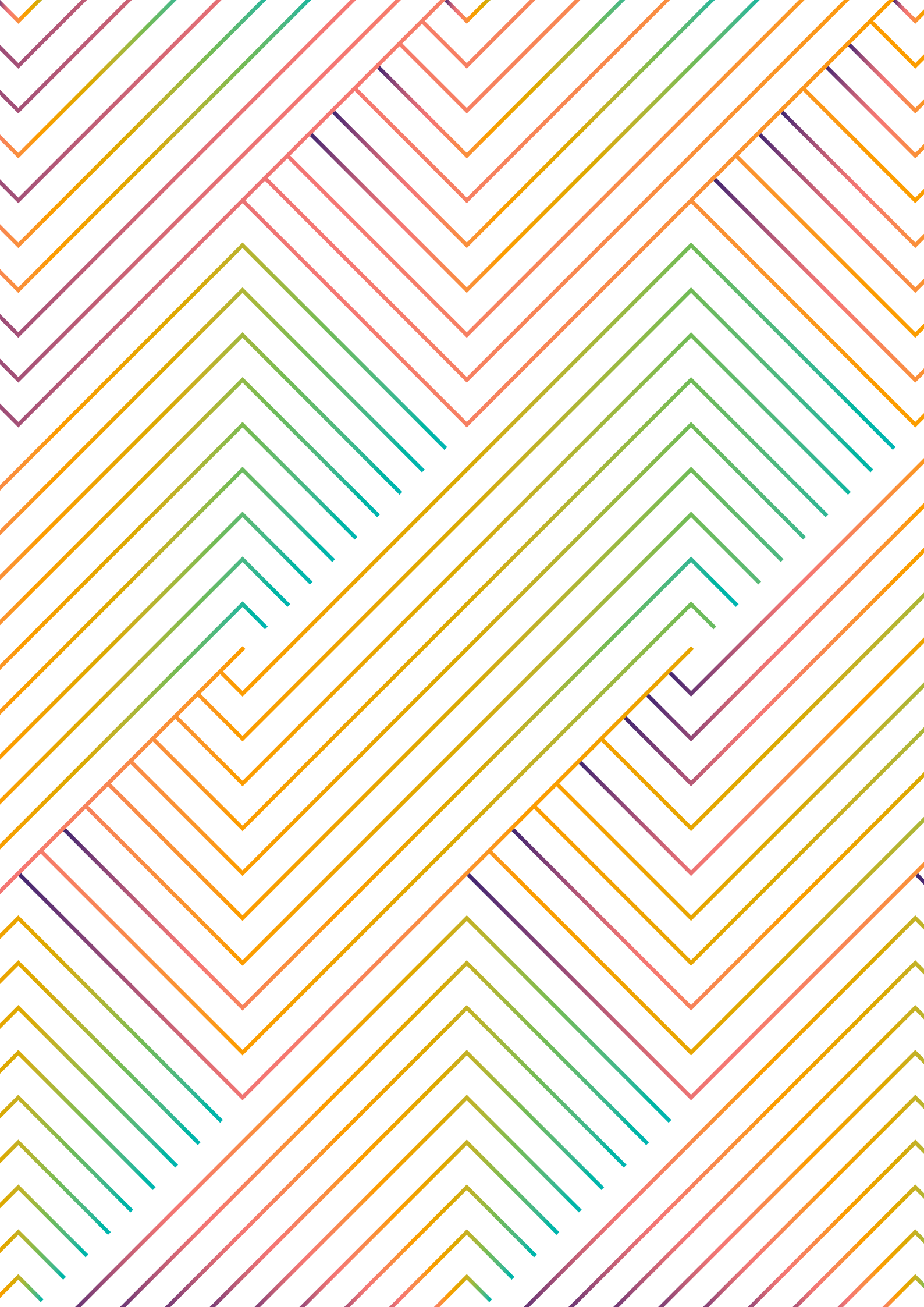




SHOPPING CENTRE  
COUNCIL OF AUSTRALIA

# MARKETING AWARDS

2024



# FOREWORD

The Shopping Centre Council of Australia Marketing Awards are a great opportunity to recognise the talent we have in our industry and the creative campaigns that are executed each and every week in shopping centres across the country.



2024 was another great year for the awards with 169 nominations received in our new AwardForce portal.

