

# THE POINT

All the news from Sydney's Largest Brand Outlet

## Welcome Message



Centre  
Manager

Welcome to Spring!

Car park works are well on track and we are running ahead of schedule with car park painting almost complete. We will be moving onto carpark lighting replacement and footpath works over the coming month.

I wanted 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 redevelopment or any other centre related matters, please feel free to make contact with the team at Centre Management.

**Karen Thompson**  
Centre Manager



## Facilities Management

### AFSS Testing

The Centre is moving into the yearly Annual Fire Safety Testing for 2018 in which you may witness Fire, and Air Conditioning Technicians completing testing and visual checks throughout the centre mall areas. A kind reminder also to look out for your Fire Safety Equipment in store and make yourself aware and orientated in the case of any emergencies.

### Loading Dock Waste

We have noticed an influx of rubbish being left in inappropriate areas in the dock. Please ensure that all rubbish is disposed of in a tidy and presentable manner to ensure the loading dock is maintained trafficable and as efficient as possible.

### Egress Paths:

Please ensure when travelling throughout the Centre that Fire Exit and Egress Doors are not obstructed and or left open. Please abide by the general Fire passageway signage in which will

be located on Fire and Egress doors.

### Evacuation Plans:

The Centre's Evacuation plans are currently being updated with some minor amendments. Your store may or may not have a copy of the Centre Evacuation Plan most specific to your tenancy. However if you would like a copy please contact Curtis Simonetta-Beddows at Centre Management (curtis.simonetta-beddows@mirvac.com)

### Parents Room Microwaves

It has come to our attention that some Retailers have been using the microwaves in the Parents' Room to heat up their lunch. Please be reminded that Microwaves in the Parents Room are not to be used by Retailers. If you would like to use a microwave, please visit the kitchen on Level 4 located near the amenities.

**Curtis Simonetta-Beddows and Peter Ward**  
Facilities Team

## Retailer News



Retail  
Manager

Welcome to September team Birkenhead!

### Retailer Post Boxes

One note to mention for this month is that our retailer post boxes have now been relabelled in line with some of the changed store numbers. Please ensure you are clearing your relevant boxes out regularly. If you require clarification, please speak with Anastasia (anastasia.d'alessandro@mirvac.com) or myself (rosemary.antonios@mirvac.com).

### Credit Card Fraud

We have been made aware of an escalation of credit card fraud in our area. Please ensure

that you don't hand your EFPOS machine over to customers to complete a transaction! Recently a customer advised that she had lost her pin number and requested the store process her items individually so that no PIN was required. As it turns out, the "customer" was using a stolen credit card. The more of the story – if it seems dodgy, it probably is! Remind your team to be alert!

We will in early December be hosting another information morning with our local police who will be able to assist with this and anything else you need to discuss with them. More information will be sent closer to the date.

A reminder that staff parking cards are available via Point Parking at Birkenhead Point which requires you to park in the staff parking area. Application forms for staff parking are available from Customer Service (located on level 2) or from the Centre Management Office. If you have a

team member visiting for the day and require a discounted rate, they will be required to register their details at Customer Service to be entitled to the discounted rate. Unless this is done, a full day rate will be charged upon exiting the centre.

As always...happy trading.

**Rosemary Antonios**  
Retail Manager

## Important Diary Dates

**Saturday  
1 September**  
Rent is due

**Wednesday  
5 September**  
August sales  
figures are due

## 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 Update



## Ground Floor Campaign

Our Ground Floor Rewards campaign has now commenced and will be running until July 2019. The focus of the campaign is to reward shoppers for their weekly shop by giving them the chance to win \$100 worth of vouchers every week.

In order to be eligible for an entry, shoppers must spend \$80 accumulative across Ground floor stores every week (excluding the Medical Centre), enter their details on the iPad opposite Coles or visit [www.birkenheadpoint.com](http://www.birkenheadpoint.com)

and retain their receipts as proof of purchase.

The campaign is promoted via in-centre signage - posters, e-directories and social campaigns with a direct mail out proposed for October / November.

Please ensure that your strut card is strongly visible on your counter tops and work to educate shoppers on the campaign entry requirements. **It is important to reiterate that shoppers can combine their receipts.**

If you have any questions regarding this campaign, please contact the Marketing team in Centre Management.



