



First-day welcome to Fairfield Central

FAIRFIELD Central Shopping Centre will open today in the first stage of a development that eventually will include DFO.

The shopping centre has been in the pipeline for two years and DFO is due to open early in 2010.

BWS, Mad House, Newpower, Brumby's, Supercuts, Flight Centre, Suncorp, Cafe Bambini and Woolworth's will all open today.

Lenards and Amcal are due to open in a fortnight.

The centre will be open seven

days a week and has fully shaded car parks, extra wide malls and state-of-the-art amenities.

Lancini senior property asset manager Michael Agapiou said the shopping centre was a boost for the Fairfield Waters community.

"It's a huge win for the people of Fairfield, Annandale, Wulguru and Oonoonbah," he said.

"This is a shopping centre that will boast retail names that have never had a presence on the

south side of town. This is a one-stop shop focused on convenience and hassle-free shopping.

"Townsville people have expectations of first-class shopping and we believe we have delivered this and more."

Members of the public are invited to the grand opening of Fairfield Central at 9am today.

The centre will be officially opened by Mayor Les Tyrell and there will be a number of opening day specials.

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Fairfield Central Shopping Centre Opening

ADVERTISING PROMOTION

New centre a win for residents

Fairfield Central shopping centre

TOWNSVILLE'S newest and most modern multi-million dollar shopping complex Fairfield Central, opened its doors today with a host of open day specials.

The new centre is open seven days a week and has a full-line Woolworths supermarket and 10 specialty stores including popular national brand name chains such as Brumby's, Lenards, Amcal chemist, BWS liquor, Newspaper newsagency, Flight Centre and even a Suncorp Metway bank.

Café Bambini, Super Cuts hairdresser and Madhouse discount store also form part of the tenancy mix for this shopping centre.

Fairfield Central will also include a Woolworths Petrol Plus fuel service station which is due to open later in the year.

Townsville Mayor Les Tyrell is to officially open the new shopping centre today at 9am and 4TO radio personality Dave 'Harro' Harrison will be broadcasting live from the centre.

Lancini Group property asset manager Michael Agapiou said the new shopping centre was a huge win for residents of Idalia, Fairfield Waters, Annandale, Oonoonba, Stuart and other surrounding suburbs including the rapidly expanding Alligator Creek.

He said the centre, on Lakeside Drive, boasted Woolworths' latest corporate image and was the first of its kind for Townsville.

Mr Agapiou said the centre had wider-than-usual, modern malls that were specifically designed to improve customer flow and to reduce customer congestion at peak trading times.

"The centre is serviced by a single level fully shaded carpark facility, easily accessible with carpark spaces strategically positioned as close to the main entrance as possible adding further convenience to shoppers.

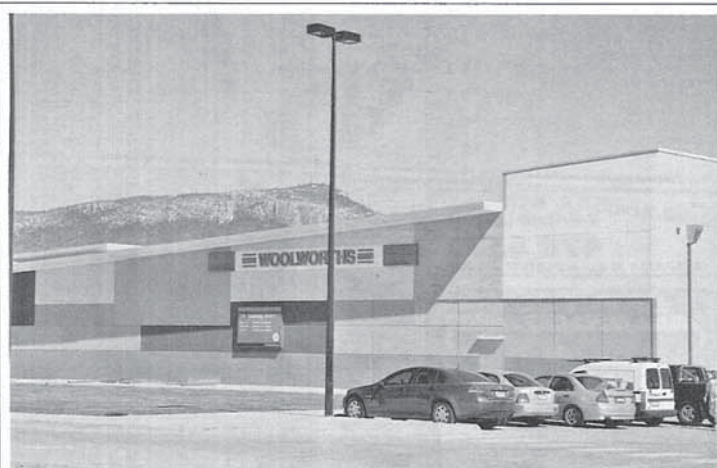
"The convenience and design of the centre, combined with national brand name retailers is a big win for all residents of Townsville and in particular, our southern suburbs.

"Fairfield Central will see the establishment of retailer names that do not currently have a presence in the area."

The centre is to be further improved on in early 2010 with the introduction of a Discount Department Store and more specialty stores including Townsville's first DFO (Designer Factory Outlet).

Mr Agapiou said Fairfield Central had brought a modern shopping experience in line with the expectations of Townsville's growing population.

He said Townsville continued to attract the attention of major national retailers, demonstrating the confidence these retailers had in the future of Townsville's economy.



BRAND NEW . . . Woolworths Fairfield Central will employ 170 locals *Photos: LORI NEILSEN*

Woolworths first of its kind in North

AFTER several years of planning, 12 months of construction and more than 30 truckloads of stock, the brand new Woolworths Fairfield Central opened its doors for the first time today.

