

FIVE GREAT REASONS TO VISIT RETAILEDGE.COM.AU THIS MONTH

1. View special discounts from newly listed suppliers
2. Advertise your job vacancies
3. Register yourself or a staff member for a retail training course
4. Subscribe to receive the very best supplier discounts on offer
5. Register for Accounts Online Services.



Marketing News

New Retailers

We would like to welcome our new retailer Lorna Jane located on the Upper level near Cue. Visit them today and view their fantastic range of active wear. Please take a look at the newly refurbished Photo House. This store has just undergone a transformation and looks fantastic!

Food Court Every Day Campaign

Westfield Woden will be running a food court promotion from Tuesday September 15 until Friday October 9. This promotion is aimed at enticing customers to spend more during lunch. An ambassador will be located at a Concierge hub outside Betts and will be handing out flyers with special offers and driving customers to register for our email newsletter between 11:00am-2:00pm Tuesday- Friday.

Key Christmas Dates

Christmas decorations will be installed on the 18th and 19th of October and Santa's big arrival will occur on Saturday the 14th of November.

Trading Hours

Christmas trading hours have yet to be confirmed but retailers will be notified with a memo as soon as these have been confirmed.

Marketing News continued:

Summer Fashion

Westfield Woden will be launching Summer Fashion on Wednesday 7th October until Sunday 1st November with the installation of the Fashion Hub located in the Fashion precinct near Country Road. Our stylist Samantha West will be holding free 15 minute styling sessions for our customers between 11am and 3pm Wednesday – Sunday.

We will be holding Style Sessions with our stylist Shane Rogers, on the below dates: Saturday 10th October, Saturday 17th October

Rae Morris will also be holding a makeup workshop on Saturday 17th October, helping our customers apply makeup for the upcoming summer season.

Summer Fashion Spend and Receive Campaign

We will be implementing a Spend and receive campaign this Summer fashion season, which will be similar to the one implemented during the winter fashion campaign. This promotion will run from Oct 7 to Nov 1 2009, or upon the redemption of the last Westfield Gift Card. If a customer spends a total of \$200 on fashion, footwear and accessories, they are eligible to redeem a \$20 Westfield Gift Card from Concierge. This promotion is open to all Specialty Fashion, footwear and accessory retailers.

Big rewards for small business

Over 1,200 prizes to be won worth over \$130,000 plus a FREE Movie Voucher*

For the chance to win rewards that support your business, **SMS your American Express 10 digit merchant number and trading name to 1977 07 07* today!** To accept American Express and be rewarded, call **1300 36 36 14**.

*Terms and conditions apply. Visit americanexpress.com.au/businessrewards

Authorised under NSW Permit No. LTPS/09/05944, VIC Permit No. 09/1991, SA Permit No. TD9/1455 and ACT Permit No. TP 09/02388.1. *Maximum SMS entry cost is \$0.55 (including GST) per SMS. American Express Australia Limited (ABN 92 108 952 085) © Registered Trademark of American Express Company.



CARD PARTNER

Marketing News continued:

School Holidays

Westfield Woden will be holding The Flinstones School Holiday Entertainment in October

Date: Monday 5th October until Friday 9th October

Time: 11am and 1pm

Location: Clock Court, near Just Jeans

We encourage retailers to come on board by providing discounts for this week, to drive customers to your store after the event.

BENEFIT FROM OUR PARTNERSHIP WITH HERTZ AUSTRALIA

Hertz offers a large selection of carefully maintained, latest model vehicles to suit any occasion. You'll find Hertz at over 200 locations around Australia, including all major airports. Hertz is committed to offering fast, friendly and efficient service to ensure your rental experience is smooth from beginning to end.

Risk Management

Trolleys

Please remember that shopping trolleys are provided by major retailers for use by customers only. They are not to be used to transport waste or cardboard, and some tenants have been instructed by WorkCover to purchase their own trolleys or risk a fine (due to leaving them blocking fire exits or not meeting health requirements).

Gift Card

This Christmas, let them have it all with a Westfield Gift Card – the ideal gift of choice.

Welcomed at more than 6000 stores across Australia, a Westfield Gift Card is valid for 12 months and can be replaced in the event of theft, loss or damage. Westfield Gift Card holders can check card balances online, via telephone or personally with the friendly staff at any Westfield Centre Concierge Desk. Visit www.westfield.com.au, call 6283 6000 or just visit the Concierge Desk at Westfield Woden for more information.

As a RetailEdge member, you have access to special rates and benefits including:

- Special member rates within Australia
- Periodic bonus offers
- Reduced Accident Damage Excess
- Free enrolment into the Hertz #1 Club Gold program for express service and VIP treatment here and around the world.

For more information or to book now, call Hertz on 13 30 39 or visit hertz.com.au and remember to quote the RetailEdge Customer Discount Program (CDP) number 1840440 when making your booking.



Centre Manager
Gary Stewart
6283 6000

Retail Manager
Pete Trinh
6283 6000

Marketing Manager
Laura Duval
6283 6000

Facilities Manager
Daniel Bennett
6283 6000

Zenith – Love at first sight.

Reduce your daily workload with Zenith – an easy to use online print management system that can help you save time and money.

- * Order your printing online
- * Control your company's brand and image
- * Reduce time spent on mundane administrative chores

Visit www.kwikkopy.com.au/zenith for more info or call 1800 084 267.

Kwik Kopy

Corporate Design
& Print Solutions