



Marketing Handbook 2018

**BIRKENHEAD
POINT**



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Introduction

The Drive retailer program is designed to assist and support Birkenhead Point retailers to realise their full sales potential. The Drive program will provide your store with the tools, knowledge, skills and support to help drive your sales and your business. More than just a marketing initiative DRIVE is a true point of difference for Mirvac Retail and you our customers.

Mirvac is committed to working with our retailers to ensure that our customers enjoy the best possible retail experience in our Shopping Centres.

Get ready to

- DRIVE your Sales
- DRIVE your Team
- DRIVE your Business
- DRIVE your Message
- DRIVE your Store

Birkenhead Point BrandOutlet has five Drive programs:

- 1 Start
- 2 Shine
- 3 Ignite
- 4 Inspire
- 5 Accelerate

As part of the DRIVE program, retailers can also access DRIVE information and Retailer Newsletters at [BirkenheadPoint.com.au/Drive](https://www.birkenheadpoint.com.au/Drive)

DRIVE START

The Start program is an essential part of our Drive program.

The Start program is for all new retailers or stores that refurbish or relocate within Birkenhead Point. For new retailers opening in a Centre, being welcomed by the Centre Management team and being given all the information they need to operate a successful business is extremely important.

Simple information like where do staff park? Where is the loading dock? Where are the bins? Is there a sustainability program? Who do I contact for what? Even just navigating their way around the Centre and back of house is all important information for retail staff.

The Start program will take care of all of those questions within the retailer handbook and give your store the best

The details

- All new retailers will receive a Welcome to Mirvac pack which will include a Welcome Letter, Retailer handbook and this DRIVE marketing pack.
- The Marketing Manager or Retail Manager will arrange to meet you prior to your store opening to discuss your business and your opening plans. They will also provide information on where to park and any other back of house procedures.
- You will need to supply your store logo, images and an overview of your business for the Birkenhead Point website and Centre Directory board.
- The day before you are due to open, your Store Page will be sent live on the Birkenhead Point website and your store listing will appear on the Centre Directory board.
- On the day of opening the Centre Management team will deliver your Retailer Handbook. This Handbook will contain Emergency Procedures, Centre Rules and Guidelines, Contact Information, Centre Marketing Plan calendar and sections for you to file future Centre Memos and Retailer Newsletters.
- Your store will also be featured on any Centre digital channels that are available on that day.
- The Centre Management Team will also follow up on your store within the first three days to find out how trade is going and whether or not further assistance is required.



Connecting customers with your store's marketing message is a key element in unleashing your store's sales potential.

Birkenhead Point Brand Outlet has a variety of mediums that can assist you to promote your marketing message and drive your business. Whether your goal is to maximise your sales potential, or create awareness of your store, special event or new product line, we're here to help. Make an appointment with the Marketing Manager to discuss and plan how your store can take advantage of the in-centre marketing opportunities.

Birkenhead Point Brand Outlet has the following Shine opportunities:

- In-centre Posters
- Electronic Directory Boards
- Website
- Facebook
- Boom Gate Banners (paid)
- Email Newsletter (dependent on availability)
- Local Rewards Opportunities (Fresh Food)
- Instagram
- Birkenhead Point Tourism Visitor Passport

The details

- Book your Shine opportunities with the Marketing Manager at info@birkenheadpoint.com.au
- Bookings run for two-weeks (subject to availability) to ensure fair representation of all retailers, and can be made up to three months in advance. Bookings will be allocated according to a 'first in, best dressed' basis.
- Ensure all marketing material and digital assets have been submitted to the Marketing Manager at least three days prior to commencement of your booking.

In-centre Posters

Posters are displayed throughout the centre and available all year round to retailers.

Dimensions	749mm (w) x 999mm (h)
Printing	Retailer cost. Supply no more than two (2) to Centre Management.
Usage	Free of charge.
How	Email the Marketing team or info@birkenheadpoint.com.au



Electronic Directories

All retailers are encouraged to promote any worthwhile campaign imagery on our e-directories.

Dimensions	1080 (w) x 1510 (h) pixels. Please note, media must be .jpeg or .png in RGB colour space at a resolution of 72dpi.
Cost	Free to use, subject to availability.
How	Email the Marketing team or info@birkenheadpoint.com.au



Car Park Boomgate Banners – Paid Usage

There are six boomgate banners displayed at entries and exits. These are an effective way to capture your customers' attention.

