration with its customers. Drawing upon creative inspiration from products and services across the centre, Instagram is a great way to showcase the creative and aspirational nature of your store.

WI-FI

Designed to enhance the customer's in-centre experience and encourage dwell time, Kawana Shoppingworld offers free centre wide Wi-Fi to all customers that register for use - up to 3 hours or 1GB of data, per day.

RETAILER NEWSLETTER

The Retailer Newsletter, is delivered to your store monthly with important information on retail trends, centre promotions and activities, operational updates, new store information and retailer stories. You can view past Retailer Newsletters at www.kawanashoppingworld.com.au/DRIVE

CENTRE DIRECTORIES & DIGITAL BOARDS

Centre Directories and digital boards will be updated at regular intervals throughout the year to be available at entry points to the centre. The Directory will include details of all stores and their locations in the centre for customer convenience. There are opportunities for retailers to feature their promotions on these digital boards.

VISUAL MERCHANDISING

Kawana Shoppingworld offers retailers the opportunity to provide product to be visually merchandised on mannequins throughout the centre. These visual merchandising opportunities are an excellent tool designed to assist retailers in raising awareness about your products and special promotions.

GIFT CARDS

Kawana Shoppingworld gift cards are now available to purchase at the designated gift card kiosk located at the Customer Service Desk and/or on the centres website. Cards are available in any denomination and are redeemable at all stores in centre that accept EFTPOS. Gift Cards offer a great opportunity to attract new customers, drive sales in centre and increase in centre loyalty.

Retail stores in Kawana Shoppingworld have the opportunity to have their own branded gift card available for sale via our centre kiosks - even if you don't currently have a gift card program. Please contact the Centre Marketing Manager for more information.

TRADE AREA

KAWANA AT A GLANCE

- Kawana Shoppingworld serves an expansive trade area spanning from Peregrin Beach in the north, to Pelican Waters in the south and inland to Maleny.
- The centre occupies an ideal central location on the main thoroughfare between Caloundra and Maroochydore and is well serviced by public transport and infrastructure.
- The Main Trade Area (MTA) is estimated at 145,000 residents including 37,500 within the primary trade area. In addition, the two tertiary sectors include 97,000 people, taking the total trade area population to 242,000 residents. *
- The MTA has been expanded slightly post the last redevelopment, in particular the primary to the north to capture a small region with strong customer interaction with the centre. The opening of the Sunshine Coast's first Gold Class cinema in Summer 2018/2019 is expected to further strengthen Kawana's penetration into these trade areas.
- The Sunshine Coast is recognised as one of Queensland's most loved holiday destinations where the blend of coastal and hinterland experiences has created a lifestyle that is the envy of Australia. It has been reported for 2014 the visitor economy injected around \$2.1 billion* of direct expenditure into the region.
- The Sunshine Coast economy is one of the largest regional economies in Australia, with a current Gross Regional product of more than A\$14 billion*. The economy is predicted to grow in a strong and sustainable pattern over the next 20 years to reach A\$33 billion in 2033, accompanied by an increase in high-value employment, export and household income.
- The Sunshine Coast has been independently ranked as the second-highest performing regional economy in the state of Queensland for 2013-14 and 2014-15 based on average annual growth rate in population, employment and productivity^.
- The Sunshine Coast is the tenth largest significant urban area in Australia by population. ± The region is forecast to have the second highest growth rate of major Queensland sub-state regions between 2011 and 2036§.

*Source: Kawana Shoppingworld Quantum Research, September 2016
Source: Sunshine Coast Tourism, Destination Tourism Plan, December 2016
±Source: Sunshine Coast Council, May 2017
^Source: State of the Regions Report 2015-16, June 2015
§Source: Queensland Government Population Projections, 2013

CUSTOMER OVERVIEW

Primary Trade Area

- The trade area directly surrounding the Centre has the highest affluence and the largest proportion of residents in the 15 - 34 age bracket.
- Customers in the primary trade area contribute to 44% of centre sales.

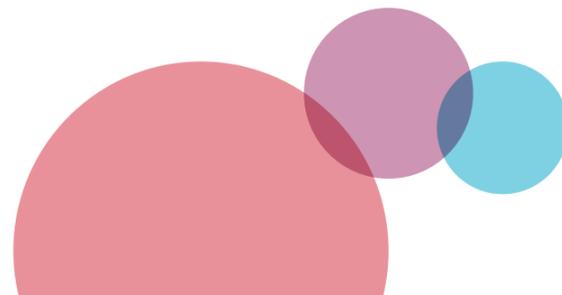
Secondary North and South

- Both trade areas represent the highest proportion of residents aged 65 years and above.
- Secondary South residents see the lowest affluence in the trade area and display a preference for budget shopping.
- Market share is slightly higher in the Secondary South than Secondary North due to the increased competition in the north.

