




SHOPPING CENTRE  
COUNCIL OF AUSTRALIA

# MARKETING AWARDS

2021



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MARKETING AWARDS

The background of the entire page is a complex, repeating geometric pattern. It consists of various shades of blue (light, medium, and dark) and white. The shapes are primarily squares and triangles, some of which are further divided into smaller squares or triangles, creating a quilt-like or mosaic effect. The pattern is dense and covers the entire area.

“We had a record 255  
entries this year, and  
I firstly want to say thank  
you to our industry and  
people for your efforts  
and enthusiasm.”

# FOREWORD

As we again find ourselves in circumstances whereby we will not be able to celebrate in person this year, it's incredibly important that we acknowledge the hard work and dedication our marketing teams have shown, especially while we navigate the constant changes in the COVID-19 environment whether they be lockdowns, restrictions or other issues that impact our customers, retailers and operations.

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

We had a record 255 entries this year, and I firstly want to say thank you to our industry and people for your efforts and enthusiasm.

Amongst our nominations, I'd like to extend particular congratulations to Scentre Group, who the External Judging Panel awarded as the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for its 'Introducing Westfield Plus' marketing campaign.

The Sabina Rust Memorial Prize has been awarded to honour the work and friendship of Sabina Rust, and was established as a key part of our program with the agreement of Sabina's family. As a founder and managing editor of Shopping Centre News, Sabina chronicled the growth, innovations, performance and personalities of our industry, and I am sure that she would be incredibly pleased with the innovation being displayed by the industry's marketing teams.

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; Lara Thom, Global Chief Marketing Officer, Guzman Y Gomez; Brian Walker, Founder and CEO, Retail Doctor Group and; Narelle Hutchins, Principal and Founder, Stitch Consulting. Aside from the independence of external judges, we are incredibly fortunate to have external experts consider and critique our industry's campaigns.

I'd like to thank our 14 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.

I wish you all the very best for the remainder of this year and look forward to a successful Christmas and 2022.



**PETER ALLEN**

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

# SPONSORS

## PROUDLY SPONSORED BY

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## OFFICIAL MEDIA PARTNER

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# JUDGES

## EXTERNAL JUDGING PANEL

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**Lara Thom**

Global Chief Marketing Officer,  
Guzman Y Gomez



**Brian Walker**

Founder and CEO,  
Retail Doctor Group



**Narelle Hutchins**

Principal and Founder,  
Stitch Consulting

## MARKETING AWARDS COMMITTEE

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**Gary Jones**

151 Property



**Kylie Doulman**

AMP Shopping Centres



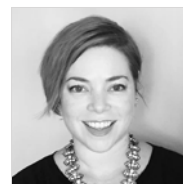
**Jessica Pagano**

Charter Hall



**Ben Hughes**

Dexus



**Melissa Prpic**

The GPT Group



**Cheryl Kemp**

JLL



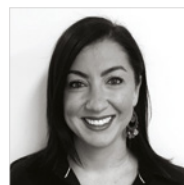
**Stephanie Parker**

Lendlease



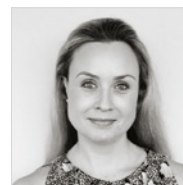
**Nicole Addinall**

Mirvac



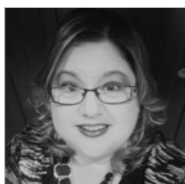
**Ellie Quinti**

Perron



**Katrina Little**

QICGRE



**Leonie Hatfield**

Scentre Group



**Brooke Lee**

Stockland



**David Henderson**

Vicinity Centres

# SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR



## WINNER

### INTRODUCING WESTFIELD PLUS

Owned and managed by Scentre Group  
Nerida Andoniou, Mandy Kendall, Candice Miranda and  
Ella Werman

*To effectively enhance a customer's experience, you need to know them first.*

The Westfield Plus membership program was developed in response to a desire to effectively enhance each customer's Westfield experience and aims to enable direct relationships with customers. Facilitated by technology and data, the program was successfully launched across the Westfield portfolio during 2020 and drives value for Westfield customers by removing friction in centre, personalising communications and rewarding members with exclusive benefits. Strong results were achieved, including the acquisition of 1.2 million new members by December 2020 (with continued growth to 1.65 million during Q1, 2021). Westfield Plus provides critical foundations for true customer-centricity, making it possible to deliver more relevant experiences and higher levels of engagement.



