

Hop to it Easter Hunt

In partnership with **donutking.**

We're bringing back the magic of our much-loved Easter Egg Hunt!

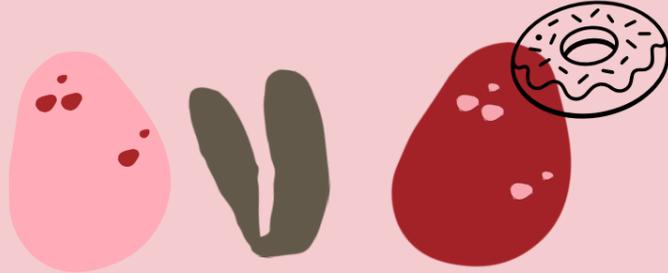
This family-friendly activation invites kids to follow clues around, collect Easter treats and complete their activity pack before finishing at Donut King to enjoy a FREE donut reward. With Easter merchandise, loot bags and interactive fun throughout the centre, it's a joyful experience designed to delight families, drive visitation and create lasting Easter memories.



Key events this Easter

Hop to-it Easter Hunt

- Hunt 1: Saturday 21 March, 10am-2pm
- Hunt 2: Sunday 22 March, 10am-2pm
- Hunt 3: Saturday 28 March, 10am-2pm
- Hunt 4: Sunday 29 March, 10am-2pm



Our Objectives

- ✓ Foster a greater sense of belonging in every Australian community.
- ✓ Provide a fun and memorable Easter experience that becomes an annual family tradition
- ✓ Drive specialty traffic through partnership
- ✓ Provide opportunities for community connection and storytelling



Centre Trading Hours

Approved trading hours are listed below, these hours are recommended to ensure you make the most of the Easter trading period. Please note majors hours will vary.

Good Friday 3 April	CLOSED
Easter Saturday 4 April	10am until 4pm
Easter Sunday 5 April	CLOSED
Easter Monday 6 April	10am until 4pm
ANZAC Day 25	CLOSED
Observed 27 April	10am until 4pm

Easter shopping hours will be communicated across the following channels; centre website, paid-social media, door decals and oOh! Media Screens.

Majors Easter Trading Hours

Coles	
Good Friday 3 April	CLOSED
Easter Saturday 4 April	6am until 9pm
Easter Sunday 5 April	CLOSED
Easter Monday 6 April	6am until 9pm
ANZAC Day 25	CLOSED
Observed 27 April	6am until 9pm
Kmart	
Good Friday 3 April	CLOSED
Easter Saturday 4 April	8am until 8pm
Easter Sunday 5 April	CLOSED
Easter Monday 6 April	8am until 8pm
ANZAC Day 25	CLOSED
Observed 27 April	8am until 8pm



Get Involved

The first **eight** tenant customers to nominate to participate will be designated as a 'hunt location'.

Participating tenant customers will receive:

- Mini chocolate eggs
- Easter Ink Stamp
- Large Helium Orb Balloon

Contact the marketing team ASAP to confirm your place in the hunt!

While only selected stores will host hunt stops, the Easter Egg Hunt will activate throughout the centre, benefiting all tenants through increased visitation.

Share your Easter offers with our community

Have an Easter promotion you'd like us to help amplify?

We encourage Easter-related offers and in-store promotions to be shared across the centre's social media channels. We're looking for high-quality images or video taken in-centre (bonus points if they feature your team or happy shoppers), along with details of your Easter offer or event.

Submit your content to the marketing team and we'll feature it across our social media channels and website, helping your store shine during this busy Easter period.

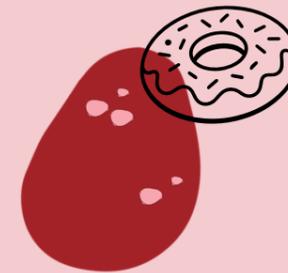
Additional signage opportunities

Further boost your visibility during the Easter period with optional signage opportunities, including entry doors, bollard covers, floor decals and void banners.

Packages are available from \$500 for four weeks' exposure. Contact the marketing team to discuss availability and placements.



Get in touch



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