

# THE ORION INSIDER

RETAILER NEWSLETTER | MARCH 2020



[orionspringfieldcentral.com.au](http://orionspringfieldcentral.com.au)

**Orion**  
Springfield Central

# RETAILER UPDATE

## COMING SOON



**Mr Toys ToyWorld** Opening March

## COMING SOON



**Mystique Jewellers** Opening Soon

## NEW POP UP



**Glorious Gifts** Opening Soon

## RETAILER CLOSURE



**Curious Planet** Has Now Closed

## IN THE MARKETING ROOM

### MUMS & CO. WORKSHOP

Our next Mums & Co. workshop is here! If you're a succa for succulents then you will love Berna's Succulent Garden workshop. Berna will share her best tips on how to create a beautiful succulent arrangement to take home and care for.

This workshop will be held on Tuesday 17 March at Orion Hotel and costs \$20 (ex. booking fee). This 2 hour workshop includes all materials and a light morning tea. Plus if you book early, you can get a free Mini Minder session.

To book head to [www.orionspringfieldcentral.com.au](http://www.orionspringfieldcentral.com.au)



### ST PATRICK'S DAY

St Patrick's Day is just around the corner!

If you have any special offers celebrating all things St Patrick's Day please send through to [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com)

### EASTER TRADING HOURS

We are looking forward to a busy Easter period ahead! See below our advertised trading hours for the Easter and ANZAC Day period. Please note trading hours may vary for some stores.

To ensure that we best service our customers, please confirm your store trading hours by emailing [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com) or call customer service on 3226 7333.

#### Holiday

Good Friday  
Easter Saturday  
Easter Sunday  
Easter Monday  
ANZAC Day

#### Date

Friday 10 April  
Saturday 11 April  
Sunday 12 April  
Monday 13 April  
Saturday 25 April

#### Centre Hours

CLOSED  
9am - 5pm  
10am - 4pm  
10am - 4pm  
CLOSED







## O-CHELLA

School Holidays are coming up in April and we are excited to be launching a Coachella-themed campaign at Orion Springfield Central from Saturday 4 until Sunday 19 April. The campaign will focus on Art, Music, Kids and Experiences.

There will be community performances, photo opportunities and lots of art & craft workshops. If your store would like to jump on board we can suggest festival make-up classes, hair braiding/ festival hair, festival-themes menu items, festival fashion offers, kids decorating workshops and etc.

If you have any questions or would like to be involved in this fun centre-wide campaign, please email [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com)



## BABY & ME

Baby & Me is returning to Revive Yoga & Wellness Centre. Baby & Me is a 6 week class that combines yoga, baby massage and pilates together. It is a class designed to support new local mothers in the postnatal months, to regain physical strength and supports them on this beautiful journey into motherhood.

Baby & Me classes will be focused on the mothers physical and emotional needs while engaging with baby through movement, accompanied by songs and rhymes to enhance the beautiful connect between mother and her baby. After each class they will have tea, snacks, and time to share and bond with the other mums & bubs. The bubs must be aged between 8 weeks- before actively crawling.

For more information or to book head to [www.orionspringfieldcentral.com.au](http://www.orionspringfieldcentral.com.au)



## SPRINGFIELD CENTRAL STATE HIGH SCHOOL

Springfield Central State High School students are busy creating their own social enterprises and will be coming to Orion Springfield Central on Thursday 19 March to sell their products.

As part of their assessment, they have to create products, a business name, branding and a marketing plan.

Come support them on the day and find their stall located in Target Mall.



## TWO BUTCHERS

Two Butchers is celebrating their 3rd Birthday on Saturday 22 March! There will be free kids face painting, taste-testing, demonstration, give away and more on the day. More information will be released closer to date on our website.

Two Butchers have also been running an amazing Gift A Meal, Pay It Forward initiative. They have partnered with Westside Community Care to help families in need within our community. The initiative allows customers to donate a meal in advance to someone in need by purchasing a Two Butchers Roast Dinner Voucher. Help support this great initiative and head to Two Butchers.

## SAVE THE DATES

**15 March** Markets On Main Street

**17 March** Mums & Co Succulent Arrangement Workshop

**17 March** St Patrick's Day

**17 March** Mini Minders Date Night

**22 March** Two Butchers Birthday Event

**23 March** Mums & Co. Yoga

# WELCOME!

## THE LAST WORD



Jess | Mullein Pharmacy / Retail Manager

### 1 | What's something that people may not know about Mullein Pharmacy?

That we have a fully qualified make-up artist, Kat, that does makeup for weddings, formals and special occasions. The cost of the make over is fully redeemable on product!

### 2 | What are three things on your bucket list?

- Travel – see more of the world
- Volunteer work
- Travel around the States for 3 months

### 3 | How do you like to spend a rainy day?

Reading a good book curled up with a blanket and a hot chocolate.

### 4 | Favourite holiday destination and why?

Hawaii. Will be going back again this June, I absolutely love it there. The sunshine, amazing beaches and friendly people make it my favourite place to visit!

### 5 | Where would you go in a time-machine?

Where wouldn't I go? There are so many un-answered questions about the universe that I could find answers to.

### 6 | Winter or Summer?

Summer

### 7 | If you could eat one dish for the rest of your life what would it be?

Chocolate

### 8 | Tea or Coffee?

Coffee, definitely coffee

### 9 | What's the last movie/ tv show you have watched?

Brooklyn 99. I love comedies.

### 10 | What's the most popular service and/or product at your store?

The Ventolin puffers, this is why it is vital to have a good Asthma management plan.

# DRIVE

Connecting your customers with your marketing message is a key element in unleashing your store's sales potential. Orion Springfield Central has a variety of mediums that can assist all Orion retailers to promote their marketing message and drive their sales. To book any of the below SHINE opportunities please contact the Orion Marketing Team at [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com).

Orion Springfield Central has the following Shine opportunities:

- Centre Website
- Display Cabinets and Mannequins
- Restroom Advertising
- Digital Directory Boards
  - Front: 1080px (w) x 1510px (h)
  - Back: 1080px (w) x 1920px (h)
- Retailer Newsletter
- Email Database Marketing
- PA Announcements
- Pop-Up Retail

Read more of this article at [orionspringfieldcentral.com.au/drive](http://orionspringfieldcentral.com.au/drive)

## ORION SECURITY

Our security team are at the centre 24 hours to ensure that any visitors including customers and staff feel safe.

**Security: 0417 114 489**



## ATTENTION STORE MANAGERS

Just a reminder to please let Customer Service know if you get a new Store Manager so that we can keep our emergency contacts up to date. Even a change of mobile number needs to be reported. Please send any changes to [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com)



Disclaimer: The information contained in this document is understood to be correct as of **25 February**. Changes may occur to the listed activities. Mirvac does not guarantee, and accepts no liability whatsoever arising from, or connected to, the accuracy, reliability, currency or completeness of any information provided.