



THE STAR

Media release

First appointments as The Star launches new tourism business

5 October 2021

The first senior appointments have been made and over 60 new jobs created as ASX 100 listed company, The Star Entertainment Group unveils a new tourism business managing short and long stay apartment rentals, in readiness for a post pandemic tourism rebound on the Gold Coast.

Steve McPharlin, previously a Chairman then CEO of Tourism Noosa, has been named Director of Hotel and Residences, while Jessica Wilkie, who has extensive experience with international strata titled hotel and resort brands, will take on the newly created role of Senior Strata and Asset Manager, as the first two leads in the soon to open The Star Residences at the Gold Coast resort.

The launch of the new apartment accommodation letting program comes just three weeks after the \$400 million, 53 storey Dorsett hotel and The Star Residences tower reached its 178m construction peak.

It is on target for an early 2022 opening with 90% of the 422 residences sold.

370 apartments have already been purchased in the second, mixed-use tower due for completion in 2024.

“It’s been an exciting few week of firsts for The Star Gold Coast,” said Mark Hodge, General Manager Hotels and Residences.

“We celebrated the top-out of construction in our latest hotel and apartments tower, now we have launched a new tourism accommodation operation,” he said.

“Welcoming Stephen and Jessica, who bring a wealth of hospitality and hotel experience, we have filled the first key positions, with Stephen’s role as Director of Hotel and Residences to also encompass responsibility across our other two properties, The Star Grand and The Darling.

“We are now actively recruiting for numerous other specialised positions and will have over 60 front line hospitality roles to be filled when operational.

“In such challenging times for the Gold Coast and Queensland tourism sectors, we are proud to be creating jobs now and confidence into the future.”

Mark Hodge said the recruitment roll-out kicks off a two-fold vision for The Star Gold Coast’s newest developments: maximising returns to those in the rental pool through driving top-line revenue and occupancy and offering diverse accommodation options for visitors to the world class resort.

“Investors who return their apartments to the rental pool will be included in The Star’s dedicated and strategic marketing programs, including on our website, to our one million plus loyalty members and other digital distribution channels, as well as the domestic and international conference, business and events market.

“It’s about offering superior hotel management credentials and services, unique loyalty programs and marketing firepower,” he said.

A growing number of investors have already joined the program, which also includes on-site services such as 24/7 security and surveillance, housekeeping, maintenance, and technology, as well as 21 days a year use of their apartment, resort billing and access to facilities like the pool, gymnasium and spa.

“We expect enough apartment inventory to be placed with our letting program and available for short or long stays to complement the wide-ranging accommodation choices alongside The Star Grand and luxury all-suite hotel, The Darling,” Mr Hodge said.

“We know these apartments will be particularly appealing to families and conference delegates, who want all the comforts of home, as well as the amenities and conveniences of an internationally renowned resort,” he said.

“We are all excited for the return of a revitalised tourism industry and we want to play our part to attract more people to the Gold Coast, spend more money at our local cafes and restaurants and visit our local attractions and businesses.”

Apartments in The Star Residences will be available for bookings by the end of the year ahead of a 2022 opening to the first guests.

Both hotel and accommodation towers are being developed with consortium partners, Chow Tai Fook Enterprises and Far East Consortium, as part of a \$2 billion expanded masterplan for Broadbeach Island, which includes the potential for a further three towers, resort amenities and further apartment living.

The consortium is also developing the transformational \$3.6 billion Queen’s Wharf Brisbane precinct.

Render images of The Star Residences apartments can be found **here**:

For more information:

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Bios:

Steve McPharlin:

Steve is an innovative leader with over 30 years’ experience in the hospitality and tourism industries, working within both domestic and international markets. Formerly Chairman, then CEO of Tourism Noosa, Steve has also worked with Accor Hotels as an Area Manager and Peppers Noosa Resort & Spa as GM. He previously owned and operated the multi award winning Noosa Boathouse Restaurant. He has held senior executive roles with luxury resorts in Fiji, P&O Resorts, Best Western, Voyages Resorts and the Coles Group.

Jessica Wilkie:

Jess is an experienced strata hotel and asset management specialist who has spent over 15 years working with major international hotel groups, Accor and Mantra Group. She has worked with several renowned developers and 5-star hotel brands including Peppers, Sebel and The Art Series, throughout exponential growth phases. Jess has led teams across multiple disciplines including strata operations, hotel pre-openings, owner relations and business development and has been instrumental in launching and growing the hotel property management and real estate divisions within these organisations.