

THE POINT

All the news from Sydney's Largest Brand Outlet

Welcome Message



Centre Manager

There's been lots happening since the last edition!

The Land Based Amenities works continue on the Marina Promenade, which sees us nearing the end of the works program.

This area is due for completion in mid June 2018 and already looks very different to the existing conditions. Refurbishment works to Lift #12 are well progressed with this lift due to become operational again around late May 2018.

In mid December 2017 we issued to all retailers, a notification letter

outlining that the Lessor intended to commence the alternations to the car park at Birkenhead Point (known as the Managed Parking Project). I'm pleased to report that we've now obtained DA approval to undertake these works. The scope of these works includes (but not limited to): a ticketless system to entry/exit gates, Number Plate recognition cameras, new payment machines, parking guidance and dynamic signage, left hand slip lane exiting Roseby / Renwick roundabout, relocation of coach set-down area, awnings to taxi zone and coach drop off, painting and lighting improvements throughout carpark levels, wayfinding in carpark, streetscaping to Roseby Street, and

Facade treatments. Now that we have DA approval we are finalising our works program which we will share will you all shortly.

Next month we will be holding our annual Retailer Information Night (similar to what we have done in previous years). It's an opportunity for the Centre team to present the Marketing Directions for 2018/2019 along with providing an update on other plans for the Centre. Details of the night will be issued shortly and we look forward to seeing you there.

In the March edition of The Point, I mentioned that Mirvac was looking at the way it supplies

electricity to Birkenhead Point by retrofitting an Electricity Embedded Network. Over the last couple of weeks you would have received an email and a hard copy (to the store) from WinConnect about this matter. Should you have any questions about this, please don't hesitate to contact Tamara Wharton from WinConnect (listed on the letter), or Rosemary Antonios or myself from the Centre.

Down at the Marina,

Facility Manager's Message



Hi Retailers,

Just a friendly reminder to all tenants, that if a security guard is required for afterhours work or for another reason, 24 hours notice is required.

If you are looking to book a guard, please contact centre management and we can pass on the details and correct forms that need to be filled in.

Thank you,

Jayden Harris
Facility Manager

we've been doing some separation pylon works. These works will be complete around mid May and essentially make berthing of vessels easier.

As always, if you have any questions about anything around the Centre, please feel free to liaise with any member of the Centre Management team.

In the meantime, happy retailing!

Karen Thompson
Centre Manager

Important Diary Dates

Tuesday
1 May
Rent is due

Tuesday
8 May
April sales figures are due

June Long Weekend Hours
Fri 8 June
10.00am – 5.30pm
Sat 9 June
9.00am – 6.00pm
Sun 10 June
10.00am – 6.00pm
Mon 11 June
10.00am – 6.00pm

Contact

Centre Management & Guest Services
T 02 9812 8800
E bhp.customer@mirvac.com

Leasing Enquiries
Sepideh Vahdat
T 02 9812 8800

Security (24 Hours)
M 0413 433 766



Marketing



Taste of Birkenhead Campaign

We'd like to recap on the Taste Of Campaign that ran during the month of April. As mentioned in previous communications, the campaign focused on various concepts of food in centre with the goal of generating engagement with customers and creating awareness of



.....
2 truckloads worth of food being collected throughout the duration of the month

the struggles with food insecurity through our partnership with Foodbank Australia. It was fantastic to see how generous our customers are, with 2 truckloads worth of food being collected throughout the duration of the month! Other highlights of the campaign include:

Koi Dessert Pop Up: Enjoy unique one-off dessert concepts brought to you by the Poernomo Brothers (Fun fact: Reynold Poernomo was a contestant on Masterchef!)

Volkswurst Pop Up: German Hotdogs e.g. Kransky, Bratwurst and Chilli-cheese Kransky served in an uber VW cool set up on level 1!

Huge success with the **Mystery Fusion Tastings** at Jean Louis Joseph with all 50 x \$20 Vouchers being won by customers.

Lines were forming for the **Free Persian fairy floss** with 90 servings being given away in the first hour alone!

Due to the customer demand in centre for **Justine Schofield**, she executed not 2 but 3 cooking demonstrations for us!



We all know the power of joined forces in turning ideas into real life experiences and would like to thank all the retailers that jumped on board and collaborated with us! If you would like to collaborate with us in any shape or form in the future, please reach out to our marketing team to discuss your ideas.

*Note: in case you missed it, we gave away a 10kg Cadbury block of chocolate, 3kg tub of Nutella and a 4.5kg Toblerone as part of the Taste Of campaign. Follow us on Facebook and watch that space to see what prizes we give our customers the chance to win!

Table Styling with Steve Cordony

Following a successful Christmas table styling masterclass in December, we teamed up again with Interior stylist Steve Cordony and Peter's of Kensington to bring the best of table styling for Mother's Day. The event held on 9 May was a sold out event and involved three contrasting looks that could be used for High Tea, a kitchen tea or even a baby shower!



Retailer News



Hi Retailers,

ATTENTION ALL RETAILERS - URGENT REMINDER - Pest Inspection reports

Please note that you are required to provide to centre management a copy of your monthly pest inspection reports. If you have not already done this, can you please forward this to me monthly going forward to rosemary.antonios@mirvac.com.

