



SHOPPING CENTRE  
COUNCIL OF AUSTRALIA

# MARKETING AWARDS 2017



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MARKETING AWARDS



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](http://www.scca.org.au)

# FOREWORD

## BY PETER ALLEN

**I'd like to congratulate all of our nominees, finalists, and winners in this year's SCCA Marketing Awards.**

Our marketing teams are critical to engage and drive customers to our centres, particularly as our sector responds and embraces the opportunities from consumer trends, technological change, and engagement with our tenants.

Each and every week, diverse and creative marketing campaigns are being rolled out in centres across the country, based on the unique community that each centre serves.

It is therefore fitting that this year, we had a record 192 nominations across our 17 award categories.

Representing the broad role we play across Australian communities, these nominations came from teams in places such as Bendigo, Baldivis, Cairns, Darwin, and Wagga Wagga.

In this regard, particular congratulations goes to Melbourne's Highpoint Shopping Centre, the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for its 'Think West' marketing campaign.

This year, I'm pleased to advise that we have undertaken a strategic review of the Awards program to ensure the categories are contemporary and relevant for our industry into the future. This has been done with participation of the SCCA Marketing Awards Committee and the SCCA Board. I'd like to thank John Schroder from Stockland for his leadership on this issue on behalf

of the SCCA Board. We plan on making some further announcements on this in the near future.

I'd like to thank my colleagues on the SCCA Board, the Marketing Awards Committee, and our independent judges for their time and dedication in making this year's program a major success.

Sincere thanks are offered to this year's independent judging panel, who have generously donated their expertise and time, including; Professor Roger Layton, UNSW; Robyn Stubbs, Board Director and Executive Coach; and Natasha Ritz, Lush Cosmetics.

I would also 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.

Finally, I'd like to thank all of you for attending the Awards dinner. The Awards are all about you, and the dinner provides an opportunity to meet with your friends, teams and colleagues. It is pleasing to have teams who have travelled to Sydney for this significant event.



**Peter Allen**

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

# SPONSORS

PROUDLY SPONSORED BY:



Owner and Operator of *Westfield* in Australia and New Zealand



# JUDGES



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



**Rachael Cowper**  
National Manager -  
Retail Marketing and  
Business Operations,  
Charter Hall



**Melissa Prpic**  
Group Marketing Manager,  
Ipoh Management Services



**Katrina Little**  
Head of Marketing,  
QIC



**Sidone Thomas**  
Head of Digital  
& Marketing - Retail,  
The GPT Group



**Brooke Lee**  
National Commercial Property  
Marketing Manager,  
Stockland



**Jacqui Waine**  
Head of Brand  
Experience Activation,  
Scentre Group



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



**Leighton Hunziker**  
Director - Retail Services,  
Savills



**Andrew Byars**  
General Manager  
Property Investments,  
Perron Group



**Ben Hughes**  
National  
Marketing Manager,  
Dexus Property Group



**Nicole Wilson**  
Project Director,  
Vicinity Centres



**Sally Edvardsen**  
National Marketing  
Manager - Retail,  
Lendlease



**Paul Pozzobon**  
National Marketing  
Manager,  
Mirvac Retail



**Matia Jelinic**  
Marketing and Retail Analyst,  
SCA Property Group

## INDEPENDENT JUDGES



**Roger Layton**  
**AM FRSN**  
Emeritus Professor,  
University of  
New South Wales



**Natasha Ritz**  
Brand Communications Manager,  
Lush Cosmetics



**Robyn Stubbs**  
Board Director and  
Executive Coach



# BRANDING/REPOSITIONING

## MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
206 Bourke Street Festival Series	ISPT/JLL	206 Bourke Street	Ania Ajiri, Francesca Turner
Emporium Melbourne's Magical Disney Christmas	Vicinity Centres, GIC/Vicinity Centres	Emporium Melbourne	Lorenza Maiolo, Louise Grbac, Erin Hodge
The Year of the Rooster	GIC Real Estate/Ipoh Management Services	QVB	Shauna Corr, Alice Earl
Strand Arcade 125 Year Anniversary <i>Runner-up</i>	GIC Real Estate/Ipoh Management Services	The Strand Arcade	Daniella Manuel



