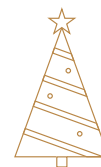


THE POINT

All the news from Sydney's Largest Brand Outlet



Welcome Message



Centre Manager

Merry Christmas Retailers, welcome to the last month of 2018!

Car park works have been progressing, with painting of the car park facades on Roseby Street well underway. The project team have started works to Stage 2b of our staging program, which looks to create the express exit ramp.

To create this ramp, a lot of forming up work has been required in readiness for numerous concrete pours programmed over the coming weeks. Over the last month works at the entry near Kathmandu Centre entry took place whereby the glass box window area (near roundabout) was removed. In early 2019 there will be further works in this entrance area carried out to provide seating and planter box elements. Early works have also just started in the Stage 1b area (top roundabout at Roseby Street) which will involve the construction of a left hand slip lane exiting Roseby Street / Renwick

Street roundabout. Internally, the project team have been installing and commissioning the parking guidance system throughout the undercover carpark area. We anticipate these parking guidance lights will be operational in early December to provide our customers with a better and faster experience in finding a parking spot in the lead up to Christmas.

As we continue works, we'll ensure that appropriate signage is in place to advise our customers of any changes, and where necessary, have courtesy team members in place to assist. I want 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.



On a separate note, on Thursday 22 November Rosemary and I were honoured to attend the NSW Tourism Awards night. Last year the Shopper Hopper won the category for 'Best New Business'. This year Birkenhead Point Brand Outlet received a bronze award in the "Specialised Tourism Services" category. It's great to be recognised by our peers for the hard work we are all doing in the tourism space at Birkenhead Point.

If you have any questions regarding the car park development or any other Centre related matter, please feel free to make contact with the team in Centre Management.

In the meantime, happy retailing!

Karen Thompson
Centre Manager



Facilities Manager

Food Court Seating

We are glad to inform you all that we have had 50 new chairs placed in the Ground floor Food Court area which will improve the overall look and feel of the Food Court and make the seating more comfortable for our customers.

Coles & Aldi Trolleys

We have again noticed quite a few retailers using Coles and Aldi trollies to transport stock and rubbish throughout the centre. Please ensure supermarket trollies are not used at all times as we have found several trollies inside the loading dock full of rubbish on a daily basis.

Security staff will ask any staff member to return to their store and remove rubbish from the trollies and transport it back to the loading dock via other means.

All stores should have purchased their own trollies for stock and rubbish transportation.

Extreme Weather

As you are all aware Sydney was hit by an extreme weather event on Wednesday 28 November which has caused several water leaks to appear throughout the Centre. We are working through an extensive list to minimise the number of leaks over the coming period. Please remain patient with us while these works progress.

Water Outage

Last month we experienced a water outage which was unexpected by all. Upon investigation the centre found that Sydney Water was informed of a pipe rupture which they needed to turn the surrounding water off for repairs.

This caused the shutdown of the centre water for approximately 1 & ½ hours. The centre team responded to this emergency professionally and informed all retailers who were affected as a result.

Staff Car Park

During high winds back in October, the shade sail over the parking spaces located on level 5 Staff Parking was damaged. Facilities have had the damaged sail removed and organised the replacement sail to be installed prior to Christmas.

Important Diary Dates

Saturday 1 December
Rent is due

Wednesday 5 December
November 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

Marketing Update

Christmas Gift Wrapping

This Christmas customers can have their gifts beautifully wrapped for a gold coin donation per gift with all proceeds donated to Touched by Olivia, Children's Charity. Touched by Olivia aims to improve the health and happiness of our kids. The foundation partners with local councils and communities to build inclusive playgrounds. Inclusive playgrounds are play facilities that will suit children.

Christmas Gift Wrapping will commence on Saturday 15 December and will be located on Level 2 outside Coach from 12pm to 5pm daily.

New Year's Day Trade

For the first time ever, Birkenhead Point Brand Outlet is opening for trade on New Year's Day from 10am until 6pm on Tuesday 1 January 2019. As this is a voluntary trade day, it is not compulsory for retailers to trade. However, in the interest of our customers we do encourage all retailers to maximise the opportunity to trade given our direct competitors are opting to stay closed along with majority of businesses to remain in shut down mode.

If your store is trading on New Year's Day or instead opting to remain closed, can you please provide confirmation to Rosemary Antonios at your very earliest via email at: rosemary.antonios@mirvac.com.

Christmas Special Offers

With Christmas fast approaching, now is the perfect opportunity to submit a special offer to be included in our Christmas EDM. If you would like the opportunity to be featured, please see details below.

How your store can participate?

- Please email your offer to stephanie.isakka@mirvac.com by Friday 7 December 2018
- Submit T&C's and product description
- Include lifestyle image (1200 x 600px)

Please note: store offers must be available over the Christmas period.

Boxing Day Trade

With Boxing Day known to be THE biggest shopping day of the year, we have decided to trade for longer opening from 8am till 6pm.

Boxing Day Sales

Please be reminded that our Boxing Day Big Brand Sale will take place on Wednesday 26 December. The sale will consist of offering customers complimentary sweet treats, four hours of free parking, special appearance from The Edge 96.1 FM handing out giveaways and retailer offers exclusive only to Birkenhead Point Brand Outlet.

