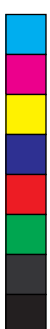




SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING
AWARDS





SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

FOREWORD

We had a record number of entries, from a broad range of companies, in the 2015 Shopping Centre Council of Australia Marketing Awards. I wish to thank all the marketing teams involved in preparing the 149 award entries. This obviously puts a large workload on the judges and I also thank all those involved in the judging process for freely giving their time.

This year the Shopping Centre Council of Australia made two significant changes to the Awards. We have increased the cash prize for the 'Sabina Rust Memorial Prize for Campaign of the Year' from \$20,000 to \$25,000. In return the winning company is required to send a marketing team member to the International Council of Shopping Centers' RECon Asia Pacific to assist that person's professional development. This annual event exposes the lucky nominee to shopping centre marketing trends and initiatives in other countries, as well as the opportunity to attend the presentation of the ICSC Asia Pacific Shopping Centre Awards.

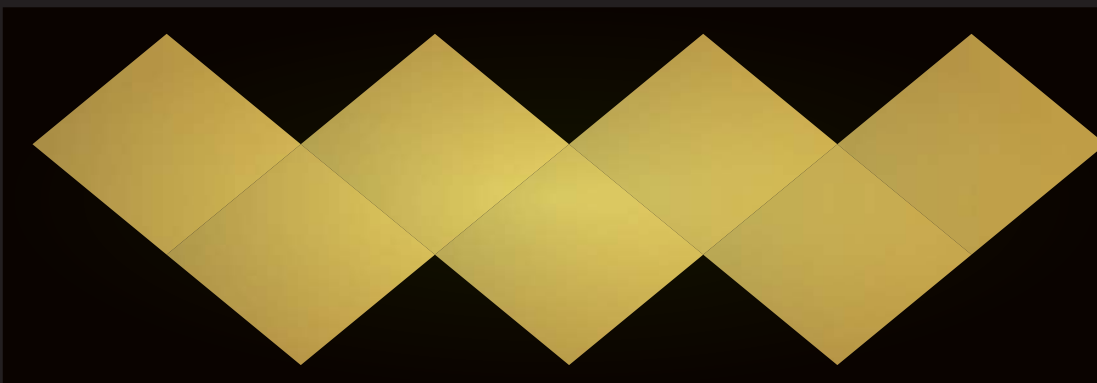
We are also donating an amount of \$2,500 to the relevant charities or community organisations nominated in the winning Community marketing campaigns in each of the Mini Guns, Little Guns, Big Guns and Multi Centre categories.

I congratulate Retail First, as manager, and YFG Shopping Centres, as owner, for winning this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for its 'Sunnybank \$2 Food Trail' marketing campaign. The fact that the winning campaign involved a sub-regional shopping centre in suburban Brisbane is a reminder that the vital elements of any marketing campaign are creativity, innovation and results, irrespective of the size of the shopping centre or the size of the company involved. I have a feeling that Sabina Rust, in whose memory the prize is awarded, would have approved of the judges' decision.

I would also like to congratulate all category winners and runners up, and all the finalists, who are listed in the following pages.

Finally I would like to thank our sponsors who make these Marketing Awards possible. Thanks also to the staff of the Shopping Centre Council of Australia and the NSW Events staff of the Property Council of Australia, for organising the Awards and the Gala Dinner.

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





Proudly sponsored by:





SCENTRE GROUP

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



Judges



Thomas Brown
Savills Australia



Sarah Cleggett
Scentre Group



Lyndall Corran
Lendlease



Belinda Daly
**AMP Capital Shopping
Centres**



Genevieve Elliott
Federation Centres



Daniel Giddings
JLL



Samantha Howkins
Charter Hall



Brooke Lee
Stockland



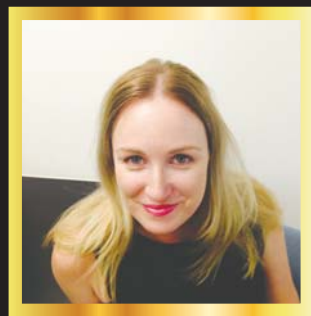
Taryn McGurk
Ipoh



Paul Pozzobon
Mirvac



Karla Quinn
Federation Centres



Donna Rogers
DEXUS Property Group



Claire Scapinello
The GPT Group



Donna White
QIC

Final Judges



Suzee Brain
Director
Brain & Poulter



Carla Bridge
Head of Media and
Communications
Australian Retailers
Association



Gilbert Rochecouste
Founder and
Managing Director
Village Well

SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Sabina Rust Memorial Prize

WINNER

Sunnybank \$2 Food Trail

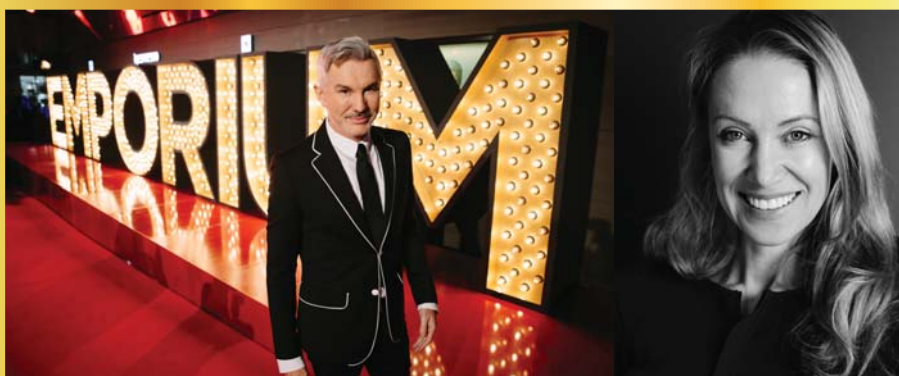
**Sunnybank Plaza, managed by Retail First and owned by YFG Shopping Centres,
Lisa Smith**