Dimensions	860mm W x 277mm H (type area), double-sided.
Printer information:	Set up file at 100%. Please use 'The Printers'; artwork@theprinters.com.au
Cost	Printing 6 units. Please refer to printer for cost. Must be double-sided.
	Usage Refer to Pop-Up Leasing Manager for cost.
	Installation/Dismantle Free of charge.
How	Email the Pop-up Manager via info@birkenheadpoint.com.au



Website and Facebook Advertising

All retailers have their own store page on the Birkenhead Point website birkenheadpoint.com.au. These details can be updated with new information about the store, new contact details and graphics. There is also the opportunity to advertise a special offer or event on the website's What's On page.

Cost Free of charge.

How If you would like to update your store page's information, or be featured on the What's On page, simply email the Marketing team and ensure you provide details of the offer, including the duration and any relevant graphics.

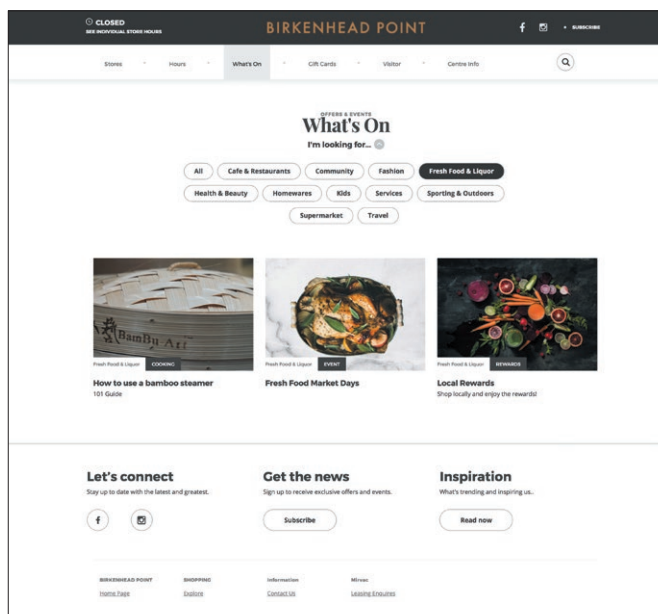
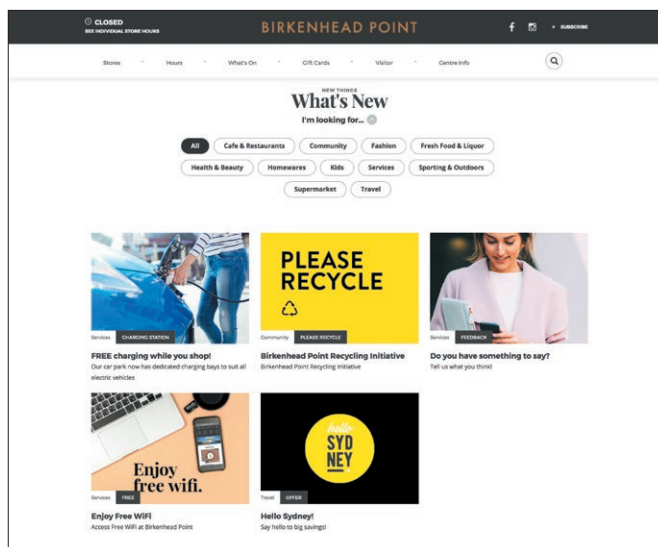
Website Provisions Each page of the website requires different sized images as outlined below:

Home Page 'What's On' section
Three tiles will appear under this section. Inspirational Images that are just graphics or images with minimal text will appear over graphics that are mainly text. Please provide copy to go with this.

Dimensions
A logo or graphic sized 370 (w) x 260 (h) pixels (minimal text), and accompanying copy.

Store Page
Logo at 190 (w) x 100 (h) pixels. The website URL you would like it linked to. Telephone number and Store overview content.

Facebook advertising
504(w) x 504 (h) pixels. Please note we will only utilise worthwhile offers for our Facebook page.



Exclusive Discounts Visitor Passport

The Visitor Passport provides tourists and visitors exclusive discounted offers in centre. The Visitor Passport targets Domestic and International tourists to Sydney. ‘Domestic Tourists’ can be defined as anyone who lives outside of Greater Sydney. This program is designed for visitors and tourists to Sydney, not local residents or shoppers.

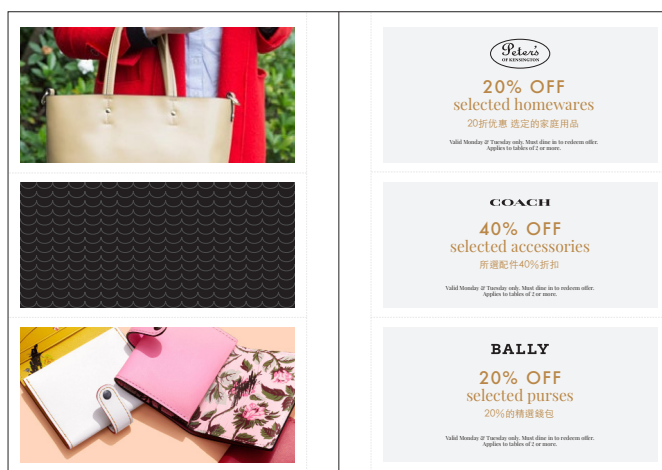
The Visitor Passport also includes information regarding transport to and from Birkenhead Point, in-centre services (such as wifi, Guest Services hotline, Shopping Nanny), centre maps, size comparison chart and a call out to Union Pay.

