

MELBOURNE
AIRPORT

Retail Forum

September 2023



Agenda

- ***Welcome and Intro* | Shereen Elsebai**
- ***Marketing* | Graeme Hill**
- ***Program Director Terminals and Retail* | Jon Holton**
- ***Performance & Reporting Analyst* | Chad Cao**
- ***Retail Operations* | Shereen Elsebai**

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Retail Marketing



Thank you for joining and nice to be with you all.

We wanted to say thanks to so many of our Retailers who reach out constantly wanting assistance, brainstorming or help to achieve their store goals – we try to help where we can.

Please continue to do this, we're happy to assist where possible.



LOTTE DUTY FREE | MELBOURNE AIRPORT

DISCOVER NEW
Melbourne

Redeem your coffee here*

HUDSONS

Today is National
Lamington Day

Indulge in a delicious lamington before you fly today.

Pick one up at:

HANNA'S or AXIL
Ground Floor T4 Carpark or T2 - T3 Corridor

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A little gift from us in T1 and T2

Receive 10% off at any of the below retailers when you mention the code word **'JOURNEY'** in store.

Promotion valid from 5 December 2022 - 28 February 2023. This discount cannot be used in conjunction with any other offer. Amcal Pharmacy 10% discount does not apply to prescriptions and medications.

Spring Journey 2023

- In terminals September 22
- Bumper Edition
- New vibrant stands throughout the terminals
- Advertised across all screens
- E-Copy going out to 355,000 ppl on the Retailer database
- Social & Digital advertising scheduled
- Repurposing some of the content to be included in Chinese market advertising
- Summer Magazine begins soon

SUPER VALUE DEALS

Promotions valid from 15th September – 30th November 2023. This discount cannot be used in conjunction with any other offer. T&Cs vary for each store and on each offer, please check in store for details.

sushi sushi After security \$14.90 ANY 3 HAND ROLLS	HUDSONS Arrivals \$12 Spritz
WHS Smith Buy 1 book, get 1 half price	MIDDLE GROUND Before security HAPPY HOUR FROM 3PM \$5.50 BRICK LANE 'ONE LOVE'
ROLLING LUGGAGE Before & after security 25% off ANY LUGGAGE, BUSINESS OR BACKPACK PURCHASE	AFL KITCHEN & BAR Before security Kids eat free WITH ANY MAIN MEAL PURCHASED
SUSHI JIRO After security ANY HANDROLL & MISO SOUP \$9.90 BUY ANY 2 HANDROLLS Get 1 free	COOL RIDGE WATER OR COFFEE Only \$3 WITH ANY SASHIMI, NIGIRI OR MAKI BOX

All prices are correct as of date of print of 22 September 2023.
Warning: Under the Airports (Control of On-Airport Activities) Regulations 1997 (CAR) and the Liquor Control Reform Act 1998 (LCRA), it is an offence to supply alcohol.

TERMINAL 1

TI's tarmac-side hub of comfort and indulgence – "The Square" – has officially reached new heights this season. Joining the scrumptious ranks of Rustica, LivEat, ST. ALI and Icons are Pope Joan, The Local Taphouse, Hungry Jacks and Veneziano, with more to open this spring.

POPE JOAN
Say hello to Melbourne Airport's ultimate brunch spot. Enjoy the flavors of our city served with a fresh focus on seasonal produce, locally sourced ingredients and sustainable farming.

THE LOCAL TAPHOUSE
The Local Taphouse is heaven on earth for any beer lover. With over 40 local drops on tap at any given time, this is where travellers can enjoy a true taste of Victoria.

Delicious moments in T3

Terminal 3 is snack central for any traveller craving a bite. With a selection of eateries delighting up to 100,000 travellers, there's a nibble for every appetite.

STOMPING GROUND
Feed your eyes in the name of Stomping Ground. It's packed with a lengthy selection of classic pub fare like calamari, burgers and steaks that all just beautifully with their seasonal, brewed in store, beer list.

ROOST JUICE
This beloved essential and juice bar boasts a menu jam-packed with fresh ingredients that will give your energy levels a much-needed kick before boarding your flight.

RIDGE SMALLS
This Melbourne-born eatery is a true gem, serving up delicious Middle Eastern-inspired dishes that will leave you craving more. From olive oil, whipped hummus, and juicy chicken tenders.

WHS Smith
Welcome to your one-stop destination for all your travel essentials, including a host of treasures with a selection of grab-and-go snacks. Pick up a quick bite to eat or a captivating book to accompany your journey.

EARL CANTEN
With a focus on fresh and seasonal ingredients, EARL Canteen elevates the concept of sandwiches to an art form, offering delectable gourmet creations for dine-in or take away.

Beat the hayfever woes

A quick chat with resident Airport pharmacist, Leanne Boromeo from Amcal Pharmacy.

Spring is one of the most beautiful seasons to experience here in Melbourne, but for many of us it can be a time of developing allergies and hayfever. We sat down with respected Melbourne Airport resident pharmacist, Leanne, for tips on how to prevent and remedy any pesky symptoms that can accompany the dreaded springtime hay fever.

I HAVE AN ITCHY THROAT AND SWOLLEN EYES. HOW DO I KNOW IF WHAT I'M FEELING IS HAYFEVER?
While symptoms can develop at any time this usually occurs between September and December in Australia. This is when grass or weed pollen, house dust mites and mould spores are at their most prevalent. Allergy symptoms include sneezing, a runny nose, itchy throat, watery eyes and itchy skin – these symptoms can also increase the risk of developing asthma or wheezing.

WHAT CAN I DO TO AVOID HAYFEVER SYMPTOMS?
Try to avoid exposure wherever possible. This could be staying indoors on windy days, keeping doors closed when pollen counts are high, wearing sunglasses to reduce exposure and showering after being outside. Changing your clothes regularly in hot water to remove moulds and dust will also help.

WHAT TREATMENTS DO YOU RECOMMEND FOR SOMEONE ALREADY EXPERIENCING HAYFEVER SYMPTOMS?
For mild symptoms oral antihistamines can provide some relief (Dymine, Claritin, Zyrtec). Otherwise, nasal corticosteroid sprays (Nasonex, Rhinocort, Becoanase, Dymista) may be more effective for a severely blocked or runny nose. Eye drops containing antihistamines can reduce symptoms of watery, swollen and itchy eyes. Treating symptoms early will reduce the overall impact of allergies. If symptoms don't improve over 2-4 weeks it is advisable to consult your GP or specialist.

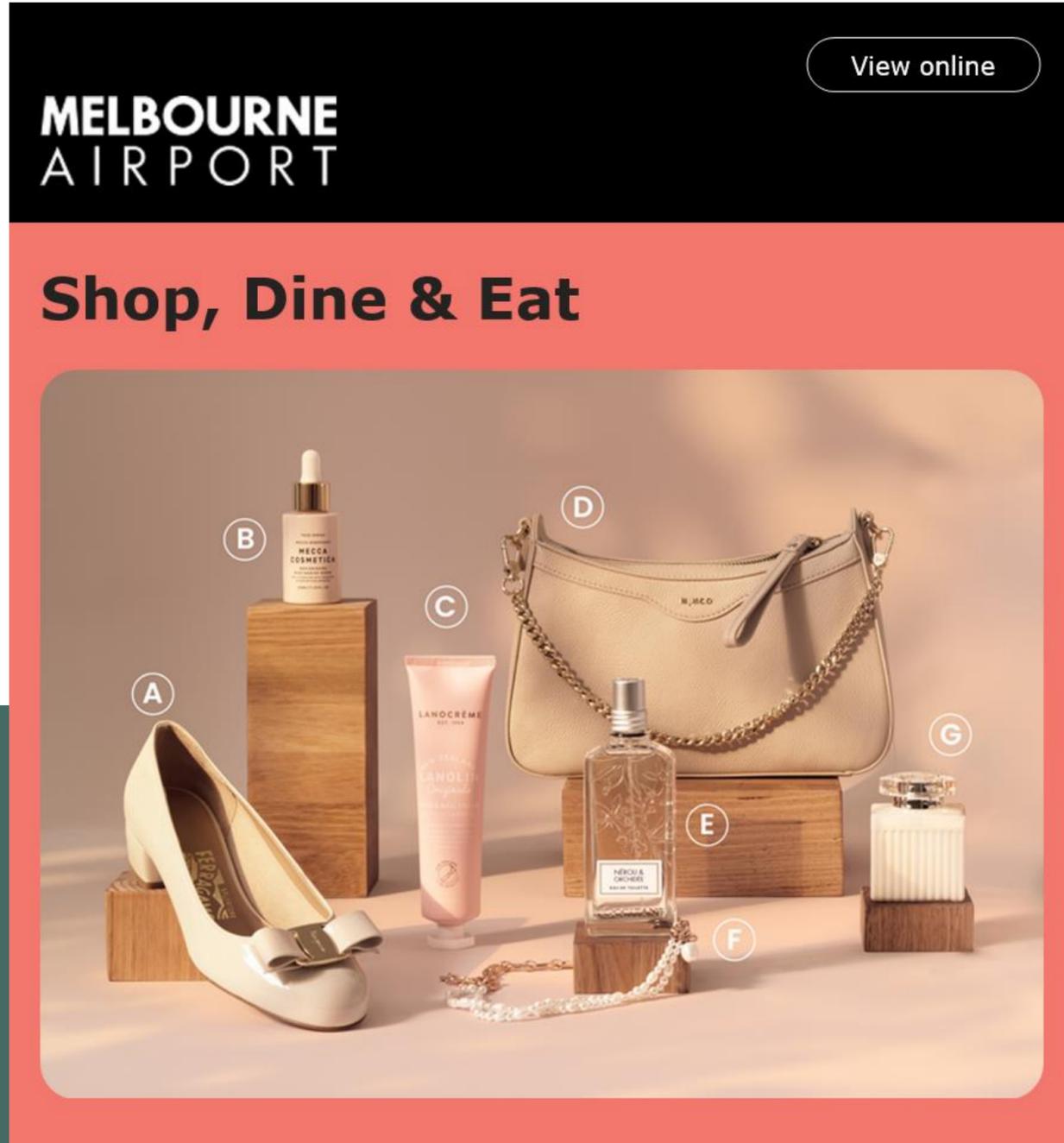
Leanne Boromeo, Pharm M.S.S.D
Amcal Pharmacy - Melbourne Airport