## JUDGES COMMENT

**'Game changer! Great to see a such an investment in a piece of technology that helps both customers and retailers.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
Darling Square x Disney Frozen	Lendlease	Darling Square	Jacqui Stanton and Sharon Ong
<b>RUNNER-UP</b>			
All Welcome - Bayfair Shopping Centre Quiet Room & Accessibility Framework	AMP Capital Shopping Centre Fund, Fisher Funds / AMP Capital	Bayfair Shopping Centre	Kylie Verhoeven and Nicole Robertson
Share The Good	Active Super / JLL	Village Centre and Bridge Plaza	Jarryd Tierney
Stockland COVID-19 Response	Stockland	Multi	Eliza Hodgson, Louise Moore, Catherine Kruger, Nathan Maroon, Vanessa Lynn, David Turner and LAM Marketing Team

# OUTSTANDING RESPONSE TO EXTRAORDINARY CIRCUMSTANCES



## WINNER STOCKLAND COVID-19 RESPONSE

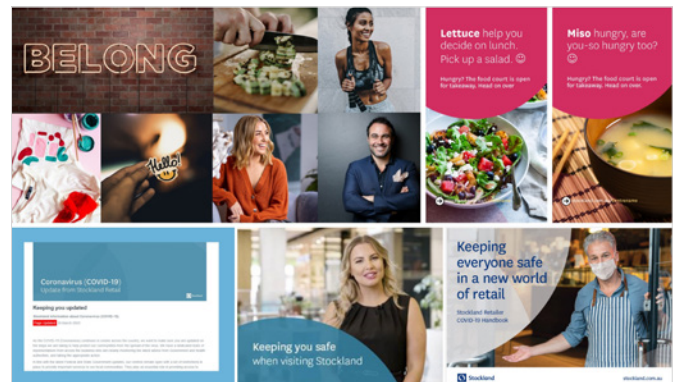
Owned and managed by Stockland  
Eliza Hodgson, Louise Moore, Catherine Kruger,  
Nathan Maroon, Vanessa Lynn, David Turner  
and LAM Marketing Team

Stockland's COVID-19 Response Communications centred around a strategic communications framework of nine pillars:

1. Supporting retailers
2. Keeping customers informed
3. Reassuring customers
4. Promoting social distancing / health comms
5. Communicating what's open and closed
6. Getting to the right place
7. Getting food in a different way
8. Contextual cross-shopping advertising
9. Supporting life at home

This integrated communications plan delivered a complex hierarchy of messages to the right people at the right time, through relevant channels via a national strategy with local execution and messages.

This was delivered as a scalable crisis communications response to reach customers at different points in the journey: outside the centre, inside the centre, at home, and planning a visit.



### JUDGES COMMENT

**'We take for granted that everyone had to roll out a COVID-19 protocol. Stockland should be commended on the warmth, assurance and consistency in their speedy approach.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Reindeer Rescue	Scentre Group	Multi	Leonie Hatfield
Marketing Return Program	AMP Capital	Pacific Fair Shopping Centre	Emma Wharton and Kate Halpin
The Highpoint Happiness Hub <b>RUNNER-UP</b>	The GPT Group, GPT Wholesale Fund / The GPT Group	Highpoint Shopping Centre	Prue Arkeveld, Teddi Tzambazis, Hannah Grant and Sally Rice
Doncaster Dining Launch	Scentre Group, ISPT, M&G RE / Scentre Group	Westfield Doncaster	Michelle Clarkson, Nikita Harris and Christina Panias
MCTV	The GPT Group	Melbourne Central	Prue Arkeveld, Sara Aiezza, Georgia Houghs and Rachel Portelli
Westfield Direct <b>RUNNER-UP</b>	Scentre Group	Multi	Elena Petroska, Amelia Moyle, Claudia Cassar, Ilyse Connery, Hannah Smith and Prue Cotte



# BRAND AND PARTNERSHIPS

## SMALL (75 STORES OR LESS)



### WINNER

#### DARLING SQUARE X DISNEY FROZEN

**Darling Square**

**Owned and managed by Lendlease**

**Jacqui Stanton and Sharon Ong**

To reinforce Darling Square's position as a precinct at the forefront of food culture, urban lifestyle and entertainment, the team identified the opportunity to partner with Disney Frozen the Musical as the preferred pre and post show destination for theatregoers. The precinct came to life with the magic of Frozen through the creation of limited and highly instagrammable drinks and dishes that attracted strong social media hype and sensational user generated content.

Working with \$0 budget, this campaign saw 934,942 visitors to the precinct across the show's 6-month residency, earned \$651,000 in PR value and saw a reach of almost 500,000 on social media.



