

## Woolworths Canberra Airport brings 80 new jobs to Canberra

**Thursday 29 March 2012:** Canberra will see the opening of one of Australia's most modern supermarket concepts today as the new Woolworths Canberra Airport welcomes its first customers.

Woolworths Regional Manager, Gavin Murphy, said "Majura Park is Canberra's newest shopping destination and with anchor tenants like Costco, BIG W and Masters Home Improvement the location represents a great opportunity for Woolworths to bring choice and competition to shoppers.

"We are confident that the growing number of shoppers who regularly visit Majura Park will embrace the supermarket the same way they have welcomed other retailers in the area."

The supermarket will employ 100 staff, with 80 of those positions presenting new job opportunities for local people, "I'm really pleased that with the opening of this new supermarket in Canberra, Woolworths are able to welcome 80 Canberra residents to the company for the first time," Mr Murphy said.

The new 3969 square metre Woolworths supermarket will be opened today, Thursday 29 March, at 8am by Dr Andrew Leigh MP, Member for Fraser. Representatives from Woolworths including Regional Manager Gavin Murphy will also be in attendance.

The new Woolworths '2015 Market' format has seen Woolworths adapting the best international design concepts to the demands and needs of the Australian shopper, "We have set about creating a food market which brings customers into the fresh area, inspires meal ideas, provides a wide choice of healthy options and delivers a huge range of grocery lines at great prices.

"In the 2015 Market store the aim is to connect our customers directly with our fresh producers as much as possible. With approximately 97 per cent of our fresh produce sourced from Australia our 2015 Market store will highlight the wonderful seasonality of Aussie produce, our growers, their regions and the best uses for their products," Mr Murphy said.

Exciting new features have been introduced to the store including traditional weighing scales which have been brought back to help shoppers choose the right amount for their family. Clear pricing signage throughout the fresh area allows customers to easily seek out the best value choices.

Stores will increasingly have a focus on wellness and healthy-living products, such as Woolworths' own Macro Wholefoods Market brand, that are growing across all our categories.

Energy efficient lighting is used throughout the store including freezer lights that flicker on when customers approach reducing the amount of power used. Meanwhile, blinds descend over the fresh produce fridges at night trapping the cold air inside.

400 trolleys and 24 checkouts will be available including six express checkouts and six self serve checkouts allowing customers to scan and pay for their shopping themselves.

The 2015 Market concept will progressively be introduced as new supermarkets are opened or stores are refurbished across the Woolworths network.

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Woolworths Canberra Airport is celebrating the new store opening with specials across all departments. The store also has its own catalogue out now and customers are welcome to join in all the opening day festivities with entertainment and giveaways from Thursday morning.

The store, which includes a Woolworths Liquor store, offers convenient parking and will be open everyday from 7am to 10pm.

**Media call:**

**What:** Opening of Woolworths Canberra Airport  
**Who:** Dr Andrew Leigh MP, Member for Fraser  
Gavin Murphy, Woolworths Regional Manager  
Scott Rowston, Woolworths Area Manager  
**When:** 7.30am ribbon cutting, Thursday 29 March  
**Where:** Woolworths Canberra Airport, Majura Park Shopping Centre, 28 Spitfire Ave, Canberra.

One-on-one interviews and photo opportunities are available.

For further information please contact the **Woolworths Press Office** on (02) 8885 1033.

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