



Business



BARGAIN HUNTERS . . . Melissa Allan with Jordan, 3, and Tiffany, 1, at Fairfield Central yesterday

New centre targets growth corridor

By JENNIFER O'REILLY

READY, set, shop – bargain hunters lined up yesterday for the opening of Fairfield Central, Townsville's newest retail precinct.

Retailers opening yesterday included a bakery, liquor shop, discount shop, travel agency, bank and cafe.

Grocery giant Woolworth's unveiled its new floor plan style – wide aisles, clutter-free displays and a minimalist approach – the first of its type for Townsville.

The supermarket also had a live band serenading shoppers doing the weekly groceries at the new store.

Lancini senior property asset

manager Michael Agapiou said shoppers were lined up with their trolleys for the early opening.

"People have been impressed with the tenancy mix (and) the quality fit-outs," Mr Agapiou said.

Mr Agapiou said he did not know the number of shoppers expected to use the centre on a regular basis.

He said centre management had not needed hard figures to woo retailers to the centre.

"The retailers were very confident in the area," he said.

The shopping centre is targeting the Wulguru, Stuart, Fairfield Waters and Alligator Creek growth corridors.

There are a raft of new retail

precincts in the pipeline for Townsville despite June retail figures showing sales were weaker and consumer confidence had dropped.

Townsville is insulated to a degree from a nation-wide retail slowdown because of strong wage growth in the region attributed to the mining boom and the resource boom.

There was a false start for some who headed out to the new centre at the weekend after catching television advertising, only to find workmen frantically finishing the carpark and building.

DFO is due to open at the site early in 2010.