

## EVENTS CALENDAR

### JULY 2019

- School Holidays (29 Jun – 14 Jul)
- NAIDOC Week (7 Jul – 14 Jul)
- V8 Supercars Community Day (20 Jul)
- Markets on Main Street (21 Jul)
- Mini Minders Date Night (16 Jul)
- Mums & Co Initiative & E-News
- E-Newsletter

### AUGUST 2019

- Treat Yo Self One Day Sale
- Markets on Main Street (18 Aug)
- Mini Minders Date Night (20 Aug)
- Mums & Co. Initiative & E-News
- E-Newsletter

### SEPTEMBER 2019

- Father's Day (1 Sep)
- School Holidays (21 Sep – 7 Oct)
- Markets on Main Street (15 Sep)
- Mini Minders Date Night (17 Sep)
- Mums & Co. Initiative & E-News
- E-Newsletter

### OCTOBER 2019

- Queen's Birthday (7 Oct)
- School Holidays (22 Sep – 7th Oct)
- Halloween
- The Nappy Collective
- Markets on Main Street (20 Sep)
- Mini Minders Date Night (15 Sep)
- Mums & Co. Initiative & E-News
- E-Newsletter

### NOVEMBER 2019

- Christmas Decorations Installed
- Santa's Arrival
- Santa & Pet Photos
- Street Party (17 Nov)
- Mini Minders Date Night (19 Nov)
- Mums & Co. Initiative & E-News
- E-Newsletter

### DECEMBER 2019

- Santa & Pet Photos
- School Holidays (14 Dec – 27 Jan)
- Christmas Gift Wrapping
- Twilight Markets (23 Dec)
- Dive-In Movies
- Retailer Christmas Party
- Christmas Extended Trading Hours
- Christmas Day & Boxing Day (25 – 26 Dec)
- Markets on Main Street (15 Dec)
- Mini Minders Date Night (17 Dec)
- Mums & Co. Initiative & E-News
- E-Newsletter

### JANUARY 2020

- New Year's Day (1 Jan)
- School Holidays (15 Dec – 28 Jan)
- Re-gift for Good
- Dive-in Movies
- Australia Day (26 Jan)
- Christmas Decorations Dismantled
- Markets on Main Street (19 Jan)
- Mini Minders Date Night (21 Jan)
- Mums & Co. Initiative & E-News
- E-Newsletter

### FEBRUARY 2020

- Dive In Movies
- Valentine's Day (14 Feb)
- Markets on Main Street (16 Feb)
- Mums & Co. Initiative & E-News (18 Feb)
- Mini Minders Date Night
- E-Newsletter

### MARCH 2020

- Treat Yo Self One Day Sale
- Markets on Main Street (15 Mar)
- Mini Minders Date Night (17 Mar)
- Mums & Co. Initiative & E-News
- E-Newsletter

### APRIL 2020

- School Holidays (4 – 19 Apr)
- Good Friday (10 Apr)
- Easter Saturday (11 Apr)
- Easter Sunday (12 Apr)
- Easter Monday (13 Apr)
- Mini Minders Date Night (19 Apr)
- Markets on Main Street (21 Apr)
- Anzac Day (25 Apr)
- Mums & Co. Initiative & E-News
- E-Newsletter

### MAY 2020

- Labour Day (4 May)
- Mother's Day (12 May)
- Ipswich Show Public Holiday (15 May)
- The Nappy Collective
- Winternational's Billy Cart Bash
- Markets on Main Street (17 May)
- Mini Minders Date Night (19 May)
- Mums & Co. Initiative & E-News
- E-Newsletter

### JUNE 2020

- Ipswich Cup
- Markets on Main Street (14 Jun)
- Mini Minders Date Night (16 Jun)
- Mums & Co. Initiative & E-News
- E-Newsletter

**DRIVE**  
by mirvac

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.orionspringfieldcentral.com.au/DRIVE](http://www.orionspringfieldcentral.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 marketing team to build 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 Customer Service.

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:

- Poster Stands
- Centre Website
- Digital Directory Boards
- Retailer Newsletter
- PA Announcements
- Pop Up Leasing
- Visual Merchandising
- Restroom Advertising
- E-News
- Facebook/Instagram
- Centre Loyalty Clubs (Mums & Co.)
- Gift Card Vending

## 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 throughout the year. 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.