HUNGRY JACK'S
Known for its unmistakable flame-grilled burgers, Hungry Jack's has returned to T1 this season. This new-look iconic eatery is home to the classic Whopper and a menu full of other great meal deals.

Hungry Jack's

Retailer EDM

360,000 database – open rate 30%



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[View online](#)

Shop, Dine & Eat

A: White high-heeled shoes
B: Mecca Cosmetics perfume bottle
C: Lancôme hand cream
D: Beige handbag
E: Narciso & Archer perfume bottle
F: Pearl necklace
G: Small perfume bottle



Priding themselves on being Australia's benchmark for sushi innovation, Sushi Jiro are serving up the works on a daily basis. That's just how they roll!

Located in Terminal 1 after security.

[View more](#)



CAMILLA

Australia leading fashion designer, CAMILLA, has arrived, located after Duty Free. Offering luxurious, hand-cut pieces of clothing and accessories, inspired by Camilla Frank's travels.

Located in Terminal 2 after security.

[View more](#)



Soul Origin

Soul Origin is serving up a diverse and nutritional range of breakfast, lunch and snack choices; including the most extensive variety of delicious salads.

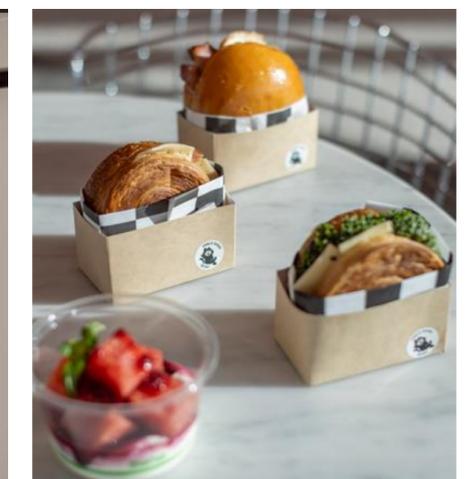
Website

We've been busy updating photos across the website.

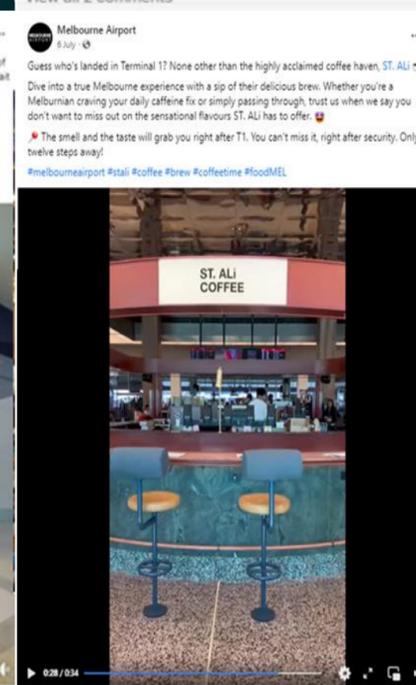
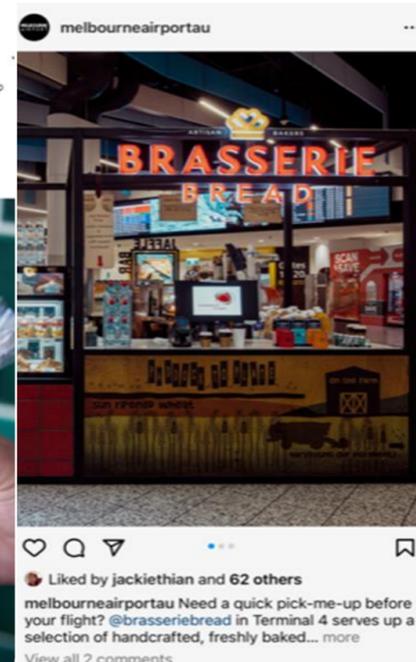
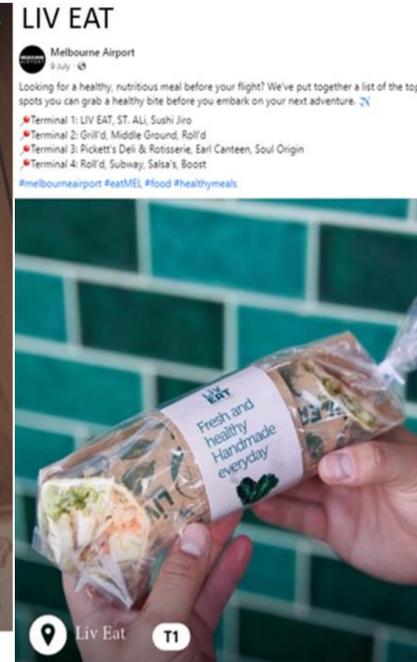
This includes new retailers joining

We plan to do these shoots one day across each quarter

The shoot is normally an exterior and possible product
Our next shoot will be towards end of November



Social and Digital



ASIC Holders Discounted Offers

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If you have been forwarded this email and want to sign up to The HUB click here



THE HUB

MELBOURNE AIRPORT

EXCLUSIVE AIRPORT STAFF OFFERS

Hello all ASIC holders,

Our airport retailers have some great offers right now and we're sharing these with you.

Who doesn't love a great deal or a saving, right? All you have to do is present your ASIC at time of purchase.

Look out for these fantastic offers across the terminals. See in store for terms and conditions.



CLASSICO

20% OFF*

*Except alcohol and merchandise.
T2 and T4 airside.

HANNA'S Any salad and sparkling water for
T4 outside **\$17.90**

ROLLING® LUGGAGE
T2 airside and landside

30% OFF RRP on luggage and bags **20% OFF RRP** on accessories

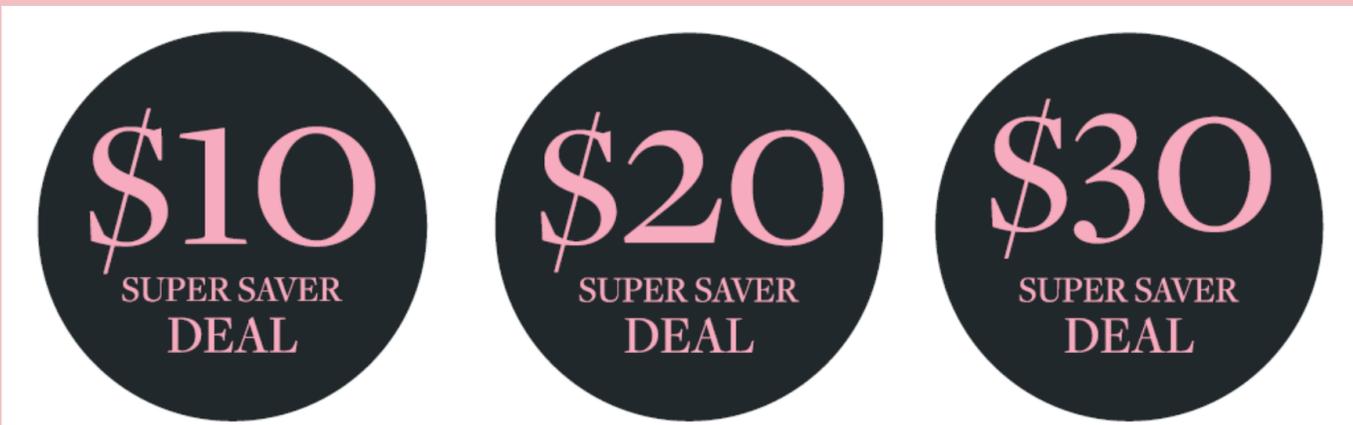
PICKETT'S EST. 2016
DELI & ROTISSERIE
T2 before security

\$4 small coffee
*Size upgrades available.
Alternative Milks extra.

