



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

2022



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MARKETING AWARDS



“These awards recognise the talent and innovation in our industry. Thank you to our industry and people for your efforts and enthusiasm.”

FOREWORD



As we celebrate the exceptional shopping centre marketing achievements of 2022, it is incredibly important that we also reflect on the huge milestones delivered and resilience shown by the shopping centre industry over the last years.

We must also take the time to celebrate that we are, once again, able to come together in person, to mark this important occasion and to acknowledge the hard work and dedication that our marketing teams have shown, especially whilst navigating the new and ever-changing retail landscape, post COVID-19.

I sincerely congratulate this year's nominees, finalists and winners. We had 180 entries, and I want to say thank you to our industry colleagues, for your creativity, time, efforts and enthusiasm.

I'd like to extend congratulations to QIC's Grand Central Shopping Centre who the External Judging Panel awarded as the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for their "Butterfly House" 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 annual Award's program such a success.

I also extend my sincere thanks to our External Judging Panel; Paul Pozzobon - Managing Director/CMO, NAPA Centre, Claire Fabb - Head of Marketing, Chatime, and Aimee Lynch - Head of Marketing, Timezone. Aside from the independence of external judges, we are incredibly fortunate to have external marketing experts consider and critique our industry's campaigns.

Lastly, I'd like to thank our 14 sponsors. Without their support, this amazing night would not be possible.

This is a wonderful acknowledgement of the vital role that marketing plays in the continued success of the Shopping Centre industry.

I wish you all the very best for the remainder of 2022 and look forward to a successful Christmas and 2023.

A handwritten signature in white ink that reads "A. Mellowes".

ANTHONY MELLOWES

Chairman, Shopping Centre Council of Australia
Chief Executive Officer, SCA Property Group

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OFFICIAL MEDIA PARTNER



JUDGES

EXTERNAL JUDGING PANEL



Paul Pozzobon
Managing Director/
CMO NAPA Centre



Claire Fabb
Head of Marketing, Chatime



Aimee Lynch
Head of Marketing, Timezone

MARKETING AWARDS COMMITTEE



Jacinda Robinson
151 Property



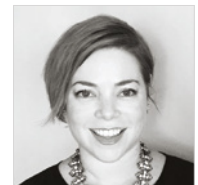
Kylie Doulman
AMP Capital



Jessica Pagano
Charter Hall



Pat Fisher
Dexus



Melissa Prpic
The GPT Group



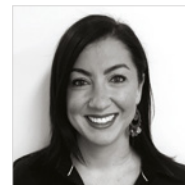
Gabriella Bowman
JLL



Stacey Holt
Lendlease



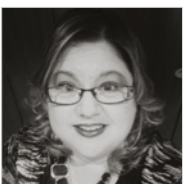
Nicole Addinall
Mirvac



Ellie Quinti
Perron



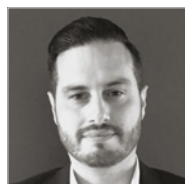
Bronwyn Cooper
QIC



Leonie Hatfield
Scentre Group



Brooke Lee
Stockland



Michael Pirotta
Vicinity Centres

SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR



WINNER BUTTERFLY HOUSE

Grand Central Shopping Centre
Owned and managed by QIC
Julie Thompson, Sara Kenealy, John Zhang

School holidays at Grand Central historically are a key period of increased visitation as families seek opportunities to entertain children - providing Grand Central an opportunity to capture leakage from customers travelling to other metropolitan competitors. Like most centres, pandemic implications significantly impacted Grand Central both from a sales and traffic perspective, but also the community's capacity to confidently return to centre events. The activation of a bespoke Butterfly House, specifically designed to keep local butterfly species, provided a unique once-in-a-lifetime experience for the regional target market, reconnecting Grand Central with their community through family engagement.



JUDGES COMMENT

'A simple concept, executed beautifully to engage with customers to create long-lasting memories.'

ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
Sending the love	ACRT, ASCF / AMP Capital	Macquarie Centre	Amanda Zubrycki, Emma Merlino
RUNNER-UP			
Coomera Courts	Scentre Group & QIC / Scentre Group	Westfield Coomera	Melanie Froude, Bianca Hatton, Alex McLarney
Giftination	ISPT / JLL	Forrest Chase	Bronte Macpherson
We Welcome Ukraine	Fawkner Property	The Square Mirrabooka	Madison Matta, Gracen Steinepreis

BRAND & PARTNERSHIPS

SMALL (75 STORES OR LESS)



WINNER

HELLO KITTY TOWN

Darling Square

Owned and managed by Lendlease

Jacqui Stanton, Sharon Ong

From January to April, Darling Square transformed into 'Hello Kitty Town.' A feast of art, fun and flavour, Hello Kitty Town featured a larger than life inflatable, outdoor art gallery and over 50+ new retailer products with everything from sweet treats to savoury delights and even bespoke flash tattoos and merchandise.



JUDGES COMMENT

'A campaign that clearly delivered traffic results and fantastic PR outcomes.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Recycle Revolution	Charter Hall	Raine Square	Daisy Milsom
RUNNER-UP			

BRAND & PARTNERSHIPS

MEDIUM (76 TO 149 STORES)



WINNER

NAIDOC SHOWCASE

The Square Mirrabooka
Owned and managed by Fawkner Property
Madison Matta, Gracen Steinepreis

In July 2021, The Square Mirrabooka hosted the NAIDOC Fashion Showcase - a project aimed to promote diversity and inclusion by celebrating the Aboriginal culture of the local area, and improve brand perceptions of the centre. The centre showcased a fashion parade in partnership with local Aboriginal artist and designer, Peter Farmer Designs, collaborating with local Aboriginal business owners, artists, youth and community members. The project mentored more than 20 local youth and aspiring models from surrounding high schools, reached over 140,000 people, increased specialty sales by +1.5%, generated an ROI of \$9:1, and, importantly, helped reduce anti-social behaviour by -5%.



JUDGES COMMENT

‘A campaign that demonstrates the importance of diversity in our community.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Month of Love	Mirvac	Birkenhead Point	Jessica Thy, Adelaide Highfield
BroadHEEEY! Mardi Gras 2022	Mirvac, Perron Group / Mirvac	Broadway Sydney	Bree Johnson, Katherine Knorr
RUNNER-UP			
Sydney Isn't Sydney Without You	Lendlease / Lendlease Property Management Australia	The Streets of Barangaroo	Jacqui Stanton, Danielle Bullock

BRAND & PARTNERSHIPS

LARGE (150 STORES OR MORE)



WINNER

THE NEW KARRINYUP – WA ON STAGE

Karrinyup

Owned by UniSuper

Managed by AMP Capital

Gemma O'Shea, Emma Cooper

Karrinyup's \$800 million redevelopment was the largest retail development in Western Australia's history, transforming a suburban regional centre into Perth's ultimate retail, dining and entertainment destination. A new brand identity was required for the revitalised Karrinyup to align with the new vision, placemaking strategy and product mix. The development launched in three phases during 2021 with a parallel campaign involving iconic events, paid media, PR and owned channel activity. The campaign was hugely successful with key brand and centre performance metrics significantly improved – propelling Karrinyup to become the #1 recommended shopping centre in Perth.



JUDGES COMMENT

'Beautiful creative and execution successfully launched this new centre to the market. Congratulations.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
MC Mart RUNNER-UP	The GPT Group	Melbourne Central	Sara Aiezza, Georgia Houghs, Rachel Portelli
Highpoint: Close Up	GPT Wholesale Shopping Centre Fund The GPT Group / The GPT Group	Highpoint	Jo Gartner, Tanya Ryder, Nathan Sawaya
Welcome to the Otherside	Perron Group / JLL	Cockburn Gateway	Toria Daniel, Mohsin Khan

BRAND & PARTNERSHIPS

MULTI (2 OR MORE CENTRES)



WINNER

ONE IN A MINION

Multi

Owned and managed by QIC

Melissa Shaw, Dana Sakkal-Scott

Hey Gru! Want to know the secret to achieving an ROI of \$248.83 : \$1? By partnering with the world's most profitable animated franchise of course! Through strategic brand positioning and a compelling sales-based campaign QIC delivered a significant June sales result 17% above target. Local families found solace in a Minion's haven - with queues of shoppers young and old eagerly awaiting their chance to play on the giant custom Plinko board. Coming together in the perfect storm of existing behaviour amplification, revenge spending, relevant brand association and exciting interactive family activities, One in a Minion answered the call for customers seeking escapism, joy and experiences for their family and loved ones.



