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It's all at [retailedge.com.au](http://retailedge.com.au)



### Marketing

#### \*\* Trinny & Susannah

We're very excited to announce the return of Trinny & Susannah back to Whitford City in October. More information to follow next month.

#### \*\* We are Family Sales Promotion

The \$20 Sales Promotion has been a huge success with 1,850 \$20 Westfield Gift Cards (\$40,607) given away in just 9 days. A big thank you to all retailers who promoted it to your customers, our gift card allocation was given away the quickest in the state.

#### \*\* Marketing Plan Presentation

Thank you to all retailers who took the time to come along to Outback Jack's for our Marketing Plan presentation. For those who didn't attend and would like a copy of the Retailer Toolkit please pick your copy up from Centre Management or Concierge.

#### \*\* Find Your Favourite

The 'Find Your Favourite' Whitford City specific campaign commenced mid July and will continue through to the end of August. The campaign is a combination of local press ads, letter box drops and free giveaways. Results and updates to follow in September edition.

#### \*\* Food Court Discounts

A Food Court Meal Deals Wheel has been produced especially for centre workers with 6 special offers. It will run until the end of the year and refreshed with new offers. One has been included and more are available from Concierge.

### Facilities Update

Whitford City has recently appointed Activ Property Care to maintain and improve the presentation of the gardens in and around the centre. Activ Property Care is part of the Activ Foundation, who has been involved in the WA community since 1951. They are the largest provider of services to people with disability in Western Australia, with more than 100 facilities throughout the State. Activ Property Care focuses on providing a range of employment services for people with disability helping them and their families pursue a better life.

The Minister for Water Resources has also imposed a Winter Sprinkler Ban for domestic and commercial reticulation use until the 31st of August. Whitford City has been on a reduced water program since June 1 and will ensure that we comply accordingly. The bore reticulation system has been approved to be used for short periods, on our rostered watering days, during the ban in order to repair and maintain the equipment in good working order. (This information has been provided from the Department of Water and the Water Corporation).

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

### Centre Updates

#### \*\* New Stores

We welcome Karma Floral Design located outside Secrets Shhh and Victoria Station near Best & Less.

#### \*\* Store Upgrades

Flower have opened in their new location opposite YD while The Body Shop have re-opened with their bright new store. Internet Only have moved closer towards the food court and re-named to Rang Internet.

#### \*\*New Stores Opening Soon

Country Road, Zu, Smiggle and Dotti.

### Centre Works

\*\* Parents Room - The Parents Room near Pulp Fiction is our biggest and most commonly used parents room within the centre. It has recently undergone an upgrade which opened 20 July.

\*\* Toilets - The public and staff toilets behind Sam Rifici have permanently closed. The closest alternatives include behind RAC or next to IGA.

### Staff Discounts

As a centre staff employee, you are entitled to the following discounts:

\* 10% off at Muffin Break, BlueSpirit, Darrell Lea, Gloria Jeans, Maurice Meade, Subway, The Athlete's Foot, Healthy Life Fitness, Sunglass Hut & 15% off CODE Menswear.

\* \$5 Shake & dog from Wendy's, 20% off hairdressing services Mon to Wed at Sam Rifici.

\*All offers are valid until 31 July 09.

Employee ID or uniform must be presented. If you would like to display your discount offer please phone Nicole on 9308 2751.

## ATTRACT MORE WALK IN CUSTOMERS THROUGH CUSTOMISED SHOP FRONT DISPLAYS

In the current economic environment, Bannershop understands that our customers need to be more price-conscious and spend wisely. Increasing advertising will lead to a greater exposure of your business and in a retail environment this needs to attract walk-in customers. One of the most effective ways to achieve this is by eye-catching shopfront displays. Because customers love surprises, frequently refreshing and creating new images for your shopfront will keep your customers engaged.

Digital printing allows you to customise and design according to the needs of your customers. You can print different artworks on different mediums and sizes with no minimum order quantity. Our Lowest Price Guarantee ensures that our customers get the most competitive price in the market. Bannershop has been awarded with Hewlett Packard 2008 Excellence Award. This certifies that Bannershop has achieved an outstanding performance in industrial and commercial digital printing.

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