



SHOPPING CENTRE  
COUNCIL OF AUSTRALIA

# MARKETING AWARDS

2018



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MARKETING AWARDS



# FOREWORD

## Thank you to everyone across our fantastic industry that nominated for this year's SCCA Marketing Awards.

Marketing is a critical ingredient for engaging with our customers, our retailers and communities, and, more than ever, it requires deep insight and innovation.

It's a privilege to acknowledge and congratulate this year's nominees, finalists, and winners. Our Awards program is about all of you, and the Marketing Awards Gala Dinner provides a great opportunity for recognition amongst your teams, colleagues and friends.

It's always pleasing to hear about how far and wide our nominations come from, such as Smithfield in Far North Queensland, down to Bayside on the Mornington Peninsula and all the way across to Bunbury in Western Australia.

The nominations are also a great reminder that, every single week, you are all putting together marketing campaigns to engage with your local communities in our capital cities, regional towns and rural areas.

You would all be aware that this year, with guidance and advice from our Marketing Awards Committee, the SCCA Board approved a range of new Award categories to keep the program fresh and relevant.

It's fantastic that we received 179 high quality nominations across these new categories, which is the second highest number of nominations we've ever received.

Amongst these nominations, I'd like to extend particular congratulations to AMP's Indooroopilly Shopping Centre, the winner of this year's *Sabina Rust Memorial Prize for Campaign of the Year* for its *Indro Games* marketing campaign.

This is the fifth year that the Sabina Rust Memorial Prize has been awarded following the passing of our friend and colleague, Sabina Rust, in 2014. The Prize honours Sabina's work and was established with the agreement of her family.

I'd like to thank my colleagues on the SCCA Board, our Marketing Awards Committee, and our judges for their ongoing time, advice and dedication to making our Award's program an ongoing success.

I extend my sincere thanks to our independent judging panel, including; Professor Roger Layton, UNSW; Robyn Stubbs, Board Director and Executive Coach; and Victoria Doidge from Event, Hospitality and Entertainment.

I'd also like to thank our sponsors whose support make these Awards possible. We have enjoyed strong industry support for the Awards since day one, which is a wonderful acknowledgement of the important role that marketing plays in our success, and the need to celebrate this success.

Finally, I'd like to thank all of you for attending the Marketing Awards Gala Dinner, including a special thank you to those that have travelled to Sydney. The dinner has been put together so that we can all celebrate your success and enjoy the company of our industry friends and colleagues.



**PETER ALLEN**

Chairman, Shopping Centre Council of Australia  
Chief Executive Officer, Scentre Group

# SPONSORS

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Owner and Operator of **Westfield** in Australia and New Zealand



# JUDGES



**Nejmi Elia**

National Portfolio  
Manager – Retail  
151 Property



**Louise Raymond**

General Manager,  
Shopping Centre Marketing  
AMP Capital Shopping Centres



**Rachael Cowper**

National Manager –  
Retail Marketing and  
Business Operations  
Charter Hall



**Katrina Little**

Head of Marketing  
QIC



**Melissa Prpic**

National Marketing Manager  
The GPT Group



**Brooke Lee**

National Commercial Property  
Marketing Manager  
Stockland



**Becki Luxton**

Senior Strategy Manager  
Scentre Group



**Cheryl Kemp**

National Marketing  
Manager and CML Manager –  
Challenger Retail Portfolio  
JLL



**Ben Nastasi**

Director – Retail Services  
Savills



**Taryn Spooner**

Customer Strategy and  
Engagement Manager  
JLL



**Ben Hughes**

National Marketing Manager  
DEXUS Property Group



**Nicole Wilson**

General Manager  
Marketing Operations  
Vicinity Centres



**Kimberley McCone**

Divisional Marketing Manager  
Lendlease



**Paul Pozzobon**

National Marketing Manager  
Mirvac



**Matia Jelinic**

Marketing & Retail Analyst  
SCA Property

## FINALIST'S JUDGES



**Roger Layton**  
**AM FRSN**

Emeritus Professor  
University of New South Wales



**Victoria Doidge**

Group Executive Director,  
Brand Strategy and  
Communications  
Event Hospitality  
and Entertainment



**Robyn Stubbs**

Board Director and  
Executive Coach

# SABINA RUST MEMORIAL PRIZE FOR CAMPAIGN OF THE YEAR



## WINNER

### THE INDR0 GAMES

Indooroopilly Shopping Centre  
Owned by AMP Capital and  
Commonwealth Super Corporation  
Managed by AMP Capital

The *Indro Games* was one of Brisbane's key family events in 2018; a convergence of virtual and augmented reality technology with real life 'child's play' to create an innovative, accessible version of the Commonwealth Games.