### WINNER

#### THE YEAR OF THE ROOSTER

#### QVB

Owned by GIC Real Estate

Managed by Ipoh Management Services

Shauna Corr and Alice Earl

To position the QVB as a shopping destination for Asian consumers, both local and international, QVB activated a multi-faceted positioning campaign to target this customer during Lunar New Year 2017. Research identified that Chinese customers account for only 2% of total QVB customers, however retailer feedback indicated this customer as highly lucrative, spending on high ticket items across QVB jewellery, gifts and fashion stores.

To appeal to this hard to reach consumer, QVB activated a 'Neotraditional campaign', with multiple sharable moments to increase awareness of the retail offer and experience, placing QVB as a relevant destination for shopping to both Sydneysiders and Asian visitors alike.



*'QVB activated a 'Neotraditional campaign', with multiple sharable moments to increase awareness of the retail offer and experience'*

# BRANDING/REPOSITIONING

## BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Rewind '91	The GPT Group	Melbourne Central	Jacqui Howden, Tenisha Greasley, Melissa Polglase, Tanya Ryder
Think West	The GPT Group and The GPT Wholesale Shopping Centre Fund/The GPT Group	Highpoint Shopping Centre	Elise Frith, Samantha Carr, Danielle Kluge
Diwali Festival	Scentre Group	Westfield Carousel	Lisa Van Erp
Fusion Fest <i>Runner-up</i>	Mirvac, Perron/Mirvac	Broadway Sydney	Andrea Maguire



### WINNER

#### THINK WEST

Highpoint Shopping Centre

Owned by The GPT Group, GPT Wholesale  
Shopping Centre Fund

Managed by The GPT Group

Elise Frith, Samantha Carr and Danielle Kluge

At the heart of the rich and culturally diverse social fabric of Melbourne's West, GPT's Highpoint Shopping Centre works to share experiences with customers that reflect its role as a community hub. With its rapidly changing trade area, the marketing team looks for fresh ways to reach new audiences. This has led to an industry first partnership with global cultural enterprise, The School of Life, to develop Think West – a festival of philosophy and culture, with over 40 events including workshops, walking tours, conversation evenings and marquee events.



*'GPT's Highpoint Shopping Centre works to share experiences with customers' that reflect its role as a community hub.'*

# BRANDING/REPOSITIONING

## MULTI CENTRE

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Shopper Hopper	Mirvac	Multi	Gemma Bosworth
All We See Is Joy <i>Runner-up</i>	Scentre Group	Multi	Tanya Green, Casey McGrath
One Generation. One Family. One Westfield	Scentre Group	Multi	Flo Pilorge, Lauren Bailey, Ros Lill-Lusby, Dani Rivett



**WINNER**  
**SHOPPER HOPPER**  
**Mirvac**  
**Gemma Bosworth**

What's the best way to travel to a shopping centre? By bus, car, train or taxi? Nope. How about a boat on Sydney Harbour? Absolutely. Introducing the bold and brave new service to position and enhance the visitor experience at Mirvac Shopping centres – The Shopper Hopper. The Shopper Hopper was launched to assist in driving the tourism positioning for Birkenhead Point, Harbourside Darling Harbour and Tramsheds Harold Park. Visitors can enjoy the best of Sydney Harbour on the 22 minute picturesque journey to Birkenhead Point Outlet Centre from Circular Quay or Darling Harbour passing the Sydney Opera House, Harbour Bridge, Luna Park and Cockatoo Island.

