

# THE ORION INSIDER

RETAILER NEWSLETTER | SEPTEMBER 2017



[orionspringfieldcentral.com.au](http://orionspringfieldcentral.com.au)

**Orion**  
Springfield Central



# DEVELOPMENT UPDATE

COMING SOON



Novo Shoes



Hikari

## STORE REFURBISHMENT



Ease Massage

## STORE MOVEMENTS



Orion Massage Centre

## IN THE MARKETING ROOM



## FREE COOKBOOK

The Free Cookbook promotion is still running! Please make sure your strut cards are on your counter tops by your registers and that you tell your customers that when they spend \$20 or more in one transaction, they will receive a free hardcover recipe book from The Kitchen Series. There are 5 books to collect. All that the customer needs to do is validate their receipt at Customer Service during the promotional period. As always, this campaign is only while stocks last.

Please note: This campaign excludes Aldi, Big W, Coles, Target and Woolworths receipts.

## DR KRISTY GOODWIN



For our September Mums & Co. event, we have partnered with Dr Kristy Goodwin, one of Australia's leading digital parenting experts. We will be hosting a morning tea at the Orion Hotel on **5 September** and are inviting all Mums & Co. members to come along to get a comprehensive perspective about 'digitalised childhoods', plus get tips and advice for managing those all too familiar techno-tantrums. Thanks to Kristy, local parents can take the guesswork out of raising kids in the digital age! Please email [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com) if you would like to be involved.

## MUMS & CO. SAVE THE DATES

- **30 August** - Free yoga class at Revive Yoga & Wellness Centre
- **12 September** - Kids meet and greet Hey Duggee
- **27 September** - Free yoga class at Revive Yoga & Wellness Centre



## IN THE MARKETING ROOM



### SCHOOL HOLIDAYS

The September school holidays are fast approaching and we have some exciting activities planned for local kids. These will be communicated to you via our weekly newsletter in coming weeks, so keep an eye out! In the meantime please make sure you pencil the school holidays into your diaries:

**18 September to 2 October**



### TRANSITION TO SCHOOL

Our next Mums & Co. event is coming up on **23 August** and will be a discussion based morning about how parents can ease their kids into the transition to school. Youthrive are coming along to talk about:

- Signs that children are ready for school
- Pre-literacy skills and activities families can complete to help prepare children for school
- Skills required for Prep School

Please email [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com) if you would like to be involved. A big thanks to Crema Espresso who will be supplying coffees for this event.



### GET INVOLVED

With a range of exciting Mums & Co. events coming up, we are inviting all retailers to be involved! All attendees at our upcoming events will receive a goodie bag filled with merchandise, retailer products samples, discount cards, offers etc. If you would like to contribute something to go in these bags please email [orionspringfieldcentral@mirvac.com](mailto:orionspringfieldcentral@mirvac.com). Please note: we will need approx 150 of each item you want to contribute. We are also looking for lucky door prizes!



### MINI MINDERS – DATE NIGHT

Upcoming date nights:

- **Tuesday, 12 September**
- **Tuesday, 17 October**

Mini Minders will be open extended hours on these nights so parents can enjoy a child-free meal at one of our amazing restaurants. Childminding costs \$5 per child and bookings are essential.



### SOCIAL MEDIA

Did you know we have close to **20,000 followers** on our social media platforms where you are able to communicate anything about your store? To be included, make sure you tag **#orionspringfieldcentral** on all Instagram and Facebook posts so that we can share them and let us know about any in-store events or activities. Please remember that all posts should be engaging and something our followers would want to like, comment on or tag their friends in. Posts need to be conversation starters and not advertisements.



# WELCOME!

## THE LAST WORD



Paolo Salesa | Salon Manager, Pure Indulgence

- 1 | What is the nicest thing someone has done for you?**  
For Mother's Day this year, my husband surprised me by taking our 7 year old daughter with him to replace my wedding band. Together, they got the exact ring I had my eye on and it fit perfectly.
- 2 | If you could buy one item to complete your home, what would it be?**  
A king size sofa so my hubby, 3 children and I can snuggle whilst watching Netflix.
- 3 | What's the best vacation you've ever taken?**  
I just returned from 3 weeks in Samoa. The South Pacific is breathtaking.
- 4 | How do you like to spend a rainy day?**  
Hot Stone 60 Minute Massage is a MUST!
- 5 | If you could invite four famous people to dinner, who would you choose?**  
Donald Trump, Pope Francis, Beyoncé Knowles, Oprah Winfrey, Dymphna Boholt (Real Estate Mogul)
- 6 | Which person in your life do you most admire?**  
All the parents I know. The strength and will power it takes to live up to the standards of society whilst raising a family is inspirational.
- 7 | If you could live anywhere in the world, where would you live?**  
Now - Australia. 10 years ago - Europe.
- 8 | If you became a multi-millionaire overnight, what would you buy?**  
Hospital in the Middle East.
- 9 | What was the last thing you bought?**  
Chai Latté.
- 10 | Which store would you choose to max out your credit card?**  
Kmart...one stop shop.

# 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](mailto:orionspringfieldcentral@mirvac.com)

Orion Springfield Central has the following Shine opportunities:

- Social Media
- Centre Website
- Display Cabinets and Mannequins
- Restroom Advertising
- Digital Directory Boards
  - Front: 1080px (w) x 1510px (h), 72dpi
  - Back: 1080px (w) x 1920px (h), 72dpi
- Retailer Newsletter
- Email Database Marketing
- PA Announcements
- Pop-Up Retail

Read more of this article at [orionspringfieldcentral.com.au/drive](http://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](mailto:orionspringfieldcentral@mirvac.com)



Disclaimer: The information contained in this document is understood to be correct as of 21 August. 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.