

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 Update

Marketing Presentation

Thank you to those retailers who attended our 09/10 Marketing Plan presentation recently. If those retailers who were unable to attend would like to discuss the Marketing Plan for the remainder of the year please contact Centre Management.

Spend & Win Promotion

We would like to remind you that the We Are Family Spend & Win promotion will commence on Wednesday 1 July. Customers will receive a \$20 Westfield Gift Card when they spend \$120 at participating stores and redeem in one day. Please utilise the window & counter signage we have provided you with.

School Holiday Entertainment

We have some exciting events planned for the upcoming school holidays which include:

*Kids Craft: Monday 13 July - Friday 17 July, Centre Court, 10am - 2pm

*We Rock! Football Roadshow: Monday 20 July - Friday 24 July, Centre Court, 10am - 3pm.

We Rock! Preschool Kid's Events

We will be continuing to run our preschool kid's events after the school holidays. If you are interested in being part of these activities or would like to provide coupons/flyers for the parents please contact Centre Management.

Security Update

Police Operations

Last month Security and Police undertook a retail theft operation with the support of the majors. The day was a success and resulted in several arrests. Police have two other operations planned for the centre throughout the year.

CCTV Footage

CCTV in stores helps reduce shrinkage. Supplying Police and Security with footage can aid in prosecuting offenders. In the event that a theft has occurred in your store please report the incident to the Police Assistance Line on 131 444 and also report this to Security. Reducing the time between an incident occurring and the incident being reported to Security can greatly aid in the chance of Security locating the offender.

When reporting incidents to Police please obtain an event number for that incident so that Security has a reference number when communicating with Police.

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

