

WOOLWORTHS AVALON

Recently there has been confusion and concern about the future of Woolworths in Avalon. Woolworths has confirmed its Avalon store will undergo a refurbishment after Easter 2022 to become a 'Neighbourhood Metro' store.

There are already more than 50 Woolworths "Metro" stores in neighborhood areas across Australia. These Neighborhood Metro stores are quite different from the Metro stores in CBD locations (which are called "On The Go" stores), which are more focused on a commuter, on-the-go shopping experience.

According to Woolworths, Neighborhood Metro stores focus on a strong fresh food offer, particularly fresh Australian fruit and vegetables, artisan bakery, entertaining etc. This is backed by a range of everyday essentials for a grocery shop, tailored to meet the needs of the local community.

Apparently, Woolworths engaged with the local community earlier this year to understand what the community wants from a new store. There will be more engagement again with local residents about the plans and Woolworths will be hosting a community drop-in information session later in the year.

CABPRA (Clareville & Bilgola Plateau Residents Assoc) has asked Avalon, Palm Beach & Whale Beach residents to complete the short survey below, scan & email to their president, Catherine Kerr catherine@podfilm.com.au for collation of comments with a view to meeting with Woolworths' representatives in the near future as part of the Community consultation.

If you prefer, please post to us at PBWBA PO Box 2 Palm Beach 2108 and we'll pass it on.

WOOLWORTH SURVEY for PBWBA , CABPRA and APA Members

Name: _____

Email: _____

Please Circle your Answer

Are you

- Resident living in area
- Holiday renter
- Part time resident with holiday home
- Visiting for the day

Do you shop regularly at Woolworths Avalon?

- It's my store for a weekly grocery shop
- Only when I come up for the weekend
- I shop somewhere else but use Avalon for emergencies
- Shop for picnics and meals to have while on holiday
- Shop only for snacks
- Shop for my entertaining

Your household

- Single person
- A retired couple
- A family
- A couple
- Other

What do you want to see more of in the store?

- Wider range of the essentials
- Increase in partly prepared meals
- Increase in Woolworths branded items
 - prepared
 - essentials
- Wider range of fresh fruit and vegetables
- Increase in fully prepared meals
- More organic items
- More snacks
- Increase in Deli items
- Increase in entertainment ranges
- Increase in artisan bakery items

Would you shop more at Woolworths if they catered to what you want to see more of in the store?

Yes No

Any other comments you would like to make in terms of what you think about Avalon Woolworths becoming a Metro Store?
