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Maras Group mainstreet push tops Property Council Retail Property awards

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Maras Group took out the Excellence in Marketing Award (Mainstreet Category) at the Property Council's 2012 Retail Property Awards gala spectacular at the Intercontinental Hotel this week.

Maras' campaign won on for its extensive and expansive branding, promotional and marketing effort which was designed to vigorously promote the Mainstreet brand "Rundle Street East".

The privately-funded series of marketing initiatives aimed to promote the group's 60-plus commercial, retail, hospitality and leisure based traders and operators, and the wider "East End" precinct.

MD, Steve Maras says the extremely successful campaign also demonstrated an exceptionally strong show of good faith by way of a pro-active property owner investing in its tenants and their future prosperity and success.

A second award to Maras for the evening was the Community Campaign Award (Mainstreet Category) in conjunction with the East End Adelaide association for Summer Fridays in the East End. Summer Fridays was a pilot City Activation Project under the City Council's 'Splash Adelaide' initiative, jointly founded and produced by East End Adelaide and Maras Group.

Steve says Summer Fridays is a family-friendly project designed to better activate the East End precinct of Adelaide, in particular, the "little streets" off Rundle Street, to bring a renewed zing to the precinct, increase visitations, raise greater awareness of the many small local businesses, boost sales and provide an opportunity for a diverse range of "pop-up" businesses to display and sell their products. It proved to be a resounding success.

Steve was himself recognised personally with the William J. McCallum Award for the significant contribution he has made to the retail property industry, in particular, the Mainstreet industry.

He has been a principal driver of the Mainstreet movement in South Australia in recent years, working to bring greater awareness, profile, exposure and recognition to mainstreets in SA, which he says has been neglected.

He was recognised for his leadership and significant inroads in connecting key industry participants including the Property Council, Mainstreet SA, Mainstreet Australia, Renew Adelaide, State Government, several key local Councils, trader groups and associations, property owners and retailers.

"It was extremely pleasing and quite humbling to receive these awards and be recognised by our peers for the work we have done in the Rundle Street East precinct and the Mainstreet industry. Finally, there is a real strong focus on our mainstreets in South Australia and honest efforts to strengthen them," Steve says.

"I want to sincerely thank my staff for all their hard work and commitment in helping to achieve our goals and to all our wonderful tenants for working with us in building a better and stronger precinct in spite of the tougher retail environment."