

To: All Retail Partners
 From: Marketing, Indooroopilly Shopping Centre
 Date: Thursday, 25 February 2021

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UPCOMING PUBLIC HOLIDAYS

Public Holiday	Date	Trading Hours
Good Friday	Friday 2 April	Closed
Easter Saturday	Saturday 3 April	10am - 4pm
Easter Sunday	Sunday 4 April	10am - 4pm
Easter Monday	Monday 5 April	10am - 4pm
Anzac Day	Sunday 25 April	Closed
Anzac Day Public Holiday	Monday 26 April	10am – 4pm

MARKETING UPDATE – UPCOMING EVENTS & OPPORTUNITIES

FASHION FIX: Thurs 18 – Sun 21 Mar

Our popular Fashion Fix tactical campaign is returning this March, with a few adjustments based on retailer and customer feedback to improve its success. We will give away 2,500 gift cards to the total value of \$50,000 over the 4-day period to support the sell through of Autumn collections.

Key changes:

- Customers who spend over \$150 at fashion retailers during the 4-day period will be eligible to receive a \$20 Indooroopilly Gift Card.
- There is a daily limit of 10 x \$20 gift cards to be redeemed per customer to ensure more customers can benefit from the promotion.

Key details:

- The same categories will be represented with spend including specialty and mini major fashion, jewellery and optometry retailers.
- The campaign will be supported with paid media including social media and local billboard advertising.
- Participating retailers will once again receive a flag on their store front to promote their inclusion and will be featured on the event flyer and website.
- All participating retailers will receive a separate memo outlining the full terms and conditions and any FAQs regarding the promotion.

FREE COMMUNITY EASTER EGG HUNT: Thurs 18 – Thurs 1 April

We're partnering with local kindies and schools who will decorate giant Easter eggs for display at the centre. Customers can collect a map from Customer Service and visit the decorated eggs around the centre to collect the code words in order to redeem Easter treats.

APRIL SCHOOL HOLIDAY PUTT PUTT: Tues 6 – Sun 18 Apr

Times: Daily from 10am – 4pm and until 8pm on Thurs

Location: Centre Court, level 1

We're excited to announce our school holiday programming will return for April. Taking place in centre court will be a colourful fruity Putt Putt experience for the young and young at heart.

Opportunities: Food retailers send us through an offer for promotion to the participants.

AUTUMN VISUAL MERCHANDISING

Our in centre VM will return next week to showcase the new Autumn season. Our centre VM stylist will be visiting stores to collect product in the lead up. Product will be required for a two-week period, please contact us if you're interested in being included: marketing.indooroopilly@ampcapital.com

NEW SEASON MENU ITEMS

We're creating a content series to feature on our website and on our social media channels to promote all the new menu items at Indooroopilly food retailers. Please get in touch if you'd like to be featured marketing.indooroopilly@ampcapital.com

DATE NIGHT

Our cinema date night event is returning to every third Thursday night of the month at Event Cinemas. More details will be available on our website soon.

RETAILER OFFERS

FREE COFFEE FOR CENTRE STAFF

Visit Brooklyn Donut & Coffee Co in the Food Court on Friday 5 and Saturday 6 March to claim your free coffee. Just show your staff ID or wear your uniform or your staff badge to be eligible.

EXCLUSIVE RETAILER OFFER AT FITNESS FIRST

25% discount on all memberships, prices from \$14.25 T&Cs apply. Offer until 28th Feb 2021. Book a free trial on 3720 4200 or speak to the staff at the Fitness First Reception.

If you have an exclusive staff discount that you'd like us to promote, please contact the marketing team on marketing.indooroopilly@ampcapital.com