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MEDIA RELEASE

RECORD NUMBER OF ENTRIES FOR 2026 SCCA MARKETING AWARDS

The Shopping Centre Council of Australia (SCCA) has received a record number of entries for the 2026 SCCA Marketing Awards, demonstrating the continued innovation, creativity and excellence of shopping centre marketing across Australia.

The annual SCCA Marketing Awards celebrate the outstanding work of shopping centre marketing professionals, recognising campaigns, events, activations, customer experiences, community initiatives, brand partnerships and innovative marketing programs that drive commercial outcomes while strengthening the role of shopping centres as vibrant community destinations.

Kirby Rogers, SCCA Marketing Awards Coordinator said: "It's really pleasing to see a record number of entries for our industry's annual marketing awards, including being up by nearly 20% on last year".

"The heart of our awards program is our industry's talented people and teams, and the exceptional standard, creativity and excellence that they bring to shopping centre marketing and driving customer and community engagement".

"Receiving more nominations than ever before demonstrates the value that our industry places on recognising and celebrating outstanding achievement."

Judging will now commence, with finalists to be announced in the coming weeks ahead of the SCCA Marketing Awards Gala Dinner on Thursday 22 October 2026.

The awards are proudly supported by Official Media Partner, Shopping Centre News and Official Creative Partner *Fred & Freda*, whose creative expertise has continued to elevate the awards program, enhancing its profile, identity and celebration of the industry's best work

The SCCA also acknowledges the valued support of event sponsors CBRE, The GPT Group, Dexus, Mirvac, Charter Hall, JLL, Vicinity Centres, QIC, IFM Investors, Region Group, Scentre Group, Perron Group and Stockland, whose commitment helps showcase and celebrate excellence across the shopping centre industry.

The SCCA is the national industry group for major shopping centre owner and operators.

CONTACT: Luke Sikora, Head of Stakeholder Engagement, SCCA, 0423 437 166