We are looking at ways for more engagement with this

Super Value Deals for Summer Vacation Period

- Introducing the Melbourne Airport Super Value Deal - \$10 - \$20 - \$30
- The vision for this is to coincide with the Victorian School Holiday period and run across all terminals and to show that the Airport retailers have some real Super Deals instore.
- Every retailer is invited to participate in this campaign by creating a Super Value Deal and your particular deal can fall into the amount of \$10 - \$20 or \$30, or you could have all three if you wanted to.
- For example, a F&B retailer could have a sandwich and a drink for \$10, for \$20 a salad or Sandwich with a glass of wine, and a \$30, a retailer could have a gift pack -, ie chocolate and 2 bottles of wine – can be whatever.
- Each retailer can create their own unique deal of any or all the amounts.
- Promotional period – December 15 – January 31
- Would like to send this pack to a few retailers to get their thoughts before sending
- To all retailers for engagement

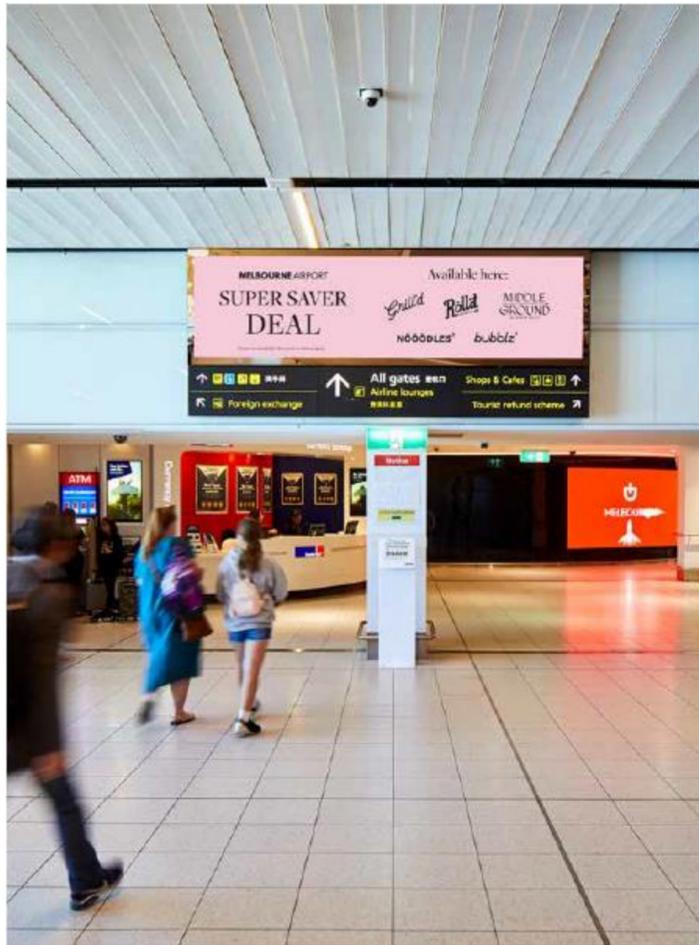


Full Support from the Marketing unit

Here is a list of Marketing Assets we will be utilising across all touch points in support:

- Ooh Media external – freeway and city locations.
- Airport Social and Digital campaign
- All internal screens across all terminals
- Twin Screens and T4 Halo
- Landing page where we would list all Super Value offers
- In-store strut cards for counters – with spacing for you to list your offer
- For those who would like a poster for display windows
- Journey Magazine front cover and a number of pages inside
- Promotional Staff at each terminal for a period of time – advising pax and locations/handouts.
- Retailer eDM during this period
- Pillar banners hanging where possible
- Shop Badges/Pins for in-store staff/assistants
- Commercial radio booking with the brand messaging





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SUPER SAVER DEAL
Subject to availability. Terms and conditions apply.

Find the full list of our participating retailers here

[FIND OUT MORE](#)



Lux Mall and Lotte



Breakfast with the Airport

Thank you to all that have joined us

The next is in two weeks

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BREAKFAST CATCH-UP!

Join the Melbourne Airport Marketing
Department to informally share ideas

28 JUNE | WEDNESDAY
7.30am – 8:45am

Cafe Airo, Adjacent to Lobby, Level 4
Park Royal Hotel, Arrival Drive, Tullamarine

Please RSVP via button below by 27.06.2023

Yes, I would like to attend

No, unfortunately I cannot attend



Oktoberfest - Grand Prix



Christmas & CNY



Terminal One



Plus
Grace
Moga Moba
Veneziano
Pope Joan
Taphouse

Thank you

Retail Marketing Team

For further information please contact:

Graeme Hill

Marketing Business Partner - Retail and Commercial Property

graeme.hill@melair.com.au

0419 806 044

Kathryn Bracken

Retail Marketing Specialist

kathryn.bracken@melair.com.au

0477 002 287

Terminal Projects Update

21st September 2023



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North Infill Security Enhancement T2 NISE Stage 1

Project Introduction

02 August 2023

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Project Benefits | T2 NISE Stage One Project Outcomes

Compliance

Replacement Capacity

Future Proofing

Outbound Baggage Capacity

Key Infrastructure Upgrades



Scope

New CT CBS screening baggage system equipment

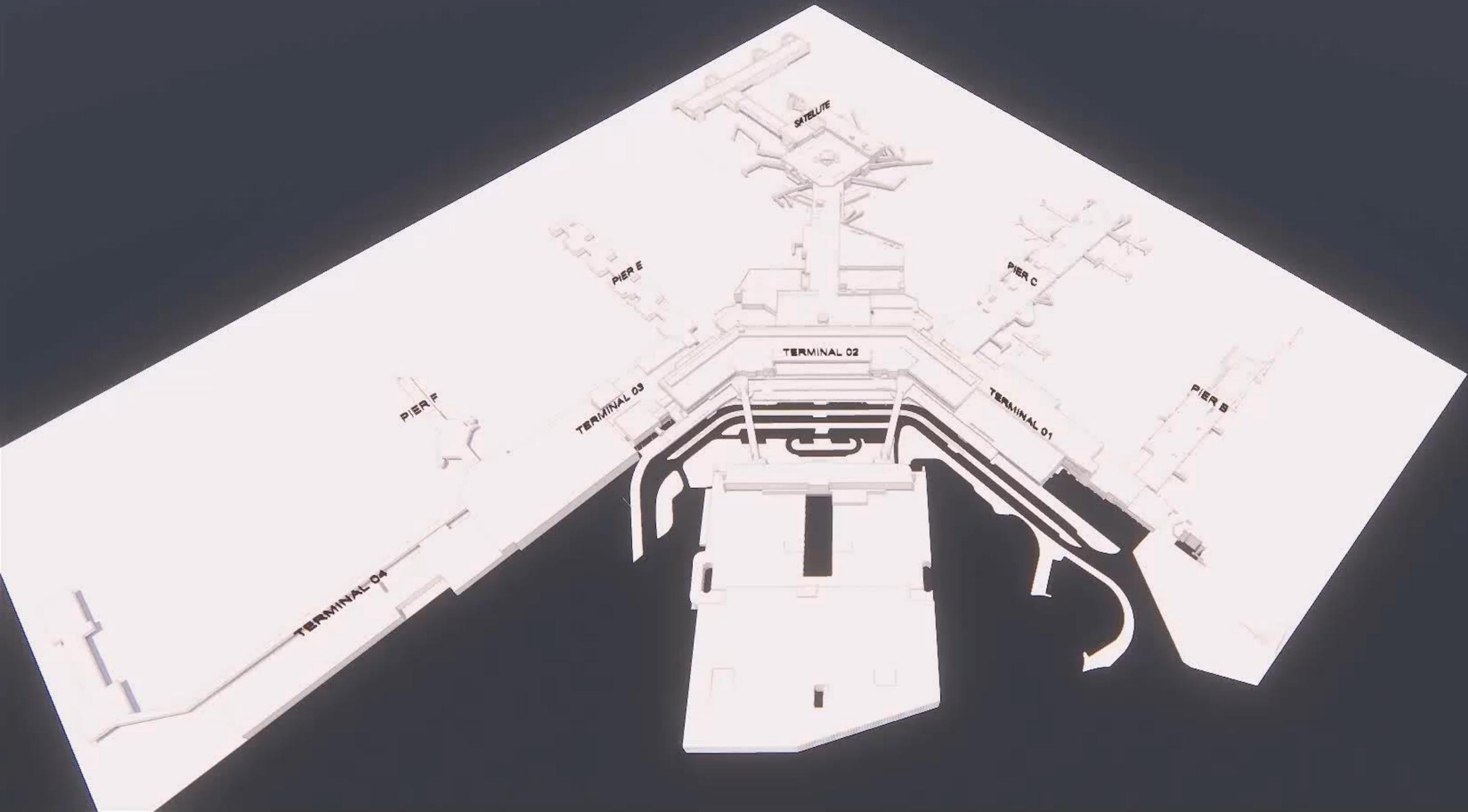
Replacement capacity from lost MUP's 14/15/16, dynamic bag store and level 3 screening capacity.