The Shopper Hopper launched in 2016, in partnership with Fantasea Cruising as a new tourism product to create a seamless tourism visitor experience in Sydney. Since launch, the Shopper Hopper has welcomed over 10,000 guests on board and has successfully repositioned these assets as key tourism destinations.

*'What's the best way to travel to a shopping centre? By bus, car, train or taxi? Nope. How about a boat on Sydney Harbour? Absolutely.'*

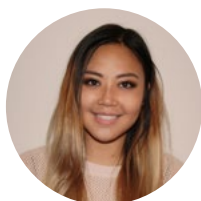




# DIGITAL INITIATIVE

## MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
The Luncheon	Australasian Property Investments/JLL	Floreat Forum	Julianna Debreczeni
Autumn Winter 17 Interactive Fashion Video <i>Runner-up</i>	GIC Real Estate/ Ipoh Management Services	The Strand Arcade	Daniella Manuel
An Augmented Reality Art Hunt	GIC Real Estate/ Ipoh Management Services	The Galleries	Fiona Fong
140WORK	Cbus Property/JLL	140	Brooke Boardman



**WINNER**  
**AN AUGMENTED  
REALITY ART HUNT**  
**The Galleries**  
**Owned by GIC Real Estate**  
**Managed by Ipoh**  
**Management Services**  
**Fiona Fong**

In March, The Galleries created an immersive in centre display of Augmented Reality Art. Using 'The Galleries AR Exhibition' mobile application, customers were invited to explore the centre, uncovering twelve interactive artworks hidden in plain sight. Using the mobile application, customers could see each artwork come to life through their smart phone camera and win exclusive retailer prizes.

The campaign was created to combat the impact and rapid growth of online retailing, and to create reasons for visit and exploration of the centre. The Augmented Reality Art Hunt provided customers with a unique experiential activation which leveraged the audiences' high usage of mobile, driving customers in-centre and showcasing The Galleries retail offers.



*'Using 'The Galleries AR Exhibition' mobile application, customers were invited to explore the centre, uncovering twelve interactive artworks hidden in plain sight.'*

# DIGITAL INITIATIVE

## LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
'Super Surprise' Augmented Reality Hunt	Trondage United/Retail First	Capalaba Park Shopping Centre	Christian Polglase
THE DOLLARDASH	Charter Hall	Campbelltown Mall	Anastasia O'Hara, Jarryd Tierney
Digital Hoarding Initiative	151 Property/JLL	Warrawong Plaza	Kate Edmondson
Pass the Parcel Game <i>Runner-up</i>	Stockland	Stockland Baldivis	Melissa Osterhage



**WINNER**  
**'SUPER SURPRISE'**  
**AUGMENTED**  
**REALITY HUNT**  
**Capalaba Park**  
**Shopping Centre**  
**Owned by Trondage United**  
**Managed by Retail First**  
**Christian Polglase**

The 'Super Surprise Easter Egg Hunt' brought a PokemonGo style augmented reality hunt to Capalaba Park, allowing members of our Park Points loyalty program to watch Easter come to life via their smart phones.

The Centre has been a Redlands favourite for over 3 decades and has been able to maintain market relevancy by introducing the nation's first 'app only' shopping centre rewards program in 2015. Extending the program's reach beyond a straight points to-rewards focus is considered crucial in its ongoing viability, and with this in mind, we released the augmented reality hunt in April.



*'The 'Super Surprise Easter Egg Hunt' brought a PokemonGo style augmented reality hunt to Capalaba Park.'*

# DIGITAL INITIATIVE

## BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Underwater Adventure	APPF Retail and The GPT Group/Lendlease	Sunshine Plaza	Laurren Gilliland, Kylie Riches
12 Days of Christmas <i>Runner-up</i>	AMP Capital Shopping Centres	Pacific Fair Shopping Centre	Kate Dixon, Amy Lenan
12 Days of Christmas	Scentre Group	Westfield Penrith	Belinda Wilton
Beauty Content	Scentre Group	Westfield Chatswood	Zoe Lamond, Claudia Cassar, Renee Hardwick



### WINNER

#### UNDERWATER ADVENTURE

Sunshine Plaza

Owned by APPF Retail and The GPT Group

Managed by Lendlease

Laurren Gilliland and Kylie Riches

In August 2016, Sunshine Plaza as managed by Lendlease commenced a \$400 million centre redevelopment. Soon after, the majority of a prominent car park was closed for construction, impacting the North-East Mall with the potential to reduce customer access and flow.