How does the program work?

- 1 Domestic & International Tourists visit the Guest Services Desk on Level 2, provide identification and receive their complimentary Visitor Passport. This passport is bilingual (Chinese) to cater for our ever-growing Chinese market.
- 2 The passport is validated for a period of 14 days upon collection at Guest Services on Level 2.
- 3 Customers tear out the coupon relating to the respective store to receive the designated discount.

How does the program work for retailers?

- 1 Retailers provide an offer that will be valid for 1 year from the date of booklet.
- 2 Offers will need to be worthwhile to feature in the booklet, as International tourists, especially the Chinese, will spend if the offer is EXCLUSIVE to the booklet offers. Therefore standard 30% off all year round to everyone, or member 10% off discounts will not be accepted.
- 3 Retailers accept the coupon with their offer and state the spend amount on the coupon and keep in a safe place. On a monthly basis, these coupons will be collected from every store by Centre Management.
- 4 On a quarterly basis, stores involved will receive a statistic update on information around the offer.



Marketing Materials provided to Retailers

The following items will be supplied for all participating retailers so that customers can easily identify where their Visitor Passport is accepted.

Counter card OR Window decal	This is to display in store to advise customers you are a participating retailer. This is to display on the store façade to capture the eyes of passerby shoppers.
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In addition to the above, Visitor Passport will also be featured across the following platforms:

- In-centre signage
- Website
- Edirectories
- Social Channels
- Official Sydney Guide (English & Chinese)

Updating your Offer

Offers are provided annually and advised prior to new print run.

What is your offer?	Ideally, offers should be a minimum of 15% off in addition to already discounted product (which would only be honoured on presentation of a Visitor Passport tear out).
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Offer Terms & Conditions	This is also included on your individual offer tear out. Please ensure you include all relevant terms and conditions for your offer.
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Images and Logos	For use with your offer in the Visitor Passport.
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Image/Logo specs - Individual offers page

Logo	300px (h) Note: Logos on this page are better if they are horizontal rather than stacked/vertical.
Offer image	High resolution image - Please ensure your image relates to your product/offer. - We need a plain image only, please don't supply an image with your logo or text added. - Images for this page are also best if they are on a coloured background NOT white.

DRIVE 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. To take part in the Ignite initiative, simply provide a prize/s to be used on the Centre's digital or social media platforms to giveaway.

Providing an instant giveaway, is the perfect way to get your product or store in front of the thousands of followers that the Centres have, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers.

The Ignite program is best used with the Shine program to maximise your stores potential.

The details

- Make an appointment with the Birkenhead Point Marketing Manager to discuss and schedule your Ignite promotion.
- Complete the Ignite agreement and deliver the prize prior to commencement.
- Upon completion meet with the Marketing Manager to discuss results.

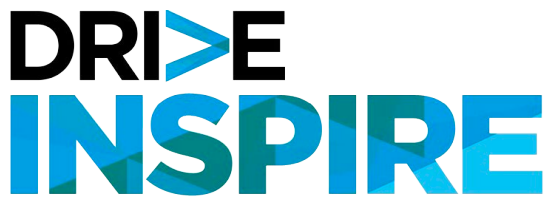
DRIVE ACCELERATE

Sometimes a fresh set of eyes can identify areas of strength and improvement opportunities.

The Accelerate program will give your store access to a comprehensive range of professional advice on all facets of your store from visual merchandising, store presentation, customer service and sales. While on the Accelerate program it is compulsory that your store be participating in both the Shine and Reward program.

Participation

- Meet with the Marketing or Retail Manager to discuss how the process will work. Realistic expectations and timeframes will be set for the program.
- The Accelerate program requires active participation from you and a commitment to improve your business.
- A Store Audit of your stores presentation will be undertaken with the Centre Management team. This audit will give you good insight into how a customer views your store. When it comes to attracting customers first impressions really count.
- From the Store Audit it will be decided if a professional visual merchandiser will be required. If a professional visual merchandiser is engaged you must ensure staff are present for the session.
- An in-depth Diagnostic Mirror will be completed with you. In some cases it may be beneficial for an external retail consultant to be engaged to offer expert advice. A high level of commitment to undertake actions to improve your business is required.
- If you are on the Accelerate program you must be actively participating in the Shine and Reward programs.



