

THE ORION INSIDER

RETAILER NEWSLETTER | FEBRUARY 2019



orionspringfieldcentral.com.au

Orion
Springfield Central

DEVELOPMENT UPDATE

NEW RETAILERS



Adventure Playground
coming soon



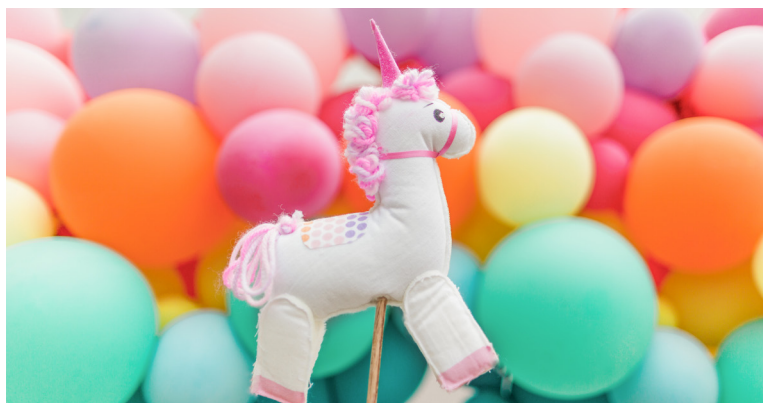
Love Henry Pop Up
will leave Orion Jan 31



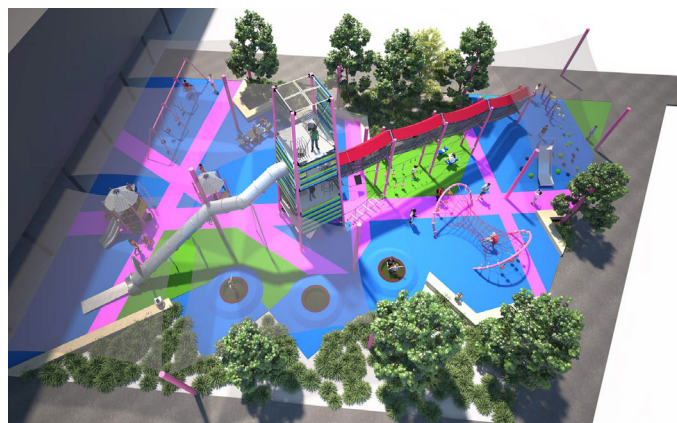
Spencil Pop Up
will come to an end Feb 3

IN THE MARKETING ROOM

UNICORN FIESTA



During the January school holidays, Orion Springfield Central hosted the Orion Unicorn Fiesta from 17-20 January. The Centre wide campaign celebrated all things unicorns, rainbows and colour and included activations and popup stores as well as activities such as slime workshops, free backpack decorating, free donut and pizza decorating and a watercolour workshop. Thank you to our retailers for your support during this campaign – we would love to hear your feedback. Please see memo.



ADVENTURE PLAYGROUND

Beginning early February, we will begin dismantling the external kids playground in preparation for a brand new Adventure Playground to begin installation over the coming months. The adventure playground will have inclusive play opportunities and activities catering to a variety of ages and abilities. This will ensure the new space delivers the best possible experience for the community. A key feature of the new space will be the centrepiece of the children's play area where a giant 11metre, four-level tower will stand. We look forward to sharing more details with you in upcoming newsletters. Watch this space!

SAVE THE DATES

7 February	The 5 Secrets to High School
14 February	Valentine's Day Date Night
17 February	Markets on Main Street
19 February	Mini Minders Date Night
20 February	Mums & Co First Aid Seminar

ARE YOUR DETAILS UP TO DATE?

For communication and emergency situations, it is important that Centre Management have your most up to date contact details. As such, we request that as soon as there is a change of your manager or 2IC, that this information is shared with our Customer Service Team so that updated details can be provided and stored. We appreciate your assistance with this.

IN THE MARKETING ROOM

MUMS & CO FIRST AID SEMINAR



On February 20, St John's Ambulance Queensland will be hosting a presentation for Mums & Co members as they prepare them with the knowledge and confidence to act in a way that could save a baby or child's life. Bookings opening soon at www.orionspringfieldcentral.com.au

The First Aid Seminar also allows an opportunity for our retailers to include items in a goodie bag for this event. If your store is wanting to supply items or vouchers please contact orionspringfieldcentral@mirvac.com. For this event approximately 60 items would be required by 11 February. If you have any questions about the goodie bags or deadline, please send through via email.



RETAILER BIRTHDAY OFFERS

Do you have a special offer for customers on their birthday? We would love to hear all about it! Simply email the offer to orionspringfieldcentral@mirvac.com.au and we will soon be updating a page to our website with this information and would hate to miss anyone out.



THE 5 SECRETS TO HIGH SCHOOL

Is whether or not you enjoy high school based on luck? Or can you actively make choices and decisions which will greatly improve your chances of having a positive experience? Join Bec Sparrow at the Springfield Central Library as she shares five things students can do to have a more positive experience in high school. This talk is especially useful for students in years 6 and 7. Free event. Bookings essential. To book visit www.orionspringfieldcentral.com.au/whats-on/events



VALENTINE'S DAY

Valentine's Day is just around the corner! If you have any special offers celebrating all things Valentine's Day please send through to orionspringfieldcentral@mirvac.com

DATE NIGHT

Enjoy a night out while we look after your kids in our Mini Minders centre with qualified carers from Westside Community Care. Dates include Thursday 14 and Tuesday 19 February. For more info and to book visit www.orionspringfieldcentral.com.au/mums-and-co

MUMS
& CO.

WELCOME!

THE LAST WORD



Kim Torr | **Kidstuff / Store Manager**

- 1 | What is a popular purchase at Kidstuff?**
Our Generation Dolls
- 2 | Favourite place to travel?**
Melbourne
- 3 | Would you rather give up music or television for a month?**
TV
- 4 | Where would you go in a time machine?**
I think I'd go into the future. See what's in store for the world.
- 5 | Tell us your favourite childhood memory.**
Travelling Australia with my family
- 6 | What is your favourite potato chip flavour?**
Salt & Vinegar
- 7 | If you became a multi-millionaire overnight, what would you buy?**
I'd buy a Private Island
- 8 | Winter or Summer?**
Winter
- 9 | Tea or Coffee?**
Tea
- 10 | If you could have one super talent what would it be?**
To be able to sing. I'm pretty bad at it.

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 **25 January**. 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.