

2011 Shopping Centre News Marketing Awards Finalists – Big Guns Campaigns

BIG GUNS COMMUNITY / SOCIETAL

Entry Title	Centre Name	Management	Entrants Name
H2O for Haiti	Bayside Shopping Centre	CFSGAM	Gabe North
Going Underground / Activating Youth with New Media	Rockingham Shopping Centre	CFSGAM	Eryn Bicker
Own It! Youth Event	Broadmeadows Shopping Centre	CFSGAM	Ebru Kurt
Street.Culture.West	Highpoint Shopping Centre	The GPT Group	Rebecca Law
Shed Your Winter Coat 2010	Karrinyup Shopping Centre	AMP Capital Shopping Centres	Claire Ridley
Best Buskers 2010	Botany Town Centre	AMP Capital Shopping Centres	Desiree Clark, Kylie Litchfield
Garden City Mole Patrol	Garden City	AMP Capital Shopping Centres	Clare Riley

BIG GUNS DEVELOPMENT / REDEVELOPMENT

It's all in our Backyard Charlestown Sq Development	Charlestown Square	The GPT Group	Sidone Thomas
A Beautiful New Belconnen Launch	Westfield Belconnen	Westfield Group	Kelly McGufficke, Tero Blinnikka, Chris Chilvers
Westfield Sydney The Opening Begins	Westfield Sydney	Westfield Group	Jacqui Gordon, Emma Reynolds

BIG GUNS SALES PROMOTION

Watergardens Chef	Watergardens Town Centre	Queensland Investment Corporation	Guslem Islay
Formal Fever 2010	Castle Towers	Queensland Investment Corporation	Stephanie Parker
Cultural Fuse	Broadmeadows Shopping Centre	CFSGAM	Ebru Kurt
Qees Conquer Fashion Festival	Chadstone Shopping Centre	CFSGAM	Mardi Ashkine
Fabulous Finds	Centro Roselands	Centro Properties Group	Marina Majeran
Dry Season / Darwin Cup	Casuarina Square	The GPT Group	Daniel Giddings
Extended Trade Campaign	Lakeside Joondalup Shopping City	Lend Lease	Kimberley McCone

BIG GUNS BRANDING / REPOSITIONING

Always Indooroopilly	Indooroopilly Shopping Centre	Indooroopilly Property Management	Paula Kelly
Tourism Branding Campaign	Robina Town Centre	Queensland Investment Corporation	Jessica Buckley
Refresh Your World	Centro Roselands	Centro Properties Group	Marina Majeran
The Heart of your Home	Dandenong Plaza	The GPT Group	Melissa Miran
Markets at the Mall	Warringah Mall	AMP Capital Shopping Centres	J. Christodoulou, Louise Moore, Oliver Liwanag

BIG GUNS BEST ENHANCEMENT OF AN EXISTING CAMPAIGN

Swipe a Gift	Centro Colonnades	Centro Properties Group	Michelle Rowse
Highlife Shopping Day	Highpoint Shopping Centre	The GPT Group	Rebecca Law
Face Of Cairns Central	Cairns Central Shopping Centre	Lend Lease	Suzy Pickard
20+20 = Tree	Mt Ommaney Centre	AMP Capital Shopping Centres	Natalie Long

2011 Shopping Centre News Marketing Awards Finalists – Multi Centre Campaigns

MULTI CENTRE COMMUNITY / SOCIETAL

Entry Title	Centre Name	Management	Entrants Name
A Guide to Building Better Communities Let's Live Better	CFSGAM	CFSGAM	Karla Haverfield
Go Red for Women	AMP Capital Shopping Centres	AMP Capital Shopping Centres	Scott Gillespie, Belinda Daly, Jessica Senior
StockMotion	Stockland Wetherill Park & Rockhampton	Stockland Property Management	Domenica Kekic, Karlie Williams
GPT Kitchen Garden Program / The Magic of Growth	The GPT Group	The GPT Group	Sarah Slater
Young Fashion Stylist	Botany Town Centre, The Palms & Bayfair	AMP Capital Shopping Centres	D.Clarke, K. Litchfield, N. Rivett, T. Thompson

MULTI CENTRE SALES PROMOTION

Freebies Reward	Centro Properties Group	Centro Properties Group	Lisa Charter
Don't Worry... Our Gift Card Understands Them	Lend Lease	Lend Lease	Hayley Madge
Hype	Mirvac National Marketing	Mirvac	Christopher Gibbons
Snapped Shopping	AMP Capital Shopping Centres	AMP Capital Shopping Centres	Belinda Daly, Jennifer Cook
Global Fashion Tour	Westfield National Marketing	Westfield Group	Sarah Cleggett, Vanessa Hinton

MULTI CENTRE BRANDING / REPOSITIONING

BRW / AMPCSC Australian Retailer of the Year	AMP Capital Shopping Centres	AMP Capital Shopping Centres	Scott Gillespie, Andre Purtell, Jessica Senior
Inspire Magazine Launch	AMP Capital Shopping Centres	AMP Capital Shopping Centres	Belinda Daly, Jessica Senior
The Westfield Insider	Westfield National Marketing	Westfield Group	S. Fardell, N. Andoniou, D. RidgeS. Tomkins, P. Fisher, J. Scott