### JUDGES COMMENT

**'This campaign had a budget of \$0 yet the judges wanted to cross the city to try one of every blue menu item. What an exceptional example of partnership and marketing without money!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Galleries Artist in Residence: Shake the Dust Off Your Wings	Vicinity Centre, GIC / Vicinity Centres	The Galleries	Daniella Manuel and Ruby Rose
<b>RUNNER-UP</b>			
Reigniting Melbourne's Vibrant Heart	Dexus, DWPF / Dexus	80 Collins	Lorenza Maiolo



# BRAND AND PARTNERSHIPS

MEDIUM (76 TO 149 STORES)



## WINNER

### HARMONY ART TRAIL

The Square Mirrabooka

Owned by Fawkner Property and Perron Group (at the time)

Managed by JLL

Toria Daniel and Madison Matta

In March 2020, The Square Mirrabooka launched their Harmony Art Trail, which features three large-scale murals painted by local Perth artists from different cultural backgrounds.

Tackling social and cultural issues that are prevalent in the local area, the project was designed to improve brand perceptions of the centre and reduce anti-social behaviour by fostering pride and ownership within the community. Ultimately the project aimed to create a sense of *harmony*, by celebrating the melting pot of cultures represented within the local area.

The project generated \$70,862 worth of positive publicity, reached 105,885 people, and helped reduce anti-social behaviour by -5%.



## JUDGES COMMENT

**‘Thoughtful campaign that resonates with the local community. Outstanding result to improve such an important and fundamental experience, such as safety.’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Hello Mirrabooka	Fawkner Property and Perron Group (at the time) / JLL	The Square Mirrabooka	Toria Daniel and Madison Matta
Snow Week	Mirvac	Greenwood Plaza	Juliana Lovell and Jordan Smith
RUNNER-UP			

# BRAND AND PARTNERSHIPS

## LARGE (150 STORES OR MORE)



### WINNER

#### WESTFIELD NEWMARKET LAUNCH

Westfield Newmarket

Owned by Scentre Group, GIC

Managed by Scentre Group

Caitlin Lye, Emma Reynolds, Kim Robles,  
Katherine Marshall and Nat Kasparova

On Thursday 21 November, Westfield Newmarket celebrated the completion of its \$790 million redevelopment. After three previous stages of launch, the finale saw significant first to market retailers open.

Activations included The Notable Choir performing each evening, complimentary treat carts, refreshment bar, DJ's, kids entertainment, acoustic musicians and The Light Box, which went viral. The opening saw customers lining up from 5am and attracted over 57k customers on day one. New Zealand's most stunning retail and lifestyle environment is open: *Westfield Newmarket - The Leading Light*.



### JUDGES COMMENT

**'Outstanding result involving multiple retailers and representing the diversity of the customer base.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Yamaha Motor School	The GPT Group	Rouse Hill Town Centre	Stephanie Kedicioglu and Isabella Pelosi
Celebrate the New - Stage One Development Launch	QICGRE	Castle Towers	Kylie Webster and Christine Martin
Stay Golden	AMP Capital	Pacific Fair Shopping Centre	Lauren Madsen
<b>RUNNER -UP</b>			

# BRAND AND PARTNERSHIPS

## MULTI (2 OR MORE CENTRES)



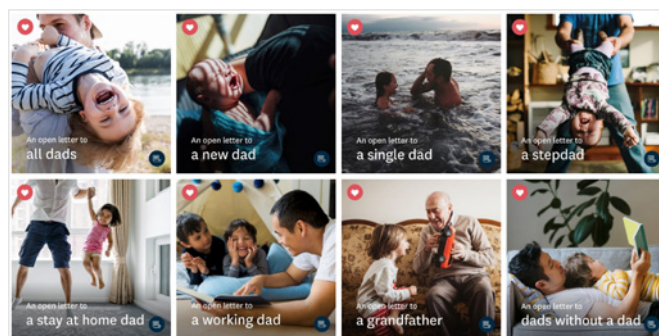
### WINNER

#### THE DAD EDIT

Owned and managed by Stockland

Eliza Hodgson, Nathan Maroon and Vanessa Lynn

Despite traditional parenting roles evolving to be more equal, what isn't equal is the amount of consideration one parent gets over the other when it comes to gifts and recognition. In fact, it's so unequal that in the past five years, 'Father's Day' Google searches are only one third of that of 'Mother's Day'. So Stockland set out to make Father's Day 2019 more thoughtful for father figures of all kinds. Through numerous partnerships, content pieces, gift guides and in centre activations, Stockland was able to reach thousands of Aussie families with a message about recognising dads of all kinds.



