



Kmart Australia Limited

690 Springvale Road Mulgrave VIC 3170 Australia

P +61 3 9902 2000 F +61 3 9902 2222 W kmart.com.au

ACN 004 700 485 ABN 73 004 700 485



media release

Kmart Kotara is coming to town!

for immediate release

27 November 2018 – Australia's favourite retailer will officially open its doors to Kotara on Thursday 29 November from 8:00am. The 5,285m² store will showcase Kmart's new store layout, which is being rolled out nationally in a commitment to an improved shopping experience for customers; from irresistibly low priced everyday products through to brightly lit, easy to shop product worlds; including clothing, toys and home.

Noticeable updates include central self-serve check outs, wider aisles for easy wheel chair and pram access, as well as bolder graphics for navigation and a more convenient shopping experience.

Store manager Scott Branch, said he and his wider management team felt "incredibly proud to be involved in the build of this new format store, which will showcase Kmart's versatile product range in three fun and colourful worlds. Kotara will also be the first Kmart store in the Newcastle region to offer click and collect and online shopping, making everyday living brighter and more accessible for the local community."

Scott brings a wealth of knowledge to the Kotara team, with a rich Kmart history spanning over 31 years. He has been instrumental in preparing for the store's opening day celebrations, recruiting 220 new team members from the local community and transferring an additional 15 across from surrounding Kmart stores. All team members have undertaken intensive training in preparation for opening, gaining exposure to a variety of tasks, responsibilities and, whilst perfecting their customer service skills.

Kmart Kotara will be the seventh store to be opened by the leading retailer in Australia for 2018, with more store announcements to follow next year.

Opening day giveaways and activities:

- Free gift bags for the first 250 customers who make a purchase
- Free cupcakes for the first 250 customers
- Free gelato cart from 11am-2pm
- KIIS 106.5FM team onsite between 10am-1pm (250 water bottles, lolly bags, popcorn, fairy floss, photo booth and prize wheel)



we make low prices irresistible



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Weekend giveaways and activities:

- Free face painting from 9am-2pm
- Free balloon clown from 9am-2pm

Store operating hours:

Monday to Sunday: 8am to 10pm (currently)

Monday to Sunday: 8am to Midnight (from December 10)

Post-Christmas

Monday to Friday: 8am to 9pm

Saturday to Sunday: 8am to 7pm

-END-

For any interviews or behind the scenes look into the store, please contact:

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