



SCENTRE GROUP

Westfield Garden City

Retailer Welcome Pack

2022

WELCOME

Hello and Welcome to Westfield Garden City!

Our ongoing objective is to deliver the ultimate shopping and social experience for our customers. This includes the retailer offer, the centre ambience, marketing events and activities, customer service, our amenities, centre security and cleaning.

If we consistently deliver an exceptional experience, our customers will visit us more often, stay longer, and ultimately spend more.

This induction pack has been developed to give you an overview of Westfield Garden City, your Centre Experience Management team, the centre operations and services it provides. Our aim is to ensure you understand how the centre functions day to day, to be our eyes and ears on the ground and to appreciate how important you are in making our living centre come to life.

Your journey with Westfield starts now!

Creating extraordinary places, connecting and enriching communities.

RETAILER PORTAL

Our Retailer Portal will have access to important retailer information pertaining to the Centre and to stay in touch with all the latest information:

Website www.gardencityretailers.com
Password: gc1

CENTRE MANAGEMENT TEAM

Centre Manager

Nhan Nguyen
nnguyen@scentregroup.com

Retail Experience Manager

Oanh Nguyen
onguyen@scentregroup.com

Brand Experience Team

gardencitymarketing@scentregroup.com

Brand Experience Manager

Elisha McGrath
emcgrath@scentregroup.com

Brand Experience Executives

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Facilities Manager

Joshu Turier
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Assistant Facilities Manager

James Russo
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Senior Risk & Security Manager

Leata Hunter
lhunter@scentregroup.com

Customer Service

3135 5450
gardencity@scentregroup.com

Services Supervisor

Kat Lee
kalee@scentregroup.com

Car Park Supervisor

Russell Wright
rwright@scentregroup.com

Westfield Security 24 Hours

0417 719 500
gardencitysecurity@scentregroup.com

Brandspace Partnerships, Media & Digital

02 9358 7441
Brandspace@scentregroup.com

CENTRE CORE TRADING HOURS

To meet customer expectations and for the mutual success of all retailers, it is essential retailers remain open during the centre's core trading hours as required under the terms and conditions of the Lease.

Monday	9:00AM – 5:30PM
Tuesday	9:00AM – 5:30PM
Wednesday	9:00AM – 5:30PM
Thursday	9:00AM – 9:00PM
Friday	9:00AM – 5:30PM
Saturday	9:00AM – 5:00PM
Sunday	10:00AM – 5:00PM

TRADE AREA

Westfield Garden City

The Westfield Garden City Total Trade Area population is estimated at 638,000 residents in 2020 and the Main Trade Area population is estimated at 288,000 residents.

Forecast population growth between 2019 and 2022 is highest amongst the Secondary East (4.3% per annum) and Tertiary West (3.8% per annum) trade area sectors, which are all above the Brisbane Metro average (1.9%).

Key:

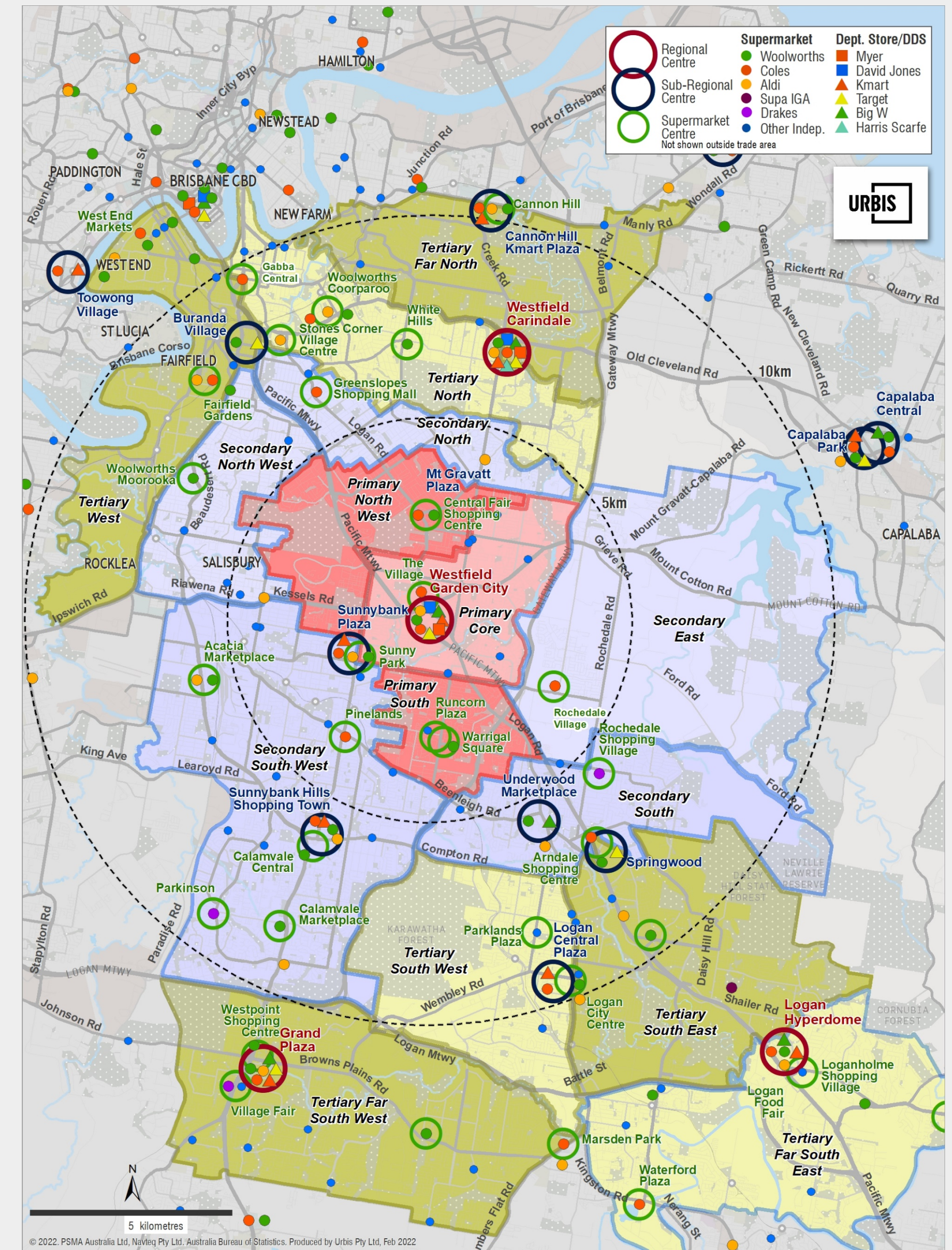
- Primary Trade Area: Red shaded areas
- Secondary Trade Area: Blue shaded areas
- Tertiary Trade Area: Green shaded areas

Main Trade Area (MTA): Primary Trade Area combined.

