

2026 Winners

SHOPPING CENTRE
COUNCIL OF AUSTRALIA
MARKETING AWARDS

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Thank you to everyone across our industry who submitted a nomination for this year's SCCA Marketing Awards.

Marketing remains at the heart of how we connect with our customers, support our retailers and engage the communities we serve. It brings our centres to life every day and plays a vital role in shaping meaningful experiences and lasting connections.

It is a privilege to recognise and congratulate this year's nominees, finalists and winners. The SCCA Marketing Awards celebrate the creativity, innovation and dedication that continue to drive our industry forward. The Gala Dinner provides a special opportunity to acknowledge outstanding achievements and celebrate alongside colleagues, peers and friends.

This year's record number of nominations is a testament to the talent, passion and ingenuity across our industry. Every campaign tells a story, and together these stories demonstrate the important role our centres play within their communities.

I would like to extend particular congratulations to Pacific Fair, recipient of the Sabina Rust Memorial Prize for Campaign of the Year, for its groundbreaking OFFLINE campaign. OFFLINE demonstrated the power of bold thinking and strategic innovation.

As we celebrate another year of the Sabina Rust Memorial Prize, it is fitting to recognise a campaign that embodies the qualities Sabina championed throughout her career: creativity, courage, innovation and a willingness to challenge convention. With the continued support of Sabina's family, this award remains a lasting tribute to her legacy and contribution to our industry.

I would like to thank my fellow SCCA Board members, the Marketing Awards Committee and our judging panel for their expertise, dedication and commitment to ensuring the continued success and integrity of the Awards program.

To our sponsors, thank you for your valued support. Your contribution makes these Awards possible and reflects our industry's shared commitment to recognising and celebrating marketing excellence. Finally, thank you to everyone joining us this evening. Whether you've travelled from interstate or are joining us locally, tonight is an opportunity to celebrate your achievements, reconnect with industry colleagues and enjoy a well-deserved night of recognition and celebration.

Congratulations once again to all nominees, finalists and winners, and thank you for continuing to raise the standard of excellence across our industry.

ELLIOTT RUSANOW

Chair, Shopping Centre Council of Australia
Chief Executive Officer, Scentre Group.

SCCAMA26

Sponsors

The Shopping Centre Council of Australia would like to acknowledge and thank our sponsors for their support and generosity.

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FRED FREDA

OFFICIAL MEDIA PARTNER

Judges

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Leanne Liu
Shopping Centre News



Marine Turner
EssenceMediacom



Peter Chapman
Reflections Holidays



Nicole Venter
Service and Creative Skills Australia

INDUSTRY EXPERT PANEL



Emma Mathews
CBRE



Kylie Verhoeven
Dexus



Fiona Twist
The GPT Group



Michelle Rowse
IFM Investors



Rose Orr
JLL



Jamieson Cosgriff
MA Financial



Yasmin Chrzescijanski
Mirvac



Kelly McInnes
QIC Real Estate



Fi Clark
Scentre Group



Lauren Vaux
Region Group



Catherine Kruger
Stockland



Cherie Fraser
Vicinity Centres



Sabina Rust Memorial Prize

CAMPAIGN OF THE YEAR
WINNER

Offline.

Pacific Fair Shopping Centre.

Owned by ACRT (Cbus Property & UniSuper).

Managed by The GPT Group.

Campaign Manager: Kate Halpin, Emma Wharton.

Pacific Fair's future Gen Z customers had moved online and winning them back was the challenge. Traditional marketing wasn't cutting through.

Pacific Fair's most valuable future customer segments were migrating spend to digital-first brands, with 71% of Gen Z actively seeking new brands over legacy names and 80% engaging in social commerce monthly. Traditional retail marketing had stopped cutting through, leading to a confronting strategic insight: "These brands don't need us. We need them." The response was bold. A hidden, unleasable former cleaning storage cupboard, commercially valueless and without foot traffic, was transformed into OFFLINE: Australia's first dedicated physical retail space for social media's most coveted brands. The name was the strategy. Bringing digital-first brands OFFLINE was the statement, and the space's secluded location was reframed from liability into exclusivity: OFFLINE was for those in the know.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Light to Night RUNNER UP	Vicinity Centres, Gandel Group	Chadstone Shopping Centre	Mardi Ashkine, Lisa Scicluna, Stephanie Gandel, Bibian Mak, Andy Kyritsis, Natalie Lawther, Kate Virag
Magic Makers - Westfield St Lukes	Scentre Group, GIC	Westfield St Lukes	Luciana Aostri, Sai Sethi, Lily Stevenson
Trevor the Travelator	Haben	Townsville Shopping Centre	Kelsey McAlpine, Meagan Draper



Small* Brand & Partnerships

WINNER

King St Uncovered.

