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THE STAR GOLD COAST BACKS A WINNER WITH MAGIC MILLIONS



The Star Gold Coast has proudly announced a three-year agreement as Naming Rights Partner of the internationally celebrated Magic Millions Carnival and Raceday.

Bringing together two icons of the Gold Coast region – both dedicated to delivering world-class entertainment with a backdrop of style and glamour – the 10-day event will now be cast as The Star Gold Coast Magic Millions.

A multi-component event, The Star Gold Coast Magic Millions will feature the January flagship Yearling Sale, the renowned \$10 million Raceday and a bespoke competition involving some of the world's finest polo players.

At the centre of the Raceday offering is the acclaimed \$2 million Magic Millions 2-Year-Old Classic and the \$2 million Gold Coast Magic Millions 3-Year-Old Guineas.

The Star Entertainment Group Managing Director and CEO Matt Bekier says the powerhouse partnership will kick off in 2019 and align two organisations committed to driving the appeal of the Gold Coast as a must-visit destination.



“Magic Millions is a major drawcard on the national events calendar,” Mr Bekier said. “Every year it attracts an influential and high-profile mix of public, social and business identities from around Australia and across the globe.

“Magic Millions continues to grow in popularity and it’s quintessentially Gold Coast. It is stylish, sophisticated and, above all else, fun. For those reasons, and as an event that matters to the Gold Coast, we see our support for Magic Millions as an ideal alignment.

“We both aim to deliver thrilling experiences. The transformation of The Star Gold Coast also highlights our commitment to the region and its potential to maximise tourism opportunities through the development of world-class hotels, restaurants and entertainment offerings.”

Mr Bekier says investment at The Star Gold Coast coincides with the growth and evolution of the region.

“The recent completion of the first phase in the property’s transformation, our readiness to start construction this year on a new hotel/residences tower, and with a master plan awaiting approval that could see investment top \$2 billion, illustrates our Gold Coast commitment,” he said.

The new partnership with Magic Millions will further propel The Star Gold Coast onto the world stage with locals, domestic and international visitors having the chance to experience the new luxury-suite hotel The Darling, 11 new food and beverage offerings, and 596 refurbished hotel rooms at The Star Grand during the Carnival.

“We were a major partner of the Gold Coast 2018 Commonwealth Games and look forward to working with Magic Millions to further enhance the appeal of this city to an Australian and global audience.”

Magic Millions co-owner Katie Page-Harvey says the timing of this long-term partnership is no coincidence.

“The past five years has seen Magic Millions introduce Australia’s first \$10 million Raceday; Magic Millions Racing Women; Magic Millions Barrier Draw on Surfer’s Paradise beach & most recently Pacific Fair Magic Millions Polo. Each of these investments have had the primary objective of attracting more people to the Gold Coast in January for The Star Gold Coast Magic Millions Carnival – as it will now be known.

“The Star Gold Coast and The Star Entertainment Group have had an equally intense focus on investment in creating world-class tourism and entertainment assets, making The Star Gold Coast the envy of other Australian cities. We have already witnessed the extraordinary benefit the Gold Coast and Queensland have derived from The Star’s suite of tourism and hospitality attractions including The Darling and the almost 600 refurbished hotel rooms in The Star Grand.

“It is a privilege to partner with The Star Gold Coast at such an exciting time, as they continue to take the lead in Gold Coast tourism asset development. Magic Millions will continue to play its role attracting tens of thousands of high net worth visitors and families to the Gold Coast throughout the year – kicking off each year in January.

“Magic Millions has been home on the Gold Coast for over 30 years – the number of visitors to Magic Millions grows every year, but as remarkable is the number of visitors who have been coming to the Gold Coast in January for decades. Now visitors to Magic Millions have the ultimate in luxurious home away from home – in The Star Grand and The Darling.”

Tourism Industry Development Minister Kate Jones congratulated The Star and Magic Millions.



“The Gold Coast 2018 Commonwealth Games cemented the city’s reputation as a world-class event host and a strong desire has been sparked around the globe to visit the Coast to experience what we have to offer,” she said.

“The 2018 Magic Millions Raceday, Pacific Fair Magic Millions Polo and Yearling Sales contributed almost 60,000 total visitor nights to Queensland, injecting \$25.67 million into our economy.

“Attendance at Magic Millions has continued to grow and the event has evolved to create more opportunities for visitors to see more of the Coast. I look forward to this partnership delivering even more benefits to the events and to the state’s tourism industry.”

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