



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS 2016



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The Shopping Centre Council of Australia (SCCA) is the national industry group for the major owners, managers and developers of shopping centres.

Our members own or co-own approximately 500 shopping centres and these centres contain more than 60% of the total floor space of Australian shopping centres.

Our mission is to achieve a policy environment which delivers investment certainty; to encourage industry best practice; and to promote the economic and social contribution of our sector.

Further information can be obtained at www.scca.org.au

FOREWORD

BY PETER ALLEN

The Shopping Centre Council of Australia Marketing Awards are a great opportunity to profile the considerable talent we have in our industry and the wonderful and creative campaigns that are being rolled out each and every week in shopping centres across the country.

2016 was another great year for the Awards with a record 172 nominations received across the 17 award categories.

Thank you to all the marketing teams which have participated in this year's Awards and congratulations to all the finalists and winners who are listed in the following pages.

Particular congratulations to Claire Ridley and Toria Daniel, Karrinyup Shopping Centre, owned and managed by AMP Capital, the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for its 'Miss Kyree Loves Karrinyup - Style Series' marketing campaign. With shopping centre investment steaming ahead in Western Australia in recent years, it is pleasing to see the great work being done on the west coast being acknowledged and rewarded.

The success of the Awards is built on the time and dedication of a number of marketing leaders in our sector who generously give their time to advise on the Awards through the SCCA Marketing Awards Committee, and also participate in the review and judging process. To these individuals, thank you for your ongoing time and commitment to the Awards.

Sincere thanks are also offered to this year's independent judging panel. Their participation and time, also generously donated, ensures that the 'best of the best' are acknowledged and rewarded.

Finally, I would like to thank our sponsors who make these Awards possible. It is fantastic that there is such strong industry support for the Awards and their role in acknowledging the important role marketing plays in shopping centre success.

Peter Allen

*Chairman, Shopping Centre Council of Australia
Chief Executive Officer, Scentre Group*

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JUDGES



Belinda Daly
Head of Shopping
Centre Marketing,
AMP Capital Shopping Centres



Samantha Howkins
National Marketing Manager,
Charter Hall



Taryn McGurk
Group Marketing Manager,
Ipoh



Michelle Clark
Regional Marketing
Manager,
QIC



Sidone Thomas
Head of Digital and
Marketing, Retail,
The GPT Group



Brooke Lee
National Retail & Trade
Marketing Manager,
Stockland



Sarah Cleggett
General Manager Marketing:
Product, Experience &
Communications,
Scentre Group



Cheryl Kemp
National Marketing
Manager and CML Manager -
Challenger Retail Portfolio,
JLL



Thomas Brown
NSW Director -
Asset Management,
Savills



Andrew Byars
General Manager
Property Investments,
Perron Group



Ben Hughes
National
Marketing Manager,
DEXUS Property Group



Nicole Wilson
General Manager
Marketing Operations,
Vicinity Centres



Sally Edvardsen
National Marketing
Manager,
Lendlease



Paul Pozzobon
National Marketing
Manager,
Mirvac



Marie Nguyen
Asset Manager,
SCA Property Group

FINALIST'S JUDGES:



Stephen Kulmar
Founder,
RetailOasis



Kate Parker
CEO,
YourTea



Gary Williams
Chief Transformation Officer,
Myer

BRANDING/REPOSITIONING

MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Celebrate Christmas with the QVB	GIC Real Estate / Ipoh	Queen Victoria Building	Shauna O'Hare, Despina Tambassis, Jaleesa Russo
The Artist's Playground	GIC Real Estate / Ipoh	The Galleries	Shauna O'Hare, Fiona Fong
The Laneway Series <i>Runner Up</i>	ISPT / JLL	Barkly Square	Francesca Turner, Ania Ajiri



WINNER
THE ARTIST'S PLAYGROUND
 The Galleries
 Owned by GIC Real Estate
 Managed by Ipoh
 Shauna O'Hare and Fiona Fong

With the opening of restaurant giants Lotus Dining, Yayoi and Grill'd as well key retailers such as Muji, the centre and its retailers had seen a slight shift in customer type and purchase behaviour.

To appeal to the evolving customer and position the centre as a leader in innovation, The Galleries implemented a rebranding strategy. Part of this rebranding strategy was to create a cutting edge campaign which would resonate with the forward thinking target audience, alter current perceptions and drive positive talk ability in the market.

'The Artists Playground' was formed in March 2016 where the centre strategically sought partnership with Art Month, leveraging media opportunities and providing emerging street artists with a distinct platform to showcase their talents.



