



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS 2019



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MARKETING AWARDS

FOREWORD

Every year I look forward to our industry's Marketing Awards.

Our Awards program is celebration for all of you, and an opportunity for you to be acknowledged and recognised amongst your teams, colleagues and friends.

I sincerely congratulate this year's nominees, finalists and winners.

We've had more than 200 nominations this year, which is a record.

What's incredibly pleasing was that for the first time, we had a nomination from each and every state and territory in Australia, as well as nominations from New Zealand.

This is a great reminder that our industry and people are embedded across Australia's communities in our cities, regional towns and rural areas.

Amongst our nominations, I'd like to extend particular congratulations to Rhodes Waterside, the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for its 'Festival of You' marketing campaign.

The Sabina Rust Memorial Prize has been awarded to honour the work and friendship of Sabina Rust, and was established with the agreement of Sabina's family.

I'd like to thank my colleagues on the SCCA Board and our Marketing Awards Committee for their ongoing dedication and commitment, to making our Award's program an ongoing success.

I also extend my sincere thanks to our External Judging Panel; Georgia Thomas, The Australian; Vanessa Fletcher, Visit California and; Kate Thomas, Aje.

I'd like to thank our 15 sponsors. Without their support, this night would not be possible. This support is a wonderful acknowledgement of the key role that marketing plays in the success of our industry, and the need to celebrate this success.

PETER ALLEN

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

SPONSORS

JUDGES

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EXTERNAL JUDGING PANEL



Kate Thomas
Aje



Georgia Thomas
The Australia



Vanessa Fletcher
Visit California

MARKETING AWARDS COMMITTEE



Nejmi Elia
151 Property



Louise Raymond
AMP Capital Shopping Centres



Jessica Pagano
Charter Hall



Ben Hughes
Dexus



Melissa Prpic
The GPT Group



Cheryl Kemp
JLL



Megan O'Donnell
Lendlease



Nicole Addinall
Mirvac



Ellie Quinti
Perron



Katrina Little
QIC



Leighton Hunziker
Savills



Matia Jelinic
SCA Property



Becki Luxton
Scentre Group



Brooke Lee
Stockland



David Henderson
Vicinity Centres

SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR



WINNER FESTIVAL OF YOU

Rhodes Waterside
Owned by Mirvac Retail and Perron Investments
Managed by Mirvac Retail
Pauline Pham

Onboard the millennial movement of self-love, health and wellbeing, the Festival of You celebrated everything that makes you feel good. Through a carefully curated selection of strategic commercial, community and brand partnerships, Festival of You engaged over 1 million patrons through in centre experiences such as the Smash Brothers Smash Box, a sold-out calendar of events and activations and philanthropic initiatives such as Dress for Success.

JUDGES COMMENT

‘Clear understanding of target market and new opportunities. Well integrated solution at all touch points.’



ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
Borealis by Forrest Chase & City of Perth	ISPT/JLL	Forrest Chase	Miri Lackovic
140 Library	Cbus Property/CBRE	140	Cassandra Monaghan
Celebrating an Icon - 120 Years	Vicinity Centres and GIC	Queen Victoria Building	Clare-Marie Martinez and Laura Hurst
RUNNER UP			
Virtual Centre Management Office - Chapp	Charter Hall	Multi	Anastasia O'Hara and Elizabeth Craig

BRAND AND PARTNERSHIPS SMALL (75 STORES OR LESS)



WINNER BOREALIS BY FORREST CHASE & CITY OF PERTH

Forrest Chase
Owned by ISPT
Managed by JLL
Miri Lackovic

Borealis Northern Lights by Dan Acher was a strategic partnership between the City of Perth and Forrest Chase Shopping Centre. For the first time in Australia, this light simulation allowed people to see the 'Northern Lights' in Perth CBD. It also enabled the natural launch of stage three of the Centre's development following a two-year construction period, showcasing the new retailers joining Forrest Chase.