## ACCELERATE

Identifying areas of improvement 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 is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising, food retailing and customer service through specialist professional advice.

Specialist advice is available on

- Customer Service
- Food Retailing
- Marketing
- Social and Digital Marketing
- Visual Merchandising

## IGNITE

In addition to these free opportunities the centre's Marketing and Brand Experience team can also assist you to take your store marketing to a new level with high impact digital and social giveaways and promotions, pop-up mall experiences, tastings and activations, website takeovers, large format signage and more all catered to your business's strategic goals and objectives.

This program has the power to ignite sales, awareness and interest in your store and encourage new customers.

The information contained in this document is understood to be correct as of May 2019. 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.

**mirvac**

**Orion**  
Springfield Central

experience retail | by mirvac

# MARKETING DIRECTIONS

## ORION SPRINGFIELD

## 2019/20

**Orion**  
Springfield Central



## CENTRE OVERVIEW

Orion Springfield Central is a regional shopping centre, strategically located 15km East of Ipswich and 30km South-West of Brisbane.

The Centre sits at the heart of Springfield Central. The main trade area, population is growing by an average of 4.6%, or 5,000 people, per year with 3 families moving to the region every day.

Orion Springfield Central offers a leading retail and lifestyle experience spread over 72,000 square metres. The centre features Woolworths, Big W, Target, Coles ALDI and Event Cinemas, along with 180 retailers and services, a casual dining precinct and over 3,200 car parks.

