

4 NOVEMBER 2016

MEDIA RELEASE

SHOPPING CENTRE COUNCIL CONGRATULATES KARRINYUP SHOPPING CENTRE ON MARKETING WIN

Karrinyup Shopping Centre, owned by UniSuper and managed by AMP Capital, has been recognised as having Australia's best shopping centre marketing campaign of the past year.

Karrinyup's '*Miss Kyree Loves Karrinyup – Style Series*' was awarded the *Sabina Rust Memorial Prize for Campaign of the Year* at the annual Shopping Centre Council of Australia Marketing Awards held in Sydney on 27 October.

The campaign, the centre's first fully digital 'lifestyle' campaign, also won the 'Big Guns - Digital Initiative' category at the awards.

The campaign featured several social media platforms and leveraged the popularity of Scandinavian interior design and home styling to inspire customer spend across the lifestyle category in the centre.

The Shopping Centre Council of Australia's Executive Director, Mr Angus Nardi, said the Marketing Awards are going from strength to strength.

"The Marketing Awards are a great opportunity to profile the talent we have in the shopping centre industry and to celebrate the great marketing campaigns that are being rolled out across Australia.

"With shopping centre investment steaming ahead in Western Australia, it is great to see the fantastic work being done on the west coast is being acknowledged and rewarded at a national level."

AMP Capital Shopping Centres' Ms Claire Ridley said it was an honour for Karrinyup Shopping Centre to be recognised on a national stage.

"We are constantly finding new and innovative ways to engage our community and create an experience for our customers.

"This campaign embraced the way consumers shop thanks to the widespread use of social media platforms such as Facebook and Instagram influencing decision making."

The winner of the *Sabina Rust Memorial Prize for Campaign of the Year* receives a \$25,000 contribution towards relevant professional development for marketing staff.

The runner-up for the *Sabina Rust Memorial Prize for Campaign of the Year* was awarded to Scentre Group (the owner and operator of Westfield in Australia and New Zealand) for its multi-centre campaign '*NAIDOC Week – Sing with us*'. The runner-up receives \$5,000 toward professional development for marketing staff.

More details, including the full list of Marketing Award winners, are available here - <https://sccamarketingawards.com.au/>

About the Shopping Centre Council of Australia

The SCCA represents Australia's major owners, managers and developers of shopping centres. Our members are AMP Capital, Blackstone Group, Brookfield Office Properties, Charter Hall Retail REIT, DEXUS Property Group, Eureka Funds Management, GPT Group, Ipoh, ISPT, Jen Retail Properties, JLL, Lancini Group, Lendlease Retail, McConaghy Group, McConaghy Properties, Mirvac, Perron Group, Precision Group, QIC, Savills, SCA Property Group, Scentre Group, Stockland and Vicinity Centres.

About AMP Capital Shopping Centres

Established in 1971, AMP Capital Shopping Centres has a portfolio of 27 centres throughout Australia and New Zealand, which generates over \$A7.9 billion in annual sales and attracts more than 158 million visitations annually. AMP Capital Shopping Centres employs a team of 300 professionals and has around 3,500 retailers. Its expertise includes property and asset management, property development, leasing, marketing, research, placemaking and retail design.

*As at June 2016. Includes internally and externally managed centres

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