

A large, empty hall with a wall of vertical slats and a large illuminated sign that reads "MELBOURNE". The ceiling has recessed lighting and the floor is polished and reflective. There are metal railings with wooden tops on either side of the central area.

MELBOURNE

Retail Forum

October 2021

Agenda

- **Welcome and Intro – Shereen Elsebai**
- **Aviation Update – Tim Pedder**
- **ASIC & Security Access – Monica Matic**
- **Future Developments – Aaron Gupta**
- **Marketing Calendar – Monica Kent-Giles & Connor Murphy**
- **Retail Portal / Re-opening / Operations – Shereen Elsebai**
- **A few words from the Chief of Commercial – Property & Retail – Andrew Gardiner**

Aviation Update

Tim Pedder

Current Restrictions

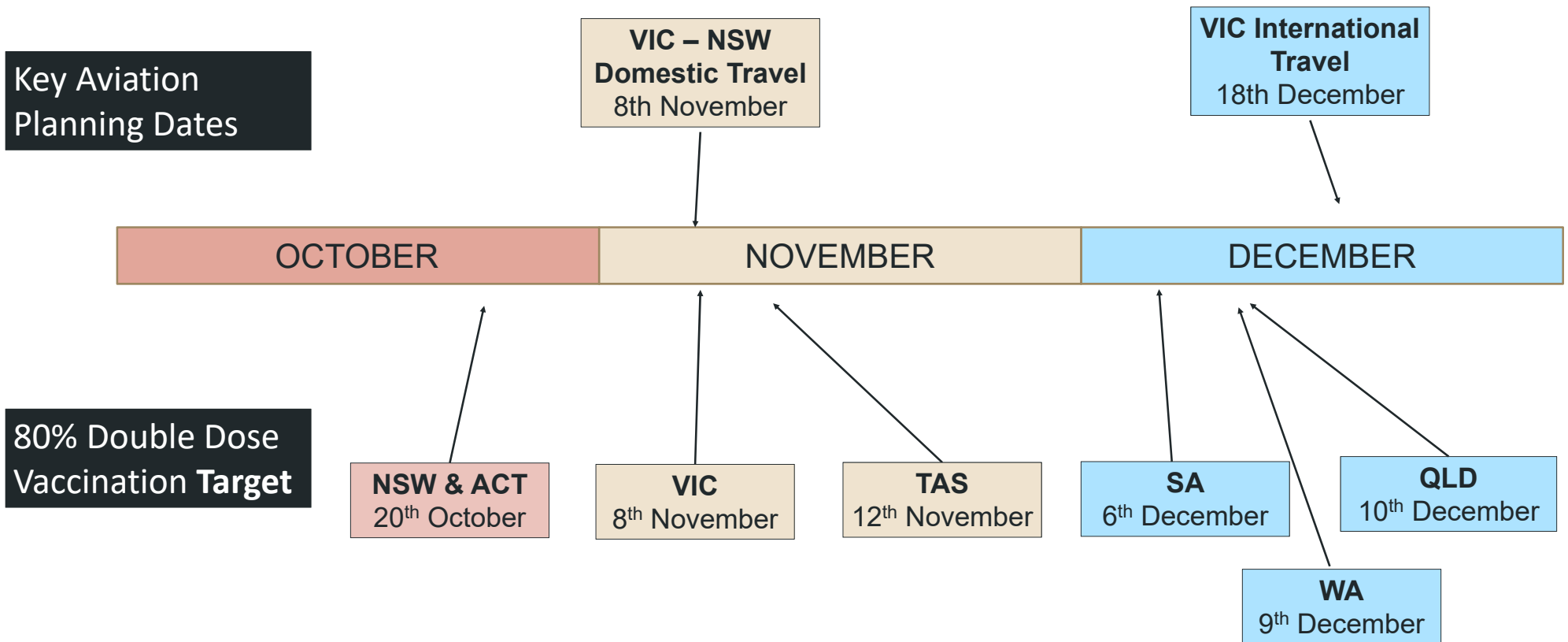
Legend

- Travel freely or minor restrictions
- Mild restrictions
- Strict restrictions
- Closed border
- Extreme border closure

Sources:
<https://www.covid19data.com.au/borders>

		<i>From</i>							
		VIC	TAS	NSW	ACT	QLD	SA	WA	NT
<i>To</i>	VIC								
	TAS								
	NSW								
	ACT								
	QLD								
	SA								
	WA								
	NT								

Planning Timeline for Remainder of 2021



ASIC & Security Access

Security Services at access@melair.com.au

Monica Matic

Future Developments


Aaron Gupta

Marketing Update October 2021

1) Melbourne Airport Vaccination Incentive Open to travellers, open to you!

