

# THE POINT

All the news from Sydney's Largest Brand Outlet

## Welcome Message



### Centre Manager

Dear Retailers,

There's lots happening around Birkenhead Point with the Land Based Amenities works on the Marina Promenade now complete. Not only does the space look amazing, the Marina team have recently been awarded with a Clean Marina and Fish Friendly accreditation with a very high average score of 96%.

This month I also update you on some staff changes taking place in the Centre Management team in early August.

As you are aware, Jessica Thy recently accepted a promotion to Marketing Manager at Cherrybrook Village. As a result, Stephanie Isakka now joins the Birkenhead Point team in the role of Assistant Marketing Manager. Elsewhere, we have movement in the Facilities Management part of the team. Jayden Harris has accepted a role with Stockland, with his last day being mid-August 2018. Peter Ward

(previously at Mirvac's Tramsheds property) will backfill Jayden's role as Facilities Manager. After many, many years at Birkenhead Point, Steve Noack the Centre's Senior Facilities Manager will be transferring within the business to St Mary Village which will be closer to home for him. Curtis Simonetta-Beddows (previously at Mirvac's Cherrybrook property) will step into Steve's role at Birkenhead Point shortly. Please join me in wishing our departing team members all the best, and of course welcoming the new members.

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



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*The Marina Lounge has now officially launched*  
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### Letterbox Keys

For those of you that have letterbox keys, great!

Please remember that there will be a cost to replace it, so keep it safe. If you are a new tenant and have not received a key, please email Anastasia at [bhp.reception@mirvac.com](mailto:bhp.reception@mirvac.com) to arrange one asap or visit the Centre Management Office located on Level 4.

The letter boxes are located on Level 1, near Shoe Warehouse just outside the loading dock doors to the right. In the meantime, there will be shop names added onto the boxes soon, we appreciate your patience.

Please remember to empty the letter boxes regularly as they can accumulate promotional material.

### Important Diary Dates

**Wednesday**  
1 August  
Rent is due

**Sunday**  
5 August  
July sales figures are due

### Contact

**Centre Management & Guest Services**  
T 02 9812 8800  
E [bhp.customer@mirvac.com](mailto:bhp.customer@mirvac.com)

**Leasing Enquiries**  
W Vahdat  
T 02 9812 8800

**Security (24 Hours)**  
M 0413 433 766

# Marketing Update



## Ground Floor Campaign

Commencing on Tuesday 7th August, we will be running a yearlong campaign whereby customers spend \$80 across the ground floor in one week to go in the draw to win \$100 worth of vouchers each week. Participating retailers include ALL ground floor retailers, including food court with the exception of the Medical centre.

Entry will be via an iPad near Coles on the ground

floor and the campaign will be promoted via in-centre signage, posters, e-directories and social campaigns. We will also propose a mailout to the local area in October/November.

Each Ground floor retailer will be provided with a copy of the terms and conditions and a strut card to promote the offer. Customers are required to keep the receipts for proof of purchase. ALL retailers are encouraged to push this offer as this is what really helps to drive the campaign.

## Additional Hour Free Weekday Campaigns

During peak periods of the car park works, we will be offering customers an additional hour free during weekdays. More information to follow in the coming weeks.

## Visitor Passport

A reminder to all participating retailers to include the spend and date on each voucher.

In June alone:

We received over \$119,000 in redemptions across 1,200 passports

Largest individual spend was \$5,200

Largest spend was across Coach, Bally, Michael Kors, Fila & Puma.

Please ensure all vouchers for August are put aside and Marketing will collect these on Monday 6th August. We will provide a quarterly update in September.



## Birkenhead Big Brand Sales

Off the back of a successful sales period in June, we have decided to run the Big Brand Sale during the following key periods. These sales events will be promoted in centre, on social channels and through digital advertising. We are providing retailers with plenty of advance notice to ensure we get as many sales as possible.

Friday 28th September – Monday 1st October 2018 (Labour Day long weekend)

Friday 23rd November – Monday 26th November 2018 (Black Friday – Cyber Monday sales)

Friday 25th January – Monday 28th January 2019 (Australia Day Long Weekend)

Friday 7th June – Monday 10th June (Queen's Birthday Long weekend)



# Marina Club Lounge

The Marina Lounge has now officially launched on the Marina promenade. This space is an idyllic waterfront venue and is a fantastic spot to host a range of small functions. Boasting 84sqm of multi-purpose function space, the architecturally designed space has the best in European furnishings and incorporates a main lounge area including TV Screen, Wi-Fi, Foxtel, full size kitchenette and restrooms, as well as a dining area allowing the flexibility to host a range of functions, such as intimate events, product launches, client conferences, staff workshops, styling sessions and business conferences.