To protect and maximise the trading performance of retailers located in the North-East Mall during construction, a marketing strategy was devised with the objectives of driving traffic, increasing dwell time and attracting the mall's primary target demographic of Young Families. With these objectives in mind, the Underwater Adventure campaign was developed. The campaign is based on a custom-built smart device App that utilises cutting-edge Augmented Reality (AR) technology. The App takes customers on a digital Underwater Adventure journey interacting with virtual 3D sea-life characters via a smart device.

The campaign has seen Sunshine Plaza create a unique and exclusive children's entertainment activation, blending both digital and experiential marketing whilst achieving the campaign objectives.



*'The campaign has seen Sunshine Plaza create a unique and exclusive children's entertainment activation.'*

# DIGITAL INITIATIVE

## MULTI CENTRE

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Unwrap Christmas	Stockland	Multi	Eliza Hodgson
Consumer X Websites	Mirvac	Multi	Nazee Aliakbari
QICGRE Customer Experience Platform	QICGRE	Multi	Aron Butcher
Drive My Digital <i>Runner-up</i>	Mirvac	Multi	Paul Pozzobon



**WINNER**  
**UNWRAP CHRISTMAS**  
**Stockland**  
**Eliza Hodgson**

*'Unwrap Christmas' was a user-generated digital campaign, which aimed to unearth uniquely Australian Christmas.'*

Stockland turned the tables on conventional Christmas marketing with an integrated digital campaign that empowered customers to define what Christmas means to them and their circle of family, friends and community. 'Unwrap Christmas' was a user-generated digital campaign, which aimed to unearth uniquely Australian Christmas via the hashtag, #unwrapchristmas. Stockland kicked off the campaign with a video showcasing how everyone does Christmas a little differently. For some it's an intimate reunion, for others it's an explosion of relatives. Some homes ring with 5am squeals and others enjoy the peaceful sound of cicadas.





# COMMUNITY

## MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
HIGHRIDERS 2017	GIC Real Estate/ Ipoh Management Services	Chifley	Andrew Trounson
Melbourne's Christmas Story <i>Runner-up</i>	Dexus	Galeria Melbourne	Trudi Cummins
140THURSDAY – Celebrating Harmony Week	Cbus Property/JLL	140	Brooke Boardman



**WINNER**  
**140THURSDAY –**  
**Celebrating Harmony Week**  
**140**  
**Owned by Cbus Property**  
**Managed by JLL**  
**Brooke Boardman**

*'Visitors were exposed to a celebration of cultural diversity through the universal language of food, music and entertainment.'*



Thursday March 16, the laneways of the 140 precinct were flood lit orange, the official colour of Harmony Week. A salute to Western Australia's vibrant multicultural state. As part of 140's monthly 140THURSDAY event series, the daytime event was themed 140THURSDAY: Celebrating Harmony Week. Visitors were exposed to a celebration of cultural diversity through the universal language of food, music and entertainment.

140 retailers offered \$5 street eats from around the globe including German, Vietnamese, Italian, Chinese, Canadian, American, Thai and Australian delights. An onsite DJ played global beats, with international entertainment on the hour from Belly Dancers, African Drummers and a Chinese Lion Dance.

Orange cause bands were handed out for free to spread the word and show a support of cultural diversity. World Press Photo Perth were onsite with a giant scribe board for visitors to write, "What Harmony Week Means to Me". These photos were then uploaded to social media with the hashtag, #140isharmony.