By piggy-backing off the hype of an international sports event, this pioneering activation saw over 16,000 people entering the virtual reality sports 'arena' in the ultimate 'battle of the burbs'. With compelling VIP incentives, *Indro Games* drove over 9000 database subscribers over the two-week period and attracted the attention of national broadcasters across the state.

As a Brisbane-first, *Indro Games* delivered strong results; highlights being that this first of a kind event drove an 8% increase in foot traffic, sports, kids' fashion and food retailers experienced a 20% uplift in sales and media about the event reached over 2.7 million people, providing Indooroopilly Shopping Centre with a media budget stretch of over 600%.



**'A convergence of virtual and augmented reality technology with real life 'child's play' to create an innovative, accessible version of the Commonwealth Games.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
EcoCaddy Shuttle Services	Scentre Group	Multi	Lucy Andolfatto
The Indro Games	AMP Capital and Commonwealth Super Corporation	Indooroopilly Shopping Centre	
Unicorn Festival <b>RUNNER-UP</b>	The GPT Group	Melbourne Central	Melissa Polglase, Tenisha Greasley, Linda Julian
Positive Exposure Exhibition - Redefining Beauty	APPF Retail and The GPT Group/Lendlease	Sunshine Plaza	Mandy Poynton



# COMPELLING EXPERIENCES

## SMALL (75 STORES OR LESS)



### WINNER

#### 2017 MELBOURNE DUMPLING FESTIVAL

206 Bourke Street

Owned by ISPT

Managed by JLL

Danielle Sita

Broadsheet Melbourne reported “Melbourne’s Dumpling Festival Returns with a Stellar Line-up” (6 October 2017) and this is what ISPT’s 206 Bourke Street (managed by JLL) delivered with its 2017 *Melbourne Dumpling Festival*. The event was developed to showcase 206 Bourke Street’s culturally rich and award-winning food offer, attract local residents and CBD workers and capitalise on thousands of Chinatown visitors who passed by the centre each day.

On Friday 19 October, 206 Bourke Street was transformed into a Hawker-style market complete with beer garden, DJ, first-to-market products, giveaways and more. Channel Nine described the event as “every dumpling lover’s dream” ([nine.com.au](http://nine.com.au), 20 October 2017) which contributed to the phenomenal PR reach of 18,592,533. The event achieved unrivalled exposure and results with no other single event having driven over 30,000 patrons to the asset, in one night. The event has been pivotal in cementing 206 Bourke Street in Melbourne’s Chinatown tapestry.



‘The event achieved unrivalled exposure and results with no other single event having driven over 30,000 patrons to the asset, in one night.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
140 Community Christmas Table	Cbus Property/CBRE	140 Perth	Cassandra Monaghan
2017 Melbourne Dumpling Festival	ISPT/JLL	206 Bourke Street	Danielle Sita
Strand Arcade Curates Christmas, a Nod to the Australian Landscape	Vicinity Centres and GIC	Strand Arcade	Daniella Manuel
Cheers to the Hosts	Mirvac	Tramsheds	Bella Brant
<b>RUNNER-UP</b>			

# COMPELLING EXPERIENCES

## MEDIUM (76 TO 149 STORES)



### WINNER

#### QV LANEWAY SERIES

QV Melbourne

Owned by DOTA and Victoria Square QV Investments

Managed by Dexu

Sarah Hynes

QV Laneway Series stamped the identity of QV Melbourne on to the city and delivered increased conversion opportunities for retailers. A program of targeted events, dynamic experiences, cutting-edge technologies and interactive play, engaged and connected Melbourne's CBD community, maximising social interaction and increasing dwell time in centre.

With a softening of the CBD retail trading environment resulting in MAT centre sales -1.4% as at April 2017, the marketing strategy shifted from the previous focus on branding and advertising, to the delivery of a robust customer engagement program, designed to acquire new customers, target existing shoppers and increase conversion.

QV Laneway Series delivered five major event activations and a host of smaller, partnership-driven activations over 12 months, resulting in close to \$4 million in PR coverage, a reach to over 52 million Melburnians, an event attendance of over 200,000 people, an MAT +4.3% sales lift of \$11 million and an impressive ROI of \$19.6:1.



