

## Westfield Community Desks

As community hubs, Westfield Centres raise awareness of, and connect people with, important local programs and groups.

Community Sites are available in Westfield Centres across Australia and New Zealand to enable community-focused groups (i.e., not-for-profit sports groups, community groups, local charities, and welfare organisations) to connect with people in the local region. These sites provide a platform for our communities to inform, share and grow.

The purpose of these Community Sites is to:

1. Raise awareness of local programs or groups whose primary intent is one of community connection and benefit
2. Enable fundraising for charitable programs or groups whose primary intent is one of community connection or benefit, provided that 100% of the funds raised support the program or group

## Salvation Army Red Shield Appeal 2025 campaign

<b>PARTNER</b>	<b>The Salvation Army</b>
<b>CAMPAIGN</b>	<p><b>Red Shield Appeal 2025: Monday 19 May - Sunday 1 June</b></p> <p>The Red Shield Appeal is The Salvation Army's signature fundraising drive to the Australian community. It gives hope where it is needed most through social welfare and community service programs.</p>
<b>PARTNERSHIP</b>	<p>Scentre Group will permit The Salvation Army:</p> <ul style="list-style-type: none"> <li>- To access the dedicated Community Sites in Westfield centres in Australia, <b>pending availability and approval</b> by each Centre Experience Management Team. This is a pre-determined single location at each centre.</li> <li>- Volunteers with The Salvation Army may request to activate the Community Site on specific days in the lead-up to the Red Shield Appeal between <b>Monday 19 May - Sunday 1 June</b>. These days are determined and approved by the Centre Team. The official Red Shield Appeal days are <b>24-25 May</b>.</li> <li>- At the discretion of the Centre Team, details of the activation may be mentioned on the centre website and/or EDM. The Salvation Army must supply the digital assets for approval by Scentre Group.</li> <li>- At the discretion of the Centre Team, the Salvation Army may be given access to use the centre's customer donation terminals to collect donations. Please note, it can take one month to reconcile customer donations in accordance with our processes with Good2Give, our charitable supplier that collects and disperses charity donations. Please note, transaction and management fees are taken out of the donation fees, so approximately 92c in every \$1 of donated funds will be paid to The Salvation Army.</li> <li>- If the Salvation Army reference Scentre Group or Westfield Centres in any press releases, they commit to sending it to Scentre Group 7 days in advance for approval.</li> </ul>



	<ul style="list-style-type: none"> <li>- A requirement of the partnership is that by mid-July The Salvation Army agree to send Scentre Group a site-specific breakdown of <b>how much money was raised</b> through each centre that activated for the Red Shield Appeal.</li> </ul>
<b>LOGISTICS</b>	<ul style="list-style-type: none"> <li>- The organisation for the uptake of the offer is entirely at the discretion of The Salvation Army. A contact list has been provided to Salvation Army for all Westfield centre Marketing Teams.</li> <li>- Management of, and final discretion for, the use of the Community Site resides with the Centre Management/Marketing team for each centre to ensure the most appropriate and positive outcome for both Salvation Army and Scentre Group. <u>It may not be possible to activate all community sites due to scheduling conflicts.</u></li> <li>- Use of the Community Site is subject to the terms and conditions of standard agreement. Each branch of the Salvation Army will need to complete and sign the booking schedule and licence agreement specific to each Westfield Centre.</li> <li>- Volunteers with the Salvation Army are to request confirmation from Westfield Centre teams if power is available at their Community Site. If power is not available, it is recommended volunteers bring battery packs for their Quest/ Eftpos units.</li> <li>- A maximum of <b>three</b> volunteers is permitted at the site at any one time, and <b>roaming will not be permitted.</b></li> </ul>
<b>CENTRE CONTACTS</b>	Centre marketing team contact list provided
<b>SUPPORT OFFICE CONTACT</b>	Community Engagement Team: <a href="mailto:community@scentregroup.com">community@scentregroup.com</a>