MELBOURNE AIRPORT

Now is the time
...to get your vaccination



Victoria, we've been through four lockdowns together. We know just how difficult it is to be kept apart from our loved ones, our workplaces, schools and sporting matches.

We cherish seeing our favourite barista, dining out, and being able to attend the footy, but as COVID cases rise in other parts of the country we hold our breath in anticipation for our own state's daily COVID update.

Life returning to normal does feel distant right now, but Australia's vaccine rollout is progressing and it will be the key to a full recovery. If we can all get the job when we are eligible to do so, then we can all help keep each other safe.

At Melbourne Airport, we want to reward Victorians for rolling up their sleeves and being vaccinated, which is why we will be giving away a \$10,000 gift card each month for the rest of 2021.


If you've had both doses of the vaccine enter our Vaccination competition today.

Now is the time to make those travel dreams a reality!

Safe travels,
Melbourne Airport

WIN a dream \$10,000 trip every month

Enter now at
melbourneairport.com.au/win




Open to Victorian residents age 18+ who have been fully vaccinated against COVID-19. The competition commences at 10:00am AEST on 15th July 2021 and ends 11:59pm AEST on 16th December 2021. Melbourne Airport reserves the right to extend or vary the competition at any time without notice. All prizes are for Australian participants only. For full terms and conditions, visit melbourneairport.com.au/win

MELBOURNE AIRPORT

How to Enter Prizes Terms and conditions **ENTER NOW**

Now is the time
...to get your vaccination



#JABDONE


ENTER NOW

Get vaccinated and you could
WIN a dream \$10,000 trip every month.

Australia's vaccine rollout is progressing and it will be the key to a full recovery. If we can all get the job when we are eligible to do so, then we can all help keep each other safe.

At Melbourne Airport, we want to reward Victorians for rolling up their sleeves and being

Monthly prizes



Traveler Money Card

Each month a \$10,000 Traveler Money Card will be awarded to the winner, valid for 24 months. With this card you will be able to book flights, accommodation and choose from up to 9 foreign currencies to load onto the card to make your dream trip a reality.

Herald Sun

oh! unmissable

**AIRLINE & AIRPORT OFFERS
VACCINATION INCENTIVES**

QANTAS
1 YEAR FREE TRAVEL

Virgin Australia
1 MILLION FREQUENT FLYER POINTS

MELBOURNE AIRPORT
\$10,000 TRAVELER MONEY CARD (VICTORIANS ONLY)

Today **OVERAGE SPECIAL COVERAGE (AFRICA)**
RETURN OF TRAVEL

28 heraldsun.com.au

CALL TO ARMS FOR BUSINESS

Here's cheers for the big incentives

UP FOR GRABS WITH JABS

TRAVELER MONEY CARD
Melbourne Airport is giving away a \$10,000 Traveler Money Card each month to reward Victorians for rolling up their sleeves and being vaccinated. The card can be used to book flights, accommodation and choose from up to 9 foreign currencies to load onto the card to make your dream trip a reality.

TRAVELER MONEY CARD
Each month a \$10,000 Traveler Money Card will be awarded to the winner, valid for 24 months. With this card you will be able to book flights, accommodation and choose from up to 9 foreign currencies to load onto the card to make your dream trip a reality.

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Enter at melbourneairport.com.au/win

2) Always on - Melbourne Airport social media & store directory

As retail re-opens and travel returns, we will deliver

- In store photo-shoots and interview segments with retailers to show behind the scenes of 'the people of Melbourne Airport'.
- We will focus on one retailer a week, have a story and in-feed content.
- Interactive story content Eg: guess the retailer, your travel essentials (Mecca), what I eat in a day (Axil) etc.
- Ensure that we promote any in-store discounts, specials or promotions both in-feed and on stories.
- We will re-engage with influencers for the major retailers where they can create content.