JUDGES COMMENT

'A successful, fun and relevant partnership delivered across multiple channels.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Monopoly Shop Scan Win	Vicinity Centres	Multi	Kelly Weiss, Martine Criswick, Vicky Fekete, Mikaela Chandler-Smith
Spring Outside The Box - Seasonal Beauty & Fashion Led Campaign	Scentre Group	Multi	Amy Copley, Kristi Grose, Annabelle Beirne
Apple Music for Business x Westfield Partnership	Scentre Group and JV Partners / Scentre Group	Multi	Angelina Doueihy, Kathryn Lyons, Paula Dellis

RUNNER-UP

COMMUNITY

SMALL (75 STORES OR LESS)



WINNER

LITTLE DAY OUT

Ripley Town Centre

Owned by Sekisui House Australia

Managed by Knight Frank

Kylie O'Keefe, Andrea Byrne

Ipswich City Council and Sekisui House Australia successfully delivered a sold-out Little Day Out (3,000 ticket sales) prior to the day. Little Day Out was the highest attended event as part of SPARK Ipswich. By hosting this region-first event at Ripley Town Centre, it further cemented the high-growth area as a central community hub for families to enjoy now and in years to come. As a result of its success, Little Day Out is now an annual, much-anticipated event on the SPARK Ipswich calendar and drives awareness of Ripley Town Centre and the broader Ripley region.



JUDGES COMMENT

'Best practice across every element. Excellent!'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
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United We Shine	Charter Hall	Pacific Square	Rhys Simonds
Mango Hill Community Masterpiece	ISPT / JLL	Mango Hill Marketplace	Setty Ferdousian

RUNNER-UP

COMMUNITY

MEDIUM (76 TO 149 STORES)



WINNER

WE WELCOME UKRAINE

The Square Mirrabooka

Owned and managed by Fawkner Property
Madison Matta, Gracen Steinepreis

The Square Mirrabooka Shopping Centre held the 'We Welcome Ukraine' event to support over 100 displaced Ukrainian families who fled the war in Ukraine and connect them to the local Mirrabooka community. With support from the Ukrainian Association of Western Australia, Foodbank, Red Cross and NAB, the initiative attracted 2,000 attendees, raised over \$5 million for the Ukraine Crisis Appeal and reached 6.7 million people with positive PR. Special guests included the Ukrainian Ambassador, Vasyl Myroshnychenko, Fawkner Property founder, Chris Garnaut, and Director of the Ukraine Crisis Appeal, Diahanna Senko. Every Ukrainian family received gifts from The Square Mirrabooka retailers.



JUDGES COMMENT

'An impactful campaign highlighting the unique role of a local shopping centre in helping others in need.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Celebrity cookoff to support SecondBite	Perron Group / JLL	Belmont Forum Shopping Centre	Julie Elliott, Candice Kendall
Creating Kindness	Stockland	Stockland Burleigh Heads	Chantelle Clark, Mel Bampton, Iris Johns

RUNNER-UP

COMMUNITY

LARGE (150 STORES OR MORE)



WINNER

SENDING THE LOVE

Macquarie Centre

Owned by ACRT, ASCF

Managed by AMP Capital

Amanda Zubrycki, Emma Merlino

The Sending the Love campaign, at its heart, was to acknowledge the challenges Macquarie Centre retailers, customers and in-centre staff have faced throughout the COVID lockdown period(s). With the prolonged COVID impacts, mental and emotional health continued to grow with 44% of our customers stated it was their main concern. Launching in conjunction with R U OK? Day, the multi-layered campaign delivered Magic Moments encouraging people to connect and engage with friends or families who mattered most. These Magic Moments activated throughout the centre lifted the spirits of those who needed to feel inspired, cared for and loved the most throughout the last months of lockdown.