The success of the Awards is built on the time and dedication of a number of marketing leaders and SCCA Directors in our sector who generously give their time to advise on the Awards through

the SCCA Marketing Awards Committee, and also participate in the review and judging process. To these individuals, thank you for your ongoing time and commitment to the Awards.

Thank you to all the marketing teams which have participated in this years Awards and congratulations to all the finalists who are listed on the following pages.

I'd like to extend particular congratulations to QIC Real Estate who the External Judging Panel awarded as the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for their "It's not Rocket Science" marketing campaign.

The Sabina Rust Memorial Prize has been awarded to honour the work and friendship of Sabina Rust and was established as a key part of our program with the agreement of Sabina's family. As a founder and managing editor of Shopping Centre News, Sabina chronicled the growth, innovations, performance, and personalities of our industry, and I am sure that she would be incredibly pleased with the innovation and creativity being displayed by the industry's marketing teams.

Sincere thanks are also offered to this year's independent judging panel; Belinda Daly, Director and Marketing Consultant at The Marketing Edit; Alison Riley, Chief Merchandise Officer at BSR Group and; Laura Sidey, Director of Marketing at the Australian Sports Commission. Their expertise and knowledge, ensures that the 'best of the best' are recognised and rewarded.

Lastly, I'd like to thank our sponsors. Without their support, this amazing night would not be possible. This is a wonderful acknowledgement of the vital role that marketing plays in the continued success of the Shopping Centre industry.

A handwritten signature in white ink that reads "A. Mellowes". The signature is fluid and cursive.

**ANTHONY MELLOWES**

Chairman, Shopping Centre Council of Australia  
Chief Executive Officer, Region Group

# SPONSORS

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# JUDGES

## EXTERNAL JUDGING PANEL



**Belinda Daly**  
Director and Marketing Consultant  
The Marketing Edit



**Alison Riley**  
Chief Merchandise Officer  
BSR Group



**Laura Sidey**  
Director of Marketing  
Australian Sports Commission

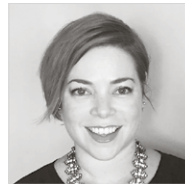
## INDUSTRY EXPERT PANEL



**Megan Biddle**  
Charter Hall



**Pat Fisher**  
Dexus



**Melissa Prpic**  
The GPT Group



**Michelle Rowse**  
ISPT



**Rose Orr**  
JLL



**Stacey Holt**  
Lendlease



**Yasmin Chrzescijanski**  
Mirvac



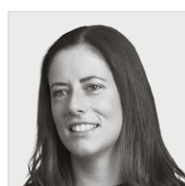
**Stacie Thomson**  
Perron



**Bronwyn Cooper**  
QIC



**Emma Chesterfield**  
Scentre Group



**Lauren Vaux**  
Region Group



**Catherine Kruger**  
Stockland



**Michael Pirotta**  
Vicinity Centres

# SABINA RUST MEMORIAL PRIZE CAMPAIGN OF THE YEAR

## WINNER

### IT'S NOT ROCKET SCIENCE

Multi

Owned and managed by QIC Real Estate

*Delphine Richard, Ashlee Hume, Jacinta Bonsak,  
Tiffany Ellul, Hayley Coote, Kelly McGufficke*



In 2023, QIC Real Estate developed a galaxy-first interactive installation to form as part of QIC's commitment to deliver engaging, and compelling experiences within its centres.

The unique inflatable installation titled, It's Not Rocket Science, is a ground-breaking activation never-before-seen inside shopping centres across Australia and has created an interactive customer experience while driving both customer visitation and spend.

The touring installation has been a huge success, exceeding all expectations by achieving outstanding results for the five participating centres in FY24 including achieving an increase in traffic by 6.0% and generating over \$2.3 million in sales.



