

Read Today's Paper

Tributes

12:08pm Tuesday, May 2nd, 2023

Melbourne Today  11° / 19° >

Herald Sun

[Home](#) [My News](#) [Local](#) [Victoria](#) [National](#) [World](#) [Opinion](#) [Business](#) [Entertainment](#) [Lifestyle](#) [Sport](#)

[Leader](#) [Outer East](#)

The new \$665m Eastland a far cry from humble origins where Myer, Safeway were tenants

EMPTY carparks, fewer shops and closed on Sundays — how times have changed since this shopping centre in Melbourne's east opened almost

Emma Schenk

 2 min read October 20, 2015 - 12:00AM [Maroondah Leader](#)



Outer East

Don't miss out on the headlines from Outer East. Followed categories will be added to My News.

[Follow](#)

AFTER years of anticipation and almost two decades of hard work, the new Eastland is just days away from opening.

The launch of the first stage of the redevelopment on October 29 marks nearly 50 years since the Ringwood shopping complex first opened at the Ringwood railway station on Maroondah Highway.

It first included a Myer, Safeway and 40 speciality stores and was a mere 16,500sq m.



Eastland shopping centre when it first opened in 1967.

HAVE YOUR SAY: Will you be trying out the new Eastland? Tell us below

Since then the centre has undergone massive redevelopments, including one in 1993 when almost all of the existing centre was demolished.

It was bought by Queensland Investment Corporation (QIC) in 1996 and has since undergone further expansions to include a Big W and Coles.





Myer department store at Eastland, believed to be circa 1967.

QIC, Maroondah Council and the State Government finalised plans for the \$665 million revamp in October, 2013 after a decade of disci

And now, with only days left to wait, the excitement is palpable.

“It will (bring metro Melbourne to the suburbs) and change the way people shop,” manager Steve Edgerton said.

“There’s so much anticipation around it, unlike anything really, and to see 2000 people on site working to create the same thing is quite





Eastland manager Steve Edgerton standing on the walkway that leads to the restaurant precinct. Picture: Lawrence Pinder

It's expected to create an extra 3300 jobs and attract 20 million visitors every year, with 3.7 million residents living within 45 minutes of

And they'll all have high-end fashion, food and a community space on their doorstep.

"What we have is a large and powerful retail destination but ultimately, we want to establish a relationship with the visitor and provide won't have experienced before," Mr Edgerton said.





About 2000 people are working on the construction ahead of the opening on October 29.

Join the conversation (0 comments)

Promoted Content

The best French food in Australia

We Recommend

Top Heart Surgeon: This Simple Trick Helps Empty Your Bowels Every Morning

Promoted | GUNDRY MD BIO COMPLETE 3 SUPPLEMENT [↗](#)

Victoria Seniors Are Eligible For Invisible Hearing Aids

Promoted | QUICK AND EASY HEARING [↗](#)

Prince Harry and William finally talk about their sister Laura who no one knew existed

Promoted | TRENDCATCHERS [↗](#)

Do This Before Bed and Watch Your Belly Shrink

Promoted | LIFE & HEALTH [↗](#)

Cher's Son Chaz Bono Is So Skinny Now And Looks Like A Model (Photos)

Promoted | DAILY FINANCE STORIES [↗](#)

Australians Order HelloFresh As A Backdoor Trick To Avoid Soaring Supermarket Costs

Promoted | THE DAILY FOODIES [↗](#)

Greta Thunberg's Car Shocks The World, Proof In Pictures

Promoted | INVESTING.COM [↗](#)

Knee pain after the age of 50? Do this 2 times a day (watch)

Promoted | THE JOINT HELPER [↗](#)

Take A Look Inside Whoopi Goldberg's Repulsive Home

Promoted | INVESTING.COM [↗](#)

Cardiologists: Too Much belly fat? Do This Before Bed

Promoted | HEALTHY FINDER [↗](#)

The Average IQ in Australia is 99. Take this IQ test and check if your IQ is higher

Promoted | WW IQ TEST [↗](#)

Bowel doctor: I implore all Britons to flush their bowels with this tip (every morning)

Promoted | GUT SOLUTION [↗](#)

Wanted: 200 People In Victoria To Try Brand New Hearing Aids For Free

Promoted | QUICK AND EASY HEARING [↗](#)

Urologist: Many Men With An Enlarged Prostate Do Not Know About This Simple Trick

Promoted | PROSTATE HELP [↗](#)

1 Strange Method Fights Toenail Fungus- It's Genius!

Promoted | FUNGUS HELPER [↗](#)

WORLD

Australian woman adjusts to life with two vaginas

TRUECRIMEAUSTRALIA

Ex-Cats player sues club over alleged gang rape, failing to protect him from sexual abuse

SPONSORED

More investment in STEM needed

SPONSORED

How to serve up ultimate family fun

SPONSORED

This footy club is changing lives

CELEBRITY LIFE

Piers Morgan blasts Meghan, Harry

ENTERTAINMENT

Deepak Chopra Says Prince Harry and Meghan Markle Are 'Struggling' With Royal Drama

After Her Weight Loss, Celine Dion Confirms What We Knew All Along

Promoted | OCEANDRAW [↗](#)

At 79, Bobby Sherman Is Living Her Life Like This

Promoted | MISTER STOCKS [↗](#)

Plastic Surgeon Reveals: Forget Botox, Do This Instead!

Promoted | WRINKLES.PRO [↗](#)

ENTERTAINMENT

Why Meghan Markle Isn't Attending Coronation, Duchess of York Not Invited

CONFIDENTIAL

Glamour couple's new romance revealed

More related stories



East

Full list: Where to Victoria's tastiest pork rolls

We put the call out to readers and received an overwhelming response – here are their picks for where to find the tastiest banh mi in the suburbs.





Outer East

Man on roof taken to hospital after police callout in Belgrave

Police have safely negotiated a man down from the roof of a building in Belgrave, after the shopping strip was closed for hours.

Membership

- Subscription packages
- Group/Corporate subscriptions
- Herald Sun app
- Today's Paper
- Newsletters
- Rewards

About Us

- About us
- Meet the team
- Job Opportunities
- Code of conduct
- Subscription FAQs
- Subscription terms
- Financial Hardship Policy

Contact Us

- Help & support
- Story Tips
- FAQs
- Letter to the Editor
- Photo Sales
- Advertise with us

Our News Network

- The Daily Telegraph
- The Courier Mail
- The Advertiser
- news.com.au
- The Australian
- The Mercury
- Geelong Advertiser
- The Cairns Post
- Gold Coast Bulletin
- Townsville Bulletin
- The Chronicle
- NT News
- The Weekly Times
- CODE Sports

Our Partners

- Buy Search Sell Classifieds
- Find Your Local
- Foxsports
- Foxtel
- Hipages
- Kayo
- My Tributes
- Punters
- odds.com.au
- racenet.com.au
- Sky News
- Coupons
- Brain Gains

A NOTE ABOUT RELEVANT ADVERTISING: We collect information about the content (including ads) you use across this site and use it to make both advertising and content more relevant to you on our network and our policy and your choices, including how to opt-out. Sometimes our articles will try to help you find the right product at the right price. We may receive payment from third parties for publishing this content or through the links on our sites.