

## MUMS & Co.

Don't forget about our Mums & Co program. Every month we organise exclusive offers and events for the members of this group. We have a very loyal database of +2,500 local mums who regularly shop at Toombul.

One of our ongoing offers for this group is that all members can enjoy a FREE coffee from Dapple+Waver when they present their coffee card to the restaurant.

If you are interested in finding out more about this program, or running your own store offer exclusive to these members please email [toombul@mirvac.com](mailto:toombul@mirvac.com)



## MARKETING SUPPORT

There are countless marketing opportunities for all retailers to participate in that will help promote your amazing sales and assist with getting customers through your store doors. Some of these include:

### FREE ADVERTISING

- **Toilet Door Posters**  
Each toilet cubicle throughout the centre has a poster stand on the back of the door. Retailers can supply A3 posters to be displayed in these poster stands. Please note: Bookings must be made ahead of time.
- **Digital Directory Signage**  
Our digital screens are in five high traffic areas and display scrolling advertisements when the map function is not being used by customers. Retailers can supply artwork to be displayed on these screens. Please note: Bookings must be made ahead of time and artwork must be designed to a specific size.
- **Website Advertising**  
There is an 'Offers' tab on our website where retailers can promote new product arrivals or services.

If you are interested in find out more about these opportunities or would like to book a space, please contact Jenni - [jenni.wallace@mirvac.com](mailto:jenni.wallace@mirvac.com)

## POP UP OPPORTUNITIES

- **Pop Up Kiosk**  
Stores can set up a small kiosk in the middle of the mall to increase brand awareness or to sell from an alternative location. We have 16 pop up sites you can choose from and we can also supply you with appropriate furniture such as tables etc.
- **Decals**  
Whether it be to assist customers with directional information to where your store is located, or even to promote something exciting happening in store, you can install decals in prominent spaces throughout the centre. Some of the availabilities include: Food Court Tables, Floor Decals, Entry Doors, Lift Doors, Bathroom Mirrors, Full Skin on Bathroom Cubicle Doors, Escalator Sides and more!

If you are interested in find out more about these opportunities or would like to book a space please contact Anthony - [anthony.mallett@mirvac.com](mailto:anthony.mallett@mirvac.com)

Disclaimer: The information contained in this document is understood to be correct as of 6 February 2020. 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.



# THE TOOMBUL TIMES

FEBRUARY 2020 NEWSLETTER





## CENTRE UPDATES

We've Got Lift Off!

As part of our continual improvement program, we are excited to announce that our lift in the ALDI Mall is getting a makeover. Although this may seem frustrating, the lift was 32 years old and was exceptionally outdated infrastructure so it is a positive for the centre that we are able to upgrade this lift which will ultimately help us provide the best experience for our customers.

In the meantime, the new lift in the Petbarn Mall carpark is the best alternative lift to use. It takes you right up to the new UPSTAIRS precinct, outside Archie Brothers Cirque Electriq. Additional wayfinding signage is being installed this week to better direct customers to the alternative lift. The lift is expected to reopen in March.

If you have any questions or concerns regarding the lift works, please email Retail Manager Michelle Lucadou-Wells [michelle.lucadou-wells@mirvac.com](mailto:michelle.lucadou-wells@mirvac.com)

## STORE UPDATES NOW OPEN



BCC RECLINE

Two new cinemas with recliner seats.

## COMING SOON



PHAT ELEPHANT

Traditional Thai food located UPSTAIRS.



BRAT HAUS

Premium German sausages and pretzels located UPSTAIRS.

## STAFF DISCOUNTS

**DAPPLE**  
+ **WAVER**

**Happy Hour**  
Monday - Friday  
from 3pm to 6pm.

**Espresso Max**  
Café

**10% off everything**  
takeaway and dine in.

**niku**  
ramen

**10% off everything**  
takeaway and dine in.

**Stefan**

**25% OFF** your first visit /  
**15% OFF** ongoing visits.  
Valid Mon - Fri  
(9am - 5pm)  
on Stefan Hair Packages.  
LIMITED TIME ONLY.

Mention that you're a staff member at Toombul and which shop you work in, to redeem any of these offers!

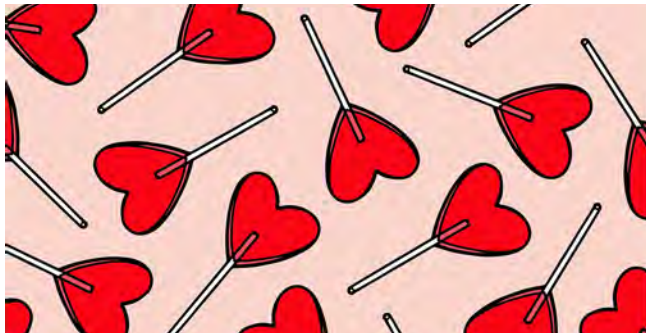
## VALENTINE'S DAY CHILDMINDING

To give parents the chance to enjoy a date night without their kids, we will be offering FREE childminding at BCC Cinema on Valentine's Day from 6.30pm - 8.30pm.

While parents dine at a Toombul restaurant of their choice, kids will be treated to a screening of new release Sonic The Hedgehog accompanied by our qualified childminders from Stay'n Play.

All children will also receive a mini popcorn and water to snack on during the session.

Bookings are essential for this event and can be made via the Toombul website.



## MARDI GRAS

We are very proud to announce that we have partnered with a national project called 'Welcome Here' which promotes the inclusion of LGBTIQ people in Australia.



Throughout February you will notice the 'Welcome Here' logo at each of the entrances to the centre to celebrate with the LGBTIQI community in Nundah and to promote awareness and inclusion amongst the broader community.

We also have some fun and colourful activations taking place over the next few weeks to celebrate the season of love.

Keep an eye out for:

- Rainbow Escalators
- Rainbow Neon Hearts UPSTAIRS
- Love Letters
- Rainbow Disco Room
- McJagl Pop Up Beauty Bar
- Rainbow Inspired Menu at Restaurants

## VALENTINE'S DAY RESTAURANT OFFERS

**Archie Brothers Cirque Electriq** | Love Letters Cocktail

**Dapple+Waver** | Valentine's Day Three Course Meal menu

**Hello Harry** | Free Dessert Bomb with any two Burgers

**Il Gancio** | Free Panna Cotta to share with any two main meals

**Jackpot Dining** | Two drinks of your choice served in glass take home cups

**Little Red Dumpling** | Valentine's Day Banquet

**Max Brenner** | Duo's Dream: Pure chocolate and cookie crumbs cascading over a layered mousse cake.

**Niku Ramen** | Limited Edition Green Tea Soba Noddles and Dashi Dipping Sauce

**Rashays** | Nutella Pizza

**Sushi Hyo** | All sushi plates \$3.80