JUDGES COMMENT

‘A bravely unique campaign highlighting the importance of mental health in our society.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Jobs Fair	QIC, Pacific Group of Companies / QIC	Pacific Werribee	Cassie Antony, Suzanee Meehan, Stefanie Rajjevic
Friendship Ninja Zone – Friendology at Eastland	QIC	Eastland	Jodie Murphy
RUNNER-UP			
NAIDOC Week 2021	Scentre Group, SPH REIT / Scentre Group	Westfield Marion	Emma Niven, Renee Tiller, Holly Penfold

COMMUNITY

MULTI (2 OR MORE CENTRES)



WINNER

GOOD FOOD FOR GOOD – TWO GOOD CO. COOKBOOK TWO

Multi

Owned and managed by Charter Hall
Megan Biddle, Rochelle Bacon

With one in four women in Australia experiencing domestic violence at some point, Charter Hall in proud partnership with The Two Good Co. collaborated once again to drive awareness and support those affected by domestic violence throughout regional Australia. Over 7,000 Two Good Co. Cookbook Two were gifted to shoppers for spending \$30 or more, coordinated completely by Charter Hall staff and volunteers. The Two Good Co. Cookbook Two encourages empowerment, nourishment, and healing for survivors of domestic violence, the Charter Hall Two Good Co. Cookbook contribution funded over 2,000 hours towards Two Good's sponsorship Work Work program to help women seeking refuge to rebuild self-worth, confidence and independence.



JUDGES COMMENT

'This campaign shows how shopping centres are a platform to create awareness about important issues like domestic violence.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Uniquely Designed RUNNER-UP	Charter Hall	Multi	Dana Irving, Hannah Kuhlmann, Skye Loudon, Kate Ward, Ruth Hutchinson
Community Connect	ISPT / JLL	Multi	Setty Ferdousian

COMPELLING EXPERIENCES

SMALL (75 STORES OR LESS)



WINNER GIFTINATION

Forrest Chase
Owned by ISPT
Managed by JLL
Bronte Macpherson

The tradition of giving and sharing was at the heart of the 2021 Christmas celebrations at Forrest Chase. It was about the Christmas lights reflected in the wide-eyed wonder of children, the anticipation of discovery, and the excitement on Christmas morning when the ribbons came off and the wrapping paper revealed the surprises within. Forrest Chase celebrated all of this and more, with a curated line-up of festivities that gave everyone the opportunity to celebrate Christmas with Giftination at Forrest Chase. Thanks to an intensive and integrated marketing communications strategy, Giftination achieved live coverage and instant recognition in WA, reaching an audience of over 250,000 over the campaign. It was a magical, experience-led campaign with key ties to nostalgia, fun, colour and technology. After a difficult year, Forrest Chase aimed to conjure some real Christmas magic to bring families and people of all ages back to the city - and they came, in their droves!



JUDGES COMMENT

‘This campaign was beautifully delivered, celebrating the most important retail period of the year. Excellent results.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
PrideFest Film Festival	Charter Hall	Raine Square	Daisy Milsom, Megan Biddle
Empowered	Charter Hall	Raine Square	Daisy Milsom

RUNNER-UP

COMPELLING EXPERIENCES

MEDIUM (76 TO 149 STORES)



WINNER

STUDENT SHOPPING NIGHT

Broadway Sydney
Owned by Mirvac, Perron Group
Managed by Mirvac
Bree Johnson, Katherine Knorr

On Thursday 3 March 2022, thousands of local students descended on Broadway Sydney's Student Shopping Night after a two year on campus hiatus in a re-engagement campaign filled with freebies and fun. With the key objective of re-familiarisation, Student Shopping Night transformed Level 1 into a bright and vibrant 'Student Zone' from 5pm to 9pm, showcasing Broadway Sydney's extensive retail, fashion, food, beauty and entertainment offer. Following targeted engagement with student centric partners and offers, the campaign noted a 15% increase in traffic, digital reach of 1.7 million people, a 50% increase to student database members and a campaign ROI of 7:1.