## Chinese Influencer Event Success

As part of our long-term Tourism strategy for the centre, we have partnered with Spark influencer agency to provide an opportunity for retailers to showcase their product to the Chinese market to drive Chinese retail spend.

In August, we hosted our inaugural styling event with Ruo Meng/Taste of City to promote product of some of our key brands in centre. The partnership provided an opportunity for retailers to showcase their product to their large social following across their Chinese social platforms: Weibo and WeChat which are the two largest social networking platforms in China.

The objective of these partnerships is to showcase the breadth of offer at Birkenhead Point to the Chinese customer, both here and abroad, so we can approach a different market via a trusted fashion source.

Spark will continue to work in conjunction with Birkenhead Point to host different retailer events across the course of the year. If your brand appeals to the Chinese Market and you are interested in participating, please contact: [marina.ross@mirvac.com](mailto:marina.ross@mirvac.com).

## Birkenhead Big Brand Sale

Please be reminded of our upcoming Big Brand Sale event running from Friday 28 September to Monday 1 October 2018 (Labour Day long weekend).

**How to participate?**  
Submit an offer to Marketing by Wednesday 12 September 2018

Include imagery to be featured on our Website (2160px X 1080px)

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. The offer must be available between Friday 28 September to Monday 1 October 2018.

More information regarding this free marketing opportunity will be distributed in the coming weeks.

## Visitor Passport

A reminder to all participating Visitor Passport retailers to please include the spend and date on each coupon redeemed.

In July, we received:

- 538 in redemptions across 1,156 passports
- Largest individual spend was \$2,172
- Largest spend was across Coach, Michael Kors, Fila, Bally and Puma

Please ensure all vouchers from August are put aside for collection by Marketing in the first week of September.

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*Keep your fingers crossed, Birkenhead Point has been nominated as a finalist in the SCCA Marketing Awards for the launch of the Flinders Gallery development. Winners will be announced in late October.*

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IT'S  
SALE  
TIME!

# DRIVE & Retail Tips

## How are you engaging your customers to maximise their return rate?

By Amanda Stevens

In any retail business, your ability to engage with your customers and deliver a memorable experience is often the single differentiator between a good business and a great one.

In this article I'm going to introduce you to three strategies you and your staff need to be focused on to ensure every customer that walks into your store becomes a 'boomerang customer' and not only returns but becomes a loyal advocate.

### Curiosity

Smart retailers understand that it's often the questions we pose our customers that have a greater impact on the customer experience than the answers we give.

You and your staff's ability to ask thoughtful, unique and different questions of your customers can make all the difference when it comes to their level of engagement and, ultimately, spend and loyalty.

We've all been there – you walk into a store and you're met with a disinterested staff member who's more focused on arranging and tagging a box of stock than the customers who will eventually purchase it. Or, worse still, you're

greeted with the stock standard 'How are you today?' followed by an obvious disinterest in the response.

(I once conducted an experiment in 20 retail stores where I responded to any initial staff question or greeting with the answer 'rainbows and butterflies.' Of the 20, only 12 realised I'd given a bogus response.)

Even in cases where a staff member is attentive, most of those retail experiences can be easily separated into one of two categories: interested or interesting. Far too many retail staff spend far too long being interesting: trying to impress the customer with their knowledge or talking about themselves. Then there are those who are interested. They come from a place of true curiosity. They're truly present with each and every customer and they make it their mission to discover what's unique about each customer. They ask unique, tailored questions. Those questions might relate to a purchase a customer is already carrying with them, it might be a genuine question relating to an item of clothing or accessory they have, or it might be a question relating to what they've been doing that day.

(Here's a hint: most people's favourite topic of conversation is themselves so get them talking about somewhere they've been or where they bought their fabulous shoes, and you'll find that your curiosity will be rewarded).

### Commonality

As humans, we're naturally drawn to people we have something in common with. It makes us feel safe. It disarms us and we inherently trust people we feel we have something in common with.

When we ask more questions of our customers, particularly if they are different and unique questions, we often get information that can be used to create points of commonality.

This could relate to direct points of commonality ('I have that item myself and I love it.') or more indirect commonality ('I bought that for my sister and she loves it.')

Commonality also relates to the purchase behavior of others. Rightly or wrongly, I'm far more likely to purchase an item if it's popular with other customers. This form of social proof (and ideally direct feedback from other customers) can have a big impact on any retail sales outcome, particularly in categories like fashion and homewares.