Total Trade Area (TTA): Primary, Secondary and Tertiary Trade Areas combined.

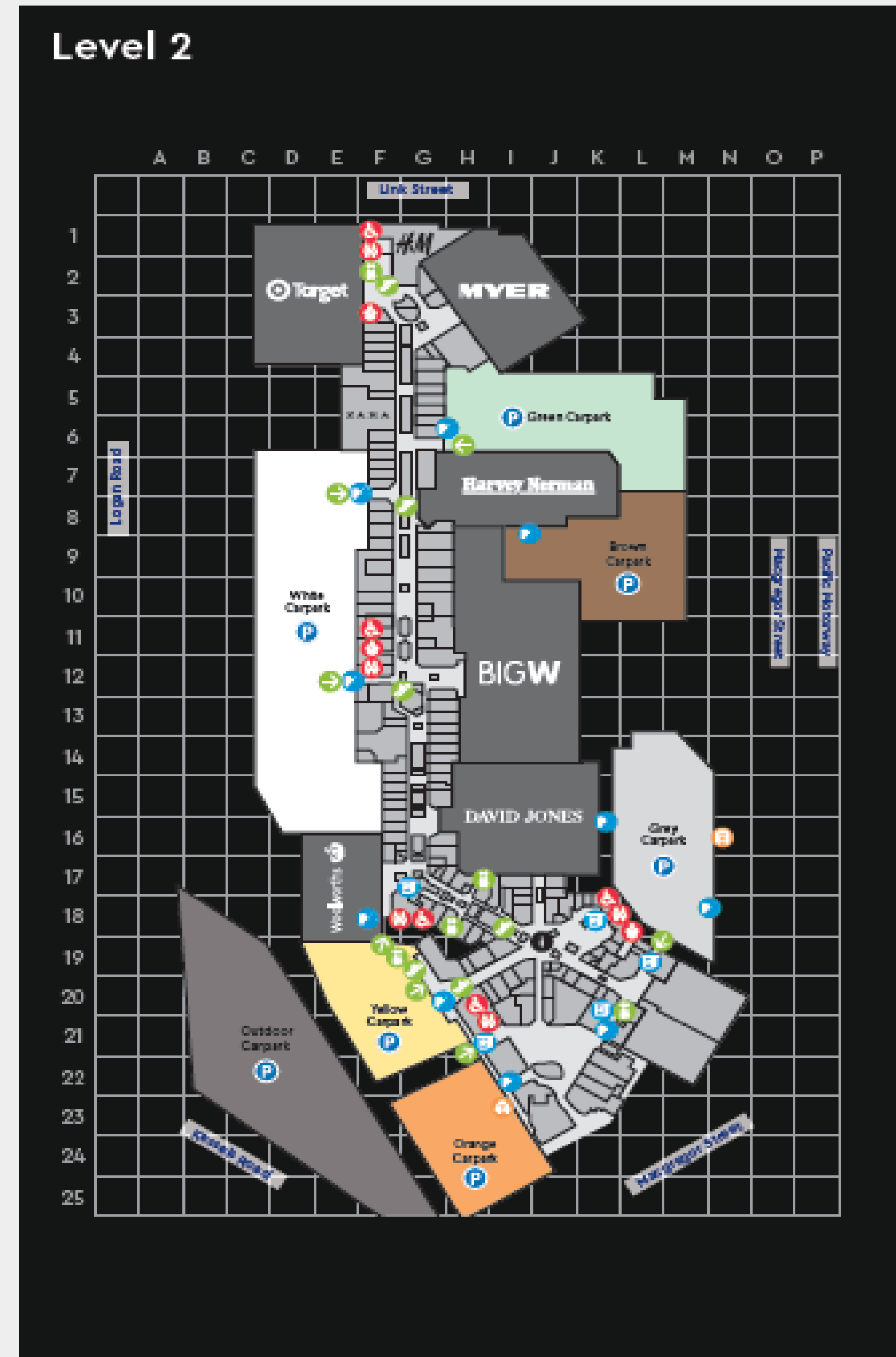
The Westfield Garden City Total Trade Area was defined in 2013 using real transaction data and is comprised of 3 primary, 5 secondary and 7 tertiary trade area sectors. Brisbane Metro is defined as the ABS Greater Capital City Statistical Area 3GBRI.

SOURCE: URBIS 2020; QUANTIUM 2020 (TRADE AREA DEFINED 2013, REVIEWED 2019)



MAP: WESTFIELD GARDEN CITY TRADE AREA

CENTRE MAP



CUSTOMER SERVICE

Westfield Garden City Customer Service staff provide exceptional service to all customers and retailers

The customer service desks provide a number of services:

Customer Service Desks

Garden City has two Customer Service Desks located on Level One near H & M, and Level two between Michael Hill Jeweller and Starbucks. Services available include general Centre information, Gift Cards, Retailer Carpark applications and any other enquiries.

Lost and Found Property

Lost property is administered from the Customer Service Desk. Please ensure that you take all found property within your store immediately to the customer service desk.

Mobility Equipment

Wheelchairs and motorised power shoppers are available for hire at no charge for up to 3 hours from the Customer Service Desk. These need to be booked ahead of time.