### JUDGES COMMENT

**'Great use of language to target key shoppers who are going to spend money in store. Brilliant aspirational campaign that resulted in increased sales.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Story of Dunder & Ibis	Stockland	Multi	Eliza Hodgson, Nathan Maroon, Vanessa Lynn, Catherine Kruger and Louise Moore
You Don't Have to Travel Far to Have an Adventure	Vicinity Centre, GIC / Vicinity Centres	Multi	Corrine Barchanowicz
RUNNER-UP			

# COMMUNITY

## SMALL (75 STORES OR LESS)



### WINNER

#### SHARE THE GOOD

Village Centre and Bridge Plaza  
Owned by Active Super  
Managed by JLL  
Jarryd Tierney

In response to the Black Summer bushfires and ongoing COVID-19 effects in the Eurobodalla region, Village Centre and Bridge Plaza responded with an initiative over 16 months aimed at helping in areas that were under supported by the Federal and State Government and setting a positive narrative to assist with the communities' mental health. The overarching strategy behind the multi-faceted 'Share The Good' program revolved around playing a vital role in the rebuilding of the community by providing access to financial support locally and building positive community messaging and conversation.



#### JUDGES COMMENT

**'This campaign really demonstrates the power of a shopping centre as a community hub during a crisis. These are moments that will never be forgotten!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Coolo Recycling Warriors Program	Mirvac	Coolleman Court	Jessica Thy and Holly Arthur
<b>RUNNER-UP</b>			
Mary Raine Mural	Charter Hall	Raine Square	Megan Biddle and Daisy Milsom
Moon Festival	Lendlease	Darling Square	Jacqui Stanton

# COMMUNITY

MEDIUM (76 TO 149 STORES)



## WINNER

### ALL WELCOME - BAYFAIR SHOPPING CENTRE QUIET ROOM & ACCESSIBILITY FRAMEWORK

Bayfair Shopping Centre

Owned by AMP Capital Shopping Centre Fund,  
Fisher Funds

Managed by AMP Capital

Kylie Verhoeven and Nicole Robertson

The Bayfair Shopping Centre Management Team put inclusivity at the forefront of everything they do and have implemented a series of New Zealand firsts in the arena of community progress and accessibility. As an exemplar of accessibility in public spaces, the centre further enhanced its leadership in this space by opening New Zealand's first Quiet Room inside a shopping centre.

Launched with an exclusive event, the room is designed for visitors with sensory processing and autism spectrum disorders. The Quiet Room is part of a larger accessibility framework that supports the needs of 25% of the population with accessibility needs.



## JUDGES COMMENT

**'Amazing solution! We all need to be providing inclusive and accessible shopping centres. Congratulations for going above and beyond!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Multicultural Community Markets	Fawkner Property and Perron Group (at the time) / JLL	The Square Mirrabooka	Toria Daniel and Madison Matta
Colour The Streets	Lendlease	The Streets of Barangaroo	Jacqui Stanton and Danielle Bullock
Belmont Forum supporting SecondBite	Perron Group / JLL	Belmont Forum Shopping Centre	Julie Elliott and Candice Kendall
<b>RUNNER-UP</b>			



# COMMUNITY

## LARGE (150 STORES OR MORE)



### WINNER

#### PLEDGE TO THE PLANET

**Caneland Central**  
**Owned by APPF Retail**  
**Managed by Lendlease**  
**Sarah-Louise McCusker**

Caneland Central, located in Central Queensland's coastal town of Mackay, made a *Pledge to the Planet* and set out on a mission to leave a positive legacy. To do this, the Centre partnered with a collective of local artists known as 'Plastic Boutique' to draw attention to the terrible impacts of plastics on our environment and to inspire positive change.

To invite the community to take a stance, an immersive eight-metre whale art installation made entirely from reused plastic shopping bags was suspended from Caneland Central's ceiling, complemented by a series of free inclusive eco art workshops for the community.

With a budget of only \$15,000, the impact was undeniable with a social media reach of almost 370,000, an increase of centre visitation by 4.3% that created an audience of over 700,000 and most importantly in the months following the activation, Caneland Central's waste metrics improved by 11%.



#### JUDGES COMMENT

**'What a beautiful initiative. Stunning execution and a message well told with local and relevant issues.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sensational Stories	APPF Retail / Future Fund	Lakeside Joondalup Shopping City	Sharnee Vigors, Alyssa Pellatt, Samantha Ferraz and Celeste Savvides
Ekka Strawberry Sundae Pop Up	QICGRE	Hyperdome Shopping Centre	Charlotte Hall
NAIDOC 2020	Mirvac, Perron Investments / Mirvac	Broadway Sydney	Bree Johnson and Marilou Haddad
<b>RUNNER-UP</b>			
First Nations Fashion + Design Pop-Up	The GPT Group	Melbourne Central	Prue Arkeveld, Sara Aiezza and Rachel Portelli
Celebrate Spring - Reimagining an Iconic Event	QICGRE	Grand Central	Julie Thompson, Sara Reimers and Lucy Ursino

# COMMUNITY

## MULTI (2 OR MORE CENTRES)



### WINNER

#### DRAWING US TOGETHER

Owned and managed by Charter Hall  
Megan Biddle, Dana Irving and Ruth Hutchinson

The NAIDOC Week 'Drawing us Together' campaign embedded across nine Charter Hall Shopping centre communities, celebrated Indigenous culture, social cohesion and diversity.

