

THE ORION INSIDER

RETAILER NEWSLETTER | OCTOBER 2017



orionspringfieldcentral.com.au

Orion
Springfield Central

DEVELOPMENT UPDATE

COMING SOON



Novo Shoes

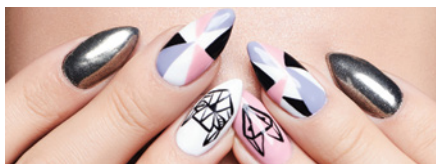


Shaver Shop



Nutrition Warehouse

STORE REFURBISHMENT



ProfessioNail

STORE MOVEMENTS



Orion Massage Centre



Bad Wolf Boutique

IN THE MARKETING ROOM



SHOELACE TYING LESSONS

Due to popularity, Ascent along with The Athlete's Foot are conducting free shoelace tying lessons again these school holidays. Each lesson will help children learn an important life skill, improve independence and assist in developing their fine motor skills. These workshops will take place from 26 September to 28 September and are for ages 5 to 7 years. Bookings are essential.

BUBBLES FOR BOOBS

We have partnered with Orion Hotel, Mummy's Wish and the Breast Cancer Foundation to host Bubbles For Boobs on the 13 October! Customers are invited to a delicious high tea, bubbles, raffles, auctions and live entertainment in support of families affected by Breast Cancer. All proceeds will go to the Breast Cancer Foundation and Mummy's Wish. If you want to include items in the goodie bags given to all attendees please email orionspringfieldcentral@mirvac.com



FREE COFFEE ON US

We are offering our Mums & Co. members a free coffee and free childminding every Monday. To claim this offer, they must visit Customer Service and collect a free coffee card which will be valid for the day of issue only. If you would like customers to redeem these cards at your store please email orionspringfieldcentral@mirvac.com We will reimburse you \$2 per card.



\$10 CASHBACK

We are rewarding our Mums & Co. members who purchase nappies at the centre. Any member that spends over \$50 on nappies can collect a \$10 off card from Customer Service to spend on children's products at participating retailers.

We are offering all retailers who sell children's products the opportunity to be a participant. Please email orionspringfieldcentral@mirvac.com for more information. We will reimburse you \$10 per card!



IN THE MARKETING ROOM



SCHOOL HOLIDAYS

The September/October school holidays are here and we have some exciting activities planned for local kids. We will have the Disney Pixar's Cars Activity Zone at the centre from 27 September to 1 October.

The activity zone will include:

- Pit Stop Challenge
- Maters Workshop – Art & Craft
- Lightning McQueen Inflatable Slide
- Crazy Eights Track – Zoom around the track on a scooter
- Meet & Greet with Mack and Lightning McQueen

This huge activation will be located next to the playground at the end of Town Walk and best of all, it's FREE!



ZOMBIE WALK

Zombie Walk is coming back and details will be provided about this annual event in coming weeks. Please save the date of 28 October, keep an eye out in our weekly newsletters and for a memo to be delivered to all stores. We want you all to be involved!



MAIN STREET CLOSED FOR DINNER

One of Ipswich's biggest fundraisers is being hosted at Orion. On 14 October, we will be closing Main Street for the Ipswich Hospice Jacaranda Dinner. The street will be lined with tables and up to 200 guests will be served a multi-course dinner cooked by famous chefs and paired with exquisite wines. There will also be meet & greets with some of the chefs and cooking demonstrations for those unable to attend the dinner. Stay tuned for more information.



PUBLIC HOLIDAY ALERT

On Monday 2 October, it is the Queen's Birthday Public Holiday. The centre will be trading public holiday hours from 10am to 4pm. Please make sure you roster your teams accordingly. If you are trading additional hours please email orionspringfieldcentral@mirvac.com



SAVE THE DATES

- **27 September** – Mums & Co. free yoga class at Revive Yoga & Wellness centre
- **October (Date TBC)** – Mums & Co. Angelina Ballerina Meet & Greet
- **18 September to 1 October** – School Holidays
- **2 October** – Queen's Birthday Public Holiday
- **13 October** – Bubbles For Boobs
- **14 October** – Ipswich Hospice Jacaranda Dinner
- **17 October** – Date Night
- **20 October to 22 October** – Oktoberfest Celebration
- **25 October** – Mums & Co. free yoga class at Revive Yoga & Wellness centre
- **28 October** – Zombie Walk



30x40 IS BACK!

We've brought back 30x40 poster stands! There are 10 scattered throughout the centre for all retailers to use. These are available through a fortnightly schedule and must be booked by emailing orionspringfieldcentral@mirvac.com. All stands are FREE to use and we are taking bookings right up until Christmas.

WELCOME!

THE LAST WORD



Taysa White-Borgelt | **Store Manager, Bookface**

- 1 | What are three things on your bucket list?**
Live for 6 months in Italy and do a cooking course there; buy some property and run a horse agistment; finish writing my book.
- 2 | What was your favourite childhood game?**
My sisters and I used to make home movies for my mum when we were young. We did all sorts of random skits, puppet shows and short films. It was the best kind of creative outlet and we made some pretty impressive things!
- 3 | If you could be a member of any TV show family, which would it be?**
The Winchesters from Supernatural.
- 4 | Who were two role models you looked up to as a kid?**
My mum and my sisters. They still haven't changed!
- 5 | What kind of books do you like to read?**
Fantasy, Humour and Self-Development.
- 6 | Are you a morning person or a night owl?**
Morning person! I am up at 5:30am training most days.
- 7 | If you could trade lives with someone, who would it be?**
Lady Gaga. I adore her.
- 8 | What's the strangest thing you've ever eaten?**
Sheep's brain. I am vegan now. Haha.
- 9 | Do you have any hidden talents?**
I do aerial silks (like the circus) in my spare time.
- 10 | What phone apps are you obsessed with?**
Snapchat; Instagram; Mind Body; Reddit.

DRIVE

FIVE SIMPLE MARKETING TIPS TO MAXIMISE CAFÉ/RESTAURANT SALES

Thanks to social media and smart phones it has not only become easy to market your business in real time but also very economical. There are a number of easy marketing measures that relate to your businesses, online appearance and activity. Customers can access information in a matter of seconds thanks to the internet and the use of smart phones so getting your business profile set up correctly and using the internet to your advantage is a simple, effective and often economical way of engaging new customers and getting existing customers to return.

Read more of the 5 simple marketing tips to assist you to maximise your food and beverage sales at orionspringfieldcentral.com.au/drive

ORION SECURITY

Just a reminder that our security team are at the centre 24 hours to ensure that any visitors including customers and staff feel safe. Guards are just a phone call away should you ever need them.

Security: 0417 114 489



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 19 September. 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.