JUDGES COMMENT

‘Great to see such a strong partnership with City of Perth. Wonderful creative execution driving strong results during a slower retail period.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Eaton Fair A Centre With Life	Citygate Properties	Eaton Fair Shopping Centre	Tessa Eckersley
FOMO Freo Colour	Sirona Capital	FOMO Freo	Lauren Cross
Food and Wellness Weekend	Stockland	Stockland Birtinya	Terri Thomas
2019 Lord Mayor's Student Welcome	ISPT/JLL	206 Bourke Street	Danielle Sita
RUNNER UP			

BRAND AND PARTNERSHIPS

MEDIUM (76 TO 149 STORES)



WINNER FESTIVAL OF YOU

Rhodes Waterside
Owned by Mirvac Retail and Perron Investments
Managed by Mirvac Retail
Pauline Pham

Onboard the millennial movement of self-love, health and wellbeing, the Festival of You celebrated everything that makes you feel good. Through a carefully curated selection of strategic commercial, community and brand partnerships, Festival of You engaged over 1 million patrons through in centre experiences such as the Smash Brothers Smash Box, a sold-out calendar of events and activations and philanthropic initiatives such as Dress for Success.

JUDGES COMMENT
‘Clear understanding of target market and new opportunities. Well integrated solution at all touch points.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
#Lovewhereyoulive	Mirvac Retail	Stanhope Village	Danielle Krebs
Brisbane Street Art Festival	Mirvac Retail	Toombul Shopping Centre	Chloe Nevin and Jenni Wallace
DFO Perth Launch	Vicinity Centres and Perth Airport	DFO Perth	Stacie Thomson
RUNNER UP			

BRAND AND PARTNERSHIPS

LARGE (150 STORES OR MORE)



WINNER WETHERILL'S BIG TOP

Stockland Wetherill Park
Owned and Managed by Stockland
Cynthia Zabaneh and Ronza Toma

Wetherill’s Big Top was implemented to increase awareness of the centre’s new Kinchin Lane dining precinct which included the national retailers Criniti’s and The Bavarian. This was achieved through a partnership with KNAFEH’s Bearded Bakers, to deliver a jam-packed calendar of events that created community buzz and engagement over the Easter school holiday period.

JUDGES COMMENT
‘Authentic partnership to reach a local audience.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Westfield Coomera Launch & Stabilisation	Scentre Group and QICGRE	Westfield Coomera	Elisha McGrath, Casey Barry and Kim Robles
Sunshine Plaza Redevelopment – A New Light	APPF Retail and The GPT Group/Lendlease Property Management Australia	Sunshine Plaza	Kylie Riches and Ellke Neal
Westfield Warringah Mall Development Stabilisation	Scentre Group, AMP Capital Shopping Centre Fund and AMP Capital Diversified Property Fund	Westfield Warringah Mall	Claudia Cassar, Rebecca Mauro, Andrew Wolfe, Nicola Burgess and Bianca Bevan
RUNNER UP			

BRAND AND PARTNERSHIPS

MULTI (2 OR MORE CENTRES)



WINNER
‘THE ELF ON THE SHELF®’ PARTNERSHIP

Scentre Group
Anita Tasevski and Elena Petroska

In Christmas 2018, Scentre Group invited customers to share in a much-loved magical tradition at their local Westfield, by establishing an exclusive, first-to-market partnership with The Elf on the Shelf brand, delivering authentic content and experiences for their customers. This brand phenomenon created a point of difference for Westfield, inspiring visitation as it satisfied our customers’ love of traditions.

JUDGES COMMENT
‘Culturally relevant campaign that taps into the zeitgeist and delivered a strong ROI.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
AMP Capital X WA Good Food Guide	UniSuper and AMP Capital Diversified Property Fund/ AMP Capital	Multi	Claire Ridley and Shayne Harris
Give a Little Christmas	Stockland	Multi	Eliza Hodgson, Nathan Maroon, Stephanie Watson and David Turner
RUNNER UP			

COMMUNITY

SMALL (75 STORES OR LESS)



WINNER
SCULPTURES IN THE SQUARE

Secret Harbour Square
Owned and Managed by Charter Hall
Megan Biddle



The ‘Sculptures in the Square’ campaign was a unique community initiative which provided four local schools with the chance to design and paint a native animal sculpture, in partnership with a local artist. The sculptures were painted live in centre and were on display for a month. The local community were encouraged to visit the centre daily to vote for their favourite sculpture with the winning sculpture/school receiving a \$2,000 donation from Secret Harbour Square. At the end of the campaign, the sculptures were sold in a live auction with all proceeds donated back to the local schools.