- **Base build infrastructure to support Additional International Baggage Make Up capacity**
- **Base build infrastructure to support Duty Free and Luxury Retail**

- **Provide the shell and core for an expanded outbound baggage system**
- **Undertake the design and lead in works to support an expansion the current outbound baggage capacity.**

- **Design and Construct new Substation 3.**

T2 - NORTH INFILL SECURITY ENHANCEMENT



Project Overview | Highlights

New build footprint that in sqm is 2/3's the size of T4 Main Terminal Building.



Replaces 95% of our outbound baggage system with brand new state of the art kit.

Expanded outbound baggage capacity of up to an additional 65 Make Up Positions (MUP's)

Significant reduction in manual handling of bags, 25% of our outbound capacity through four new speed loaders.

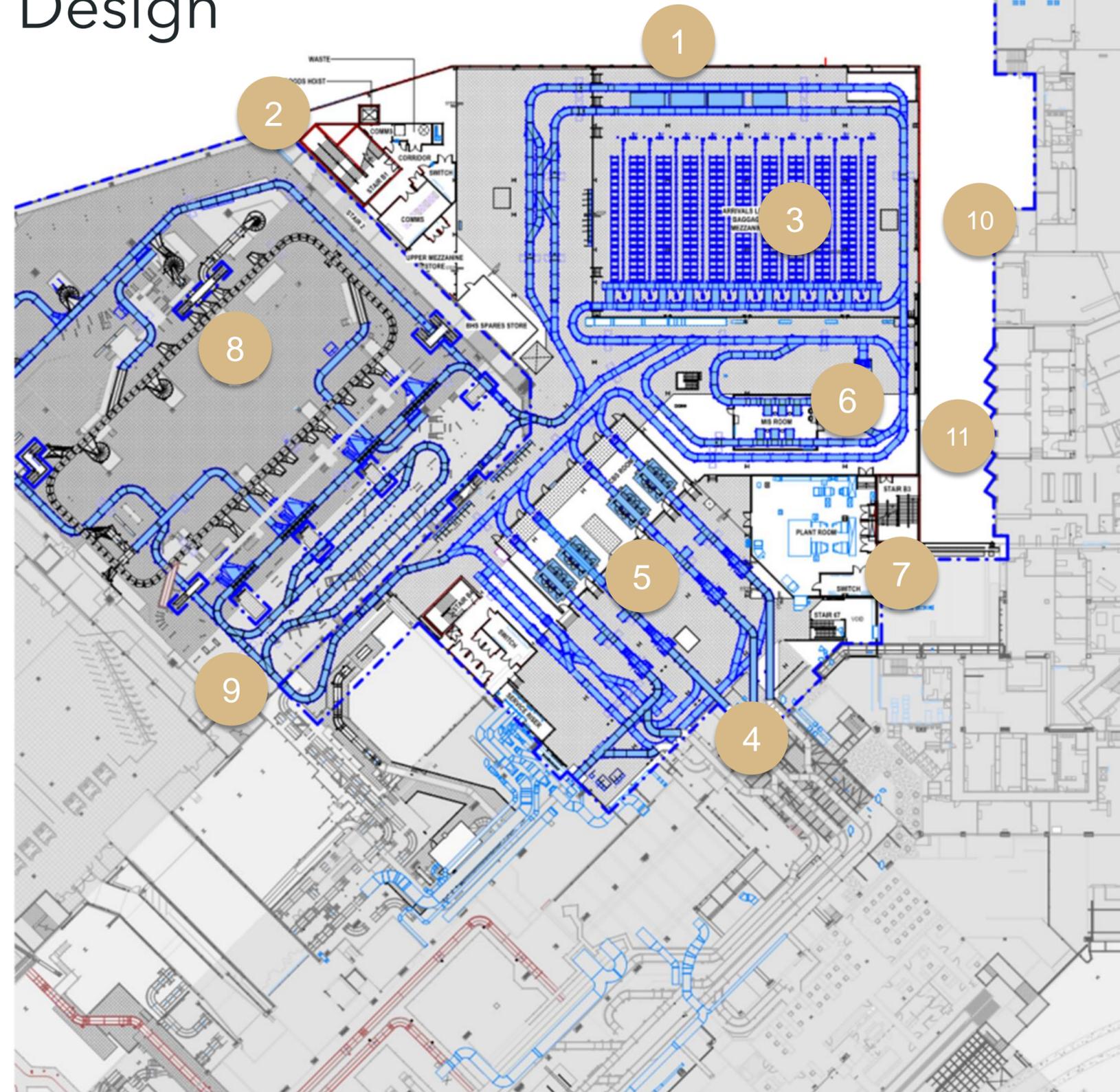
The project has introduced about 50% more equipment into the outbound system.

New software supporting many technological leaps for APAM and stakeholders with (to name a few),

- a) *in system bag tracking,*
- b) *any time check-in capability,*
- c) *compressed and batch building capabilities, and*
- d) *many more analytic tools to support system performance.*

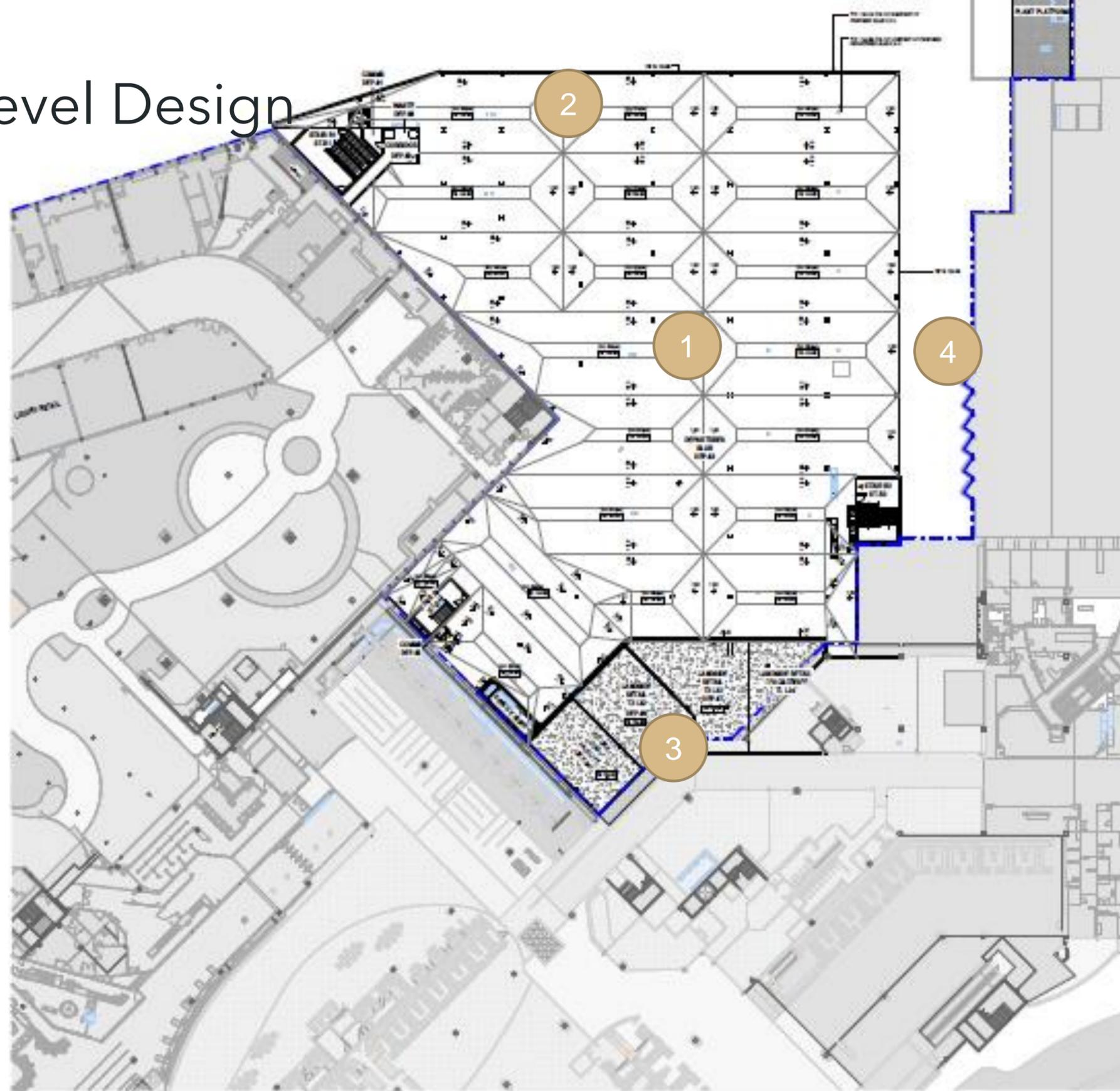
Project Overview | Mezzanine Level Design

