

THE ORION INSIDER

RETAILER NEWSLETTER | JANUARY 2019



orionspringfieldcentral.com.au

Orion
Springfield Central

DEVELOPMENT UPDATE

NEW RETAILERS



City Chic now open



Edge Clothing now open



Spencil Pop Up

IN THE MARKETING ROOM



UNICORN FIESTA

It's time to celebrate the magic of unicorns, rainbows and colour. Orion Springfield Central will be launching a four day Centre wide campaign from 17 - 20 January and will include activations, activities and themed-product and offers in centre. The Unicorn Fiesta is also an opportunity for our retailers to offer something special to customers. If you would like to get involved with all things rainbow and colour please email orionspringfieldcentral@mirvac.com.au

AUSTRALIA DAY

This year on Australia Day Saturday 26 January, the Centre will trade as per regular trading hours 9:00am - 5:00pm. The Australia Day Public Holiday will then fall on Monday 28 January with the Centre trading 10:00am - 4:00pm.



MUMS & CO

Mums & Co is a local community for Mums, Dads, Grandparents, Carers and anyone that looks after little people. Join Us! Mums & Co members will find out about exclusive events, receive special offers and more. Subscribe at www.orionspringfieldcentral.com.au

MUMS
& CO.

IN THE MARKETING ROOM

DIVE IN MOVIE



Save the date for the next dive in movie experience on Sunday 27 January. Sit back and relax in the Orion Lagoon as Moana plays on the big screen. Keep an eye on our website for more details.



MERRY CHRISTMAS & HAPPY NEW YEAR

On behalf of Orion Springfield Central and the Centre Management Team we wish you all a very Merry Christmas and a safe and Happy New Year.

SAVE THE DATES

- 1 January New Years Day
- 17 - 20 January Unicorn Fiesta
- 20 January Markets on Main St
- 21 -23 January Spendless Pencil Case Workshops
- 26 January Australia Day
- 27 January Dive In Movie
- 28 January Australia Day Public Holiday
- 29 January School Holidays conclude



SPENDLESS WORKSHOPS

Pencil Case Workshops will be back this January after such success in the September School Holidays. Bring the kids along to this free activity as they decorate their very own pencil case. Dates include 21 - 23 January.

HAMPERS OF HOPE



During the holiday period, Orion Springfield Central got behind CityHope Care's Hampers of Hope food relief program which provides year-round assistance in our community. There is a great demand to assist families in need where people have lost jobs or are fleeing domestic violence situations, others who are hospitalised, or those who simply struggle with the added pressure of feeding their children over the school holidays, resulting in some very desperate situations.

A huge thank you to our customers and retailers who donated items to this great cause and helped make a difference. We would also like to acknowledge our wonderful team of cleaners who donated a trolley FULL of donations.

WELCOME!

THE LAST WORD



Neha | The Coffee Club / Franchisee

- 1 | Favourite 'The Coffee Club' menu item?**
Citrus Salad with Haloumi
- 2 | Favourite place to travel?**
Asian countries. Love their food & hospitality
- 3 | Would you rather give up music or television for a month?**
Television. Not a fan of watching TV
- 4 | Where would you go in a time machine?**
Fast track 15 years and get a cure for cancer and genetic conditions for kids
- 5 | Tell us your favourite childhood memory.**
Daily morning hug and blessings I got from Grandma
- 6 | What is your favourite potato chip flavour?**
Sour Cream & Onion
- 7 | If you became a multi-millionaire overnight, what would you buy?**
Private Plane to give my overseas family the luxury to visit me anytime
- 8 | Winter or Summer?**
Definitely Winter
- 9 | Tea or Coffee?**
Without a doubt Coffee

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.

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

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



Disclaimer: The information contained in this document is understood to be correct as of 13 December. 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.