Parents with Prams

Designation parking for parents with prams is available throughout the centre carpark. These bays are conveniently located to enable easy manoeuvring of prams and other children's equipment.

Accessible Parking Facilities

Designated parking bays for persons with accessible needs are available throughout the centre carpark.

Public Transport

There is a bus interchange located at the southern end of the centre on MacGregor Street. For public transport information contact Translink on 131230 or head to the customer service desk.

Taxi Rank

The main taxi rank location is located in the laneway near Valet Parking off Kessels Road Southern end of the centre near the dining and entertainment precinct. There is also a second taxi rank located off Logan Road in the carpark area outside the banks.

Uber / Ride Share

Uber & Ride Share location is in the laneway near Kessels Road, southern of the centre outside the Town Square Dining Precinct.

Contact: 3135 5450 - gardencity@scentregroup.com

RETAILER PARKING

Providing convenient, available car parking facilities is an integral component of Westfield Garden City's customer service strategy. Customers value easy, effortless parking and often this alone will encourage return visitation. Consequently, staff must comply with the centre staff parking rules, to provide customers with the best access to the centre and the most convenient car parks.

Staff Car Parking Locations

- Rooftop Green Car Park (Myer & Target Rooftop)
- Rooftop Grey Car Park (David Jones Roof)
- Parking instructions and application forms can be obtained at Customer Service Desks or [Retailer Portal](#)

Cost: \$5 per day

- All staff carparks operate on a first in basis.
- Available spaces in the retailer carparks are not guaranteed.
- Parking in ANY area outside designated retailer areas will attract public rates.
- **Note:** To obtain the \$5 rate, individuals must apply for a staff card (\$16 application fee) and park in the designated parking areas.

How to apply for Staff Car Parking

1. Complete an application form available from the Customer Service Desks or the [Retailer Portal](#)
2. Upon completion of the form, present proof of employment to the Customer Service Desk (i.e. payslip, letter from the manager or letter of offer).
3. Upon verification of proof of employment and payment of the \$16 application fee, a staff card will be made and delivered to your store within 48 hours.

For support in the use of your car park access, please contact Customer Service.



RETAILER STANDARDS

As the customer experience team we're here to support the success of our retailers.

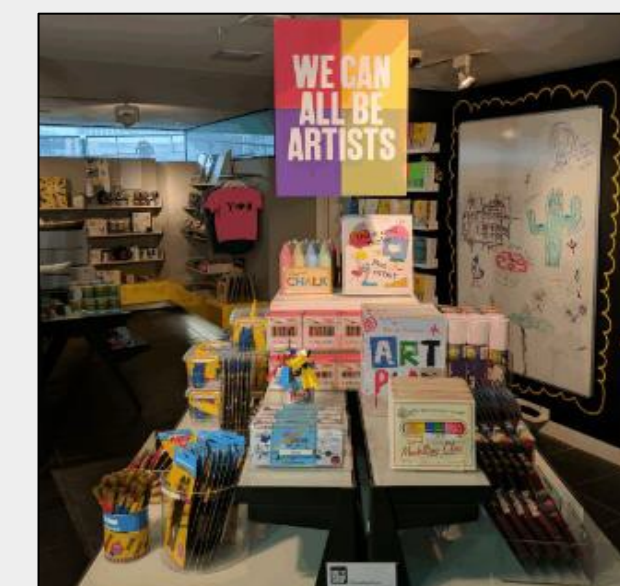
There are several areas in which our retailers can make a real impact in order to drive foot traffic to their door. These simple retailer standards are to be upheld by the retailers and also our team.

Key standards:

- Maintaining pristine store presentations
- Professional signage (not handwritten signage)
- Well lit spaces – no light bulbs out.
- Suitable music and sound levels
- Providing optimum customer service
- Keeping within lease lines
- Following the centre waste management processes
- Following the centre rules around trolleys and deliveries.

The Retailer Standards Handbook can be located on the [Retailer Portal](#).

Examples of Retailer Standards



BRAND EXPERIENCE

Creating extraordinary places connecting and enriching communities

The Brand Experience teams deliver marketing strategies and retailer partnerships that assist in maximising traffic to the centre and ensure a superior and memorable shopping experience for our customers.

In order to support your overarching marketing strategies and to drive maximum exposure for your brand throughout the centre and across our owned channels, Westfield Garden City provides many ongoing opportunities for you to leverage across the full calendar year. These include:

- Westfield Garden City website – store listing, content, events
- Social Media Channels (Facebook and Instagram) - offers, events, products, campaigns
- EDM's - offers, events, products
- Visual Merchandising
- In-centre activations via tactical offers or product integration
- Event partnerships



Be Featured On Our Website

Your digital store-front enables your brand's personality, products and bespoke offerings to be brought to life.

Types of website content:

- 1. Event:** Actual events that people can attend in centre. Typically new season launch, in-store experiences, VIP event, meet and greet etc.
- 2. Offer:** Tactical offers, GWP or value-add etc.
- 3. News:** Timely, newsworthy content that can include a blog-style format.
- 4. Story:** Long form blog or editorial style content that has longevity, approx. 200+ words.

