

For Immediate Release

Officeworks Belrose Opens New Store to Serve Growing Community

Melbourne, VIC – September 2024 – Officeworks, Australia's leading retailer for technology, office supplies, furniture, stationery, and learning and development resources, is proud to announce the grand opening of its newest store in Belrose, NSW on Wednesday 23 October. The 1,800 square metre store has employed 40 local team members and features Officeworks' latest store design, focused on providing customers with an enhanced shopping experience.

The new Belrose store, marking Officeworks' 171st location, showcases a broad range of over 20,000 products, including stationery, furniture, technology, art supplies, and office essentials. This latest store format offers new features, modern fixtures, and an extensive product range. In addition, the store features a '[Bring it Back](#)' station for recycling old electronics and office supplies such as audio & tech accessories, ink & toner cartridges, pens & markers and more.

Andrew Mattes, Store Business Manager of the new Officeworks store, expressed his excitement about the opening and said, 'We are thrilled to open our Belrose store, which has been designed to better meet the needs of the local community and deliver an exceptional customer experience. This store will feature a new layout that our customers will love, including modern fittings and fixtures, and being part of the homemaker centre – a first for Officeworks.'

A Belrose local, Mr. Mattes began his Officeworks journey over a decade ago working across the shop floor and has now stepped into the leadership role of Store Business Manager for the Belrose store. Mr. Mattes has successfully recruited over 40 new team members, transitioned up to 9 experienced team members from nearby stores, and over the past three weeks, led intensive training to ensure the team is aligned with Officeworks' processes, values, and culture. The preparation will continue ahead of the grand opening in ensuring they are ready to deliver an exceptional shopping experience from day one.

Officeworks Head of Property, Kylie Brockett shared, "Belrose has long been identified as an opportunity within our network, offering the perfect location to establish an Officeworks store in this region. This new site will provide our customers with a convenient and accessible shopping destination, further strengthening our presence and service offering.

While we typically focus on standalone locations for Officeworks stores, the Belrose site presented a unique opportunity within our network that challenged conventional thinking. This new store is situated atop a shopping centre, with direct access and trading into the carpark, offering a distinctive and highly accessible shopping experience for our customers."

As part of Officeworks' ongoing commitment to supporting local communities, the Belrose store will be providing \$2,000 in the form of gift cards and financial contributions to two local schools, reinforcing its dedication to education and community initiatives.

The Belrose community is invited to a special Community Fun Day on Saturday 26 October, from 11 am to 1 pm. To celebrate the opening, visitors can enjoy free arts and crafts workshops, face painting, exclusive giveaways, and complimentary coffee, making it a fun-filled day for the whole family.

The new Officeworks Belrose store is located at Shop L2.10, HomeCo, 4-6 Niangala Close, Belrose NSW 2086, and will be open from 7 am to 9 pm Monday to Friday, 8 am to 6 pm on Saturdays, and 9 am to 6 pm on Sundays.

End of release.

Media Contact:

For media interviews, behind the scenes of the Officeworks store, or further assets, contact:

Natalie Rixon

Officeworks | Media & Corporate Affairs Manager

M. 0402 021 274

Nrixon@officeworks.com.au

About Officeworks

Established in 1994 in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community, and stakeholders. It operates 170 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium and large-sized businesses start, run and grow and Australians to work, learn, create and connect.

Officeworks offers customers a wide range of technology, office supplies, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing, and career progression of the more than 9,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building, and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.