

THE POINT

All the news from Sydney's Largest Brand Outlet



Welcome Message



Centre Manager

We are delighted to report that our Car Park Project is in its final stages of development, with the last of the works being carried out on Roseby Street throughout the month of May. The improvements and upgrades of the surrounding footpaths, pedestrian crossings and taxi bays have enhanced the entrances in and out of the Centre. The dynamic sign boards are now in operation,

highlighting to customers upon arrival to the Centre the number of spaces available in each area of the carpark.

All Retailers that park at the Centre would now be experiencing the seamless Ticketless Parking system. Thank you for your patience and co-operation during the transition period.

Our Coach Terminal has recently been completed and already we're starting to see

an increase in arrivals from both domestic and international customers on planned day trips. With these great facilities in place, we'll continue to work with bus companies as part of our business strategy.

Karen Thompson
Centre Manager

Queen's Birthday Trading hours

Big Brand Sale Weekend:

Friday 7th June
10.00AM – 6.00PM

Saturday 8th June
9.00AM – 6.00PM

Sunday 9th June
10.00AM – 6.00PM

Monday 10th June
10.00AM – 6.00PM

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

Important Diary Dates

Friday 1 June
Rent is due

Wednesday 5 June
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

Retail Manager



Retail Manager

Hello team Birkenhead Point and welcome to May.

Milk and bread crates on the loading dock

Food retailers, please ensure that your milk and bread crates are being collected by your own delivery drivers. We cannot have them collected on your behalf as the providers require direct contact with you.

Shop front presentation & trading outside your lease line

We are continuing to work 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.

- Do you need to clean your windows/roller shutters? Do you need to dust your signage down? Some of you have very dusty windows/window displays – please dust them down.
- Please – keep within your lease lines

Foodies, please ensure that your front counters are presentable and dust free.

Mail Boxes

The Centre's mail boxes are located on Level One around the entries into the loading dock. Please ensure that they are checked regularly by a member of your team.

Retailer parking

Please ensure that you are parking in the correct allocated Retailer Parking Area. As a reminder, the discounted rate does not apply if you are parked outside the designated parking area. Please also note that if the retailer area is full and you have proceeded to Level 5 you must alert Point Parking before starting your shift to ensure the correct rate is charged.

Storage

We currently have a few storerooms available for our retailers if required. Please contact me for sizes and rates.



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**.

Reminder

Both a member of the marketing team and I spend Friday mornings between 9am and 11am at Jean Louis Joseph Café on Ground Floor and are happy for you to come along and have a chat about anything Birkenhead Point. No need to make an appointment, just come along.

As always...
happy trading!

Rosemary Antonios
Retail Manager



Tourism Talk

Destination NSW Family

Birkenhead Point Brand Outlet are looking forward to hosting an international Family program on Tuesday 28 May. The Air New Zealand Sydney Stars Family will bring the top 10 Sydney seller agents from their recent Air New Zealand / NSW March campaign to experience Vivid Sydney and enjoy a morning of shopping at Birkenhead Point.

The top 10 sellers will be from all retail groups including Flight Centre, House of Travel and Helloworld. The Group will be exploring Sydney, focusing on 'What's New' and providing agents with an experience first-hand knowledge of what NSW has to offer.

Marketing Update

Marketing Directions Guide & Retailer Handbook FY20

In the coming weeks your store will receive the Marketing Directions Guide for FY20 and updated Retailer Handbook.

Last chance Visitor Passport discount booklet

If your store would like to submit an offer to be included in our next reprint of the Visitor Passport this is your last chance to do so.

How to participate

Please complete and return the attached participation form to stephanie.isakka@mirvac.com or Guest Services (Level 2) by close of business **Friday 31 May**

Things to note

- "Percentage (%) off" discounts work the best and can be the difference between 0 - 100 redemptions per month (Current retailers who participate in our Visitor Passport will tell you this)
- Offer must be available for 12 months commencing July 2019
- A professional lifestyle image (without text) must be supplied in order to participate in the Visitor Passport. Image must be at least 300DPI, JPEG format and sent via email to stephanie.isakka@mirvac.com by **Friday 31 May**



Big Brand Sale Long Weekend

Friday 7 - Monday 10 June

Big Brand Sale is back this End of Financial Year with four days of exclusive offers plus an extra hour free parking.

We encourage your store to maximise awareness, visitation and sales by participating in this free marketing opportunity.

How to participate

- Provide an offer that is available from Friday 7 - Monday 10 June
- Include the offer description and Terms and Conditions
- Supply lifestyle imagery (without text) in the following dimensions:
 - 1200px x 600px
 - 600px x 300px
 - 2160px x 1080px

The campaign will be featuring

- In-Centre signage
- Social media advertising
- EDM (sent to 90,000+ database members)
- Birkenhead Point Website content
- Birkenhead Point E-directory placement

In order for your store to be featured, the listed requirements must be sent to stephanie.isakka@mirvac.com by **Monday 27 May**.

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



Retail Space Executive
Jane Hilton



Guest Services Manager
Anastasia D'Alessandro

Marina Team



Marina Manager
Phil McGowen



Senior Marina Attendant
Bill Krestavos



Marina Maintenance
Peter Farrugia



Weekend Marina Manager
Larry Malone

**BIRKENHEAD
POINT**

Visitor Passport Program

Participation form

Last chance
to apply!
Visitor Passport
Program

Store name

Contact name

Position

Phone

Email

Offer

- ☐ Yes, we would like to participate in the Visitor Passport program, commencing July 2019.
- ☐ Yes, we will provide a professional image that is at least 300 DPI and jpeg format via email to **stephanie.isakka@mirvac.com** by Friday 17 May 2019.

Please note

Offer must be available for 12 months commencing July 2019.

All stores must supply an image to participate in the Visitor Passport program.

If your store would like to participate, please complete this attached participation form and return to Guest Services or email **stephanie.isakka@mirvac.com** by **Friday 17 May 2019**.

Terms and Conditions

When selecting an offer, special or sales driver to feature in the above advertising, please consider offers which would appeal as the highest value sale item and entice customers to visit your store to shop. Due to the limited number of retailers able to participate, only offers which represent the highest value will be considered. To be considered for participation in this marketing initiative your store or head office must complete the attached participation form clearly outlining your offer by the due date. This marketing initiative is being produced for the benefit of promoting and marketing Birkenhead Point Brand Outlet. The owners of Birkenhead Point Brand Outlet and their agents reserve the right to alter or revise this marketing initiative and requirements at any time. All content is subject to final approval by Birkenhead Point Centre Management and their agents. Please ensure that your proposed offer is in the best interest of Birkenhead Point. The owners of Birkenhead Point and their agents may in their absolute discretion choose the final list of retailers and/or products to participate in this marketing initiative and their decision will be final and binding and no further correspondence will be entered into. Birkenhead Point and their agents reserve the right to not include any material deemed not to meet these requirements and accept no liability whatsoever for any loss or damage that may arise in any way from the conduct of this marketing initiative.