

**FEATURE ARTICLE**  
**entitled:**  
**“First Ever Retail Leasing Kit”**

Businesswoman Beverley Honig, CEO of Honeylight Enterprises, has created an **Australia first** in producing a Kit for Shopping Centres. She was commissioned by three City Councils - The City of Monash, City of Kingston and The City of Glen Eira - to produce an easy to follow kit on how to make shopping centres destination points, and hence maximise returns on investment.

The Strategic Leasing Kit for Retail Shopping Strips was officially launched by the Minister for Small Business and Consumer Affairs, the Honourable Marsha Thomson MP, and in the presence of the Mayor of Glen Eira, Mayor Councillor Ms Veronika Martens. At the launch, the Minister applauded Honeylight Enterprises and the three Councils, saying that retail shopping centres are at risk if they are not nurtured, and that all stakeholders, be they those that use the centres, those that own the property, those that rent the sites, and those that provide the business acumen (such as Honeylight Enterprises) need to be continually involved in looking at the future development of those centres.

“This Kit”, said the Minister, “is an incredibly great starting point for businesses, be they the Landlords, the Real Estate Agents, the Retailers and Councils themselves to ensure that they maintain and in fact revive strip shopping centres, so providing for their communities the environment and offerings that their customers are looking for. The Kit is easy to read and easy to work with, and promotes the need for all stakeholders to work together for a common goal.”

Ms Honig was delighted by the support of the Victorian State Government, and in particular Minister Thomson and the StreetLife program, in rolling out this initiative. Honig said “this is the beginning of a new journey - one where Landlords and Retailers begin to work together to maximise their joint investment, and in doing so nurture the betterment of shopping centres as customer driven environments. The key, however, is in the implementation, and we are prepared to work with the challenges that lie ahead in order to achieve the objectives of this Kit - maximising returns on investment, and making each shopping centre a destination in its own right.”

Emblazoned on the front of the kit, Ms Honig is quoted from a previous BRW article where she said of retail property developments: “The big issue, such as getting the blend of retailers right, (is an art and) is becoming quite a science. Get it wrong, and you may have nothing but a nice building”. Also Director of Clicks and Bricks, Beverley Honig also emphasised the need for retailers to develop a multi-channel approach via on-line, retail property and direct marketing/cataloguing approaches. She feels that only in this way retailers can achieve their maximum potential. On putting together the Kit, she said “It was refreshing to chair and work with a reference group of key stakeholders who each understood the relevance of what we are setting out to achieve. The valuable input we received from landlords, retailers and real estate agents was very encouraging, and has allowed us to make some headway already. We look forward to nurturing the agents of change and supporting them in every way we can.”