## JUDGES COMMENT

**'The calibre of entries was exceptional. In this climate, addressing pressure of cost of living and challenging retail environment.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
Finding Forrest Chase	ISPT / JLL	Forrest Chase	Bronte Macpherson, Marla Renteria
Colours of Culture	QIC Real Estate	Grand Central	Georgina Bayly
Karingal Hub - Under the Sea	ISPT / JLL	Karingal Hub	Prue Petchey, Jess McGowan
Marketing Traffic & Sales Attribution Model	QIC Real Estate	Multi	Nathan Maroon
Golden Ticket <b>RUNNER-UP</b>	The GPT Group	Melbourne Central	Sara Aiezza, Samantha Carr, Rachel Portelli



# BRAND & PARTNERSHIPS

## SMALL (75 STORES OR LESS)

### WINNER

#### FINDING FORREST CHASE

Forrest Chase

Owned by ISPT

Managed by JLL

*Bronte Macpherson, Marla Renteria*



Forrest Chase, a flagship retail destination in Perth City, has a sprawling outdoor layout spanning food, fashion, health and entertainment. This layout presented a unique challenge in destination brand awareness and brand perception. Aimed at the millennial city worker, and Gen Z city regulars, a bold tactical campaign was born - 'Finding Forrest Chase'. The campaign authentically connected with consumers and created buzz in the city Centre, through stand-out creative, integrated digital, placemaking, impactful signage and clever content. Exceptional outcomes were achieved including positive brand results, market-leading customer engagement and a successful repositioning of the brand strategy to unlock growth audiences.

#### JUDGES COMMENT

'Clever and entertaining concept. Engaging the local community to rebrand and reposition the centre. ROI was incredible.'



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
An Impression in the Making	Vicinity Centres and Link REIT / Vicinity Centres	Strand Arcade	Daniella Manuel, Brittany Mazzarella, Alicia Wrightson
Wonka Christmas <b>RUNNER-UP</b>	LLH, SLLZ, APPFC / Lendlease	Darling Square	Kimberley McCone
Mid-Autumn Festival	Elanor Investors Group / JLL	Riverton Forum	Liz Curulli

# BRAND & PARTNERSHIPS

## MEDIUM (76 TO 149 STORES)

### WINNER

#### GOODBYE MYER CENTRE. HELLO UPTOWN.

Uptown

Owned by Vicinity Centres, ISPT

Managed by Vicinity Centres

*Amber Carroll, Joanne Amarandos, Leigh Segboer, Matthew Hanlon*



In response to Myer's departure, The Myer Centre underwent a comprehensive transformation into Uptown, encompassing a rebranding, repositioning, and a complete review of marketing tactics. This multi-phased approach effectively targeted prosperous families and day-trippers, ensuring Uptown remained relevant to desired customer segments both now and in preparation for the future. At the top of Queen Street Mall, where things are always up, Uptown remains a vibrant destination to dress up, eat up, and play up. Embracing Brisbane's distinct style and unique climate, Uptown brings together the best of contemporary Brisbane for everyone, every day. Let's go to town.



### JUDGES COMMENT

**'Strong rebranding in a difficult environment.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Name and Play Wagga Wagga Marketplace	ISPT / JLL	Wagga Wagga Marketplace	Chloe Sutton
<b>RUNNER-UP</b>			
The Palms Vibes	Westcity New Zealand Nominees Pty Ltd (DiMauro Group of Companies) / Savills New Zealand Limited	The Palms Shopping Centre	Claudine Pausma



# BRAND & PARTNERSHIPS

## LARGE (150 STORES OR MORE)

### WINNER

#### LONG LIVE FASHION - RECYCLE & BE REWARDED

Chadstone Shopping Centre

Owned by Vicinity Centres, Gandel Group

Managed by Vicinity Centres

Lisa Scicluna, Natalie Lawther, Stephanie Gandel



Chadstone developed the 'LONG LIVE FASHION - RECYCLE AND BE REWARDED' activation as part of the AW24 campaign to reinvigorate a traditional fashion period during a time of declining consumer spend and increased focus on fashion's environmental impact.

In partnership with UPPAREL, Chadstone provided garment recycling onsite resulting in over 1,900 customers turning in more than 1,296kg of clothing. Retailers participated providing over \$100k in prizes, and in an effort to drive considered, conscious consumption an associated spend incentive saw a 2% rise in conversion, a 12% increase in average spend and an uplift in both Apparel & Footwear category sales.



