

22 August 2024

## Stockland's Father's Day campaign celebrates the things we got from our dads

[Link to image](#)

This Father's Day Stockland is building on the success of its 'Got it from Dad' campaign to celebrate the diverse expressions of fatherhood and the many inherited traits and shared passions we get from our dads.

Stockland General Manager, Brand and Channels, Natalie Warren-Smith said 'Got it from Dad' has become an enduring annual campaign and it's been exciting to revisit the emotional connection we have with our dads and father figures.

"Stockland's campaign acknowledges that, for many of us, dads or father figures were the first person to introduce us to our passions and interests or give us the chance to try something for the first time," Ms Warren-Smith said.

"The father figures captured in the campaign – fearless skateboarding dad, creative cooking dad and nurturing dancing dad – are sure to prompt some gift buying ideas from the classic dad categories of electronics, clothing, food and wine, or a hearty meal," said Ms Warren-Smith.

The 'Got it from Dad' campaign creative will appear across 15 town centres nationally using paid digital media and Stockland-owned channels, such as websites, social media, eDMs, and digital screens.

Across our owned channels, there will be curated 'Dad Collabs' content, which will feature local influencers, including The Real Dads of Melbourne and retired Queensland NRL player, Jordan Kahu.

Host Havas Senior Planner, Jack Cornwell, said the heart of Stockland retail town centres are local Australian communities.

"'Got it from Dad' is an opportunity to recognise the unique father figure relationships in Stockland communities, and to find a gift that celebrates the passions and interests they've passed down to us," said Mr Cornwell.

A national competition is included in the campaign to boost engagement and traffic in our town centres. The national prize pool consists of a \$5,000 major prize and 10, \$100 Stockland gift cards. People can enter the competition via our website, with winners selected at random.

Stockland has curated a Father's Day Gift Guide 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 Father's Day Gifting edit, which is found [here](#).

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### **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.