The new store is the latest modern floor plan for Woolworths and a first of its kind for Townsville.

Woolworths Fairfield Central manager Paul Bradfield said the new store had employed 170 locals to staff the shopping centre.

Mr Bradfield said the new Woolworths would cater for all customers' grocery and fresh food needs at the one convenient location.

"Customers will find a fantastic range of fresh food options as well as some new convenient alternatives they may not have seen before," Mr Bradfield said.

"We have a self-serve chicken warmer with delicious barbecue chickens that customers can grab-and-go on their way home."

He said the layout of the new store was focused on improving the customer experience through wide aisles, and clear and clutter-free displays with a minimalist approach.

"Our butchers in the meat department will be on site daily to help our

customers with all their favourite cuts of meat," he said. Mr Bradfield said with more than 23,000 grocery lines, including Woolworths value for money Homebrand and quality Woolworths Select range, the choices were endless.

"We are receiving daily deliveries for all our fresh departments. "Our fresh fruit and vegetable produce is shipped straight from the suppliers which means minimal handling to ensure quality and freshness," he said.

With more than 20 years experience with the company, Mr Bradfield said he was excited at the opportunity to lead the new Fairfield Central

team and he looked forward to developing relationships within the community.

He encouraged local people to make contact to discuss how Woolworths could support community projects and groups in the area.

Fairfield Central is celebrating the new store opening with fantastic specials across all of the store departments.

Federal Herbert MP Peter Lindsay will officially open the new Woolworths today and customers are welcome to join in all the opening day festivities from 8am.

The store will trade seven days, 8am to 9pm Monday to Friday, 8am to 5.30pm Saturday and 11am to 6pm on Sundays.

NOW OPEN

At last! A quality shopping centre to service the Idalia and Annandale areas without the hustle and bustle of large centres. Fairfield Central OPEN NOW with everything you could want in convenience and weekly shopping - including a fabulous full line Woolworths Supermarket, Fairfield Central.

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- Flight Centre • Suncorp • Amcal • Café Bambini • Woolworths Supermarket

Central Food • Central Convenience • Central Service



FairfieldCentral shopping centre

Bruce Highway, Cluden



Fairfield Central Shopping Centre Opening

ADVERTISING PROMOTION

Fast, friendly coffee

CAFE Bambini has been serving up great coffee and fast, friendly service to Townsville's inner-city workers for the past three years.

Today, its owners Therese and Matt Jan opened the doors to what looks set to be yet another successful Cafe Bambini at the new Fairfield Central on Lakeside Drive.

It will be the fourth cafe of its kind for the two young entrepreneurs and a bonus for Townsville coffee lovers who have come to expect a good drop.

Matt said the new Cafe Bambini was well placed to offer residents of Townsville's southern suburbs a modern cafe which was consistently good in both service and quality.

"People are time conscious so we serve our customers as we would like to be served," Matt said.

"We make sure people come into a clean, friendly environment where the service is quick.

"We believe we are doing it well at Cafe Bambini in the city so we are bringing our head barista Fleur Chlosey and our chef Kylie Gaito to ensure we replicate what we have been doing there at Fairfield Central."

During a visit to Cafe Bambini in the city last week, regulars Greg Lynham and Justin Greggerly agreed the cafe had the 'best coffee in town'.

"They are always happy and giving you

cheek and they are quick," Mr Lynham said.

Therese and Matt first met in Cairns when she was a backpacker visiting from Ireland and Matt was working in the Far North.

But Matt said he had recognised the potential for growth happening just down the road in Townsville, so the couple headed south and have not looked back since.

They are building a small coffee empire on the back of their success so far with four Cafe Bambini's. Their second child is also due to be born soon in Townsville.

Cafe Bambini is open from today for breakfast from 6.30am till 5.30pm.



QUALITY DROP . . . Matt and Therese Jan with barista Marisa Russo



TASTY . . . Brumby's has been part of the North since 1994

Brumby's roll into action

AFTER more than 13 years at Stockland Townsville, Brumby's will be relocating the store to Fairfield Central, the new Lancini centre on Lakeside Drive.

While Brumby's is interested in being part of the new Stockland refurbishment, Fairfield Central was a great opportunity to be part of Wulguru, Stuart, Fairfield Waters and Alligator Creek growth corridors, according to Michael Kopitke, Brumby's Master Franchise North Queensland.

"There has been a lot of activity at store level this year with retail facelifts at Annandale, Ingham, CastleTown and Sunland Plaza. It is important to keep stores updated to current retail trends," he said.

"Brumby's North Queensland stores continue to buck the national retail trends supported by locally funded promotional activity/sponsorship."

Brumby's has been part of the North Queensland community since 1994 and its 16 Townsville and Ingham stores continue to provide more than \$800,000 of bread to charity a year which goes to the needy.

