



Greenwood Plaza 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 1, 36 Blue Street opposite North Sydney Train Station. To start taking advantage of any of these programs, please email Juliana Lovell, Juliana.Lovell@mirvac.com

Retailer Newsletter

DECEMBER
2018



Marketing Update

What's On

GO GREEN IN STYLE

Customers can collect a free eco-friendly coffee cup valued at \$25*. To be eligible to redeem, customers simply need to spend \$30 at any store and present their receipts to Swiss Deli on the Plaza Level. Customers must also be Greencard members to redeem travel mug, but can sign up on the spot at Swiss Deli.

GREEN GIVEAWAY

To drive traffic to the Centre on Saturdays we're giving customers the chance to collect an eco-friendly designer tote bag. Customers must present their Greencard at Greenwood Grocer on Saturdays from 10 November to receive a free reusable tote bag designed by The Lust List.

*Terms and conditions apply. While stocks last, travel mug/tote bag must be redeemed on the same day as transaction, multiple receipts permitted.



Coming Up...

HEY YOU

Spend On Lunch, Save On You

From Thursday 29 November to Friday 15 December customers can receive 25% off lunch at their favourite venues every weekday through Hey You! Customers simply need to download and sign up to Hey You to get notified of each day's lunch deal.

This will give customers the opportunity to save time and money for what matters most this Christmas.

TREE OF JOY

Embrace the gift of giving this Christmas by:

1. Selecting a card that tells the story of a person in our community who is in need of support and assistance
2. Purchasing the requested gift
3. Returning the wrapped gift with the card by Wednesday 19 December to Centre Management between 9.00am – 5.00pm, Monday to Friday. The Tree of Joy is located on the Metro Level near Vodafone and is run by both Greenwood Plaza and The Rotary Club of North Sydney.

DATES TO REMEMBER

1st of the Month

Rent Due

3rd of the Month

Sales Due

CHRISTMAS CHARITY GIFT WRAPPING

Gold coin donation to Mummy's Wish

The gift wrapping counter is available:

Friday 14 December – Saturday 22 December
(excluding Sunday)

Monday – Wednesday, Friday & Saturday
11.00am – 2.00pm

Thursday
11.00am – 2.00pm & 4.00pm – 7.00pm

The gift wrapping station is located on the Plaza Level near Din Tai Fung.