

THE ORION INSIDER

RETAILER NEWSLETTER | MARCH 2019



orionspringfieldcentral.com.au

Orion
Springfield Central

DEVELOPMENT UPDATE

NEW POP UP



Artisue Creative

open in Target Mall for strictly limited time



RSPCA

Sit Drop Shop comes to Main Street

RETAILER CLOSURE



Aspyn Brows



Fired Up Pizza & Pasta

POP UP CLOSURE



Ninja Central pop up has come to an end. Launching in April 2018, Ninja Central was a popular weekend and school holiday activity for the kids to come and play and get active.

IN THE MARKETING ROOM

WELCOME PACKS

Local developers are giving retailers the opportunity to connect you with new people moving into the Greater Springfield and Greenbank areas. New residents will be presented with an information welcome pack and therefore a FREE opportunity has been extended to you to be part of this unique offer. It could involve you providing a information flyer/brochure or a special welcome voucher – that is exclusive for the new residents to redeem in your store. If you would like to contribute to the Welcome Pack please email orionspringfieldcentral@mirvac.com.



STOCKLAND

Kalina Springfield is Stockland's newest residential community now selling in Springfield with land from \$257,900[^] for a 350sqm lot + secure a sweet deal with \$10,000* off the listed price until 3 March 2019.

[^]Price correct as at 21/02/19. Subject to change. *Terms and conditions apply. Ends 3/3/19. Visit Stockland.com.au/residential/sale-terms for full terms and conditions

IN THE MARKETING ROOM



ST PATRICKS DAY

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



DATE NIGHT

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



FINANCIAL WELLBEING FOR WOMEN

Join CommBank Springfield on Thursday 28 March to help get ready to take your next step towards your financial wellbeing. Find out about some of the financial challenges that women experience and how to overcome them. You'll also get the tools and information you need to build and maintain your financial wellbeing throughout your lifetime. For more information please contact the team at CBA Springfield on (07) 3070 1291. Bookings essential.

SAVE THE DATES

17 March	St Patrick's Day
17 March	Markets on Main Street
19 March	Mini Minders Date Night
27 March	Water Colour & Wine
28 March	Financial Wellbeing For Women



PAID MARKETING OPPORTUNITIES

Looking for extra marketing for your store? Opportunities include:

- Travelator Balastrade Decals
- Floor Decals
- Food Court Table Top Decals
- Elevator Door & Mirror Decals
- Hanging Atrium Banners
- Bollard Decal Covers.

Pricing package available on request. For information please email angela.russell@mirvac.com

WELCOME!

THE LAST WORD



Sherri | Lorna Jane / Store Manager

- 1 | **Must have piece from Lorna Jane?**
New Amy Full Length Tights
- 2 | **Place you want to travel to most?**
Maldives or Mexico
- 3 | **Would you rather give up music or television for a month?**
Television for sure!
- 4 | **Where would you go in a time machine?**
1970's Disco Era
- 5 | **Tell us your favourite childhood memory.**
Rapping Eminem after school with my Uncle
- 6 | **What is your favourite potato chip flavour?**
Salt and Vinegar
- 7 | **If you became a multi-millionaire overnight, what would you buy?**
A resort in the Maldives
- 8 | **Winter or Summer?**
Winter
- 9 | **Tea or Coffee?**
Coffee!!!
- 10 | **If you could have one super talent what would it be?**
To be able to speak all the languages in the world

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 **22 February**. 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.