Brumby's is part of Retail Food Group, one of Australia's largest retail franchise companies with more than 1100 Michel's/BB's/Donut King/Brumby's stores.

For further information contact Michael Kopitke on 0412 747111.

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Globetrotters move into new centre

FLIGHT Centre has landed at Fairfield Waters, with a team of experienced global travellers to offer customers a world of holiday bargains and unbeatable advice.

Flight Centre Fairfield Waters has opened its doors with opening specials for the local community to get away on holidays.

Store manager Amy Ginsburg and team members Brooke Bryson-Manson and Stuart Hodges will arrange everything from airfares and accommodation to adventure holidays, car hire and travel insurance.

The team understands travel and will provide customers with a one-stop travel service.

"Our consultants know and love travel and

can, therefore, use their experience and passion to arrange the best value holiday deals and itineraries for customers at the right price," Ms Ginsburg said.

"The store has a Low Price Promise which is more than a marketing promise; it's our promise to you, our valued customer.

"As a part of our Low Price Promise commitment, Flight Centre will beat any genuine airfare, accommodation, package or tour quote subject to availability and based on Australian registered businesses and websites and for travel departing within Australia."

Visit the store and meet the team to book your next trip or phone 4729 0318.



Flight Centre Fairfield Waters is now open!

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If you happen to find a cheaper available price, we'll beat it!

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Idalia QLD 4811

Call 4729 0318
flightcentre.com.au

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FAIRFIELD CENTRAL NEWS

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Fairfield Central Shopping Centre Opening

ADVERTISING PROMOTION



ACCESS ... Christine Richardson and Robert Poole of Amcal chemist Fairfield Central

Better access to healthcare needs

WELL respected and long-time Townsville pharmacist Robert Poole has moved to a fresh new look Amcal chemist at the newly opened Fairfield Central shopping centre.

Mr Poole has owned the Edison St pharmacy in Wulguru for the past 38 years but has made the move to offer his clients the very best in up-to-the-minute health care.

Pharmacist and co-owner Christine Richardson said besides the new shop being a larger, more client-focused pharmacy, it would also open seven days a week from 8am to 8pm.

Mrs Richardson said the extended hours would ensure residents in nearby surrounding suburbs and out to Wulguru, Stuart, Oak Valley, Woodstock and Alligator Creek, would have better access to medicines and health care needs.

"It is a big move for local people

of Wulguru and we want it to be a positive move after so many years there," she said.

"We are focused on helping people on their journey towards better health and building long-term relationships with our customers.

"We also have external and internal access to the shop and a zebra crossing to our front door so we think it will make the visit quick and easy for our clients."

Mrs Richardson said the major change for customers was the pharmacy was now divided into healthcare categories.

"The different areas will provide all the products and information one would need to best help them get a solution to their condition, not just a product," she said.

The layout includes areas such as Arthritis, which offers all the products and information required for the treatment of arthritis, including conventional and complementary medicines.

Lifestyle advice and soothing items such as heat packs are also included in the same location — a shop within a shop.

Other areas will include Weight Management, Quit Smoking, Stress and Energy, Digestion, as well as an area especially dedicated to Women's Health.

"We will focus heavily on offering health education so we plan to bring in various speakers to run health seminars in the stores," Mrs Richardson said.

"We are not just providing people with a product but with complete solutions, professional advice and health monitoring services.

"We also have plans for a baby health clinic and naturopath clinic."

Mrs Richardson said another unique aspect of the pharmacy was that it would offer travel health advice and travel first aid kits based on individual travel itineraries.



Stationery needs are covered at Fairfield

Fairfield Central will also be home to the new Fairfield Central News.

Owners Joe and Tracey invite shoppers to come and say hello.

"You will love shopping at Fairfield Newspaper," Joe said.

"We really do have a whole year of promotions, special offers, catalogue sales, competitions and give-aways."

The promotional year kicks off with a blockbuster back-to-school catalogue sale, and continues with Valentine's Day, Easter, Mother's Day, mid year stationery catalogue sale, Father's Day, book sales, magazine offers and a huge Christmas catalogue sale.

From back-to-school to Christmas, Newspaper has everything covered for its customers.

"There is something happening all the time at our Newspaper Newsagency," Tracey said.

Trading seven days a week, service and convenience are of the utmost priority in Fairfield Newspaper's marketing plan. All the traditional newsagency lines are in stock, together with a selection of gifts and ink jet cartridges to solve those printer and last minute gift problems.

Amcal

Robert Poole, Christine Richardson and the Friendly Team invite you to come and visit us at our brand new store:

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SPECIAL OFFER 2:
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FREE Blood Pressure Testing for the month of July

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