What We'll Need From You

E: gardencitymarketing@scentregroup.com



Logo
600 x 600px
On White Background



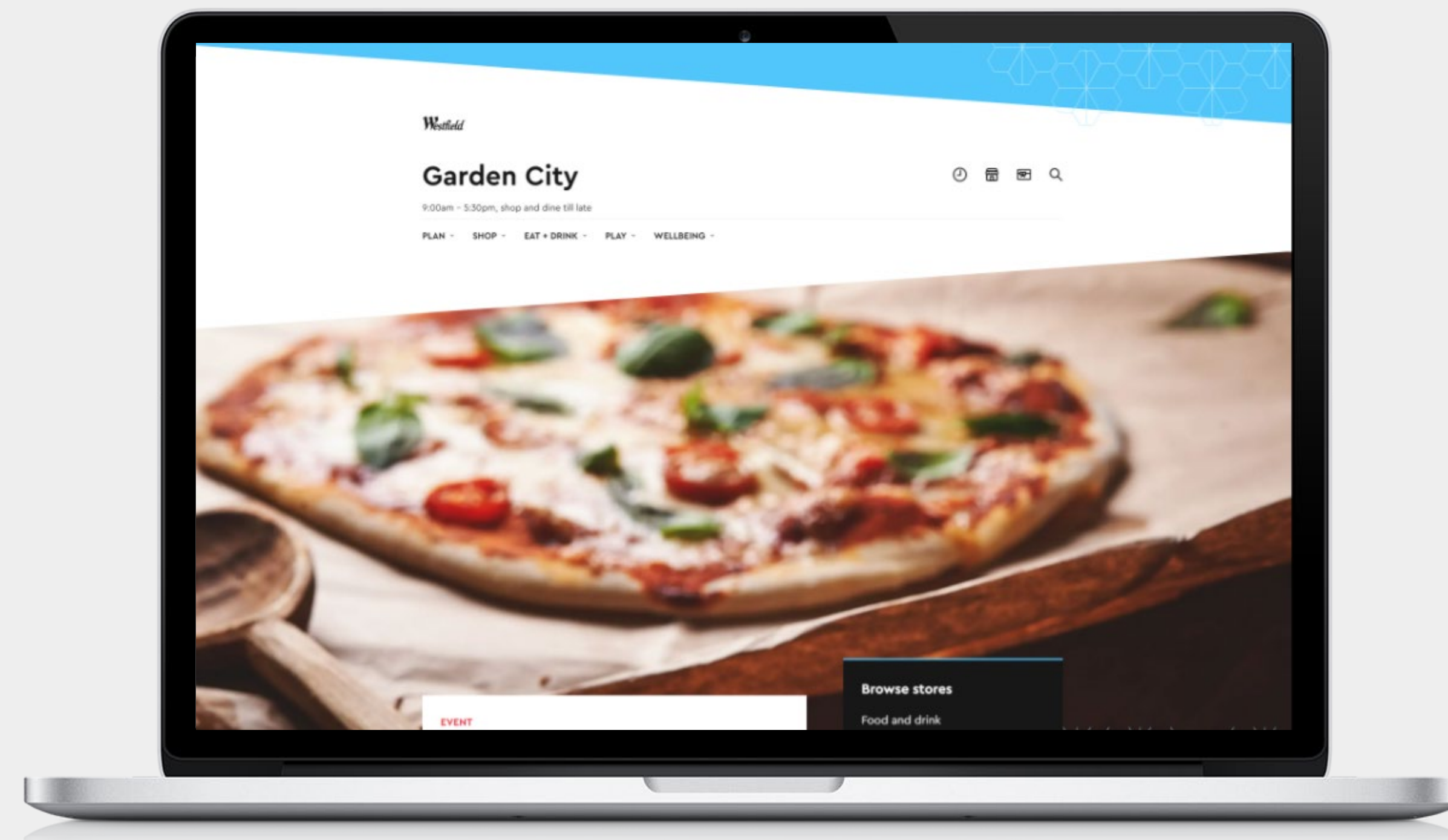
Hero/Campaign Image
2400 x 1028px
No text / logos