# COMMUNITY

## LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Dive In	Charter Hall	Campbelltown Mall	Jarryd Tierney
Mini Miracles	Scentre Group	Westfield Helensvale	Camille Crew
Rundle Place Carpark Climb <i>Runner-up</i>	151 Property/JLL	Rundle Place	Koula DiBiase



**WINNER**  
**DIVE IN**  
**Campbelltown Mall**  
**Owned and managed**  
**by Charter Hall**  
**Jarryd Tierney**

*'In February 2017, Campbelltown Mall partnered with Kids Alive, NSW Surf Life Saving and Campbelltown City Council Pools to launch the community awareness campaign Dive In.'*



During the Summer of 2016/2017, the Macarthur region saw the unfortunate deaths of three children and one adult as a result of drowning. Statics for this summer showed that 50% of child drownings between the age of 0-4 years and 9.76% of total NSW drownings over the 2016/2017 summer, were in the Macarthur region. A key factor uncovered from these events was in relation to incorrect pool fencing whereby Campbelltown City Council recording 45,000 pools either unregistered or not regularly monitored. It was also understood that a barrier to kids learning how to swim within the Macarthur region was cost of lessons and education.

Campbelltown Mall's dedication to playing a vital role in the local community lead to the centre engaging with community partners to educate parents and young children about pool and swim safety. In February 2017, Campbelltown Mall partnered with Kids Alive, NSW Surf Life Saving and Campbelltown City Council Pools to launch the community awareness campaign Dive In. Utilising a vacant tenancy, Swim Safe Central was opened for local parents to participate in free CPR essentials classes plus pool and swim safety workshops.

Campbelltown Mall also reached out to the South West Multicultural Community Centre and Youth Off the Streets Koch Centre at Macquarie Fields to provide a free term of swimming lessons to 50 children.

# COMMUNITY

## BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Embrace The New Faces	APPF Retail/Lendlease	Cairns Central	Louise Struber
One Million Stars Partnership <i>Runner-up</i>	APPF Retail/Lendlease	Caneland Central	Holly Bolto
Creating Change	Vicinity Centres	Bayside Centre	Cassie Antony, Prue Detchey



**WINNER**  
**EMBRACE THE  
NEW FACES**  
Cairns Central  
Owned by APPF Retail  
Managed by Lendlease  
Louise Struber

Operating within a region with one of the highest Indigenous populations in Australia, Cairns Central took a new direction with a school holiday campaign to promote diversity and inclusion in our local community. A much-anticipated community program 'Face Of Cairns Central' evolved to, 'Embrace The New Faces'.

The program focuses on cementing the centre's community positioning within Far North Queensland, and discovering Cairns Central ambassadors for the year ahead. This year, Cairns Central invited indigenous supermodel Samantha Harris to the launch event in partnership with Chic Management for NAIDOC week.

Through collaborating with Cairns Indigenous Art Fair, community engagement activities encouraged indigenous diversity and participation. The program directly supports Lendlease's vision for reconciliation, in which all our employees acknowledge and celebrate the proud heritage of Australia's First Peoples and promote opportunities within our sector.

Strong results were achieved including 47 indigenous entrants, or 28% of entries, PR exceeding \$76,000 and the first indigenous, male winner who has gone on to be an ambassador for Cairns Central and a role model for indigenous youth.

*'Cairns Central took a new direction with a school holiday campaign to promote diversity and inclusion in our local community.'*



# COMMUNITY

## MULTI CENTRE

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Mums & Co	Mirvac	Multi	Fran Windon
Diversity & Inclusion Program	Scentre Group	Multi	Casey McGrath
Share My Shoes <i>Runner-up</i>	Mirvac	Multi	Paul Pozzobon



**WINNER**  
**DIVERSITY & INCLUSION PROGRAM**  
Scentre Group  
Casey McGrath

*'The key objective of the program was to provide our community with an environment where people can feel safe to be themselves.'*

Scentre Group is committed to creating diverse and inclusive environments in order to reflect the communities in which we operate. We believe diversity is about recognising and valuing the contribution of people from different backgrounds, with different perspectives and experiences. The Diversity and Inclusion Program brings to life this commitment via 14 initiatives across 35 centres.