JUDGES COMMENT
‘A multi layered campaign with authentic and interactive engagement that gave back local school communities.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Love Lakelands	ISPT/JLL	Lakelands	Amanda Clarke
Stringybark at Stud Park	Wholesale Australia Property Fund/AMP Capital	Stud Park Shopping Centre	Fiona Murray
The Heart of the Community	AMP Capital Shopping Centre Fund	Royal Randwick Shopping Centre	Eden Canceri
Koala Kid's Club	Swiss Pillar Investments/ AMP Capital	MarketPlace Warner	Georgia Everett
RUNNER UP			
140 Christmas	Cbus Property/CBRE	140	Cassandra Monaghan

COMMUNITY

MEDIUM (76 TO 149 STORES)



WINNER
HARMONY DAY

The Square Mirrabooka
Owned by Perron Investments
Managed by JLL
Anisha Herdman

The Square Mirrabooka identified the opportunity to celebrate the centres unique cultural diversity by partnering with the City of Stirling and local stakeholders to host Harmony Day, which included community stallholders and local performances. In addition, the event successfully attained the Guinness World record attempt for the most nationalities in a drumming circle, making history with 77 nationalities participating.

JUDGES COMMENT

‘Nice extension of an existing event.
Well executed community engagement
with a truly local lens.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Plaza Project	Vicinity Centres and Invesco	Grand Plaza	Helena Racic
RUNNER UP			

COMMUNITY

LARGE (150 STORES OR MORE)



WINNER
REMEMBRANCE DAY CAMPAIGN

Westfield Miranda
Owned by Scentre Group and Dexu
Managed by Scentre Group
Jacqueline Charalambous, Lauren Vaux,
Amy Hunziker, Ella Werman and Hayley Walton

Westfield Miranda enlisted the help of its community to curate The Poppy Tree Project and hosted a Centenary of Armistice Exhibition, showing support of its large local Defence and returned service population. The Poppy Tree Project engaged hundreds of individuals who donated over 10,000 hand-knitted poppies to adorn the centre’s iconic Fig Tree. The Exhibition featured storyboards about the roles of local women during WWI and included a tribute wall for customers to pay respects.



JUDGES COMMENT

‘Great initiative to engage with a
demographic that is usually forgotten.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Fashioned by Nature	Vicinity Centres and Perron Group	The Glen	Kandi Straker
Teddy Bear Hospital - Teddy Winter Check-Up	Vicinity Centres and The Gandel Group	Chadstone - The Fashion Capital	Amy Wotton, Sarah Driberg, Natasha O'Brien-Limmer and Kate Sargeant
RUNNER UP			
Learn N Play	QICGRE	Hyperdome Shopping Centre	Kobi Lagana, Brianna Wolff and Anna Gundry
Ducks for Duckies	Scentre Group, AMP Capital Shopping Centre Fund and AMP Capital Diversified Property Fund	Westfield Warringah Mall	Claudia Cassar, Andrew Wolfe, Bianca Bevan, Nicola Burgess and Rebecca Mauro

COMMUNITY

MULTI (2 OR MORE CENTRES)



WINNER
WESTFIELD LOCAL HEROES

Scentre Group
Pam Wilson, Shelly Baesanu and Becky Edney

Westfield Local Heroes discovers, celebrates and contributes to individuals who promote social wellbeing and harmony in our communities through their work across one or more of the three social values of Family, Youth Opportunity and Inclusion. Entrants are nominated and voted for by their communities, with three finalists per centre each awarded a \$10,000 grant to support their affiliated organisation's work, programs or activities. In total in 2019, 1.2 million in grants will be awarded to 120 Local Hero organisations across Australia and New Zealand.



