

### 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.



### Marketing News!

**We Are Family July Sales Promotion:** You will have seen the We are Family value guides around the centre with the Shopping Savers, Fast Family Meals and Tips for Mums. If you missed out on getting your special offer in the guide we are also uploading them on our website and including them in our e-newsletters. To have your special offer uploaded please email them to Kristy at Centre Management on khickson@au.westfield.com. For those of you who have coupons included in the Guide please make sure you keep all coupons submitted to you so we can track the success of this promotion.

Included in this Guide is an exciting promotion where customers can receive a \$20 Westfield Gift Card, with every spend of \$120 at participating stores (conditions apply). This promotion gives you the opportunity to up-sell in store to help the customer reach the promotional threshold of \$120. This promotion starts on the 1st of July and continues whilst stocks last.

**July School Holiday Entertainment:** On Sunday the 12th July we will have a meet & greet with the star of "The Tale of Despereaux" himself between 11am and 2pm, The Despereaux character will be roaming the centre. From the 20th until the 24th July we will also have Jumping J-Jays jumping castle in centre court between 10am and 4pm to entertain the kids!

### Retailer News!

**Thursday Night Update:** Centre Management and its security team have had growing success with the management of young persons in the shopping centre on Thursday nights. We are committed to providing a comfortable shopping environment and this success has been attributed to a proactive security presence and the use of Police in the centre each week. We thank retailers for their support and communication in the management of young persons in the Shopping Centre.

**Staff Car Parking:** Westfield will continue to manage staff car parking to ensure that convenience is maintained for your valuable customers. Thank you for your ongoing support with this initiative.

**Westfield Website and Database Advertising:** Retailers are reminded to email their special offers and discounts to Kristy Hickson at Centre Management on khickson@au.westfield.com. These offers can be advertised for free on our Westfield Tuggerah website and in our weekly e-newsletters which is emailed to over 3000 local customers!

**Staff Loyalty Card:** Remember to pick up your retail staff loyalty card from Centre Management to receive great discounts from your fellow retailers. If your store would like to offer discounts simply contact Jo at Reception on 4353 5311.

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](mailto:merchant_marketing@aexp.com) today

\*Card Usage & Attitude Study, Research International 2007.  
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