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Media Release

**FIRST IN, BEST DRESSED FOR LESS AS GRAND OPENING
CELEBRATIONS CONTINUE AT STOCKLAND HERVEY BAY**
*Best & Less and Harris Scarfe stage grand opening celebrations,
Kmart sets new regional sales record*

Best&Less and Harris Scarfe are set to join the party at Stockland Hervey Bay with special, one-day-only discount offers and opening day celebrations starting at 7.30am on Friday 1 August, 2014.

Adding to the excitement, one lucky shopper will be chosen to play the 'Best&Less 60 Second Gear Grab'. The chosen participant will make a mad, one-minute dash through the new, fully-stocked store, collecting as much free gear as they can carry!

Customers are invited to arrive outside Best&Less from 7.30am on Friday, 1 August to register for the 'Best&Less 60 Second Gear Grab'. Entries close at 8.15am, when the lucky 'shopper' will be selected and let loose inside the store.

Discount department store Harris Scarfe will also open its doors at 9am on Friday 1 August, with special, opening day discounts across all top brands of homewares, Manchester, electrical, clothing, footwear and underwear.

Harris Scarfe specialises in selling big name national and international brands at discounted prices, and its latest store, which is only the third Harris Scarfe store to open in Queensland. Harris Scarfe Hervey Bay will sell the latest products from Tefal, Maxwell Williams, Circulon, Linen House, Tontine, Adidas, Diana Ferrarri, Bonds and Berlei.

Maintaining the distinctly local Hervey Bay flavour, Harris Scarfe's official brand ambassadors, Dan and Steph, winners My kitchen Rules 2013, will welcome customers to the store launch at 8.50am. Dan and Steph, will again take centre stage in front of Harris Scarfe from 11am to 12pm to showcase their tips and tricks in a very hands-on cooking demonstration.

Harris Scarfe is also the exclusive Australian stockist of international designer brand, SimplyVera Vera Wang, which comprises a range of contemporary women's fashion, accessories, bed and bath collections and home fragrances.

Paul Kelsey, Centre Manager at Stockland Hervey Bay, said: "We've seen an incredible response from the local community since we unveiled the new mall, and we'd like to thank all of our customers for their strong show of support for the new centre."

Stockland set a new record for foot traffic at the Grand Opening by attracting more than 21,000 customers to the new mall, following its extensive 18-month, \$116 million redevelopment. During its first ten days of trade (10 July - 20 July, 2014), more than 135,000 customers shopped at the centre.

“The number of customers who attended the Grand Opening represented three times the average number of customers who have previously visited on a Thursday. And in our first 10 days of trade, we attracted more than double the number of customers compared to the corresponding period last year,” explained Paul Kelsey.

“Hervey Bay has had a highly fragmented retail trade offer, until now. By delivering a first class shopping centre to Hervey Bay, we’ve been able to attract many of the best national and international retail brands,” Mr Kelsey added.

The new speciality stores at Stockland Hervey Bay include Kathmandu, Quiksilver, Cotton On Mega, Lorna Jane, EB Games, Sanity, Ed Harry, Connor, Factorie, Black Pepper, Blue Illusion, Bras ‘N’ Things, Dusk, Autograph, Crossroads, Taking Shape, Collette Accessories, Spend-less Shoes and many more.

Between now and the end of the year, 24 brands that are new to the Hervey Bay region will open their doors at the redeveloped shopping centre.

When the redevelopment is completed later this year, Stockland Hervey Bay will feature more than 110 retailers and will be the biggest shopping centre between Maroochydore and Rockhampton. Stockland has generated around 650 new local jobs during the 18-month construction project and in perpetuity through the creation of new retail, customer service and hospitality positions.

Visit www.stockland.com.au/herveybay for more information on events and store information.

Coming Events at Stockland Hervey Bay:

Friday 1st August

- Best&Less Opening - Customers are invited to arrive outside Best&Less from 7.30am to register for the ‘Best&Less 60 Second Gear Grab’. Entries close at 8.15am, when the lucky ‘shopper’ will be selected and let loose inside the store.
- Harris Scarfe Opening – with brand ambassadors, Dan and Steph at 8.50am
- Stockland Hervey Bay Photobook unveiling at 9am next to Harris Scarfe, with special guest, Fraser Coast Mayor, Gerard O’Connell
- Dan and Steph’s Cooking Demonstration in front of Harris Scarfe from 11am – 12pm
- Free face painting, giveaways

Saturday 2nd August

- Jimmy Giggle – ABC2’s Giggle & Hoot, meet and greet from 11am until 2pm in centre court

Sunday 3rd August

- How To Train Your Dragon 2 – Viking Training School Stage Shows at 11am and 1pm, meet and greet at 12pm and 2pm, located in centre court

Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) as the Global Real Estate Industry Group Leader for 2013 – 14 and was also named one of the Global 100 Most Sustainable Corporations in the World at the World Economic Forum in Davos, Switzerland in 2014, for the fifth consecutive year.

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