JUDGES COMMENT
‘Effective use of scale and reach to maximise impact on the community.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
BIG Change for Small Change RUNNER UP	DWPF, DOTA and STC/Dexus	Multi	Ben Hughes
Rewarding and Connecting Local Mums	DWPF and STC/Dexus	Multi	Jodie Elkin, Lisa Mourga, Lyndal Ford and Megan Lattimer
The Letter Project, To All Those Who Mum	Stockland	Multi	Eliza Hodgson, Nathan Maroon, Stephanie Watson and David Turner

COMPELLING EXPERIENCES

SMALL (75 STORES OR LESS)



WINNER
140 LIBRARY

140
Owned by Cbus Property
Managed by CBRE
Cassandra Monaghan



140 Library, a plush pop-up library complete with an extensive community book exchange designed for relaxation. It promoted the return of reading paperback books and was so beautifully curated that it doubled as Perth's most instagrammable spot. The activation exploded into the social media space, providing experience to the customer, whilst creating awareness of the centre.

JUDGES COMMENT
‘Well executed and immersive in centre experience extending across social media.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
RAW at Tramsheds	Mirvac Real Estate	Tramsheds	Fiona Fong
Mardi Gras	Mirvac Real Estate	East Village	Katey Young
Dino World	Stockland and Riverton Forum	Stockland Riverton	Alyce Woodrow
Kings Square Swings RUNNER UP	Dexus	Kings Square Perth	Brooke Boardman

COMPELLING EXPERIENCES

MEDIUM (76 TO 149 STORES)



WINNER FRESH FEST

Belmont Forum Shopping Centre
Owned by Perron Group
Managed by JLL
Julie Elliott

A compelling campaign including cooking demonstrations, food sampling, workshops, art classes and entertainment. The Fresh Fest experience was achieved with the support of the retailers with 85% participating in centre activities. Unique and fun media kits, a community ambush campaign and local talent.

JUDGES COMMENT

‘Well integrated touch points using a single idea.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Rocks Vivid	Place Management NSW	The Rocks	Kylie Doulman, Adam Shumack, Amber Richmond, Sally Luff, Kirstie Abdallah and Penelope Daw
Point Cook Pop Up Park	Stockland	Stockland Point Cook	Stephanie Lawler and Kathryn Bracken
Lunar New Year 2019 in Augmented Reality	Arcadia and ISPT/JLL	World Square	Suzannah Nicholson and Jessica McAneney

RUNNER UP

COMPELLING EXPERIENCES

LARGE (150 STORES OR MORE)