**'A program of targeted events, dynamic experiences, cutting-edge technologies and interactive play, engaged and connected Melbourne's CBD community, maximising social interaction and increasing dwell time in centre.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
QV Laneway Series	DOTA and Victoria Square QV Investments/Dexu	QV Melbourne	Sarah Hynes
Lunar New Year Rooftop Party 2018	YFG Shopping Centres/Retail First	Sunnybank Plaza	Lisa Smith
Taste of Rhodes	Mirvac and Perron	Rhodes Waterside	Pauline Pham, Brett Riley

#### RUNNER-UP



# COMPELLING EXPERIENCES

## LARGE (150 STORES OR MORE)



### WINNER

#### UNICORN FESTIVAL

**Melbourne Central**  
**Owned and managed by The GPT Group**  
**Melissa Polglase, Tenisha Greasley, Linda Julyan**

Inspired by the trend observed on social media and in retailer product in-store, the *Unicorn Festival* targeted the centre's majority millennial customer segment, and delivered a bespoke experience celebrating all things unicorn over two nights. The festival included a unicorn themed food market, unicorn beauty makeovers, selfie and Insta-perfect pic opportunities. A social media and event sensation, Melbourne Central's *Unicorn Festival* was an event dreamt, developed and implemented by the in-house Melbourne Central Marketing Team.

For an investment of just \$30,000, the event was attended by over 13,000 customers, reached over 1.1 million users on Facebook, delivered nearly \$2 million in PR value, and brought light and rainbows to customers on two cold, dark August nights in Melbourne, supporting the delivery of Melbourne Central's vision as being a "Must Do Melbourne Experience".

**'The festival included a unicorn themed food market, unicorn beauty makeovers, selfie and Insta-perfect pic opportunities.'**



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Our Gift to You – Christmas 2017	AMP Capital and Commonwealth Super Corporation	Indooroopilly Shopping Centre	Laurie Tennant
Hills Illuminate <b>RUNNER-UP</b>	The GPT Group	Rouse Hill Town Centre	Kate Stone, Dave Morton
Unicorn Festival	The GPT Group	Melbourne Central	Melissa Polglase, Tenisha Greasley, Linda Julyan
O Wishmas Tree	Scentre Group	Westfield Garden City	Alexandra Neumann
Ninja Central	Mirvac	Orion Springfield Central	Lauren Roche
Carols in Colour	Scentre Group	Westfield Knox	Natasha Gribble

# COMPELLING EXPERIENCES

## MULTI (2 OR MORE CENTRES)



### WINNER

#### SHOP THE CITY, BRISBANE

QueensPlaza, The Myer Centre and Wintergarden  
ISPT, Perpetual, JLL and Vicinity Centres  
Amber Carroll, Emma Wharton, Sarah Nolan

Located in the heart of Australia's busiest pedestrian mall, three competitors with differing landlords; QueensPlaza, The Myer Centre and Wintergarden united to deliver Brisbane's biggest shopping party, *Shop The City*. To combat aggressive suburban competition, this inaugural event showcased the vibrant and distinctive experiences only Brisbane City can offer. On Thursday 5 October 2017 an explosion of jungle-luxe, canapés and champagne set the scene for this unique initiative to encourage city shoppers to 'stay and play'. Brisbane shoppers immersed themselves in the event, which saw traffic increase of 8.9% and arrested sales decline. *Shop The City* effectively positioned the Queen Street Mall precinct as Queensland's premier shopping destination.



**'To combat aggressive suburban competition, this inaugural event showcased the vibrant and distinctive experiences only Brisbane City can offer.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
To all those who mum	Stockland	Multi	Eliza Hodgson
Shop The City, Brisbane	ISPT, Perpetual, JLL and Vicinity Centres	Multi	Amber Carroll, Emma Wharton, Sarah Nolan
The Peter Rabbit Experience	Scentre Group	Multi	Anita Tasevski, Elena Petroska
<b>RUNNER-UP</b>			
Lunar New Year 2018	Scentre Group	Multi	Helen Hey, Annabelle Milosavljevic

# RETAILER MARKETING

## SMALL (75 STORES OR LESS)



### WINNER

#### GET TO KNOW YOUR LOCAL

**Pennant Hills Market Place**

**Owned and managed by Banna Property Group**

**Nicole Bondoc**

Aligned to Banna Property Group's purpose of creating community hubs for our local communities, the *Get To Know Your Local* video campaign aimed to create opportunities for more intimate relationships between the retailers and their customers. The shopping centres in the portfolio have a large number of mum and dad retailers which poses its own challenges; lack of motivation to use channels outside of traditional marketing and language barriers being a few issues they face. The video campaign saw each retailer feature and star in their own promotional video which ultimately lead to the realisation that the best promoters for their businesses were themselves.

