



FINALISTS 2024

BRAND & PARTNERSHIPS: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Wonka Christmas	LLH, SLLZ, APPFC / Lendlease	Darling Square	Kimberley McCone
Mid-Autumn Festival	Elanor Investors Group / JLL	Riverton Forum	Liz Curulli
An Impression in the Making	Vicinity Centres, Link REIT / Vicinity Centres	Strand Arcade	Daniella Manuel, Brittany Mazzarella, Alicia Wrightson
Finding Forrest Chase	ISPT / JLL	Forrest Chase	Bronte Macpherson, Marla Renteria

BRAND & PARTNERSHIPS: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
The Palms Vibes	Westcity New Zealand Nominees Pty Ltd (DiMauro Group of Companies) / Savills New Zealand Limited	The Palms Shopping Centre	Claudine Pausma
Name and Play Wagga Wagga Marketplace	ISPT / JLL	Wagga Wagga Marketplace	Chloe Sutton
Goodbye Myer Centre. Hello Uptown.	Vicinity Centres, ISPT / Vicinity Centres	Uptown	Amber Carroll, Joanne Amarandos, Leigh Segboer, Matthew Hanlon

BRAND & PARTNERSHIPS: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Town Centre Live Site Campaign	QIC Real Estate	Eastland Shopping Centre	Emma Heinceslater, Jodie Murphy, Emma Porcaro
Melbourne Fashion Festival	Scentre Group, ISPT, M&G Asia Fund / Scentre Group	Westfield Doncaster	Tilney Lewis, Jamielle Partridge, Nicola Doupe, Jasmine Emiri
Spring Summer - TRUMPET FLOWERS	ACRT / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Bernadette Chapman
Long Live Fashion - Recycle & Be Rewarded	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone Shopping Centre	Lisa Scicluna, Natalie Lawther, Stephanie Gandel

BRAND & PARTNERSHIPS: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Centre of Our Neighbourhoods	Hawaiian	Multi	Sandra Holloway, Sarah Moore
Feel Your Rhythm (in partnership with Live Nation)	Scentre Group, JV Partners / Scentre Group	Multi	Hollie Scott, Courtney Zammit, Rebecca Mahoney, Ally Christopher, Fi Clark, Tamika Adams
Beauty Weekend x Paulie	The GPT Group, ACRT / The GPT Group	Multi	Sara Aiezza, Samantha Carr, Rachel Portelli, Kate Halpin, Emma Wharton

COMMUNITY: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Sweet Taste of Pride	Charter Hall	Pacific Square	Anastasia O'Hara, Evelyn Xanthoudakis
Little Hands Wise Hearts. An Intergenerational Journey.	Region Group / Knight Frank	Marketown	Penny Price
Christmas Toy Run	Region Group / Knight Frank	Brassall Shopping Centre	Sarah Moulds
Level Up at 670 Chapel Street	Spirit Super / JLL	670 Chapel	Timika Szulc

COMMUNITY: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
AccessABLE Spaces	Elanor Investors Group, Savills Investment Management / JLL	Clifford Gardens Shopping Centre	Brigid Harper
Big. Spring. Clean	Mirvac, CapitaLand / Mirvac	Greenwood Plaza	Juliana Lovell
Artists in Residence by The Art Factory	ISPT / JLL	Wagga Wagga Marketplace	Chloe Sutton

COMMUNITY: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
School of Rockets	QIC Real Estate	Eastland	Jodie Murphy, Jacinta Bonsak
Lifeblood	Scentre Group	Westfield Sydney	Tahlia Irving, Jen Lu, Kristi Grose
Pacific Fair Community partnership - Serving our People	ACRT (Unisuper and CBS Super) / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Paiden Bromfield
Colours of Culture	QIC Real Estate	Grand Central	Georgina Bayly

AWARDS GALA DINNER

Thursday 24 October 2024
sccamarketingawards.com.au

COMMUNITY: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Matariki 2023	Scentre Group, JV Partners / Scentre Group	Multi	Kim Walsh, Jenna Rura, Maily Pham, Tamika Adams
Two Is Better Than One - School Holiday Activations	Charter Hall	Multi	Ruth Hutchinson, Elia Said, Jaelle Winter
Cool New Era	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski, Alana Blake
First Nations Collective powered by Stockland Marketplace	Stockland	Multi	Eliza Hodgson, Kate Azar, Sheldon Nunes, Bianca Belevski, Basilia McGaw, Maree Ansey