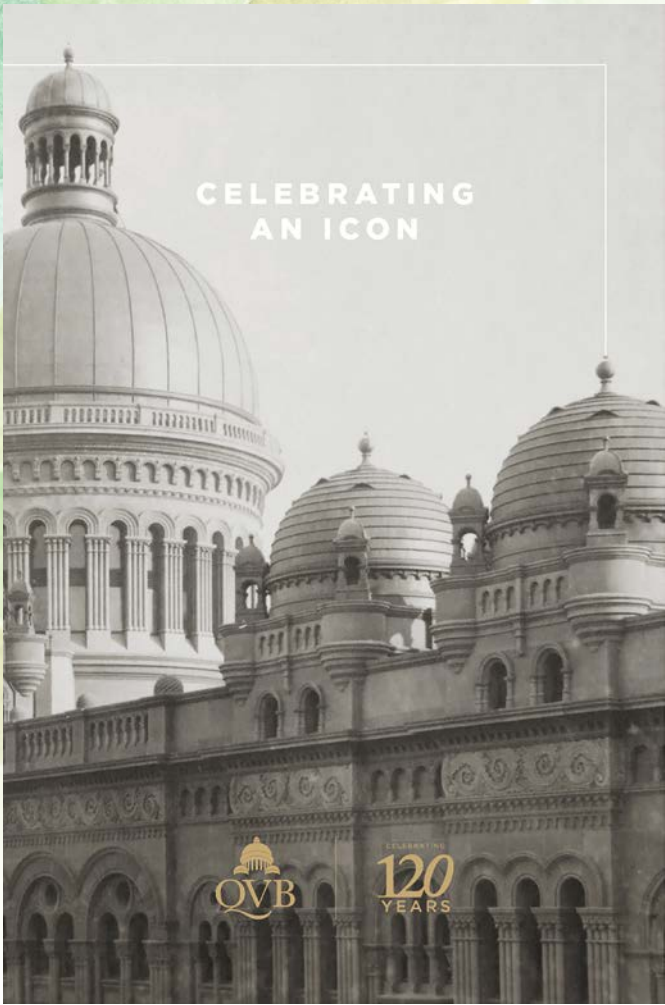
WINNER CELEBRATING AN ICON - 120 YEARS

Queen Victoria Building
Owned by Vicinity Centres and GIC
Managed by Vicinity Centres
Clare-Marie Martinez and Laura Hurst

The ‘120 Year Celebration’ campaign aimed to drive brand awareness, in-centre exploration and sales by tapping into a sense of nostalgia to make consumers feel like they were a part of the QVB’s rich history. Leveraging all consumer touch-points, the campaign featured a commemorate 24-page broadsheet, an in-centre QVB Memory Lock installation and a night of festivities at the 120 Celebration Event.

JUDGES COMMENT

‘Clever use of every touch point to tap into the uniqueness and history of the centre.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Lunar New Year 2019	Vicinity Centres and GIC	Queen Victoria Building	Clare-Marie Martinez
The School of Wizardry	QICGRE	Eastland	Dana Sakkal-Scott, Jacinta Bonsak, Renee Blome and Jodie Murphy
Old School Cool	Scentre Group	Westfield Garden City	Alexandra Neumann, Bridie Lea and Kate Miller
Sneakerfest	Vicinity Centres and The GPT Group	Northland Shopping Centre	Chantelle Clark and Stevie McDonald

RUNNER UP

COMPELLING EXPERIENCES

MULTI (2 OR MORE CENTRES)



WINNER
READY, SET-COLLECT

Charter Hall
Rhys Simonds and Skye Loudon

Ready, Set-Collect was a unique Gift with Purchase campaign designed to drive sales across Charter Hall shopping centres. Inspired by the ‘collectable craze’, shoppers were encouraged to spend in-centre and instantly redeem one of four back to school gifts. The gifts featured the Australian animal mascots of the Charter Hall Retail brand, to further embed the characters identifies into households. The collectables component drove shopper loyalty and engagement.

JUDGES COMMENT

‘Clever use of trend to drive incentive for repeat visitation and value exchange for families.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Black Friday	ISPT and Vicinity Centres/JLL	Multi	Amber Carroll, Sarah Nolan, Lauren Crawford and Rachael Kennedy
Jurassic World	Scentre Group	Multi	Elena Petroska, Anita Tasevski and Renee Hardwick
RUNNER UP			

INNOVATION

SMALL (75 STORES OR LESS)



WINNER
AUGMENTED REALITY – EXPECT MORE – FORREST CHASE

Forrest Chase
Owned by ISPT
Managed by JLL
Miri Lackovic



Forrest Chase needed to innovate to sustain trade and profile through disruptive redevelopment and tenancy changes. An Augmented Reality installation comprising three large, immersive and multi-dimensional created environments, helped achieve that. This campaign allowed visitors to interact with a virtual Perth Zoo Sumatran Tiger, a WA Art Gallery rainbow serpent and a swarm of friendly SciTech bees! Activations of this calibre, highlight Forrest Chase’s championing of community spirit and important conservation issues.