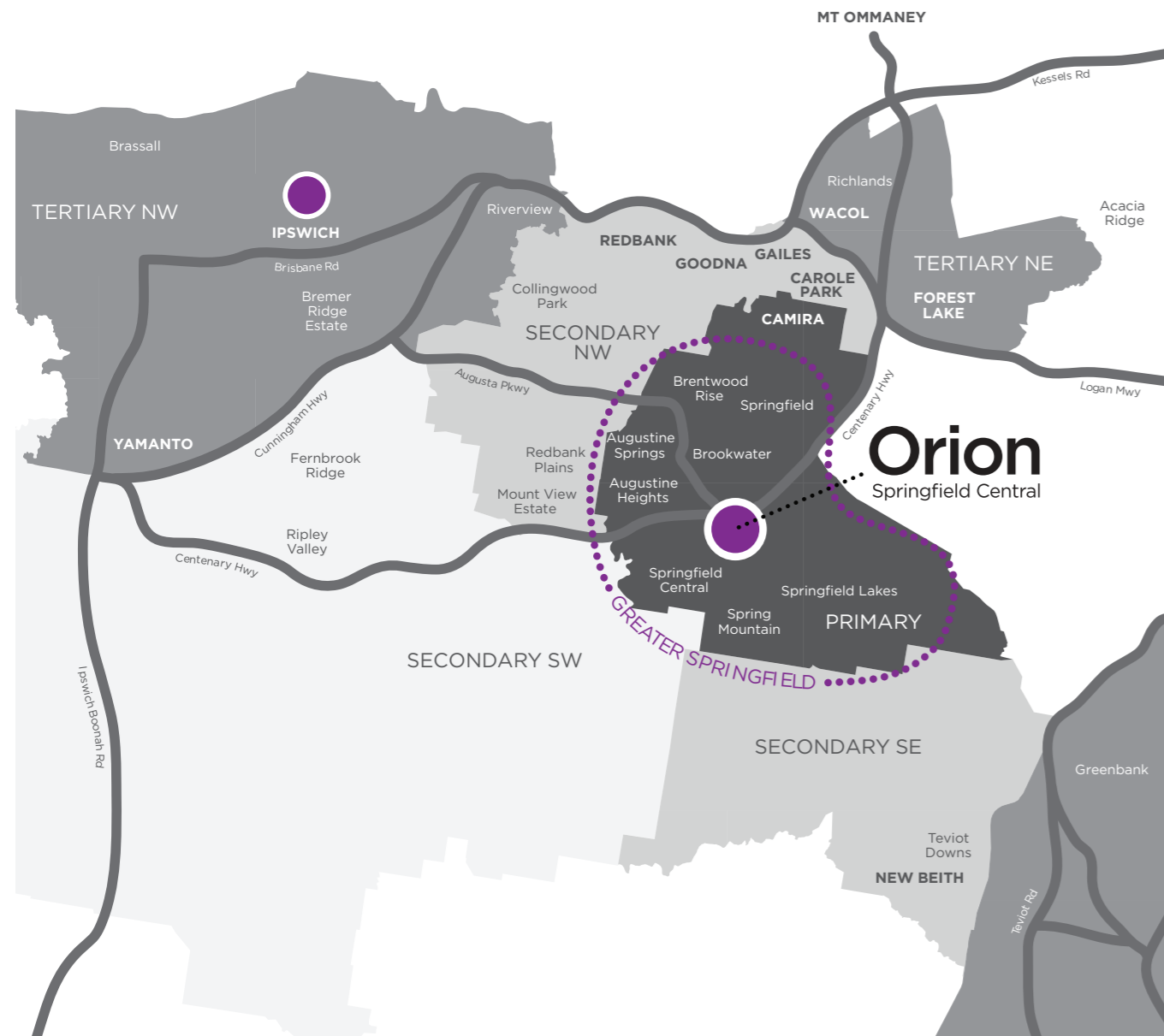
## TRADE AREA

The Main Trade Area population currently sits at 242,082 persons with an average +2.7% growth rate per annum. It is expected to increase to 324,080 residents by 2026.

**The key characteristics of the Orion Springfield Central customer are:**

- Average age of 34.1 years
- 23.7% of the trade area is children under 14 years of age
- 47.7% of the trade area are families with a dependent child

\*Source: ABS Census of Population & Housing 2016, MacroPlan Dimasi.



## MARKETING AND PROMOTIONS

### 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.

### Treat Yo' Self

Treat Yo' Self is a one-day sale event to be held biannually that celebrates treating YOU! We will be encouraging our customers to come and immerse themselves in the many activations and opportunities available. The day is a wonderful opportunity for all of our retailers to engage with, and grow their local market with exclusive offers, products and experiences.

### 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 Orion and this year the magic of Christmas will be brought alive with a multitude of in-centre experiences, activations and offers.

### Halloween

The popular Trick or Treat event at Orion will return with the addition of an exciting new customer experience aimed at creating a destination for customers.

### Easter

Easter will be celebrated across Orion with a series of in-centre experiences, activations, events and offers that will entice every-bunny to hop in and enjoy.

## COMMUNITY INITIATIVES

### The Nappy Collective

Since October 2013 the Nappy Collective has collected over 2.2 million nappies for families in need. Orion Springfield Central 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 both May and October.



### Re-gift for Good

Orion Springfield Central will run Re-gift for Good, a community initiative encouraging customers to bring in their unwanted/unused 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.

### Community Services

Orion Springfield Central provides in-centre opportunities for local community groups and charities to conduct awareness and fundraising activities.

### Justice of the Peace

The Queensland Justice of the Peace Association provides a JP Service for Orion Springfield Central customers on Tuesdays, Thursdays and Saturdays.

### National Sustainability Week

Sustainability Week is an annual event that brings the community together to raise awareness about social, environmental and economic issues. Throughout the week, Orion will highlight sustainable initiatives through workshops, offers and experiences.

### NAIDOC Week

NAIDOC Week activities will celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander people.

## ONGOING INITIATIVES

### Website

Orion Springfield Central has a website which can be found at [www.orionspringfieldcentral.com.au](http://www.orionspringfieldcentral.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 web-chat feature.

### Facebook

Orion Springfield Central's Facebook page [www.facebook.com/OrionSpringfieldCentral](http://www.facebook.com/OrionSpringfieldCentral) 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.

### Instagram

Orion Springfield Central's Instagram page [www.instagram.com/OrionSpringfieldCentral](http://www.instagram.com/OrionSpringfieldCentral) 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.

### E-News

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

### Wi-Fi

Designed to enhance the customer's in-centre experience and encourage dwell time, Orion Springfield Central 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 will be distributed to your store monthly with important information on retail trends, centre promotions and activities, operational updates, new store information and retailer stories.

### 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 centres to feature their promotions on these digital boards.

### Visual Merchandising

Orion Springfield Central offers retailers the opportunity to provide product to be visually merchandised in display cases and 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

Orion Springfield Central gift cards are now available to purchase at the designated gift card kiosk located at Customer Service and on the centre website. Cards are available in any denomination and are redeemable at all stores 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 Orion Springfield Central 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.