The centre's pest control contractor is on site every six weeks to conduct pest control in all common areas. Otherwise, it is the responsibility of each retailer to manage their own pest control outside of this.

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 remove a staff

member off our list when necessary. Best email contact to provide this is anastasia.d'alessandro@mirvac.com or give me a call on 0416 030 932.

Shop front presentation/trading outside your lease line

Really, do I need to nag? Yes - it seems I do!! The presentation of the centre is actually a passion of ours. We are working with what we have and are working hard to ensure that the centre presents to the highest standard we can possibly achieve so it would be nice to take you along for the ride. Please keep within your lease lines. Take your blinkers off and have a good look around the store. Do you need to clean your windows? Do you need to dust your signage down? Do you need to get into the nitty gritty? Really - Just Do It!!

In centre storage

Are you bulging at the seams in store. Currently I have a few vacancies re storage so please give me a call to discuss - 0416 030 932. Long or short term storage available at the moment.

Counterfeit Detection

be alert that there is still A spat of counterfeit \$50 notes in our area. Remind your team to be alert!

Loading Dock

Centre management will not dispose of store fixtures and fittings so please do not leave them on the loading dock as they will be returned to your store for the appropriate action by your teams.

Also when disposing of store rubbish please be respectful of the manner to which this is performed i.e. please place cardboard near the cardboard compactor, milk/bread crates on the relevant piles, oil to be disposed of via the oil bin. If you are not sure of what is expected of your store, please let me know.

Staff car parking cards

Point Parking has requested that we remind you that if you have issues with your staff parking card that you contact them between the hours of 9am-4pm Monday to Friday only unless it is an emergency.

Reminder! Reminder!

The use of Coles/Aldi/Bel Fresco trolleys is still a real issue within the centre. 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.

Another reminder!

Both the marketing team and I spend Friday mornings between 9am and 11am at Jean Louis 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

Tourism Talk



As part of our tourism relationship with Destination NSW, the centre played host to a media visit with four Chinese social media influencers. Each influencer had a different corporate background within the space of tourism, and focus on various interests including travel with family/friends, coastal natural experience, and food & wine.

The team had the complete experience by first hopping on board the Shopper Hopper, followed by dining at Café Birkenhead and ended their visit with shopping. Their overall experience was a pleasant one with feedback indicating they prolonged their visit to explore the stores we have to offer in centre.

Ms Yimin Guo (Editor, FOOD & LIFE)

Ms Siyao Wu (Marketing Communication Director, Daydow Trip Sisters)

Ms Lifang Qiu (Operation Director, Dayoo.com)

Ms Jiajia Liao (Account Manager, ZAKER)

WANTED!! Store Manager

FRENCH CONNECTION

Birkenhead Point

- Dynamic Store Manager required to lead our dedicated team
- Exciting global brand
- High volume and fast paced store- no two days will ever be the same!
- Fantastic seasonal clothing allowances + discounts
- Fast track your retail management career with our experienced state management team!
- Be rewarded for your performance through our generous incentives scheme

For further info or to apply please contact Maria at French Connection on (03) 9863-3216 or please email us at recruitment@frenchconnection.com.au

.....
Fantastic seasonal clothing allowances + discounts
.....

DRIVE & Retail Tips

.....
Designed to help you maximise your sales potential

Just a friendly reminder of our retailer support program, DRIVE.

The program is for all retailers and is designed to assist you to maximise your sales potential. The DRIVE program will provide you with the tools, knowledge, skills and support to help DRIVE your sales and your business.

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

Birkenhead Point has a variety of mediums that can assist all retailers to promote their marketing message and drive their sales. Birkenhead Point has the following SHINE opportunities:

- In centre signage
- Local Rewards
- Website
- E-Newsletter
- Facebook
- Instagram
- Hello Sydney!
- Pop up retail

To book any of the above SHINE opportunities please contact info@birkenheadpoint.com.au or email Jessica on jessica.thy@mirvac.com.

START is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers. 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.

IGNITE is a short term, high impact promotion to quickly build

awareness of your store or a new product.

ACCELERATE is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service.

INSPIRE is a resource library available to all retailers, located at the Centre Management office.

Promote Your End of Financial Year offers



If you would like to provide content to be featured in the centres channels, please provide:

- Flat Lay Imagery
- Details of the Offer
- Terms and Conditions

Due date
 Creative content to be emailed directly to Jessica due no later than 27th May jessica.thy@mirvac.com

Centre Management Team



Centre Manager
 Karen Thompson



Retail Manager
 Rosemary Antonios



Marketing Manager
 Marina Ross



Assistant Marketing Manager
 Jessica Thy



Senior Facilities Manager
 Steve Noack



Facility Manager
 Jayden Harris



Administration Manager
 Marita Wilson



Centre Maintenance
 Bekim Gradinaj



Retail Space Executive
 Jane Hilton



Guest Services (Wed-Sun)
 Vicky Kelly



Receptionist & Administration Assistant
 Anastasia D'Alessandro



Guest Services (Mon-Tues)
 Maria Schrammel

Marina Team



Marina Manager
 Phil McGowen



Marina Assistant Manager
 Luke Weber



Senior Marina Attendant
 Bill Krestavos



Marina Maintenance
 Peter Farrugia



Weekend Marina Manager
 Larry Malone