



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

JANUARY
2019



Marketing Update

What's On

GREENCARD OFFERS

You should have received confirmation of your Greencard offer that is currently being promoted with the option to either revise or keep as is.

If you have not confirmed this with us yet, please do so as soon as possible so we can continue to promote your store offerings as best we can.

If you do not currently provide a Greencard offer and would like to do so, please get in contact with either Juliana juliana.lovell@mirvac.com or Jordan jordan.smith@mirvac.com as this is a great opportunity for store exposure to a large database.



GREEN GIVEAWAY

We are still running our 'Green Giveaway' that allows Greencard members to claim their free designer tote bag from Greenwood Grocer on Saturday's only.

This is another Saturday driver we are continuing alongside our advertising in the North Shore Times to push Saturday trade.

MARKETING OPPORTUNITIES

Don't forget the marketing mediums that are available to you across social media, website, email newsletters, column posters and digital directories.

If you need a copy of the marketing mediums pack or have any questions do not hesitate to get in contact with Juliana juliana.lovell@mirvac.com or Jordan jordan.smith@mirvac.com for more information.

AUSTRALIA DAY TRADING HOURS

Saturday 26 January 2019 – Centre Closed

DATES TO REMEMBER

1st of the Month

Rent Due

3rd of the Month

Sales Due



WiFi

FREE WIFI NOW AVAILABLE IN THE CENTRE

[_GreenwoodPlazaFreeWiFi](#)