Each centre in our Australian portfolio celebrated initiatives of importance to their communities embracing gender, sexual orientation, ethnicity, religion and culture. The key objective of the program was to provide our community with an environment where people can feel safe to be themselves.





# DEVELOPMENT/ REDEVELOPMENT

## MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Tramsheds Harold Park	Mirvac	Tramsheds Harold Park	Adeline Chin, Kelli Shoesmith
The Art of Eating	Dexus Wholesale Property Fund/Dexus	Gateway Sydney	Jo Gartner
Light Up Lakelands	ISPT/JLL	Lakelands	Angela Gore, Melissa Chisnall
Flavours of Metro Street Party <i>Runner-up</i>	YFG Shopping Centres/ Retail First	Australia Fair Metro	Louise Jurgs



### WINNER

#### TRAMSHEDS HAROLD PARK

Tramsheds Harold Park

Owned and Managed by Mirvac

Adeline Chin and Kelli Shoesmith

*'Tramsheds Harold Park  
is an asset that inspires  
emotional connectivity.'*

Tramsheds Harold Park is an asset that inspires emotional connectivity. Launched on 22 September 2016, the development is a successful restoration and transformation of the historic Rozelle Tram Depot into a thriving, engaging dining precinct, loved equally by its local community and broader Sydney. The delivery of Tramsheds is about opportunity and responsibility. We needed it to feel every bit as loved, vital and relevant as it once was, and to retain some of its mythology, to conserve it for the next hundred years.

We continue to spread the word about Tramsheds, striving to cement its historic legacy for future generations to enjoy; garnering respect for its old bricks, saw-tooth roof, permanent resident Tram R1 1995 and its eighteen restaurant and local service operators.



# DEVELOPMENT/ REDEVELOPMENT

## BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Stage 40 Development - Chadstone Tailor Made	Vicinity Centres, The Gandel Group/ Vicinity Centres	Chadstone - The Fashion Capital	Tanya Lunardon
Broadway Sydney FUSION <i>Runner-up</i>	Mirvac, Perron Group/ Mirvac	Broadway Sydney	Marina Ross
Warringah Mall Redevelopment - Your New Beginning	Scentre Group	Westfield Warringah Mall	Paula Dellis, Steven Papaioannou



**WINNER**  
**STAGE 40**  
**DEVELOPMENT**  
**-CHADSTONE TAILOR**  
**MADE**  
**Chadstone**  
**- The Fashion Capital**  
**Owned by Vicinity Centres**  
**and The Gandel Group**  
**Managed by**  
**Vicinity Centres**  
**Tanya Lunardon**

In October 2016 Chadstone The Fashion Capital launched yet another stage of its continuous evolution, the most significant to date. The centre's \$660M Stage 40 redevelopment represents the beginning of Chadstone's transition from Australia's largest shopping centre to a world class integrated dining, entertainment and retail destination.

Pre-launch research showed that while consumers have a positive relationship with Chadstone, one which is anchored in fond memories, the centre's growth over recent years had created distance between some customers and the brand. Further the same research revealed that The Fashion Capital was losing ground in the leadership stakes with new industry entrants hot on Chadstone's heels in terms of retail design, innovation, experience and product mix.



