

# THE POINT

All the news from Sydney's Largest Brand Outlet

## Welcome Message



Dear Retailers,  
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 before end of June 2018.

As mentioned in the last edition, the Lessor recently obtained DA approval to undertake a Managed Carpark project. This project will take approximately 12 months to complete. 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 Façade treatments. Now that we have DA approval we are finalising our works program which we will share with you all shortly. A memo will also be distributed to advise you which works will be commencing first around the Centre. Our intention is to carry out the majority of our works Monday to Friday, which will mean all possible spots will be available for Customers over the busy weekend periods.

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 month 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 Tammyann Davis from Centre Management

(Tammyann joins our team on a short term contract over June and July).

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

## Retailer News



Hi Retailers,  
Welcome to June. Other than the usual things I encourage you to pay attention to including store/shopfront presentation, loading dock etiquette and the illegal use of trolleys the only thing I want to talk about this month is the use of the centre mail boxes. Mail boxes - As you

know the centres mail boxes are located on the loading dock and also on level 1 on the entry into the loading dock near Shoe Warehouse. Can you please ensure that you collect your mail regularly (if not daily). If you need further information regarding the mail boxes on site please give me a call directly on 0416030932.

With wet weather imminent in the upcoming months, please ensure your teams are checking your store's floor

cleanliness including any caution wet floor signage and or/buckets are in place in the event of water leaks within your tenancy. If you have any major concerns, please contact our centre management team. However, please remember your teams are responsible for taking the necessary steps to ensure your stores are a safe environment for customers as well as your staff.

Otherwise as always, happy trading.

**Rosemary Antonios**  
Retail Manager

## Facility Manager's Message



Hi Retailers,

Mirvac is committed to the achievement of best practice recycling, resource recovery outcomes and realizing our FY 2018 recycling target - 75%.

At Birkenhead Point we are currently generating over 1,200 tonnes of waste per year (up to 31/3/2018) and approximately 925 tonnes of this was diverted from landfill. We are currently recovering over 76% of the waste generated at site.

This is moving steadily towards our goal of zero waste to landfill by 2030.

We would appreciate your support and participation to help us achieve our goals.

**Jayden Harris**  
Facility Manager

## Important Diary Dates

**Friday**  
**1 June**  
Rent is due

**Tuesday**  
**5 June**  
May 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

ALDI, Coles and Fresh Food retailers may trade outside these hours.

## 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

## Social Media Influencers

You may have heard the term 'social media influencer' being tossed around in conversation. Social media influencers are power users who can help your potential customers make a buying decision through social networking. Whether they're a blogger, product reviewer, industry expert or a trusted source of information, your social media influencers are unique to your field and product or service.

Using social media influencers can drive engagement and word-of-mouth communication to your brand at a higher rate than standard organic methods.

People tend to trust peer recommendations over any company advertisement. Working with social media



influencers is another step toward humanizing your brand.

Our PR agency, Sweaty Betty PR, is offering you the opportunity to utilise their large talent base of social influencers via Instagram.



You may participate by providing a voucher/gift card(s) valued at \$200 or more from your store. In return, Sweaty Betty PR will provide the gift card to a social influencer who will then commit to a post on their personal Instagram page. If you are interested in taking up this opportunity or would like further information, please email our marketing team.



## End of Financial Year Sales

According to Australia Post's annual "Australia Post released their annual report traditional retail spend in 2017 was \$267.4bn compared to \$21.3bn spent on online goods. With this being said, there are still big dollars being made in the traditional retail space.

With the introduction of other shopping days coming to the market including: Click Frenzy, Singles Day, Black Friday Sales, it is no doubt that EOFY and Boxing Day sales still remain the biggest sale periods throughout the year. The question is how do we compete against the online space and all these new shopping days? This year we are working towards pushing the EOFY sale period in centre, making Birkenhead Point the shopping destination for EOFY!

To create a buzz in the centre, we will be dressing selected areas of the centre with balloons, there will be promotional staff handing out free coffee cards and fliers communicating retailer offers.

The activations will run on the two weekends leading

up to the end of the financial Year: 23rd-24th June and 30th June-1st July.

If you would like your offer promoted via our digital channels, please provide the following by 20th June.

**Image** – Inspirational imagery with no text. Dimensions 2160 x 1080 pixels.

**Offer** – ensure your offer is strong enough to capture a customer's attention!

**Terms and conditions** – ensure you stipulate the T&C's

**Validity period** – Start and end dates of the offer



## Jurassic Park

As part of the Mirvac portfolio, we have rolled out with a national campaign in line with the release of the new Jurassic World film due to hit cinemas on 21 June.

**Entries Start:** Wed 30th May 2018

**Entries End:** Wed 27th June 2018

**Draws:** 12:00pm (AEST) on Thu 28th June 2018 at Mirvac Head Office.

**Prizes:** Win a Trip to LA for 4 people including airfares, accommodation and transfers. Plus there will be 100 double passes to Jurassic World: Fallen Kingdom to give away.

**How to enter:** On the iPad stand next to Guest Services or via [jurassicworldla.com.au](http://jurassicworldla.com.au)

## Retailer Catchup - Every Friday at Jean Louis Joseph

Just a reminder to all retailers that Rosemary Antonios (Retail Manager), Marina Ross (Marketing Manager) and Jessica Thy (Assistant Marketing Manager) are available at Jean Louis Joseph every Friday morning between 9am – 11am to allow retailers to pop down and see us in centre.

Please ensure you make the most of this time. We are here to answer any questions you may have, to go through any marketing opportunities or ideas for your business, sales performance, retailer issues you might have or simply to say hi and have a quick chat!



## Marketing Directions & Retailer Handbooks

You will have now received the Marketing Directions Calendar for FY19 and updated Retailer Handbooks. Please have both documents in safe keeping and easily accessible, think of these as your bibles with just about anything you need to know. If you have any questions, please feel free to contact any member in our Centre Management Team. We are very lucky to have.

# Tourism Talk



## Visitor Passport

We are excited to say the Visitor Passport is now live and running as of 1st June! We have gone away from the z-card format and moved towards a more premium passport design with over 35 offers from the likes of Bally, Coach, Calvin Klein, Michael Kors, MJ Bale, Tommy Hilfiger plus many more! The offers are perforated which allows the customers to tear off the voucher for the retailer and the offers are valid for 12 months until 1 June 2019. The Visitor Passport will be distributed via our Guest Services in centre,

Les Clefs d'or Concierge partners and at selected Business Events. With the assistance of the participating retailers, we will be now be able to better track usage including most redeemed offers by customers. This is only the start of us working towards growing our tourist customer base and improving our offering in centre and thus elevating the overall shopping experience.

# News

## Vaping Banned in Public Spaces Effective from 1 July

Parliament passed new laws which will see smokers of e-cigarettes be fined up to \$550 if caught vaping in public spaces or on public transport across NSW. In other words, where you are not allowed to smoke cigarettes, you now cannot vape either. That includes shopping centres, cinemas,

libraries, trains, and buses, public swimming pools, near children's play equipment, sports grounds, public transport stops and outdoor dining areas. This comes after the potential health risks from e-cigarette vapours - even if there's no illegal nicotine in the e-liquid. The ban already exists in Queensland, Victoria, Tasmania and the ACT.



# DRIVE & Retail Tips

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](mailto:info@birkenheadpoint.com.au) or email Jessica on [Jessica.thy@mirvac.com](mailto: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.

## 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

**BIRKENHEAD  
POINT**