RUNNER UP

Reimagined

Emporium Melbourne, Federation Centres, Tanya Lunardon



Branding / Repositioning

Mini/Little Guns

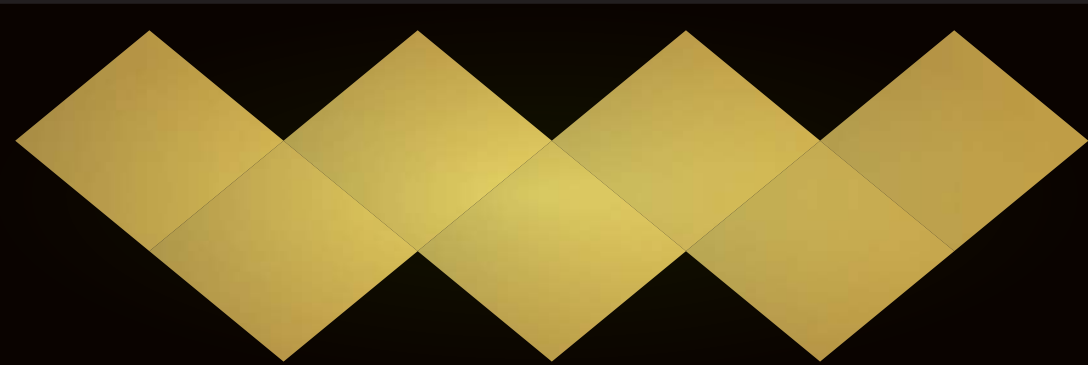
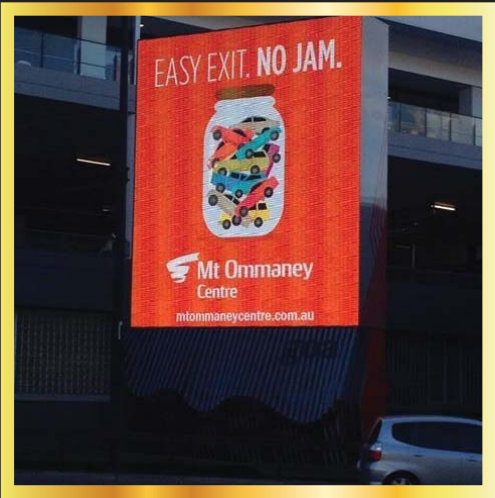
ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
A Curious World of QVB <i>Runner up</i> Easy Exit. No Jam	Ipoh Federation Centres	QVB Mt Ommaney Centre	Johanna Williams/Katy Treble Angela Mulcahy

WINNER - Easy Exit. No Jam, Mt Ommaney Centre, Federation Centres, Angela Mulcahy

Disruptions caused by redevelopment and impending paid parking at competing centres had seized Brisbane’s western suburbs, resulting in significant customer complaint and negative publicity.

With wide access roads, wide car spaces and free flowing traffic, Mt Ommaney saw the opportunity to capitalise in its highly successful Easy Exit. No Jam campaign. Orchestrated to win competitor customers and build brand favourability by repositioning on a superior parking proposition, the campaign encouraged shoppers to bypass rival centres.

A cheeky topical reference to a competitor’s highly publicised and criticised parking and traffic management issues was delivered via disruptive media placements using outdoor and mobile billboards traversing on and around competitor traffic thoroughfares, in-centre advertising, a mailbox distribution and well-staged Facebook campaign.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Big Guns

ENTRY TITLE

Fashion Just Got Bigger *Runner up*
Lead the Field
St Jerome's - The Hotel
InHabit Launch

MANAGEMENT

AMP Capital Shopping Centres
Eureka Funds Management
The GPT Group
Scentre Group

CENTRE

Garden City
Indoorpilly Shopping Centre
Melbourne Central
Westfield Doncaster

AUTHOR

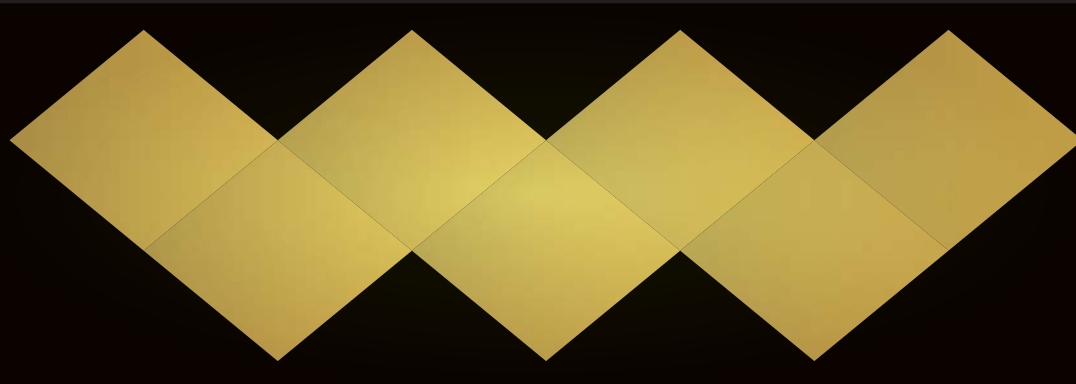
Clare Riley
Anne-Maree Butler
Tanya Ryder
Natasha Gribble

WINNER - St Jerome's – The Hotel, Melbourne Central, The GPT Group, Tanya Ryder

In May 2015, St. Jerome's—The Hotel, a unique worldwide first, debuted on the rooftop of Melbourne Central. Located in the heart of the Melbourne CBD, St. Jerome's—The Hotel offers the first urban luxury camping accommodation in Australia and provides guests with an exclusive opportunity to discover the best that Melbourne has to offer.

The objectives were to increase awareness of Melbourne Central and highlight brand point-of-difference; to activate the centre's unique rooftop space; to amplify the tourism offer; and to provide an engaging and unique customer experience.

Melbourne Central has been able to position itself at the forefront of customer interaction, providing pioneering and engaging experiences, not just in retail solutions but also in terms of cementing Melbourne Central's reputation as a key tourism destination.



