

Retailer Newsletter

MAY
2019



Marketing Update

NEW STORES

We have introduced two excellent new stores to our retail mix at Greenwood Plaza, further strengthening our offer as a centre. Oporto and Sussan opened last month and we are very excited to have them trading in the centre!



MOTHER'S DAY

Mother's Day is coming up on Sunday 12 May. If your store has a special offer please ensure you send this through to the marketing team as soon as possible so we can promote it across our channels.

GREENCARD APP

We are in the process of launching an app towards the middle of the year which will allow us to digitalize our Greencard and better communicate with our Greencard members. This app will be able to track the buying behaviour of Greencard members and monitor the effectiveness of current offers. If you would like to add or enhance a Greencard offer for your store, or have any questions about the app please contact the marketing team.



NTH SYD LUNCH CLUB

NTH SYD Lunch Club is a new FREE quarterly event for the North Sydney workforce. Everyone is invited to take a break from their work day and enjoy a leisurely lunch filled with fun, entertainment and special offers.

Each Lunch Club event will have a theme and feature giveaways and discounts from local businesses. Council 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.

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 provide.

NTH SYD SESSIONS

The NTH SYD Sessions is a new monthly event, which started on Tuesday 19 February and will occur on the third Tuesday of every month. Each month will feature music from a fantastic live band plus a lounge area where customers can kick back over lunch and listen to some great music.

This event will be held on our rooftop, or the atrium near Soul Origin due to rainy weather.

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