### JUDGES COMMENT

'Bold campaign concept and great execution which encompassed cost of living and trend of slow fashion.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Town Centre Live Site Campaign <b>RUNNER-UP</b>	QIC Real Estate	Eastland Shopping Centre	Emma Heinceslater, Jodie Murphy, Emma Porcaro
Spring Summer - TRUMPET FLOWERS	ACRT / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Bernadette Chapman
Melbourne Fashion Festival	Scentre Group, ISPT, M&G Asia Fund / Scentre Group	Westfield Doncaster	Tilney Lewis, Jamielle Partridge, Nicola Doupe, Jasmine Emimi

# BRAND & PARTNERSHIPS

## MULTI (2 OR MORE CENTRES)

### WINNER

#### CENTRE OF OUR NEIGHBOURHOODS

Multi

Owned and managed by Hawaiian  
Sandra Holloway, Sarah Moore



In 2021, post the Covid-19 pandemic, Hawaiian's company vision, mission, purpose and values had evolved, with a broader focus placed on people.

Driven by a new purpose: enriching the lives of others through its places and experiences and a vision: to create thriving communities, Hawaiian then questioned: What makes a good neighbour?

This was the catalyst for a major brand revitalisation across its 10 Perth suburban shopping centres.

The Centre of Our Neighbourhoods brand revitalisation transformed Hawaiian's centres into thriving neighbourhood hubs, offering more than convenience shopping. They have become welcoming places where people can connect in meaningful ways.



### JUDGES COMMENT

'Well executed campaign that brought together the best attributes across multiple centres whilst engaging the community.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Beauty Weekend x Paullie	The GPT Group, ACRT / The GPT Group	Multi	Sara Aiezza, Samantha Carr, Rachel Portelli, Kate Halpin, Emma Wharton
Feel Your Rhythm (in partnership with Live Nation) <b>RUNNER-UP</b>	Scentre Group, JV Partners / Scentre Group	Multi	Hollie Scott, Courtney Zammit, Rebecca Mahoney, Ally Christopher, Fi Clark, Tamika Adams

# COMMUNITY

## SMALL (75 STORES OR LESS)

### WINNER

#### LITTLE HANDS WISE HEARTS. AN INTERGENERATIONAL JOURNEY.

Marketown

Owned by Region Group

Managed by Knight Frank

*Penny Price*



Marketown is a vibrant shopping centre serving a diverse demographic in Newcastle. It is also a hub for social connection where the local community catch up and bond over meals.

This social connection, which is so abundant at Marketown, is often lacking in aged care facilities.

Inspired by the ABC's TV show "Old People's Homes for Four Year Olds," Marketown proposed an intergenerational program to connect aged care residents with pre-schoolers. Collaborating with Marketown tenant Montessori Academy and Anglican Care (Aged Care), the five-week program aimed to bridge the gap between generations. The program demonstrated the power of intergenerational initiatives.



### JUDGES COMMENT

**'Clever use of in-centre childcare and solving a community need. Great repeatability.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Level Up at 670 Chapel Street <b>RUNNER-UP</b>	Spirit Super / JLL	670 Chapel	Timika Szulc
Christmas Toy Run	Region Group / Knight Frank	Brassall Shopping Centre	Sarah Moulds
Sweet Taste of Pride	Charter Hall	Pacific Square	Anastasia O'Hara, Evelyn Xanthoudakis

# COMMUNITY

## MEDIUM (76 TO 149 STORES)

### WINNER

#### ARTISTS IN RESIDENCE BY THE ART FACTORY

Wagga Wagga Marketplace  
 Owned by ISPT  
 Managed by JLL  
 Chloe Sutton



The Art Factory, established in 2016 in Wagga Wagga and Temora, is part of a national network supporting artists with disabilities. In August 2023, Wagga Wagga Marketplace launched an in-Centre studio, inviting community members to book portrait sessions with the artists. These sessions fostered connections between the artists and the community where our guest had their portraits painted or drawn live at the ‘Artists in Residence’ – a Pop-Up Portrait Studio.



#### JUDGES COMMENT

‘Meaningful campaign execution with community sentiment. Strong positive impact on individual artists within the program.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Big. Spring. Clean	Mirvac, CapitaLand / Mirvac	Greenwood Plaza	Juliana Lovell
AccessABLE Spaces <b>RUNNER-UP</b>	Elanor Investors Group, Savills Investment Management / JLL	Clifford Gardens Shopping Centre	Brigid Harper



# COMMUNITY

## LARGE (150 STORES OR MORE)

### WINNER

#### COLOURS OF CULTURE

Grand Central  
 Owned and managed by QIC Real Estate  
 Georgina Bayly



Grand Central created a First Nations edutainment program to celebrate the June/July school holidays. Five First Nations suppliers hosted workshops focusing on arts, culture and dance and the local Elders group hosted cooking sessions to extend the NAIDOC theme of “For Our Elders.” The programming raised \$700 for the Elders group and 87.5% of the campaign budget directly supported First Nations suppliers. The in-centre celebration bolstered Archibald Prize winning artist ADNATE’s live 10m x 5m outdoor mural painting, which was the culmination of a youth recidivism project by Indigenous social enterprise Adapt Mentorship.