**'The video campaign saw each retailer feature and star in their own promotional video which ultimately lead to the realisation that the best promoters for their businesses were themselves.'**



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
All You Can Eat Pizza Party	Stockland	Stockland Bull Creek	Samantha Yeomans
Gourmet Sundays <b>RUNNER-UP</b>	Parangool/AMP Capital	Northbridge Plaza	Sandra Stern
The Golden Grove Village rebrands to The Grove	Challenger/JLL	The Grove Shopping Centre	Sarah Anderson
Get To Know Your Local	Banna Property Group	Pennant Hills Market Place	Nicole Bondoc

# RETAILER MARKETING

## MEDIUM (76 TO 149 STORES)



### WINNER

#### MAKE YOURSELF A HOME

Rhodes Waterside

Owned by Mirvac and Perron

Managed by Mirvac

Pauline Pham, Brett Riley

Home; a place for re-charging and navigating life's next steps.

There are many tiny details that give a home a heartbeat, and Rhodes Waterside was ready to get the pulse racing. Following the re-location of an anchor tenant and addition of four homewares brands, Rhodes Waterside's homewares precinct was equipped to take the centre and its customer to a new definition of home.

Nestled alongside NSW's only in-centre IKEA, the category existed as a secondary thought to its Swedish neighbour. In re-defining the centre's homewares offer, Rhodes Waterside set out to affirm the significance of life's small but intentional details.

In an innovative series of retailer marketing including retailer focussed events, centre place making and targeted media, *Make Yourself a Home* drove an increase of +38.8% in sales to a previously stagnant category. Rhodes Waterside engaged the customer in perfecting the art of making a house a home and successfully reinforced its position as the Inner West's premium homewares destination.

**'Rhodes Waterside engaged the customer in perfecting the art of making a house a home and successfully reinforced its position as the Inner West's premium homewares destination.'**



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Wendouree Comes Alive	Stockland	Stockland Wendouree	Mark Goss, Amanda Tippins Kirk
Park Points Rewards Program	Trondage United/Retail First	Capalaba Park Shopping Centre	Christian Polglase
<b>RUNNER-UP</b>			
Make Yourself a Home	Mirvac and Perron	Rhodes Waterside	Pauline Pham, Brett Riley



# RETAILER MARKETING

## LARGE (150 STORES OR MORE)



### WINNER RETAILER ENGAGEMENT STRATEGY

Indooroopilly Shopping Centre  
Owned by AMP Capital and  
Commonwealth Super Corporation  
Managed by AMP Capital  
Laurie Tennant

Indooroopilly Shopping Centre's retailer engagement strategy has reconnected the Centre Management team with retailers, ensuring a positive working environment that retailers can thrive within.

Retailer sentiment at the centre in late 2016 was low with the centre moving through a period of transition. Limited communication to retailers meant they were not taken on the journey through the many changes. With a new management team in 2017, new direction and a repositioned brand, the centre devised a strategy to reconnect which was anchored on four objectives to improve communications, ensure Centre Management support, drive sales and create a community environment that attracts the best store talent.

The strategy to date has improved retailer sentiment by 11% and achieved on average a 65% retailer involvement rate in events and activations, up from 34% LY.



**‘With a new management team in 2017, new direction and a repositioned brand, the centre devised a strategy to reconnect’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Play to win your lunch on us	Vicinity Centres	Bayside Centre	Prue Petchey
Sneaker Party <b>RUNNER-UP</b>	The GPT Group	Highpoint Shopping Centre	Samantha Carr
Retailer Engagement Strategy	AMP Capital and Commonwealth Super Corporation	Indooroopilly Shopping Centre	Laurie Tennant
David Jones Launch	Scentre Group	Westfield West Lakes	Emma Niven
Meet Your Locals	Mirvac and ISPT	Kawana Shoppingworld	Sienna Roberts
David Jones & Gateway Launch	The GPT Group	Wollongong Central	Holly Howell, Hayley Griffiths

# BRAND AND PARTNERSHIPS

## SMALL (75 STORES OR LESS)



### WINNER

#### SEASON OF STYLE

**St. Collins Lane**  
**Owned by JP Morgan Asset Management**  
**Managed by Colliers International**  
**Renee Work**

The *Season of Style* is THE season of the year and St. Collins Lane affirmed to customers that the festive season isn't just about buying gifts for others, but also gifting yourself. The taglines *For You* and *For Me* talked to the notation and played on the premise that not everyone is shopping for someone else at Christmas time. Everyone has somewhere to be, and places to be seen – what better way to do it than to do it in style.

