

6 May 2024

Stockland's new Mother's Day campaign celebrates meaningful moments with mum

[Link to images](#)

Stockland is celebrating the unique and colourful bond between mothers and children in its new 'Make your Mother's day' campaign, working with Australian artists to turn its customers' special moments into professional artworks.

The nine artworks, based on the photos and stories shared by Stockland customers, will be gifted to the selected mums as a one-of-a-kind present, and forms the creative centrepiece of the national town centre campaign.

Stockland General Manager, Brand and Channels, Natalie Warren-Smith said Stockland's campaign reflects the meaningful relationship with mums and mother figures by shining a spotlight on the special small moments, massive moments, and all moments in between.

"One of the things that makes mums so special is they're never just going through the paces. They put love, thought, and care into everything they do," Ms Warren-Smith said.

"That's why the smaller, often unacknowledged acts of love like Sunday morning cuddles, picnic lunches, and last-minute takeaway dinners are just as meaningful as the big milestone moments. It's moments like these which are reflected in our campaign's artworks."

The customers whose special moments were selected and turned into professional artwork are from six Stockland town centres: Wendouree and Point Cook in Victoria, Baldivis in Western Australia, Merrylands and Forster in NSW, and Rockhampton in Queensland.

Stockland worked with Australian creative agency Havas Host on the new campaign.

"Whatever the reasons, 'Make your Mother's day' recognises all the everyday moments as well as the extraordinary moments shared with local mums and mother figures in Stockland communities," Pete Sherrah, Associate Creative Director Havas Host, said.

"Partnering with artists (and mums) Elin Matilda Andersson, Andrea Innocent and Kimberly Engwicht, we reimagined nine real and deeply personal memories from Stockland community members into illustrated mementos captured beautifully in full colour. And which Mum wouldn't love a treasured memory immortalised and hung on the wall?"

The three Australian artists and mothers, who've illustrated these customer moments are:

- Elin Matilda Andersson, a Sydney-based illustrator, who has a beautiful bright and vibrant abstract style.
- Kimberly Engwicht, a First Nations artist based in Brisbane, whose style is simple, yet full of life.
- Andrea Innocent, a Melbourne illustrator and designer who focuses on developing characters that tell a backstory, and art to evoke a feeling.

The 'Make Your Mother's day' campaign also includes in-centre events during April and May at [Stockland Wetherill Park](#), [Stockland Green Hills](#), [Stockland Merrylands](#) and [Stockland Shellharbour](#) in NSW. This includes an opportunity for customers to have their own moments turned into a personalised sketch. Across Stockland's 16 town centres nationally customers will be able to enter a competition to win a family photography package.

Stockland has curated Mother's Day Gift Guides as part of the campaign, which can be found on each Stockland town centre's website.

Stockland Marketplace – our e-commerce platform – has developed a Mother's Day Gifting edit, which is found [here](#).

Media enquiries

Samantha Wong

Media Manager

+61 427 850 691

Samantha.Wong@stockland.com.au

Stockland (ASX:SGP)

We are a leading creator and curator of connected communities with people at the heart of the places we create. For more than 70 years, we have built a proud legacy, helping more Australians achieve the dream of home ownership, and enabling the future of work and retail. Today, we continue to build on our history as one of Australia's largest diversified property groups to elevate the social value of our places, and create a tangible sense of human connection, belonging and community for our customers. We own, fund, develop and manage one of Australia's largest portfolios of residential and land lease communities, retail town centres, and workplace and logistics assets. Our approach is distinctive, bringing a unique combination of development expertise, scale, deep customer insight, and diverse talent - with care in everything we do. We are committed to contributing to the economic prosperity of Australia and the wellbeing of our communities and our planet.