COMPELLING EXPERIENCES: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
SPOOK-TACULAR HALLOWEEN FAIR	Eildon Funds Management / Colliers	Elara Village Shopping Centre	Holly Jones
Lunar New Year 2024: Enter the Dragon	ISPT / JLL	206 Bourke Street	Misti Neef
Wintergarden Christmas	ISPT / JLL	Wintergarden	Katharine Marshall

COMPELLING EXPERIENCES: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Karingal Hub - Under the Sea	ISPT / JLL	Karingal Hub	Prue Petchey, Jess McGowan
Skate City - Marrickville Metro	UniSuper / The GPT Group	Marrickville Metro	Chelsea Smith, Drishya Prasad
Upcycling Creator Studio	Stockland	Stockland Point Cook	Chantelle Lacroix, Stephanie Alesich, Monica Masters
Student Shopping Night... but make it EXTRA!	Mirvac, Perron Investments / Mirvac Group	Broadway Sydney	Bree Johnson, Adelaide Highfield

COMPELLING EXPERIENCES: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Kung Fu Panda Experience	QIC Real Estate	Eastland Shopping Centre	Emma Heinceslater, Emma Porcaro
Karrinyup, 50 Years of Christmas	Unisuper / The GPT Group	Karrinyup Shopping Centre	Jayne Williams, Brad Smith
Brisbane Festival Partnership	Scentre Group	Westfield Chermside	Anne-Maree Butler, Natasha Gribble, Natalie Kussrow
Justice League Hero Academy	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone Shopping Centre	Lisa Scicluna, Andy Kyritsis

COMPELLING EXPERIENCES: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Big. Spring. Energy.	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski
Live the Barbie Life	Vicinity Centres	Multi	Martine Criswick, Cherie Fraser, Betty Lin, Mikaela Smith-Chandler, Kelly Weiss
It's Not Rocket Science	QIC Real Estate	Multi	Delphine Richard, Ashlee Hume, Jacinta Bonsak, Tiffany Ellul, Hayley Coote, Kelly McGufficke

INNOVATION

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
A mission to reimagine retail websites	Mirvac	Multi	Simone Naiger, Rebecca Westgate, Alicia Soebawa, Alanah Guerrero
Marketing Traffic & Sales Attribution Model	QIC Real Estate	Multi	Nathan Maroon
We Don't Have Time For This Podcast X Westfield	Scentre Group	Multi	Natasha Gribble, Anne-Maree Butler, Lucy Ursino
Disney AR Experience	Scentre Group, JV Partners / Scentre Group	Multi	Emma Donaldson, Hollie Scott, Mikayla Agius, Leonie Hatfield, Tahlia Irving

AWARDS GALA DINNER

Thursday 24 October 2024
sccamarketingawards.com.au

RETAILER MARKETING: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
QP Soirée	Vicinity Centres	QueensPlaza	Emma Jacoby, Mikaela Smith-Chandler, Leigh Segboer
Sparkly's Big 40th Birthday	ISPT / JLL	Barkly Square	Leah Zou
Level Up & Win	ISPT / JLL	Wintergarden	Katharine Marshall

RETAILER MARKETING: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Food Court Frenzy	Charter Hall	Campbelltown Mall	Danjela Djakovic, Anastasia O'Hara
Bayfair Kids Fun Pass	Dexus Wholesale Shopping Centre Fund, Fisher Funds / Dexus	Bayfair Shopping Centre	Kylie Verhoeven, Nicole Wilks
Burleigh Eats	Stockland	Stockland Burleigh Heads	Jacqui Buffett, Iris Johns Cat Seselja

RETAILER MARKETING: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Summer Street Fest 2024	GPT Wholesale Shopping Centre Fund / The GPT Group	Highpoint Shopping Centre	Fiona Twist, Amanda Shaw, Carolyn Nguyen, Ahmad Ali
Golden Ticket	The GPT Group	Melbourne Central	Sara Aiezza, Samantha Carr, Rachel Portelli
Chadstone's Shopping Party	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone Shopping Centre	Lisa Scicluna, Stephanie Gandel, Natalie Lawther, Andy Kyritsis, Vicki King

RETAILER MARKETING: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Merry Everything	QIC Real Estate	Multi	Holly Howell
Hot Cross Bun-anza	Charter Hall	Multi	Dallas Watt, Jaelle Winter
Fresh Food 2023 Multi Centre	The GPT Group, GWSCF, UniSuper, ACRT / The GPT Group	Multi	Elouise Hill, Teddi Tzambazis

PROUDLY SPONSORED BY

