

Retailer Newsletter

MARCH
2019





Marketing Update

What's On

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

Our One Day Sale has been moved to Thursday 21 of March.

If you have not sent through your offers yet please do so ASAP as we need to go to print soon.

This year we are doing things bigger and better by implementing a speed styling activation with the concept 'Glam & Go'. Customers will be able to get a full express makeover in 30 minutes, which includes – skin prep, hair, makeup and nails! Customers will also be offered a complimentary glass of bubbles while they wait.

We will be working with a social media influencer to help promote this event and generate hype. The flyers for the One Day Sale will also have \$5 voucher coupons that will be redeemable at our collection booth to use in your stores.

NTH SYD SESSIONS

The NTH SYD Sessions is a new monthly event, kicking off on Tuesday 19 February. Each month will feature music from a fantastic live band, plus a lounge area where you can kick back over lunch and listen to some great music.

The event will happen on the third Tuesday of each month, so mark your diaries now!

NTH SYD LUNCH CLUB

As you may know North Sydney Council runs the NTH SYD program, which aims to help create a vibrant and happy place for people to work through a variety of free events, activations and place making activities.

Please see nth Syd.com and social media channels for further details.

In 2019 North Sydney Council are launching a new quarterly event called the NTH SYD Lunch Club. The lunch will be an opportunity for people to come together at a communal, fun event and provide incentives to try different food outlets.

The event will take place between 11.30am and 2.00pm on the following dates:

Thursday 28 March, Thursday 27 June, Thursday 26 September and Thursday 12 December

Each lunch will have a theme and Council will organise decorations, entertainment, activities and furniture in CBD public spaces to complement the theme and encourage people to enjoy a leisurely lunch.

We are inviting food retailers in the North Sydney CBD to be part of the NTH SYD Lunch Club and provide a special offer on food and/or beverages at each event. The special offer may be something new on the menu to match the Lunch Club theme, or simply a Lunch Club discount on some menu items.

Council will promote the event and encourage people to take time out once a quarter to enjoy the lunch and take advantage of the special food and drink offers that day. All participating businesses will be listed on the NTH SYD website and the Facebook event page. Council will provide a promotional toolkit for participating businesses, which will include stickers, posters, and images for social media that can be used to advertise your special offer.

If you would like to be part of this new initiative please email commsevents@northsydney.nsw.gov.au and they will send you a link to complete a registration form where you can outline details of your business and the special offer you would like to make to customers on 28 March. To participate in the March event, businesses must register by Friday 8 March.

Centre Operations

WORK PLACE SAFETY

Please ensure you keep all merchandise, deliveries and rubbish within your tenancy and not in public space, as this removes the chance of slip, trip and fall incidents. Site Security will be monitoring this and advising you when you have breached your tenancy lines.

I thank you once again for your assistance and encourage you to contact the Greenwood Plaza team at info@greenwoodplaza.com.au if you have any questions and we will respond to you directly.

NEW STORE OPENINGS

Nails Avenue is now open on the Ground Floor next to My Friend Enzo, another great addition to our centre! 20% off all services will be available for a short time only, as part of the grand opening celebrations.

DATES TO REMEMBER

1st of the Month
Rent Due

3rd of the Month
Sales Due

DRIVE

by mirvac

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