Multi Centre

ENTRY TITLE

The Consulting Consumer
Fashion Obsession 24/7 *Runner up*
Happy Giving with Sophia Grace and Rosie

MANAGEMENT

AMP Capital Shopping Centres
Scentre Group
Scentre Group

AUTHOR

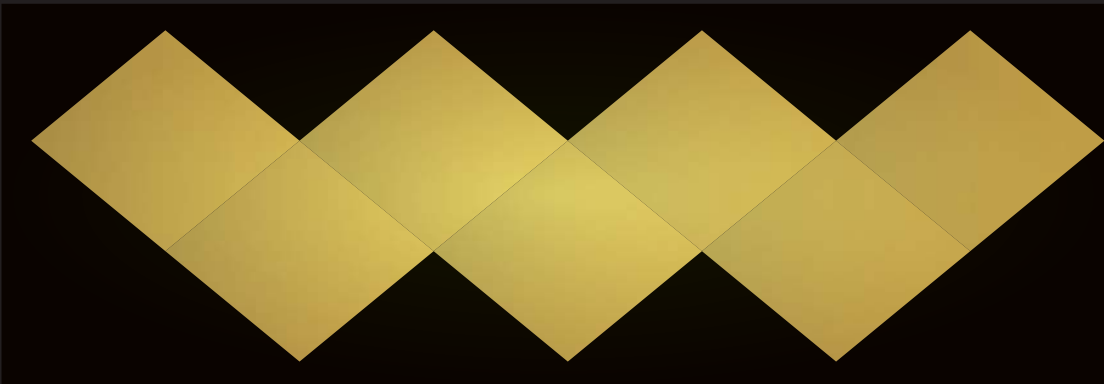
Jessica Senior
Prue Thomas
Katrina Ang

WINNER - Happy Giving with Sophia Grace and Rosie, Scentre Group, Katrina Ang

Westfield collaborated with the world's most expressive kids to help shoppers find the perfect gifts for the 2014 Christmas season. The integrated campaign saw, for the first time, the introduction of ambassadors – Sophia Grace and Rosie (SG&R) – as Westfield's 'Happy Giving' Experts. The girls helped curate guides to the perfect gifts, helping Westfield shoppers achieve the perfect reaction to every gift given at Christmas.

The strong social and PR led campaign delivered mass reach and created both impact and a point of difference across Westfield centres, taking full advantage of SG&R's strong social media and public following.

SG&R's role, held from 27 October to 24 December, was activated across all 39 centres and amplified across owned, earned and bought channels, anchored in social and PR, events and experiences to bring retailer products and exclusive offers to shoppers.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Digital Initiative

Mini/Little Guns

ENTRY TITLE

Show Your Style - The Bedroom
IBeacon Treasure Hunt
20 Days of Giveaways *Runner up*

MANAGEMENT

Terrace Tower Group
Colliers International
Mirvac

CENTRE

Supa Centa Moore Park
Bendigo Market Place
Greenwood Plaza

AUTHOR

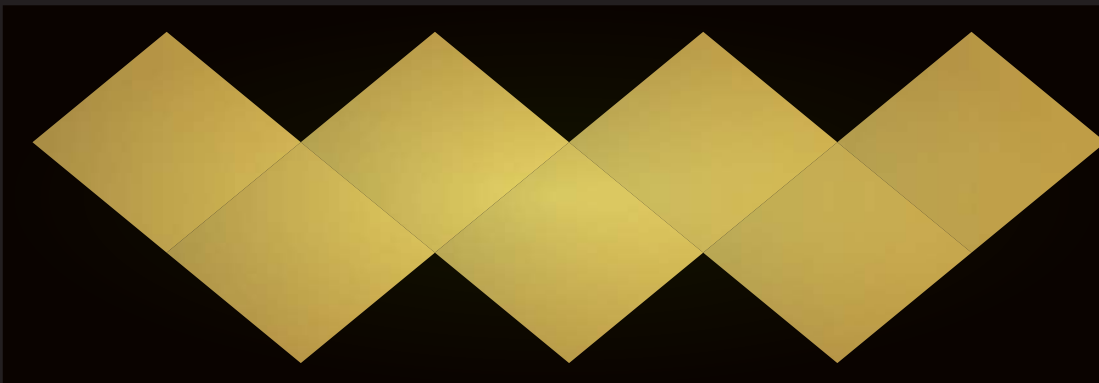
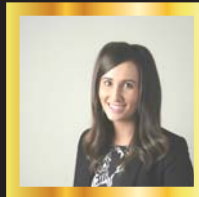
Felicity Kendall
Dannielle Downs
Juliana Lustica

WINNER – IBeacon Treasure Hunt, Bendigo Market Place, managed by Colliers International and owned by ISPT, Dannielle Downs

Bendigo Marketplace sourcing new phone technology, developed an interactive Treasure Hunt campaign during school holidays, which was a first of its kind in Australia. Utilising HelloLocal Bluetooth IBeacon technology and HelloLocal smartphone app, the activity resulted in a campaign that provided a fun and interactive customer experience for both children and parents.

The campaign allowed the centre to grow its email database, increasing foot traffic directly into retailer stores and introduce customers to stores they have not been in before.

Each child and parent embarked on their Treasure Hunt equipped with a pirate eye patch, earring, treasure map, stickers and smartphone. Once the phone was loaded with the HelloLocal app, participants received a treasure hunt clue with a personalised message. As the pirate items were located throughout the centre, they were then presented with a new image on screen notifying them of the next location.



Big Guns

ENTRY TITLE

Social Media Shop
Letterland
Magic Moments *Runner up*

MANAGEMENT

AMP Capital Shopping Centres
Federation Centres
Stockland

CENTRE

Karrinyup
Northland Shopping Centre
Stockland Wetherill Park

AUTHOR

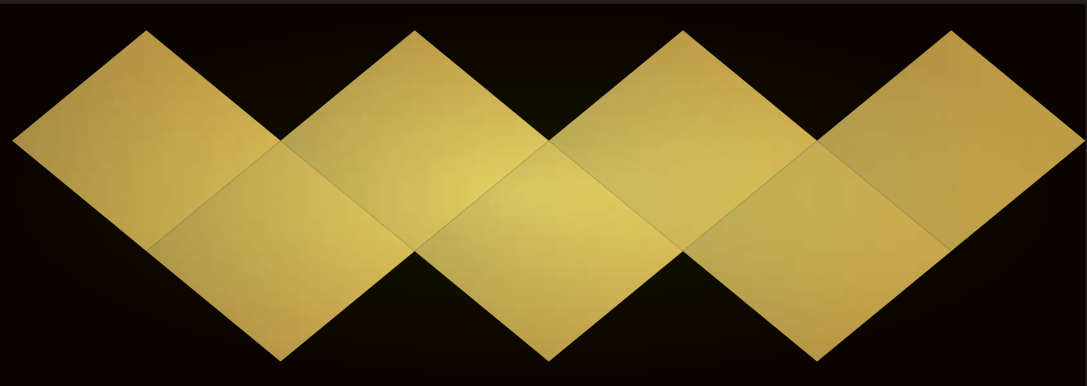
Claire Ridley
Natasha O'Brien-Limmer
Kate MacDonald

WINNER – Letterland, Northland Shopping Centre, Federation Centres, Natasha O'Brien-Limmer

Utilising world leading technology, Northland Shopping Centre produced a fully integrated digital campaign for Christmas, delivering a modern twist on the traditional letter to Santa.

