

THE ORION INSIDER

RETAILER NEWSLETTER | MAY 2018



orionspringfieldcentral.com.au

Orion
Springfield Central

IN THE MARKETING ROOM



DOG PARK

Orion is about to be the first shopping centre in Australia to open a dog park! After lots of hard work, Sirius Off-Leash Dog Park is just about ready to open to the public. The area features shaded seating and grassed areas, as well as dog friendly exercise equipment and water bubblers. There is a designated area for small dogs and for large dogs to ensure the safety of all animals.

Customer feedback to the addition of the dog park to the centre has been overwhelmingly positive and we are looking forward to offering an additional service for our local families.

The dog park is by no means a doggy day care and dogs must be supervised by their owners at all times. Once the park opens we are likely to see an increase in dogs at the centre. Please remember that Main Street, Town Walk, Town Square and outdoor eating areas are all dog friendly. Dogs will not be allowed inside each of the malls.

Stay tuned to our weekly newsletters for more information about the launch date.

NINJA CENTRAL

After much speculation as to what was being built in the vacant store next to Jay Jays we have officially opened Ninja Central - an adrenaline pumping kid's (4 - 12 years) obstacle course which teaches participants balance, coordination and strength. Ninja Central will be open the following hours to begin with:

Monday & Tuesday: Closed

Wednesday to Friday: 1:30pm to 5:30pm

Weekends: 10am to 3pm

School Holidays and Public Holidays: 10am to 3pm

Prices

\$3 for a single lap

\$8 per hour

\$15 for a day pass

If you haven't already, definitely pop your head in to see kids climbing up walls...literally!



MOTHER'S DAY

Mother's Day is fast approaching on Sunday 13 May. If you are running any events or special offers please email these to orionspringfieldcentral@mirvac.com so that we can include them on our website. There may also be availabilities on our digital directory boards, so please let us know if you are interested in having your promotional artwork put on these.

IN THE MARKETING ROOM



IPSWICH SHOW HOLIDAY

On the Ipswich Show public holiday, Friday 18 May, the centre will be open normal public holiday hours 10am to 4pm. Please make sure you roster your teams accordingly. Please note the centre is CLOSED Labour Day, Monday 7 May.



SAVE THE DATES

7 May.....	Labour Day Public Holiday
13 May.....	Mother's Day
15 May.....	Date Night
18 May.....	Ipswich Show Public Holiday
20 May.....	Markets On Main Street
22 May.....	Bob The Builder Meet & Greet



TASTES OF ORION

Wow what a jam packed month of food, food and more food! Thank you to all of the retailers who came on board with Tastes Of Orion. As you would have read and most definitely seen, our food festival consisted of cooking workshops and classes, live music, cheap eats and a whole lot of activities for kids!

A big thank you to Crema Espresso, Schnitz, Baskin Robbins, San Churro, Beach House, Gelatissimo, Orion Hotel, Lone Star, Two Butchers, McDonalds, Subway, Gloria Jeans, Grill'd, Dominos, Hog Breath, Puckles, Bombay Bliss, Guzman Y Gomez, Merlo, Event Cinemas and Bookface for organising wonderful events and amazing discounts for our customers.

Only a few more days to go so make the most of the remaining offers while they last.



JACARANDA DEGUSTATION DINNER

One of the final events of our Tastes Of Orion campaign is the Jacaranda Degustation Dinner. Ben Ungermann and Nicole Stevenson from Channel Ten's Masterchef are making their way to Orion as a part of this major fundraiser. On 28 April, Main Street will be transformed into a black-tie function where Ben and Nicole will serve a 5-course dinner for guests. Tickets to this event cost \$155 with all proceeds going to Ipswich Hospice.

Please note: Main Street will be closed all day and night on 28 April for this event.

WELCOME!

THE LAST WORD



Nikki | 2IC, Brisbane Anti-Wrinkle & Skin Studio

- 1 | **What three words would your friends use to describe you?**
Fun, Honest, Spontaneous
- 2 | **If you could invite four famous people to dinner, who would you choose?**
Channing Tatum, Ellen, Will Smith, Khloe Kardashian
- 3 | **Would you rather give up music or television for a month?**
TV - I barely watch it as is
- 4 | **What place do you most want to visit?**
Greece/ Greek Islands
- 5 | **What was your favourite toy growing up?**
Barbie ???? - not sure
- 6 | **If you could be a member of any TV-sitcom family, which would it be?**
Rachel from Friends
- 7 | **Who were two role models you looked up to as a kid?**
?? Spice Girls
- 8 | **If you could eat only 3 foods for the rest of your life, what would they be?**
Salmon, Vegetables, Coconut icecream
- 9 | **What is your most used emoji on your phone?**
😂 Laughing Crying Face
- 10 | **Which store would you choose to max out your credit card?**
Camilla

DRIVE

Connecting your customers with your marketing message is a key element in unleashing your stores 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 26 April. 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.