

Rita Saffioti

Member for West Swan



Wednesday, 16th June 2021

Rita Saffioti joins Coles to officially open Whiteman Edge Shopping Centre

Today Rita Saffioti Member for West Swan, joined Coles to officially open the brand-new Whiteman Edge shopping centre right in the heart of Brabham.

Construction on the new shopping centre commenced last year in September and over the past few months Brabham residents have been eagerly waiting for its opening.

Coles Whiteman Edge features 12 other specialty retailers including a gym, childcare centre, medical centre, nail salon and a variety of cafes and restaurants.

Brabham has come a long way with many exciting new developments such as Brabham Primary School, the Whiteman Edge Shopping Centre and of course now the construction on the 21 km METRONET Morley-Ellenbrook Rail Line.

The launch of this new store provides Brabham locals with a fantastic and exciting new shopping experience whilst creating 137 new local and ongoing jobs and hundreds of other jobs during the construction phase.

Along with the Morley-Ellenbrook Rail Line coming to Brabham, a key McGowan Labor Government election commitment, this will increase accessibility and amenity for the area whilst providing residents in outer surrounding suburbs connectivity to the new shopping centre.

Comments attributed to Member for West Swan, Rita Saffioti MLA:

“Congratulations to Coles on officially opening Whiteman Edge Shopping Centre, this is an exciting addition for Brabham and I strongly encourage the local community to come on down and visit this brand new complex.

“Infrastructure upgrades are such an important part of our community; the McGowan Government is committed on delivering more infrastructure including the 21km METRONET Morley-Ellenbrook Rail Line and grade separated intersections at Drumpellier Drive/Daviot Road and Altone Road on Reid Highway and have also committed to capping fares to a 2-zone fare price starting next year.

“As Member for West Swan it is exciting to see Brabham’s development since 2011; the area is home to a multicultural community with many families. The new shopping centre is a great asset for both the Brabham and wider north-eastern communities.”

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Delivering for West Swan

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