1. Feed point for semi automated build speed loaders
2. Reconfiguration of Departure Level emergency stairs to accommodate baggage system and vehicle access below
3. 1400 position bag store
4. Integration from upstream belt-based system into tray based (Crisbag) outbound baggage system.
5. CBS Room enclosure shown
6. MIS / MES Room enclosure shown
7. Substation plant and OOG baggage circulation.
8. Reconfiguration of Outer Sorter
9. Crisbag Tray Return and Storage
10. Future floorplate extension to align with Pier C structure (TBC)
11. Connection location for T1 Int. Check-in (assumed bags are screened in Terminal 1).



Project Overview | Departure Level Design

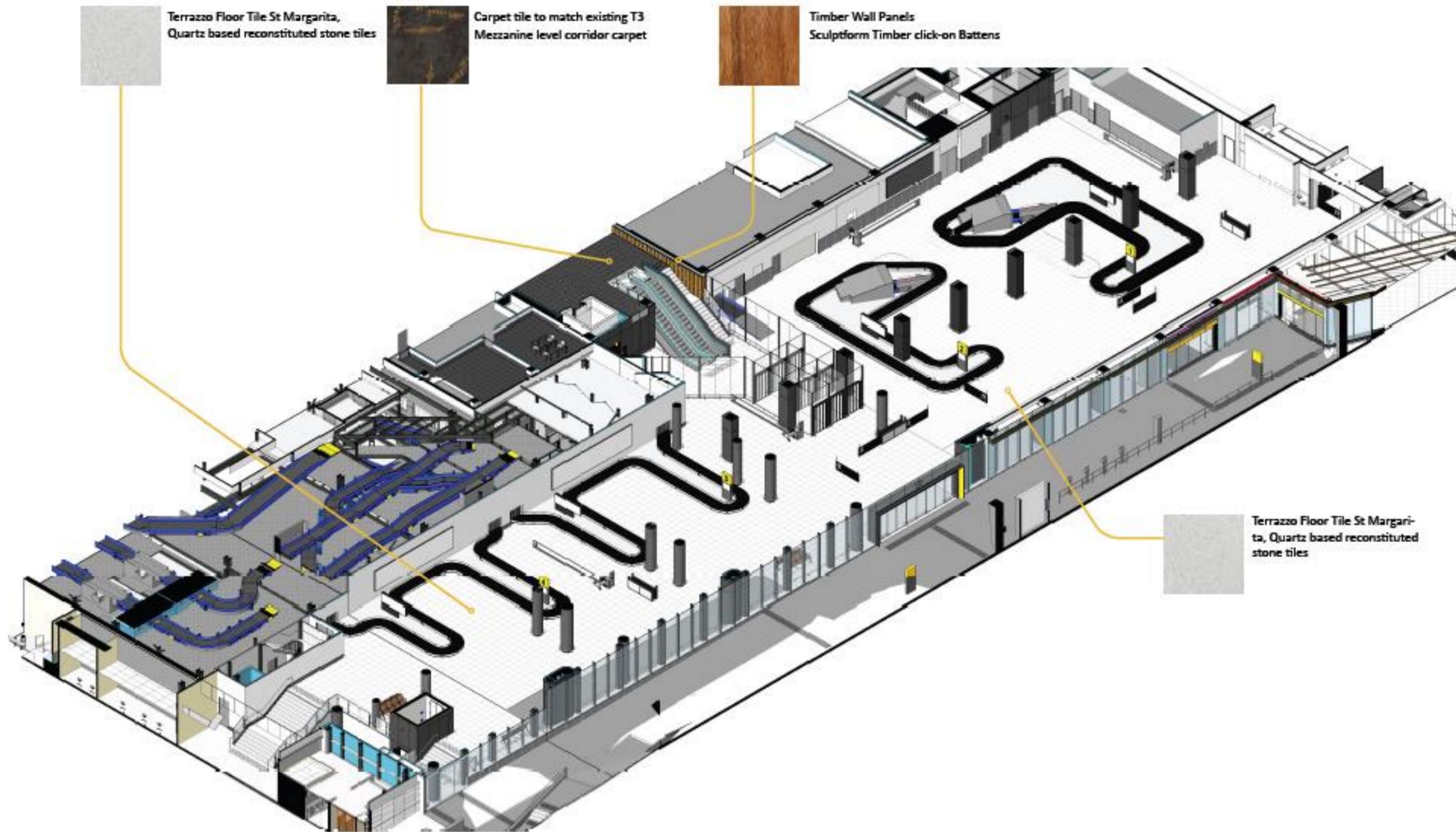
1. Concrete roof slab to safeguard future development opportunities.
2. Parapet walls for safe access to roof
3. Proposed OOG and SOOG acceptance point. Concept layout under development.
4. Future floorplate extension to align with Pier C structure (TBC)



Terminal 3 Redevelopment Stage 2



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Terrazzo Floor Tile St Margarita,
Quartz based reconstituted stone tiles

