

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

**** School Holidays**

Teenage Mutant Ninja Turtles Activity Centre, Tue 29 - Sat 3 Oct, 11am to 2pm outside Pumpkin Patch.

Pretzels 2 Go Activity Centre, Mon 5 - Sat 10 Oct, outside Best & Less.

**** Summer Fashion**

The fashion hub was installed on 7 September with a full time stylist offering customers free 20 minute style session advice. Bookings have been near full capacity each day, with fantastic customer feedback of the service offered.

Only a few more days until Trinny & Susannah are back at Whitford City. The centre will be buzzing on Tuesday 13 October with fans travelling from all over Perth. The one day sale will be advertised in the lead up to the event to encourage customers to spend in centre after the event.

**** Fresh Food Market Days**

Each fortnight between 11am and 2pm is Market Day where customers have the opportunity to sample food from retailers within the fresh food market, with the buzz of a spruiker creating the market atmosphere.

**** Advertising Update**

Please see May to August external advertising update attached.

Westfield Boardroom Hire

Our boardroom is now available for hire, and provides the latest high-tech equipment with technical support available on hand if required. The boardroom can comfortably seat 10-12 guests, but more chairs can be requested if needed. If a professional image is what you're looking to create for your colleagues and clients, then look no further. Our boardroom is fully equipped to cater for all types of meetings. If you would like an information package please call Reception on 9308 2751.

****Mannequin Display**

There is an opportunity for you to have your products promoted in our centre malls by means of a mannequin or display cabinet. This opportunity is open to all retailers in the centre at no additional cost. For more information or to make a booking please call Reception on 9308 2751. Limited space available.

**** Sign-up Kiosks**

Two computer kiosks have been introduced to increase email subscribers. This is part of a long term strategy to increase our database members so we reach more customers within their homes with special offers, news and events before they shop.

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

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CARD PARTNER

Centre Information

** Christmas Trading Hours

The Christmas trading hours have now been released and delivered to your store. If you require any additional copies please see Centre Management or Concierge.

** Lift Upgrade

The lift upgrade to Centre Management, Lincraft and JB Hi-Fi is now complete and open for customer use.

New Stores opened in September

We welcome the following new stores:

* Country Road - Offering a complete range of womens, mens, accessories, kids and baby.

* Jisoo by Design - Jewellery and accessories for all occasions.

* Coffee Cake n More - From the patisserie to made to order cakes, you'll find it all here.

* Smiggle - Australia's hottest stationary brand has plenty of products to play with.

* Chicabooti - is the new fast fashion store for those who love a last minute bargain.

Staff Discounts 2010

If you would like to capitalise on the number of staff workers we have within the centre and offer them a staff discount, please return the attached form with your standard offer for 2010. Marketing will create a staff discount flyer including all staff discounts available to centre employees.

Please return your completed form to centre management by 30 October 2009. The offer must be available for the entire year of 2010.

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.

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.



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