'The Artists Playground' was formed in March 2016 where the centre strategically sought partnership with Art Month.

BRANDING/REPOSITIONING

BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Love Yourself, Autumn Winter 2016	AMP Capital	Macquarie Centre	Emma Giammarco
Architects of Beauty	Highpoint Property Group, GPT Wholesale Shopping Centre Fund, The GPT Group / The GPT Group	Highpoint Shopping Centre	Katya Abramzon, Natalie Greening
The New North	Vicinity Centres, GPT / Vicinity Centres	Northland Shopping Centre	Natasha O'Brien-Limmer
Your Natural Habitat <i>Runner Up</i>	QIC	Robina Town Centre	Kirstie Foord



WINNER

ARCHITECTS OF BEAUTY

Highpoint Shopping Centre

Owned by Highpoint Property Group,

The GPT Group,

GPT Wholesale Shopping Centre Fund

Managed by The GPT Group

Katya Abramzon and Natalie Greening

The beauty and cosmetics market is a category undergoing exponential growth, both internationally and domestically. With no other Australian shopping centre owning this space, Highpoint saw a valuable opportunity to stake a claim as Australia's leading beauty retail destination.

Highpoint developed an activation called Architects of Beauty, which ensured an innovative point of difference from competitors' more traditional approaches. Highpoint collaborated with an inspired collection of 'beauty architects', securing the involvement and endorsement of top industry experts to build unique content and curate a program of 15 dynamic events.



Highpoint collaborated with an inspired collection of 'beauty architects'.

BRANDING/REPOSITIONING

MULTI CENTRE CAMPAIGN

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
SS15 'Today I Am'	Scentre Group	Multi	Prue Thomas
It's Your Place <i>Runner Up</i>	Stockland	Multi	Mark Leathan



WINNER
SS15 'TODAY I AM'
Scentre Group
Prue Thomas

2015 was a year of societal restlessness. From this context sprung 'Today I Am' – a confident declaration of embracing who you are, exploring how style is an ever-evolving, personal journey.

Westfield collaborated with Lara Worthington and Kelly Osbourne, two confident women, known for their style and for being true to themselves. Through the ambassadors, shoppers were empowered to be whoever they wanted to be and find the fashion to fit their personal style.

The strong multichannel campaign positioned Westfield as a pioneer in eliminating stereotypes through fashion, taking advantage of the talents' strong social media and media interest.

'Today I Am' was implemented from August to October 2015, activated across all 35 centres and amplified across owned, earned and paid channels.

The strong multichannel campaign positioned Westfield as a pioneer in eliminating stereotypes through fashion.



DIGITAL INITIATIVE

MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Eggventure <i>Runner Up</i>	Australasian Property Investments / JLL	Floreat Forum	Julianna Debreczeni
Celebrate Chinese New Year	GIC Real Estate / Ipoh	Queen Victoria Building	Despina Tambassis, Samantha Ki, Shauna O'Hare
Chill Out With Us	Davinski Nominees / Knight Frank	Market Square Shopping Centre	Sandra Kelly Burton



WINNER

CELEBRATE CHINESE NEW YEAR

Queen Victoria Building

Owned by GIC Real Estate

Managed by Ipoh

Despina Tambassis, Samantha Ki and Shauna O'Hare

To extend QVB branding to the digital space, the QVB activated an Instagram Vending Machine at the core of its Celebrate Chinese New Year campaign. This bridged the digital branding gap by creating a truly innovative customer experience by being the first Australian shopping centre to utilise this technology, and increasing awareness of the QVB's social media presence.

This strategy acknowledged the growing Chinese tourist customer base, whilst affirming the culture and service brand strategy.



To extend QVB branding to the digital space, the QVB activated an Instagram Vending Machine at the core of its Celebrate Chinese New Year campaign.

DIGITAL INITIATIVE

LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Elfie Selfie Redbank Plaza	YFG Shopping Centres / Retail First	Redbank Plaza	Yasmin Chrzescijanski
Emporium Melbourne to NYC	GIC Real Estate and Vicinity Centres / Vicinity Centres	Emporium Melbourne	Tiffany Ellul, Louise Grbac, Erin Hodge
IT'S {me} TIME <i>Runner Up</i>	151 Property / JLL	Rundle Place	Koula Di Biase



WINNER

EMPORIUM MELBOURNE TO NYC

Emporium Melbourne

Owned by GIC Real Estate and Vicinity Centres

Managed by Vicinity Centres

Tiffany Ellul, Louise Grbac and Erin Hodge

Through March/April 2016 Emporium Melbourne launched a truly 'reimagined', ultra-modern Autumn/Winter 2016 digital campaign, underpinned by the key insight that its Australian designer fashion and beauty offering eclipsed all other comparable offerings around the country. Aligning with key partners, the National Gallery of Victoria, Herald Sun, Dion Lee and Marriott Hotels, Emporium Melbourne built its first exclusively Instagram-led consumer campaign.