This beautiful space includes access to professional catering by in-centre retailers and free parking for booking attendees.

If this is something you would like to enquire about hiring, please visit the Centre Information tab on the Birkenhead website for further details.



## Tourism

If you attended the retailer night in late May you would remember our National Tourism Manager Gemma Bosworth taking you through what's going on in the tourism space this year – and there is a lot!

### WeChat & Weibo

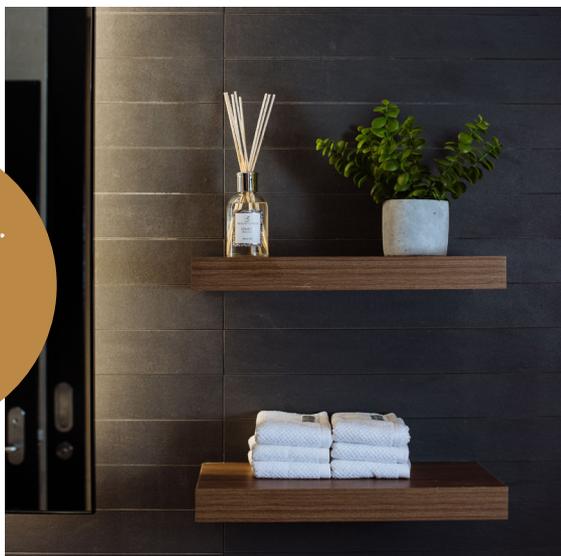
For those who have not heard of these platforms, WeChat and Weibo, are two of the largest social media platforms in China and the world. Majority of Chinese have an account on both and use WeChat 'Pay' for all their payment transactions (gone are the days of cash in China)! We have partnered with a Chinese agency to manage Birkenhead Point on both platforms to ensure we are getting cut-through in the Chinese markets.

### Key Opinion Leaders (KOL's)

Otherwise known as Influencers, KOL's, are becoming a big commodity in Australia to drive the Chinese retail spend. We have partnered with an agency who will be providing us with KOL's throughout the year which will look to host events inside retail stores, shoot content for their Chinese platforms and promote to their large social followings.

Marketing will be in contact with key retailers to discuss these opportunities in the coming weeks. If this is something you are definitely keen on partnering on and believe your brand appeals to the Chinese market, please contact [marina.ross@mirvac.com](mailto:marina.ross@mirvac.com)

Destination NSW's latest stats on Sydney Tourism [www.destinationnsw.com.au/tourism/facts-and-figures/sydney-tourism-statistics](http://www.destinationnsw.com.au/tourism/facts-and-figures/sydney-tourism-statistics)



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*Venue space for conferences, meetings and events.*  
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# Retailer News



## Retail Manager

Welcome to August team Birkenhead!

Here are a few reminder emails that I continually harp on about.

Please note that the centre's pest control contractor is on site every six weeks to conduct pest control in all common areas. Lately it has been more regularly as there is more pest movement due to weather. A reminder however that it is the responsibility of each tenancy to conduct their own pest control within their individual tenancies.

### 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 off our list. Best email contact to provide this is [anastasia.d'alessandro@mirvac.com](mailto:anastasia.d'alessandro@mirvac.com) or give me a call on 0416 030 932.

### Core trading hours

Please note that the centres core trading hours should be strictly adhered to. If you or your team are running late please advise centre management so that we can advise customers as required. Likewise, please ensure that your store remains open for trade until the end of each and every day. For our foodies, please make sure that you have stock to sell towards the

end of the day. Remember, consistency in this regard is important to all.

### Shop front presentation/trading outside your lease line

The presentation of the centre is a passion of ours. In a recent walk around there are many of you that need to clean your windows, dust down signage and display stock appealingly. Also, please remove and replace hand written signage and generally have a good clean - you need to get into the nitty gritty - 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 aware that there is still a spat of counterfeit \$50 notes in our area. 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.

### Tag and test

Please ensure that all electrical cords within your tenancy have been tagged and tested in line with Australian Standards. If you need any help with this please let me know.

### Loading Dock

We have recently conducted another clean-up of the loading dock removing all items that have been dumped in the area over the last few months. Please

remember that Centre management will not dispose of store fixtures and fitting 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 ie. 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 you store, please let me know. If you are leaving pallets on the loading dock, please make sure they are left in the correct area. Any issues please let me know.

### 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.

### Retailer Mornings

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 and have a coffee on us!

As always...happy trading.

**Rosemary Antonios**  
Retail Manager

## 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



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**