



2026 Finalists

SHOPPING CENTRE
COUNCIL OF AUSTRALIA
MARKETING AWARDS

BRAND & PARTNERSHIPS: SMALL (75 STORES OR LESS)

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

BRAND & PARTNERSHIPS: MEDIUM (76 TO 149 STORES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Powered by Partnership	Dexus Wholesale Shopping Centre Fund, Fisher Funds / Dexus	Bayfair Shopping Centre	Kylie Verhoeven, Michelle Price
Shop that bargain feeling	Jen Retail Properties	Spencer Outlet Centre	Tonina Terranova
The Enchanted Sand Studio	IFM Investors / CBRE	Karingal Hub	Prue Petchey
Students	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan, Seina Arakawa

BRAND & PARTNERSHIPS: LARGE (150 STORES OR MORE)

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	UniSuper / The GPT Group	Karrinyup	Renee Moscarda, Jayne Williams, Sam Langham
Charlestown Square x Newcastle Knights: The Stadium of Shopping	The GPT Group	Charlestown Square	Sarah Kane, Sarah Wells
Offline	ACRT (Cbus Property & UniSuper) / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton

BRAND & PARTNERSHIPS: MULTI (2 OR MORE CENTRES)

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	Scentre Group, Australian Retirement Trust, ISPT Property, M&G Real Estate	Multi	Kathryn Lyons, Courtney Peterson, Jamielle Patridge
Ms Moni National Tour	QIC Real Estate, Pacific Group	Multi	Tiffany Ellul, Dana Sakkal-Scott, Charlotte Hall, Jacinta Bonsak, Cassie Antony, Marisol Macapobre, Bella Leenders
Stockland Christmas Campaign 2025	Stockland	Multi	Melissa Matthews, Ashleigh Pilkington, Brooke Rowlings, Jessica Filmalter, Cath Kruger

COMMUNITY: SMALL (75 STORES OR LESS)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Making Accessibility Brilliant	UniSuper / The GPT Group	Dapto Mall	Kate Edmondson
Central West Shopping Centre x Braybrook 96'ers	IFM Investors / CBRE	Central West Shopping Centre	Chloe Sutton
First Nations Community Mural Project	IFM Investors / CBRE	Toormina Gardens	Emma Lynch
Community STARS: Celebrating Positive Behaviour	Region Group / Knight Frank	Marketplace Raymond Terrace	Kate Ward
VicX + Two Good	Lendlease	VicX	Danielle Bullock

COMMUNITY: MEDIUM (76 TO 149 STORES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
JOY	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan
The Circular City	Mirvac, CapitalLand	Greenwood Plaza	Juliana Lovell
Grand Plaza Jobs Fair	Vicinity Centres PM Pty Ltd, EG ACE Trust / Vicinity Centres	Grand Plaza	Leigh Sutton and Luke Robinson
Bullumby’s Journey: Creating a Playground with Purpose	IFM Investors, Mirvac Real Estate Pty Ltd	Kawana Shoppingworld	Hannah Adams, Jessica Bleijie

COMMUNITY: LARGE (150 STORES OR MORE)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Magic Makers - Westfield St Lukes	Scentre Group, GIC	Westfield St Lukes	Luciana Aostri, Sai Sethi, Lily Stevenson
The Apiary	QIC Real Estate	Grand Central	Tracey Ford, Erica Watkins
Hungry 4 Success	QIC Real Estate	Eastland	Jodie Murphy
Connecting Generations: Strength, Vision & Legacy	QIC Real Estate	Grand Central	Georgina Bayly

COMMUNITY: MULTI (2 OR MORE CENTRES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Register for Rowan	YFG Shopping Centres, Trondage Enterprises / Retail First Pty Ltd	Multi	Bec Gascoigne, Erin Logan, Phoebe Richardson, Angela Green, Daniel Martin.
Move It For Mental Health	Scentre Group	Multi	Michele Lok, Odette Wong
QIC Play Well	QIC Real Estate, Pacific Group	Multi	Tiffany Ellul, Kelly McGufficke, Jacinta Bonsak
Stockland Youth Collective	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

COMPELLING EXPERIENCES: SMALL (75 STORES OR LESS)

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
Mini Chefs	IFM Investors / CBRE	Southgate Sylvania	Donna Goodwin
Mardi Gras	IFM Investors / CBRE	Oxford Village	Donna Goodwin