Phone Number / URL
Local store number & URL



Description
2-3 engaging sentences
about the brand

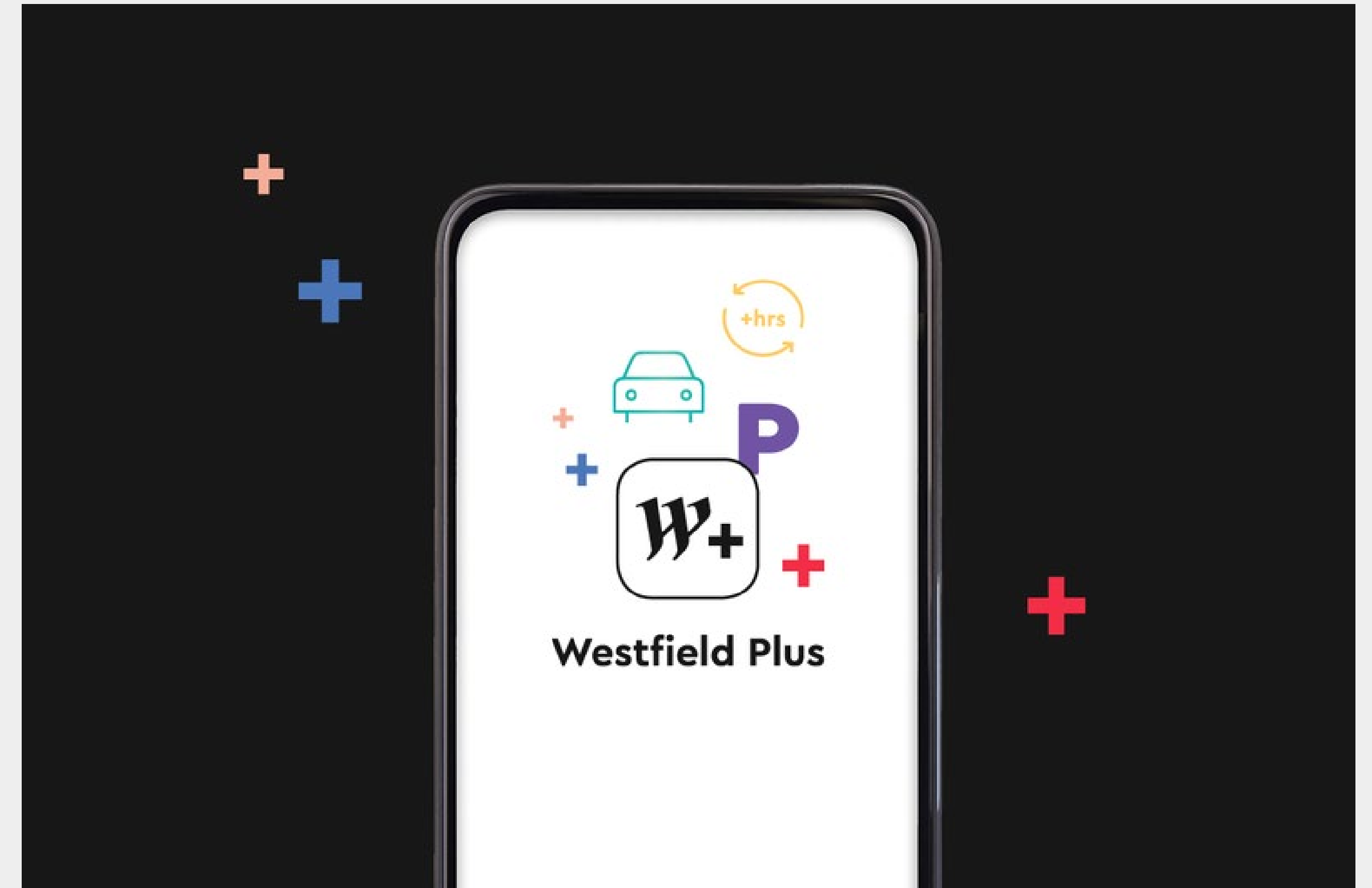


Be Featured On Our Westfield Plus App

Reach over **24K** engaged members by submitting an exclusive offer to our Westfield Plus App.

What to do:

- 1. Offer:** Submit a compelling offer that is exclusive to Westfield Plus members to the gardencitymarketing@scentregroup.com
- 2. Details:** Outline any terms and conditions
- 3. News:** Submit an image to accompany your offer – images need to be clean (no text or logos) and 2400px W x 1028px H
- 4. Share:** Ensure that your team members let your customers know that they could be valid for the offer if they download the app



Be Featured On Social Media

Westfield places a strong focus on social media to engage, inspire and motivate shoppers to visit our centres. We encourage retailers to utilise these channels to promote news, deals or events to drive traffic into your store.



@westfieldgardencity

Audience: **10.8K +**



/westfieldgardencity

Audience: **41K +**

To Be Featured:

- Please provide a suite of high res imagery to the Brand Experience Team:
gardencitymarketing@scentregroup.com
- Ensure all imagery fits the following guide to ensure strong engagement from our active community.

What we're looking for:



- High res campaign imagery
- Organic/engaging content



What we're NOT looking for:



- Text/logos overlaying imagery
- Graphic based artwork
- Low res / grainy imagery



Be Featured On Emails

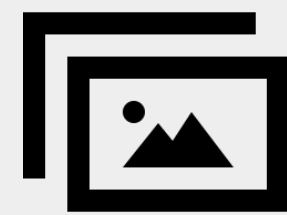
Our email newsletters provide the opportunity to promote your store and reach a wide audience. We have a total subscriber base of approx 33K as of January 2020.

We encourage retailers to advertise a deal, offer, promotion, store event, news, launches etc. via our email newsletters (eDM).

We send to several databases (fashion, food, family) to bring awareness to the type of content you provide.

What We'll Need From You

E: gardencitymarketing@scentregroup.com



Image

- High resolution image (2MB)
- No text or logo overlay.
- High quality in-store image, campaign image etc.
- Square Specs: 600 x 600 pixels / 300 x 300 pixels.
- Horizontal Specs: 1200 x 600 pixels.



Copy

- Headline max 2 lines –catchy and informative
- Body copy max 3 lines – descriptive and enticing.



Website

- URL directing traffic to the landing page specific to the content/offer

Westfield | Garden City

Opening hours | Browse stores | Westfield Gift Cards | What's happening

Are you ready for this?

Bounce into the GC Slam these school holidays to shoot some hoops and develop your basketball skills at our custom built half court! Book now to secure your space.

What's happening

- EVENT** Shootin' hoops arcade
- EVENT** Grill'd burger masterclasses
- EVENT** Vapiano's kids pizza workshops

Opportunities In-Centre



VISUAL MERCHANDISING

We use visual merchandising throughout the year in conjunction with campaigns (ie. Summer/Winter fashion, Christmas, Back to School, School Holidays, Easter, Valentine's Day, Mother's Day and Father's Day).

You can get involved by providing products to be featured on mannequins or in display units. Contact the centre Brand Experience team for availability.



SPECIAL OFFERS PROGRAMS

We create seasonal and one-off campaigns focused on deals and offers. We produce POS, artwork, flyers and advertising to communicate with shoppers. Examples include the lead-up to Christmas and VIP Shopping Nights. Memos and emails will be sent to your store asking for participation.

E: gardencitymarketing@scentregroup.com

RETAILER LED EVENTS:

Considering an activation this year or want to collaborate on one of ours? If we think your activation proposal will heighten the customer experience, or has the potential to generate increased traffic to the centre then there is a chance your event could be held in common mall space, receive premium placement across our channels or amplified across normal above-the-line channels.



Retailer Portal

The Garden City Retailer Portal is an important way to access important centre information and stay up to date with the latest communications.

Key features

- Access latest news and memos
- Access staff parking information
- Submit Manual Staff Card Entries & Incorrect Billings
- Submit retailer store discounts
- Access Centre Information
- Update After Hours emergency contact details
- Retailer Standards to ensure best practice

How to access the Retailer Portal

Login: www.gardencityretailers.com/

Password: gc1

Have a retailer to retailer offer? Send it through to gardencitymarketing@scentregroup.com

WELCOME TO THE WESTFIELD GARDEN CITY RETAILER PORTAL

NEWS & MEMOS

CENTRE INFORMATION

CENTRE CONTACTS

STAFF PARKING

FACILITIES

MARKETING

STAFF DISCOUNTS

SECURITY

RETAIL STANDARDS

TRADE AREA INFORMATION

NEW RETAILER INDUCTION

REPORT A PROBLEM

EMERGENCY PROCEDURES

ADMIN & STOREROOMS

BICYCLE STORAGE

MEETING ROOM HIRE

ADVERTISING & TEMPORARY LEASING

WESTFIELD PLUS INFORMATION

FORMS AND DOWNLOADS

[CLICK HERE](#) FOR STAFF CARD MANUALLY ENTRIES

[CLICK HERE](#) TO SEE WHAT'S ON AT WESTFIELD GARDEN CITY

[CLICK HERE](#) TO UPDATE AFTER HOURS RETAILER CONTACT INFORMATION

BRANDSPACE

BrandSpace helps brands connect with customers, across the Westfield environment. They will work with you to find new and innovative ways to drive success in retail.