35 local schools were engaged to design and illustrate pages of a children's book, written by indigenous author Sylvia Lockyer. Throughout October 2020 School Holidays, the designs were displayed in-centre alongside each correlating page of the book. The community was engaged to vote for their favourite illustration for each page. The favourites were featured in the final book, presented to the community during NAIDOC week celebrations. 3,667 shoppers voted, with 45,000 people reached across 8 Facebook pages.



### JUDGES COMMENT

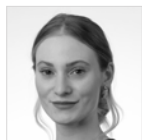
**'Celebrating NAIDOC week in this way, where an entire community can come together and share stories, should be an example to all of how to embed First Nations history into a centre.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Belong by Stockland	Stockland	Multi	Eliza Hodgson, Nathan Maroon, Wendy Mulligan, Catherine Kruger, Louise Moore, Vanessa Lynn and David Turner
Thank You from Stockland	Stockland	Multi	Samara Anderson, Alyssa Paul and Katrina Jeppesen
Share the Love: Mardi Gras 2021	Mirvac	Multi	Nicole Addinall, Bree Johnson, Katey Young and Chloe Nevin
<b>RUNNER-UP</b>			
A Little Thanks	QICGRE	Multi	Kelly McInnes and Katrina Little
Westfield Local Heroes	Scentre Group	Multi	Pam Wilson, Becky Edney, Siobhan Trinder, and Jessica Mangion



# COMPELLING EXPERIENCES

## SMALL (75 STORES OR LESS)



### WINNER

#### THE 7 WONDERS OF FORREST CHASE

**Forrest Chase**

**Owned by ISPT**

**Managed by JLL**

**Bronte Macpherson**

We couldn't travel the world last Christmas, so the 7 Wonders came to Forrest Chase, promising people a journey to surprising, mystical lands, with magical activations and giveaways designed to inspire wonder and nostalgia.

We wanted to make Forrest Chase THE Christmas destination for shoppers; to encourage them to visit, stay and spend.

A variety of re-imagined Christmas themes – from physical installations and immersive digital videos to enticing retail incentives – were all wrapped up and delivered over an intensive, fully integrated five-week campaign.

Sales and visitations increased, and consumer sentiment and satisfaction were through the roof. Job done!



### JUDGES COMMENT

**'What a unique approach to Christmas. It's hard to reinvent Christmas but Forrest Chase have managed to do this with more than 7 reasons!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Game On Darling Square Launch	Lendlease	Darling Square	Anthea Finch, Sam Moerke, Ann Saleh and Shauna Corr
120 Years of Attraction Exhibition	Charter Hall	Raine Square	Megan Biddle and Daisy Milsom
Mardi Gras 2020	Mirvac	East Village	Katey Young
Celebrate Summer	DWPF / Dexus	Eagle Street Pier	Elysia Van Vliet
<b>RUNNER-UP</b>			

# COMPELLING EXPERIENCES

## MEDIUM (76 TO 149 STORES)



### WINNER

#### EMIRATES TEAM NEW ZEALAND FAN ZONE

Bayfair Shopping Centre

Owned by AMP Capital Shopping Centre Fund, Fisher Funds

Managed by AMP Capital

Nicole Robertson

Bayfair Shopping Centre partnered with Emirates Team New Zealand (ETNZ) and Tourism New Zealand to host the region's exclusive Fan Zone during the 36th Americas Cup sailing regatta. The week-long activation was implemented to combat pressure on the restaurant category from decreased international visitors and COVID-related impacts.

Tapping into the pride of the local community and scaling the global event to achieve reach from secondary and tertiary sectors, the campaign achieved an uplift in restaurant sales of +43.7% and visitations +9.5%. Bayfair created a compelling entertainment experience for customers, including a live sing-along with music icon Sir Rod Stewart.



### JUDGES COMMENT

**'It takes a lot of creativity to take an external event and create an in centre experience during COVID-19. Congratulations!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
COVID Safe Christmas Experience	Trondage Enterprises, YFG Shopping Centres / Retail First	Brookside Shopping Centre	Christian Polglase and Emily Bishop
Experience QV Melbourne	DOTA, Victoria Square Investments / Dexis	QV Melbourne	Monica Booker
<b>RUNNER-UP</b>			

# COMPELLING EXPERIENCES

## LARGE (150 STORES OR MORE)



### WINNER

#### THE RETURNING

Melbourne Central

Owned and managed by The GPT Group

Sara Aiezza, Georgia Hougs and Rachel Portelli

The Returning was a Christmas activation like no other. In 2019, Melbourne Central encouraged customers to 'fight the fear' of festive shopping by providing a space for shoppers to return regret-purchases, online purchases gone wrong, and unwanted Christmas gifts.