Carpet tile to match existing T3
Mezzanine level corridor carpet

Timber Wall Panels
Sculptform Timber click-on Battens

Terrazzo Floor Tile St Margarita,
Quartz based reconstituted
stone tiles





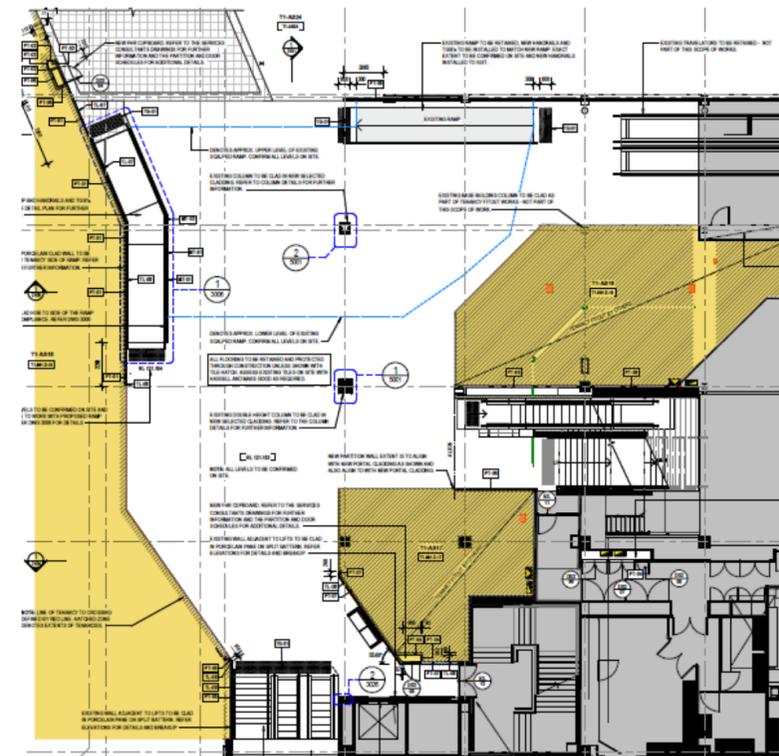
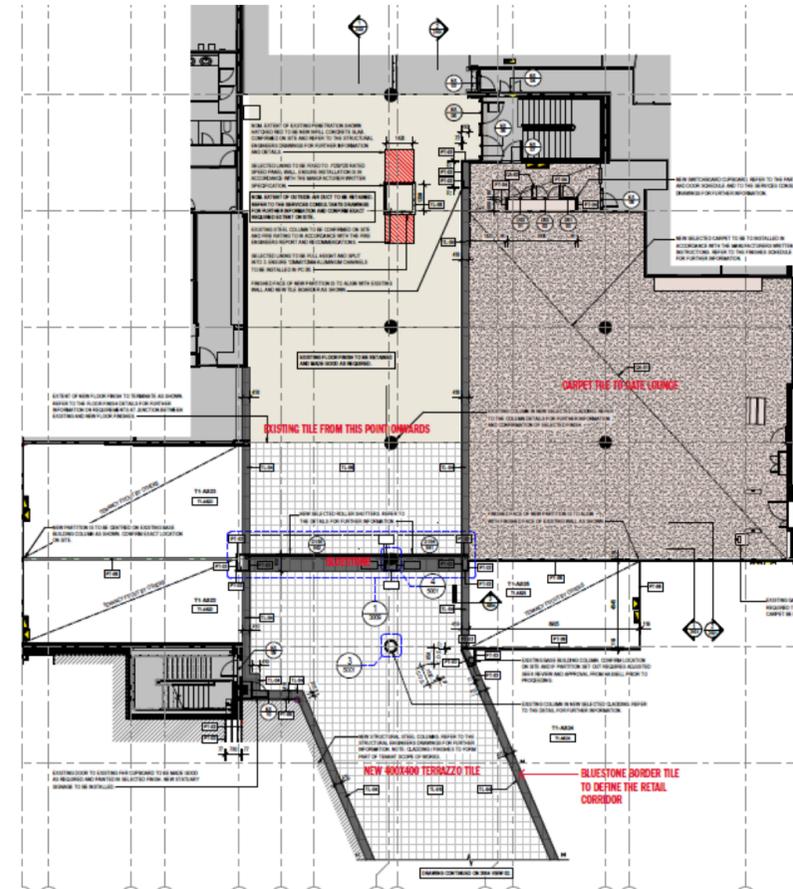
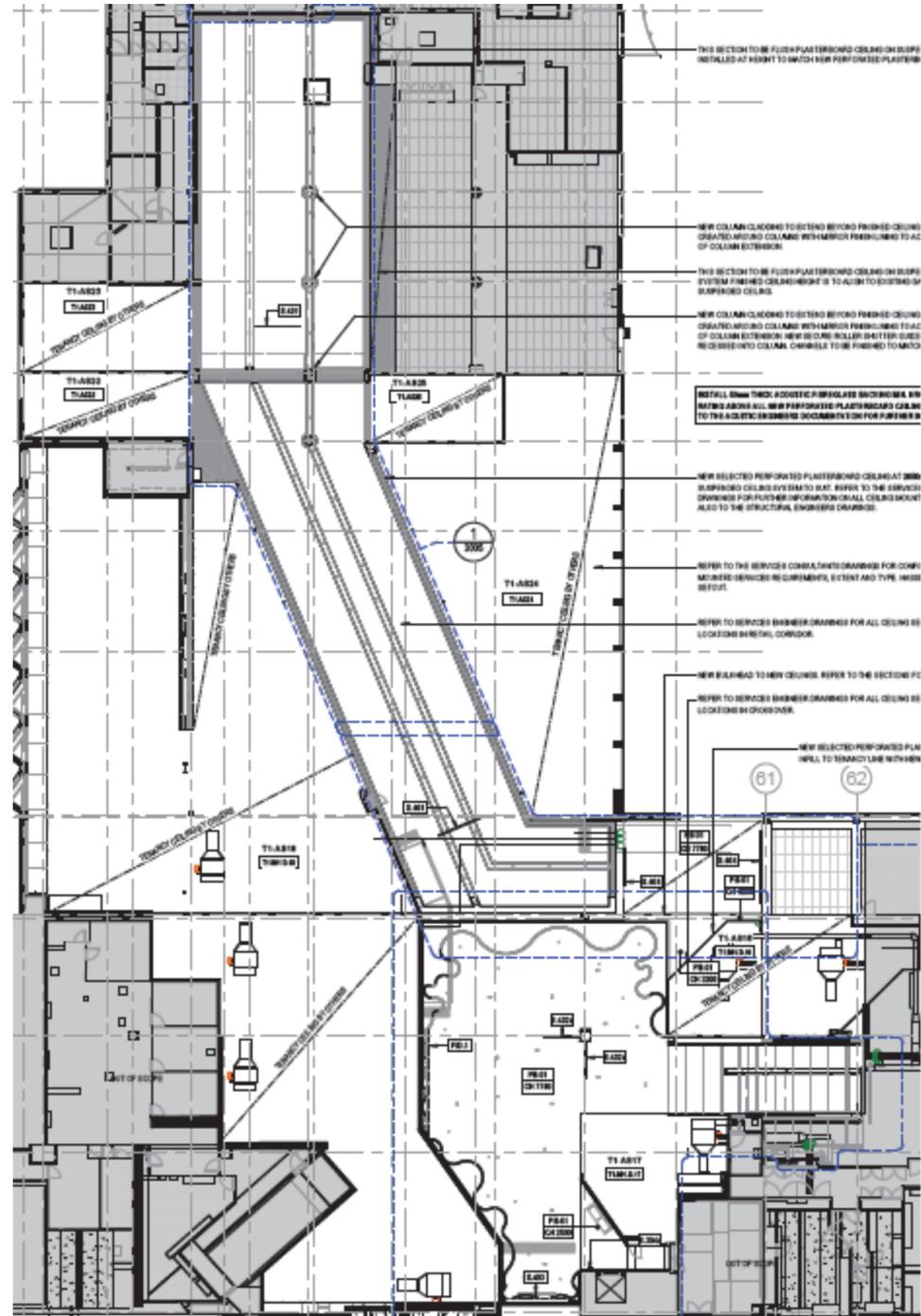


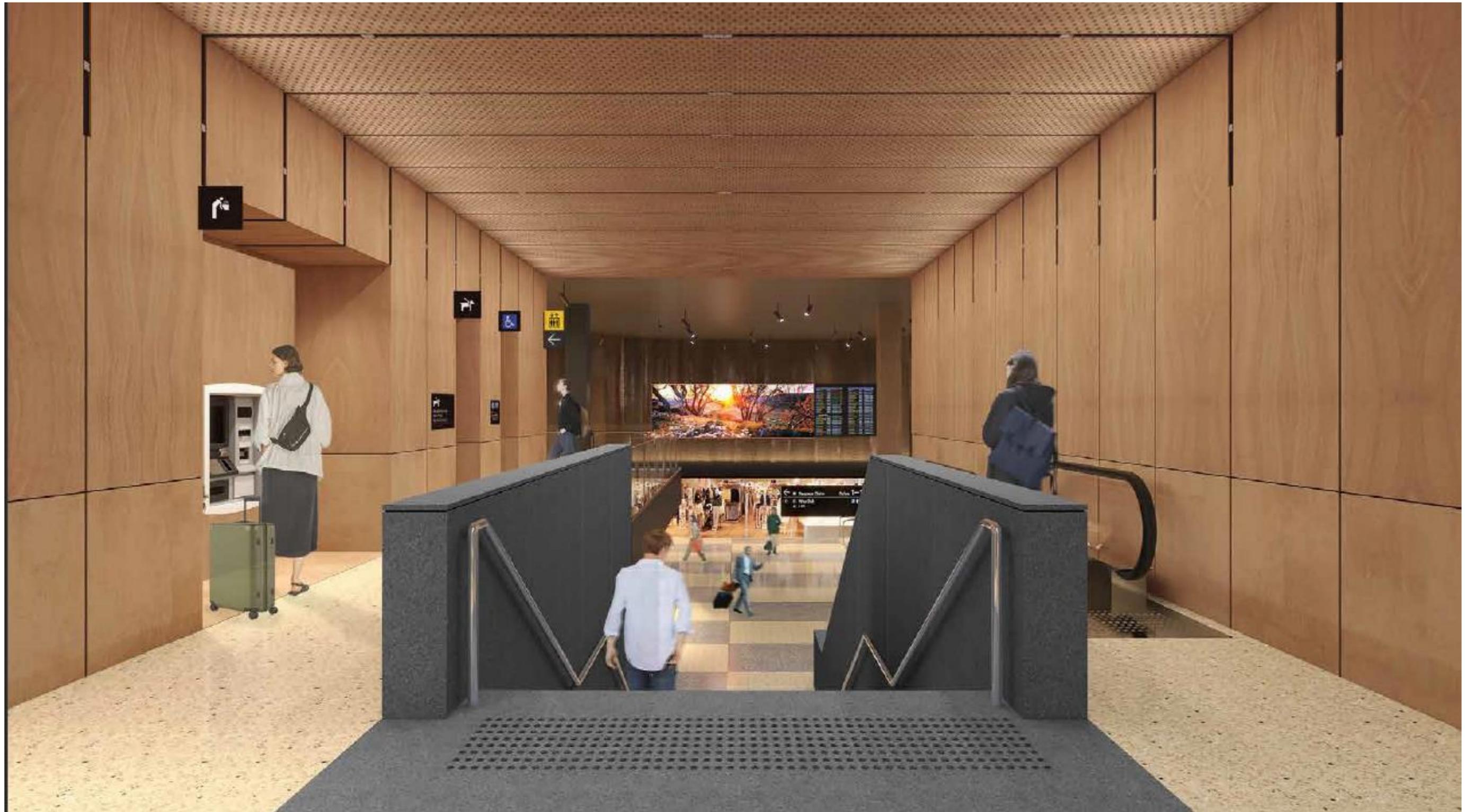
Terminal 1 – ‘The Crossing’

