



MEDIA RELEASE
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Hawaiian's Giving Box Appeal shines at 2019 Property Council WA Awards

Hawaiian's annual Giving Box Appeal was recognised at Property Council WA's 2019 Awards Gala last weekend, with the marketing campaign taking out the 'Excellence in Marketing – Community' award.

The annual campaign sees Hawaiian partner with local organisations Foodbank WA and Anglicare WA, helping Perth families in need have a happier Christmas.

Hawaiian encourages retailers, tenants, shoppers and local schools to come together to donate foodstuffs, gifts and Christmas items within the gold Giving Boxes located within Hawaiian's centres, office buildings and participating schools.

Hawaiian General Manager of Shopping Centres (Suburban) Scott Greenwood said Hawaiian was thrilled to be recognised for its efforts in supporting a good cause.

"We first introduced the Hawaiian Giving Box Appeal in 2013, and it has grown in leaps and bounds since," said Mr Greenwood.

"Last year, thanks to a brilliant campaign from the team, we were able to engage with a record number of West Australians throughout the Appeal, raising a record number of 30,943 meals and 11,689 gifts."

"We'd like to congratulate all the other worthy winners and finalists, and are proud to be a part of a stellar WA property industry."

The Hawaiian Giving Box Appeal runs annually during the festive season. Visit <https://givingbox.hawaiian.com.au> for further information.

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For further information, please contact:

Michelle Leong
michelle@huntercomms.com.au
0479062812

About Hawaiian

Hawaiian is a privately-owned Western Australian property group with an evolving portfolio across the commercial, retail, hospitality and land development markets.

Established in 1993 with its first acquisition of the Parmelia Hilton Hotel, Hawaiian now owns and manages a diverse portfolio, including ten shopping centres, four office buildings, hospitality locations including the iconic Cable Beach Club Resort & Spa and invests in land projects across the country. Hawaiians presence as an industry leader is supported by their mission to connect people through their places with engaged community environments.



Hawaiian is committed to making a difference to the people of Western Australia through community engagement activities, sponsorships and philanthropy enriching the communities in they operate. www.hawaiian.com.au