Customers were rewarded with a Melbourne Central gift card to the value of their purchase or given the option to swap their items with something that's been returned.

And, in the true spirit of Christmas, all returned items were donated to Melbourne City Mission – a leading charity offering vital services in Early Years, Disability, Homelessness, Justice, Palliative Care and Education.



### JUDGES COMMENT

**'This definitely hits the brief and could be something that Melbourne Central becomes famous for year after year!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sprouted Festival	Private Investor / 151 Property, JLL	Top Ryde City	Nicola Burgess and Fiona Stewart
Express YASSSelf <b>RUNNER-UP</b>	Mirvac, Perron Investments / Mirvac	Broadway Sydney	Bree Johnson and Marilou Haddad
Upstairs at Toombul	Mirvac	Toombul	Chloe Nevin and Jenni Wallace
Puppy Palooza	Mirvac	Toombul	Chloe Nevin and Jenni Wallace
Vikings and Dragons Quest	Perron Group / JLL	Cockburn Gateway Shopping City	Kerrie Allen, Liz Curulli and Donna Hall

# COMPELLING EXPERIENCES

## MULTI (2 OR MORE CENTRES)



### WINNER

#### WESTFIELD NEW YEAR PROMOTION

Owned and managed by Scentre Group

Amy Copley, Candice Miranda, Becki Luxton and Richard Schmid

After a year of uncertainty, we identified the need to support our retailers and leverage customer's new year optimism and desire for experiences. We developed a large-scale promotion to grow market share by providing a compelling reason for customers to return regularly and spend with our retailers.

The portfolio-wide Westfield New Year Promotion gave our customers a chance to be rewarded for visiting and spending, anchored by an extensive communication and activation plan that targeted both frequent and non-frequent customers across all customer segments. It delivered exceptional results; highest-ever customer advocacy score of 39.3, growth of 0.1% market share, growth of 6% traffic and 4% turnover, 500 retailers involved and 750,000+ customer participation.



### JUDGES COMMENT

**'After a year of turmoil it's great to see such an investment to reactive communities and to bring customers back to the centre.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Shark On Tour <b>RUNNER-UP</b>	Stockland	Multi	Louise Moore, Eliza Hodgson, Wendy Mulligan, Chantelle Clark, Mel Bampton and Jessica Luboski
Westfield Plus Mother's Day	Scentre Group	Multi	Candice Miranda and Ella Werman

# INNOVATION

## SMALL (75 STORES OR LESS)



### WINNER

#### PROVIDORE INCUBATOR PROGRAM

Ripley Town Centre

Owned by Sekisui House Australia

Managed by Knight Frank

Kylie O'Keefe and Michelle Sayers

Sekisui House Australia, the master developer behind Ripley Town Centre in south-east Queensland's booming western growth corridor, established an innovative Providore Incubator Program to fill one of its last remaining tenancies.

The Program aims to support local small businesses with aligned sustainability values transition from Ripley Providore Market vendors to pop-up tenants, and then on to successful mid-term tenant holders within the Centre. This unique concept has proved to be a win-win for local small businesses willing to test a larger, physical space in a growing community, as well as the Centre and its existing retailers.



### JUDGES COMMENT

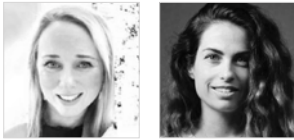
**'Wonderful initiative to help small business grow whilst utilising vacant tenancies. Lovely engagement with innovative and sustainable, local small businesses.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
KIDCHELLA	Makris Group / JLL	Marina Pier	Anna-Louise Coppock and Alison Mancini
RUNNER-UP			



# INNOVATION

## MEDIUM/LARGE (76 STORES OR MORE)



### WINNER

#### WEMAKE

Rhodes Waterside

Owned and managed by Mirvac

Bianca Jeffrey and Katie Bartolillo

In an Australian retail first, Mirvac Retail with key partner Jaycar Electronics have launched “WeMake” – a shared maker space custom built for making, learning, and collaborating. In the true spirit of a partnership, the space launched at Rhodes Waterside in December 2020 with drawcard classes in robotics, soldering and coding for any customers aged 8–88, regardless of their skill level. To add to the appeal, WeMake hosted a suite of workshops aimed at both kids and adults in creative hobbies and the arts, and despite numerous lockdowns and restrictions the studio has offered over 73 creative and maker classes from 21 partners to the community in the first eight months of opening. Engaging new customers with hands-on experiential events.