King St.

Owned and managed by Lendlease.

Campaign Manager: Sarah Williams.

King St Uncovered was a 20-week partnership with Good Food Events that repositioned King St through immersive experiences, editorial storytelling and retailer collaboration. The campaign generated sold-out events, strengthened the precinct's reputation as a hospitality destination and delivered more than $361,000 in media value.

King St, Bowen Hills is entering a pivotal chapter. Positioned near Brisbane's CBD, Fortitude Valley and Newstead, the precinct enjoys one of the city's most accessible locations. Conversely, it is also placed alongside some of Brisbane's most established hospitality destinations, including James Street, Gasworks and Fortitude Valley. The challenge was ensuring King St remained front of mind in an increasingly competitive market.

The opportunity was twofold: remind Brisbane locals why King St deserved a place in their dining rotation, while introducing the precinct to new audiences who had yet to experience everything it had to offer. At the same time, the campaign needed to strengthen King St's lifestyle proposition ahead of the arrival of a new build-to-rent community, helping future residents see the precinct as somewhere to belong, not just somewhere to live. Spend data identified younger, higher-spending customers as an important growth audience, but the campaign was designed to appeal to a much broader cross-section of Brisbane.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Local Engagement Strategy RUNNER UP	Erceg Management	Two Rocks Village	Toria Norman, Caitlin Price
Sydney Road Street Party	IFM Investors / CBRE	Barkly Square	Elanna Sanderson
ArtAid x Sahil Roy	Mirvac	Collins Place	Catherine Hall, Stephanie Georgiadis



Medium* Brand & Partnerships

WINNER

Powered by Partnership.

Bayfair Shopping Centre.

Owned by Dexus Wholesale Shopping Centre Fund, Fisher Funds.

Managed by Dexus.

Campaign Manager: Kylie Verhoeven, Michelle Price.

A leading New Zealand energy brand partnered with Bayfair and placed the centre at the heart of Australasia's largest youth sporting event. A proven activation became a signature tournament experience, converting 84% of participants into visitors, driving 36,970 additional visits, 1.7 million social views, and a renewed 2026 partnership.

The partnership succeeded because both organisations wanted to engage the same audience but brought different strengths to the table.

Mercury wanted meaningful engagement with families during one of New Zealand's largest youth sporting events. Bayfair wanted to convert tournament participants and supporters into centre visitation, spending and advocacy. Mercury contributed investment, national reach and brand credibility, while Bayfair contributed an established platform, retailer relationships, local expertise and years of tournament experience.

Together, they transformed a proven activation into the tournament's most visited off-field experience and created value for both brands.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Shop that bargain feeling	Jen Retail Properties	Spencer Outlet Centre	Tonina Terranova
The Enchanted Sand Studio	IFM Investors / CBRE	Karingal Hub	Prue Petchey
Students **RUNNER UP**	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan, Seina Arakawa



Large* Brand & Partnerships

WINNER

Offline.

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Managed by The GPT Group.

Campaign Manager: Kate Halpin, Emma Wharton.

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Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Summer in the City: Bloom	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli, Jasmine Emini
Karrinyup X Vogue Brand Partnership **RUNNER UP**	UniSuper / The GPT Group	Karrinyup	Renee Moscarda, Jayne Williams, Sam Langham
Charlestown Square × Newcastle Knights: The Stadium of Shopping	The GPT Group	Charlestown Square	Sarah Kane, Sarah Wells



Multi* Brand & Partnerships

WINNER

Ms Moni National Tour.

Owned and managed by QIC Real Estate, Pacific Group of Companies.

Campaign Manager: Tiffany Ellul, Dana Sakkal-Scott, Charlotte Hall, Jacinta Bonsak, Cassie Antony, Marisol Macapobre, Bella Leenders.

QIC partnered with Scholastic Australia and Ms Moni to transform literacy into a national Shopping Centre experience. Combining education, entertainment and retail, the campaign attracted 2,030 attendees, delivered 23.7% retail sales growth, generated a $12:1 ROI and established a scalable partnership model now expanding across the QIC portfolio.

The partnership exceeded every campaign objective, generating 23.7% sales growth across participating retailers, $295,709 in incremental revenue from a $25,537 investment and a $12:1 return on investment. Centre traffic increased by an average of 6.6%, more than 2,030 families attended the activations and the campaign reached 166,362 people through social media. Community outcomes were equally significant, with $3,260 raised for local health organisations.