How your store can participate?

- Please email your offer to stephanie.isakka@mirvac.com by Monday 10 December 2018



Trading Hours

Day	Date	Open	Closed
Monday	17 December	10.00am	7.00 pm
Tuesday	18 December	10.00am	7.00 pm
Wednesday	19 December	10.00am	7.00 pm
Thursday	20 December	10.00am	9.00pm
Friday	21 December	10.00am	7.00 pm
Saturday	22 December	9.00am	7.00 pm
Sunday	23 December	9.00am	6.00pm
Monday	24 December	10.00am	6.00pm
Tuesday	25 December	Christmas Day – Closed	
Wednesday	26 December	8.00am	6.00pm
Thursday	27 December	10.00am	7.30pm
Friday	28 December	10.00am	5.30pm
Saturday	29 December	9.00am	6.00pm
Sunday	30 December	10.00am	6.00pm
Monday	31 December	10.00am	5.30pm
Tuesday	1 January	10.00am	6.00pm

- Submit T&C's and product description
- Include lifestyle imagery (with no text) to be featured on our website (2160px x 1080px) and social channels (1000 x 1000px)

Please note: store offer must be valid on Wednesday 26 December 2018 to be featured.

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 if appropriate imagery is provided.

Tourism Talk

New Zealand Go Holiday Campaign

Birkenhead Point has landed a great trial value-add partnership with Go Holiday in New Zealand.

As most of you know, our Kiwi neighbours are our second largest tourist group to the centre and this has been evident month on month through both Shopper Hopper and visitor passport data we collected.

As part of the trial when booking their return Shopper Hopper, customers will receive a visitor passport, meet & greet and two complimentary coffee cards as a value add when booking their Sydney travel.

Guest Services Lounge

Birkenhead Point Brand Outlet will launch a new Guest Services Lounge in the second week of December as a complimentary space for all visitors to relax and recharge with light refreshments, charging pods, international papers and magazines, information and storage facilities.

Tourism Award

We're proud to announce that Birkenhead Point was a Bronze winner for Specialised Tourism Services at the 2018 NSW Tourism Awards!

The 2018 NSW Tourism Awards Gala celebrated outstanding tourism businesses from across New South Wales at the Big Top Luna Park, Sydney.

Managed by the Tourism Industry division of the NSW Business Chamber, the state's peak business organisation, and proudly support by the NSW Government, the NSW Tourism Awards celebrate and acknowledge tourism excellence in NSW.

Seventy-one award winners were announced in a range of categories including Major Tourist Attractions, Festivals, and Events, Destination Marketing and Accommodation. With 125 finalists in 2018, each winner was selected by an independent judging panel for their exceptional contribution to the NSW Tourism industry.

Well done team Birkenhead!



Chinese New Year 2019 Year of the Pig.

Chinese New Year is a Chinese festival that celebrates the beginning of a new year on the traditional Chinese calendar.

In 2019, we celebrate the Year of the Pig, a year of good fortune and luck. The celebration around Chinese New Year in 2018 saw an uptake of over 150,000 visitors from China and Asia to NSW over the January to February period (DNSW, 2018). We encourage all retailers to plan ahead in preparation for this key event to maximise opportunities for sales

growth. The Centre will support by way of hosting another Big Brand Sale event along with partnering with our specialty Chinese KOL (Key Opinion Leader) Influencer agency, Spark to showcase product to the Chinese and Asian market.

More information will be provided in the months ahead.

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GUEST SERVICES
LOUNGE

*Opening
mid December*
.....



Retailer News



Retail Manager

Wow – our last newsletter for 2018 – can't believe the year has gone so very quickly!

Coffee with a Cop was held on 16th November. Thank you to all those that attended. We hope you got a lot out of the talk on theft. We will conduct another session early in 2019 around any topic that you as retailers think necessary. Any ideas? Please email me at rosemary.antonios@mirvac.com.

Letter boxes – Can we please remind all retailers to check their letter boxes and to contact Centre Management via bhp.reception@mirvac.com if they do not have a key.

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. Otherwise we are happy to provide contact details for the centres rubbish removal contractor who can give you a quote to remove your rubbish – contact us for details.

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 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.

Guest Services Lounge – our new guest services lounge which is located on Level 2 near the stairs to Spotlight will be open and operating from December 6th, 2018. This is an exciting project and we will have more information coming your way shortly.

Christmas trading hours – please adhere to the Christmas trading hours. If you have not already done so please let me know if you are not trading on either Boxing Day or New Year's Day.

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 or give me a call on 0416 030 932.

Counterfeit Detection – be aware that there is another spat of counterfeit \$50 and \$100 notes in our area. Remind your team to be alert!

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.

Pest Control – The centre's pest control contractor is on site every six weeks to conduct pest control in all common areas. A reminder that it is the responsibility of each tenancy to conduct their own pest control within their individual tenancies.

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 Brand Outlet. 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



Facilities Manager
Peter Ward



Administration Manager
Marita Wilson



Retail Space Executive
Jane Hilton



Administration Assistant
Anastasia D'Alessandro

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**