

Monday, 10 September 2018

QUIET HOUR EXPANDS NATIONWIDE TO HELP SHOPPERS

Coles more than doubles the number of stores offering low-sensory shopping

From tomorrow, Coles will introduce its low-sensory Quiet Hour experience to an additional 103 supermarkets across Australia to provide a more inclusive shopping environment for all customers.

Quiet Hour will now be offered in 173 Coles stores - including an additional 56 stores in New South Wales, 27 stores in Queensland and 20 stores in Western Australia - every Tuesday between 10:30-11:30am.

Quiet Hour promotes reduced noise, lighting and distractions instore, making it easier for customers who find it challenging to shop in a heightened sensory environment.

Coles Managing Director John Durkan said Coles was rolling out Quiet Hour to more stores across Australia based on overwhelmingly positive customer feedback.

"We've listened to our customers, and our store teams have worked hard to make our stores more welcoming and responsive to the needs of the local communities in which we operate," Mr Durkan said.

"We initially started with 70 Quiet Hour stores across the country, and now we're thrilled to be more than doubling this figure to make Quiet Hour more accessible for our customers and help make a difference to their shopping experience at Coles."

In August 2017, Coles partnered with Autism Spectrum Australia (Aspect) to trial Quiet Hour at two Victorian stores (Ringwood and Balwyn East) to support customers who are, or have family members, on the autism spectrum.

From November 2017, Quiet Hour was introduced to 18 stores in Victoria, 20 in New South Wales, 14 in Queensland, six in South Australia, nine in Western Australia, one in Tasmania, the Northern Territory and ACT. The initiative will be introduced to additional stores in Victoria, South Australia, Tasmania, the NT and ACT in the coming months.

During Quiet Hour, customers will notice the following changes in participating Coles supermarkets:

- Lighting will be reduced throughout the store
- Coles Radio will be switched off
- Register and scanner volumes will be reduced to the lowest level
- No trolley collections and roll cages will be removed from the shop floor
- No PA announcements *excluding in case of emergencies
- Free fruit will be offered at customer service
- Additional team members will be available to support customers during the hour

VISION AND INTERVIEW OPPORTUNITIES AVAILABLE:

Date:	Monday, 10 September
Time:	11am -12pm
Venue:	Coles East Village, East Village Shopping Centre, O'Dea Ave, Zetland NSW
Photo/vision opportunities:	Coles will demonstrate Quiet Hour in store from 11.15am to 11.45am. Key spokespeople available: <ul style="list-style-type: none">• Martine Alpins, Coles spokesperson• Sarah Miller, mother

NEW SOUTH WALES

New stores offering Quiet Hour:

- Lithgow
- Bathurst
- Cowra
- Mudgee
- Narromine
- Parkes
- Figtree
- Corrimal
- Helensburgh
- Wollongong
- Vincentia
- Tanilba Bay
- Camden
- Green Valley
- Edensor Park
- Wetherill Park
- Macquarie Fields
- Chipping Norton
- Winston Hills
- Warriewood
- Manly Peninsula
- Rouse Hill
- Lane Cove
- Tea Gardens
- West Pennant Hills
- North Rocks
- Miranda
- Illawong
- Earlwood
- Randwick
- Edgecliff
- East Village
- Gladesville
- Leichhardt
- Birkenhead Point
- Burwood
- Concord
- Newcastle Junction
- Cessnock
- Glendale
- Jewelstown
- Lake Innes
- Laurieton
- The Entrance
- Belmont
- Bateau Bay
- Gunnedah
- Tenterfield
- Tamworth
- Grafton Shoppingworld
- Murwillumbah
- Yamba
- Banora Point
- Green Point
- Umina Beach
- Wallsend

Existing stores offering Quiet Hour:

- Wellington
- Ulladulla
- Wattle Grove
- Moss Vale
- Kings Langley
- Manly Vale
- Castle Hill
- Epping
- Caringbah
- Brighton-Le-Sands
- Pyrmont
- Warners Bay
- Bega
- Old Bar
- Wadalba
- Inverell
- Banora Point
- Lisarow
- Medowie
- Goulburn

QUEENSLAND

New stores offering Quiet Hour:

- Ascot
- Benowa Village
- Bray Park
- Browns Plains
- Cannonvale
- Earlville
- Fairfield
- Ferny Grove
- Goondiwindi
- Hervey Bay
- Hope Island
- Ipswich
- Jindalee
- Kawana Waters
- Mareeba
- Morningside
- Mt Ommaney
- Mt Warren Park
- Nerang
- Northern Beaches
- Peregian Springs
- Springfield Orion
- Tannum Sands
- The Gap
- Townsville The Willows
- Waterford
- Yeppoon

Existing stores offering Quiet Hour:

- Cairns Central
- Caloundra
- Cleveland
- Everton Park
- Helensvale
- Kippa Ring
- Marsden
- Maryborough
- Mt Gravatt
- Mudgeeraba
- New Farm
- Rockhampton South
- Toowoomba
- Townsville Annandale

WESTERN AUSTRALIAN

New stores offering Quiet Hour:

- Dunsborough
- Australind
- Collie
- Baldivis
- Meadow Springs
- North Armadale
- Gosnells
- Fremantle
- Melville
- Southlands
- Kardinya
- Caversham
- Maylands
- Swan View
- Scarborough
- Brighton Village
- Alexander Heights
- Ocean Keys
- Tom Price
- Geraldton

Existing stores offering Quiet Hour:

- Margaret River
- Erskine
- Southern River
- South Lakes
- Mundaring
- Floreat
- Hillarys
- Kalgoorlie
- Kalgoorlie (Hannans)

For details on participating Quiet Hour stores in Victoria, South Australia, Tasmania, the ACT and NT, [click here](#).

For further information, please contact Amila Pasanovic at Coles, 0418 664 770 | Amila.Pasanovic@coles.com.au or media.relations@coles.com.au or 03 9829 5250