More importantly, the campaign demonstrated the long-term value of partnerships built on complementary strengths and shared objectives. Connecting education, entertainment and retail, QIC created a scalable platform that delivered commercial growth, meaningful community impact and lasting customer engagement. The success of the model has already resulted in three additional Ms Moni activations across the QIC portfolio, validating its potential as an ongoing partnership platform rather than a one-off campaign.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Steph de Sousa x Westfield Book Tour	Scentre Group	Multi	Emma Donaldson, Mariam Ibrahim
Merchandise — TWICE & Oasis **RUNNER UP**	Scentre Group, Australian Retirement Trust, ISPT Property, M&G Real Estate	Multi	Kathryn Lyons, Courtney Peterson, Jamielle Patridge
Stockland Christmas Campaign 2025	Stockland	Multi	Ashleigh Pilkinton and Catherine Kruger



Small* Community

WINNER

Central West Shopping Centre x Braybrook 96'ers.

Central West Shopping Centre.

Owned by IFM Investors.

Managed by CBRE.

Campaign Manager: Chloe Sutton.

Established in 1996 by the Les Twentyman Foundation, the Braybrook 96'ers basketball program provides young people in Melbourne's west with a safe environment to build confidence and life skills, regardless of financial circumstances. To help remove barriers to participation in this culturally diverse and disadvantaged area, Central West Shopping Centre partnered with the program to foster inclusion and community connection.

The partnership significantly impacted the community across the 2025/26 seasons, supporting 233 youth from 196 families across 35 cultural backgrounds, including full fee subsidies for 64 participants. Central West's contributions extended beyond financial backing to provide registrations, uniforms, and venue space, alongside retailer discounts and support for local initiatives like Harmony Day, Operation Backpack, and the Giving Tree Appeal.

A key milestone of this collaboration was the introduction of annual Presentation Nights. These events allowed players, families, coaches, and volunteers to celebrate their achievements together, ensuring children from disadvantaged backgrounds experienced the same formal recognition and pride as athletes in other community sporting clubs.

Beyond basketball, the initiative has driven profound personal and social growth, with participants feeling more valued and parents noting their children's increased confidence. Praised by the Les Twentyman Foundation as "far more than a sponsor," Central West has demonstrated the vital role shopping centres can play in creating life-changing opportunities and strengthening communities.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Making Accessibility Brilliant	UniSuper / The GPT Group	Dapto Mall	Kate Edmondson
First Nations Community Mural Project	IFM Investors / CBRE	Toormina Gardens	Emma Lynch
Community STARS: Celebrating Positive Behaviour **RUNNER UP**	Region Group / Knight Frank	Marketplace Raymond Terrace	Kate Ward
VicX + Two Good	Lendlease	VicX	Danielle Bullock



Medium* Community

WINNER

Grand Plaza Jobs Fair.

Grand Plaza.

Owned by Vicinity Centres, EG ACE Trust.

Managed by Vicinity Centres.

Campaign Manager: Luke Robinson, Leigh Sutton.

Grand Plaza Jobs Fair is a community employment platform connecting residents with local employers through immediate recruitment opportunities. Delivered in partnership with Logan City Council, the initiative facilitated more than 700 interviews and over 80 employment outcomes, demonstrating how shopping centres can create measurable economic and social value beyond retail.

Expanding from one to two days, the Grand Plaza Jobs Fair brought together ten employers, facilitated more than 700 interviews, and delivered over 80 local employment outcomes now making it the primary annual recruitment channels for the region. More than a traditional jobs fair, the initiative has evolved into a long-term community employment platform that connects government, employers, and jobseekers while addressing workforce shortages across Logan. Grand Plaza recognised two interconnected challenges within the Logan community. While the City of Logan has historically experienced higher unemployment than the Greater Brisbane average, the Centre's retailers and contractors simultaneously faced increasing pressure to recruit large numbers of quality employees ahead of the peak Christmas trading period. Logan being one of the largest employment precincts, Grand Plaza identified an opportunity to become the region's employment facilitator, bringing together retailers, government, community organisations and jobseekers through one coordinated recruitment platform.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
JOY	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan
The Circular City **RUNNER UP**	Mirvac, CapitaLand	Greenwood Plaza	Juliana Lovell
Bullumby's Journey: Creating a Playground with Purpose	IFM Investors, Mirvac Real Estate Pty Ltd	Kawana Shoppingworld	Hannah Adams, Jessica Bleijie



Large* Community

WINNER

Magic Makers - Westfield St Lukes.

Westfield St Lukes.

Owned by Scentre Group, GIC.

Managed by Scentre Group.

