



26 November 2013

## Media Release

### STOCKLAND MAKES CHRISTMAS EASIER WITH FAST ED & THE ORGANISED HOUSEWIFE

Stockland is removing the stress and putting the fun and festivity back into Christmas, teaming up with celebrity chef, Fast Ed from Better Homes and Gardens and mummy blogger, Kat from [www.theorganisedhousewife.com.au](http://www.theorganisedhousewife.com.au) to launch Easy Christmas.

Easy Christmas is a dedicated online destination filled with inspirational recipes, gift ideas and much more to help prepare and plan for a sumptuous, stress-free Christmas with all the trimmings.

TV chef and cookbook author, Fast Ed (Ed Halmagyi) has provided two super, simple and scrumptious Easy Christmas recipes; a 'Christmas Roast Chicken' and 'Summer Pav Roll', with both exclusive videos and recipes available for free download at [www.easychristmas.com.au](http://www.easychristmas.com.au).

Stockland has also recruited mummy blogger and organisation queen, Kat from the [www.theorganisedhousewife.com.au](http://www.theorganisedhousewife.com.au) as its Easy Christmas Ambassador, contributing her helpful hints and tips to be prepped and planned, including how best to wrap presents!

Ben Allen, General Manager, Marketing at Stockland, said: "With Easy Christmas, Stockland is helping Australians get inspired for Christmas and make the pre-planning and shopping phase easier. We want customers to think of Stockland as their Christmas helper at this hectic time of year, with their local Stockland shopping centre a place where they can experience the magic of Christmas and get what they need, without blowing the budget."

The Stockland annual pre-Christmas survey has revealed Aussies are getting organised earlier to reduce the silly season stress. The annual survey of over 1,000 Australians shows 73% have started their shopping already and only 10% will wait until mid-December or Christmas Eve.

The research also discovered that an astonishing 90% of people are looking for Christmas inspiration. With people admitting they either have no idea what to buy, or have only planned some things and needed help with others.

"We're seeing a shift in the way people do their shopping. Australians are starting earlier and preferring to make multiple trips to the shops rather than putting all their pressies in one basket during one big shopping expedition," Mr Allen explained.

"At the same time people are also looking for great inspiration and tips at this time of year, whether for gifts, recipes or decorating. At Stockland, we're hoping to make the shopping experience as enjoyable and easy as possible both in centre and online."

For more tips and inspiration for the festive season and to see the fabulous recipe ideas from Fast Ed visit [www.easychristmas.com.au](http://www.easychristmas.com.au).

**-ENDS-**

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**Stockland**

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) with a Gold Class Award for 2014-15, which recognises companies that score within 1 per cent of the Global Real Estate Industry Group Leader. Stockland was also named one of the Global 100 Most Sustainable Corporations in the World at the World Economic Forum in Davos, Switzerland in 2014, for the fifth consecutive year.

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