JUDGES COMMENT

'Great ROI with a minimal campaign spend, successfully targeting the key demographic.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Stockland Wendouree Pet Search	Stockland	Stockland Wendouree	Samara Anderson, Emma Phillips, Alyssa Paul
RUNNER-UP			

COMPELLING EXPERIENCES

LARGE (150 STORES OR MORE)



WINNER

BUTTERFLY HOUSE

Grand Central Shopping Centre

Owned and managed by QIC

Julie Thompson, Sara Kenealy, John Zhang

School holidays at Grand Central historically are a key period of increased visitation as families seek opportunities to entertain children - providing Grand Central an opportunity to capture leakage from customers travelling to other metropolitan competitors. Like most centres, pandemic implications significantly impacted Grand Central both from a sales and traffic perspective, but also the community's capacity to confidently return to centre events. The activation of a bespoke Butterfly House, specially designed to keep local butterfly species, provided a unique once-in-a-lifetime experience for our regional target market, reconnecting Grand Central with their community through family engagement.



JUDGES COMMENT

'Good link to strategic priorities meeting business objectives. A lovely campaign and well executed.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Light the Night	Private Investor, 151 Property / JLL	Top Ryde City	Nicola Burgess, Fiona Stewart
Seasons Meetings	The GPT Group	Melbourne Central	Sara Aiezza, Georgia Houghs, Rachel Portelli
RUNNER-UP			
Taste Local Festival 2022	QIC	Canberra Centre	Ellie Daly, Angela Myott, Jessica Williams
Welcome Back Melbourne	GPT Wholesale Shopping Centre Fund, The GPT Group / The GPT Group	Highpoint	Jo Gartner, Tamara Fulton, Nathan Sawaya
Lakeside Wonderland	APPF, Future Fund / Lendlease	Lakeside Joondalup Shopping City	Sharnee Vigors, Alyssa Pellatt
RUNNER-UP			

COMPELLING EXPERIENCES

MULTI (2 OR MORE CENTRES)



WINNER

EVERY BUNNY LOVES EASTER

Multi

Owned and managed by QIC
Holly Howell, Hayley Coote

The 'Every Bunny Loves Easter' campaign was brought to life across 19 QIC shopping centres over a two and a half week period during April 2022 in Queensland, New South Wales, Victoria and ACT. It featured vibrant in-centre marketing activity with the main attraction being a bespoke augmented reality Easter egg hunt to increase customer dwell time. Participants who found all the digital eggs received a free Lindt chocolate bunny and went into the draw to win a centre gift card. The 'Every Bunny Loves Easter' AR Easter Egg Hunt delivered the strongest results QIC had ever seen for a program of its kind. The centres recorded 26,256 interactions on the platform and achieved exceptional database acquisition results with 8,784 new members totalling an exceptional 266% of their target.



JUDGES COMMENT

'Well executed campaign for a key retail period, great results.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Merry Christmas & A Half	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski
Feel Good Hit	Mirvac, CapitaLand, Blackstone / Mirvac	Multi	Juliana Lovell
CBD Grants	Scentre Group	Multi	Beck Mauro, Mel Froude, Bianca Hatton, Antonia Barker, Jen Ralph, Brittany Stride, Ally Dennis, Whitney Shields, Brooke Moore, Holly Penfold
The Vault RUNNER-UP	Scentre Group, Dexus, APPF, QIC, IP Generation Holdings / Scentre Group	Multi	Elisha McGrath, Katharine Marshall, Lauren Quigley

INNOVATION

SMALL (75 STORES OR LESS)



WINNER

RECLAIM YOUR LUNCH BREAK

Raine Square

Owned and managed by Charter Hall

Daisy Milsom, Megan Biddle

Strategically responding to external drivers including the pandemic's impact on CBD workers and visitors, as well as strong demand for an online convenience food and beverage ordering system, Raine Square conducted one-on-one feedback sessions with their grab & go retailers to discuss adopting a centre wide online ordering platform. As a result, Raine Square became the first Perth retail precinct to launch their Mr Yum discover page intending to maximise convenience, showcase the collective grab & go offering and provide a contactless service for shoppers.



