



SHOPPING CENTRE  
COUNCIL OF AUSTRALIA  
MARKETING AWARDS

# FINALISTS 2025

## BRAND & PARTNERSHIPS: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
VicX Retail Brand Launch	APFPC / Lendlease	VicX	Rebecca Sloan, Stacey Hu
King St x Tivoli - Open Season Sponsorship	Lendlease	King Street	Sarah Williams
Melbourne Quarter with Melbourne Food and Wine Festival - Hart Bageri	APFPC, Aware Super, National Pension Service of Korea / Lendlease	Melbourne Quarter	Bethany Bozikis, Bethany Routledge-Nave, Michelle Land, Ellen Lucas

## BRAND & PARTNERSHIPS: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Go to Town	ISPT, Vicinity Centres / Vicinity Centres	Uptown	Leigh Sutton, Aaron Goode, Matthew Hanlon
Elf on the Shelf Santaverse	ISPT / CBRE	Karingal Hub	Jessica McGowan, Prue Petchey
Unleash your Inner Tourist	Mirvac	Birkenhead Point	Jessica Thy, Kate Le
CQ Front Row - Autumn/Winter Fashion Launch 2025	Hawaiian	Claremont Quarter	Claire Ridely, Sophie Skirving
Golden Hours Barangaroo	Lendlease	The Streets of Barangaroo	Jade Costa

## BRAND & PARTNERSHIPS: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Vogue Festival, presented by Karrinyup	UniSuper / The GPT Group	Karrinyup Shopping Centre	Renee Moscarda, Kate Peasley, Jayne Williams
Fast Track to Formula 1	QIC Real Estate	Eastland	Emma Heinceslater, Jodie Murphy, Emma Porcaro
Summer in the City - Craig and Karl Cosmos	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
The Plaza, H&G Fresh Food Launch Campaign	QIC Real Estate, Pacific Group of Companies / QIC Real Estate	Pacific Epping	Denise Nakis, Stephanie Nabbout, Savannah Li
Chadstone x Cj Hendry - Lost & Found	Gandel Group, Vicinity Centres / Vicinity Centres	Chadstone	Stephanie Gandel, Lisa Scicluna, Mardi Ashkine

## BRAND & PARTNERSHIPS: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
ISPT Social Media Strategy	ISPT / CBRE	Multi	Kylie Gordon, Gabriella Bowman
FrogID Touring Exhibition - A Partnership with Australian Museum	Stockland	Multi	Jessica Filmlater, Brooke Rowlings, Carina Thai
We Build Champions	QIC Real Estate	Multi	Tiffany Ellul, Kelly McGufficke, Jacinta Bonsak, Holly Howell, Amy Young
Cinderella Meet & Greet	Scentre Group, JV Partners / Scentre Group	Multi	Mikayla Agius, Tamika Adams, Emma Niven, Bella Campana, Natalie Kussrow, Bianca Kozakis

## COMMUNITY: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Lunar New Year	Stockland	Stockland Harrisdale	Chantelle Lacroix, Cathy Finlayson
VicX Two Good Co Cafe Partnership	Lendlease, APFPC / Lendlease	VicX	Danielle Bullock
Harmony in Nature	ISPT / CBRE	Winmalee Village	Kylie Gordon, Gabriella Bowman
The Uniform Exchange Program	Region Group / Knight Frank	Marketplace Raymond Terrace	Kate Ward
Celebrating Northbridge	Parangool / Dexus	Northbridge Plaza	Rebecca Black

## COMMUNITY: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Youth Day Out	Stockland	Stockland Wendouree	Emma Phillips, Iris Johns, Jacinta Mastroianni, Jacqui Buffett
The Maker Space	APIL / JLL	Floreat Forum	Lynne Vawser
Tweed City Kids Club	TCorp / Lendlease	Tweed City Shopping Centre	Olivia McCubbin
Parkmore International Cleaner's Day	GPT Wholesale Shopping Centre Fund / The GPT Group	Parkmore Shopping Centre	Christopher Gavralas