The campaign saw St. Collins Lane firmly marked on the map in Melbourne, as a premium fashion destination in the heart of Collins Street. The first brand campaign since the launch of the asset, both customers and retailers were captivated by the creative execution boosting retailer morale and engagement, driving positive perceptions and customer spend.

**'St. Collins Lane affirmed to customers that the festive season isn't just about buying gifts for others, but also gifting yourself.'**



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Season of Style	JP Morgan Asset Management/ Colliers International	St. Collins Lane	Renee Work
AW'18 Feel The Night + Strand Arcade x RUSSH Magazine	Vicinity Centres and GIC	Strand Arcade	Daniella Manuel
Adelaide Made <b>RUNNER-UP</b>	Private Entity/ 151 Property and JLL	Rundle Place	Koula Di Biase



# BRAND AND PARTNERSHIPS

## MEDIUM (76 TO 149 STORES)



### WINNER

#### REINVENTING AN ICON

Toombul  
Owned and managed by Mirvac  
Chloe Nevin

Mirvac Retail acquired Toombul in June 2016, and immediately launched its renaissance.

A strategically curated schedule of experiences and events implemented throughout Toombul's regeneration successfully repositioned the centre and responded to the changing needs, wants and aspirations of its trade area, and resulted in sales and traffic growth even throughout the opening of nearby Westfield Chermside's redevelopment.

Focusing on the centre's Fresh Food and Fashion offering, Toombul partnered with retailers, pop up retail, artists and Instagram influencers alike to deliver a multi-layered campaign that completely repositioned the centre in the minds of its target customer.

Toombul's repositioning resulted in Total MAT Sales increasing from \$225 million to \$242 million which is more sales growth than the centre had seen in the previous ten years. Traffic improved from 5.5 million to 6.2 million, equating to 700,000 additional visitations, and over \$3.2 million in positive PR was also generated.



**‘Successfully repositioned the centre and responded to the changing needs, wants and aspirations of its trade area’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Reinventing an Icon	Mirvac	Toombul	Chloe Nevin
Thursday Dine Time	AMP Capital	Ocean Keys Shopping Centre	Sharnee Vigors, Grace Murphy
Birkenhead Point Development Campaign	Mirvac	Birkenhead Point Brand Outlet	Marina Ross, Jessica Thy
Cinema and Casual Dining Precinct Launch	SAS Trustee Corporation Pooled Fund/Dexus	Smithfield Shopping Centre	Danielle Tait
<b>RUNNER-UP</b>			

# BRAND AND PARTNERSHIPS

## LARGE (150 STORES OR MORE)



### WINNER

#### INDOOROOPILLY 'COME ON IN' REBRAND

**Indooroopilly Shopping Centre**  
**Owned by AMP Capital and**  
**Commonwealth Super Corporation**  
**Managed by AMP Capital**  
**Laurie Tennant**

Indooroopilly Shopping Centre's (ISC) rebrand has repositioned the centre as welcoming, inclusive and uniquely Brisbane. This was achieved through delivering ongoing services to make shopping easier (shop & drop, free childcare, free champagne, Ubers) creating spaces for families to connect (Minipilly disco, library reading time), developing a community engagement campaign with local schools and kindergartens, developing a 12-month calendar of events that activate outside of the seasonal retail calendar, and delivering brand communications that were inclusive of all customer segments.

A proactive voice media strategy was developed that focused on creating advocates in the Brisbane media landscape (through transparency and responsiveness), flooding the market with thought leadership (Indooroopilly's focus on healthy active kids) and Brisbane specific research (e.g. Christmas consumer research).

A retailer engagement strategy delivered specific sales driving activities over and above a traditional marketing plan (e.g. mystery shop, retailer retention strategies, activation funds available to retailers).