*'Stage 40 redevelopment represents the beginning of Chadstone's transition from Australia's largest shopping centre to a world class integrated dining, entertainment and retail destination.'*



# SALES PROMOTION

## MINI GUNS

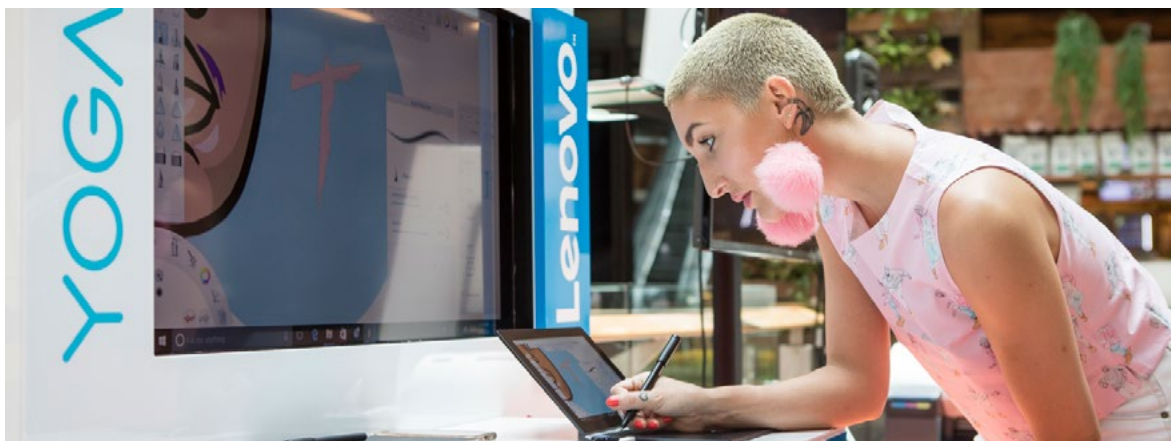
ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Lunchbox Heroes <i>Runner-up</i>	Mirvac	Cherrybrook Village	Danielle Krebs
QVB Marketplace	GIC Real Estate /Ipoh Management Services	QVB	Shauna Corr, Alice Earl
The Rooftop Event Series	Mirvac Real Estate, TH Real Estate /Mirvac	Greenwood Plaza	Juliana Lovell
Gifted	GIC Real Estate / Ipoh Management Services	The Galleries	Fiona Fong



**WINNER**  
**GIFTED**  
**The Galleries**  
**Owned by GIC Real Estate**  
**Managed by Ipoh**  
**Management Services**  
**Fiona Fong**

*'The Galleries Ground Floor was transformed into a hive of inspiration.'*

To drive total centre sales over the Christmas period, the Galleries sought partnership with leading technology brand Lenovo to deliver customers with an alternative Christmas experience in 2016. Leveraging the customer's affinity for Art and Technology, 'GIFTED' focused on promoting gift selection at The Galleries. The Galleries Ground Floor was transformed into a hive of inspiration, with all activation elements created and driven by the Lenovo YOGA Book, an innovative technology product to hit the stands. From emerging artists designing and printing live personalised gift-wrapping paper, to a large scale visual gift guide, The Galleries provided customers with gift inspiration at every step.



# SALES PROMOTION

## LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Botanic Occasions <i>Runner-up</i>	Vicinity Centres	QueensPlaza	Emma Wharton
Harbour Sands	Mirvac	Harbourside Shopping Centre	Nicole Addinall
12 Days of Refab	Mirvac, PAYCE/Mirvac	East Village	Nicole Addinall



**WINNER**  
**12 DAYS OF REFAB**  
**East Village**  
**Owned by Mirvac**  
**and PAYCE**  
**Managed by Mirvac**  
**Nicole Addinall**

*'You'll find just what you need at 12 Days of Refab. Our summer health and wellness festival.'*

Ready to re-focus and re-energise yourself for the New Year? You'll find just what you need at 12 Days of Refab. Our summer health and wellness festival. The Christmas and New Year period is called the silly season for many reasons, but mainly because we all get swept up in the festive mood and over indulge in all areas of life. We spend too much, eat till our top buttons pop, stress over creating the perfect Christmas feast and generally drive ourselves silly. To help our customers get back into good health physically, mentally and financially, East Village sent them to 12 Days of Refab, a play on the 12 Days of Christmas. A chance for them to re-boot, re-focus and re-energise themselves and their family to get them on track for the year ahead.



