
THE TOOMBUL TIMES

SEPTEMBER 2018 NEWSLETTER



DEVELOPMENT UPDATES

KMART MALL UPGRADES

Construction continues in the Kmart Mall to upgrade the existing ceiling finishes, furniture, column details and lighting to complement the addition of the revitalised Target Mall and Fresh Food Mall. Works are on track to be completed by October 2018.

EXTERNAL LICENCED SEATING AREA

Work to construct the new covered external licenced seating zone and casual dining precinct is progressing with Rashays, a family friendly all-day dining restaurant to open in this area in September 2018.

Pedestrian access to this area will remain closed whilst the area is being constructed with access to the bus terminal redirected through the Kmart Mall.

FOOD COURT & LEVEL 1 DINING PRECINCT

We are pleased to confirm that conditional funding approval for the new level one entertaining and dining precinct has been received following Council's Development Application approval earlier this year. Subject to conditions being met, Mirvac intends to commence construction in the coming month with the new precinct to be open in the third quarter of 2019.

WELCOME TO TOOMBUL! NOW OPEN



SURF DIVE N SKI



QML PATHOLOGY

OPENING SOON



RASHAYS



VODAFONE

Disclaimer: The information contained in this document is understood to be correct as of Friday 31 August 2018. 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.

IN THE MARKETING ROOM

THE LUST LIST SUSTAINABLE BAG GIVEAWAY

We have recently partnered with The Lust List to design some exclusive sustainable lifestyle bags. As pictured, we have three amazing designs (Lemons, Dogs, and Palms) that are printed on large calico bags. These are fully washable to ensure customers can use them again and again!

In September we will be running a gift with purchase campaign, where customers can pick up a bag from Customer Service when they spend \$50 or more on fresh food or in specialities, or \$80 or more in majors. Stay tuned for a start date.



SCHOOL HOLIDAYS

Schools will break for the September school holidays from 22 September to 7 October. We encourage you to where possible, run interactive school holiday activities for local families. Spendless Shoes has already organised to have a pencil case decorating activity station outside their store on 24 - 26 September, which is a great initiative to encourage visitors to their store. Other potential activities could range from food-based workshops such as donut decorating, muffin making, fresh food classes, to colouring in activities, fitness classes, meet and greets etc. If you are running anything in store or would like assistance with organising something like this, please email jenni.wallace@mirvac.com.au

FESTIVAL OF YOU



Throughout October we will be hosting a month long campaign called Festival Of You. This is aimed at delivering activations and inspiration in the fashion, health, beauty and well-being. We have secured some renowned guest speakers including Rachael Finch, Channel 7 presenter and best-selling author. Rachael will be presenting a wellness education session covering a variety of topics including diet, confidence and living a better life.

How you can be involved:

We are asking you to provide an exclusive special offer for the month of October as part of the campaign. These special offers will be widely communicated via the centre's social media and digital channels, where we have a combined following of 19,000+. There is also the opportunity for retailers to host workshops in-store or in a space in the common mall.

If you would like to meet to discuss ideas, please email chloe.nevin@mirvac.com

CONGRATULATIONS PETBARN!

The Petbarn team have recently received outstanding accolades that we would love to share with you.

Petbarn Toombul has won "Grooming Salon Manager of the Year" for their region & received the "Cross Referral Award" - which acknowledges the number of retail customers converted to GreenCross Vet Clinic customers. They were also ranked No. 2 in the business nationally for their "Customer Obsessed" score which is an indicator of how they welcome and engage with customers. Congratulations to the whole team, you should all be very proud of these achievements!

5 MINUTES WITH TINA, ANTICA HOME



Favourite Instagram account?

Chyka

How do you take your coffee?

With soy milk, but not too much milk! - ask the boys at Solo Studio - they have it down to perfection

2 things on your bucket list?

To live in Italy to improve my Italian. See Paris again.

Music or TV?

Hard one but probably TV!

Favourite place you've travelled to?

Paris

Favourite fashion item?

At the moment - it's my Moroccan raffia slides from Antica of course!

Must have skin care product?

BHA - chemical exfoliator

Travel accessory you always pack?

Hat

Favourite thing you like to cook?

Tabouleh - parsley salad

Nights in or nights out?

Nights in and TV/Netflix is involved

DRIVE

Toombul Shopping Centre has a variety of mediums that can assist all Toombul retailers to promote their marketing message and drive their sales. To book any of the below SHINE opportunities please contact the Toombul Marketing Team at toombul@mirvac.com

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