

Friday 4 September 2020

CONSTRUCTION BEGINS ON WA'S NEWEST SHOPPING CENTRE

Development to be home to WA's first Coles Online Drive-Through Service

Perth's newest shopping centre has officially commenced construction today, as work begins on the multimillion-dollar Coles-owned Brabham Whiteman Edge Shopping Centre, located in one of Perth's key growth corridors.

The \$30 million dollar development is expected to open in mid-next year and will be home to a full-line 2,400sqm Coles supermarket and 12 other speciality retailers including cafes, restaurants, a medical centre and childcare facilities.

The new precinct will be at the forefront of online shopping technology, debuting a new Coles Online fulfillment centre and WA's first Click&Collect Drive Through – dedicated lanes where groceries are packed into the car boot within minutes of arrival and without customers needing to leave the car.

Championing sustainability, the development will feature hundreds of solar panels that can generate power equivalent to the needs of 29 average Australian homes¹, an electric vehicle charging station, smart lighting and energy-efficient refrigerator doors, and in a first for Coles, the supermarket will feature a unique 'columnless' trading floor design to provide a more open and unobstructed space.

Coles WA General Manager Pat Zanetti said the Whiteman Edge Shopping Centre would revolutionise the shopping experience for residents in the City of Swan, whether they choose to shop in-store or online.

"The Whiteman Edge Shopping Centre will be an outstanding retail hub offering local residents a one-stop-shop in the heart of Whiteman Edge," Mr Zanetti said.

"Coles Brabham will feature an in-store bakery, large gourmet deli and fresh produce area, along with a range of specialty shops and 302 convenient car spaces.

"The new Coles Online Delivery Hub will allow us to expand our online capacity right across Perth. Customers can expect more delivery slots and faster delivery times.

"We're also delighted that Whiteman Edge Shopping Centre be an employment powerhouse, creating more than 175 local retail jobs, in addition to hundreds of jobs generated during construction."

The centre will be built in partnership with Coles Property Developments, Stockland, WA-based Credentia Construction and Wallace PM.

Stockland WA General Manager, Col Dutton said today marked a major milestone in the development of Stockland's Whiteman Edge master planned community.

"We're pleased to support Coles in delivering stage one of the town centre in Whiteman Edge," said Mr Dutton.

"The centre will be well located within the \$511 million Whiteman Edge community and will service the retail needs of its growing community of 4,000 residents. We're confident that locals will appreciate having the convenience of such important amenities nearby, and we will continue to deliver on our priorities to build Whiteman Edge into a thriving, liveable community."

¹ [4670.0 - Household Energy Consumption Survey, Australia: Summary of Results, 2012](#)

The Hon Rita Saffioti, Member for Swan welcomed the North East's newest retail hub.

"Brabham has come a long way with many new exciting developments such as the new Whiteman Edge Shopping Centre, the 21 km Morley-Ellenbrook Rail Line and Brabham Primary School which will not only improve the overall amenity of Brabham, but also other surrounding suburbs," Ms. Saffioti said.

The centre is expected to open to shoppers mid-2021.

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