### Connection

Creating a lasting connection with customers is something very few retailers do well. Most retailers view their customers as a stream of one-off transactions, never really looking at the lifetime potential of a customer.

Think about this – next time a customer walks into your store, rather than viewing them as a potential \$50 sale, view them as a potential five-year, \$1,250 revenue stream (which is what they would represent if they spent \$50 five times a year for five years).

Converting your customers from a single transaction to a lifetime relationship relies on your ability to connect with them from the very first transaction. Sign them onto your loyalty program, give them a reason to return within a certain time frame with a gift voucher to spend on their next visit. At the very least, engage with them using their name. 80% of consumers use a card of some sort when they pay at point of sale, so there's no excuse for you and your staff to not have a standard 'thanks Amanda, see you next time' as you

process their payment and they leave your store. Current research suggests that using a customer's name increases their likelihood of returning to your store by 35%. If they use your name in return, that increases to 45%. So ensure your staff wear name badges.

A recent study by Southern Cross Austereo revealed that 40% of Australian consumers now say they get a better experience online than they do in-store. Yes, that's right – 2 in 5 customers are now finding they're getting a better experience from a website than from a human being. That means there's never been a better time to create a memorable, highly engaging in-store experience for your customers – it could be your distinct competitive advantage!

# Tourism

Destination NSW released their stats for April 2017 – March 2018 which we will aim to share all updates from DNSW for your reference when they are released.

### International Overnight visitors:

1 Sydney received nearly 4.1 million international overnight visitors – up by 8.4%\* on YE Mar 17. Visitors spent nearly 80.0 million nights in Sydney – up by 5.6%\* on YE Mar 17.

2 Largest markets to visit Sydney is China with 19% of the total international

visitor population, followed by the USA 11.4% and New Zealand 9.3%.

3 International overnight visitors spent nearly \$9.5 billion in Sydney – up by 6.7%\* on YE Mar 17. On average, they spent \$118 per night – up by 1.1% on YE Mar 17.

### Domestic Overnight Visitors:

4 Sydney received over 9.9 million domestic overnight visitors – up by 5.8% on YE Mar 17. Visitors spent over 26.8 million nights in Sydney – up by 3.1% on YE Mar 17.

5 ‘Visiting friends and relatives (VFR)’ (34.7%) was the largest purpose of visit for visitors to Sydney, followed by business’ (33.9%) and ‘holiday’ (25.2%).

6 Domestic overnight visitors spent nearly \$7.4 billion in Sydney – up by 13.1%\* on YE Mar 17. On average, they spent \$275 per night – up by 9.7% on YE Mar 17.

All information sourced from Destination NSW website under Travel to Sydney Snapshot.

Rank	Origin	Visitors ('000)	%	Visitor nights ('000)	Spend in Sydney (\$million)	Average spend per night in Sydney	Average length of stay in Sydney
1	Mainland China	777	91.1%	18,172	3,095	170	23.4
2	USA	463	11.4%	3,736	659	177	8.1
3	New Zealand	378	9.3%	2,530	372	147	6.7
4	United Kingdom	350	8.6%	5,853	588	100	16.7
5	South Korea	221	5.4%	5,190	604	116	23.5
6	Japan	164	4.0%	2,961	334	113	18.1
7	India	150	3.7%	5,296	323	61	35.3
8	Hong Kong	131	3.2%	2,332	318	136	17.7
9	Germany	125	3.1%	1,939	179	92	15.5
10	Singapore	112	2.8%	1,041	231	222	9.3
	Other Markets	1,190	29.3%	30,918	2,759	89	26.0
	<b>Total Sydney</b>	<b>4,062</b>		<b>79,968</b>	<b>9,461</b>	<b>118</b>	<b>19.7</b>



## Centre Management Team



Centre Manager  
Karen Thompson



Retail Manager  
Rosemary Antonios



Marketing Manager  
Marina Ross



Assistant Marketing Manager  
Stephanie Isakka



Senior Facilities Manager  
Curtis Simonetta-Beddows



Facilities Manager  
Peter Ward



Administration Manager  
Marita Wilson



Retail Space Executive  
Jane Hilton



Guest Services (Wed-Sun)  
Vicky Kelly



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