JUDGES COMMENT

‘Well executed and impactful augmented reality partnering with local icons.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
140 Sustainable Workshops	Cbus Property/CBRE	140	Cassandra Monaghan
RUNNER UP			
Tramsheds Uncovered	Mirvac Real Estate	Tramsheds	Fiona Fong

INNOVATION

MEDIUM (76 TO 149 STORES)



WINNER
QV MELBOURNE DIGITAL SERIES

QV Melbourne
Owned by DOTA and Victoria Square QV Investments
Managed by Dexus
Monica Booker

QV Melbourne’s tech-savvy customers demand high level integration with their mobile devices, as the lines between technology and leisure continue to blur. To meet this demand, QV delivered a digital gaming series, designed to connect with customers, whilst increasing conversion opportunities for retailers. With a focus on mobile gaming experiences and utilising augmented reality to increase engagement, the program was enhanced by a series of events, vibrant installations and retailer-driven offers.

JUDGES COMMENT

‘Strong in centre activation presence and good use of mobile technology to reach a tech savvy audience.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Cherry Blossom Festival 2018 RUNNER UP	Arcadia and ISPT/JLL	World Square	Suzannah Nicholson and Jessica McAneney

INNOVATION

LARGE (150 STORES OR MORE)



WINNER
ROSIE'S RAINBOW TREASURE HUNT

Cockburn Gateway Shopping City
Owned by Perron Investments
Managed by JLL
Kerrie Allen and Casey Ray

Rosie’s Rainbow Treasure Hunt targeted families through an immersive digital experience that engaged shoppers of all ages, cementing the centre’s position as an innovative entertainment destination. Following strong competition from the recently redeveloped Westfield Carousel and the newly opened DFO, plus ongoing roadworks on surrounding roads, the objective was to maintain centre sales and traffic across the promotional period.

JUDGES COMMENT

‘Well executed both physically and digitally. Great in centre activation.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Central Collective RUNNER UP	The GPT Wholesale Fund/ The GPT Group	Wollongong Central	Holly Howell and Jalissa Morris

INNOVATION

MULTI (2 OR MORE CENTRES)

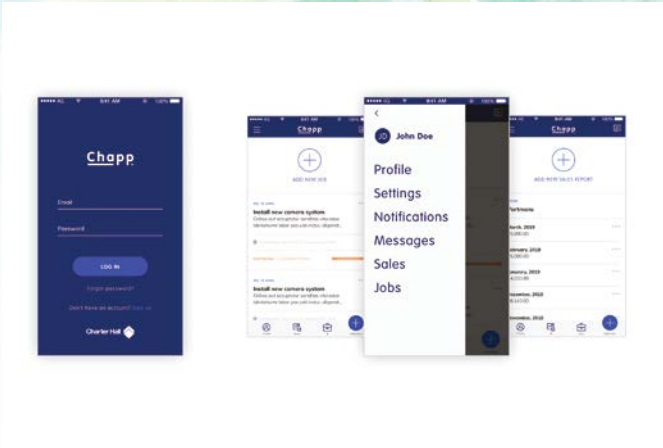


WINNER
VIRTUAL CENTRE MANAGEMENT
OFFICE - CHAPP

Charter Hall
Anastasia O'Hara and Elizabeth Craig

After feedback from Charter Hall tenants that there was a need for increased options to easily communicate with centre management, Charter Hall developed a multi-device, two-way digital communication platform. In June 2019, Charter Hall released to market the fully functional prototype named Chapp, which aimed to drive enhanced communication and collaboration between centre management and tenant customers, as well as enabling productivity improvements in key interactions including monthly sales reporting, maintenance requests and instant communications.

JUDGES COMMENT
‘Smart use of technology which enabled more effective outcomes for tenants.’



RETAILER

MARKETING

SMALL (75 STORES OR LESS)



WINNER
FRESH FOOD CAMPAIGN

Malvern Central
Owned by Unisuper
Managed by AMP Capital
Kylie Gordon

The Malvern Central Fresh Food Campaign was created to showcase the evolution of the centre's food offer, support Woolworths during the removal of single-use plastic bags, and ultimately drive food sales and traffic. The campaigns main driver was a gift with purchase. A food video was also created designed to tantalise the senses.

This initiative saw Malvern Central firmly marked as a destination for food.