#### JUDGES COMMENT

**‘Multi generational engagement and multi channel execution. Legacy component and strong focus on cultural cohesion.’**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Lifeblood <b>RUNNER-UP</b>	Scentre Group	Westfield Sydney	Tahlia Irving, Jen Lu, Kristi Grose
Pacific Fair Community partnership - Serving our People	ACRT (Unisuper and CBS Super) / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Paiden Bromfield
School of Rockets	QIC Real Estate	Eastland	Jodie Murphy, Jacinta Bonsak



# COMMUNITY

## MULTI (2 OR MORE CENTRES)

### WINNER

#### FIRST NATIONS COLLECTIVE POWERED BY STOCKLAND MARKETPLACE

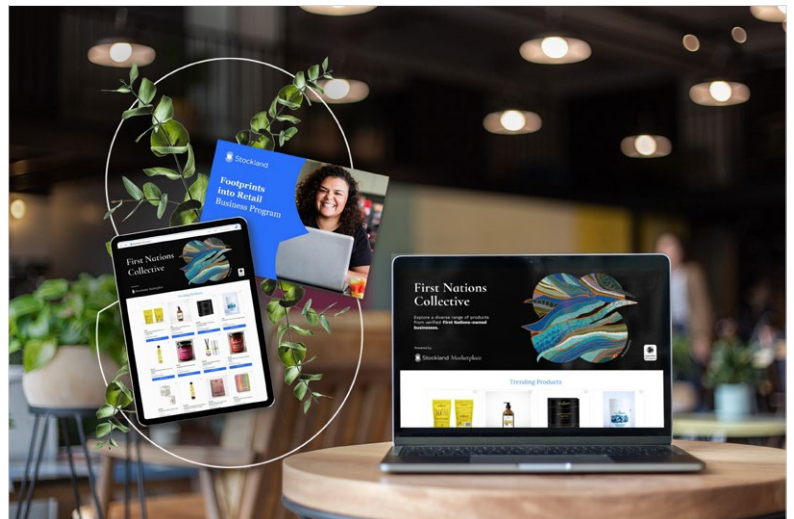
Multi

Owned and managed by Stockland

*Eliza Hodgson, Kate Azar, Sheldon Nunes, Bianca Belevski, Basilia McGaw, Maree Ansey*



Despite increasing public interest in Indigenous culture and a positive trajectory to be more equal, what isn't equal is the disparity experienced by First Nations people across various sectors of life – including business ownership. Aboriginal and Torres Strait Islander Australians are 14-times less likely to own a business compared with the non-Indigenous population. Stockland established a two-pronged response. The 'First Nations Collective' provides e-commerce platform access to verified businesses to list products, supported by advertising, content and activations. Plus, 'Footprints to Retail' B2B program provides business pathways, training and support. 'Always-on' programs resulting in 13.3-million media impressions and revenue growth.



### JUDGES COMMENT

**'Always on' campaign with good long term opportunity for First Nation businesses. Leveraging Stockland's power.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Cool New Era	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski, Alana Blake
Two Is Better Than One - School Holiday Activations <b>RUNNER-UP</b>	Charter Hall	Multi	Ruth Hutchinson, Elia Said, Jaelle Winter
Matariki 2023	Scentre Group, JV Partners / Scentre Group	Multi	Kim Walsh, Jenna Rura, Maily Pham, Tamika Adams

# COMPELLING EXPERIENCES

## SMALL (75 STORES OR LESS)

### WINNER

#### SPOOK-TACULAR HALLOWEEN FAIR

Elara Village Shopping Centre

Owned by Trilogy Funds

Managed by Colliers

Holly Jones



On Saturday, October 28th, Elara Village transformed into a haunted haven for the 'Spook-tacular Halloween Fair.' Attended by over 5,000 people, it featured eerie live entertainment, a DJ, spooky crafts, face painting, digital competitions, community-wide trick-or-treating, themed retailer menus, and food trucks. Running from 5PM to 9PM, the event included partnerships with Urban Real Estate, Shawood, and Haribo. It became the highest-attended event at the centre since its grand opening in November 2021, highlighting strong local engagement and solidifying Elara Village as the premier hub for community events.