MULTI CENTRE BEST ENHANCEMENT OF AN EXISTING CAMPAIGN

Always in Style In Season at CFSGAM	Colonial First Global Asset Management	CFSGAM	Karla Haverfield
Lend Lease Shop for Schools	Sunshine Plaza, Cairns Central & Macarthur Square	Lend Lease	Kylie Riches
2010 Spring Summer / Trinny & Susannah Fashion Campaign	Westfield National Marketing	Westfield Group	S. Cleggett, K. Ang, V. Hinton
Premium Cluster Autumn Winter 2011 Campaign	Westfield Bondi Junction & Westfield Doncaster	Westfield Group	Jacqui Gordon, Katrina Little

2011 Shopping Centre News Marketing Awards Finalists – Little/Mini Guns Campaigns

LITTLE / MINI GUNS COMMUNITY / SOCIETAL

Entry Title	Centre Name	Management	Entrants Name
GPT Kitchen Garden Program / The Magic of Growth	Chirside Park Shopping Centre	The GPT Group	Natalie De Zylva
City Centre Plaza Pet Parade	City Centre Plaza Rockhampton	Mirvac	Renee Pukallus
Pyjama Program 2011	Kawana Shoppingworld	Mirvac	Brooke Neylan
Queensland Flood Toy Appeal	Riverside Plaza	AMP Capital Shopping Centres	Sarah Gallagher
\$100,000 Community Assistance Campaign	The Palms Shopping Centre	AMP Capital Shopping Centres	Tracy Thompson, Anne Newman
Hands on Wetlands	Cockburn Gateway Shopping City	Jones Lang LaSalle	Julie Elliott

LITTLE / MINI GUNS DEVELOPMENT / REDEVELOPMENT

I Am Growing	Wintergarden	Jones Lang LaSalle	Lauren McKenzie
MidCity Launch	Mid City	Lend Lease	Michael Dockery, Norene Neal
Claremont Quarter Launch	Claremont Quarter	Hawaiian	Emma Scanlan

LITTLE / MINI GUNS SALES PROMOTION

Fashion Angels	Met Centre	Colliers International	Belinda Burgess
Perfect World at Victoria Gardens	Victoria Gardens Shopping Centre	Centro Properties Group	Barbara Munnecke
Corporate Catering Selection / Closer, Fresher, Faster	Chifley Plaza	Ipoh Management Services	Tasha Flottmann
FreezeField	Westfield Glenfield	Westfield (New Zealand) Ltd	Jaki Recchia
Don't Let Your Avant Garde Down	QueensPlaza	CFSGAM	Emma Chettleburgh
Parks and Pig-Tails Pitch / A New Way to Lunch	Post Office Square	CFSGAM	Shanna Gualtieri
Like what you see? Win \$7,000 in Fashion	World Square Shopping Centre	Brookfield	Sherice Chesworth
Rhodes brings you U2!	Rhodes Shopping Centre	Mirvac	Alice Boorman, Rebecca Perkins
Footy Extravaganza	Waverley Gardens	Mirvac	Teresa Giuffrida
For the Love of Shoes	Greenwood Plaza	Mirvac	Fran Bickmore
HMAS Hinkler Sales Again / A Disaster Recovery Campaign	Hinkler Central	Mirvac	Elysia Billingham
Face of Fashion	Bayfair Shopping Centre	AMP Capital Shopping Centres	Nina Rivett

2011 Shopping Centre News Marketing Awards Finalists – Little/Mini Guns Campaigns

LITTLE / MINI GUNS BRANDING / REPOSITIONING

Entry Title	Centre Name	Management	Entrants Name
That's why I Go	Centro Warwick	Centro Properties Group	Karlee Trout
2011 Fashion Fantasy/Designer Luncheon Series	The Strand Arcade	Ipoh Management Services	Libby Teale
2010 Jewellery Campaign Precious Jewels in the Perfect Setting	QVB	Ipoh Management Services	Emma Cook
The new 'New Royalty'	QueensPlaza	CFSGAM	Emma Chettleburgh
The Heart of Leichhardt	MarketPlace Leichhardt	Jones Lang LaSalle	Gabrielle Stephr
People of the Park	The Park Centre	Hawaiian	Leah Pearson
Laura Laine Illustrative Branding Campaign	Melbourne's GPO	Jones Lang LaSalle	Melissa Chisnall
Claremont Quarter Market	Claremont Quarter	Hawaiian	Natalie Upson

LITTLE / MINI GUNS BEST ENHANCEMENT OF AN EXISTING CAMPAIGN

Win Me!	Victoria Gardens Shopping Centre	Centro Properties Group	Barbara Munnecke
Every Body Counts	Carillon City	Hawaiian	Chloe Rothery
Connoisseurs of Fashion	Cherrybrook Village	Mirvac	Tanya Coert
Orion Family Fun Day	Orion Springfield Town Centre	Mirvac	Teneille de Jong