Designed as a sales-driver and content creator, Emporium Melbourne customers were invited to upload their fashion and beauty purchases to Instagram with #emporiumtoNYC for a chance to win a trip to New York Fashion Week.

Enlisting the support of high profile fashion influencers, leveraging partnerships and amplifying the campaign across media and in-centre platforms, Emporium Melbourne to NYC achieved unprecedented results and catapulted Emporium Melbourne's Instagram page to number one across all shopping centre's Australia-wide.



Emporium Melbourne to NYC achieved unprecedented results and catapulted Emporium Melbourne's Instagram page to number one across all shopping centre's Australia-wide.

DIGITAL INITIATIVE

BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Redesigning The Denim Drive <i>Runner Up</i>	The GPT Group	Melbourne Central	Tanya Ryder , Jacqui Howden
3D Jewellery Box	Highpoint Property Group, GPT Wholesale Shopping Centre Fund, The GPT Group / The GPT Group	Highpoint Shopping Centre	Katya Abramzon , Natalie Greening
Miss Kyree Loves Karrinyup – Style Series	AMP Capital	Karrinyup Shopping Centre	Claire Ridley, Torja Daniel



WINNER

MISS KYREE LOVES KARRINYUP – STYLE SERIES

Karrinyup Shopping Centre
Owned and Managed by AMP Capital
Claire Ridley and Torja Daniel

Finding ways to inspire customer spend across the lifestyle category had proven elusive in 2015 as the bulk of householders continue to save with thrift and wealth preservation overriding consumer desire. Therefore it was deemed imperative to find ways to excite the customer about ways to derive enjoyment from and refresh their home surrounds at play or leisure and extract maximum sales for the Centre's Lifestyle category retailers

Due to the growing tide of social media as an indispensable component of the marketing toolkit within an increasingly fragmented media market, it was also critical to conduct a social media campaign to rapidly grow Karrinyup's social media followers and presence. Noteworthy too, was the evolution in the way consumers shop thanks to the widespread use of social media platforms such as Facebook and Instagram influencing decision making. Coupled with the popularity of Scandinavian interior design and home styling, Karrinyup saw an opportunity to launch its first fully digital Lifestyle campaign – Miss Kyree Loves Karrinyup – Style Series.



Coupled with the popularity of Scandinavian interior design and home styling, Karrinyup saw an opportunity to launch its first fully digital Lifestyle campaign.

DIGITAL INITIATIVE

MULTI CENTRE CAMPAIGN

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
GIFTR	Vicinity Centres	Multi	Sarah-Jayne Lofthouse
Unwrap Christmas Everyday	AMP Capital	Multi	Jessica Senior
Centre Websites and eCommunications Redesign	AMP Capital	Multi	Jessica Senior
Digital Drives <i>Runner Up</i>	Mirvac	Multi	Paul Pozzobon



WINNER
GIFTR
Vicinity Centres,
Sarah-Jayne Lofthouse

Designed with simplicity and an engaging customer experience in mind, GIFTR is an online gift finder tool centred around an emotive quiz that utilises the ubiquitous “swipe right if you like it” interaction to find the right gift for your loved ones during key retail gifting occasions. GIFTR uses a custom ranking algorithm to dynamically evaluate the user’s quiz responses, feeding more relevant questions and using the answers to narrow down their gift selections to a set of three personas with associated products.

GIFTR is one of the first gift-finders of its kind to use the innovative swipe interaction to record user choice and has already seen success twice in less than a year of going live – first for Christmas 2015 and most recently for Mother’s Day 2016.

GIFTR has changed how digital campaigns are approached – as usable and useful engaging applications that can be continuously built on, re-used and evolved.



GIFTR is an online gift finder tool centred around an emotive quiz that utilises the ubiquitous “swipe right if you like it” interaction.

