



Celebrate our 30th Birthday!

*It's our Birthday and you're
invited to celebrate with us!*

Saturday 19 & Sunday 20 October 2019
Level 2, Centre Court, 11am - 4pm

WIN

Spend \$30 or more at any store to step into our **Lucky Grab Booth** to win Armada Dandenong Plaza gift cards!*

SAVE

Visit our website for a list of **great offers** available on this weekend!

SEE

Take a walk down memory lane by seeing our **historical commemorative display** with thanks to the Dandenong & District Historical Society.

*Terms & Conditions apply, visit armadadandenongplaza.com.au to view these.

 **ARMADA**
Dandenong Plaza
We celebrate you. Always.

Cnr McCrae & Walker St, Dandenong VIC 3175

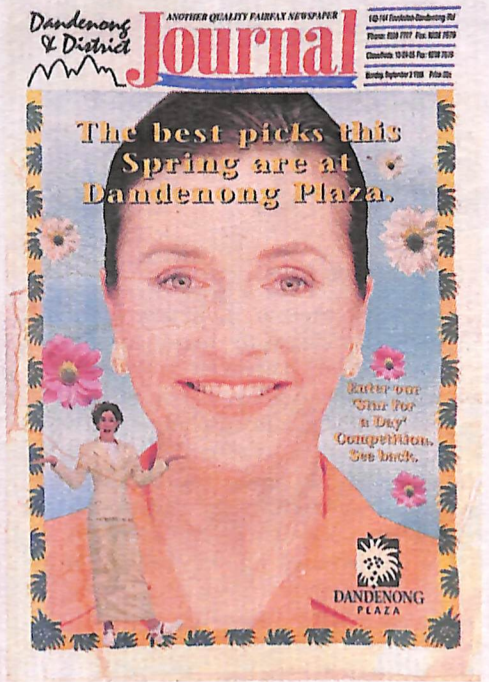
 armadadandenongplaza.com.au

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FOCUS ON ... DANDENONG PLAZA 30TH



McCrae Street looking east towards Walker Street.



An advertisement on the front page of the Journal on 2 September 1996.

Plaza at 30 pops the cork

In 1989 residents in Greater Dandenong were treated to an early Christmas present with the opening of a local shopping centre they could call their own, today known as Armada Dandenong Plaza.

On 19 and 20 October Centre Management and retailers at Armada Dandenong Plaza will be in celebration mode as the shopping centre celebrates its 30th birthday.

The local community was out in force back in 1989 when the doors opened to the Capital Centre and many of those residents are still part of Armada Dandenong Plaza today. Fashion retailer Taxi Designs has been at the centre from day one.

Centre cleaner Maria has worked at the plaza since 1995. Maria was initially stationed in the centre's food court where she loved watching locals spending time socialising with their families and friends.

"Customers still stop me in the centre today and mention they remember seeing me working at the centre when they were children with their parents," Maria said.

Saurabh Sanghani, owner/partner at Terry White Chemmart has been working at Armada Dandenong Centre for 19 years.