## COMMUNITY: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Game On Youth Week	Stockland	Stockland Merrylands	Sarah Salerno, Brooke Rowlings, Carina Thai
Clothing the Gaps Pop-Up Experience	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
Teddy Bear Hospital 2024	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Vicki King, Lisa Scicluna, Mardi Ashkine
Floral Murals Project	QIC Real Estate	Grand Central	Julie Thompson
Harmony Day Picnic	QIC Real Estate	Grand Central	Georgina Bayly
Celebrate Assyrian New Year	Stockland	Stockland Wetherill Park	Annalise Summers

# AWARDS GALA DINNER

Thursday 30 October 2025  
sccamarketingawards.com.au

## COMMUNITY: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Kindness Countdown	Charter Hall	Multi	Sonia Cheung and Dallas Watt
My Mum. My Icon.	The GPT Group	Multi	Nicole Gardner, Louise Hill, Teddi Tzambazis
Drawing Us Together	Charter Hall	Multi	Dallas Watt
Minis Family Loyalty Program	Mirvac	Multi	Lucy Hughes, Alana Blake, Alicia Soebawa

## COMPELLING EXPERIENCES: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Sydney Place Pop in the Place	APPFC, MEA, Ping An Real Estate / Lendlease	Sydney Place	Stacey Hu
Mardi Gras at Oxford Village	ISPT, FSREC (Fort St Real Estate Capital) / CBRE	Oxford Village	Donna Godwin, Kylie Gordon, Gabriella Bowman
Harmony Day 2025 - We All Belong at Elara Village	Trilogy Funds / Colliers	Elara Village Shopping Centre	Holly Jones
After Dark, Vivid 2025	Dexus	25 Martin Place	Jacqueline Nichols, Sarah Tucker, Danika Crawford
Springs 15th Birthday	Erceg Management, Qube / Erceg Management	Springs Shopping Centre	Toria Norman

## COMPELLING EXPERIENCES: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Year of the Snake - Lunar New Year 2025	Mirvac	Birkenhead Point	Kate Le, Jessica Thy
Paradise Air 2024	Elanor Investors Group, Fidante Partner Services Limited / JLL	Paradise Centre	Sarah Debono
Airship Orchestra at Claremont Quarter	Hawaiian	Claremont Quarter	Claire Ridley, Sophie Skirving, Doug Addis, Amy Gibbs, Emily Gibbs
40 Years, \$40K - Visit Us to Play	Dexus Wholesale Shopping Centre Fund, Fisher Funds / Dexus	Bayfair Shopping Centre	Kylie Verhoeven, Nicole Wilks
Winter Festiville	Unisuper / The GPT Group	Marrickville Metro	Chelsea Smith

## COMPELLING EXPERIENCES: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Mini Bankstown	Vicinity, Elanor Investors Group / Vicinity Centres	Bankstown Central	Fran Windon, Jessica Bakhos, Jordan Hennessy
Sports Academy	UniSuper / The GPT Group	Karrinyup Shopping Centre	Jayne Williams, Renee Moscarda, Kate Peasley
Disney's 'Beauty & the Beast' the Musical Experience	QIC Real Estate	Eastland	Emma Heinceslater, Emma Porcaro
Chadstone x Hello Kitty	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Mardi Ashkine, Lisa Scicluna, Natalie Lawther, Andy Kyritsis
Lunar Eats	DWSF, ACRT (at the time) / Dexus (at the time)	Macquarie Centre	Emma Merlino, Morgan Hakam, Erica Kim, Seina Arakawa, Katelyn Ryan

## COMPELLING EXPERIENCES: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Olympics and Paralympics - Your Local Games Village Campaign	Scentre Group	Multi	Tahlia Knight, Hollie Scott, Brittany Stride, Noemi Lockett
The Greatest of the Mall	Vicinity, JV Partners / Vicinity Centres	Multi	Olivia Carafa, Cherie Fraser, Demi Georgitsopoulos, Einnie Leong, Sybbel Muarem, Mikaela Smith-Chandler, Andrew Vittadello
Winter of Food	Stockland	Multi	Ashley Pilkinton, Louise Moore, Catherine Kruger
Happy Campaign	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski, Alicia Soebawa, Alana Blake
How will you say I love you?	The GPT Group, UniSuper, GWSFC / The GPT Group	Multi	Nicole Gardner, Teddi Tzambazis, Fiona Twist, Chelsea Smith, Ellie Burke, Louise Hill

