



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

FEBRUARY
2019



Marketing Update

STAFF OFFERS

Greenwood Plaza staff are eligible to receive the offers below:

10% OFF AT HAIR AT GREENWOOD!

Simply tell the staff which store you work at within the Plaza

25% OFF AT SIMPLY NOODLES

Visit our website for more information on how to redeem your code.

If you would like to provide an offer for staff within Greenwood Plaza, do not hesitate to get in contact with Juliana juliana.lovell@mirvac.com or Jordan jordan.smith@mirvac.com for more information.

ONE DAY SALE

Keep an eye out for our One Day Sale memo that outlines the details of our annual One Day Sale that will be held on the Thursday 14 of March.

The One Day Sale always has a great turn out and our customers look forward to this day! So please have a think about a strong offer you can provide, or start the conversation with your head office on what offers can be put forward. We would like to start confirming offers as soon as possible so we can start putting the collateral together for the day.

WELCOME PACKS

North Sydney is seeing an increase in commercial and residential development, and we would like to start putting together Greenwood Plaza Welcome Packs for all the newcomers to the area.

This creates awareness for both our centre and your retail offering! If you would like to provide a product/offer, please get in contact with either Juliana or Jordan.

DATES TO REMEMBER

1st of the Month

Rent Due

3rd of the Month

Sales Due



GREENCARD

For all retailers that have provided an offer for our Greencard members, we have revised the existing counter cards in our new branding and these will be delivered to you shortly.

Don't forget for anyone that does not provide a Greencard offer, you can always contact the marketing team to arrange one immediately.