BEYOND THE TRADE AREA

Nearly half of the centre's customers reside outside the trade area, however, they only account for 16% of yearly centre sales. In addition to the quarterly school holiday tourist market, this is attributed to the large number of 'part time residents' who own an investment property and currently live within a three-hour drive of the Sunshine Coast. These customers are regular weekend visitors.

Source: Kawana Shoppingworld Quantum Research, September 2016



MARKETING AND PROMOTIONS

HINT HINT

Throughout key campaign periods such as Christmas, Valentine's Day and Mother's Day, Kawana Shoppingworld will run a social media campaign, 'hint hint'. These campaigns will encourage customers to visit our Centre and post on their own social channels their wish list of items they have seen in Centre. This campaign will showcase Kawana Shoppingworld retailers and increase engagement and share-ability which will result in increased exposure for our retailers.

BAGS BY DESIGN

Kawana Shoppingworld will launch a gift with purchase campaign in response to the elimination of single-use plastic shopping bags and the trend moving forward to opt for environmentally friendly re-usable bags. The bags will be designed by renowned graphic designer and illustrator, Sally Spratt, from The Lust List.

MUMS & CO.

Mums & Co is a loyalty program designed to connect, support and inspire local parents and caregivers. This initiative aims at enhancing the relationship with one of our most key and influential markets, Mums. By offering exclusive experiences, offers and benefits, we're able to add value for our members in an environment where they can join in, learn and have fun. This year, we will be launching a special rewards bonus for our members. Throughout the year, our Mums & Co initiatives raise money and awareness for the national charity - Mummy's Wish.

FESTIVAL OF YOU

Festival of You is a multiweek promotion to be held in October 2018 that celebrates 'YOU'. The campaign will feature sales driving and tactical initiatives aimed at the fashion, health, beauty and well-being categories. We will be encouraging our customers to come and immerse themselves in the many activations and opportunities available. Festival of You at Kawana Shoppingworld is a wonderful opportunity for all of our retailers to engage with, and grow their local market.

CINEMA AND DINING LAUNCH

To celebrate the launch of the centre's new cinema and dining offer, expected to open in Summer 2018/2019, a significant opening campaign will be implemented in partnership with Event Cinemas to cement Kawana Shoppingworld as the Sunshine Coast's newest entertainment and dining destination.

The launch will include a mixture of digital and traditional media to build awareness as well as a number of targeted events coinciding with the launch of major movies.

LOVE YOUR LOCALS

Following the successful implementation of 2018's 'Meet Your Locals', which was designed to introduce our local owner operators to the local community - we will roll out an extension to this campaign aimed at taking Meet Your Locals one step further. This campaign will enable the community to build an affinity with Kawana Shoppingworld retailers.

FASHION

Seasonal fashion campaigns will be developed to drive spend in the key changeover periods. This will include in centre experiences and digital activations to drive engagement along with branding campaigns to promote Kawana Shoppingworld as a destination for fashion.

SCHOOL HOLIDAYS

Further to our Mums & Co program, we will continue to deliver quality entertainment, events and activations for children. Our school holiday program is an important part of our marketing calendar to ensure families continue to choose our centre as the shopping destination for school holidays.

CHRISTMAS

Christmas is a busy time at Kawana, and this year's Christmas campaign will include:

- Santa's Arrival
- Santa Photos
- Sensory Santa
- Santa Pet Photos
- Mums & Co VIP Event
- Gift Wrap Bar

COMMUNITY INITIATIVES

THE NAPPY COLLECTIVE

Since October 2013 the Nappy Collective has collected over 2.2 million nappies for families in need. Kawana Shoppingworld is pleased to be an official drop off point. Left over, unused disposable nappies are collected via collection points in centre and redistributed to organisations that support families in crisis or in need. The Nappy Collective runs for two weeks in October.

RE-GIFT FOR GOOD

To build on the success of its inaugural launch in 2017, this year Kawana Shoppingworld will run Re-gift for Good, a community initiative encouraging customers to bring in their unwanted/un-used Christmas gifts in exchange for a gift card to spend in Centre. This is a post-Christmas campaign aimed at driving customer engagement, traffic and centre sales.

LOCALLY CONNECTED

Kawana Shoppingworld is proud to partner with a number of local community groups, including Kawana Surf Life Saving Club, who we support through the Annual Car Show, Surf Appeal Week, Christmas Carols and more.

COMMUNITY SERVICES

Kawana Shoppingworld provides in centre opportunities for local community groups and charities to conduct awareness and fundraising activities.

The Queensland Justice of the Peace Association provides a JP Service for Kawana Shoppingworld customers on Mondays, Tuesdays and Thursdays.

A Community Notice Board is available for customers to place notices on and is located in the corridor next to Lowes.

