

DALBY

SHOPPINGWORLD

26/27



RETAILER MARKETING MANUAL | YOUR GUIDE TO MAXIMISING VISIBILITY,
ENGAGEMENT AND PROMOTIONAL SUCCESS

DALBY

SHOPPINGWORLD

**McConaghy Shopping
Centres Pty Ltd**

ABN 91 108 357 535

Dalby Shoppingworld
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July 2026

ATTN: Owners & Managers

Dear Retailers,

Welcome to the Dalby Shoppingworld Tenant Marketing Manual for 26/27.

This guide has been designed to help you promote your business effectively, understand the marketing opportunities available throughout Dalby Shoppingworld, and plan your campaigns around key dates and events. If your business has a dedicated marketing team, please forward this manual to them or provide their contact details so our office can liaise with them directly.

Inside, you'll find:

- A clear overview of digital and in-centre promotional channels
- Guidelines for submitting marketing materials
- A calendar of centre events, school holidays, and local activities
- Contact details for our Marketing and Centre Management teams
- Practical tools to help you plan, promote, and participate throughout the year

Our goal is to work collaboratively with you to strengthen your brand presence, support your promotional activity, and enhance the overall customer experience at Dalby Shoppingworld. If you have ideas beyond what's listed in this guide, we'd love to hear them.

We're always open to new initiatives and creative concepts and will support them where we can.

Warm regards,



Marketing Manager

Dalby Shoppingworld

0400 464 972

BOOST YOUR BUSINESS

DIGITAL MARKETING



With over 5.4K followers, Dalby Shoppingworld's digital channels offer a free and powerful way to boost your store's visibility and connect with a wider community.

Retailers are invited to submit content for potential featuring across our Facebook, Instagram, and Website.



Keep Designs Simple

Avoid text-heavy graphics. Clean, uncluttered designs ensure your message is easy to read and visually appealing across all digital platforms.



Use Bright, Clear Visuals

Choose bright, clear imagery that highlights people, products, or in-store experiences. Strong visuals help your content feel inviting and instantly engaging.



Create Short Engaging Captions

Keep captions concise, friendly & accurate.
Tag
@dalbyshoppingworld so we can amplify your content and help increase your reach.

TIPS FOR STRONG DIGITAL CONTENT

DIGITAL OPPORTUNITIES

CONTENT REQUIREMENTS



FACEBOOK & INSTAGRAM



- **Caption text**
- **High-Quality Images**
- **Image Sizing**

Posts: 1080x1080px

Stories: 1080x1920px

- **Full Promotion Duration**
- **Terms & Conditions**

Eligibility
Exclusions
Limitations



WEBSITE & OTHER

- **Caption Text / Blog Title & Information**
- **High-Quality Images (Size by Request)**
- **Full Promotion Duration**
- **Terms & Conditions**

Eligibility
Exclusions
Limitations



SUBMISSION TIME FRAME

General Period: 2 Business Days

Seasonal Period: 7 Days Notice

SUBMITTING YOUR MATERIAL

To ensure promotions are delivered accurately and on time, all digital assets must be submitted directly to the Marketing Manager, Ayla Lewis, by email: ayla.lewis@mccconaghygroup.com

Important:

- *All advertising is subject to availability and may be prioritised according to centre campaigns, seasonal activity, and scheduling constraints; submitting content does not guarantee placement.*
- *All imagery, artwork, and promotional materials must be created and supplied by the tenant. Dalby Shoppingworld may review, format, and use supplied content at its discretion. Material that is incomplete, low-resolution, or not aligned with centre standards may be declined or returned for revision. Dalby Shoppingworld is not responsible for creating or editing tenant-specific content.*
- **Accuracy & Amendments:** *Businesses must ensure all submitted content is accurate. Dalby Shoppingworld accepts no responsibility for inaccurate information provided by tenants and subsequently posted. Amendments will be accommodated where possible; however, last-minute changes cannot be made to live or scheduled content outside staffed Marketing hours (Weekdays 9:00am-2:45pm).*



IN-CENTRE OPPORTUNITIES

STATIC ADVERTISING

POSTERS

Wall Mounted Posters

76cm W x 101cm H

Double Floor Frames (4 Posters)

59.5cm W x 84.1cm H

Bathroom Doors

A3

DISPLAYS

Corridor Cabinet

190cm W x 110cm H

Mannequins & Platform

2 x Female, 1 x Male available

F: Size 8-12* | M: Size 30-38*

OTHER

Table Talkers

No larger than A5 or Trifold

Street Banner

5m W x 1.6m H

Alternate Opportunities

Please contact Centre Management to discuss any ideas you may have that are not listed.

