



**THE STAR**  
GOLD COAST

**Media Release**

**30 March 2017**

## **THE STARS ALIGN FOR GOLD COAST ICON**

The future is bright for one of South East Queensland's most iconic destinations, as Jupiters transitions to a new name and brand, becoming The Star Gold Coast from March 30, 2017.

Having played a pivotal role in shaping the face of the City since opening in 1985, the transition to The Star comes as the property redevelopment enters the next phase. Six new food and beverage offerings, 596 refurbished hotel rooms and a luxury poolside experience are among the already completed features, signifying the start of a new era for the Gold Coast's future star.

A new six-star luxury hotel at the front of the property will also open before the Gold Coast 2018 Commonwealth Games, and approvals have been received for an additional 200-metre hotel and apartment tower.

More than 800 items and 130 signs have played a starring role in the property rebranding. From the prominent five-metre emblem that proudly occupies the western facade, to the finer details such as streamlined hotel collateral, uniforms, and chocolates on pillows.

The alignment follows parent company The Star Entertainment Group's transition to a consolidated brand in November 2015 and heralds a new era for the Broadbeach Island property – further leveraging the equity built by The Star in domestic and international markets.

The Star Entertainment Group's Managing Director Queensland Geoff Hogg said the transition to The Star was another exciting milestone in the property's 30 year history.

"The refurbishment of our existing facilities has served as a catalyst in providing the standards of product excellence, and guest services, that The Star brand represents," Geoff said.

"The Gold Coast's reputation as a must-visit destination continues to strengthen with both leisure and business travellers, so we are working to create a broad offering that will help to support this well into the future.

"As a group we've put significant investment into ensuring we provide a distinctive premium product which will in turn, become a major driver in attracting vital economic benefits for the Gold Coast and Queensland tourism more generally."

While the essence of the property will remain true to its Gold Coast roots, The Star Entertainment Group Managing Director and CEO Matt Bekier said that Jupiters' transition to The Star Gold Coast would enable the company to drive awareness and recognition for the evolving property – as being a strong individual entity under a unified group umbrella.



“Our Gold Coast property is renowned for its bold, optimistic and enthusiastic character. Its connection to the community and the spirit of the Coast is its point of difference, and there will be even greater emphasis on these characteristics moving forward,” Matt continued.

“We have set impeccable standards for our properties, and are committed to establishing Gold Coast, Sydney and Brisbane as world-class integrated resorts that retain their authentic local spirit whilst delivering consistently premium standards of service and experiences.”

The Star’s revitalised dining experiences have served up a host of award-wins since the launch of the first in late-2014.

Opening under the guidance of Restaurant Executive Chef Chase Kojima, Kiyomi gained industry recognition just six months after opening, claiming its first Chef’s Hat at the 2016 Brisbane Times Good Food Guide Awards. It’s a title it has proudly retained for two years in a row, revolutionising the way visitors and guests dine.

The popular restaurant was joined shortly after by the property’s first indoor-outdoor dining venue Cucina Vivo, and in early 2016, Garden Kitchen & Bar – taking advantage of the City’s enviable climate.

The opening of an additional two outlets, Mei Wei Dumplings and M&G Café and Bar in December 2016, further strengthened the property’s gastronomic diversity through the offering of more relaxed dining alternatives for visitors and guests.

The refurbishment of the property’s 596 existing rooms reflects a confidence in the region’s surrounding aesthetics and future growth, delivering modern, contemporary rooms that offer an unprecedented level of personalisation.

From lavish suites boasting spacious outdoor terraces to the cool tones of the Superior Deluxe Rooms, each room exudes warmth and elegance. Locally commissioned artwork provides a unique personality, while no expense was spared on electronics, affording guests the opportunity to customise lighting, drapery, temperature and service preferences through the use of fully integrated technology.

At the front of the property, the Gold Coast’s first six-star hotel in more than a decade is also taking shape, and forms part of crucial investment in the region ahead of the 2018 Commonwealth Games.

Comprised of spacious suites and rooms while also showcasing signature bars and restaurants, private gaming rooms and butler service, the luxury development will focus on the creation of spaces that cater to the specific needs of individual travellers.

“We have a proud history on the Gold Coast and wanted to create experiences that were reflective of our City’s vibrant personality,” Geoff added.

“Through our redevelopment we have embraced our coastal lifestyle, opened up the existing property to celebrate our fantastic climate and created a breadth of experiences that cater to our guests’ needs.

“Ongoing investment on the Gold Coast is an absolute necessity and we will continue to transform and evolve ahead of the opening of our luxury new six-star tower.”