In a bid to kick-start early Christmas spending and encourage consumers to choose Northland as their preferred Christmas shopping destination, the centre launched 'Shine Bright this Festive Season' - a Christmas campaign with Letterland as the hero activity. Letterland, an interactive digital application, connected its youngest shoppers directly to the North Pole in a fun and inventive way.

Designed to capture the imagination of Northland's young (and young at heart) Letterland delivered digital initiatives that spoke to the core market's desire for innovation, a unique family friendly shopping experience and love for digital.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Multi Centre

ENTRY TITLE

Hoppy Easter
Searchable Mall
Stock Your Wishes *Runner up*

MANAGEMENT

Mirvac
Scentre Group
AMP Capital Shopping Centres

AUTHOR

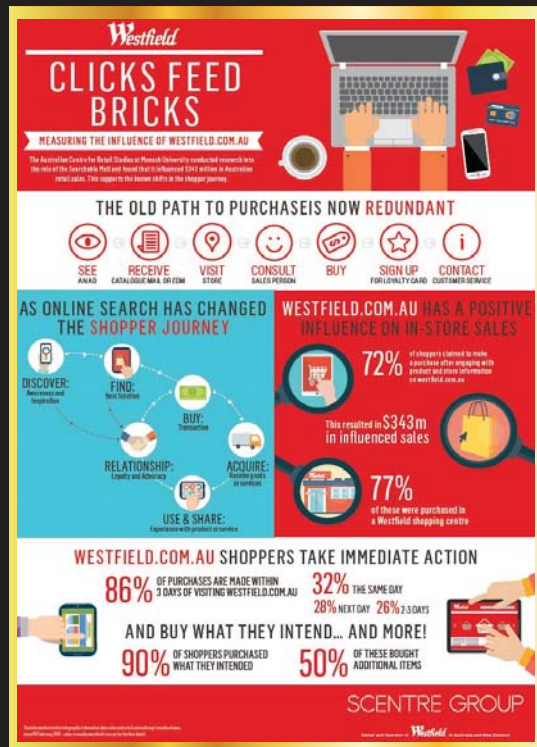
Paul Pozzobon/Vanessa Collars
Iggy Jovanovic
Jessica Senior

WINNER – Searchable Mall, Scentre Group, Iggy Jovanovic

Westfield “Searchable Mall” website turned one year old through the period so we focused on understanding the value created. Our intention was to simply help shoppers find what they want in their local Westfield as they moved increasingly from web to mall to store. We wanted to help our shoppers find stores, opening hours, deals, events, cinema times, dining options and products from our retailers. We chose to focus on fashion and beauty integrating more than 180 leading retailers’ product and content.

To measure the value of the site to retailers, we worked with Monash University’s Australian Centre of Retail Studies and created an online survey of more than 3,300 users to understand their purchase behavior resulting from their usage of westfield.com.au. We found that westfield.com.au plays a significant role in the discovery and search stages of the shopper journey into our shopping centres.

The research found that 72% of shoppers who completed a “web event”, like view store and product details, called a store or clicked out to a retailers website from westfield.com.au, resulted in a purchase in-store or online, influencing \$343m in annualised sales.



Community

Mini Guns

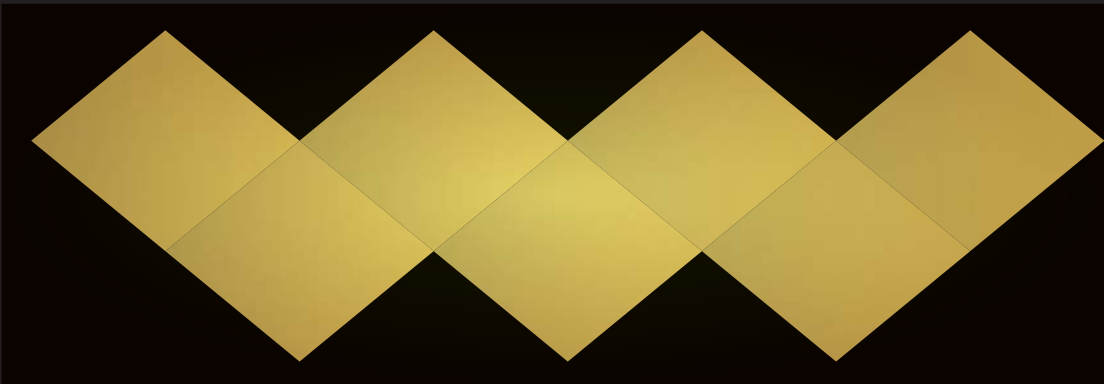
ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
Highriders Chips for Change Uniting Culture and Art at South Hedland Square <i>Runner up</i> Tropical Cyclone Marcia	Ipoh JLL Charter Hall Charter Hall	Chifley Barkly Square South Hedland Square Allenstown Square	Andrew Trounson/ Rebecca Jung Amy Boston Andrew Wilkinson Karlie Williams

WINNER – Tropical Cyclone Marcia, Allenstown Square, Charter Hall, Karlie Williams

On 20 February, Rockhampton experienced catastrophic weather conditions as category 3, Tropical Cyclone Marcia caused significant damage to homes, and infrastructure leaving over 65,000 people without power for up to 10 days.

The centre suffered minimal damage in the aftermath of Marcia and was fully operational by 23 February. With power outages and temperatures reaching a top of 37 degrees, there was an opportunity to support the Rockhampton community in recovery efforts and provide a community space. Community initiatives implemented included extending centre trading hours, additional tables and chairs, Charge Bar Stations, Kids Nap Zone and the launch of the #CQsaysthanks community campaign.

