



## **Masters Home Improvement to create 4,500 jobs in South Australian expansion**

**Wednesday 23 April 2014:** Masters, Australia's fastest growing hardware store, will create approximately 4,500 jobs in South Australia over the next six years, with plans to build 11 stores.

Director of Masters, Melinda Smith, will announce details of the plan at a sod turning ceremony to mark the commencement of construction of the first two metropolitan stores at Adelaide Airport and Parafield Airport in Adelaide's northern suburbs today, Wednesday, 23 April.

"We are tremendously excited about this significant investment in the South Australian economy. Masters will bring an unparalleled variety of home and hardware products, at Australia's best price to South Australian customers," Ms Smith said.

Melinda Smith will be joined by South Australian Treasurer the Hon Tom Koutsantonis MP, Federal Member for Hindmarsh Matt Williams, State Member for Morphett Dr Duncan McFetridge MP and Mayor of the City of West Torrens Cr John Trainer, along with representatives from Adelaide Airport Limited and senior officers of the Department of Planning.

Across Australia Masters has opened 45 stores in just over two years, representing an investment of over \$1.5 billion and the creation of more than 17,000 jobs nationally.

With construction subject to weather and other variables, the Adelaide Airport store is expected to open in late 2014, with Parafield Airport opening soon after.

Masters Home Improvement is a joint venture between Woolworths Limited and US Home Improvement retailer Lowes. We offer customers the experience of an Australian retailer with the knowledge of one of the biggest names in American home improvement.

**ENDS**

### **Media Call**

**What:** Sod Turning to mark commencement of Masters Home Improvement South Australian expansion

**Who:**

- Melinda Smith, Director of Masters
- Hon Tom Koutsantonis MP, Treasurer and State Member for West Torrens
- Matt Williams MP, Federal Member for Hindmarsh
- Dr Duncan McFetridge MP, State Member for Morphett
- Honourable John Trainer, Mayor of West Torrens
- Mark Young, Managing Director, Adelaide Airport Limited

**When:** 10.45am for 11am, Wednesday 23 April 2014

**Where:** Sir Donald Bradman Dr, Adelaide Airport (adjacent Ikea)

**Access:** On-site parking, access from Frank Collopy Court (off James Schofield Dr), Adelaide Airport  
For further information please contact the **Woolworths Limited Press Office** on 02 8885 1033.