COMMUNITY

MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Food & Cultural Festival	Charter Hall	Pacific Square	Jessica Pagano
Centre For Hope Alliance <i>Runner Up</i>	Charter Hall	Lake Macquarie Fair	Danielle Wilby, Gai Moxham
Riverland Artists Hub	Charter Hall	Renmark Square	Ellise McCoombe
Kids' Square	Charter Hall	Bass Hill Plaza	Jessica Pagano



WINNER
KIDS' SQUARE
Bass Hill Plaza
Owned and Managed by
Charter Hall
Jessica Pagano

Bass Hill Plaza introduced Kids' Square in March 2016, by transforming a long term vacancy into a free community space, for parents to unwind and young children to play.

Kids' Square was brought to life by giving Year 10 students from Bass High School the opportunity to implement monthly activities including reading, painting, drawing, dancing and play time with children aged between two and six years. Year 9 to 11 Art students were also invited to paint the walls with their own artistic design.

Kids' Square was brought to life by giving Year 10 students from Bass High School the opportunity to implement monthly activities.



COMMUNITY

LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Orion Construction Calendar <i>Runner Up</i>	Mirvac	Orion Springfield Central	Danielle Dunsmore
Give Mindfully	QIC	Noosa Civic	Aimee Dodge
Strategic Community Engagement	Perron Group / JLL	The Square Mirrabooka	Lucy Neal
Student Sustainability Tour	Stockland	Stockland Baldivis	Melissa Osterhage
Nation-Leading Accessibility Program	AMP Capital	Bayfair Shopping Centre	Kylie McGregor



WINNER
NATION-LEADING
ACCESSIBILITY
PROGRAM
Bayfair Shopping Centre
Owned and Managed by
AMP Capital
Kylie McGregor

A series of New Zealand firsts in the arena of community progress and accessibility led to Bayfair Shopping becoming the most accessible shopping centre in the country, and an exemplar of accessibility in public spaces.

In early 2015 Bayfair became the first New Zealand shopping centre to undergo the national social change organisation 'Be Accessible's' Accessibility Assessment, securing a silver rating. Following that assessment, the centre made a number of advances to improve accessibility.

In September 2015 Bayfair announced that it had secured the top rating of platinum from 'Be Accessible', making it the first business to do so. In November 2015 Bayfair became the first New Zealand shopping centre to install a parking space for dogs. In March 2016 Bayfair installed charging facilities for electric vehicles and mobility scooters.



In September 2015 Bayfair announced that it had secured the top rating of platinum from 'Be Accessible', making it the first business to do so.

COMMUNITY

BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
SHOP WIN GIVE	The GPT Group	Charlestown Square	Najette Towney
Make A Peninsula Pledge	Vicinity Centres	Bayside Shopping Centre	Jessica Harney, Cassie Antony
Welcome To The West <i>Runner Up</i>	Highpoint Property Group, GPT Wholesale Shopping Centre Fund, The GPT Group / The GPT Group	Highpoint Shopping Centre	Katya Abramzon, Natalie Greening
Paws for Thought Dog Adoption Drive	AMP Capital	Botany Town Centre	Desiree Clark, Tanya Chadha



WINNER
MAKE A
PENINSULA PLEDGE
 Bayside Shopping Centre
 Owned and Managed by
 Vicinity Centres
 Jessica Harney and
 Cassie Antony

Domestic violence is a huge problem in Victoria with 72,000 incidents across the state last year; in Frankston alone 2,527 incidents were reported.

These statistics drove Bayside Shopping Centre into action through the Make A Peninsula Pledge campaign. Bayside encouraged the Peninsula community to get creative to raise awareness of domestic violence and 'Pledge' their support for local charity WAYSS.

The two-week campaign featured a large-scale line drawing of the iconic Frankston Foreshore, produced in collaboration with mindfulness illustrator, Georgia Perry. Shoppers were invited to colour in a section of the mural in exchange for a \$2 coin donation to WAYSS. In recognition of shopper's contributions, Bayside matched all donations.

The campaign saw an influx of support from customers, retailers, local MPs and the Mayor of Frankston City. Make A Peninsula Pledge raised over \$10,000 for vital local charity WAYSS who having been supporting victims of family violence for over 15 years.

Shoppers were invited to colour in a section of the mural in exchange for a \$2 coin donation to WAYSS.