The campaign inspired community consciousness and achieved authentic community, retailer and media engagement. The centre also established a strong connection with the local community, positioning the centre as a genuine community hub in South Rockhampton.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Little Guns

ENTRY TITLE

Baldivians Love Baldivis
Street Art Project
Short Film Festival *Runner up*

MANAGEMENT

Stockland
Scentre Group
Charter Hall

CENTRE

Stockland Baldivis
Westfield Mt Druitt
Lansell Square

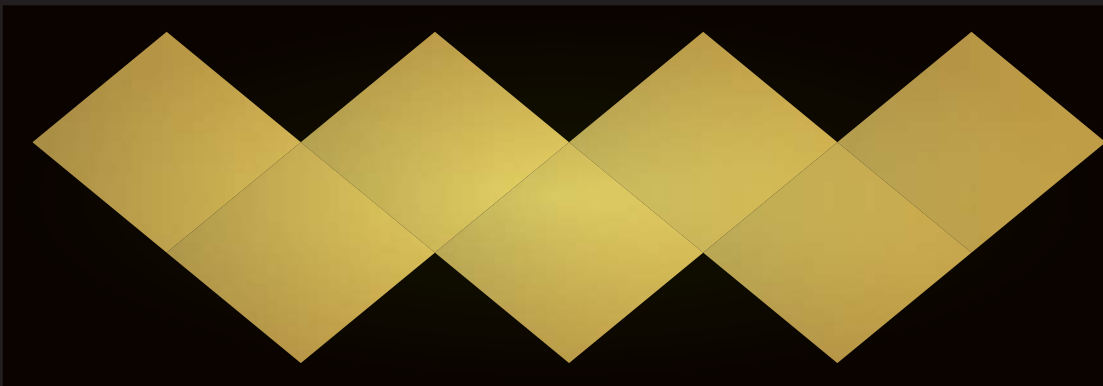
AUTHOR

Melissa Osterhage
Belinda Wilton/ Rachelle Moore
Kerrie Allen

WINNER - Baldivians Love Baldivis, Stockland Baldivis, Stockland, Melissa Osterhage

We understand the importance of being part of this community and the need to support its prosperity. During the recent expansion of Stockland Baldivis we created a community book set to provide financial support for two local organisations – the Baldivis Children's Forest and the Baldivis Volunteer Bush Fire Fighters – and initiated a student mural to provide an opportunity for local high school students to creatively express what Baldivis means to them and to the community.

We also wanted to support literacy in schools. The books are a tangible way for new families to become familiar with the area, develop a sense of place for this newly developed suburb, and foster community pride.



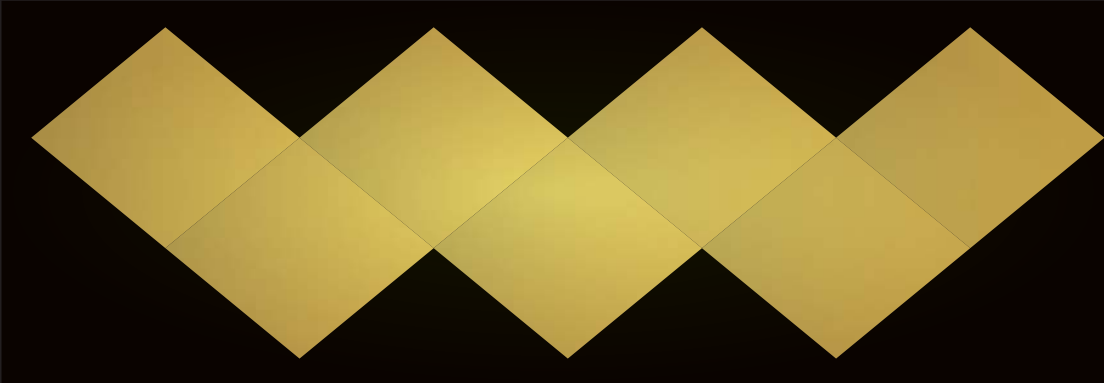
Big Guns

ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
Edible Icons <i>Runner up</i> Artist Collaboration HoMie	Mirvac QIC The GPT Group	Broadway Canberra Centre Melbourne Central	Vanessa Hinton/Marina Ross Kelly McGufficke Tanya Ryder

WINNER – HoMie, Melbourne Central, The GPT Group, Tanya Ryder

Melbourne Central introduced an innovative new social enterprise pop up store, “HoMie”, which is a concept store staffed by volunteers. The store sells HoMie logo t-shirts as well as clothing donated by local Melbourne designers and retailers. For every transaction made in store, HoMie donates an item of clothing to a local person experiencing homelessness.

In addition to providing homeless people with much-needed clothes, HoMie provides a welcoming space for the homeless community of Melbourne – with complimentary coffees, haircuts and workshops that are focused on improving employability. All profits from HoMie are donated directly back to those in need.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Multi Centre

ENTRY TITLE

ANZAC 2015 and The Peace Poppy Project
Community Grants Program
Super Storm Community Support *Runner up*

MANAGEMENT

AMP Capital Shopping Centres
Stockland
Charter Hall

AUTHOR

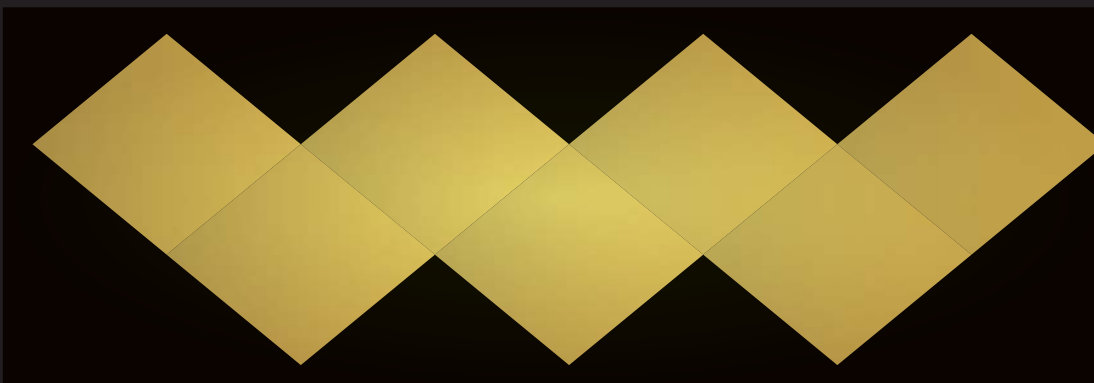
Desiree Clark
Jane Andrews
Danielle Wilby

WINNER – ANZAC 2015 and The Peace Poppy Project, AMP Capital Shopping Centres, Desiree Clark

Remembrance, gratification and respect were at the heart of AMP Capital Shopping Centres' New Zealand commemorative activities for the 2015 centennial ANZAC celebrations.

