

THE GIFT THAT KEEPS ON GIVING

Gift Card sales continue to be a good news story, even in today's tough economic climate. The Australian gift card market is defying the downturn, and is on track to grow to \$6 billion by 2010. Through Westfield's Gift Card program you can tap into a lion's share of this sales opportunity. There are lots of ways to promote Westfield Gift Cards within your stores, so talk with your Retail Manager to discover how your store can take advantage of Westfield Gift Cards.



SOUTHLAND PERFORMANCE

Westfield Southland experienced promising growth across a broad number of categories for the month of May, with strong performance in the following categories: Small / Major Appliances (up 29.5%), Restaurants (up 25.6%), General Footwear (up 17.0%), Children's Fashion (up 14.0%) and Computer Hardware & Software (up 10.7%).

Traffic in the Centre was generally steady for the month, with all precincts performing consistently. The greatest percentage increases in traffic have been noted in the entertainment precinct and the area surrounding centre court. I hope you all have a strong holiday trading period. Regards, Isaac Tait, Centre Manager.

SALES ACTIVITY:

With peak sale activity now hitting the Centre, perhaps ask yourself if all promotional bases have been covered, such as:

- * Do you have your latest offer on the Westfield Web Site (open to all retailers in the Centre)
- * Is your local area marketing organised
- * Are your team 'value-adding' and 'up-selling'
- * Have you considered promotional specials for key times (e.g. 30% between 6 and 9pm on Friday nights)
- * Do you have VIP or Loyalty offers?
- * Do you have newsletters or e-updates to 'talk' to your customers? Good trading!

COMMUNITY DAY THANKS!

We would like to thank all retailers who participated in the Westfield Southland Community Day which occurred on Friday 8 May. Southland's chosen charity is Moira - Interchange Southern. Moira - Interchange Southern is a community-based, not-for-profit program providing support for families who have a child with a disability.

On the day we hosted 20 mums whose children are part of the Moira program. The schedule of events for mums included a car wash on arrival, a Style Session in Village Gold Class cinemas, a facial, blow wave, manicure or massage for each mum, followed by lunch at TGI Friday's. Mums were presented family bags which included products from 25 Southland retailers. All activities and products were donated by retailers. We also had fundraising activities on the day which included selling merchandise for Moira and a operating a 'Sunny Sausage Sizzle'. The sausages and bread were donated by retailers, with over 600 sausages sold on the day.

Again, thank you to all retailers for support and participation. We raised \$1,300 on the day for Moira. Our next Community Day will be held in December and we look forward to another successful day.

Attract more customers today with American Express® 'Cards Welcome'.

Nearly half of all Cardmembers choose to shop or dine at places that accept American Express*. Make sure you display your American Express signage today – the perfect way to attract American Express Cardmembers into your store.

To order your new Westfield American Express decal, email merchant_marketing@aexp.com today

*Card Usage & Attitude Study, Research International 2007.
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CARD PARTNER