Campaign Manager: Luciana Aostri, Sai Sethi, Lily Stevenson.

In partnership with Starship Auckland Children's Hospital, Westfield St Lukes invited customers to become "Magic Makers" by purchasing gifts for children spending Christmas in hospital. The community donated 1,430 gifts from just 400 gift cards distributed, creating a meaningful campaign that strengthened community connection.

For Christmas 2025, Westfield St Lukes set out to create a community campaign that reimagined the traditional Christmas charity drive. Rather than asking customers to simply donate gifts or make financial contributions, the centre wanted to create a more meaningful experience—one that encouraged customers to connect personally with the true spirit of Christmas through generosity, empathy and shared community.

The campaign was inspired by a simple but powerful insight: the St Lukes community consistently embraces opportunities to support meaningful local causes when given a genuine way to participate. To bring this to life, Westfield St Lukes partnered with Starship Auckland Children's Hospital, creating a campaign that connected customers directly with children who would be spending Christmas in hospital.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
The Apiary	QIC Real Estate	Grand Central	Tracey Ford, Erica Watkins
Hungry 4 Success **RUNNER UP**	QIC Real Estate	Eastland	Jodie Murphy
Connecting Generations: Strength, Vision & Legacy	QIC Real Estate	Grand Central	Georgina Bayly



Multi* Community

WINNER

Register for Rowan.

Owned by YFG Shopping Centres, Trondage Enterprises.

Managed by Retail First.

Campaign Manager: Bec Gascoigne, Erin Logan, Phoebe Richardson, Angela Green, Daniel Martin.

When 20-year-old Brisbane university student Rowan Tong-Law exhausted all treatment options for Acute Myeloid Leukaemia, his only hope of survival became finding a compatible stem cell donor. Every new person joining the Australian Stem Cell Donor Registry increased the chance of finding a life-saving match.

Recognising the power of shopping centres to bring communities together, Retail First partnered with Stem Cell Donors Australia and Rowan's parents to transform one family's search into a community-wide movement.

The Register for Rowan campaign combined customer insight, strategic marketing, and Retail First's network of shopping centres, retailers, schools, media partners, and local communities to remove barriers to stem cell registration and inspire action. Rather than relying solely on traditional volunteer-led information stalls, the campaign used carefully tailored customer incentives, integrated marketing, and compelling storytelling to encourage eligible 17—35-year-olds to stop, learn about stem cell donation, and complete a simple cheek swab.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Move It For Mental Health	Scentre Group	Multi	Michele Lok, Odette Wong
QIC Play Well	QIC Real Estate, Pacific Group of Companies	Multi	Tiffany Ellul, Kelly McGufficke, Jacinta Bonsak
Stockland Youth Collective RUNNER UP	Stockland	Multi	Lara Jones, Dominique Amour, Carina Thai, Chantelle Lacroix
From Nappy Stress to National Solution	Region Group / Knight Frank	Multi	Paula Creasey, Kimberley Hogg, Jodie Harris, Kate Ward, Zoe Wu, Natalie Sanderson, Kia Luby, Christopher Talia, Alicia Still, Jen Cornwell



Small* Compelling Experiences

WINNER

Mini Chefs.

Southgate Sylvania.

Owned by IFM Investors.

Managed by CBRE.

Campaign Manager: Donna Goodwin.

An oversized kitchen. Aspiring young chefs. One unforgettable experience. Mini Chefs transformed Southgate into a vibrant culinary playground, with 600 places booked out within 12 hours and a 30% waitlist. Combining immersive design, hands-on learning and retailer collaboration, the campaign created lasting family memories and overwhelming community demand.

Southgate Sylvania entered 2025 with a clear opportunity: to create an experience that would strengthen connections with local families, reinforce the centre's fresh food positioning and drive visitation during the school holiday period.

Rather than delivering a traditional school holiday activity, Southgate created Mini Chefs, an immersive culinary experience designed to educate, entertain and inspire young food lovers. Developed in partnership with acclaimed Sydney visual merchandiser Sam Gazal and children's cooking educator Kathy Gillaspie, the campaign transformed the centre mall into a vibrant oversized kitchen where children could step into the role of a chef.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
La Dolce Vita	S & M Agostino / Tall Teaspoon Marketing, Johnson Property Group	Roselea Shopping Centre	Giselle Posilero
Mardi Gras RUNNER UP	IFM Investors / CBRE	Oxford Village	Donna Goodwin



Medium* Compelling Experiences

WINNER

Santa's Magical Elevator.

Ocean Keys Shopping Centre.

Owned by Dexus Wholesale Shopping Centre Fund.

Managed by Dexus.

