



THE STAR

Media release

Star support for Chinese community as Year of the Rat begins

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With Lunar New Year around the corner, The Star Entertainment Group continues to support China's most important holiday by helping deliver a variety of community celebrations across Queensland's multicultural capital.

As a strongly diverse city with one-in-three residents born overseas and more than 200 languages spoken, Brisbane will light up from 25 January to celebrate the 'Year of the Rat' with a smorgasbord of exciting events, cultural experiences, and sumptuous cuisine on offer.

The Star Entertainment Group's Treasury Brisbane property will again be supporting the annual Brisbane Chinese Festival, which is the state's largest and will attract more than 30,000 attendees over two days from 8-9 February 2020.

Presented by the Queensland Chinese United Council – and part of BrisAsia Festival – festival-goers will be entertained by a vibrant mix of live performances and traditional Chinese culture.

The highlights include The Grand Parade, Queen Street Mall performance, and New Year Gala events.

Brisbane Chinese Festival President Michael Ma said Treasury Brisbane would bring golden fortune and luck to the festival and all its participants as the Year of the Rat celebrations kicked off.

"Through Treasury Brisbane's support, we have been able to organise more than 1000 street performers from diverse cultural background to join our spectacular parade," Mr Ma said.

Meanwhile, entering its 16th year of partnership, Treasury Brisbane is also getting behind The Chinese Club of Queensland's annual Chinese New Year Anniversary Dinner on 1 February 2020.

The Chinese Club of Queensland Chairman Michael Chan said the club is the longest established Chinese-based organisation of its kind in Australia and a trailblazer in multicultural affairs that support the Chinese Australian community.

"The late Dr James Edward Liu OAM OBE was a founding member of the club and considered the driving force behind Brisbane's Chinatown Mall in Fortitude Valley, which opened in 1987, as well as a founding father of promoting multiculturalism more broadly across the country," Mr Chan said.

"When our club first formed in the 1950s, there were about 200-300 Chinese-speaking residents in Brisbane. Today there are around 60,000, which shows how Brisbane has grown significantly as a culturally diverse, inclusive, and attractive place to live.

“Now in its 67th year, we’re expecting around 500 guests to attend our Chinese New Year Anniversary Dinner in Brisbane including delegates from all levels of community; industry; academia; and local, state, and federal government.

“We are incredibly proud of the reputation we have built over the 60+ years – with this event now widely considered one of the city’s premier events on the Chinese New Year calendar.

“We are particularly grateful to Treasury Brisbane for its ongoing support, which this year has gone towards delivering the exciting and world-class entertainment our guests will enjoy on the night.”

With the rat representing the first of the 12 animal signs that form the Chinese zodiac, 2020 is being considered a year of new beginnings and renewals.

This meaning is not lost on The Star Entertainment Group’s Group Executive Operations Geoff Hogg who said the company will continue to reach milestones this year with more than \$4 billion of development already underway in Queensland together with consortium partners.

“We’re proud to be long term supporters of the Asian and Chinese community in Queensland, with 2020 set to mark our 25th anniversary since we opened our doors in Brisbane and our 35th anniversary on the Gold Coast,” Mr Hogg said.

“In that time, we have proudly supported a range of Chinese community celebrations and this year is no different with our continued support of the annual Brisbane Chinese Festival and The Chinese Club of Queensland’s annual Chinese New Year Anniversary Dinner.

“Just like Year of the Rat predicts, we have new and exciting milestones to come as we continue to work with our consortium partners on building our \$3.6 billion Queen’s Wharf Brisbane integrated resort development, and our \$400 million Dorsett hotel and apartments tower on the Gold Coast.

“Together, our Queensland developments will continue to drive tourism to Queensland with Queen’s Wharf Brisbane expected to attract an additional 1.39 million visitors to our state alone.

“We expect a significant portion of visitors will come from Asia, which is currently Queensland’s largest international source market.”

Lunar New Year celebrations will also spring to life at Treasury Brisbane and The Star Gold Coast with tantalising twists on Asian cuisine across the properties’ restaurants including Fat Noodle in Brisbane; and Imperial at The Star, Mei Wei Dumplings, and Harvest Buffet on Gold Coast.

Useful links:

- For more on the annual Brisbane Chinese Festival, visit www.brisbane.qld.gov.au
- For more on the Chinese Club of Queensland, contact the club via chinclub888@bigpond.com
- For more on all the Lunar New Year action and events at Treasury Brisbane and The Star Gold Coast, visit www.treasurybrisbane.com.au and www.star.com.au/goldcoast/

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