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MEDIA RELEASE

2018 Frank Lowy Fellowship winner highlights the power of digital innovation, data analytics to strengthen customer insights

The Shopping Centre Council of Australia (SCCA) is pleased to announce that Ms Genevieve Elliott, General Manager, Data Science and Insights, Vicinity Centres, has been awarded the *Frank Lowy Fellowship* for 2018, becoming the second Fellow of the prestigious industry initiative.

The Fellowship was established in recognition of the contribution made by Sir Frank Lowy AC to the Australian shopping centre industry. Launched in 2016 on the occasion of Mr Lowy stepping down as Chairman of Scentre Group, the Fellowship is awarded to a talented person who has demonstrated distinction in their professional field and a commitment to shopping centre industry excellence.

Ms Elliott has been awarded the Fellowship based on her demonstrated excellence in establishing Vicinity Centre's data and analytics capability.

This capability has been built to help future proof Vicinity Centres amidst the evolving retail environment, and allow Vicinity to develop a competitive advantage across its business – delivering operational efficiencies, optimising income and potentially creating new revenue streams.

Mr Peter Allen, the Chairman of the SCCA and CEO of Scentre Group, made the following comments:

"I congratulate Genevieve on being awarded the 2018 Frank Lowy Fellowship. She is the second recipient of the Fellowship, which presents a powerful opportunity for Genevieve to be an ambassador and influential advocate for our dynamic industry", said Mr Allen.

"In the spirit of Sir Frank, Genevieve has demonstrated drive, innovation and pragmatism as our industry strengthens our capabilities to better understand customer insights and reflect this in how we serve our customers", said Mr Allen.

Ms Elliott intends to use the Fellowship to attend a course at the Harvard Business School on business data and analytics. The inaugural and 2017 Fellowship recipient, Ms Sidone Thomas from The GPT Group, used the Fellowship to attend the World Retail Congress in Madrid, Spain.

For 2018, the judging panel has for the first time decided to award two High Commendations, being: Mr Todd King, National Manager, Digital Strategy, Mirvac; and Ms Melissa Hanham, Research Manager, Consumer and Markets, Scentre Group.

"I congratulate Todd and Melissa for their excellence in the digital and consumer environment, which is critical as our industry navigates ever-changing consumer and technology drivers", said Mr Allen.

Mr Allen concluded by noting that the 2018 Fellowship process has been a great affirmation of the strength and diversity of talent in Australia's shopping centre industry.

"I congratulate and thank everyone that took the time and nominate for the Fellowship. The judging panel had a difficult task to assess 18 high-quality applications - across areas such as leasing, marketing, centre management, operations and development - and single out our 2018 winners", said Mr Allen.

"The SCCA looks forward to growing awareness and recognition of the Fellowship in 2019, to help foster our next generation of leaders."

The 2018 Fellowship nominations were reviewed against various criteria by a panel of SCCA Directors and senior industry leaders as follows: Mr Allen; Ms Susan MacDonald, Head of Retail, Mirvac and SCCA Co-Deputy Chair, Mr Steven Leigh, Managing Director, Global Real Estate, QIC, and Grant Kelley, CEO of Vicinity Centres.

Nominations for the 2019 Frank Lowy Fellowship will open in mid-2019. For more information, visit www.scca.org.au/franklowyfellowship.

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