Campaign Manager: Jolene Young.

Santa's Magical Elevator transformed Ocean Keys' 2025 Christmas campaign from a traditional Santa photography offer into a compelling, immersive destination experience designed to capture imagination, increase visitation and strengthen the centre's role as the local home of Christmas.

Recognising that families now expect more than a queue and a photo, Ocean Keys created a complete customer journey built around anticipation, theatre and memory-making. Guests entered Santa's Magical Elevator for a 90-second adventure to the North Pole, surrounded by five synchronised internal screens that created the sensation of movement above the clouds and through magical festive landscapes. The experience was short enough for young children, yet immersive enough to feel genuinely special for the whole family.

The storytelling continued beyond the elevator. Families exited into a snow-dusted pathway with gentle snowfall, discovered highly shareable photo moments including Santa's sleigh and arrived at a premium grotto featuring a 4.5-metre Christmas tree and custom throne. Every element was designed to elevate the emotional value of the visit, encourage social sharing and extend time spent in-centre.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Adventures with Paddington Bear	Hawaiian	Claremont Quarter	Kate Peasley, Sophie Skirving
2026 Sunnybank Food Trail **RUNNER UP**	YFG Shopping Centres / Retail First	Sunnybank Plaza	Erin Logan, Lisa Smith
Black Friday	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan



Large* Compelling Experiences

WINNER

Light to Night.

Chadstone Shopping Centre.

Owned by Vicinity Centres, Gandel Group.

Managed by Vicinity Centres.

Campaign Manager: Mardi Ashkine, Lisa Scicluna, Stephanie Gandel, Bibian Mak, Andy Kyritsis, Natalie Lawther, Kate Virag.

Light to Night was conceived as a public expression of Chadstone's evolution from retail destination to emerging city. As the centre expanded to encompass hospitality, entertainment, a fresh food marketplace and commercial offices, the long-held positioning of "The Fashion Capital" no longer captured Chadstone's full scale or ambition. More than a festival, Light to Night was designed as a strategic platform to demonstrate this new reality and ambition. Through a landmark cultural experience, Chadstone sought to establish itself not simply as a place to shop, but as a cultural epicentre, a vibrant civic destination and Melbourne's emerging second city.

The festival was tasked with delivering both brand and commercial outcomes: driving winter visitation and spend while strengthening emotional connection, advocacy and consideration. At its core was a belief that destination marketing should not simply promote what a place offers, but create experiences powerful enough to reshape perception in customers' hearts and minds.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
The Beach Club	ACRT (Cbus Property & UniSuper) / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton
Lunar New Year at QVB	Vicinity Centres, LINK	Queen Victoria Building	Holly Edwards, Brittany Mazzarella
MC Takeaway	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli, Jasmine Emini
Drawn to Life	UniSuper / The GPT Group	Karrinyup	Renee Moscarda, Jayne Williams, Sam Langham
INDRO! BEAUTY MART **RUNNER UP**	Dexus Wholesale Property Fund, Dexus Wholesale Shopping Centre Fund, Commonwealth Superannuation Corporation / Dexus	Indooroopilly Shopping Centre	Rachel McCabe, Sonia Ciampi, Sophie Crema, Olivia Daniel



Multi* Compelling Experiences

WINNER

Jurassic World: Rebirth.

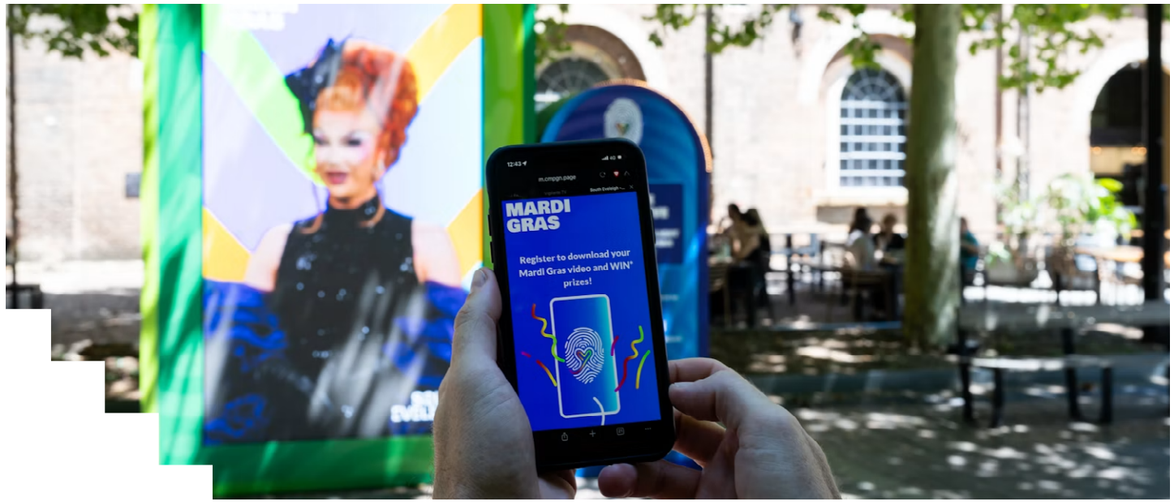
Owned and managed by QIC Real Estate, Pacific Group of Companies.