COMPELLING EXPERIENCES: MEDIUM (76 TO 149 STORES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Adventures with Paddington Bear	Hawaiian	Claremont Quarter	Kate Peasley, Sophie Skirving
2026 Sunnybank Food Trail	YFG Shopping Centres / Retail First	Sunnybank Plaza	Erin Logan, Lisa Smith
Santa’s Magical Elevator	Dexus Wholesale Shopping Centre Fund / Dexus	Ocean Keys Shopping Centre	Jolene Young
Black Friday	Mirvac, Perron Group	Broadway Sydney	Sarah Nolan

COMPELLING EXPERIENCES: LARGE (150 STORES OR MORE)

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
Light to Night	Vicinity Centres, Gandel Group	Chadstone Shopping Centre	Mardi Ashkine, Lisa Scicluna, Stephanie Gandel, Bibian Mak, Andy Kyritsis, Natalie Lawther, Kate Virag
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	Dexus Wholesale Property Fund, Dexus Wholesale Shopping Centre Fund, Commonwealth Superannuation Corporation / Dexus	Indooroopilly Shopping Centre	Rachel McCabe, Sonia Ciampi, Sophie Crema, Olivia Daniel

COMPELLING EXPERIENCES: MULTI (2 OR MORE CENTRES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Jurassic World: Rebirth	QIC Real Estate, Pacific Group	Multi	Tiffany Ellul, Holly Howell, Dana Sakkal-Scott, Charlotte Hall, Emma Porcaro, Kylie Webster, Stephanie Nabbout
Nowstalgia (Winter)	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

INNOVATION: SMALL (75 STORES OR LESS)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Step inside the Snow Magic!	Precision Group of Companies Pty Ltd	MacArthur Central Shopping Centre	Annie Lam
Colour. Culture. Connection.	MPT, ART, MWOFF / Mirvac	South Eveleigh	Sarah Salerno, Rebecca Boddan

INNOVATION: MEDIUM (76 TO 149 STORES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Rubbish Re-Imagined	MA Financial Group	Glendale City Centre	Jesse Lackey
Borrow By Huskee	LLITST, LLOITST, Marquette, Oscars, Hualong Pty Ltd, Daramu House Trust / Knight Frank	The Streets of Barangaroo	Deanna Kaltsos

INNOVATION: LARGE (150 STORES OR MORE)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Digital Visual Merchandising	The GPT Group	Charlestown Square	Sarah Kane, Sarah Wells
Uber to Black Friday	QICRE, Pacific Group of Companies / QIC Real Estate	Pacific Werribee	Cassie Antony

INNOVATION: MULTI (2 OR MORE CENTRES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Mother's Day AI Song	Scentre Group, GIC	Multi	Hannah Cole, Veronica Del Rosario, Kim Walsh, Hannah Holbrooke
Studio Red	Scentre Group	Multi	Trisha Mee, Lauren Whitton, Nicole Adler, Vassili Shields

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Bringing a New Joy to the GPT World	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

RETAILER MARKETING: SMALL (75 STORES OR LESS)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Moonee Mart	Mirvac	Moonee Ponds Central	Catherine Hall
CHARMED	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

RETAILER MARKETING: MEDIUM (76 TO 149 STORES)

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	Hawaiian	Claremont Quarter	Kate Peasley, Sophie Skirving
QV Food Hall — ‘Casual Dining Day to Night’	DOTA, Victoria Square QV Investments Pty Ltd / Dexus	QV Melbourne	Lorenza Maiolo, Maxine Barker, Kate Tang
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

RETAILER MARKETING: LARGE (150 STORES OR MORE)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Trevor the Travelator	Haben	Townsville Shopping Centre	Kelsey McAlpine, Meagan Draper
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	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

RETAILER MARKETING: MULTI (2 OR MORE CENTRES)

Campaign Name	Owner/Manager	Centre Name	Campaign Manager/s
Come For, Stay For	QIC Real Estate	Multi	Holly Howell, Kelly McGufficke, Cassie Antony
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 Fllmalter
Black Friday	Lewis Land, Vicinity Centres	Multi	Madeleine West, Holly Humphreys, Ethan Cole, Ellie Keightley, Hayley Wells



AWARDS DINNER

Thursday, October 22nd

FRED & FREDA

The creative agency for property.

Fred & Freda are very good at { ideation, graphic design, leasing collateral, photo + video, branding, creative strategy } for property.

We're behind Australia's most recognised places and projects... and we help them win marketing awards.

Find Out More.

Got a story worth telling? Tell **Dot.**

Sponsors

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



OFFICIAL CREATIVE PARTNER



OFFICIAL MEDIA PARTNER



