

# THE POINT

All the news from Sydney's Largest Brand Outlet

## Welcome Message



**Centre Manager**

This month we continue working through our exciting car park project, seeing more aspects happening or being installed on Roseby Street. In addition, ticketless parking (and associated registration) is fast approaching so please ensure that all memos or alike provided to your store is shared amongst all your team members to ensure they are aware of what they need to do!

During March we will commence changing over



some entry/exit points of the carpark and carry out some asphaltting works which will be undertaken in the Southern Car Park area. As we continue works, we'll ensure that appropriate signage or traffic control courtesy team members are in place to advise our customers of any changes and make this as seamless as possible. I want to take this opportunity to thank you all for your patience as we work to improve the customer journey by providing

better accessibility for our customers to and from the Centre.

If you have any questions regarding the car park development or any other Centre related matters, please feel free to contact the team in Centre Management. In the meantime, happy retailing!

**Karen Thompson**  
Centre Manager

## Important Diary Dates

**Friday 1 March**  
Rent is due

**Saturday 9 March**  
January sales figures are due

## Contact

**Centre Management & Guest Services**  
T 02 9812 8800  
E info@birkenheadpoint.com.au

**Leasing Enquiries**  
Sepideh Vahdat  
T 02 9812 8800

**Security (24 Hours)**  
M 0413 433 766



**Guest Services Manager**

## Luggage storage lockers

Luggage storage lockers are now available at Birkenhead Point, in a range of sizes, allowing customers to store their bags and shop with convenience. You can find our storage lockers in the corridor adjacent to Tommy Hilfiger on Level 2.

**Small**  
Hand bags  
Carry-on Luggage  
Backpack

**Large**  
Large Backpacks  
Suitcases  
Strolle

Prices:	0-4 hrs	4-8 hrs	8-12 hrs	12-24 hrs
<b>Small</b>	\$6	\$8	\$10	\$12
<b>Large</b>	\$8	\$10	\$12	\$14

**Anastasia D'alessandro**  
Guest Services Manager

# Retail Manager



## Retail Manager

Hello team Birkenhead Point and welcome to March.

### Reminders and new messages

Shop front presentation/trading outside your lease line – really, do I need to nag...again? Yes – it seems I do!

The presentation of the centre is a passion of ours. The customer experience is also really important to us. We are working hard to ensure that the centre presents to the highest standard we can possibly achieve so it's nice to take you along for the ride. So...

- Please – keep within your lease lines;
- Foodies, please ensure that your front counters are presentable and dust free;
- Take your blinkers off and have a good look around the store. Do you need to clean your windows/rollar shutters? Do you need to dust your signage down? Do you need to get into the nitty gritty? Really – Just Do It!

### Guest Services Lounge

If you haven't already done so, please visit our new guest services lounge which is located on Level 2 near the stairs to Spotlight which opened in mid-December 2018. Anastasia and her team would love for you to come and look around and provide any feedback you may have.

### Retailer parking

Please ensure that you are parking in the correct allocated retailer parking area to ensure that you are charged the correct daily rate. As a reminder, the rate does not apply if you are parked outside the designated area. Please also be aware that Canada Bay Council rangers will be patrolling the area outside the centre and will be booking those people parked illegally.

Also, if you are one of the retailers that I have recently spoken to about parking in the Drummoyne Sailing Club parking area, please note that this space is for the exclusive use of their patrons and not a parking station for Birkenhead Point retailers. Please respect this request!

### Storage

Are you looking to secure storage for all the boxes your mainstream stores are sending you. Please contact me if you need further information or prices on available storage.

### Do you read the newsletter?

Does our monthly newsletter interest you? We would love to get some feedback as to whether you read the newsletter, what parts interest you, what other information

you would like to see in the newsletter pertaining to Birkenhead Point. Please drop me an email, pick up the phone or send me a text. My contact details are rosemary.antonios@mirvac.com or mobile 0416 030 932

### Daylight savings ends

Please be aware that Daylight savings ends on Sunday 7th April 2019 at 2am. Don't forget to pass this onto your team!

