



**THE STAR**  
GOLD COAST

**Media Release**

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## **THE STAR GOLD COAST REVEALS NEXT PHASE OF FOOD AND BEVERAGE ENHANCEMENTS**



*Concept image: The Star Gold Coast's new Sports Bar*

Transformation of The Star Gold Coast continues to take shape, with another five food and beverage experiences to open before the Gold Coast 2018 Commonwealth Games.

A new Sports Bar, a cafeteria-style eatery and a revitalised Chinese restaurant are featured in the next phase of the property's redevelopment, which also sees the existing building connect to the new luxury six-star tower nearing completion at the front of the Island.

The enhanced offering serves to boost The Star's reputation as the Gold Coast's ultimate dining and entertainment destination, having already opened six highly popular venues.

The Star Entertainment Group Managing Director Queensland Geoff Hogg said the property was approaching an exciting phase in its evolution.

"Investing in our culinary offering and creating exciting new food and beverage experiences is a key focus of our transformation," Geoff said.

"Through our investment here on the Gold Coast we have opened up the existing property to celebrate our fantastic coastal lifestyle and created a breadth of experiences that are reflective of our City's vibrant personality.

"The next phase of our transformation will continue this approach by utilising the connection between the two buildings to provide guests with direct access to an outdoor terrace that takes full advantage of our fantastic sub-tropical climate.

"Guests can also expect to see more of an alignment with The Star brand, with the new outlets adopting some of the same branding and design cues as their sister-venues at The Star Sydney."



Designed in partnership with multi-award winning architectural firm Brand and Slater, the multifaceted project will allow guests to flow seamlessly through a number of zones, each with a distinctive approach to their design.

A highly anticipated new Sports Bar will be designed for optimal viewing pleasure, with plans to develop the South-East region's hottest destination for all things sport.

Equipped with the latest technology, the venue will immerse sports enthusiasts in the heart of the action through a large LED super screen broadcasting all the unmissable matches, races and contests from every corner of the globe. Additional television screens will be fitted throughout the venue to create the ultimate multi-screen viewing experience, showcasing more local, national and international sporting events than any other venue in Queensland.

Private booths will provide a VIP experience for Sports Bar guests. Strategically positioned, the three booths will offer exclusive packages and a superior viewing position.

Directly adjacent to the Sports Bar, popular cafeteria-style eatery *bite* will also undergo a significant overhaul to become The Star's new Food Quarter.

A fresh coastal palette and open plan design will provide a bright and contemporary area that serves as the ideal casual dining space for guests. Elegant white quartz stone and bespoke textures have been incorporated to elevate the look and feel of the design, while an open plan kitchen and extensive menu focusing on fresh, fast and efficient service will enhance the overall guest experience.

A large custom lighting feature and sculptural wall panels will also create a unique visual experience for guests and guide them through the various spaces, which will incorporate the refurbishment of J bar to become Cherry and an elegant lounge bar branded as Latitude.

Brand and Slater's Director Interior Design Luis Nheu said the visual flow between the existing facilities and new design would provide a solid connection between the two areas.

"The Gold Coast has an abundance of interesting natural features so we were able to draw on the intricacies of these elements to create a sense of place," said Luis.

"Bespoke furniture pieces and intricate finishes add a touch of luxury, while the use of coastal tones connects The Star to its coastal location and reflects the direction of the property's overall transformation."

In the Atrium area, Chinese restaurant Zen will also close to undergo a makeover led by highly respected South-East Queensland architectural and interior design studio ML Design.

The restaurant will receive a fresh new look and furnishings to complement a revitalised menu that focuses on highlighting traditional flavours, ingredients and cooking styles from the different regions of China. Guests will be presented with unique yet familiar flavours as they're invited on a culinary journey that challenges the way they view Chinese cuisine.

Geoff Hogg said there would be some great opportunities for locals to join The Star team as the year progressed and encouraged hospitality enthusiasts to enquire.

"With the opening of another five food and beverage outlets and our luxury new six-star hotel before the 2018 Commonwealth Games, we'll see a significant expansion of our team in the coming months," he said.

"Ongoing investment in the Gold Coast is an absolute necessity and we're committed to continually evolving our offering to drive vital economic benefits for the region."

The Star's J bar will continue to trade until late July, when it will close to undergo a full refurbishment. Popular cafeteria-style eatery *bite* will close from September and is expected to unveil its new-look and name ahead of the festive season, while the new Sports Bar will open in early 2018.



The latest announcement forms part of The Star Gold Coast's current transformation taking in the refurbishment of the existing property and construction of a six-star tower ahead of the Commonwealth Games.

Pending successful apartment presales, preparatory works for an additional hotel and apartment tower on Broadbeach Island are expected to commence over the coming 12 months as part of a joint venture with Hong Kong based partners Chow Tai Fook and Far East Consortium.

Together, the projects take the property's total transformation to a combined investment worth up to \$850 million.

Venue	Key features	Redevelopment timeline
<b>A new Chinese venue</b>	<ul style="list-style-type: none"> <li>/ Fresh new look and furnishings</li> <li>/ Revitalised menu</li> </ul>	Zen will close next month to undergo a makeover and reopen in September 2017
<b>Cherry</b>	<ul style="list-style-type: none"> <li>/ A complete refurbishment for J bar</li> <li>/ Elevated offering and entrance experience</li> <li>/ Similar design cues to its sister venue at The Star Sydney</li> </ul>	J bar will close from late July and reopen as Cherry in December 2017
<b>Food Quarter</b>	<ul style="list-style-type: none"> <li>/ An upgrade to existing cafeteria-style eatery <i>bite</i></li> <li>/ A fresh coastal palette and open plan design</li> <li>/ A bright and contemporary casual dining space</li> </ul>	<i>bite</i> will close in September to undergo refurbishment and reopen as Food Quarter before Christmas
<b>Latitude</b>	<ul style="list-style-type: none"> <li>/ An elegant lounge bar</li> <li>/ Similar design cues to its sister venue at The Star Sydney</li> </ul>	Latitude is a new addition and will open later this year
<b>Sports Bar</b>	<ul style="list-style-type: none"> <li>/ Large LED super screen</li> <li>/ Multi-screen viewing experience</li> <li>/ Increased capacity, including three private VIP booths</li> </ul>	The Star's new Sports Bar will open in early 2018
<b>Connectivity between the existing hotel and new six-star tower</b>	<ul style="list-style-type: none"> <li>/ Direct access to an all-season outdoor terrace</li> </ul>	The connection is already underway and will be completed before the 2018 Commonwealth Games

**For more information:**

Rebekah Boyle | Public Relations & Communications Director, The Star Gold Coast  
 P +61 7 5592 8600 | M +61 403 178 800 | rebekah.boyle@star.com.au

Nicole Barclay | Communications Executive, The Star Gold Coast  
 P +61 7 5592 8571 | M +61 432 456 809 | nicole.barclay@star.com.au



## 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.
- A new hotel and apartment tower receives State development approval 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 bear 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 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.