### JUDGES COMMENT

'Great activation for community with low budget. Leveraging key partnerships with strong results.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Lunar New Year 2024: Enter the Dragon	ISPT / JLL	206 Bourke Street	Misti Neef
<b>RUNNER-UP</b>			
Wintergarden Christmas	ISPT / JLL	Wintergarden	Katharine Marshall

# COMPELLING EXPERIENCES

## MEDIUM (76 TO 149 STORES)

### WINNER

#### KARINGAL HUB - UNDER THE SEA

Karingal Hub

Owned by ISPT

Managed by JLL

*Prue Petchey, Jess McGowan*



Karingal Hub's 'Under the Sea' campaign drove sales and traffic along with increasing awareness and advocacy of the newly established outdoor Entertainment and Leisure Precinct, Karingal Town Square. A journey of immersive art, vivid neons and glowing inflatables, it created a competitive, hyperlocal point of difference achieving increased visitation through the challenging winter period.

The campaign's success saw all 9,000 ticket allocations exhausted within 48 hours of release and generated nearly \$50k in PR, including a feature in the Herald Sun. Due to overwhelming demand, the activation was extended and later returned through the school holidays with another 2,500 visitors.



### JUDGES COMMENT

**'Incredible outside the box thinking. Using an immersive zone to drive traffic and sales. Great community engagement.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Upcycling Creator Studio	Stockland	Stockland Point Cook	Chantelle Lacroix, Stephanie Alesich, Monica Masters
Student Shopping Night.. but make it EXTRA!	Mirvac, Perron Investments / Mirvac Group	Broadway Sydney	Bree Johnson, Adelaide Highfield
<b>RUNNER-UP</b>			
Skate City - Marrickville Metro	UniSuper / The GPT Group	Marrickville Metro	Chelsea Smith, Drishya Prasad

# COMPELLING EXPERIENCES

## LARGE (150 STORES OR MORE)

### WINNER

#### BRISBANE FESTIVAL PARTNERSHIP

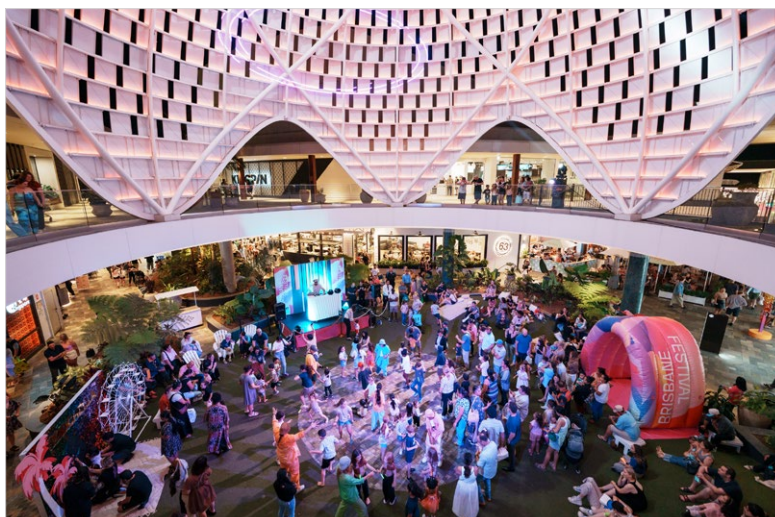
Westfield Chermside

Owned and managed by Scentre Group

Anne-Maree Butler, Natasha Gribble, Natalie Kussrow



A strategic partnership with Brisbane’s biggest and longest running arts festival further established Westfield Chermside as a premier destination for entertainment and experiences. As the exclusive major retail partner, Westfield Chermside served as a satellite site for festival performances and was seamlessly integrated into the multi-arts program. Promoted across numerous customer touchpoints, this collaboration drew visitors to the centre to enjoy performances that enlivened and delighted. The partnership featured a three-week program of entertainment, culminating in Kidchella—a week-long festival complete with a kids’ disco, fireworks, and a laser light display resulting in sales and traffic uplift for the centre.