Social Media
'Always on' monthly social media support with amplification budget

	103,600+
	MA Facebook followers
	80,221+
	MA Flight Deals Facebook followers
	21,400+
	Instagram followers
	22,900+
	LinkedIn followers

Please contact Maddy or Olympia for support

2a) Social media demographics

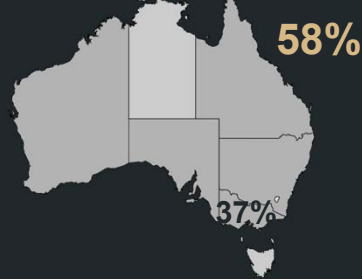
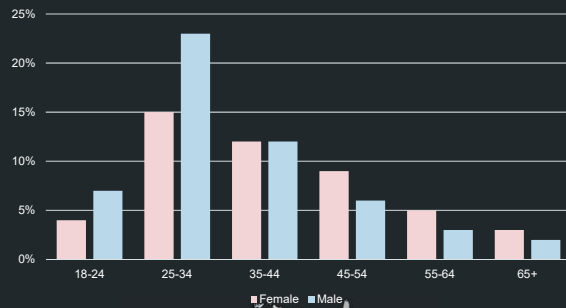


102k



47% 53%

Age range

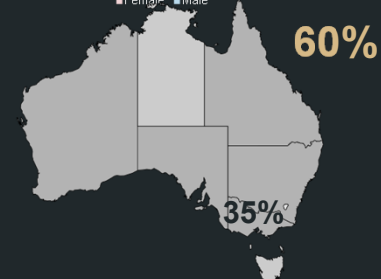
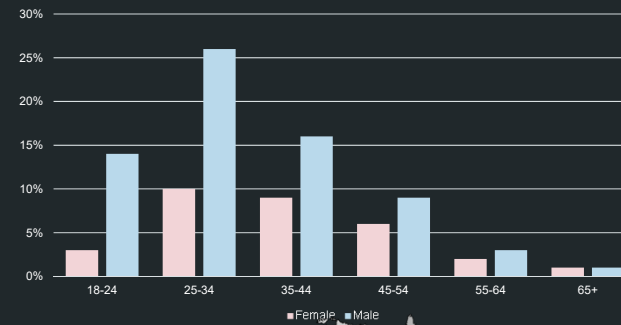


21k



31% 69%

Age range



3) Summer Journey Magazine in development now

Journey

Laneway International website

Products and special offers such as seasonal gift ideas can be showcased in Journey Magazine.

Your chance to showcase products and special offers

January 1st - 31st

STOCKING STUFFERS

Find gifts for any type of kid. Big or small. Adults for the teachers. No one is left at Melbourne Airport.

- 1. Wireless earbuds
- 2. Beach towel
- 3. Backpack
- 4. Toy car
- 5. Toy robot
- 6. Toy robot
- 7. Toy robot
- 8. Toy robot
- 9. Toy robot
- 10. Toy robot
- 11. Toy robot
- 12. Toy robot
- 13. Toy robot
- 14. Toy robot
- 15. Toy robot
- 16. Toy robot
- 17. Toy robot
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- 25. Toy robot
- 26. Toy robot
- 27. Toy robot
- 28. Toy robot
- 29. Toy robot
- 30. Toy robot
- 31. Toy robot

January 1st - 31st

SPECIAL OFFERS FROM OUR RETAILERS

10% off

ST. ALI

Free Kids Meal

Kids Lounge for FREE*

\$100 for 2 adults OR \$120 for Family of 4

Free gift

15% off

\$10 combo

Free gift

Tapas Tasting Menu \$38 for 2 people

Free gift

MaxMara

\$17 Offer

January 1st - 31st

MERRY THINGS

Find the gifts for the ones that are the hardest to buy for. From, watches to pens, to headphones, here you connect.

- 1. Watch
- 2. Pen
- 3. Headphones
- 4. Pen
- 5. Pen
- 6. Pen
- 7. Pen
- 8. Pen
- 9. Pen
- 10. Pen
- 11. Pen
- 12. Pen
- 13. Pen
- 14. Pen
- 15. Pen
- 16. Pen
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- 23. Pen
- 24. Pen
- 25. Pen
- 26. Pen
- 27. Pen
- 28. Pen
- 29. Pen
- 30. Pen
- 31. Pen