### JUDGES COMMENT

**‘Amazing activation that creates repeat visits and shareable content.’**

#### ENTRY TITLE

Studio MC

#### RUNNER-UP

#### OWNER/MANAGER

The GPT Group

#### CENTRE

Melbourne Central

#### CAMPAIGN MANAGER

Prue Arkeveld, Sara Aiezza and Rachel Portelli

# INNOVATION

## MULTI (2 OR MORE CENTRES)



### WINNER

#### INTRODUCING WESTFIELD PLUS

Owned and managed by Scentre Group  
Nerida Andoniou, Mandy Kendall, Candice Miranda  
and Ella Werman

*To effectively enhance a customer's experience, you need to know them first.*

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### JUDGES COMMENT

**'Game changer! Great to see a such an investment in a piece of technology that helps both customers and retailers.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Inspired Unemployed and Dom Littrich Collaboration	Vicinity Centres, GIC / Vicinity Centres	Multi	Daniella Manuel, Brittany Smith, Claudia Ferris and Ruby Rose
A Message from Santa	AMP Capital	Multi	Michelle Thomas and Emma Merlino
Autom8 Sales Portal	Charter Hall	Multi	Elizabeth Craig
Make It Yours – Digital Gift Cards	Charter Hall	Multi	Anastasia O'Hara, and Rhys Simonds
<b>RUNNER-UP</b>			



# RETAILER MARKETING

## SMALL (75 STORES OR LESS)



### WINNER

#### #QPSTREETSTYLE

QueensPlaza

Owned and managed by Vicinity Centres

Lauren Crawford

#QPStreetStyle is QueensPlaza's always-on digital-editorial series influenced by British and Chinese fashion culture, celebrating individualism and different interpretations of trends.

A mix of 23 Australian Designer and Luxury brands were represented in the #QPStreetStyle campaign February – June 2021. A new video featuring chosen Centre customers was released each fortnight on Instagram, alongside supporting website blog content detailing how to re-create each look. Slow motion clips showcased unaware fashionable people strutting their style with a camera coincidentally filming them.

Armed with a communication toolkit, and beautiful images participants then amplified the consistent message of #QPStreetStyle – creating buzz for their newfound 'celebrity'.



### JUDGES COMMENT

**'Great sales increase across luxury retail at a time when it was needed most. Beautifully executed and highly aspirational!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sorbet Social	Charter Hall	Raine Square	Megan Biddle and Daisy Milsom
<b>RUNNER-UP</b>			
PrideFest Film Festival	Charter Hall	Raine Square	Megan Biddle, Daisy Milsom and Elizabeth Craig
MetRewards	Mirvac, Blackstone / Mirvac	MetCentre	Juliana Lovell and Jordan Smith

# RETAILER MARKETING

## MEDIUM (76 TO 149 STORES)



### WINNER

#### READY TO WEAR, READY TO WIN

Bateau Bay Square

Owned and managed by Charter Hall

Dana Irving

*Ready to Wear, Ready to Win* was an innovative, multi-dimensional fashion campaign, designed to grow Instagram following and engagement whilst supporting apparel category sales at Bateau Bay Square. Primarily frequented by locals<sup>^</sup> as a community shopping centre that delivers on fresh food convenience<sup>^^</sup>, the campaign was developed to shift shopper spending behaviours and convert current shoppers to Instagram followers.

*Ready to Wear, Ready to Win* supported apparel sales, Instagram engagement and rewarded our social media followers. The overall promotional results far exceeded objectives with an Instagram reach of +445% and an increase in apparel category sales of 25%<sup>^^^</sup>.

<sup>^</sup> Urbis 2016, 25/54 year olds

<sup>^^</sup> Fresh food sales represent 62% of centre spend as at May 2021

<sup>^^</sup> Apparel sales represent 4% of centre spend as at May 2021

<sup>^^^</sup> Total Apparel Category Sales May 2021 v May 2019



### JUDGES COMMENT

**‘Congratulations on giving your shoppers more choice so they can shop for fashion, locally.’**

#### ENTRY TITLE

Lunar New Year

**RUNNER-UP**

#### OWNER/MANAGER

Fawkner Property and Perron Group (at the time) / JLL

#### CENTRE

The Square Mirrabooka

#### CAMPAIGN MANAGER

Toria Daniel and Madison Matta

# RETAILER MARKETING

## LARGE (150 STORES OR MORE)



### WINNER

#### LIFESTYLE CAMPAIGN: TVC

**Grand Central**

**Owned and managed by QICGRE**

**Julie Thompson**

Located in the unique regional location of Toowoomba, Grand Central has traditionally felt the sting of escape expenditure in the apparel category to Brisbane. With the hold on travel during the pandemic, Grand Central had an opportunity to reconnect to our vast trade area and successfully contribute to retailer outcomes.