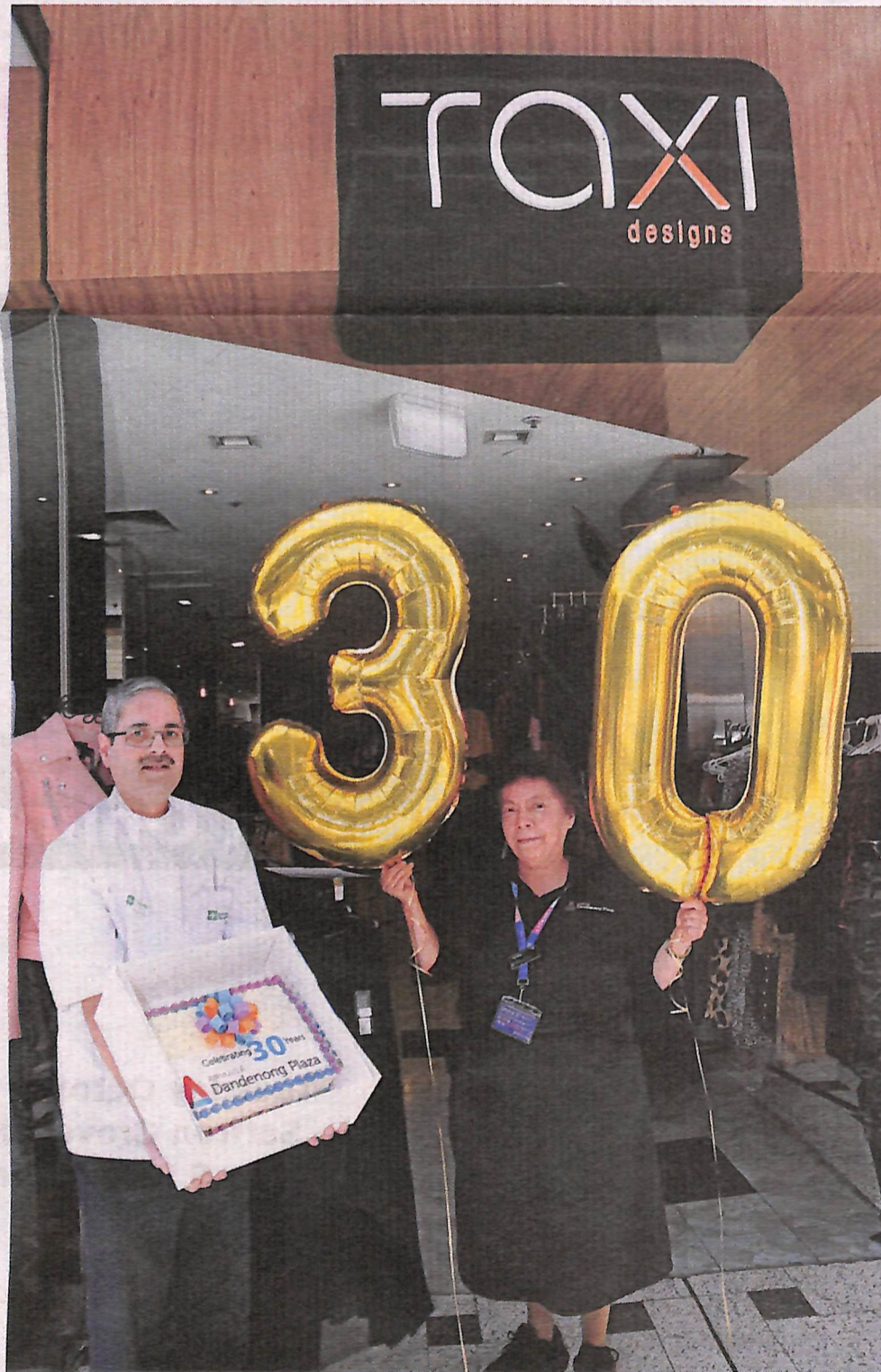
"Working at Armada Dandenong Plaza is like being with your extended family, there are so many long term staff working at the centre, we all know each other by name and you feel like you belong here," Saurabh said.

In 1995 the centre rebranded to Dandenong Plaza which saw the old Myer store and the Capital Centre incorporated into one shopping complex. At that time, the centre celebrated with Sam Newman and a cash machine where excited shoppers stepped in to try their luck at winning \$100,000, this is still on YouTube today. The centre underwent a final name change to Armada Dandenong Plaza in May 2018 with a new tagline, 'We celebrate you. Always'.

As Armada Dandenong Plaza approaches its 30th birthday milestone, Centre Management is bringing the community together again for a weekend of celebratory activities on Saturday 19 and Sunday 20 October. The YouTube worthy cash machine will be back where shoppers are invited to step in for their chance to win Armada Dandenong Plaza gift cards. Take a walk down memory lane by visiting the centre's historical commemorative display or make the most of store-wide discounts to kick start your Christmas shopping.

In 30 years, Greater Dandenong and its surrounds has transformed from a regional community to bustling multicultural suburbs with a melting pot of diverse cultures, and while Armada Dandenong Plaza has undergone changes the centre has never lost its local flavour.

"Our name may have changed but our commitment to the changing needs of our growing community has remained the same. We have become a destination for mini and major re-



Saurabh Sanghani and Maria celebrate the milestone. 198101

tailers, fresh food, apparel, services, diverse dining options and of course fantastic family entertainment at a great price." said Centre Manager Monica Jenkins.

Today Armada Dandenong Plaza stands as a monument to the success of the centre's com-

munity-led strategy with over 160 stores including major retailers, restaurants, cafes, services and speciality stores that cater for Greater Dandenong's multicultural community.

For more information visit www.armadadandenongplaza.com.au



Aerial view of Myer and the Capital Centre in 1991.



Looking towards Foster Street from Myer in June 1993.



Construction work to develop the link between Myer and the Capital Centre in 1995.



Palm Plaza in 1995.