

retail mail

February 2016

Australia Fair
SHOPPING CENTRE

Australiafair.com.au

Welcome Note

Happy New Year and welcome to our first edition of Retail Mail for 2016! We would like to say thank you to all of our amazing retailers for making last year's festive season so successful. We received a very positive response from customers regarding our Centre Christmas activities and we look forward to making the coming year even more successful.

Sadly Casey Brown, our Marketing Assistant resigned in late January. With Casey moving on, I am pleased to announce that Kate McQuinn has commenced in this position and I am sure she will hit the ground running.

We have some fantastic campaigns planned for the coming months including our Valentine's Day Facebook competition, Sand Trail Sculpture display and fabulous Easter School Holiday Entertainment.

We are also able to share with you some of the exciting developments happening around the Centre in 2016, including the redevelopment of Coles and BCC Cinemas. Please read on for more details.

Your positive support throughout 2016 will assist us in driving customers to Australia Fair. Should you wish to discuss any marketing opportunities please do not hesitate to contact the marketing department.

Kind regards

LOUISE JURGS
MARKETING MANAGER

What's happening in February...



CHINESE NEW YEAR CELEBRATIONS 20TH FEB

The Gold Coast Chinatown precinct will be hosting the Chinese New Year festival on Saturday 20th February to celebrate the new Chinese lunar year.

The event will be held in Young and Davenport Streets and will feature an array of entertainment including Asian inspired street food markets, roving street performers, arts and cultural performers, interactive cooking displays, cultural workshops as well as an outdoor cinema and interactive activities for the kids. The evening will finish with a beautiful fireworks display at 9pm.



LANTERNS INSTALLED IN GOLD COAST CHINATOWN

The Chinatown Lanterns have now been installed down Young and Davenport Streets, adding to the ambience of the precinct. If you haven't already, we hope you pop down and check them out for yourselves.



SAND TRAIL DISPLAY

This year Australia Fair has the privilege of hosting a magnificent sand sculpture as part of the Gold Coast's 2016 Sand Trail display. The sand sculpture will feature Kung Fu Panda 3 characters Po and his dad. It will be located on level one outside Hungry Jack's. As this sculpture is part of the Sand trail it will entice customers into the centre as they follow the trail throughout the Gold Coast.

The sculpture will be on display from 5 February until 28 February.

VALENTINE'S DAY COMPETITION SHARE YOUR VALENTINE WITH US

In the lead up to Valentine's Day we are going to be running a Facebook competition where customers can go in the running to win 1 of 4 double Gold Class movie pass packages to Birch Carroll and Coyle Cinemas at Australia Fair. Customers simply need to like our post and tag their Valentine for the chance to win.

**The competition will run from Monday 8 Feb – Friday 12 Feb.
Winners will announced daily at 2pm.**



**EXCITING
UPGRADES
COMING SOON!**

COLES SUPERMARKET AND BCC CINEMAS SET TO UPGRADE

Australia Fair is set to undergo a major boost for the Centre with the announcement of Coles and BCC Cinemas set to upgrade their offers. Coles are planning to expand their supermarket to cater for their full range of products in the coming months. The new Coles will represent one of the most up-to-date Coles stores in the country, including an in-store butcher, seafood specialists and qualified bakers. The supermarket will expand out into the Fig Tree Food Court area taking their GLA from 3387m2 to 4222m2.

Event Hospitality & Entertainment Limited is proud to announce plans for a refurbishment of the existing BCC Cinemas Australia Fair site. Over the coming months work will start on a refresh of

the property and will include new carpeting, new cinema seats, a refurbishment of the Gold Class lounge and a general facelift of the foyer and open spaces. As part of this process, the company will be excited to relaunch this property under its primary cinema brand of Event Cinemas. BCC Cinemas Australia Fair Manager Nathan Rose is excited about the works ahead, 'we have a loyal customer base in Southport and we're so thrilled for this investment into the property which will enhance the cinema going experience even more to our existing and growing audience in this dynamic area.

Trading will continue throughout BCC Cinemas and Coles whilst these transformations are taking place.



MEET KATE MCQUINN OUR NEW MARKETING ASSISTANT

We are delighted to announce that a new Marketing Assistant, Kate McQuinn has joined the Australia Fair team. Kate has replaced Casey Brown who finished up with us last month to take on an exciting new role on the Gold Coast.

UPDATE YOUR MARKETING DETAILS

As we begin the New Year it is important that Centre Management has your store contact information so we can keep you up to date with developments in the Centre, upcoming events and important information. If you don't receive emails from the Marketing Department can you please send through your store contact information, including email address, phone number and the best point of contact for your store to our Marketing Assistant,

Kate McQuinn: E:kmcquinn@retailfirst.com.au.

WINNERS OF OUR CENTRE'S CHRISTMAS DECORATION COMPETITION



We are very proud to announce the winners of the Australia Fair retailer Christmas decoration competition. These retailers went above and beyond decorating their stores for Christmas and helping to bring alive the feeling of Christmas throughout the Centre.

- 1st - QBD The Bookshop**
- 2nd - Crown Currency**
- 3rd - Professionails Scarborough Street**

RETAILER OF THE MONTH



Congratulations to the team at My Screen!

Based on consistent effort in sales, initiative and innovation, customer service, merchandising and Centre involvement.

Movie of the month



How To Be Single

New York City is full of lonely hearts seeking the right match and what Alice, Robin, Lucy, Meg, Tom and David all have common is the need to learn how to be single in a world filled with the ever-evolving definitions of love.

Starring: Rebel Wilson, Dakota Johnson, Alison Brie.

In cinemas February 18, 2016

Thank you to Birch Carroll & Coyle for providing a double movie pass to the Retailer of the Month.

TOP 10 RETAILERS

- | | |
|----------------------------|----------------|
| FIT Travel | Bella Nails |
| Pho Vietnam | Jay Jays |
| Helloworld | JIT Style Cuts |
| Virgin Mobile | Just Jeans |
| Ming Mei Asian Supermarket | My Screen |

Top 3 Categories

- % Variance (December 2015)
- General Retail
- Food Retail
- Other Retail

Key Dates

- 8-12 February**
Valentine's Day Facebook Competition
- 5 February – 28 February**
Sand Trail Sculpture (near Hungry Jack's)
- 25 March**
Good Friday (CLOSED)
- 26 March**
Easter Saturday (PUBLIC HOLIDAY)
- 27 March**
Easter Sunday (CLOSED)
- 28 March**
Easter Monday (PUBLIC HOLIDAY)