BrandSpace delivers marketing solutions across a range of innovative platforms:

- Connected Screen Network (Superscreens, Smartscreens, Digital Directories)
- Digital Channels (eDM, website)
- Experiential & Pop-Up
- Sponsorships
- Custom campaigns

Each solution can be used in isolation, or combined, to provide a complete, integrated campaign.

CONNECTED SCREEN NETWORK

The Connected Screen Network is a powerful way for retailers to reach, engage and convert shoppers. This includes Digital Directories, SmartScreens & SuperScreens.

BrandSpace will work with you to provide unique targeting capabilities to ensure the message is being communicated effectively, in the right context.

To book a retail or advertising campaign, please contact the BrandSpace team:

- brandspace@scentregroup.com +61 2 9358 7441 brandspace.com.au

STOREROOM SOLUTIONS

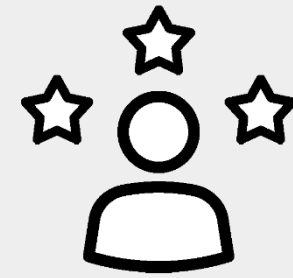
Westfield Garden City has a variety of storeroom solutions for any retailer, right here in centre.

Having a storeroom can:



DRIVE INCREMENTAL SALES
ALL YEAR

Make sure your best selling stock is always available for your customers



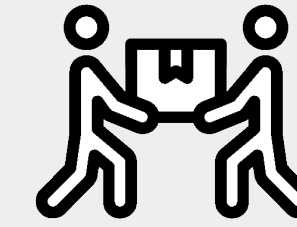
IMPROVE YOUR INSTORE
CUSTOMER EXPERIENCE

Perform tasks such as unpacking, processing and security tagging your stock without cluttering your customer facing areas



CAPTURE MORE PEAK PERIOD
SALES

Free up valuable space for stock during peak periods such as Christmas, Clearance Sales or other events



FREE UP VALUABLE SPACE
FOR MORE STOCK

Store your fixtures, fittings or promotional material when not in use



REDUCE DELIVERY
FREQUENCY AND COSTS

Store new deliveries in your storeroom for re-stock on demand

If this is the right solution for you, please make contact with the Retail Experience Manager to discuss the options we have available. Please note we do reach full occupancy at Christmas time, so get in early to secure your spot for a successful December trade!

CENTRE FACILITIES MANAGEMENT

The primary responsibility of the facilities team at Westfield is to provide a safe, functional and clean environment for our customers, retailers and centre experience staff members.

YOU are a part of the Westfield family and we strongly encourage you to assist us in delivering on the above.

Facilities Team Responsibilities Include:

- Fire System Operations/Maintenance
- General electrical repairs and maintenance
- Air Conditioning to the common mall area and tenancies
- General plumbing repairs and maintenance
- General building repairs and maintenance
- Vertical Transport repairs and maintenance (Escalators, Travelators & Lifts)
- Internal/External Painting
- Restrooms repairs and maintenance
- Waste Management
- Purchase Order Maintenance
- Mall Music
- Roof Leaks
- Rectifying all items on the risk register
- Cleaning standards
- Indoor and Outdoor Plant Maintenance

Your Responsibilities Include:

- Report all maintenance issues, damage and repairs, regardless of how small or large the problem is.
- Have your finger on the pulse for the facilities team when identifying potential hazards and risks that could harm our customers and retailers.
- Maintain professional housekeeping standards in your work areas at all times.

WASTE MANAGEMENT

Nationally our aim is to have no waste by 2030. This initiative starts with you!

In order to reach this national sustainability target, we need to ensure we understand how our centre waste is managed and how to educate our retailers and customers.

Throughout the Centre we will have a combination of general waste and comingle bins. These bins will have imagery on the bins to help customers identify what waste is to be disposed in each bin. This is the same principle for waste accumulated by our retailers.

Our loading dock areas have key instructions and imagery for retailers to break up their waste into the correct streams.

Key waste streams used in our loading docks.



WASTE MANAGEMENT

Correct Use of Waste Facilities :

Cardboard, Recycling & General Waste Disposal

Retailers are responsible for the removal of rubbish from their premises. To ensure the efficient and effective disposal of refuse, retailers are required to meet the following guidelines.

- Rubbish is not to be deposited in mall bins. Mall bins are for customer use only
- Cardboard boxes and cartons must be flattened before being placed into the appropriate recycling compactor.
- Cardboard should never be placed in the comingled waste bins. Cardboard must be placed in the cardboard compactors.
- All food waste must be disposed of hygienically, promptly and in accordance with the relevant food code.
- All general waste must be bagged and tied before being disposed
- Rubbish is not to be left in service corridors or at the rear of stores under any circumstances

Cooking Oil Disposal

All cooking oil should be taken to the collection tank locations. This waste should be carried from your store in a suitable enclosed container and deposited carefully into the collection tank. **Waste must NOT be poured into the retaining bund at the base of the collection facility.** Instructions in the correct use of the waste oil facility are clearly visible on the tank. These instructions need to be followed at all times.