JUDGES COMMENT

'A smart campaign using technology to support commercial partners and small businesses.'

ENTRY TITLE

Taste Marina Pier
Under The Lights

RUNNER-UP

OWNER/MANAGER

Makris Group / JLL

CENTRE

Marina Pier

CAMPAIGN MANAGER

Anna-Louise Coppock,
Alison Mancini

INNOVATION

LARGE (150 STORES OR MORE)



WINNER

COOMERA COURTS

Westfield Coomera
 Owned by Scentre Group, QIC
 Managed by Scentre Group
 Melanie Froude, Bianca Hatton, Alex McLarney

In July 2021, Coomera Courts was built on an underutilised grassed area that was directly connected to the thriving dining and entertainment precinct of the newly constructed Westfield Coomera. A 10x7m permanent half court was developed, aimed at providing an inclusive space to facilitate a range of activity including sporting, school holidays and community events. The space is vibrant and eye-catching, with trending branding and typography. Launching initially as a basketball court, Coomera Courts has become a popular space that is open to all – just bring your own ball.



JUDGES COMMENT

‘A smart way to engage with the youth market.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
A Woodland Adventure	Perron Group / JLL	Cockburn Gateway	Toria Daniel, Mohsin Khan
RUNNER-UP			

INNOVATION

MULTI (2 OR MORE CENTRES)



WINNER

HQ

Multi

Owned and managed by Ranfurly Asset Management
Lisa Charter

Welcome to HQ - A unique digital community engagement platform facilitating communication and interaction between small sub-regional shopping centres, their specialty retailers, and local community. The HQ microsite allows the creation and launch of interactive digital campaigns quickly and rewards instantly with digital coupons. Providing community activities such as Live Trivia, Spotify play lists, Augmented Reality, Scan and Win, and over 60 gamification activations. Launched in Covid the platform has allowed Ranfurly to use the digital aspect of marketing successfully combining the physical aspect of centre activity providing the perfect 'phygital' solution to marketing.



JUDGES COMMENT

'Strong demonstration of the role of marketing in using technology and innovation to drive sales to connect with the community.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Westfield Personalisation Model	Scentre Group	Multi	Victoria Clegg, Air Siripongmongkol, Courtney Zammit, Alex Deem, Su Kalyanaraman
RUNNER-UP			
Westfield Marketing Hub	Scentre Group	Multi	Alexandra Webster, Liz Budnik, Kelly Radovanovic
Westfield Wherever You Are	Scentre Group	Multi	Elena Petroska, Amy Copley, Claudia Cassar, Ilyse Connery, Michele Lok, Amelia Moyle, Natalie Khan, Dani Rivett, Prue Cottee
Autom8 Major Sales Dashboard	Charter Hall	Multi	Elizabeth Craig

RETAILER MARKETING

SMALL (75 STORES OR LESS)



WINNER AT YOUR SERVICE

Raine Square
Owned and managed by Charter Hall
Daisy Milsom

At Your Service offered a unique, immersive destination allowing shoppers a moment of mystery and indulgence. The grandeur event, inspired by Raine Square's luxury brands, promoted the precincts exciting mix of aspirational dining, entertainment and retail as well as celebrate the timely opening of CHANEL's newest boutique at the precinct. Shoppers were met by a maître d' and invited to knock or press on the doors, personalising their prize redemption experience. With a database sign up, shoppers received immediate 'minor prizing' and were entered into the major prize draw to experience products and vouchers from Raine Square's premium retailers.