### JUDGES COMMENT

‘Well executed within centre.  
Strong partnership leveraging  
power of Festival.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Kung Fu Panda Experience <b>RUNNER-UP</b>	QIC Real Estate	Eastland Shopping Centre	Emma Heinceslater, Emma Porcaro
Justice League Hero Academy	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone Shopping Centre	Lisa Scicluna, Andy Kyritsis
Karrinyup, 50 Years of Christmas	Unisuper / The GPT Group	Karrinyup Shopping Centre	Jayne Williams, Brad Smith



# COMPELLING EXPERIENCES

## MULTI (2 OR MORE CENTRES)

### WINNER

#### IT'S NOT ROCKET SCIENCE

Multi

Owned and managed by QIC Real Estate  
*Delphine Richard, Ashlee Hume, Jacinta Bonsak,  
 Tiffany Ellul, Hayley Coote, Kelly McGufficke*



In 2023, QIC Real Estate developed a galaxy-first interactive installation to form as part of QIC's commitment to deliver engaging, and compelling experiences within its centres.

The unique inflatable installation titled, It's Not Rocket Science, is a ground-breaking activation never-before-seen inside shopping centres across Australia and has created an interactive customer experience while driving both customer visitation and spend.

The touring installation has been a huge success, exceeding all expectations by achieving outstanding results for the five participating centres in FY24 including achieving an increase in traffic by 6.0% and generating over \$2.3 million in sales.



### JUDGES COMMENT

'Unique and innovative campaign taking on trending STEM theme. New found curiosity for science. Engaged whole of centre.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Big. Spring. Energy.	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski
Live the Barbie Life <b>RUNNER-UP</b>	Vicinity Centres	Multi	Martine Criswick, Cherie Fraser, Betty Lin, Mikaela Smith-Chandler, Kelly Weiss



# INNOVATION

## WINNER

### MARKETING TRAFFIC & SALES ATTRIBUTION MODEL

Multi

Owned and managed by QIC Real Estate

*Nathan Maroon*



Shopping centre marketing teams worldwide struggle with proving the impact of their efforts on traffic and retailer sales, unlike e-commerce platforms where attribution is straightforward.

QIC addressed this challenge by using Google's Store Visits tracking combined with monthly customer spend data per category. This approach allowed QIC to track verified centre visits and potential sales from marketing campaigns.

As a result, in FY24, QIC demonstrated attribution for 2.6 million centre foot traffic visits and \$238 million in potential sales. Additionally, QIC gained valuable insights into media placement, platform and creative strategies, leading to improved efficiency and performance in future campaigns.



#### JUDGES COMMENT

**'Clever, innovate and new to market. Shareable across competitors. Leveraging Google's analytics power to drive marketing campaigns. analytics power to drive marketing campaigns.'**

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Disney AR Experience <b>RUNNER-UP</b>	Scentre Group, JV Partners / Scentre Group	Multi	Emma Donaldson, Hollie Scott, Mikayla Agius, Leonie Hatfield, Tahlia Irving
We Don't Have Time For This Podcast X Westfield	Scentre Group	Multi	Natasha Gribble, Anne-Maree Butler, Lucy Ursino
A mission to reimagine retail websites	Mirvac	Multi	Nicole Olsson, Simone Naiger, Rebecca Westgate, Alicia Soebawa, Alanah Guerrero

# RETAILER MARKETING

## SMALL (75 STORES OR LESS)

### WINNER

#### LEVEL UP & WIN

Wintergarden

Owned by ISPT

Managed by JLL

*Katharine Marshall*



Wintergarden's partnership with Brisbane Fashion Festival (BFF) aimed to solidify its status as a fashion destination. To amplify this partnership, Wintergarden delivered 'Level Up & Win', a tactical sales-driven campaign to support our retailers and elevate customer engagement. The campaign, designed around an art deco elevator, featured interactive elements, showstopping presentation, and an integrated marketing strategy. Over 1,200 customers participated, with average spend of \$133 (+166% on target KPI), driving significant traffic (+15.4%) and sales increases (+13.5%). It fostered positive tenant relations, stakeholder engagement and successfully connected with an affluent audience, reinforcing Wintergarden's brand and delivering outstanding outcomes.

#### JUDGES COMMENT

'Driving spend and repeat visitation through a clever and strategic campaign. Addressed a challenge for the centre. Great creative.'