January 1st - 31st

SPECIAL OFFERS FROM OUR RETAILERS

Christmas Deals

20% off

WHSmith

Watermark 20% OFF LEGO

Out of Australia

Free Glass of Wine

Icons

The Melbourne Store

Timeframe - Summer Journey Magazine

MA8401 Journey Mag - Summer Edition - Timeline												
	November							December				
	11/10	18/10	25/10	1/11	8/11	15/11	22/11	29/12	6/12	13/12	20/12	27/12
Key Milestones												
Concept development	█											
Concept refinements		█										
Concept approval		█										
Melbourne Airport call out for sales offers	█	█										
Product coordination (Mel)			█									
Pre production co-ordination			█									
Product shoot				█								
Design layout				█	█							
Copywriting further development				█	█							
Feedback and final approval						█						
Print production - (1 x day proofing + delivery to MA)							█	█				
Launch: 6th December									█			
WIPs												
WIPs	█		█		█		█					

Key dates

- Next week – a call for offers!
- 25/10 Mel our stylist will call in product for a shoot early November on site at Melbourne Airport
- Magazines will be ready early December and contents will be promoted on our airport advertising screens

Connor will reach out in next week for content and offers

4) 2021 Melbourne Airport Excellence Awards

Barista of the Year

This fiercely competitive award category challenges baristas to deliver a brew that's equally at home at our airport as in our city's famous laneway cafes.



World Barista Judge Justin Metcalf & 2019 winner Jimmy Tran St.Ali

2021 line- up:

- Virgin Australia Lounge
- Qantas Chairman's Lounge
- AFL Bar
- Hudsons
- Axil Coffee
- Proud Mary
- Quickshots
- Flat Chat
- Middle Ground
- Macchinetta
- Two Johns
- McDonalds T3
- McDonalds T4

We would love to see more onboard! Please let Shereen know if you have a potential Barista of the Year to enter.

5) Melbourne Airport Christmas celebrations

Welcoming travellers back to the airport with an atmosphere of fun and joy.



Retail Portal / Re-opening / Operations

Shereen Elsebai

MELBOURNE AIRPORT

Passenger Corporate Community Help

About us Planning & projects Community Working here Recruiting with us Media centre

COVID-19 The latest information on the Novel Coronavirus [Melbourne Airport](#) [Passenger](#) [Passenger Information Menu](#)

retail operations

Welcome to the retail staff portal. Here you will find important information and quick access to document downloads to make applications, learning and reporting easier.

<p>Get Involved</p> <p>Event information, master class details and retail forum dates. Not to mention staff sales and food and beverage discounts - find it all here.</p> <p>View more</p>	<p>Marketing</p> <p>All the information you require in regards to marketing support and opportunities at Melbourne Airport.</p> <p>View more</p>	<p>PAX and Activity Calendars</p> <p>All the date and time you need from the Airport Operations Plan are located here.</p> <p>View more</p>	<p>Operations and Compliance</p> <p>The Melbourne Airport Operations Manual is the first information point for retail for safety, AED, access, work notifications, areas and tools of the trade, trade and emergency information.</p> <p>View more</p>
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Register for access to the portal by clicking on to below link:

<https://www.melbourneairport.com.au/Security/Login?accesspage=/Corporate/Working-here/Operational-information/Retail-operations>

This will take you to the registration page. Complete details and submit for approval.

Once you have been approved, you will have access to all available information.

- **passenger forecasts;**
- **marketing material;**
- **compliance & operations manual; and**
- **community information.**

Re-opening

- **Ensure your store presents well and is clean (free of dust build up in glass cabinets, fridges etc...), ready for the re-opening and our passengers.**
- **Operating hours remain flexible at this time, however, we are providing an essential service, and expected to maximise sales opportunities.**
- **All signage must be within lease line / no pull up banners (this is a safety hazard).**
- **1 x easel type frame – must be approved.**
- **Only appropriate / design approved signage to be displayed - no temporary print-outs or hand written signs.**
- **Loading Dock hours will be reduced as we ramp back up. I will communicate the hours.**

Safety Items – Non Negotiable

- **Victorian QR Codes are to be prominently displayed at every entrance and at point of sale.**
- **COVID Safety Plans to be reviewed to ensure it is current and reflects the latest advice - (social distancing, capacity etc...).**
- **Ensure you comply with current restrictions and advice from the Victorian Chief Health Officer.**
- **Fire extinguishers to be serviced and stamped.**
- **Ceiling tiles secured and air ducts cleaned.**
- **Green cards up-to-date if working in Sterile area.**
- **All equipment (mainly food and beverage) maintained and in safe condition.**
- **Ensure switchboards are clear and accessible.**

A few words from the Chief of Commercial – Property & Retail

Andrew Gardiner