HOW TO BOOK

Visit Centre Management to discuss or email Marketing Manager, Ayla Lewis:

ayla.lewis@mccconaghygroup.com

Please Note: All materials are to be designed and supplied by tenant at least 1 day prior to start of booking. Availability for tenant bookings may vary and all placements remain strictly subject to availability. Centre Management reserves the right to withdraw or amend any tenant booking at any time should a paid booking be requested.

DSW MARKETING CALENDAR

PROMOTIONS, EVENTS & ADVERTISING

PROMOTIONS & EVENTS 2026	JULY					AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				
Week Commencing	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
In Centre - Other																										
School Holidays (July & September)																										
Fathers Day Promotion																										
20 Year Celebration Promotion																										
20 Year Celebration Event																										
Christmas Celebration Event																										
Santa Photography (+ Limited Pet Bookings)																										
Santa Photography Promotion																										
School Holidays (December)																										

PROMOTIONS & EVENTS 2027	JANUARY					FEBRUARY				MARCH				APRIL					MAY				JUNE			
Week Commencing	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
In Centre - Other																										
School Holidays (January)																										
Back To School Promotion																										
Easter Promotions & Community																										
School Holidays (April)																										
Mother's Day																										
EOFY																										

ADVERTISING 2026-2027	IN CENTRE	DS WEBSITE	ONLINE	EMAIL	NEWSLETTER	OTHER
In Centre - Other						
School Holidays - July						
Father's Day Promotion						
20 Year Celebration Promotion						
20 Year Celebration Event						
Christmas Celebration Event						
Santa Photography (+ Limited Pet Bookings)						
Santa Photography Promotion						
School Holidays - December						
School Holidays - January						
Back To School Promotion						
Easter Promotions & Community						
School Holidays - April						
Mother's Day Promotion						
EOFY						

IMPORTANT DATES

INCLUDING CENTRE CLOSURES & SCHOOL TERMS

Public Holidays 2026 / 2027

King's Birthday - 5 October 2026
Christmas Day - 25 December 2026
Boxing Day - 26 December 2026
Additional Boxing Day - 28 December 2026
New Years Day - 1 January 2027
Australia Day - 26 January 2027
Good Friday - 26 March 2027
Easter Saturday - 27 March 2027
Easter Sunday - 28 March 2027
Easter Monday - 29 March 2027
**Dalby Show Holiday - 9 April 2027
Anzac Day - 26 April 2027
Labour Day - 3 May 2027
**Indicates local holiday
Indicates Centre Closed

School Terms July Onwards 2026

Term 3
Monday 12 July - Friday 17 September
Term 4
Tuesday 5 October - Friday 3 December
Pupil Free Days (Staff Development Days)
September 4

School Terms 2027

Term 1
Wednesday 27 January - Thursday 25 March
Term 2
Monday 12 April - Friday 25 June
Term 3
Monday 12 July - Friday 17 September
Term 4
Tuesday 5 October - Friday 3 December
Pupil Free Days (Staff Development Days)
January 21, 22 & 25
April 8 & 9
September 3

NOTES:

[illegible]

CENTRE MANAGEMENT

CONTACT US

CENTRE MANAGER

Jen Chard

0428 528 077

Jennifer.Chard@mcconaghygroup.com

MARKETING MANAGER

Ayla Lewis

0400 464 972

Ayla.Lewis@mcconaghygroup.com

ADMINISTRATION

Deb O'Halloran | Stacey Gray

(07) 4662 3583

reception@dalbyshoppingworld.com.au

Information provided in this marketing pack serves as a general guideline of opportunities available to new & existing retailers. Both Dalby Shoppingworld & The Mcconaghy Group reserves the right to change content, remove or add opportunities at the companies discretion.



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