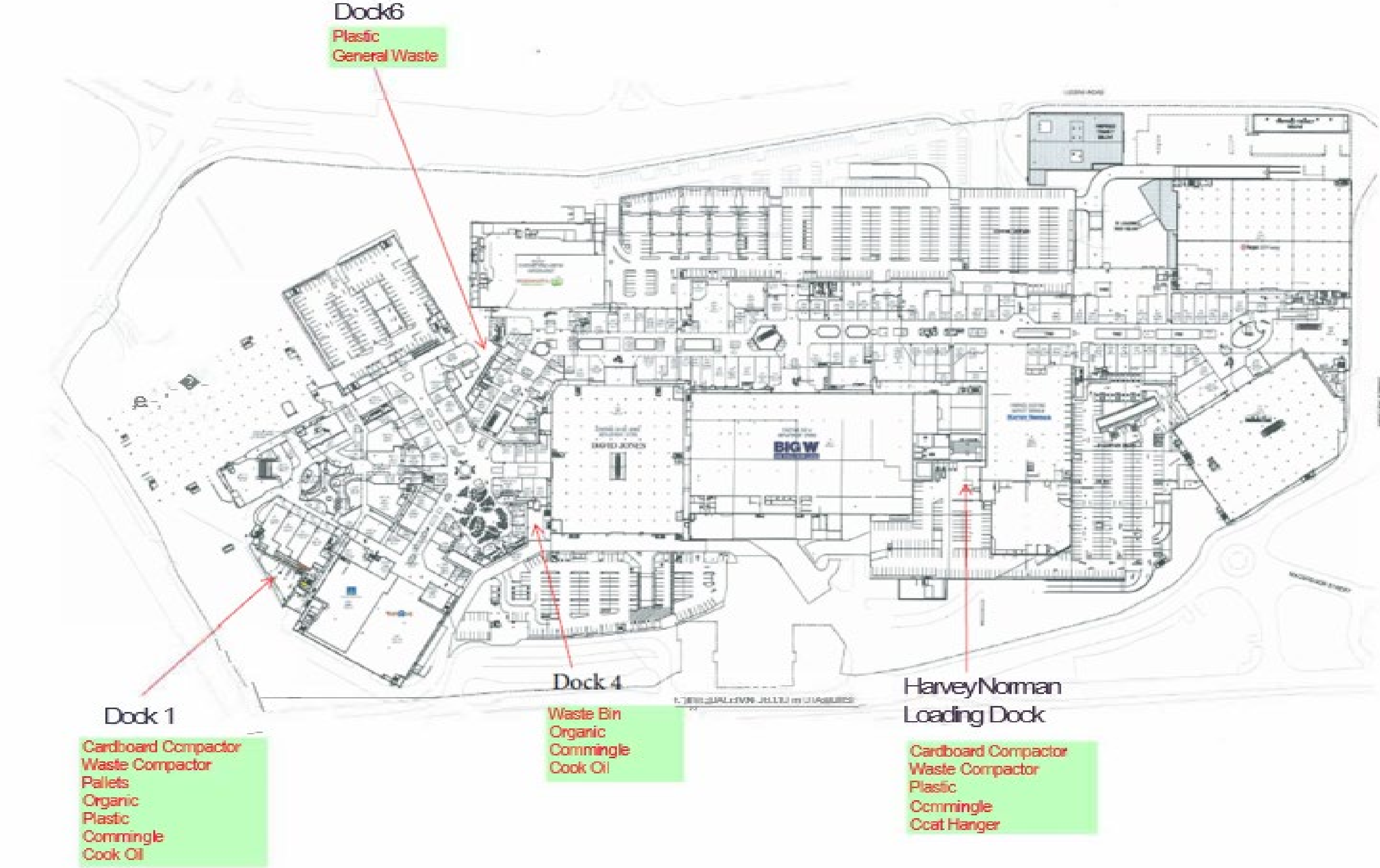
Recycling Stations

General Waste compactor	Docks 1, 7, 9 & 11.
Cardboard Compactor	Docks 1, 7 & 9 .
Organic waste	Docks 1, 4, 9 & 11
Plastic	Docks 1, 6, 7, 9, 11,12 and Harvey Norman
Commingle	Docks 1, 4, 9, 11 &12
Pallets	Docks 1, 9, 10 & 11
Oil Collection tanks	Docks 1, 4 & 11
Coat Hangers	Docks 7, 9, 11 & Harvey Norman

Please advise Customer Service or Security if any of the equipment is not working or are full.

