



Media Release

30 April 2019 | For Immediate Release

Celebrating 50 Years of Kmart!

Today Australia's favourite retailer is celebrating turning fifty. Famous for its on-trend everyday products, low prices and clever customer hacks, Kmart is honouring the past and present and all of those who have been an integral part of the journey.

Kmart opened its first store in 1969 at Burwood, Victoria as a discount department store with over 40,000 items on offer and contained a supermarket. For shoppers, it was your one-stop-shop and a first of its kind in Australia. The opening was very well received, with more than 5,000 customers shopping on the first operating day. By the end of that same year, Kmart had expanded into New South Wales, South Australia and Western Australia.

Flash forward 50 years to 2019 where Kmart has a footprint of 232 stores along with 70 percent of products sold being designed inhouse by the Kmart team making global trends accessible and affordable. Along with the Kmart Wishing Tree Appeal that celebrated thirty years as Australia's largest and longest running gift Appeal there is a team of 30,000 team members located across Australia, New Zealand and overseas that are focused on making everyday living brighter for customers.

A lot has changed for the retailer and this growth has not gone unnoticed, with customers having their vote in the Roy Morgan consumer awards earlier in the year, where the retailer was given the '*Discount Department Store of the Year Award for Customer Satisfaction.*'

Kmart Group Managing Director Ian Bailey said, "We strive to bring a little brightness to our customers' homes and lives, and we have a passionate team across the globe who wake up every morning wanting to offer the best



products and services they can, at affordable prices. I am very proud to be working alongside them.”

By thanking all those who have contributed to the 50-year journey, Kmart will be hosting a special event at their very first Kmart store, Kmart Burwood on Monday 6th May. The community is invited to put on their party shoes and join in for a morning filled with free family entertainment, theatrics, singing and so much more! For those who wish to attend, visit the Kmart Australia event Facebook page for more details.

The team have also created a short “celebrating 50 years” video to pay homage to the people who have been part of the Kmart 50-year journey and who have helped bring the brand to life. To view, please visit kmart.com.au or share your favourite Kmart memories and stories on social media using the handles: @kmartaus #kmartaus #kmart50years

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Media Registration:

To confirm your attendance to the Kmart’s 50th Birthday, please join us at
Kmart Burwood - 172 Burwood Highway, Burwood
Monday 6th May 2019
7:00am - 8:30am
RSVP to Natalie Rixon by Thursday 2nd May

Contact

For interview opportunities, imagery or to learn more about Kmart’s historic timeline, please contact:

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Kmart Australia

Kmart Australia was established in 1969 with the opening of its first store in Burwood, Victoria - the first discount department store in Australia. Our company revolutionised the way Australians shopped and is today recognised as the most profitable discount department store retailer in Australia with 232 stores throughout Australia and New Zealand. Kmart employs approximately 30,000 team members, mainly located within our stores, who are focused on delivering our vision of making everyday living brighter for our customers. Kmart’s national office is based in Mulgrave, Victoria and is home to around 900 team members. For details on Kmart’s Better Together program; Kmart.com.au/bettertogether

Roy Morgan



Roy Morgan is Australia's market research company with over 75 years' experience in collecting objective, independent information on consumers. Their customer satisfaction ratings are collected from Roy Morgan's Single Source survey of approximately 50,000 Australians annually. For more information, visit www.roymorgan.com/