**'Indooroopilly Shopping Centre's rebrand has repositioned the centre as welcoming, inclusive and uniquely Brisbane.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Indooroopilly 'Come on IN' Rebrand	AMP Capital and Commonwealth Super Corporation	Indooroopilly Shopping Centre	Laurie Tennant
Dining & Entertainment Campaign <b>RUNNER-UP</b>	AMP Capital	Macquarie Centre	Rio Nassar
Under the Sea	AMP Capital	Garden City Shopping Centre	Clare Riley
Dining & Entertainment Precinct Launch	Scentre Group	Westfield Whitford City	Jaleesa Russo, Shannon Pross
Dining & Entertainment Precinct Launch	Scentre Group	Westfield Plenty Valley	Tilney Lewis

# BRAND AND PARTNERSHIPS

## MULTI (2 OR MORE CENTRES)



### WINNER

#### UNEXPECTED JOY

Multi  
Stockland  
Eliza Hodgson

Stockland turned the tables on conventional Christmas marketing with an integrated brand led campaign that tells the story of Lucy, a thoughtful girl who recognises that just like her and her mother, some of her neighbours will be spending Christmas alone.

Lucy invites them to bring a dish and join them for Christmas dinner.

The concept of 'having a seat at the table' was integrated into key activations (Invite, Join or Donate).

86% of centres achieved or exceeded category sales objectives. Total portfolio sales grew by 4%, speciality sales grew by 5.2%. Video views over 1.6 million, 35% above the objective. Social reach exceeded 5.2 million, 30% greater than the 4 million objective.

The campaign elegantly integrated a number of campaign elements; disseminated the campaign dynamically through a complex digital ecosystem to ensure the right message, reached the right person, at the right time.

In a cluttered space, *Unexpected Joy* successfully achieved objectives and was **the most** consumed campaign in Stockland's history.



**'Lucy invites them to bring a dish and join them for Christmas dinner.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Unexpected Joy	Stockland	Multi	Eliza Hodgson
AMP Capital X VAMFF	UniSuper and AMP Capital	Multi	Claire Ridley, Shayne Harris
Fall in Love This Spring	Scentre Group	Multi	Rosalind Lill-Lusby, Dani Rivett
Westfield Women in Conversation	Scentre Group	Multi	Anita Tasevski, Elena Petroska
RUNNER-UP			



# INNOVATION

## SMALL (75 STORES OR LESS)



### WINNER

#### ARTQUARIUM

**Stockland Riverton**  
**Owned by Stockland and Willeri Trust**  
**Managed by Stockland**  
**Alyce Woodrow**

*ArtQuarium* was an immersive and interactive school holiday campaign designed to enhance visitor engagement and create an experience that was a first in an Australian shopping centre.

In September 2017, Stockland Riverton hosted the centre's inaugural Youth Art Awards Exhibition, an interactive art adventure designed to bring art to life in the centre and celebrate sustainability.

In conjunction with the exhibition, Stockland Riverton installed the *ArtQuarium*, an immersive realtime touch responsive digital aquarium. Embracing emerging digital technology, the *ArtQuarium* invited customers to explore and participate in an interactive experience. The campaign included a sensitive session with visual cue cards and a specialist teacher to ensure it was inclusive for all children.

The campaign increased traffic by 1.45% and speciality sales by 18.34%, resulting in a strong return on our investment. *ArtQuarium* delivered the unexpected and created a customer experience that transformed customer perceptions of what a shopping centre can be.



**'ArtQuarium delivered the unexpected and created a customer experience that transformed customer perceptions of what a shopping centre can be.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Wintergarden Digital Activations	ISPT/JLL	Wintergarden	Sarah Nolan
Be Your Own You <b>RUNNER-UP</b>	Private Entity/ 151 Property and JLL	Rundle Place	Koula Di Biase
ArtQuarium	Stockland and Willeri Trust	Stockland Riverton	Alyce Woodrow

# INNOVATION

## MEDIUM (76 TO 149 STORES)



### WINNER

#### WORLD SQUARE LUNAR NEW YEAR 2018 IN AUGMENTED REALITY

World Square

Owned by Arcadia and ISPT

Managed by JLL

Suzannah Nicholson

A key challenge for World Square (owned by Arcadia and ISPT, managed by JLL) is revitalising the centre as a destination venue by creating interactive experiences that entice consumers to come together to celebrate. With 75% of World Square's primary demographic being born in Asia, Sydney's 2018 Lunar New Year (LNY) celebrations were a prime opportunity to connect with a young, wireless target audience.