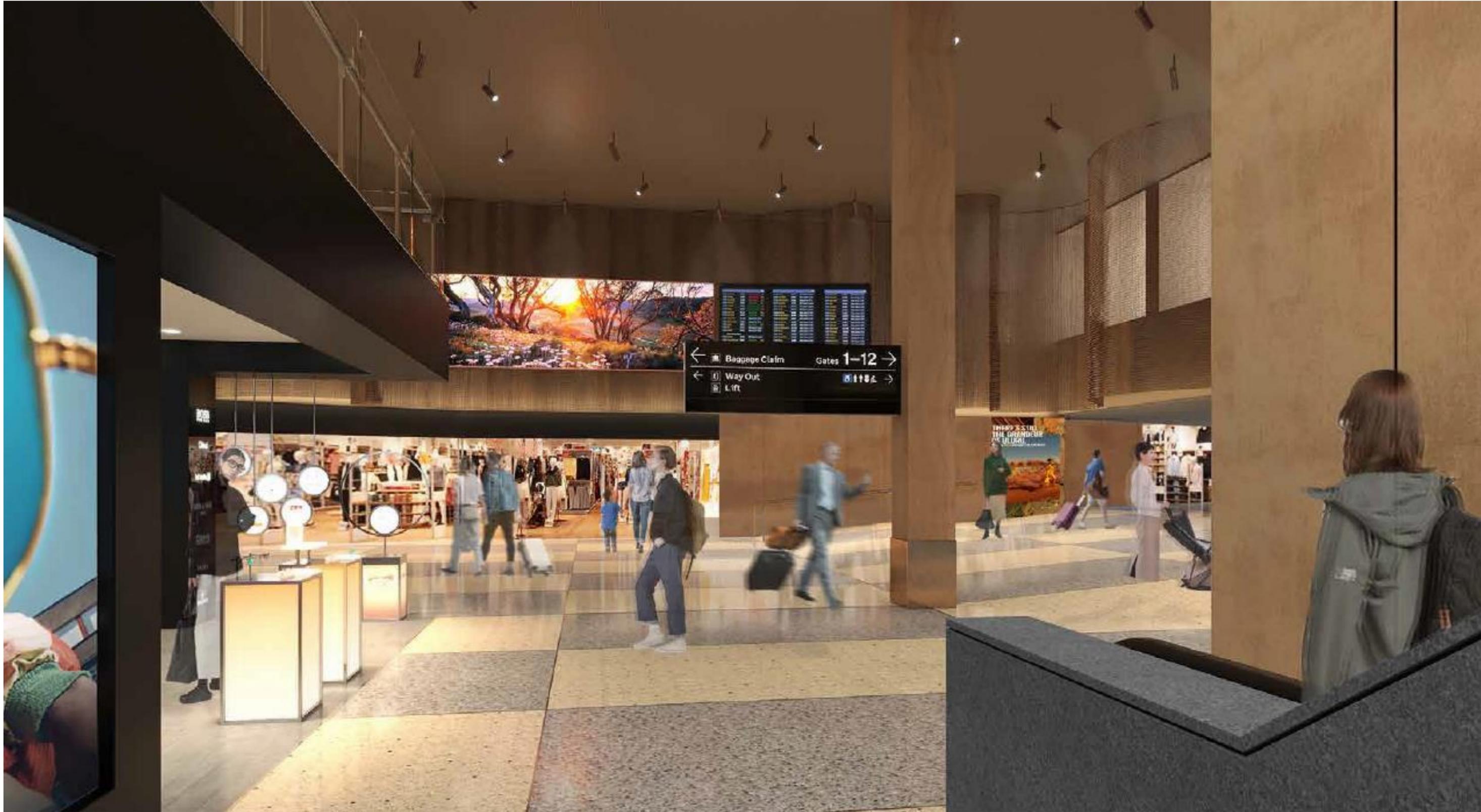


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Layout









Questions?

Performance & Reporting Analyst | Chad Cao

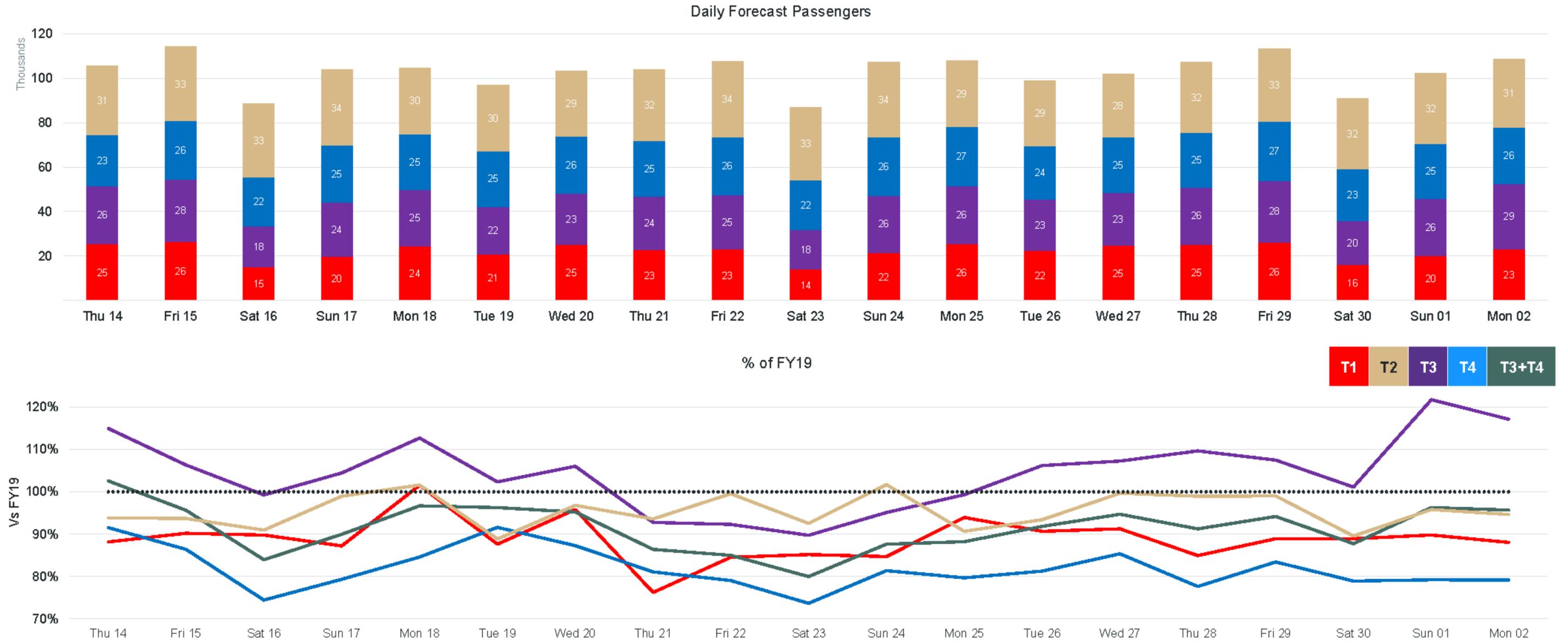
Peak Period Plan

September School Holidays 2023



Daily Demand

The below graphs show the total forecast passenger numbers, along with the comparison with equivalent 2019 days.



Summary of Demand

Compared with the FY19 spring school holidays, forecast passengers will be approximately 92% overall with 95% internationally and 90% domestically.

On average there will be 102k daily passengers with some days exceeding 110k across all terminals.

T2 will become the busiest terminal with average 30k daily passengers.