Campaign Manager: Tiffany Ellul, Holly Howell, Dana Sakkal-Scott, Charlotte Hall, Emma Porcaro, Kylie Webster, Stephanie Nabbout.

To celebrate the Australian theatrical release of Jurassic World Rebirth, QIC partnered with Universal Pictures to transform 14 Shopping Centres into immersive family destinations. The campaign combined life-sized dinosaur in-Centre experiences, retailer integration, and digital engagement to generate $15.5 million in incremental sales, almost 40,000 participants and a $32.16 ROI.

School holidays have long been an important period for Australian Shopping Centres. However, in winter 2025, rising living costs had made families selective about how they spent their time and discretionary income, while entertainment venues, attractions and digital experiences competed for every family outing. For QIC, the challenge was not simply attracting visitation but giving families a compelling reason to choose its Centres over other entertainment options. Success depended on delivering an experience that offered value, encouraged longer stays and generated meaningful commercial outcomes for retailers.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Nowstalgia (Winter) RUNNER UP	Mirvac	Multi	Lucy Hughes, Alana Blake, Nicole Addinall, Yasmin Chrzescijanski
Colour Rush	Mirvac	Multi	Lucy Hughes, Alana Blake, Nicole Addinall, Yasmin Chrzescijanski
Yeti Concierge / Yeti Mart	Lewis Land, Vicinity Centres	Multi	Lia Wilson, Hayley Wells, Madeleine West, Holly Humphreys, Ethan Cole



Small* Innovation

WINNER

Colour. Culture. Connection.

South Eveleigh.

Owned and managed by Mirvac.

Campaign Manager: Sarah Salerno, Rebecca Boddan.

To better connect culture, innovation and customer engagement, South Eveleigh developed a pioneering “phygital” placemaking model that combined immersive digital experiences with Lunar New Year, Mardi Gras and Holi celebrations. Rather than relying solely on traditional events, the precinct used augmented reality and interactive technology to transform visitors from passive observers into active participants while capturing measurable engagement data.

The campaign featured three bespoke digital activations, including a BaZi AR Mirror, an interactive drag artist experience and a Dhol Drum Game Studio, each supported by a participation and tracking framework. The approach delivered strong results, with conversion rates from engagement to token downloads ranging from 41.1% to 66.9% and performance exceeding industry benchmarks. The initiative demonstrated how immersive technology could elevate placemaking into a measurable business tool, creating deeper participation, valuable customer insights and a scalable model for future precinct programming.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Step inside the Snow Magic! RUNNER UP	Precision Group of Companies Pty Ltd	MacArthur Central Shopping Centre	Annie Lam



Medium* Innovation

WINNER

Rubbish Re-Imagined.

Glendale City Centre.

Owned and managed by MA Financial Group.

Campaign Manager: Jesse Lackey.

Rubbish Re-Imagined was developed as part of Glendale City Centre's new closed-loop recycling initiative in partnership with local plastic waste recycler Resourceful Living.

The initiative involves partnering with local provider Resourceful Living to transform plastic waste collected from Centre operations into durable products with extended life cycles. This reduces the amount of operational plastic sent to landfill while creating practical, reusable products that enhance customers' in-centre experience.

While sustainability initiatives have become increasingly common, this campaign was designed to stand out by producing tangible products that shoppers could use and interact with. It utilised bold creative to cut through the retail "noise" of a busy shopping centre environment while remaining informative and promoting the uniqueness of the local partnership.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Borrow By Huskee **RUNNER UP**	LLITST, LLOITST, Marquette, Oscars, Hualong Pty Ltd, Daramu House Trust / Knight Frank	The Streets of Barangaroo	Deanna Kaltsos



Large* Innovation

WINNER

Uber to Black Friday.

Pacific Werribee.

Owned and managed by QIC Real Estate, Pacific Group of Companies.

Campaign Manager: Cassie Antony.