Involving the community was integral to the campaign for the three centres which took part (Botany Town Centre, Bayfair Shopping Centre and The Palms Shopping Centre). While each project was unique to the individual centres, each was part of the nation-wide Peace Poppy Project and encouraged shoppers to construct poppies of remembrance.

This resulted in three distinct and eye-catching reminders of the nation's ANZAC troops. The poppies provided shoppers, customers and stakeholders alike with an engaging backdrop and a poignant reminder of the many young and courageous soldiers who bravely fought for the nation's freedom.



Development/Redevelopment

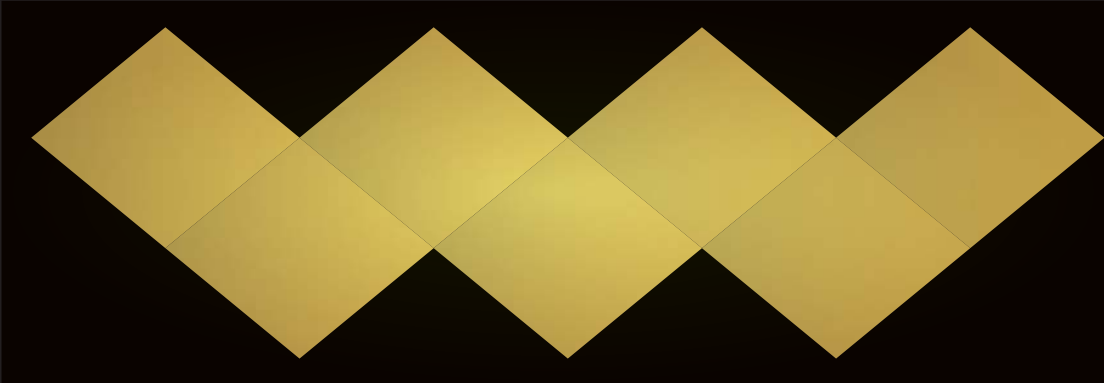
Mini/Little Guns

ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
140 ALIVE Full of Life Reimagined Stage 2 Construction <i>Runner up</i>	JLL Stockland Federation Centres Mirvac	140 Perth Stockland Baldivis Emporium Melbourne Orion Springfield Central	Kristi Dempster Melissa Osterhage Tanya Lunardon Danielle Dunsmore

WINNER – Reimagined, Emporium Melbourne, Federation Centres, Tanya Lunardon

Located in the heart of Melbourne’s CBD, Emporium Melbourne is the redevelopment of a 104 year old Melbourne retail icon, Myer Emporium. The Development team reimagined the site into a cutting edge, architecturally designed world class retail destination. Leasing reimagined the brands delivering international fashion firsts, national flagships along with uniquely Melbourne fashion and food offerings.

Marketing’s challenge was to reimagine the launch of this asset. By reimagining what a launch ambassador looks like and what role they play in the centre’s opening, by reimagining what consumer events and activations could be, the type of partnerships the shopping centre could forge and leverage, even by reimagining and creating its own media channels Emporium Melbourne’s reimagined launch produced results beyond the company’s wildest imagination.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Big Guns

ENTRY TITLE

Change
Make it Yours *Runner up*
Let the Good Times Roll
Come To Life
Piazza Dining

MANAGEMENT

The GPT Group
Scentre Group
QIC
Scentre Group
Bevillesta financed by Blackstone

CENTRE

Wollongong Central
Westfield Miranda
Woodgrove Shopping Centre
Westfield Garden City
Top Ryde City

AUTHOR

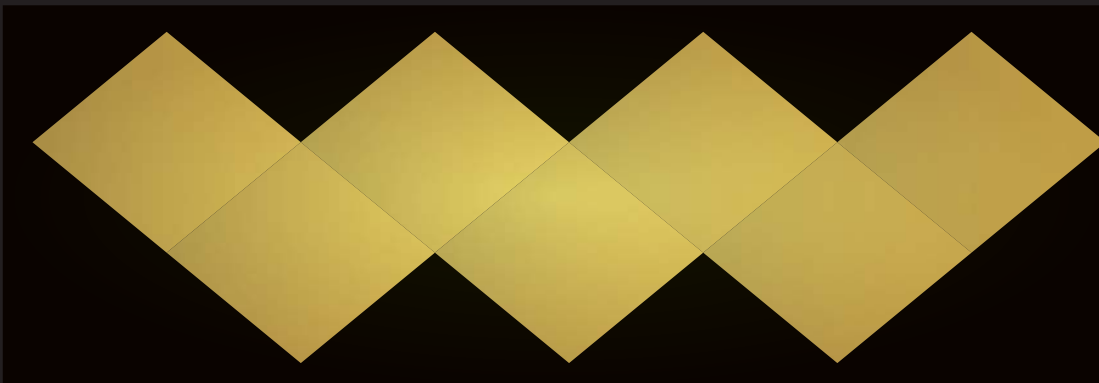
Benjamin Hughes
Kylie Doulman
Melissa Shaw
Karlie Gleeson
Anita Yeung

WINNER – Change, Wollongong Central, The GPT Group, Benjamin Hughes

The \$200 million expansion of GPT's Wollongong Central, with a unique architectural design showcased 80 new stores opening along with Coles, Target and an expanded JB HI FI Home. In addition, we launched a number of fresh food, slow and casual dining choices and a fashion offering appealing to new segments within the trade area were launched.

The launch of the new Wollongong Central aimed to capture the hearts and minds of the people of Wollongong, as well as the entire Illawarra region, celebrating the unique and vibrant places and people.

The tangible attributes of an evolving and improved retail offer alone would not drive success. The battle was fought on an emotional level, not a rational one.



