

For Immediate Release

Officeworks to Open One of Its Largest Stores in Cairns

Monday 4 November 2024 – Officeworks is thrilled to announce the grand opening of its new Cairns store, which now ranks among the top three largest Officeworks stores in Australia. The newly relocated store is set to official open from Wednesday 13 November from 8:00am and will be offering an elevated shopping experience with a huge range of products, innovative store design, and enhanced areas to better serve the local community.

The new store will carry over an impressive 27,000 products, a significant increase compared to the previous store's product range. This expansion enables Officeworks to meet the growing needs of customers in the Cairns region, offering a broader selection across all key categories.

The new Cairns store introduces several standout features:

- **Enhanced technology layout:** The technology section has been revamped with elevated fixturing to showcase key brands like Apple, Microsoft, and Gaming products. This new layout creates a seamless and engaging shopping experience for tech enthusiasts.
- **Flagship art range:** Officeworks has launched its flagship art range in the Cairns store, adding over 3,000 new products each in Painting and Sketching. From premium paints to professional-grade sketchbooks, this extensive range is perfect for artists of all levels.
- **Expanded furniture display area:** The furniture section is now four times larger, allowing customers to fully explore and test the desking and seating options in a showroom-like environment. Customers can now see all products fully set up and try them before they buy.
- **Sustainability:** Aligned with Officeworks' ongoing commitment to people and planet, the Cairns store will feature 100 kilowatts of solar panels, with plans to explore future battery storage options.
- **Better support for businesses:** the store will offer expanded technology solutions and same-day printing capabilities—made possible by the introduction of our new high-speed KM printing machine. This service allows customers to enjoy faster, more efficient local delivery options.

Kylie Brockett, Officeworks Head of Property added, "Since opening our first Cairns store in 2000 as the only location within 400 kilometres, we've proudly served the Cairns community and surrounding region. Over the past six weeks, our team from has worked tirelessly to ensure a seamless transition between locations, with the original store planned to close just the night before the new one opens—an impressive testament to their dedication and hard work."

The store's relocation marks an exciting new chapter for Cairns Store Business Manager Alana Elian. A proud Cairns local, Alana has been with Officeworks for over 20 years, starting on the shop floor and advancing into leadership roles. With this move, her team will welcome 20 new local recruits across various departments, including the Print and Create area and the shop floor. Making the transition even more special, Alana has the privilege of working alongside her parents at both the former and new locations.

Alana Elian expressed excitement about the store's expansion by sharing, "We are all so proud to bring this fresh new layout to Cairns, offering a wider range of products and more engaging shopping experiences for our customers. This expansion reflects our commitment to serving Cairns with the best Officeworks has to offer, and we're looking forward to welcoming everyone into the store."

As part of Officeworks' ongoing commitment to supporting local communities, the Cairns store has forged strong connections to foster education and employment opportunities. This includes active collaboration with Clontarf Cairns to create job pathways for young Aboriginal and Torres Strait Islander men. The team is dedicated to maintaining this partnership, ensuring ongoing support for these young men as they pursue their careers.

End of release.

Community Fun Day

The Cairns community is invited to a special Free Community Fun Day on **Saturday 16 November**, from 11:00am to 1:00pm. To celebrate the opening, visitors can enjoy a fun-filled day of:

- Free arts and crafts workshops
- Face painting
- Exclusive giveaways and complimentary coffee

Opening hours

The new Officeworks Cairns store will be located at 149 Spence St, Portsmith, QLD, 4870, and open from 8:00am to 9:00pm Monday to Friday, 8:00am to 5:00pm on Saturdays, and 9:00am to 5:00pm on Sundays.

Media Contact:

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

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About Officeworks

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.