COMMUNITY

MULTI CENTRE CAMPAIGN

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Helping Foodbank Feed Families	YFG Shopping Centres / Retail First	Multi	Bec Gascoigne
Aussie Hoops <i>Runner Up</i>	Vicinity Centres	Multi	Michelle Rowse
NAIDOC Week – Sing With Us	Scentre Group	Multi	Katrina Ang
Christmas 2015, Where it's all about giving!	SCA Property Group / JLL	Multi	Sophie Lim



WINNER
NAIDOC WEEK –
SING WITH US
Scentre Group
Katrina Ang

Aligned to Scentre Group's Purpose of creating extraordinary places, connecting and enriching communities, NAIDOC Week provided the perfect opportunity for Scentre Group to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples through all of its Westfield Shopping Centres.

The integrated campaign was brought to life through a number of strategic partnerships including NAIDOC Artist of the Year, Wayne Quilliam to capture the spirit of Songlines, the theme for NAIDOC 2016. This message was amplified across owned and earned channels, anchored in events, social and PR.



The integrated campaign was brought to life through a number of strategic partnerships including NAIDOC Artist of the Year, Wayne Quilliam.

DEVELOPMENT/ REDEVELOPMENT

MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Our New Place to Meet	Scentre Group	Casey Central	Georgie McCourt
Village Festival	YFG Shopping Centres / Retail First	Toowong Village & Tower	Angela Green
Welcome Back	Woolworths Group / JLL	Glenrose Village Shopping Centre	Lisa Tierney
Marketplace Festival	ISPT / JLL	Wagga Wagga Marketplace	Tracey Thomas
It's all here. And it's all yours. <i>Runner Up</i>	Stockland	Stockland Harrisdale	Melissa Osterhage



WINNER
VILLAGE FESTIVAL
Toowong Village & Tower
Owned by YFG Shopping
Centres
Managed by Retail First
Angela Green

The guests effectively became centre ambassadors producing more than 60 digital media posts on Facebook and Instagram during and directly after the event to an audience of 182,000.

The 'Village Festival' included three days of entertainment, tasting bars and in-centre activity. This was a true celebration confirming Brisbane's Toowong Village transformation was complete. The Festival highlight, a Moët VIP fashion event attracted one hundred invited guests which included Brisbane media representatives and influencers.

The Festival received outstanding media coverage that included features in prominent industry publications, social galleries and influencers' blog posts. The Moët VIP fashion event guests effectively became centre ambassadors producing more than 60 digital media posts on Facebook and Instagram during and directly after the event to an audience of 182,000, measured by event hashtags. Prominent influencers continued to post 7 days after the 'Village Festival'. The PR and digital media value for the 'Village Festival' totalled in excess of \$106,000.



DEVELOPMENT/ REDEVELOPMENT

BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Like Never Before	AMP Capital	Pacific Fair	Linda Frewen, Myf Morton, Amy Lenan
Broadway Sydney 'Mix it Up'	Mirvac, Perron Group / Mirvac	Broadway Sydney	Vanessa Hinton, Marina Ross
Summer of New <i>Runner Up</i>	Mirvac	Orion Springfield Central	Danielle Dunsmore, Chloe Nevin



WINNER

BROADWAY SYDNEY 'MIX IT UP'

Broadway Sydney

Owned by Mirvac and Perron Group

Managed by Mirvac

Vanessa Hinton and Marina Ross

'It's Time to Mix It Up' Redevelopment Strategy was a direct response to consumer sentiment that it was time for Broadway to deliver a more contemporary food and fashion offer. Through the implementation of key experiences that actively involved shoppers and delivered unique tactics to keep the core customer engaged, Broadway was able to maintain stable footfall and even increase sales whilst under redevelopment.

The strategy was to not wait until the launch of the new Level 2, but to commence the repositioning and rebrand from the moment of the redevelopment announcement. This would secure a 10-month in-market awareness strategy, gaining ever-crucial customer loyalty. The ultimate objective was to transition from the suburban identity of 'Broadway Shopping Centre' into the new and elevated 'Broadway Sydney'. It was time to mix things up.



The ultimate objective was to transition from the suburban identity of 'Broadway Shopping Centre' into the new and elevated 'Broadway Sydney'.

SALES PROMOTION

MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Spring Social	GIC Real Estate / Ipoh	The Galleries	Shauna O'Hare, Samantha Ki
enex GOES GREEN <i>Runner Up</i>	ISPT / JLL	enex	Helena Wallis, Emma Falzon
Wintergarden Christmas Gift Box	ISPT / JLL	Wintergarden	Sarah Nolan



WINNER

SPRING SOCIAL

The Galleries

Owned by GIC Real Estate

Managed by Ipoh

Shauna O'Hare and Samantha Ki

A new wave of retailers meant The Galleries had to drive evening and weekend visitation to a centre predominantly frequented on weekdays.