Sales Promotion

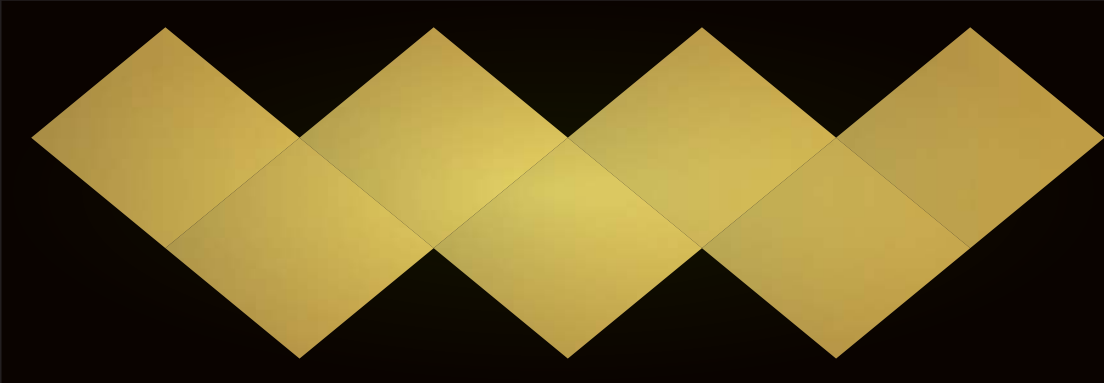
Mini Guns

ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
Vivid Sydney at Central Park Summer Punch <i>Runner up</i> The Balvenie Craft Fair and Winter Picnic	JLL Ipoh Ipoh	Central Park The Galleries Strand Arcade	Emma Molyneux/Megan Wong Shauna O'Hare Alex Foutris

WINNER – The Balvenie Craft Fair and Winter Picnic, Strand Arcade, Ipoh, Alex Foutris

After a significant shift in retail mix and successful re-positioning of the Strand Arcade towards “Craftsmanship and Authenticity”, the final retail category to be brought in line under this positioning umbrella was Food Retail. We implemented a strategy to grow on the strong providore offer already in the centre by introducing four new food and beverage operators, all of which were first to market opportunities in the New South Wales retail landscape. Marketing developed The Balvenie Craft Fair & Winter Picnic, a key event strategically designed to directly drive sales across the food retail category.

The four day event activated a European food market across three levels. Customers were greeted at centre entrances with empty branded picnic bags and invited to ‘curate their own winter picnic’ by visiting nine food stalls offering samples, tastings and an edited selection of product for sale.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Little Guns

ENTRY TITLE

QV Hideaway
Sunnybank \$2 Food Trail
Designed Christmas Markets *Runner up*

MANAGEMENT

DEXUS Property Group
Retail First
DEXUS Property Group

CENTRE

QV Melbourne
Sunnybank Plaza
QV Melbourne

AUTHOR

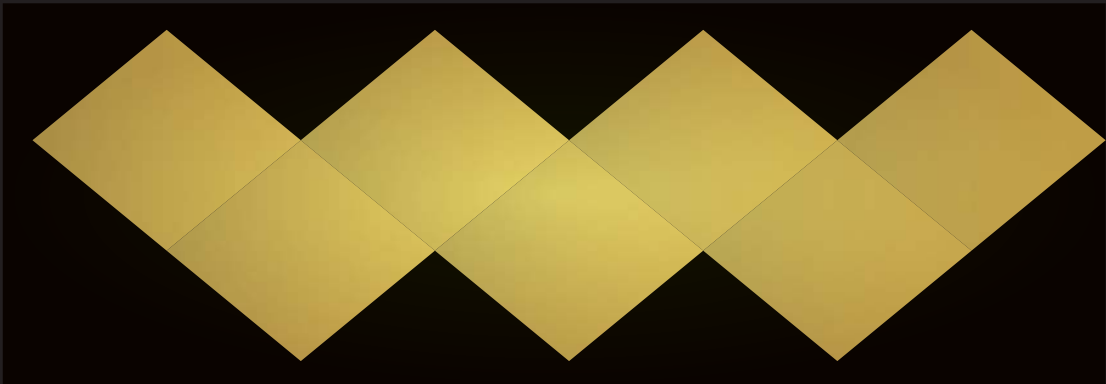
Sarah Hynes
Lisa Smith
Sarah Hynes

WINNER – Sunnybank \$2 Food Trail, Sunnybank Plaza, managed by Retail First and owned by YFG Shopping Centres, Lisa Smith

Sunnybank Plaza is in the heart of the Sunnybank community, affectionately dubbed the 'real Chinatown' of Brisbane, located 12km from the Brisbane CBD. The centre has evolved with the local demographic, now boasting Brisbane's most authentic Asian dining and entertainment offer.

In an Australian first, the Sunnybank \$2 Food Trail was created to take visitors on a culinary adventure. Food lovers from all over South-East Queensland converged on the precinct to graze on a huge variety of \$2 mini-dishes, showcasing a range of oriental cuisines, while enjoying live music, traditional lion dancers and roving entertainment.

The event attracted immense interest on social media and gained the attention of a large number of food bloggers and their enthusiastic followers, securing the centre a prominent position on Brisbane's culinary radar.



Big Guns

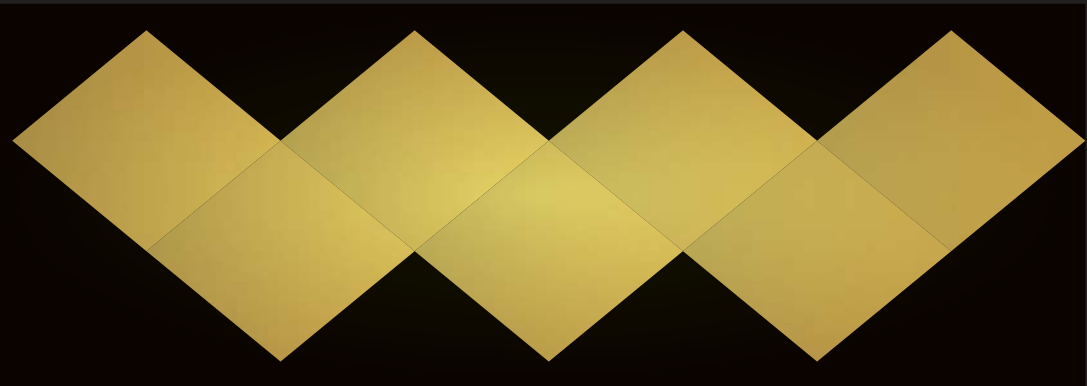
ENTRY TITLE	MANAGEMENT	CENTRE	AUTHOR
Broadway is your Christmas Crusader <i>Runner up</i> Jules Sebastian Fashion Takeover Style Workout Lego Christmas Tree Embrace Winter	Mirvac Stockland QIC Scentre Group Lendlease	Broadway Stockland Shellharbour Westpoint Shopping Centre Westfield Sydney Craigieburn Central	Vanessa Hinton and Marina Ross Catherine Nixon Kylie Webster Rosalind Lill-Lusby Ali Marshall

WINNER— Style Workout, Westpoint Shopping Centre, QIC, Kylie Webster

Westpoint Shopping Centre in Blacktown, Sydney, has long struggled to generate sales and to increase productivity from apparel categories, with fierce competition from five regional shopping centres within 15 kilometres of the centre.

