

CONNECTIONS



Welcome

Dear Retailers,

The festive season is well and truly upon us! Before we go any further, we would like to take this opportunity to wish you and your family a very Merry Christmas and a wonderful start to the New Year. This is a magical time of the year and we're sure you're all looking forward to spending some quality time with your family and friends, and who can forget, indulging in good food!

May you eat, drink and be merry this Christmas!

Warmest regards,
Centre Management Team

MESSAGE FROM THE CENTRE MANAGER

It has been a big year for us all and I'd like to thank you for your patience and support throughout the year while we carried out the much-needed works of our car park project. I'm sure you can all agree the end result was well worth it.

As we are coming up to the exciting festive season, this also means an influx of people inside the centre. Whilst the Security team does patrol the Centre throughout the day, we still need your eyes and ears to report anything that needs attention, especially during the lead up to the busy Christmas period. Whether it's a spill outside your store, or a lost child that may have wandered into your store, we're here to help.

During this busy period, it is imperative that centre retailer staff park in the appropriate spaces allocated, this is for the greatest ease and convenience for customers.

On a final note, I would like to wish you, your teams and family a very Merry Christmas!

Happy Retailing,
Natasha Storch
Centre Manager

Marketing Update



SANTA PHOTOS

Sessions: Sun 9th Dec 11am-3pm
Thu 13th Dec 3pm-7pm
Sun 16th Dec 11am-2pm
Thu 20th Dec 3pm-7pm
Sat 22nd Dec 11am-3pm
Sun 23rd Dec 11am-3pm
Mon 24th Dec 11am-3pm

Cost: \$5 for a high-res digital print

Location: Santa's Set, near St George Bank



PET PHOTOS WITH SANTA

Date: Sunday 16th December 2018

Sessions: 2.00pm – 2.10pm
2.10pm – 2.20pm
2.20pm – 2.30pm
2.30pm – 2.40pm
2.40pm – 2.50pm
2.50pm – 3.00pm

Cost: \$5 for a high-res digital print

Location: Santa's Set, near St George Bank

There are limited spots and customers will need to make a booking by emailing info@cherrybrookvillage.com.au



BREAKFAST WITH SANTA

Mums and Co members have been invited to join Santa and his Elves for a delicious breakfast. He's travelled all the way from the North Pole and he's really looking forward to meeting the kids! Children will enjoy breakfast, do some crafts and can give their letters to Santa personally. Parents are encouraged to bring their cameras and take some happy snaps of their kids with Santa.

Date: Saturday 15th December 2018

Time: 8.30am – 10.30am

Location: Santa's Set, near St George Bank

Cost: FREE

Notes: Mums and Co Members Only
This event has limited seats
Suitable for kids from 3 years old+



MERRY CHRISTMAS TOTE GIFT WITH PURCHASE

Customers who spend a minimum \$60 in the single day at our fresh food specialty retailers will receive a free Merry Christmas tote bag.

Date: 3 December – 14 December 2018
(or while stocks last)

Retailers: Bakers Delight
Costi's Catch
George's Fine Meats
India Homes
Martelli's Fruit Market

Redeem: Mon – Fri 9am – 5pm
Centre Management Office

Minimum \$60 spend can be made up of different receipts from the participating retailers, however it MUST be all in the same day. Offer valid to the first 200 customers. Maximum of 1 bag per customer

TREE OF JOY

The Tree of Joy is an initiative between Cherrybrook Village and the Rotary Club of West Pennant Hills and Cherrybrook (WPHC) to gift individuals in need of a gift this Christmas. The Tree of Joy initiative has been running for over a decade and with more than ten different charities involved, is one of the biggest community service projects in the area. Last year a total of 866 gifts were received at an average of \$50 per gift. This year Cherrybrook Village hopes to bring Christmas joy to even more with a target to collect 1,000 gift donations.



How to Donate:

1. Simply choose a gift tag from the tree located opposite Aussie Home Loans
2. Purchase a gift
3. Attach the relevant gift tag to the gift. Please do not wrap the gift, all gifts must be in a gift bag or unwrapped
4. Deliver the gift to Centre Management by **Wednesday 12th December**, to ensure it reaches the recipient in time for Christmas.