In an Australian-first, World Square developed an interactive Augmented Reality (AR) campaign to celebrate LNY from 5 February-4 March 2018, using technology never before implemented to this scale in retail. It consisted of a live AR experience via immersive 360° technology and an interactive Treasure Hunt, complimented by live physical activations in the Square. The campaign created an engaging experience that can be repurposed for future campaigns, facilitating people getting together to celebrate LNY at World Square, whilst driving increased traffic and sales.



**'The campaign created an engaging experience that can be repurposed for future campaigns, facilitating people getting together to celebrate LNY at World Square, whilst driving increased traffic and sales.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Artisan Markets at Floreat Forum <b>RUNNER-UP</b>	Australasian Property Investments/JLL	Floreat Forum	Julianna Debreczeni
Ocean Keys Perks Program	AMP Capital	Ocean Keys Shopping Centre	Sharnee Vigers, Grace Murphy
World Square Lunar New Year 2018 in Augmented Reality	Arcadia and ISPT/JLL	World Square	Suzannah Nicholson

# INNOVATION

## LARGE (150 STORES OR MORE)



### WINNER

#### THE INDR0 GAMES

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Commonwealth Super Corporation  
Managed by AMP Capital  
Laurie Tennant

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**'A convergence of virtual and augmented reality technology with real life 'child's play' to create an innovative, accessible version of the Commonwealth Games.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Festival of Lights <b>RUNNER-UP</b>	Scentre Group	Westfield Chermiside	Caitlin Lye
Refill Refuel Repeat	Scentre Group	Westfield Sydney	Amy Copley, James Sammut, Mia Grimaldi, Kelly Radovanovic
The Indro Games	AMP Capital and Commonwealth Super Corporation	Indooroopilly Shopping Centre	Laurie Tennant



# INNOVATION

## MULTI (2 OR MORE CENTRES)



### WINNER

#### ECOCADDY SHUTTLE SERVICES

Westfield Marion and Westfield Tea Tree Plaza  
Scentre Group  
Lucy Andolfatto

Westfield Marion, who are jointly owned by Scentre Group and APF and Westfield Tea Tree Plaza who are jointly owned by Scentre Group and AMP Capital collaborated by offering free shuttle services with EcoCaddy for a two week period during the lead up to Christmas. The services were available at high traffic areas of the centres, creating a unique experience and first to market within a shopping centre. The objective was to make it easy and convenient for customers to take the pressure off their Christmas shopping trip and to make their experience fun and memorable. Over 1,900 customers were transported during the campaign, travelling over 690km. High numbers of social media engagement with reach and impressions were generated throughout the campaign. Not only did this service enhance the customer experience, it saved an estimated 300kg of CO<sub>2</sub> emissions throughout their journey.



**‘Not only did this service enhance the customer experience, it saved an estimated 300kg of CO<sub>2</sub> emissions throughout their journey.’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Jellyfish Bloom <b>RUNNER-UP</b>	QICGRE	Multi	Kelly McGufficke, Kylie Webster, Ellie Daly
Christmas Club	Vicinity Centres	Multi	Madeline Sargent, Jane Webster
EcoCaddy Shuttle Services	Scentre Group	Multi	Lucy Andolfatto

# COMMUNITY

## SMALL (75 STORES OR LESS)



### WINNER

#### RIDE

**Barkly Square**  
**Owned by ISPT**  
**Managed by JLL**  
**Katrina Cheung**

Barkly Square, owned by ISPT and managed by JLL, is positioned in Brunswick situated on Sydney Road, one of the worst congested corridors in Victoria. In 2015, the local community was impacted by the tragic death of cyclist Alberto Paulon, who was killed as a result of car dooring whilst cycling past Barkly Square.

As a community leader, Barkly Square felt it was imperative to increase road safety awareness not just among cyclists but motorists too. The challenge we faced was captivating the attention of non-cyclists. We addressed this on 29th April, 2018 by holding a road safety awareness event, *RIDE* in the Centre's busy thoroughfare. This enabled us to engage passersby with innovative activations while leveraging off strong partnerships within the cycling community. The uplift we observed in traffic numbers and the amount of positive anecdotal feedback we received from customers proved the event resonated well within the community.