## INNOVATION

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Shop. Earn. Claim	Charter Hall	Campbelltown Mall	Danijela Djakovic, Anastasia O'Hara
Frozen Light Show	Scentre Group	Westfield Chermiside	Anne-Maree Butler, Natasha Gribble, Twee Nguyen, Emma Donaldson, Emma Niven, Tamika Adams
Establishing in-house content creation capability	Scentre Group	Westfield Support Office	Amy Copley, Kristi Grose, Chris Hands, Trisha Mee
Westfield Marketing Hub: Black Friday Retailer Support	Scentre Group	Multi	Claudia Cassar, Oonagh Murphy, Brittany Stride
Membership Growth Strategy   Extended School Holiday Parking	Scentre Group	Multi	Kirstie Foord, Jaime Pace, Mounica Veraiahgari, Alex Deem, Djazia Ladjal, Victoria Clegg

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Unleash Wellness	Stockland	Stockland Birtinya	Chantelle Lacroix, Cathy Finlayson
Stitch Studio	ISPT / CBRE	Barkly Square	Leah Zou
Wintergarden Christmas	ISPT / CBRE	Wintergarden	Tara Brown, Elanna Sanderson
Something For Every Mum: Mother's Day Dining	QIC Real Estate	Forest Lake Shopping Centre	Katie Beare
Shop for your School	QIC Real Estate	Forest Lake Shopping Centre	Katie Beare

## RETAILER MARKETING: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Stockland Point Cook Welcome to Point Social	Stockland	Stockland Point Cook	Jacqui Buffett, Iris Johns, Jacinta Mastroianni, Chantelle Lacroix
Express Lane	McConaghy Properties	Castletown	Kate Cavanagh-McGill, Sarah Butler
The Belmont Forum Food Passport	Perron Group, The GPT Group / The GPT Group	Belmont Forum Shopping Centre	Kate Krelshem

## RETAILER MARKETING: LARGE (150 STORES OR MORE)

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Angel Charm Studio	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
The Market Pavilion	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Mardi Ashkine, Andy Kyritsis, Bibian Mak, Stephanie Gandel
Social Storytelling	ACRT - Cbus Property, UniSuper / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Simone Hughes
INDRO! Engage & Elevate	Dexus	Indooroopilly Shopping Centre	Jessica Tye, Rachel McCabe, Sophie Crema, Amelia McCormick, Sonia Ciampi
Highpoint Fresh Food Precinct Re-Launch	The GPT Group	Highpoint Shopping Centre	Fiona Twist, Lauren Cummins, Carolyn Diquattro, Ahmad Ali
Spring Summer Fashion 2025	The GPT Group	Highpoint Shopping Centre	Fiona Twist, Amanda Shaw, Carolyn Diquattro, Ahmad Ali

## RETAILER MARKETING: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Stockland's The Wardrobe Refresh	Stockland	Multi	Carina Thai, Jessica Filmlalter, Brooke Rowlings
Valentines x Bridget Jones: Mad About The Boy	QIC Real Estate	Multi	Tiffany Ellul, Holly Howell, Sarah Fanning, Jacinta Bonsak
Get Outlet Sale	Lewis Land, Vicinity Centres / Lewis Land	Multi	Ellie Keightley, Madeleine West, Hayley Wells, Ethan Cole, Holly Humphreys
Your Black Friday Sorted: Best Friends, Best Deals	The GPT Group	Multi	Elouise Hill, Teddi Tzambazis, Nicole Gardner
The Prize Pantry	Charter Hall	Multi	Danjela Djakovic, Courtney Sheward

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**CBRE**

**Charter Hall**

**dexus**

**gpt**



**QIC**



**SCENTRE  
GROUP**

**Stockland**

**VICINITY  
CENTRES**