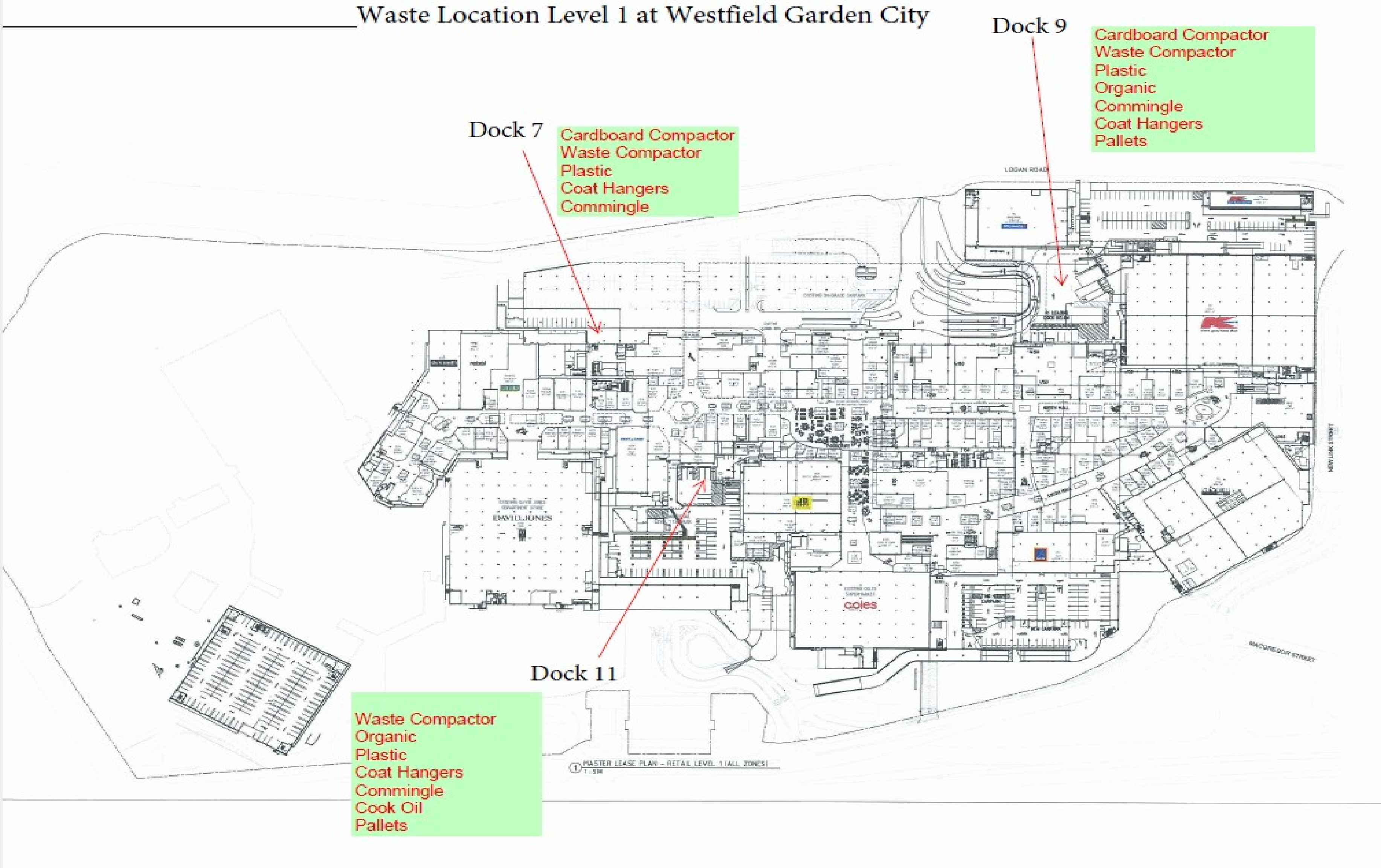
Compactor Keys: Please email the Risk & Security Manager

DOCK LOCATIONS



DOCK LOCATIONS

Waste Location Level 1 at Westfield Garden City



RISK & SECURITY

Our friendly Security Team is onsite 24 hours for your safety and convenience. The Primary Contact is **0417 719 500**.

Westfield Garden City Police Beat:

The Westfield Garden City Police Beat is located on Level 2, underneath the Library escalators (opposite Papparich). Contact Police Beat on (07) 3849 0393 or 0408 156 200 for assistance as required.

Retail Theft

It is each retailer's responsibility to manage theft including prevention measures as well as dealing with an offender. It is **not** Westfield's responsibility to apprehend or hold offenders or to conduct the investigation on behalf of the retailer. Westfield Security will provide support if a retailer is concerned for their safety or are unsure about how to respond to theft. As Westfield Security are not able to call Police on behalf of any person, **Retailers are encouraged to call Police immediately, followed by our Security team.**

It must be made clear that Westfield Security do not hold any police powers and will not accept responsibility for the process of arresting an offender where the offence is committed on the retailer's property. **Reports can be lodged any time via PoliceLink - 13 14 44**

Powers of Arrest

In each state, different legislation exists in respect to a civilian's power to arrest. Generally, to carry out a lawful arrest in relation to retail theft, a civilian must see the offender commit the crime and have constant view of that person up to the time of physically arresting them. The offence of shoplifting has not been committed until the customer has left the store without paying for the merchandise. We suggest you seek advice with respect to your powers of arrest.

RISK AND SECURITY

Closed Circuit Television Cameras (CCTV)

CCTV cameras are installed in and around the common areas of the centre (including entrances, exits, escalators, travellators, food halls etc.) The camera system is not designed to cover individual retailers.

Each retailer should conduct their own assessment and where appropriate install CCTV camera systems.

Due to strict legislative requirements Westfield will not release video images to any retailer for any staff or work place related matter under any circumstances.

Security Awareness Video

We encourage all team members to navigate to the link below and watch a short but informative video explanation of key security awareness points. The information contained in the video is designed for your safety and security. We are also here to answer any questions you may have about this video or any other safety or security related topics.

You can access the video by typing this URL into your browser:

<https://vimeo.com/176096311>

Password: SCMSecurityAwarenessV2016

RISK AND SECURITY

WHS – HAZARDOUS CHEMICALS

In the specific area of Hazardous Chemicals storage compliance, Centre Management as the overall manager of the Centre, needs to have an accurate details of the types and quantities of Hazardous Chemicals and Combustible Liquids stored in individual tenancies and by contractors.

You may wish to engage a WHS or Hazardous Chemical consultant to seek further advice regarding compliance.

Please complete the register found in Appendix A of the WHS Information for Retailers Book and return to Centre Management within 7 days of receiving the book.

WHS – ACCIDENTS

If an accident occurs close to your store, please contact Centre Management immediately. Please ensure that the injured person is made as comfortable as possible. It is important that Centre Management is advised of all incidents that occur within the Centre, regardless of whether or not the customer is injured or requires medical assistance.

If you notice something in the mall that could cause an accident, for example a spilt drink, chips etc. Please contact Centre Management immediately. To avoid mishaps occurring prior to the arrival of a cleaner, please isolate the area with a form of temporary barrier.

WHS – FIRST AID

If a member of staff or our customers require first aid, please assess the situation and for minor first aid cases call Centre Management whom have first aid trained staff to attend. If you witness an obviously serious injury or medical episode, please call 000 immediately and then notify Centre Management.

RISK AND SECURITY

Fire Evacuation Participation

Westfield Garden City holds 4 evacuations exercises each year. All retailers are welcome to attend. This is a great opportunity to practice your internal emergency procedures. Under the Work Health and Safety Regulations 2011 (section 43) tenants (referred in the regulations as 'secondary occupiers') are required to test their emergency procedures regularly.

EVACUATION LOCATIONS