**‘As a community leader, Barkly Square felt it was imperative to increase road safety awareness not just among cyclists but motorists too.’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
RIDE	ISPT/JLL	Barkly Square	Katrina Cheung
Rainbow Evolution	Mirvac	East Village	Nicole Addinall
Celebrate Your Leading Ladies	Mirvac	Tramsheds	Bella Brant
Too Bright Tonight	QICGRE	Hinkler Central	Kaitlyn Harnell
RUNNER-UP			

# COMMUNITY

## MEDIUM (76 TO 149 STORES)



### WINNER

#### LET'S GROW TOGETHER

Cranbourne Park

Owned by Vicinity Centres and ISPT

Managed by Vicinity Centres

Maggie Harrison

Sustainability is extremely important when you sit in Australia's fastest growing and changing community. Cranbourne East is Australia's fastest-growing suburb, grown by 27% in the last year. However, research revealed that due to rapid urban growth the trade area has developed problems around increased pollution, waste management and natural vegetation being disrupted.

Cranbourne Park took decisive action to host a critical conversation that research revealed could have lasting impacts on not only the Cranbourne Park shopper, but the local environment.

Over three days in May 2018, Cranbourne Park partnered with local council and a variety of green stakeholders to host *Let's Grow Together* a sustainable living festival, with a focus on inspiring the uptake of sustainable living within the community by raising awareness, starting a conversation and providing tools for change.

Strong results were achieved but most importantly the festival made a direct impact on the local environment and shopper's behaviour.



**'Cranbourne Park partnered with local council and a variety of green stakeholders to host *Let's Grow Together* a sustainable living festival'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Let's Grow Together	Vicinity Centres and ISPT	Cranbourne Park	Maggie Harrison
Buddy Bench Program	Perron/JLL	Belmont Forum Shopping Centre	Julie Elliott
FitKids!	Charter Hall	Campbelltown Mall	Anastasia O'Hara, Jarryd Tierney
<b>RUNNER-UP</b>			

# COMMUNITY

## LARGE (150 STORES OR MORE)



### WINNER

#### POSITIVE EXPOSURE EXHIBITION – REDEFINING BEAUTY

Sunshine Plaza

Owned by APPF Retail and The GPT Group

Managed by Lendlease

Mandy Poynton

Sunshine Plaza, jointly owned by Australian Prime Property Fund Retail (APPPFR) and The GPT group and managed by Lendlease, collaborated with The Chromosome 18 Registry, Parent to Parent, Spiral Inc and University of the Sunshine Coast to launch a unique exhibition called *Positive Exposure – Redefining Beauty*. The exhibition featured works by New York's award-winning photographer, Rick Guidotti. The first of its kind in Australia, the exhibition focussed on children and adults affected by genetic conditions located on the 18th chromosome. The stunning images of some thirty individuals were captured at various iconic Sunshine Coast locations and were showcased at Sunshine Plaza, providing great exposure, sparking conversation and enabling the public to interact with those living with rare genetic conditions.



**‘The first of its kind in Australia, the exhibition focussed on children and adults affected by genetic conditions located on the 18th chromosome.’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Northland Employment Week and Jobs Fair	Vicinity Centres and The GPT Group	Northland Shopping Centre	Chantelle Clark, Jenny Pike
<b>RUNNER-UP</b>			
The Makers of Goodwill	Mirvac	Broadway Sydney	Andrea Maguire
Westfield Carindale The Studio	Scentre Group	Westfield Carindale	Anne-Maree Butler, Kim Robles
Positive Exposure Exhibition – Redefining Beauty	APPF Retail and The GPT Group/Lendlease	Sunshine Plaza	Mandy Poynton

# COMMUNITY

## MULTI (2 OR MORE CENTRES)



### WINNER

#### RE-GIFT FOR GOOD

Multi  
Mirvac  
Fran Windon

*Re-gift for Good* launched in December 2017 as a clever way to capitalise on the growing trend on re-gifting. Customers were encouraged to visit Mirvac Shopping Centres with their unwanted Christmas gifts and donate them to someone in need. You know what they say, 'One man's trash is another man's treasure.' Customers utilised this opportunity to bring in gifts they received that they either didn't like or were never going to use, guilt free. Parents used it as an opportunity to educate their children to part with a gift that they would like to donate to another child, less fortunate. Other customers used this as an opportunity to clear out the gifts they have been holding onto in the cupboard for years 'just in case'. There is no doubt about it, *Re-gift for Good* was a feel-good initiative which delivered a win-win for our Shopping Centres and our local communities.



**'Customers were encouraged to visit Mirvac Shopping Centres with their unwanted Christmas gifts and donate them to someone in need.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
SCA Sock Drive	SCA Property Group/CBRE	Multi	Candace Kennedy
Delivering Good <b>RUNNER-UP</b>	Charter Hall	Multi	Jessica Pagano
Re-gift for Good	Mirvac	Multi	Fran Windon











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