Black Friday is one of the most competitive periods in retail, with Shopping Centres traditionally competing through larger offers, competitions, giveaways, and increased advertising investment to drive visitation and sales. Pacific Werribee identified a different opportunity.

Rather than investing additional budget into creating more reasons to shop, Pacific Werribee chose to remove a barrier to visitation.

By leveraging Uber's existing platform, Pacific Werribee transformed transport from an operational service into a strategic marketing channel. Customers received subsidised Uber travel to and from the Centre, reducing the effort associated with visiting during one of the busiest shopping periods of the year without requiring new technology, infrastructure, or operational change.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Digital Visual Merchandising **RUNNER UP**	The GPT Group	Charlestown Square	Sarah Kane, Sarah Wells



Multi* Innovation

WINNER

Mother's Day AI Song.

Owned and managed by Scentre Group, GIC.

Campaign Manager: Hannah Cole, Veronica Del Rosario, Kim Walsh, Hannah Holbrooke.

Westfield New Zealand transformed Mother's Day with an AI-powered campaign that let customers create personalised power ballads celebrating their mum or mother figure. More than 1,700 unique songs were generated, turning emerging technology into an emotional, shareable experience that drove customer engagement, visitation and retailer support.

The Power of Mum transformed one of Westfield's most important retail moments into a highly personalised customer experience, using artificial intelligence to help customers celebrate the mother figures in their lives in a memorable and meaningful way.

Mother's Day represents the third highest visitation period across Westfield centres after Black Friday and Christmas, making it a critical opportunity to reinforce Westfield's position as the Home of Gifting while supporting retailers during a key trading period. To stand out in a crowded promotional landscape, Westfield Albany and Westfield Manukau sought to create an experience that moved beyond traditional retail offers and encouraged customers to celebrate Mother's Day in a more personal way.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Studio Red	Scentre Group	Multi	Trisha Mee, Lauren Whitton, Nicole Adler, Vassili Shields
Bringing a New Joy to the GPT World RUNNER UP	GPT, ACRT, Unisuper, Perron Group / The GPT Group	Multi	Nicole Gardner, Teddi Tzambazis
Hawaiian's Space Escape Bus	Hawaiian	Multi	Claire Ridley, Deanne Matusik, Sophie Skirving, Sophie Brinklow, Ethan Dawson
Closing the Attribution Gap: Unlocking Measurable Database Conversion	Mirvac	Multi	Yasmin Chrzescijanski, Ifeoluwa Ogunyebi, Lucy Hughes, Simone Naiger



Small* Retailer Marketing

WINNER

Moonee Mart.

Moonee Ponds Central.

Owned and managed by Mirvac.

Campaign Manager: Catherine Hall.

In early 2026, Moonee Ponds Central faced a significant threat to one of its most important retail categories. Essential travelator replacement works in the Coles Mall coincided with frequent neighbouring road closures, disrupting customer access to the centre's fresh food precinct during the critical Easter trading period.

The risk was substantial. Customers faced reduced convenience when completing large grocery shops, creating potential sales leakage to competing supermarkets and reduced cross-shopping across specialty food retailers. This challenge was amplified by Easter's importance to the local community, where many customers of Greek and Italian heritage celebrate with family gatherings and seasonal food purchases. Several retailers had committed to seasonal inventory up to 12 months in advance and relied heavily on Easter sales performance.

Rather than focus solely on operational communications, Moonee Ponds Central developed Moonee Mart; a nostalgic, interactive retail activation inspired by the site's history as the former site of the Moonee Ponds Market. The campaign aimed to reward shoppers, drive repeat visitation and create positive reasons to visit the affected precinct despite ongoing disruption.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
CHARMED RUNNER UP	IFM Investors / CBRE	The Strand Melbourne	Leah Zou
The Christmas Cashier	Mirvac, IFM Investors	275 Kent St	Juliana Lovell
Find Your Flavour	IFM Investors / CBRE	Keilor Central	Chloe Sutton



Medium* Retailer Marketing

WINNER

QV Food Hall — ‘Casual Dining Day to Night’.

QV Melbourne.

Owned by DOTA, Victoria Square QV Investments.

Managed by Dexus.

Campaign Manager: Lorenza Maiolo, Maxine Barker, Kate Tang.

For QV Food Hall retailers, the greatest opportunity wasn’t attracting more lunchtime customers. It was converting the thousands of evening visitors into diners.

Historically, the former Urban Market Food Court underperformed customer expectations and industry benchmarks. Whilst QV benefited from strong visitation throughout the day and into the evening, much of this traffic bypassed the food precinct without generating meaningful dining spend. The 4pm-8pm period represented a significant but largely untapped commercial opportunity across the retailer mix.

