

Retailer Newsletter

May 2019





Marketing

Opportunities

VIRGIN ACTIVE POP UP

Virgin Active is due to open in MetCentre in June which will attract new customers to the centre. They have done a pop up information centre about the gym next to Seed, which is taking pre-launch sign ups. They will fill the space for the next three months, adding excitement to a current vacancy and informing visitors on the benefits of the premium gym.



Operational

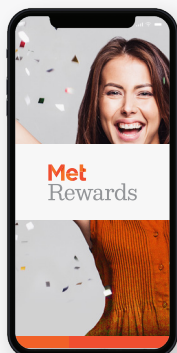
Update

MOTHER'S DAY

Mother's Day is coming up on the 12th of May, if your store has a special offer please ensure you send this through to the marketing team as soon as possible so we can promote across our channels.

METCENTRE LOYALTY APP

We are in the process of launching a loyalty app in June, this will allow for you to communicate special offers for your store to loyal customers and rewards customers with a points based system to incentivise repeat visits to the centre. This is a great opportunity for you to reach out to new and existing customers. Each retailer will be given a QR code for the launch that can be scanned by customers each time they shop at your store to claim points which can be redeemed for rewards. If you have any questions about the app please contact Juliana or Jordan.



RECYCLING

Enhanced Recycling and Waste System Management has commenced at the MetCentre. Your organic bins have been delivered and collections are in progress. Since conception in February we have recycled over 17,523 litres reducing this amount into landfill. A representative from our recycling Partner JJ Richards will be attending during the month of May to gain your feedback so we can continue to maximise our social and environmental focus in waste management.

- We value your feedback and encourage you to have your say at info@metcentre.com.au so we can continue to improve our services to you, and drive best practice with our waste management systems.
- At Mirvac, we believe we have a wider responsibility to make a lasting positive impact, both socially and environmentally, on the world around us. We would like to encourage that our food retailers reduce the amount of waste produced through take away offerings. For more information on this issue, visit trashlesstakeaway.com.au/the-plastics-problem

DATES TO REMEMBER

1st of the Month
Rent Due

3rd of the Month
Sales Due

The MetCentre has recently launched our new retailer support program, DRIVE. All retailers received their DRIVE pack which included the Marketing Directions Calendar and the DRIVE handbook in May. The program replaces the HYPE Initiative and is designed to assist all retailers to maximise your sales potential.

START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers.

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.

REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target.

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.

ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service.

INSPIRE

Inspire is a resource library available to all retailers, located in Centre Management on Level 16, 60 Margaret Street.

To start taking advantage of any of these programs, please email, Juliana.Lovell@mirvac.com