



# FINALISTS 2017

## BRANDING/REPOSITIONING: MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
206 Bourke Street Festival Series	ISPT / JLL	206 Bourke Street	Ania Ajiri, Francesca Turner
Emporium Melbourne's Magical Disney Christmas	(JVC) GIC, Vicinity Centres	Emporium Melbourne	Lorenza Maiolo, Louise Grbac, Erin Hodge
The Year of the Rooster	GIC Real Estate / Ipoh	QVB	Shauna Corr, Alice Earl
Strand Arcade 125 Year Anniversary	GIC Real Estate / Ipoh	The Strand Arcade	Daniella Manuel

## BRANDING/REPOSITIONING: BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Rewind '91	The GPT Group	Melbourne Central	Jacqui Howden, Tenisha Greasley, Melissa Polglase, Tanya Ryder
Think West	The GPT Group, The GPT Wholesale Shopping Centre	Highpoint Shopping Centre	Elise Frith, Samantha Carr, Danielle Kluge
Diwali Festival	Fund	Westfield Carousel	Lisa Van Erp
Fusion Fest	Scentre Group	Broadway Sydney	Andrea Maguire
	Mirvac, Perron Group / Mirvac		

## BRANDING/REPOSITIONING: MULTI CENTRE

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Shopper Hopper	Mirvac	Multi	Gemma Bosworth
All We See Is Joy	Scentre Group	Multi	Tanya Green, Casey McGrath
One Generation. One Family. One Westfield	Scentre Group	Multi	Flo Pilorge, Lauren Bailey, Ros Lill, Dani Rivett

## DIGITAL INITIATIVE: MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
The Luncheon	Australasian Property Investments / JLL	Floreat Forum	Juliana Debreczeni
Autumn Winter 17 Interactive Fashion Video	GIC Real Estate / Ipoh	The Strand Arcade	Daniella Manuel
An Augmented Reality Art Hunt	GIC Real Estate / Ipoh	The Galleries	Fiona Fong
140WORK	Cbus Property / JLL	140	Brooke Boardman

## DIGITAL INITIATIVE: LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
'Super Surprise' Augmented Reality Hunt	Trondage United / Retail First	Capalaba Park Shopping Centre	Christian Polglase
THE DOLLARDASH	Charter Hall	Campbelltown Mall	Anastasia O'Hara, Jarryd Tierney
Digital Hoarding Initiative	151 Property / JLL	Warrarong Plaza	Kate Edmondson
Pass the Parcel Game	Stockland	Stockland Baldivis	Melissa Osterhage

## DIGITAL INITIATIVE: BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Underwater Adventure	Australian Prime Property Fund Retail (APPF Retail) and The GPT Group / Lendlease Property Management (Australia)	Sunshine Plaza	Laurren Gilliland, Kylie Riches
12 Days of Christmas	AMP Capital Shopping Centres	Pacific Fair Shopping Centre	Kate Dixon, Amy Lenan
12 Days of Christmas	Scentre Group	Westfield Penrith	Belinda Wilton
Beauty Content	Scentre Group	Westfield Chatswood	Zoe Lamond, Claudia Cassar, Renee Hardwick

## DIGITAL INITIATIVE: MULTI CENTRES

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Unwrap Christmas	Stockland	Multi	Eliza Hodgson
Consumer X Websites	Mirvac	Multi	Nazee Aliakbari
QICGRE Customer Experience Platform	QIC	Multi	Aron Butcher
Drive My Digital	Mirvac	Multi	Paul Pozzobon

## COMMUNITY: MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
HIGHRIDERS 2017	GIC Real Estate / Ipoh	Chifley	Andrew Trounson
Melbourne's Christmas Story	DEXUS	Galleria	Trudi Cummins
140THURSDAY - Celebrating Harmony Week	Cbus Property / JLL	140	Brooke Boardman

## COMMUNITY: LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Dive In	Charter Hall	Campbelltown Mall	Jarryd Tierney
Mini Miracles	Scentre Group	Westfield Helensvale	Camille Crew
Rundle Place Carpark Climb	151 Property / JLL	Rundle Place	Koula DiBiase

# Awards Gala Dinner 25 October 2017

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## COMMUNITY: BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Embrace The New Faces	Lend Lease Funds Management (in its capacity as responsible entity and trustee of CMS Property Trust)	Cairns Central	Louise Struber
One Million Stars Partnership Creating Change	Lend Lease Property Management (Australia) Vicinity Centres	Caneland Central Bayside Centre	Holly Bolto Cassie Antony, Prue Petchey

## COMMUNITY: MULTI CENTRES

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Mums & Co	Mirvac	Multi	Fran Windon
Diversity & Inclusion Program	Scentre Group	Multi	Casey McGrath
Share My Shoes	Mirvac	Multi	Paul Pozzobon

## DEVELOPMENT/ REDEVELOPMENT: MINI/LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Tramsheds Harold Park	Mirvac	Tramsheds Harold Park	Adeline Chin, Kelli Shoesmith
The Art of Eating	DEXUS Wholesale Property Fund (DWPF) / DEXUS	Gateway Sydney	Jo Gartner
Light Up Lakelands	ISPT / JLL	Lakelands	Angela Gore
Flavours of Metro Street Party	YFG Shopping Centres / Retail First	Australia Fair Metro	Louise Jurgs

## DEVELOPMENT/ REDEVELOPMENT: BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Stage 40 Development - Chadstone Tailor Made	The Gandel Group, Vicinity Centres	Chadstone - The Fashion Capital	Tanya Lunardon
Broadway Sydney FUSION	Mirvac, Perron Group / Mirvac	Broadway Sydney	Marina Ross
Your New Beginning	Scentre Group	Westfield Warringah Mall	Paula Dellis, Steven Papaioannou

## SALES PROMOTION: MINI GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Lunchbox Heroes	Mirvac	Cherrybrook Village	Danielle Krebs
QVB Marketplace	GIC Real Estate / Ipoh	QVB	Shauna Corr, Alice Earl
The Rooftop Event Series	Mirvac, TH Real Estate	Greenwood Plaza	Juliana Lovell
Gifted	GIC Real Estate / Ipoh	The Galleries	Fiona Fong

## SALES PROMOTION: LITTLE GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Botanica Occasions	Vicinity Centres	QueensPlaza	Emma Wharton
Harbour Sands	Mirvac	Harbourside Shopping Centre	Nicole Addinall, Rebecca Westgate
12 Days of Refab	Mirvac, PAYCE / Mirvac	East Village	Nicole Addinall

## SALES PROMOTION: BIG GUNS

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
Pacific Weather Patterns	AMP Capital Shopping Centres	Pacific Fair Shopping Centre	Kate Dixon, Amy Lenan
Eden	QIC	Canberra Centre	Kelly McGufficke, Ellie Daly
2017 Architects of Beauty	The GPT Group, The GPT Wholesale Shopping Centre Fund	Highpoint Shopping Centre	Elise Frith, Samantha Carr, Danielle Kluge
Truffle Festival	Scentre Group	Westfield Woden and Westfield Belconnen	Annabelle Milosavljevic, Kim Ashton

## SALES PROMOTION: MULTI CENTRES

ENTRY TITLE	OWNER / MANAGER	CENTRE	CAMPAIGN MANAGER
T. rex on Tour	Stockland	Multi	Catherine Kruger
My Gift for Mum	Stockland	Multi	Nathan Maroon, Vanessa Lynn, Eliza Hodgson, Kazim Parker
SA Food & Wine Weekend	Scentre Group	Multi	Lucy Andolfatto