

BIG W MAKES STORM IN THE PORT

Big W has opened its first new large-format store in Adelaide at Precision Group's revamped Port Adelaide Plaza shopping centre.

It's the first new Big W to open its doors in South Australia since 2015, and features clothing and home areas and an interactive health and beauty department that invites customers to try items before purchasing.

Big W managing director Dan Hake said the opening followed a \$4m investment into the new store, which had been designed to provide a "family-friendly atmosphere".

"We're thrilled to join the Port Adelaide community with a store designed to meet the everyday needs of local families," he said.

"Our goal is to offer not only outstanding value but also a family friendly shopping experience and convenient services like direct to boot.

"This store has been designed with the community in mind, and we're excited to become a trusted destination in the area."

The new store will employ more than 50 staff.

Precision Group chief operation officer Trevor Dill said Big W was the latest in a long line of retailers to join the centre following its \$80m redevelopment.

"The new Big W store at Port Adelaide Plaza incorporates more than 4800sqm of retail space, bringing a new level of shopping convenience and value for shoppers and families in the local community," he said.

"This investment at Port Adelaide by Precision Group and Woolworths Group is a real vote of confidence in Port Adelaide Plaza's underlying strength and future potential." Woolworths Group has committed to growing its presence further at Port Adelaide Plaza, with plans to open a new supermarket early next year in a location previously occupied by rival grocer Coles.