

Stanhope Village

CONNECTIONS NEWSLETTER

// SEPTEMBER 2018



What's Happening at Stanhope Village

In early August we welcomed back Peter Kuschert, with the move of Fady to Cherrybrook Village. Peter returns to Stanhope Village from St Mary's Village where he was in the same role for the past 5 years. Peter was the Facilities Manager at Stanhope prior to this for 7 years. Please help us in making Pete welcome and please contact him if you need anything regarding facilities.

Kind regards,
Michael Mitchell, Centre Manager



A Word from our Admin Team

Hello from the amazing Admin Team...

Mailboxes

Our tenant mailboxes are continuously overflowing with mail! Please check your mailbox regularly – don't have keys? Centre Management may be able to assist you.

Please take the time to ensure your mail is correctly addressed as we are getting numerous letters delivered to Centre Management when Australia Post is unable to decipher them.

Contact Details

Have you changed your phone number? Is there a change in staff? Please don't forget to let us know so we can ensure our contact details are correct and up to date.

Thanks all
Nicole, Hayley & Marlon

In The Marketing Room

Wow, it's Spring already! Marketing is very excited to share with you some exciting upcoming promotions prior to the silly season of Christmas. Please see below what is happening in Marketing and how you can get involved.

September

Monday 10

Mums & Co VIP evening with guest speaker Dr Justin Coulson, one of Australia's leading parenting experts and author of parenting help books. Dr Coulson will be speaking to our Mums & Co members about "9 ways to a resilient child". Retailers have the opportunity to provide an offer or product to the goodie bag that will be distributed to the guests on the night.

Monday 17

Instagram Launch – Stanhope Village is excited to be launching our Instagram page with #lovewhereyoulive, an overarching Stanhope Village initiative celebrating everything our centre has to offer our customers combining what our community celebrates. All retailers can get on board with Instagram and this adds another medium to our centre advertising.

Thursday 20 – Sunday 23

"The Arcade", together with #lovewhereyoulive we will be launching a series of activations throughout the centre to offer our customers a real experience at Stanhope Village. We are very excited to announce "The Arcade" popping up in the old "Hombre store" for four days. This will be as it sounds - a pop-up video arcade.

It will be open from 11am – 9pm and FREE for all customers. The customers will also be delighted with dessert and snack options at "The Diner by Donut King". We recommend all retailers to advertise "The Arcade" and especially our restaurants who have the chance to really leverage off having an entertainment offer to combine family time with dinner and fun.

October

Festival of You

By now you all should have received an email letting you know about Festival of You. This is a major centre wide campaign celebrating our customers. Every retailer can promote your business through this campaign. Thank you to those retailers who have responded and for those that haven't, please note the closing date for participation in this campaign is 14 September, so please respond ASAP.

Other dates coming up

- Halloween Celebrations
- Diwali Festival
- Christmas – arghhhhh yes, its only 11 weeks away until Christmas hits the shops....

If you would like to be involved with any of the above please contact me ASAP.

Regards,
Danielle, Marketing Manager



Let's get Digital – FY18/19 – Digital Focus

Top "liked" and "engaged" posts for Stanhope Village Facebook page in August.

Organic posts – no money spent.

Paid Posts



Aldi post shared
6,191 people reached



Community post
4,869 people reached

Organic Posts



Stanhope Butcher –
Farmer drive
3,543 people reached



Centre campaign
2,444 people reached

My question to you is, DO YOU HAVE A DIGITAL PRESENCE?

If not, I can help you, please pop in or email me to make an appointment danielle.krebs@mirvac.com

Thanks all! I hope to meet with you soon.

Regards,
Danielle, Marketing Manager



Retailer Offers for Centre Staff Only

CB Tax

10% off full priced items

Coffee Emporium

10% off full priced items

St George Bank

Excellent rates and offers for staff only

Mister Minit

20% discount on shoe repairs, key cutting services and remotes, engraving, merchandise purchases and watch repairs (excluding repairs completed by watch making team)

Finesse Dental

10% discount for all employees

Doughboy Pizza

20% discount for all employees

Australia Post

Did you know Australia Post is also a bank? You can make deposits, withdrawals and get statements. Visit Frank and the team for all your postal and banking needs.

Retailers

Do you have offers for centre staff? Email the offers to danielle.krebs@mirvac.com to advertise in the newsletter monthly.



IGNITE

Accelerate

The Accelerate Program is a comprehensive program that identifies areas of opportunities regarding store presentation, visual merchandising and customer service. Sometimes a fresh set of eyes can identify areas of strength and improvement opportunities.

The Accelerate Program will give your store access to a comprehensive range of professional advice on all facets of your store from visual merchandising, store presentation, customer service and sales.

Over the next few months the Centre Management Team will be working on the Accelerate Program with store audits taking place.



www.StanhopeVillage.com.au  /StanhopeVillage

Disclaimer: The information contained in this document is understood to be correct as of September 2018. 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.