JUDGES COMMENT
‘Practical and effective campaign that supported an anchor retailer during a period of change.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Muglife RUNNER UP	Scentre Group	Multi	Amy Copley, Alex Webster, Suzi Evans and Simone Rawson
DFO Insider App - Raring to Win	Vicinity Centres and Perth Airport	Multi	Jackie Pippin and Martine Criswick

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
140 Wild	Cbus Property/CBRE	140	Cassandra Monaghan
Feel Good Hit	Mirvac Real Estate	MetCentre	Juliana Lovell and Jordan Smith
S/S18 Forever. Future. and A/W19 New Heights RUNNER UP	Vicinity Centres and GIC	The Strand Arcade	Daniella Manuel

RETAILER MARKETING

MEDIUM (76 TO 149 STORES)



WINNER
\$2 EATS

Bendigo Marketplace
Owned by ISPT
Managed by Colliers International
Dannielle Downs and Moksha Govender

Bendigo Marketplace Friday night foot traffic was declining, and it was becoming more and more challenging to encourage retailers to stay open until 9 pm on Friday evenings. \$2 EATS was developed to increase Friday night foot traffic and sales and encourage Bendigo Marketplace retailers to keep their doors open for the duration of the core trading hours. \$2 EATS not only resulted in a strong increase in foot traffic and sales but also resulted in Retailers trading to the core advertised hours.

JUDGES COMMENT

‘A well executed and single minded campaign, with strong retailer participation.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Claremont Quarter SS18	Hawaiian and QICGRE	Claremont Quarter	Amanda Bobrige
Sweets & Treats	Private Investor/ 151 Property and JLL	Clifford Gardens Shopping Centre	Brigid Ghysen
Get To Know Your Local Foodies	Perron Group/JLL	Belmont Forum Shopping Centre	Julie Elliott
RUNNER UP			

RETAILER MARKETING

LARGE (150 STORES OR MORE)



WINNER
RETAILER ENGAGEMENT STRATEGY

Pacific Fair Shopping Centre
Owned by AMP Capital Retail Trust and AMP Capital Diversified Property Fund
Managed by AMP Capital
Kate Halpin and Anna Townsend

Pacific Fair Shopping Centre’s retailer engagement strategy connects with retail partners through multiple touchpoints to ensure their business success. It was critical during stabilisation and post-stabilisation phases that retailers felt supported and that solutions were created to support their business growth, new local customers and also gain an understanding of the international customers opportunities.

JUDGES COMMENT

‘Well thought out annual program to support retailers.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Asian Food Experience	Vicinity Centres	Box Hill Central	Allison Bailey
Oktoberwest	The GPT Wholesale Fund and The GPT Group	Highpoint Shopping Centre	Natalie Greening
Gifting you more...	Mirvac Real Estate and ISPT	Kawana Shoppingworld	Hannah Petsalis and Sienna Roberts
Athleisure Precinct Launch 2019	QICGRE	Canberra Centre	Kelly McGufficke and Ellie Daly
Join Our Table	QICGRE	Robina Town Centre	Ashlee Hume and Melissa Shaw
Beauty Weekend	AMP Capital Diversified Property Fund/AMP Capital	Garden City Shopping Centre	Clare Riley, Toria Daniel and Natasha Weeks
RUNNER UP			

RETAILER MARKETING

MULTI (2 OR MORE CENTRES)



WINNER
RETAILER PARTNERSHIP PROGRAM

Scentre Group
Paula Dellis, Hannah Smith and Amelia Moyle

Scentre Group recognises the importance of strong retailer relationships and identify true business partners, resulting in joint success. The Retail Partnerships Program was established to connect the Top 150 retailers across the Westfield portfolio while deepening our understanding of retailers’ strategic priorities. Since the establishment, retailer participation across key Westfield programs has increased by 25%, we have delivered 35 Westfield exclusive events and experiences, engaged and onboarded 345 retailers into the Westfield digital environment and grown our retailer relationships by 80%.



JUDGES COMMENT

‘Comprehensive idea to engage with a large number of retailers, nationally.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
MECCALAND After Party RUNNER UP	Scentre Group	Multi	Paula Dellis, Hannah Smith and Amelia Moyle



SHOPPING CENTRE
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MARKETING AWARDS

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