Drive: Retailer Marketing Channels

Just a friendly reminder of the marketing platforms available to all retailers:

WEBSITE

To feature on our website homepage and/or Offers page, please provide the below requirements:

Image: 2160w x 1080h px
Please include supporting copy and the offer Terms & Conditions

FACEBOOK

To feature on our Facebook page, please provide the below requirements. Please note there is limited space available and will need to fit within the schedule:

- Image: 1000w x 1000h px
- Images must not have more than 20% text
- Offer and Terms & Conditions

CHRISTMAS EMAIL NEWSLETTERS (edm)

During the peak Christmas period, we will be sending out an edm each week. Retailers who provide us with high resolution inspirational imagery and special offers will be featured in these email newsletters. To feature in these, please provide creative no later than **COB 10th December**.

- Image: 2160w x 1080h px

TIP: Imagery is KEY. Always think about the platform you are marketing/communicating on and what the customer will **actually see** in the limited time frame you have to capture their attention. If you aren't attracted to the image, then chances are, so aren't your customers. Please are some sample images for your reference.



Have yourself a very Merry Christmas

Christmas and New Year Trading Hours

MON 17 DEC	9am - 6pm	WED 26 DEC	10am - 4pm
TUE 18 DEC	9am - 6pm	THU 27 DEC	9am - 9pm
WED 19 DEC	9am - 6pm	FRI 28 DEC	9am - 5.30pm
THU 20 DEC	9am - 9pm	SAT 29 DEC	9am - 5pm
FRI 21 DEC	8am - 6pm	SUN 30 DEC	8am - 4pm
SAT 22 DEC	8am - 6pm	MON 31 DEC	8am - 5.30pm
SUN 23 RD	8am - 6pm	TUE 1 JAN	10am - 4pm
MON 24 DEC	8am - 5.30pm	WED 2 JAN	9am - 5.30pm
TUE 25 DEC	CLOSED	THU 3 JAN	9am - 5.30pm

CHRISTMAS EVE EARLY BIRD FRESH FOOD SHOP HOURS

Bakers Delight open **from 4.00am**
 Costi's Catch open **from 3.00am**
 George's Fine Meats open **from 4.00am**
 Martelli's Fruit Market open **from 4.00am**

Café Cherry Beans open **from 6.00am**
 Lil Cilantro open **from 6.00am**
 Panache Patisserie open **from 6.00am**
 Oliver Brown open **from 8.00am**

BOXING DAY

Boxing Day is a voluntary day for all retailers to trade. We do however encourage retailers to opt to trade to provide customers with a proper offer. Further information on restricted trading days or voluntary staffing provisions is available from NSW Industrial Relations on 131 628 or www.industrialrelations.nsw.gov.au



Retail Store Update

Over the last few months, you would have noticed a bit of reshuffling in the centre's stores. This is part of our centre's strategy to bring our customers a strong mix of retailer products and services to the centre. Our team have been working hard with the incoming tenants to ensure all designs are of a high standard and are in line with Cherrybrook Village's premium speciality offer.



COSTI'S CATCH

Christmas has come early for the Cherrybrook Village community, with Costi's Catch returning in time for the festive season. The opening sees original store owners George and Kerry Christou return to Cherrybrook, with the duo best known for being the biggest fresh seafood suppliers in the Hills District, saving our customers from making the trip all the way to the Sydney Fish Market!

To kick off the store opening, Costi's Catch is giving customers the chance to win \$3,500 in prizes to be drawn on New Years' Eve, including a \$2,000 Flight Centre Voucher. Entries are earned for every \$50 spend in store.



INDIA HOMES

If the crowds from our Deepavali celebrations proved anything, it was a testament of the growing Indian population within our local community. Without further ado, we are pleased to welcome Jyoti, owner of India Homes to the centre.

'India Home Food Market was inspired by the needs of Indian community, which was otherwise finding it hard to meet their grocery needs in or near Cherrybrook suburb. After facing this problem, for nearly more than a year, I took it as a challenge and met the management of Cherrybrook shopping village and shared my concern. The management responded with great enthusiasm and here we are, with a brand-new store as India Home Food Market,' says Jyoti.

COMING SOON

MEDICAL CENTRE (RELOCATION)
 MOBILE SOLUTIONS (NEW STORE)

LEILANI BOUTIQUE (STORE EXPANSION)
 OLIVER BROWN (RELOCATION)