### Store contact information

It is important that centre management has the most up to date information regarding your store contacts. Please advise us of overnight contacts and let us know when to add/remove a staff member to our list. Best email contact to provide this is rosemary.antonios@mirvac.com or guestservices@birkenheadpoint.com.au or give me a call on 0416 030 932.

### Reminder

The use of Coles/Aldi/Bel Fresco trolleys is a real issue within the centre. Once again, our majors have requested that we advise everyone that

the use of their trolleys by our retailers takes away their availability to provide these to genuine customers. We ask that you stop using the trolleys within your tenancies. This includes ferrying stock to and from your tenancies, using trolleys to move your rubbish to the loading dock at the end of every day and using trolleys for storage. Please find another solution to assist your store.

### Reminder

Both marketing and I spend Friday mornings between 9am and 11am at Jean Louise Joseph on the ground floor and are happy for you to come along and have a chat about anything Birkenhead Point Shopping centre. No need to make an appointment, just come along.

As always... happy trading.

**Rosemary Antonios**  
Retail Manager

## Easter Trading hours

### Dates:

Friday 19th April 2019 (Good Friday Public Holiday)  
**Centre Closed (Restricted trade day)**

Saturday 20th April 2019 (Easter Saturday Public Holiday)  
**10:00AM - 6:00PM**

Sunday 21st April 2019 (Easter Sunday Public Holiday)  
**Centre Closed (Restricted trade day)**

Monday, 22nd April 2019 (Easter Monday Public Holiday)  
**10:00AM - 6:00PM**

## Anzac Trading Hours

### Dates:

Thursday, 25th April 2019 (Anzac Day Public Holiday)  
**1PM - 6PM**

**(Partial restricted trade day)**



# Tourism Talk

## Lunar New Year - Guan Wei Artist Collaboration Update

As part of our long term Tourism strategy, renowned Chinese-Australian contemporary Artist Guan Wei was invited to create a customised art installation to celebrate Lunar New Year 2019, The Year of the Pig. The giant 22-metre long mural features a flying pig symbolically soaring from China to Australia as well as eight chubby babies holding traditional Chinese knots and firecrackers sprinkled throughout.

To unveil the artwork, Birkenhead Point hosted an intimate morning tea with 25 key Chinese media and influencers, who met with Guan Wei and witnessed live signing of his artwork. Birkenhead Point was delighted to have Geoff Raby former Ambassador to China attend the celebration. The collaboration with Guan Wei has been well received and reached over 50,000 readers across various local Chinese language media outlets, including The People's Daily online edition, WeChat based media outlets and influencer accounts. If you haven't already seen the beautiful installation, please make sure you visit the artwork located on Level 3.

## Destination NSW New Zealand Family

On Thursday 21 February Birkenhead Point was delighted to host a familiarisation for New Zealand Travel Agents, House of Travel in conjunction with Destination NSW's strategic partnership and Qantas Airways. The showcase 'Summer in Sydney' campaign was a great opportunity for Birkenhead Point to meet these influential agents. The agents experienced Sydney accommodation, attractions, tours, dining, the Shopper Hopper and a unique Shopping experience at Birkenhead Point in an effort to increase sales and visitation by New Zealand travelers.



## Upcoming changes to UnionPay with Purchase Campaign

Birkenhead Point is pleased to continue an ongoing partnership with UnionPay to reward valued UnionPay cardholders every time they shop. From mid-March Birkenhead Point will change their gift with purchase offering to a two-tiered approach to further incentivise the UnionPay card shopper. Customers who spend \$300 or more with their UnionPay will receive an UGG® Merino Wool Scarf\* (valued at \$59.95) and customers who spend \$600 or more with their UnionPay card will be rewarded with a pair of UGG® Sheepskin Slippers\* (valued at \$79.95). Customers must simply present their receipts to Guest Services on Level 2 to claim their complimentary gift. \*Terms and conditions apply, visit [birkenheadpoint.com.au](http://birkenheadpoint.com.au) for details.

UnionPay is a global bankcard, founded in China and can be used in 162 countries and regions around the world, making it the third-largest payment network by value of transactions processed,

behind Visa and MasterCard. The purpose of this partnership is to encourage more Asian visitors to our centre and provide a UnionPay customer benefit when shopping.