# SALES PROMOTION

## BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Pacific Weather Patterns	AMP Capital Shopping Centres	Pacific Fair Shopping Centre	Kate Dixon, Amy Lenan
Eden <i>Runner-up</i>	QICGRE	Canberra Centre	Kelly McGufficke, Ellie Daly
2017 Architects of Beauty	The GPT Group, The GPT Wholesale Shopping Centre/The GPT Group	Highpoint Shopping Centre	Elise Frith, Samantha Carr, Danielle Kluge
Truffle Festival	Scentre Group	Westfield Woden, Westfield Belconnen	Annabelle Milosavljevic, Kim Ashton



### WINNER

#### TRUFFLE FESTIVAL

Westfield Woden & Westfield Belconnen  
Owned and Managed by Scentre Group  
Annabelle Milosavljevic and Kim Ashton

Aligned to Scentre Group's purpose of connecting and enriching communities, the Westfield ACT Truffle Festival Market Days provided the perfect opportunity to celebrate the Canberra Region's local food and wine producers. Westfield Belconnen and Westfield Woden partnered with the Canberra Region Truffle Festival to deliver two in centre market days, providing a platform for local producers to make the truffle – a unique and often inaccessible ingredient – available to all. Through this partnership the Westfield ACT centres were able to deliver an elevated experience for customers with successful market stalls and cooking demonstrations featuring high profile chefs that lead Canberra's restaurant institutions. The result enabled the centres to participate credibly in a broader conversation about food in Canberra.



*'Truffle Festival Market Days provided the perfect opportunity to celebrate the Canberra Region's local food and wine producers'*

# SALES PROMOTION

## MULTI CENTRE CAMPAIGN

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
T. rex on Tour	Stockland	Multi	Catherine Kruger
My Gift for Mum	Stockland	Multi	Nathan Maroon, Vanessa Lynn, Eliza Hodgson
SA Food & Wine Weekend <i>Runner-up</i>	Scentre Group	Multi	Lucy Andolfatto



### WINNER

#### MY GIFT FOR MUM

Stockland

Nathan Maroon, Vanessa Lynn, Eliza Hodgson

Customers are overloaded with shopping centres and retailers alike telling them what to buy their mums for Mother's Day. Stockland wanted to challenge this and in doing so, make an emotional connection with our shoppers and drive them to one of our 24 participant shopping centres to find the perfect gift for their mum. To achieve this, we put a spin on the traditional gift guide by allowing our shoppers to dictate what products would be featured in our official Stockland Mother's Day Gift Guide. Our online Mother's Day Gift Guide was Stockland's first to be made up of user generated content.

We invited customers to snap and share their gift ideas for mum across their social media platforms and include the hashtag #MyGiftForMum for the chance to win one of thirty \$100 gift vouchers. Submissions were curated into an automated online gift guide to inspire other shoppers looking to satisfy the need to find the perfect gift for mum.



*'Our online Mother's Day Gift Guide was Stockland's first to be made up of user generated content.'*



# SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR

## WINNER THINK WEST



Highpoint Shopping Centre  
Owned by The GPT Group and The GPT Wholesale  
Shopping Centre Fund Managed by The GPT Group  
Elise Frith, Samantha Carr, Danielle Kluge

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## RUNNER-UP



STAGE 40  
DEVELOPMENT  
- CHADSTONE  
TAILOR MADE

Owned by Vicinity Centres  
and The Gandel Group  
Managed by Vicinity Centres  
Tanya Lunardone

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SHOPPING CENTRE  
COUNCIL OF AUSTRALIA  
MARKETING AWARDS

[sccamarketingawards.com.au](http://sccamarketingawards.com.au)

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