

A LETTER TO THE EAST GIPPSLAND COMMUNITY

Dear Community,

It is with both gratitude and sadness that I share news regarding Dahlsens Garden Centre, a much loved establishment within our community for the past 25 years.

After significant consideration we have made the difficult decision to close the doors of Dahlsens Garden Centre for the final time on Saturday, 13 April, 2024, at 4:00 PM. With our business focus on operating our 65 Dahlsens trade centres across Australia, the operation of a standalone garden centre is no longer aligned with our strategy. The Dahlsens building centre on Forge Creek Road remains committed to supplying building materials to the region.

We are immensely grateful for the support and patronage that you, the East Gippsland community, has extended to us over the years.

While this decision marks the end of an era, it also signifies the beginning of a new chapter. We are pleased to announce that we have worked closely with local business owners, Jacqui Banson of New Leaf Cafe and Lachlan Bull of Bulls Botanics, to ensure that key offerings from Dahlsens Garden Centre will continue to be available to you through their businesses.

Jacqui and Lachlan are passionate East Gippslanders who share our commitment to serving the community. New Leaf Cafe will remain at its current location in Dalmahoy Street, adding giftware and the House of Bloom florist service to its cafe offer.

Additionally, Lucknow based Bulls Botanics will expand its operations to include a comprehensive garden centre, providing you with access to essential gardening supplies and expertise.

Dahlsens Garden Centre rewards points can be redeemed at our garden centre before 4.00pm Saturday 13th April and at Dahlsens Bairnsdale or Lakes Entrance trade stores before expiry.

My heartfelt gratitude extends to all past and present team members of Dahlsens Garden Centre for their hard work, dedication, and commitment. We are actively working with current team members to secure employment opportunities wherever possible moving forward.

As we navigate through this period of change together, we ask for your continued support for local businesses like New Leaf Cafe and Bulls Botanics. Your support is crucial in ensuring the entrepreneurship, vibrancy and resilience of our community.

Bairnsdale is where our business first began in 1877, and it is with the support of the East Gippsland community that we have been able to grow. We continue to invest in the community through the Quest Hotel currently being built opposite the New Leaf Cafe.

We are immensely thankful to everyone who has shopped with us over the years and look forward to proudly supporting this region for many years to come.

Yours sincerely,
Geoff Dahlsen
Dahlsens

