

# THE ORION INSIDER

RETAILER NEWSLETTER | AUGUST 2018



[orionspringfieldcentral.com.au](http://orionspringfieldcentral.com.au)

**Orion**  
Springfield Central



# DEVELOPMENT UPDATE

## NEW RETAILERS



**Long Chef** has arrived.



**Connor** arriving soon.

## RETAILER CLOSURES



**Saylor & Saige** has closed.

## RETAILER REFURBISHMENTS



**Orion Nail Bar** has opened with a beautiful new shop and the same great team from Sensationails.

## NEW PRODUCTS AVAILABLE



Priceline Pharmacy Orion now stocks the **Napoleon Perdis OG range**. Visit the store to find the bay in their beauty aisle.

## NEW RETAILER

The 2000 square metre two-level library is due to open at the corner of Main Street and Sirius Drive in August. An official opening will be held on Saturday August 25 with live music, give-aways and circus performers from 9am to 3pm.

Kids can meet fairy princess Holly and her best friend Ben Elf, from the ABC Kids TV Show Ben and Holly's Little Kingdom. The fun continues on August 26 with more free games from 10am to 3pm. There will be story time and games, face painting and a photo booth.

A couple of celebrity appearances are also in the works for opening weekend with more details to be announced very shortly.

The library includes a basement book sorting space, a ground floor entrance, a lobby, meeting spaces, administration spaces and space for the main library collection.



## RETAILERS OFFERS FOR CENTRE STAFF ONLY



### About Specs

10% off full priced spectacles or contact lenses for centre staff. Bring a family member on the same day and they can also receive 10% off.



### OMG Fitness

All Centre staff receive student rates.



### The Source Bulk Foods

10% discount to centre staff.



### Donut King

10% off any purchase for all centre staff.

## IN THE MARKETING ROOM



### WIN A TRIP TO PHUKET

To celebrate the release of the must-see comedy, Book Club, we are giving away four return tickets to Phuket with 5 nights' accommodation at the Swisshotel Resort to unwind with your favourite people. Plus, there will also be 100 double movie passes for runner up winners. The competition will run from 29 July to 26 August and entry is FREE. Customers can enter by completing their details at [www.bookclubphuket.com.au](http://www.bookclubphuket.com.au)



### BUBBLES FOR BOOBS

For our next Mums & Co event we are working with Orion Hotel to host Bubbles for Boobs, a charity event partnering with The National Breast Cancer Foundation (NBCF) and Mummy's Wish. Guests will enjoy a delicious afternoon lunch with grazing platters, Aperol spritz on arrival, raffles, auctions, comedian Mandy Nolan, live entertainment & much more! This event will be on 18 August at Orion Hotel. Tickets are \$60 pp or \$550 per table of 10 and 100% of the ticket sales go to these charities.



### LOVE YOUR BOOKSHOP

Love Your Bookshop Day is about celebrating bookshops, bookselling and the culture of books and reading. It is a toast to everything bookshops do right. Mark 11th August in your diary and visit Book Face Orion on this day as they celebrate. Love Your Bookshop Day is created and backed by the Australian Booksellers Association.

### SAVE THE DATES

- 11 August: Love Your Bookshop Day
- 15 August: EKKA Show Holiday
- 17-24 August: Book Week (Find Your Treasure)
- 18 August: Mums & Co Bubbles for Boobs
- 19 August: Markets On Main Street
- 28 August: Mums & Co Yoga



# WELCOME!

## THE LAST WORD



Tilly Punitia | Williams Store Manager

- 1 | What's your go-to coffee order?**  
Cappuccino, warm, no sugar, skim
- 2 | Would you rather give up music or television for a month?**  
Television
- 3 | If you were a type of beverage, what would you be and why?**  
Wine because I can be bitter and sweet
- 4 | Where would you go in a time machine?**  
I would go back into the past
- 5 | What two celebrities would you choose to be related to?**  
The Rock (because I'm Islander) and... actually just The Rock
- 6 | What hobby would you get into if time and money weren't an issue?**  
Travelling
- 7 | What's your favourite piece of clothing you own / owned?**  
It would be an ancient cricket shirt that was handed down to me by my mum
- 8 | Are you usually early or late?**  
Always early
- 9 | What's your favourite genre of book or movie?**  
Mysteries
- 10 | What's your favourite town/city in the world?**  
Home - Wellington

# DRIVE

Connecting your customers with your marketing message is a key element in unleashing your store's sales potential. Orion Springfield Central has a variety of mediums that can assist all Orion retailers to promote their marketing message and drive their sales. To book any of the below SHINE opportunities please contact the Orion Marketing Team at [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com).

Orion Springfield Central has the following Shine opportunities:

- Social Media
- Centre Website
- Display Cabinets and Mannequins
- Restroom Advertising
- 30x40 Posters
- Digital Directory Boards
  - Front: 1080px (w) x 1510px (h)
  - Back: 1080px (w) x 1920px (h)
- Retailer Newsletter
- Email Database Marketing
- PA Announcements
- Pop-Up Retail

Read more of this article at [orionspringfieldcentral.com.au/drive](http://orionspringfieldcentral.com.au/drive)

## ORION SECURITY

Our security team are at the centre 24 hours to ensure that any visitors including customers and staff feel safe.

**Security: 0417 114 489**



## ATTENTION STORE MANAGERS

Just a reminder to please let Customer Service know if you get a new Store Manager so that we can keep our emergency contacts up to date. Even a change of mobile number needs to be reported. Please send any changes to [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com)



Disclaimer: The information contained in this document is understood to be correct as of 26 August. Changes may occur to the listed activities. Mirvac does not guarantee, and accepts no liability whatsoever arising from, or connected to, the accuracy, reliability, currency or completeness of any information provided.