Recognising that a redeveloped food court alone would not create a destination, the team established a new precinct identity, formally naming and positioning the precinct as ‘QV Food Hall’. Supported by a dedicated visual brand identity, content library and trademark registration, the strategy created an ownable platform capable of supporting future retailer marketing, leasing outcomes and long-term brand equity.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Chirnside Park Centre Refresh Campaign	GPT Wholesale Shopping Centre Fund / The GPT Group	Chirnside Park Shopping Centre	Chris Gavralas
Autumn in Motion **RUNNER UP**	Hawaiian	Claremont Quarter	Kate Peasley, Sophie Skirving
Grand Plaza x Palermo Perfumes Mother’s Day gift with purchase	Vicinity Centres PM Pty Ltd, EG ACE Trust / Vicinity Centres	Grand Plaza Shopping Centre	Leigh Sutton, Chloe Williams
Rebel Opening	Mirvac, Perron Group	Broadway Sydney	Yasmin Chrzescijanski, Sarah Nolan



Large* Retailer Marketing

WINNER

Trevor the Travelator.

Townsville Shopping Centre.

Owned and managed by Haben.

Campaign Manager: Kelsey McAlpine, Meagan Draper.

Townsville Shopping Centre’s Trevor the Travelator campaign converted a high-risk operational disruption into a retailer marketing success that protected trade, strengthened retailer confidence and created a local story customers and community wanted to be part of.

Rather than manage the project as a construction notice, Townsville Shopping Centre built a retailer-first campaign around three priorities: keep customers moving, keep retailers visible and turn the reopening into a reason to visit.

The campaign began with detailed customer journey mapping from carpark arrival to Woolworths, alternate lifts, stairs and affected retailer frontages. Colour-coded floor paths, branded hoarding, lift decals, stair signage, carpark corflutes, digital screens, PA announcements, website updates, e-newsletters and retailer communications made the changed journey easy to follow. Retailer visibility was built into the wayfinding and communication system from the start.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Westpoint x HOYTS IMAX® & SCREENX Launch	Haben, Hines	Westpoint Shopping Centre	Stephanie Fussell, Christine Martin, Natalie Jones, Amy Evans, Madeleine Haley
Westpoint Level 3 Food Court Extended Trade	Haben, Hines	Westpoint Shopping Centre	Stephanie Fussell, Christine Martin, Natalie Jones, Amy Evans, Madeleine Haley
Destination Style, New Horizons AW26	UniSuper / The GPT Group	Karrinyup	Sam Langham, Madeleine Carter, Jayne Williams
MC Lunch Money **RUNNER UP**	The GPT Group	Melbourne Central	Rachel Portelli, Jasmine Emini
More For You - The Australian Designer Launch	QIC Real Estate	Canberra Centre	Amy Young, Ariane Evans, Bianca David



Multi* Retailer Marketing

WINNER

Come For, Stay For.

Owned and managed by QIC Real Estate.

Campaign Manager: Holly Howell, Kelly McGufficke, Cassie Antony.

‘Come For, Stay For’ successfully evolved a seasonal campaign into a scalable retailer marketing platform with a clear commercial objective: to increase spend per visit and drive cross-category shopping.

Rather than focusing on a single retail category, the campaign was deliberately designed to support multiple retailer priorities within one cohesive creative framework. This enabled Centres to generate stronger performance across key categories including apparel, beauty, food catering, entertainment, beauty services and DDS.

The strength of the platform lay in its simplicity and flexibility. By pairing a primary “come for” shopping need with a complementary “stay for” category or experience, the campaign provided a practical mechanism to encourage customers to extend their visit and shop beyond their original intent. Approved pairings linked high intent categories such as apparel, beauty, fresh food, groceries, workwear, athleisure and Back to School with “stay for” experiences including beauty services, casual dining and Centre events. This structure enabled multiple retail messages to coexist within a single campaign, while still allowing all Centres the flexibility to tailor category focus and channel execution to local priorities.

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Shop Local. Win $10k.	The GPT Group, Unisuper, ACRT, Perron Group	Multi	Nicole Gardner, Teddi Tzambazis
Lunch Spotters	Dexus, Dexus Wholesale Property Fund, The GPT Group, Mirvac, Rest	Multi	Danika Crawford, Sarah Tucker
AW26 The Autumn Winter Edit	Stockland	Multi	Carina Thai, Jessica FIlmalter, Fran Garcia Darke
Black Friday RUNNER UP	Lewis Land, Vicinity Centres	Multi	Madeleine West, Holly Humphreys, Ethan Cole, Ellie Keightley, Hayley Wells

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