



THE STAR

ASX Announcement

17 October 2023

GOLD COAST CEO APPOINTMENT

The Star Entertainment Group (**The Star**) today announces the appointment of Jessica Mellor as Gold Coast CEO, pending all necessary regulatory approvals.

The promotion of Ms Mellor from Chief Operating Officer at The Star Gold Coast is part of an organisational restructure that will see the creation of property-based Operational Business Units in Brisbane, the Gold Coast and Sydney. Each Business Unit will be led by a property-based CEO reporting directly to the Group CEO and Managing Director, Robbie Cooke. The Star is progressing the appointment of CEOs in Sydney and Brisbane.

In commenting on today's appointment Mr Cooke said: "I'm delighted Jess has accepted the CEO position at The Star Gold Coast. Over the past four years, through some incredibly challenging times, Jess and the Gold Coast team have delivered a world-class tourism, entertainment and gaming destination."

Mr Cooke added: "The organisational changes being implemented are designed to simplify our structure and provide clearer operational accountability at each of our Gold Coast, Brisbane and Sydney properties. The new structure will provide greater responsibility and decision-making power at a property level while maintaining appropriate oversight from the Group level."

Ms Mellor joined The Star in 2019, prior to which she was Executive Director and CEO of Aquis Entertainment Limited whose assets at the time included Casino Canberra.

Ms Mellor said: "When I joined The Star in 2019, I was so grateful to be in a position to take on an amazing opportunity whilst also returning to my hometown. This new role takes it to another level. For me the focus has always been on delivering amazing experiences for our guests and being part of the fabric of the Gold Coast community.

"There have been some testing times over the past four years, particularly during the COVID-19 pandemic and the agility required to keep adapting day to day. But the Gold Coast is resilient, it's innovative, and there is an extraordinary future ahead of our city and The Star can be such a significant contributor to that."

Authorised by:

Robbie Cooke
Group CEO and Managing Director

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JESSICA MELLOR BIOGRAPHY

Jessica Mellor was The Star Gold Coast's youngest and first female COO when appointed to the position in 2019.

Since that time, she has been responsible for one of Queensland's biggest tourist attractions, comprising luxury hotels, bars and restaurants, entertainment, events, gaming and resort facilities, and a team of more than 2,500.

Jessica began her career with a multinational construction company and has since worked across multiple sectors including infrastructure and property development, funds management, and corporate advisory.

In 2013, she moved into the hospitality and entertainment industry, quickly progressing to become a Board Director of ASX-listed Aquis Entertainment in 2015, and the company's first female CEO in 2016.

In 2020, Jessica was named an AFR BOSS Young Executive of the Year. She has completed an Executive MBA from QUT Business School, holds a Bachelor of Sustainable Development (Construction Management) from Bond University and studied Law at Queensland University of Technology (QUT).

In addition to Chairing the Gold Coast Regional Advisory Committee with LifeFlight, Jessica is a Director of the Gold Coast Suns AFL club and Lifeline Canberra.