JUDGES COMMENT

'This campaign showcases the importance of quality delivery matched with business outcomes. Well thought through.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Scan, Play, Win!	Charter Hall	Rosebud Plaza	Hannah Kuhlmann
Taste Tour	Stockland	Stockland Gladstone	Chantelle Clark, Mel Bampton, Iris Johns, Chelsea Warburton
140 Chomp	Cbus Property / CBRE	140 Perth	Giulia Palandri, Sophie Watson

RUNNER-UP

RETAILER MARKETING

MEDIUM (76 TO 149 STORES)



WINNER

BUY WEST EAT BEST - GOOD CHOICE WA LIVE

The Square Mirrabooka

Owned and managed by Fawkner Property
Madison Matta, Gracen Steinepreis

The Square Mirrabooka collaborated with Buy West Eat Best (Department of Industry and Economic Development WA) to deliver a centre-wide, retailer-driven, fresh food initiative. This successful campaign celebrated WA-sourced ingredients and all things fresh and local at The Square. Attendees enjoyed live cooking demonstrations, product sampling, food conversations and more, all to inspire the local community to cook with delicious WA produce and position The Square Mirrabooka as the fresh food destination of choice in the MTA. The campaign increased sales across participating stores, and positive publicity reached over 438,000 with an ROI of \$12:1.



JUDGES COMMENT

'A complex campaign delivering critical outcomes during a challenging period.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
\$40k Giveaway RUNNER-UP	Dexus Wholesale Property Fund / Dexus	Willows Shopping Centre	Donna Schifilliti, Jemimah Millican

RETAILER MARKETING

LARGE (150 STORES OR MORE)



WINNER

CX IS KEY TO YOUR RX!

Karrinyup Shopping Centre

Owned by UniSuper

Managed by AMP Capital

Meike Daeffner, Grace Murphy, Gemma O'Shea

Karrinyup's \$800m redevelopment saw the transformation from a suburban-Centre into Perth's ultimate retail destination over 109,000m². Developments can be disruptive; Karrinyup needed to act fast to create a revised Retailer Experience (RX) strategy- to onboard 150 new retailers amidst COVID boarder closures, keeping 120 static-retailers engaged. Priority was establishing a strong emotionally bonded community, built on meaningful, genuine relationships with retailers, driving advocacy and support. Results impress - over 220 onboarding meetings were held; retailer campaign participation 61%; retailer attendance at briefing sessions 86%. Karrinyup's RX is recognised as the AMP Capital portfolio benchmark, celebrated by retailers as "highly commendable".



JUDGES COMMENT

'This activity highlights the importance of retailer engagement during developments.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Summer Beach Lockers	ACRT Fund / AMP Capital	Pacific Fair	Emma Wharton, Bernadette Chapman
Lego 90 Years of Play	The GPT Group	Melbourne Central	Sara Aiezza, Georgia Houghs, Rachel Portelli
Confetti Weekends	APPF, Future Fund / Lendlease	Lakeside Joondalup Shopping City	Sharnee Vigors, Alyssa Pellatt
RUNNER-UP			
Sneaker Life	Perron Group / JLL	Cockburn Gateway	Toria Daniel, Mohsin Khan

RETAILER MARKETING

MULTI (2 OR MORE CENTRES)



WINNER

WE'RE HERE FOR HERE - SHOP LOCAL CAMPAIGN

Multi

Owned and managed by Vicinity Centres
Kelly Weiss, Claudia Daluisio, Samantha Howkins

The We're Here for Here Campaign demonstrates how a humble Shop Local program can, through exceptional execution, build retailer relationships and performance. With the pandemic moving into recovery phase, Vicinity's goal was to refocus retailer relationships through marketing effort and investment into community and supporting local. Launched across 45 centres nationwide in September and in-market ongoing, we heroed our retailer's passion and incentivised and rewarded customers to 'Shop Local To Win'. At 30 June, the campaign had reached 9.14 million consumers, delivered +44.56% engagement growth and supported average sales growth of +2.79%. 92% of featured retailers rated their experience as positive.

JUDGES COMMENT

'A strong campaign to support retailers.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Our Style Our Way	QIC	Multi	Kelly McGufficke, Sarah Fanning, Hayley Coote
The Fashion Locker	Stockland	Multi	Cathy Finlayson, Devanie Casagrande, Jessica Luboski
RUNNER-UP			
Westfield Week of Offers (WOO)	Scentre Group	Multi	Amy Copley, Kristi Grose, Natalie Khan



SHOPPING CENTRE
COUNCIL OF AUSTRALIA
MARKETING AWARDS

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