Taking cues from a mix of new Asian retailers, The Galleries created their own eastern inspired festival, Spring Social. During the four-day event the centre came alive with pop ups, music, art installations, signature menus and exclusive offers, that appealed to customers with FOMO (fear of missing out).



Taking cues from a mix of new Asian retailers, The Galleries created their own eastern inspired festival, Spring Social.

SALES PROMOTION

LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
QV Outdoor Cinema <i>Runner Up</i>	DEXUS Property Group	QV Melbourne	Sarah Hynes
The Event Series	Mirvac	Harbourside Shopping Centre	Nicole Addinall
Dining at Rhodes	Mirvac, Perron Group / Mirvac	Rhodes Waterside	Bella Brant, Hannah Petsalis



WINNER
THE EVENT SERIES
 Harbourside Shopping Centre
 Owned and Managed
 by Mirvac
 Nicole Addinall

To combat declining visitor numbers to Harbourside during the Darling Harbour and Convention Centre redevelopment, 'The Event Series' was created as a sequence of three high impact, exciting activations to run throughout the FY16 period; Cirque Septembre, Pop-Up Beach and The Sirens. All three events were Darling Harbour firsts. These free events were designed around maximising the opportunity for sales through leveraging off the strength of our food and beverage offering.

'The Event Series' was created as a sequence of three high impact, exciting activations to run throughout the FY16 period.



SALES PROMOTION

BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
A Light Touch	QIC	Canberra Centre	Kelly McGufficke, Kae Imsirovic
Zoo Safari <i>Runner Up</i>	AMP Capital	Garden City Shopping Centre	Clare Riley, Giselle Cameron and Sacha Tassone
Mastering The Art of Christmas to Drive Sales	The GPT Group	Melbourne Central	Jacqui Howden, Tanya Ryder, Kelly Mann
Broadway Sydney 'Luminous'	Mirvac, Perron Group / Mirvac	Broadway Sydney	Vanessa Hinton, Marina Ross



WINNER

MASTERING THE ART OF CHRISTMAS TO DRIVE SALES

Melbourne Central

Owned and Managed by The GPT Group

Jacqui Howden, Tanya Ryder and Kelly Mann

In 2015, Melbourne Central celebrated the Art of Christmas—a multi-channel campaign centred on making shopping more enjoyable through personalised experiences.

Melbourne Central became the leader in terms of market share gain, during arguably the most competitive retail period.

The Art of Christmas demonstrated that collaboration, together with a targeted category and customer approach, can yield mutual gains for customers, retailers and landlords; creating a new formula of success for retail campaigns of the future.



Melbourne Central became the leader in terms of market share gain, during arguably the most competitive retail period.

SALES PROMOTION

MULTI CENTRE CAMPAIGN

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Fashion Weekend – March 2016 <i>Runner Up</i>	Scentre Group	Multi	Dana Ridge
Shop the City	DEXUS Property Group / The GPT Group / Vicinity / ISPT / JLL	Multi	Sarah Hynes, Jacqui Howden, Kate Rooney, Ania Ajiri, Francesca Turner
Hello Sydney!	Mirvac	Multi	Nicole Addinall, Natasha Storch



WINNER

HELLO SYDNEY!

Mirvac

Nicole Addinall and Natasha Storch

Hello Sydney, a program that offers tourists and visitors to Sydney BIG discounts from BIG brands such as Calvin Klein, Orotan or the infamous Hard Rock Café and also offers additional savings of up to 40% on landmark Sydney attractions such as Taronga Zoo, the Sydney Tower or Captain Cook Harbour Cruises.

Hello Sydney, a first of its kind, tourist VIP program that offers tourists and visitors to Sydney BIG savings on the best that Sydney has to offer – great shopping, fabulous food and lots of fun from over 50 retailers at Birkenhead Point Outlet Centre, Harbourside Shopping Centre, the recently opened Tramsheds, along with the Sydney iVenture Card.



Hello Sydney, a first of its kind, tourist VIP program that offers tourists and visitors to Sydney BIG savings on the best that Sydney has to offer.

SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR

WINNER

MISS KYREE LOVES KARRINYUP –
STYLE SERIES



CONGRATULATIONS
Karrinyup Shopping Centre
Owned and Managed by AMP Capital
Claire Ridley and Toria Daniel



RUNNER UP



WINNER
NAIDOC WEEK –
SING WITH US
Scentre Group
Katrina Ang





SHOPPING CENTRE
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MARKETING AWARDS

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