Westpoint identified a need to reinspire and reinvigorate the attention of customers. This could not be done by simply showcasing the current offer. A real point of difference drawing on Westpoint’s unique selling proposition, entertainment and On Four was required.

Westpoint introduced the Style Workout campaign to launch the autumn winter fashion season, with a strategy to combine both a traditional fashion launch with exciting in centre entertainment and a unique activation space. The campaign was implemented to position the centre as an experiential destination for entertainment and seasonal fashion, appealing directly to the centre’s youth skewed demographic and capturing the attention of residents within the trade area.



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

Multi Centre

ENTRY TITLE

Kit Yourself Out
The Melbourne Edit - Shop The CBD

Sculpting Style *Runner up*

MANAGEMENT

AMP Capital Shopping Centres
The GPT Group, Federation Centres,
DEXUS Property Group, JLL (owned by ISPT)
JLL

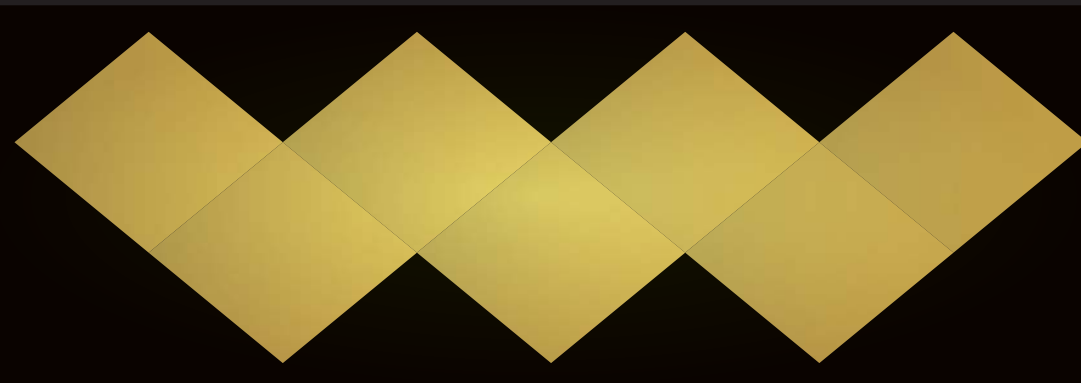
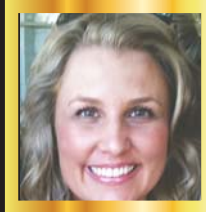
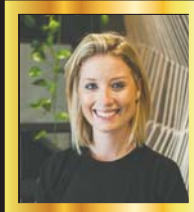
AUTHOR

Jessica Senior
Tanya Ryder, Tanya Lunardon,
Sarah Hynes, Clare Carlyon
Helena Wallis

WINNER – The Melbourne Edit – Shop the CBD, The GPT Group, Federation Centres, DEXUS Property Group and ISPT (JLL), Tanya Ryder/Tanya Lunardon/Sarah Hynes/Clare Carlyon

In an Australian first, The Melbourne Edit: Shop the CBD saw some of the country's most prominent—and normally competing—property groups collaborate to create a unique city-wide shopping experience. The event was jointly promoted by four participating centres: Melbourne Central (GPT), Emporium Melbourne (Federation Centres), QV Melbourne (Dexus Property Group), The Strand Melbourne & Melbourne's GPO (owned by ISPT and managed by JLL).

The one-day event created a festival-like atmosphere, offering exclusive retail offers and events across three city block and was a unique and compelling invitation to guests—to visit, shop and stay in the city. The Melbourne Edit: Shop The CBD delivered increased promotion for the collective centre's and the individual retail stores, while providing loyal shoppers with fantastic discounts and enhancing the shopping experience through interactive events.





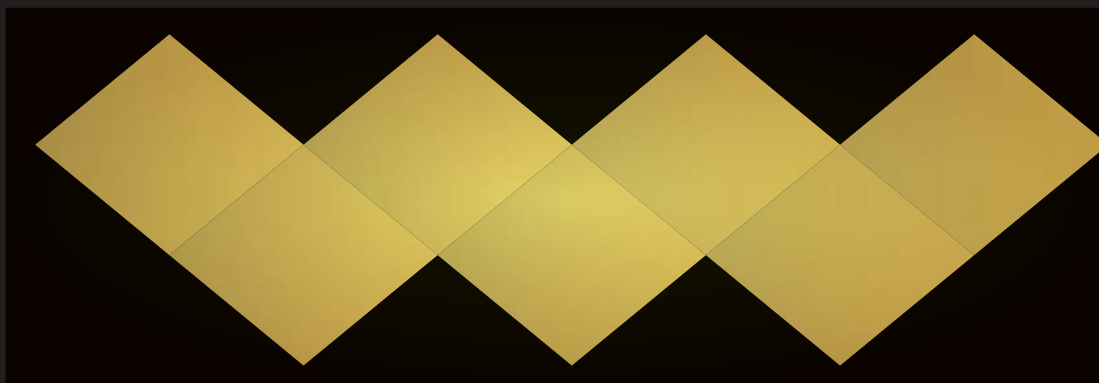
SHOPPING CENTRE COUNCIL OF AUSTRALIA

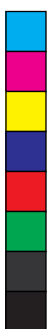
The Shopping Centre Council of Australia is the national industry association for the major owners, managers and developers of shopping centres.

Our members own or co-own around 480 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 achieves 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.





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