Adding to the excitement of the current development, approvals have been received for an additional 200-metre hotel and apartment tower on Broadbeach Island. The 4.5 star tower could be the first of up to five in a master plan for the property developed as part of a joint venture with



partners Chow Tai Fook and Far East Consortium. The new tower would take the property's transformation to a combined investment worth up to \$850 million.

Subject to successful apartment pre-sales, preparatory works are expected to start later this year, with the new 700-key complex to include an exciting new restaurant and bar concept, and a luxurious day spa. A recreation deck with ocean views will include a resort pool for hotel guests and quality residential facilities, while a range of flexible open spaces surrounded by tropical gardens will leverage the enviable Gold Coast climate and lifestyle.

When complete, the new additions will increase the property's overall accommodation to almost 1400 rooms, ensuring a range of price points for guests.

The existing refurbished five-star facility will be joined by the six-star luxury hotel tower before the Gold Coast 2018 Commonwealth Games and the additional 4.5 star hotel and apartment tower in 2020.

The long term master plan concept for the property provides future development options potentially worth multiple billions of dollars featuring up to five new hotel and/or apartment towers, a world-class recreational deck, and new entertainment facilities.

For more information visit [thestargoldcoast.com.au](http://thestargoldcoast.com.au)

#### **Editor's note:**

From March 30, 2017 we request your assistance in ensuring the following:

- When referring to the property it is 'The Star Gold Coast' or 'The Star'
- Please avoid referring to the property as Star Casino or Star Gold Coast
- The Star Gold Coast is owned and operated by The Star Entertainment Group which includes The Star Sydney and Treasury Brisbane.

Our social channels and their relevant handles have changed. To tag The Star Gold Coast in any future posts, please use:

- Facebook: @TheStarGoldCoast
- Instagram: @TheStarGoldCoast
- Hashtag: #TheStarGC

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## REDEVELOPMENT TIMELINE

The Star Entertainment Group is proud to be investing in South East Queensland and transforming its iconic Broadbeach property, The Star Gold Coast, into a truly world-class integrated resort.

### 2014

- A luxurious poolside experience opens, offering private bungalows and cabanas with a range of exclusive amenities.
- The exterior of the existing building is transformed with more than 12,000 litres of white paint applied over 8,000 hours.
- Cutting-edge Japanese restaurant Kiyomi opens with internationally recognised Restaurant Executive Chef Chase Kojima at the helm and is awarded a prestigious Chef's hat in its first six months of operation.
- The property's first indoor-outdoor dining venue Cucina Vivo launches, drawing on traditional Italian food culture by celebrating the joy of sharing.

### 2015

- The sod is turned, signifying the start of construction for the Gold Coast's first six-star accommodation offering in more than 15 years.
- The Star is announced as the first official partner of the 2018 Commonwealth Games.
- The iconic tourism landmark celebrates 30 years on the Gold Coast, having welcomed more than 100 million customers over the past three decades.
- A world-class Penthouse, Executive Deluxe Rooms, and lavish Suites are unveiled.

### 2016

- The property launches its largest new restaurant to date, Garden Kitchen & Bar, offering a spacious deck overlooking a newly landscaped lawn and gardens.
- A \$1 million parkland beautification project, in partnership with the City of Gold Coast Council, is announced for the corner of the Gold Coast Highway and T E Peters Drive.
- One of Australia's largest permanent outdoor projection systems is installed, utilising 36,771,840 pixels to illuminate the property's facade.
- The property expands its culinary offering, with the opening of relaxed dining alternatives, Mei Wei Dumplings and M&G Café and Bar.
- A new-look Atrium Bar is unveiled, and the iconic 2,612 square-metre sail roof is replaced as part of the property's extensive atrium area upgrade.
- The property refurbishes its 596 existing rooms, complemented by a refreshed Lobby Level and Check-in area.
- Construction of new 200-metre hotel and apartment tower is approved as part of a joint venture with partners Chow Tai Fook and Far East Consortium.

### 2017

- Jupiters is rebranded as The Star Gold Coast (March 30).
- The Queensland Maroons wear The Star Gold Coast branded jerseys for the first time.
- The transformation of the existing facilities continues, including:
  - Refreshed property arrival experience
  - Existing lift and escalator upgrade
  - Transformation of an array of food and beverage outlets
  - Additional meeting room space and facilities
- Preparatory works commence for 200-metre hotel and apartment (subject to successful apartment pre-sales).

### 2018

- Completion of \$1 million canal front parkland upgrade for the corner of the Gold Coast Highway and T E Peters Drive.
- Opening of the centrepiece of the property's transformation – the new luxury six-star hotel.
- The Gold Coast hosts the Commonwealth Games, of which The Star is a major partner. It will be the first time a Commonwealth Games has been held in a regional Australian city.