The Inspire – Resource Library

The Resource Library is available for all retailers at Birkenhead Point Brand Outlet. You will find the Inspire – Resource Library in Centre Management.

The Library has a range of retail resources about customer service, visual merchandising, improving sales, industry information and more.

The details

- Visit the Centre Management Office and select your title.
- Check the chosen resource out with the Marketing Manager.
- Return the book by the due date.

Retailer Newsletter

At the beginning of each month all retailers will receive a Retailer Newsletter. This newsletter will keep you up to date with everything that is happening at Birkenhead Point Brand Outlet. The Retailer Newsletter is delivered directly to your store each month or can also be viewed at BirkenheadPoint.com.au/Drive

THE POINT
All the news from Sydney's Largest Brand Outlet

Food As The Future

Food As The Future
The food industry continues to change and evolve at a rapid pace. At Birkenhead Point, we are committed to providing our customers with the highest quality fresh produce and meat products. Our dedicated staff ensure that every item is sourced from the best suppliers and delivered to our stores in the freshest condition possible.

Marketing Update

Marketing Update
Hello all,
We are excited to announce that we have launched a new marketing campaign for our fresh produce. This campaign aims to educate our customers on the benefits of fresh produce and how to choose the best quality items. We will be featuring a variety of fresh produce items in our stores, including apples, oranges, and leafy greens. We will also be offering a range of fresh meat products, including beef, pork, and lamb. We hope you will enjoy our new marketing campaign and the fresh produce and meat products we have to offer.

Inner West Local Business Awards

Inner West Local Business Awards
Birkenhead Point has been awarded the 'Best Retailer' award at the Inner West Local Business Awards. This award recognizes our commitment to providing our customers with the highest quality products and exceptional customer service. We are proud to be recognized as one of the best retailers in the Inner West region.

Drive of Retail Tips

Drive of Retail Tips
We have a number of tips for our retailers to help them improve their sales and customer service. These tips include: 1. Keep your store clean and organized. 2. Offer excellent customer service. 3. Use social media to promote your business. 4. Offer promotions and discounts. 5. Hire and train your staff well. We hope these tips will be helpful to our retailers.

Important Store Dates

Important Store Dates
Please note the following important dates for our retailers: 1. 1st October 2018 - End of financial year. 2. 1st November 2018 - Start of financial year. 3. 1st December 2018 - End of financial year. We hope these dates will be helpful to our retailers.

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Centre Management Team

Centre Management Team
We are proud to have a dedicated Centre Management Team at Birkenhead Point. This team is responsible for the day-to-day operations of the store and ensuring that our customers have the best shopping experience possible. The team includes: [List of team members]

Merina Team

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Tourism Talk

Tourism Talk
We are excited to announce that we have launched a new Tourism Talk series. This series aims to provide our customers with information on the latest in tourism and travel. We will be featuring a variety of topics, including: 1. The best destinations in NSW. 2. The best times to visit. 3. The best things to do. We hope you will enjoy our new Tourism Talk series.

Development Wrap Up

Development Wrap Up
We are excited to announce that we have completed a number of development projects at Birkenhead Point. These projects include: 1. The new fresh produce section. 2. The new meat section. 3. The new seafood section. We hope you will enjoy the new developments and the fresh produce and meat products we have to offer.

Operations

Operations
We are excited to announce that we have implemented a number of new operations procedures at Birkenhead Point. These procedures include: 1. The new inventory management system. 2. The new customer service training program. 3. The new staff scheduling system. We hope these new operations procedures will help us provide our customers with the best shopping experience possible.

Les Chefs of Dr

Les Chefs of Dr
We are excited to announce that we have launched a new Les Chefs of Dr series. This series aims to provide our customers with information on the latest in food and drink. We will be featuring a variety of topics, including: 1. The best chefs in NSW. 2. The best restaurants in NSW. 3. The best things to eat and drink. We hope you will enjoy our new Les Chefs of Dr series.

Retail Manager's Message

Retail Manager's Message
We are excited to announce that we have launched a new Retail Manager's Message series. This series aims to provide our customers with information on the latest in retail and business. We will be featuring a variety of topics, including: 1. The best retail strategies. 2. The best retail products. 3. The best retail services. We hope you will enjoy our new Retail Manager's Message series.

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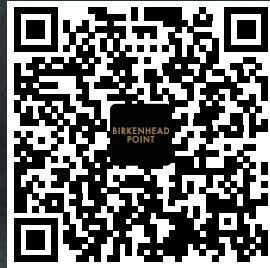
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DRIVE
by mirvac



**BIRKENHEAD POINT
BRAND OUTLET**

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**BIRKENHEAD
POINT**

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