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sparkly's Big 40th Birthday	ISPT / JLL	Barkly Square	Leah Zou
QP Soirée <b>RUNNER-UP</b>	Vicinity Centres	QueensPlaza	Emma Jacoby, Mikaela Smith-Chandler, Leigh Segboer

# RETAILER MARKETING

## MEDIUM (76 TO 149 STORES)

### WINNER

#### BAYFAIR KIDS FUN PASS

Bayfair Shopping Centre

Owned by Dexu Wholesale Shopping Centre Fund, Fisher Funds

Managed by Dexu

Kylie Verhoeven, Nicole Wilks



A tactical campaign that became the talk of the town, the Bayfair Kids Fun Pass proved to be the boost the centre needed (+8.8% foot traffic) and cemented it as the top family entertainment destination for families. This July 2023 pilot campaign took a strategic approach to encourage sales and visitation growth, using a high-value offering and a united retailer front to drive repeat visitations from the main trade area. The success of the pilot campaign prompted repeated iterations, with customers and retailers both requesting the Kids Fun Pass to become a permanent school holiday feature.



### JUDGES COMMENT

‘Great cross centre activation, well targeted at parents during school holidays to drive visitation and support retailers. Great uptake!’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Burleigh Eats	Stockland	Stockland Burleigh Heads	Jacqui Buffett, Iris Johns, Cat Seselja
Food Court Frenzy	Charter Hall	Campbelltown Mall	Danijela Djakovic, Anastasia O’Hara

**RUNNER-UP**

# RETAILER MARKETING

## LARGE (150 STORES OR MORE)

### WINNER

#### GOLDEN TICKET

Melbourne Central  
 Owned and managed by The GPT Group  
 Sara Aiezza, Samantha Carr, Rachel Portelli



Melbourne Central's Golden Ticket was a game-changer, offering over \$200 worth of food, fun and fashion for just \$50. Launched during school holidays, it revitalised the food and entertainment precincts, drove traffic, and boosted sales across participating retailers. With 8000 passes selling out within hours, the campaign attracted MC's key youth demographic from all areas of Melbourne and beyond. Engaging influencers and targeted ads amplified its reach, while exclusive Melbourne Central merchandise added a unique touch. Retailers saw impressive sales growth, proving the campaign's success in delivering value, and its popularity has now opened the door to lucrative sponsorship opportunities.

#### JUDGES COMMENT

'Tactic of using influencers to drive uptake was clever. Well executed by supporting multiple retailers and encouraging additional sales. Campaign positioning was really strong around addressing an issue.'



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Chadstone's Shopping Party <b>RUNNER-UP</b>	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone Shopping Centre	Lisa Scicluna, Stephanie Gandel, Natalie Lawther, Andy Kyritsis, Vicki King, Georgia Bailey, Bibian Mak, Nikita Castello
Summer Street Fest 2024	GPT Wholesale Shopping Centre Fund / The GPT Group	Highpoint Shopping Centre	Fiona Twist, Amanda Shaw, Carolyn Nguyen, Ahmad Ali



# RETAILER MARKETING

## MULTI (2 OR MORE CENTRES)

### WINNER

#### MERRY EVERYTHING

Multi

Owned and managed by QIC Real Estate  
*Holly Howell, Charlotte Hall, Nathan Maroon*



The "Merry Everything" Christmas 2023 campaign by QIC Real Estate created a joyous, engaging, and commercially successful festive experience across 18 centres. The campaign tapped into the classic "Naughty or Nice" theme and included interactive quizzes, spend to win sales promotion, extensive communications strategy, and in-centre activities, resulting in a remarkable ROI of 80:1. With over 80,000 new database acquisitions and \$14.62 million in potential sales from digital advertising, the campaign successfully positioned QIC Centres as the go-to destinations for Christmas shopping and activities.



#### JUDGES COMMENT

*'Supported across a wide range of retailers. ROI was high. Database acquisition was great for repeat marketing. Well executed across multiple touch points.'*

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Fresh Food 2023 <b>RUNNER-UP</b>	The GPT Group, GWSCF, UniSuper, ACRT / The GPT Group	Multi	Elouise Hill, Teddi Tzambazis
Hot Cross Bun-anza	Charter Hall	Multi	Dallas Watt, Jaelle Winter





SHOPPING CENTRE  
COUNCIL OF AUSTRALIA  
MARKETING AWARDS

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