

New Officeworks Hoppers Crossing store set to be home to one of Victoria's largest tech ranges

Immediate release - Officeworks is excited to announce the grand opening of its Hoppers Crossing store, set to be the go-to destination for all technology needs in Victoria, perfect timing ahead of the upcoming Black Friday sales weekend. Boasting one of the biggest tech ranges for the brand in the state, this store is strategically located in one of Melbourne's fastest-growing retail hubs, offering customers a state-of-the-art shopping experience.

Set to open on **Wednesday 27 November** at 8:00 am, the new 2,441-square-meter Officeworks Hoppers Crossing store will feature a reimagined layout designed for a more interactive shopping experience. An expanded technology section showcases the latest products from leading brands like Apple and Microsoft, with fully operational displays that allow customers to test and interact with devices before purchase.

Selected for a unique technology trial, the Hoppers Crossing store will double its tech range, offering over 18 aisles of technology products—significantly more than the standard seven in other stores. Customers can explore a wide selection of laptops, televisions, and smartphones, all set up for hands-on exploration. This robust tech offering will make Officeworks Hoppers Crossing a local destination for tech, positioned to compete with nearby retailers. Just in time for Black Friday, the store will feature Officeworks' 'Price Beat Guarantee*': if customers find a lower price on an identical stocked item, Officeworks will beat it by 5%.

A Hoppers Crossing local and store business manager, Shaun Campbell, expressed his eagerness about the opening and said, "I am very excited to open our Hoppers Crossing store – I have been with the business for over eight years, and this is the first time I have opened a new store. To have the opportunity to embrace new team members, bring them across and train them in our processes, values and to create our own positive culture really excites me most about this opening."

In addition to its tech dominance, the Hoppers Crossing store will also feature one of the largest art supplies sections in the state, with four aisles dedicated to art materials, including paintbrushes, canvases, and sketching tools. For the home office enthusiast, the store offers an expanded furniture range perfect for shoppers browsing the nearby home goods and furniture precinct.

With 38 new team members recruited for the new store, including six internal transfers from nearby stores, Officeworks Hoppers Crossing is ready to provide elevated service from day one. The team will undergo comprehensive training to ensure they're equipped to assist customers in navigating the new store layout and exploring the expanded range of products.

Hoppers Crossing has long been identified as a growth corridor for Melbourne, and the new store is perfectly positioned to meet the increasing demand in the area. With proximity to major retailers and its strategic location on Old Geelong Road, the store is set to become a one-stop shop for tech, furniture, and office supplies in Melbourne's western suburbs.

Head of Property Kylie Brockett shared, “Officeworks is steadily expanding its store network, with plans underway to open 2 more locations by the end of FY2025. Hoppers Crossing brings our store network to 172 stores, reflecting our commitment to helping our customers make bigger things happen.”

Additionally, in line with Officeworks’ commitment to sustainability, the Hoppers Crossing store will feature 60kw solar panels and a '[Bring it Back](#)' station for recycling old electronics and office supplies such as audio & tech accessories, ink & toner cartridges, pens & markers and more.

End of Release.

Community Fun Day

The Hoppers Crossing community is invited to a Free Community Fun Day on **Wednesday 27 November**, from 8:00am to 10:00pm. To celebrate the opening, visitors can enjoy a fun-filled morning of:

- Free arts and crafts workshops
- Children’s face painting
- Free goodie bags for the first 80 customers
- Radio giveaways and complimentary coffee

Opening hours

The Hoppers Crossing Officeworks store will be located at 255 Old Geelong Road, Hoppers Crossing VIC 3029 and be open Monday - Friday 7am - 9pm, Saturday 8am - 6pm and Sunday 9am – 6pm.

Media are invited to the Opening Ceremony

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| 7:30am | Opening ceremony including Officeworks leadership team speeches, a welcome to country and dignitary speeches. |
| 8:00am | Photography and cutting of the ribbon.

Community Fun day activities commence such as facepainting, arts and craft, coffee and free giveaways. |

Media enquiries

To RSVP to the Opening Ceremony, arrange an interview or sneak peek of the store, please contact:

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Notes to the editor:

- *Disclaimer: Find a lower priced identical stocked item & we'll beat it by 5%. Excludes gift cards, cash back & coupon offers, commercial quantities & pricing & stock liquidations. Price including delivery.

About

Established 30 years ago in Richmond, Victoria, Officeworks is one of Australia's leading retailers, selling a range of products and services in a variety of areas including technology, stationery, education resources, furniture, art supplies and print and create. Officeworks is convenient for its customers all over Australia, operating more than 170 stores, online channels with 40,000 products, and delivering to over 3,000 postcodes. The Officeworks Business team help Australian businesses of all sizes, including small businesses through to Government, Schools and Early Learning Centres, start, run and grow. Officeworks is helping its customer's work, learn, create and connect, so they can help make bigger things happen