The resulting 'always on' lifestyle campaign heroed a television commercial; produced locally to tap into colloquial pride and refreshed monthly to support retail fast fashion cycles. Combined with a targeted digital campaign, the campaign has provided regular retailer and product exposure, successfully driving a +23% \$PSM increase in apparel sales.



### JUDGES COMMENT

**'Exceptional proven results in retailer marketing. You have really understood your customers needs!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Discover Entertainment Bundle <b>RUNNER-UP</b>	The GPT Group	Rouse Hill Town Centre	Stephanie Kedicioglu and Emily Conroy
Marketing Engagement Strategy for Retailer Sustainability and Excellence	AMP Capital	Pacific Fair Shopping Centre	Anna Townsend and Kate Halpin
Bubble Tea Festival	The GPT Group	Melbourne Central	Sara Aiezza, Georgia Houghs and Rachel Portelli

# RETAILER MARKETING

## MULTI (2 OR MORE CENTRES)



### WINNER

#### RIGHT ABOUT NOW

Owned and managed by QICGRE

Michelle Clark, Kelly McGuffic, Melissa Shaw and Sarah Fanning

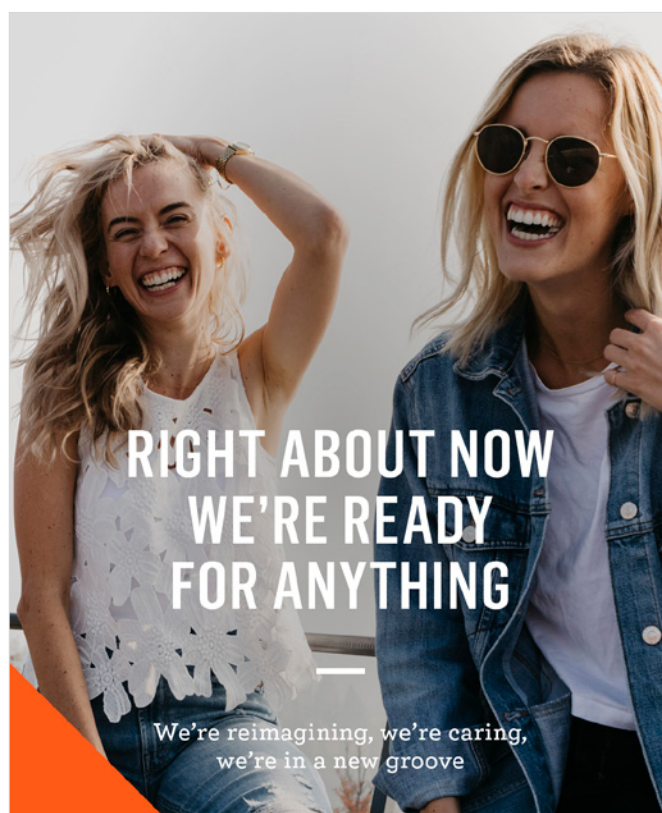
In March 2020, retail as we knew it stopped... retailers closed, sales plummeted, and we were all asked to stay home and stop the spread. COVID-19 required consumers, retailers, and landlords to all pivot to a new normal.

As restrictions slowly lifted in our northern states, QICGRE shopping centres were faced with the same challenge as all landlords, how to safely bring our customers back, arrest sales and how to make our assets the shopping centres of choice.

QICGRE executed an overarching campaign Right About Now to reassure our customers, support our retail categories all the while incentivising our customers to shop with us.

Implemented in August and running through to October 2020, the campaign highlighted over 550 retailers through a range of categories, arrested sales decline with a \$36million increase on sales for the previous quarter or 4.7% increase and an additional 1.6million customers or 8.6 growth% in traffic on the previous quarter and by incentivising our customers generated over \$7,646,751 in sales with a ROI of \$5.69:\$1.

The Right About Now campaign enabled QICGRE Centres to connect with our local communities during this time while highlighting key categories to drive customer frequency and spend.



### JUDGES COMMENT

**'The lines out the door for this campaign were testament to its success, which a number of judges saw first hand!'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Shopper Segmentation Solution	Stockland	Multi	Amanda Tippins-Kirk, Jannie Mai, Max laws, Juno George and Suryanarayana Pappala
A Time to Smile Christmas 2020 <b>RUNNER-UP</b>	Private Investor / 151 Property, JLL	Multi	Tasha Adams, Molly Elwood, Nicole Jackson, Fran Garcia-Darke, Brigid Harper and Terri Rule
Stockland S Connect Launch Campaign - 'Shoppportunity'	Stockland	Multi	Lara Squire





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