**Reminder:** In order for customers to be eligible to receive a complimentary gift, customers must undertake the following steps:

- Reach the spend requirements specified above
- Have a valid UnionPay card beginning with the numbers "62"
- Present original receipt(s) on the same day of purchase
- Visit Guest Services to claim their complimentary gift.



## Easter Weekend Offers

How can your store participate?

- Please email your offer to [Stephanie.Isakka@mirvac.com](mailto:Stephanie.Isakka@mirvac.com) by Monday 26 March.
- Include T&C's, product description and;
- Lifestyle imagery (with no text) to be featured on our website (2160px x 1080px) and social channels (1000x 1000px)

**Please note:** store offer must be valid between Thursday 18 Monday 22 April to be featured. We encourage your store to maximise awareness, visitation and sales by participating in this FREE MARKETING OPPORTUNITY. Please note: When selecting an offer to feature, please consider an offer of value that would entice customers to visit your store. All offers will be supported by flyers in-centre and duplicated across our website and social channels if appropriate imagery is provided.



# Marketing Update



## Visitor Passport program 2019/2020

### What is the Visitor Passport?

The Birkenhead Point Visitor Passport is a discount booklet providing domestic and international guests with access to (currently) over 35 exclusive offers across luxury brands, men's and women's fashion, homewares and more.

Internationally, there is an expectation that outlet centres offer additional discounts to tourists as an incentive for visiting their centre. The USA's Simon Premium outlets and UK's Bicester Village Outlet, to name a few, all offer discount booklets to their tourists and visiting guests.

The Visitors Passport also provides a point of difference against our main outlet competitor, DFO, who is currently not running the national DFO Tourism offer, nor do they have a discount booklet. This is our opportunity to gain market share and drive traffic to your store to encourage customer spending.

We invite all retailers to participate in the Visitor Passport program by providing an offer which would appeal as the highest value offer and entice our visiting guests to visit your store to shop.

The Visitor Passport has been extremely successful since its launch in June 2018 with a total of 8,000 Visitor Passports issued to date.

To participate in this free marketing opportunity, please return the attached participation form to Guest Services on Level 2.

Email [Stephanie.Isakka@mirvac.com](mailto:Stephanie.Isakka@mirvac.com) by close of business Friday 17 May.

### Things to note:

- Offer must be available for 12 months commencing July 2019.
- A professional image to be included in the Visitor Passport must be supplied in order to participate. Image must be at least 300 DPI, jpeg format and sent via email to [Stephanie.Isakka@mirvac.com](mailto:Stephanie.Isakka@mirvac.com)



## Ticketless Parking Update

As you may be aware Birkenhead Point is introducing Ticketless Parking in April 2019.

The new parking system is designed to provide quicker and easier access in and out of the car park without the need for paper tickets or access cards.

**Registrations for retailers and staff are now open – visit [birkenheadpoint.com.au](http://birkenheadpoint.com.au) to register. Once registered, please visit Point Parking to complete the validation process. All retailers and staff must register prior to the 10 April otherwise customer rates will apply.**

For more information and FAQ's, visit [birkenheadpoint.com.au/drive](http://birkenheadpoint.com.au/drive) or contact Centre Management on 9080 8636.

## Centre Management Team



**Centre Manager**  
Karen Thompson



**Retail Manager**  
Rosemary Antonios



**Marketing & Tourism Manager**  
Amanda Longmuir



**Assistant Marketing Manager**  
Stephanie Isakka



**Senior Facilities Manager**  
Anna Kalkanas



**Facilities Manager**  
Peter Ward



**Retail Space Executive**  
Jane Hilton



**Guest Services Manager**  
Anastasia D'Alessandro



**Guest Services Coordinator**  
Nereeda Wilkinson

## Marina Team



**Marina Manager**  
Phil McGowen



**Senior Marina Attendant**  
Bill Krestavos



**Marina Maintenance Coordinator**  
Peter Farrugia



**Weekend Marina Manager**  
Larry Malone

**BIRKENHEAD  
POINT**