



# RETAILER NEWSLETTER

AUGUST 2018



## 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.

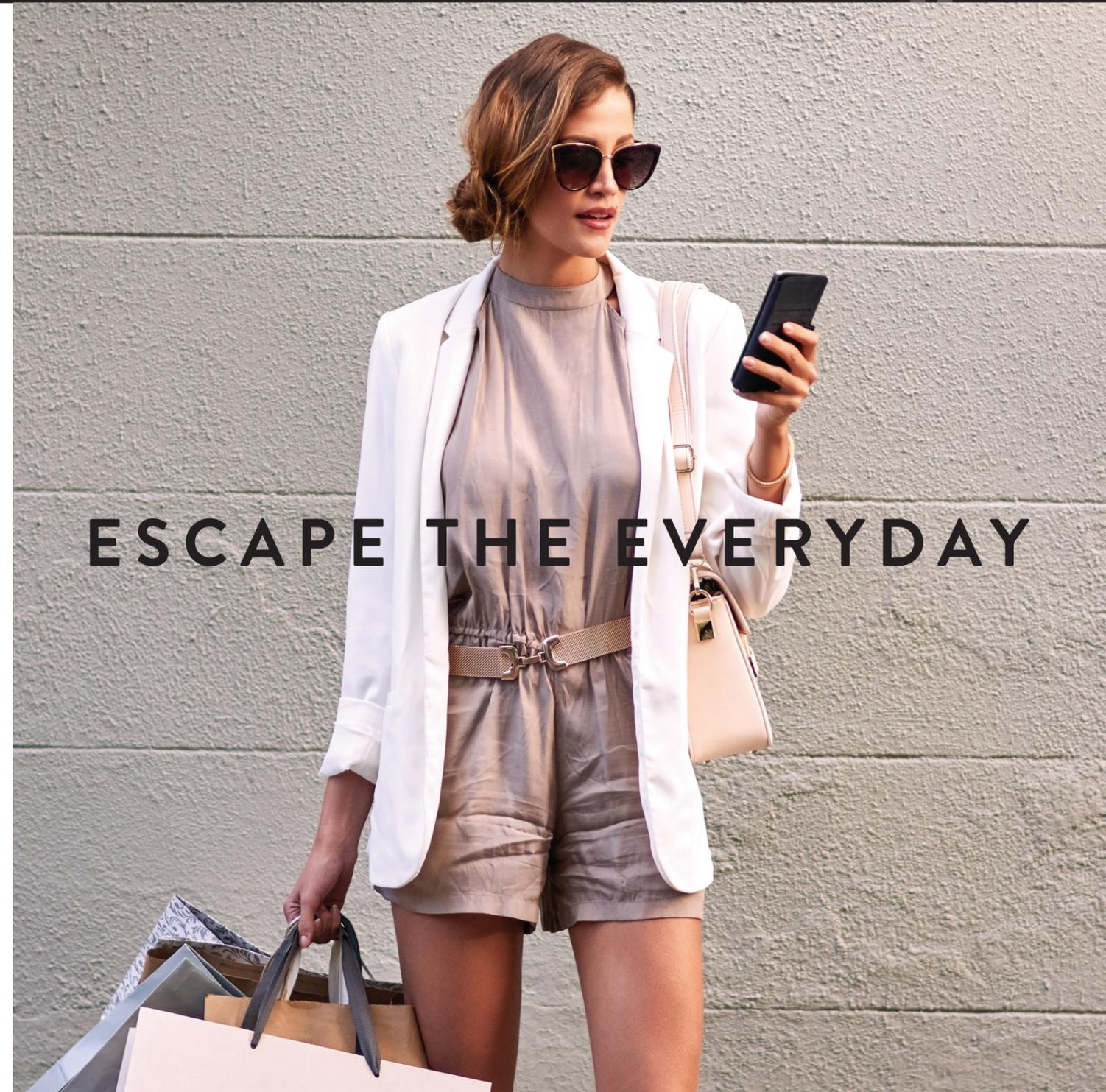
## ACCELERATE

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](mailto:Juliana.Lovell@mirvac.com)



ESCAPE THE EVERYDAY



# THANK GOODNESS FOR SATURDAYS



## GREENCARD RELAUNCH COMING SOON

### MARKETING UPDATES

#### SPIN & WIN FOOD PROMOTION

Our digital 'Spin & Win' food campaign will be kicking off this month! We are very excited to see our customer's reactions and to hearing your feedback on this fun concept! Also, a big thank you to all retailers who submitted offers.

#### GREENCARD OFFERS

The Greencard program is a great way to promote your offering to a large database of loyal customers. If you have not already submitted your offers get in touch with **Jordan Smith** at Centre Management – [jordan.smith@mirvac.com](mailto:jordan.smith@mirvac.com)

#### MOSMAN DAILY ADVERTISING

As promised we are focussing on how to communicate our fresh food offering and Saturday trade in the most effective way. We will be advertising our fresh food category on a monthly basis through the Mosman Daily to further our reach.

#### SATURDAY SAVERS

During the month of August, as part of a 'Saturday Savers' social media promotion, we will be sending out a memo regarding any offers you would like to promote. If there are any strong offers you would like us to communicate across our channels get in touch today!

#### COMING UP

This October, Greenwood Plaza will be celebrating YOU with 'The Festival of You, a three-week campaign focused on health and wellbeing. The campaign will run a schedule of YOU sessions, aimed at encouraging customers to ditch the suit and heels and participate in activations surrounding work-life balance.

### OPERATIONAL UPDATES

Dear Retailers,

We are sad to announce that Nathan, our Senior Facilities Manager, will be leaving us to go and work in the Mirvac managed Broadway Shopping Centre. Nathan has been with us at Greenwood for two and a half years and in this time has made many improvements to the centre, increased our energy and waste savings and made lots of great friends.

We have all enjoyed his energy, expertise and helpfulness and will miss him. His last day will be Friday 10 August so please join me and all the management team in wishing him well in his new adventures at Broadway.

Nathan's shoes will be filled by Trent Middleton who comes to us with great experience in facilities management, most recently at the Broadway centre but also at a number of Westfield centres. He will be commencing on Monday 13 August and you will get a chance to meet him over the next few weeks as he settles in.

Kind regards

Keryn Ward  
Centre Manager

#### DATES TO REMEMBER

1st of the month Rent Due 3rd of the month Sales Due