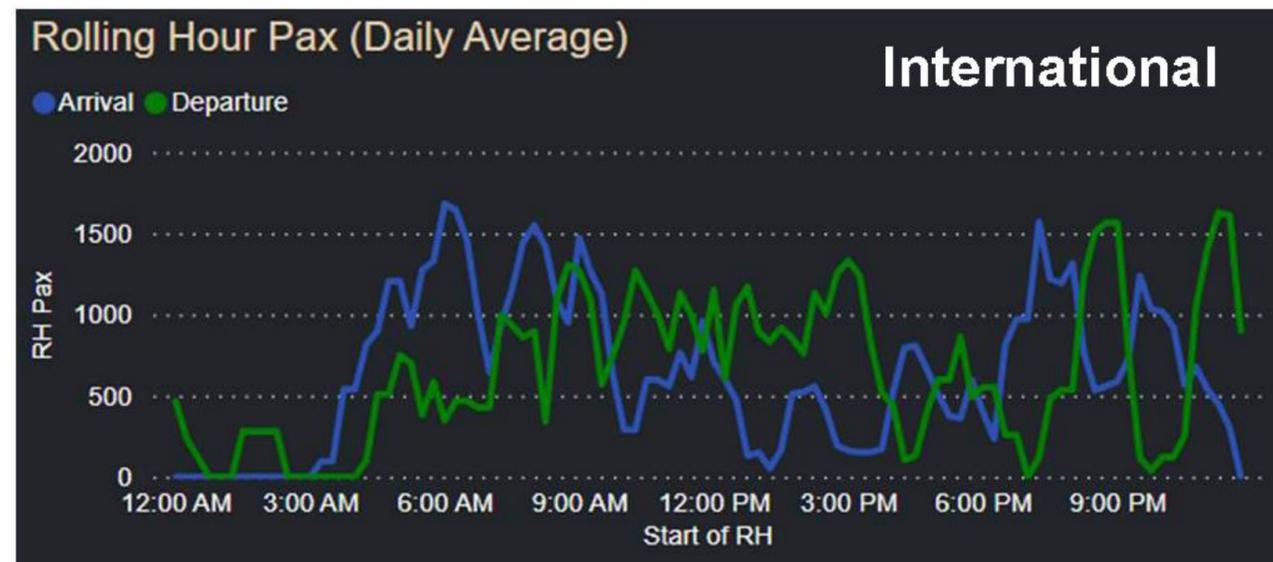
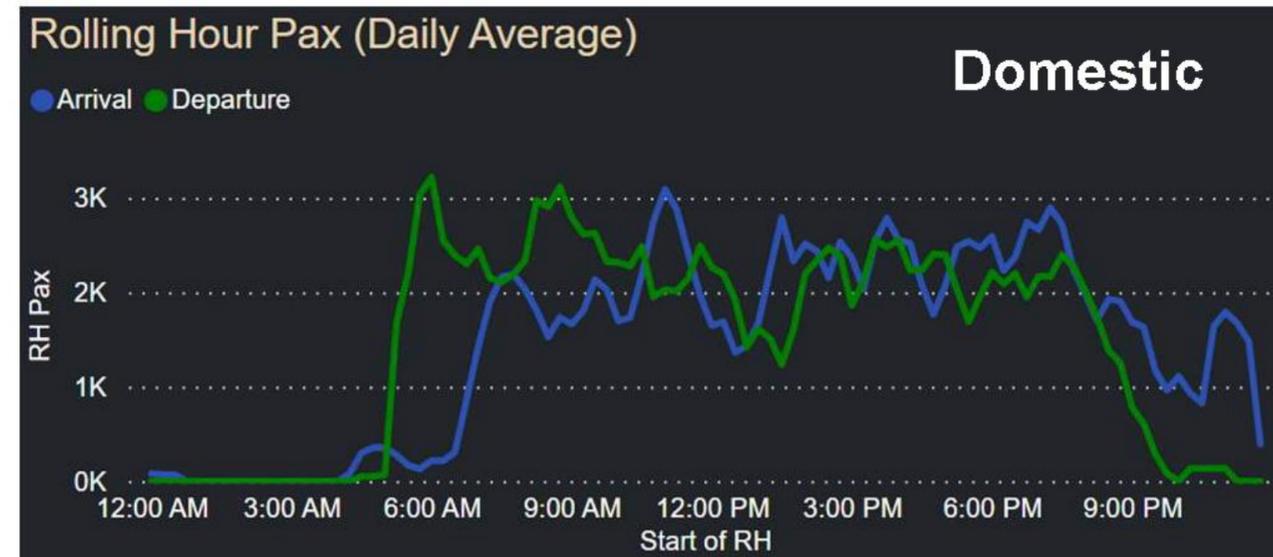
Friday 15th and 29th Sep (AFL Grand Final P/H) will be the busiest days across all terminals.

Domestic Busiest Hours

- Departures between 06:00 – 09:00 (check-in peak starts 2 hours prior)
- Arrivals between 10:30 – 11:30.

International Busiest Hours

- Departures between 08:30 – 15:30 and 20:30 - 23:30 (check-in starts 3 hours prior)
- Arrivals between 06:00 – 09:00 and 19:00 - 21:30
- Daylight savings commences 1st Oct and all peak International times shift +1hr



***Retail Operations* | Shereen Elsebai**

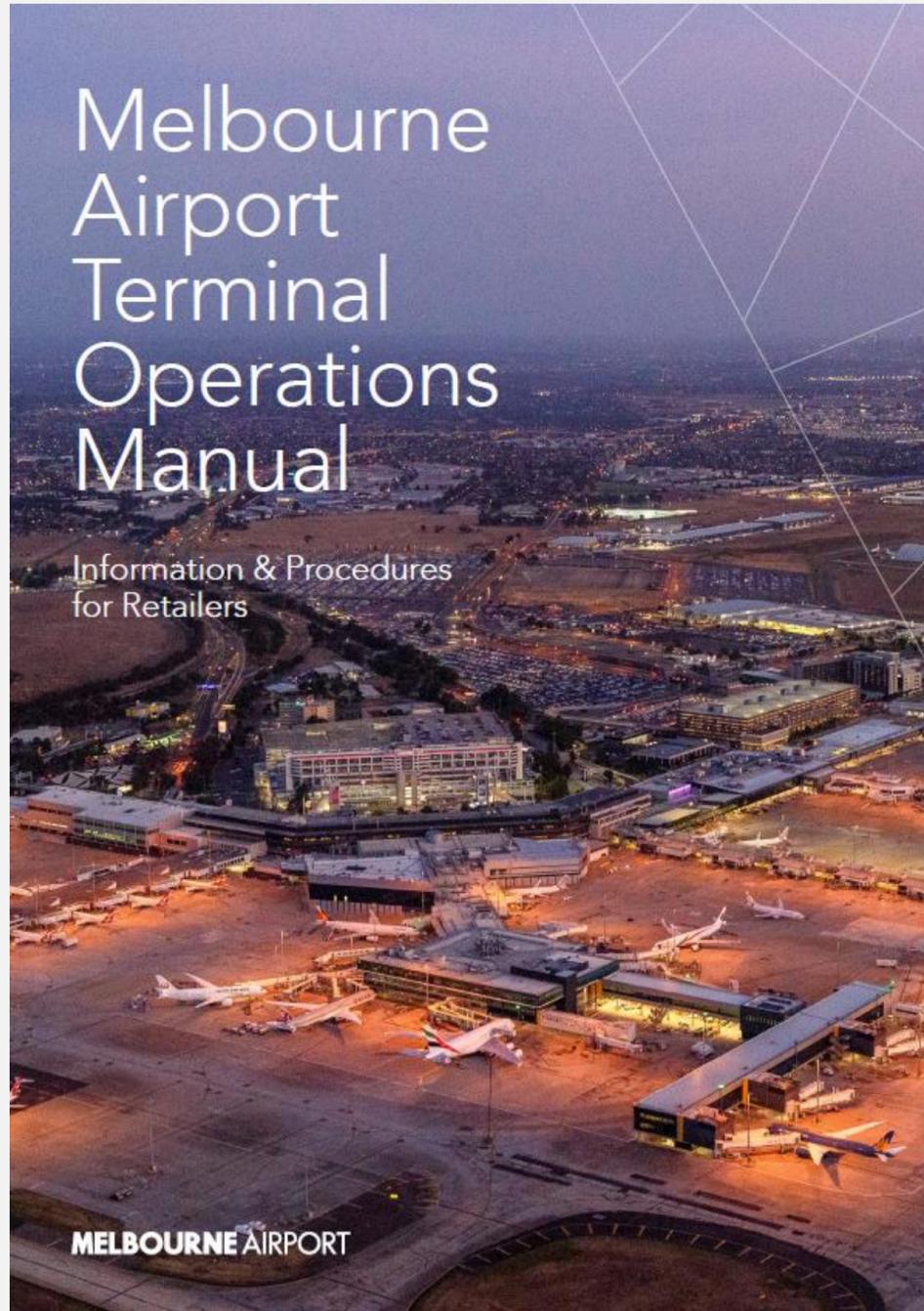
Stepping Forward

Online – Be Helpful - Weds 27th Sep at 8:30pm

F2F – Be Understanding – Thurs 28th Sep at 1pm



Operations Manual



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Retail Portal

Overview

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.



Get Involved

Event information, master class details and retail forum dates. Not to mention staff sales and food and beverage discounts - find it all here.



Marketing

All the information you require in regards to marketing support and opportunities at Melbourne Airport.



PAX and Activity Calendars

All the data and stats you need from the Airport Operations Plan are located here.



Operations and Compliance

The Melbourne Airport Operations Manual is the first information point for retailers for: safety, ASIC, access, works notifications, tools of the trade, maps and emergency information.

Christmas Period

- Trading hours
- Resources / Long waits
- Deliveries / Access/ ASICs
- Loading Dock hours (Extending?)

Questions?