



# Queen's Wharf Brisbane MONTHLY UPDATE

November 2015

## Destination Brisbane Consortium and Queensland Government reach contractual close

Let the countdown begin! The Destination Brisbane Consortium has been officially announced as the contractor responsible for delivering the \$3 billion Queen's Wharf Brisbane development.

The Star Entertainment Group (formerly Echo Entertainment Group) leads the consortium, which this month achieved contractual close on the project.

The Star Entertainment Group Chief Executive Matt Bekier said the designs for the iconic project have been enjoying enormous interest from business, residential and tourism sectors, and the consortium was honoured to have been selected to deliver the transformational Brisbane project.

"We see this redevelopment as a once in a lifetime opportunity for all of Queensland," he said.

Now that the Queensland Government and Destination Brisbane Consortium have reached contractual close, the consortium will move into detailed planning prior to the start of works in 2017.

"We are thrilled to have reached this milestone, and we look forward to delivering a truly transformational project for Queensland," The Star Entertainment Group Managing Director Queensland Geoff Hogg said.

The consortium expects to submit its Development Application in mid-2016, ahead of going to the market for tenders.



L to R: The Star Entertainment Group Chief Executive Matt Bekier, Premier Annastacia Palaszczuk MP, Minister for State Development Dr Anthony Lynham MP, Far East Consortium Managing Director Chris Hoong, The Star Entertainment Group Chairman John O'Neill AO, and Chow Tai Fook Director Conrad Cheng.

# The local and global attraction of integrated resorts



*Singapore's Marina Bay Sands integrated resort by night.*

The term Integrated Resort Development refers to a large scale development that incorporates many different offerings such as hotel and apartment accommodation, bars, restaurants, cafes, a casino, event facilities, gardens and public space, retail, entertainment and cultural activities.

The first real integrated resorts emerged in Singapore following a period of tourism stagnation there during the 1990s.

When the first two integrated resorts opened in Singapore in 2010 they were a huge success. Within the first nine months of opening they raised \$3.75 billion in GDP. Statistics also show in 2011 they experienced a record number of visitors with a 13.8% increase in arrivals to 13.2 million, and by 2013 visitor numbers had grown to more than 15 million per year.

Once operational, Queen's Wharf Brisbane anticipates 1.39 million additional tourists per annum and \$1.69 billion annual increase in tourism spend.

## Queen's Wharf Brisbane as an Integrated Resort Development

The future Queen's Wharf Brisbane has already been touted as a development that will do for Brisbane what South Bank did 30 years ago. But what will it look like and what will it include?

The key development features to be built as part of the Destination Brisbane Consortium's vision for Queen's Wharf Brisbane include:

- Five hotels (including 4.5, 5 and 6 star accommodation), adding an additional 1100 rooms and premium brands The Ritz-Carlton, Rosewood, Dorsett and The Darling.
- 50 restaurants and bars including a mix of pop-ups, market style venues and fine-dining.
- Retail that ranges from luxury high-end brands to boutique and local designers.
- 12 football fields of public event space.
- A new pedestrian bridge to connect Queen's Wharf Brisbane to South Bank.
- Revitalisation of the riverfront for families to enjoy.
- The iconic Sky Deck positioned 102m above ground.
- Repurposing of Brisbane's heritage buildings including the conversion of the current Treasury Casino into a retail centre open for everyone to visit and enjoy.
- World class gaming facilities.

## Food glorious food...



Tourism Australia research shows food is one of the most important factors for travellers and Destination Brisbane Consortium has a food strategy that goes well beyond just celebrity chefs.

Our food strategy is focused on:

- Showcasing local produce from Queensland beef and seafood, to tropical fruit and organic produce – in everything from pop-up food vendors to casual dining, signature restaurants and some of the finest high-end dining in Australia.
- Food events big and small, for locals and international visitors that showcase Queensland's offering.

## Did someone say shopping?



Artist's impression of the Treasury Building repurposed as a retail centre in 2024.

Creating an exciting retail experience across the entire project is a key component of the Destination Brisbane Consortium's approach to realising Queen's Wharf Brisbane's potential.

According to the Destination Brisbane Consortium's retail advisor Ben Koop, Director Strategic Consulting from Jones Lang LaSalle, currently Brisbane has the smallest retail area of all five major capital CBDs at just 260,000sqm.

To meet the national average by 2024, by which time the Queen's Wharf Brisbane new department store located within the repurposed Treasury

Building is anticipated to open, Brisbane would need an additional 150,000sqm of space.

The future Queen's Wharf Brisbane and associated retail areas will significantly contribute to meeting this future requirement.

A diverse range of retailers including new brands, niche boutiques, local designers and other artists will be encouraged to be based within the new precinct.

Mr Koop said the Destination Brisbane Consortium wants to build the scale and diversity of Queen's Wharf Brisbane by bringing new complementary offerings to the city, rather than the introduction of the existing retail stores.

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## The opportunities don't just start and stop in Brisbane

The whole state is set to benefit from the future Queen's Wharf Brisbane.

In 2016, the Destination Brisbane Consortium plans to undertake a regional Queensland showcase to profile the project and maximise the opportunities for businesses to supply goods and services.

"Businesses in south-east Queensland will benefit in ways they may not even know yet," said The Star Entertainment Group Managing Director Queensland Geoff Hogg.

"For example, with all the new hotels and restaurants within the Integrated Resort Development, there will be a need for additional flower deliveries.

"This is just one of the many opportunities for Queenslanders, and this is part of the story we want to take to the regions."



Mr Hogg said he also wanted to make sure the state's food producers understood the opportunities that would be possible through the 50 new restaurants and bars in the precinct.

"If we are going to put Brisbane on the world stage as a culinary food destination, then we need to make sure we have produce suppliers to help realise this vision," he said.



In addition to regional supply opportunities, there are tourism opportunities to consider.

"We expect our Integrated Resort Development to be the initial drawcard, but we want to make sure tourists understand the full holiday experience on offer once they are here," Mr Hogg said.

# What we've been doing over the past month

The excitement that surrounds Queen's Wharf Brisbane continues and over the past month we have been busy meeting with various sectors of the business community to share details about the project scope, growth opportunities and project timing. As of November 2015, the Destination Brisbane Consortium and Department of State Development have undertaken around 50 business and community engagement sessions with a total audience of approximately 8,000 people.

Some of the events in which we have presented Queen's Wharf Brisbane include tourism briefings, inner city resident briefings, presentations to education institutions, industry networking events and live telecasts.

If you are interested to stay informed about the events we are attending, visit our Queen's Wharf Brisbane Facebook Page [www.facebook.com/queenswharfbrisbane](http://www.facebook.com/queenswharfbrisbane) for more detail.



*The Star Entertainment Group's Michael Hodgson, Department of State Development Projects Chief Executive David Edwards, ML Design's Bevan Lynch and Jones Lang LaSalle's Ben Koop.*



*Department of State Development's Timothy Hertz, Urbis' James Tuma, Cottee Parker's Rob Cottee, Cusp' Stephen Pate, Far East Consortium's Rob Cooke and The Star Entertainment Group's Geoff Hogg.*



*The Star Entertainment Group Managing Director Queensland Geoff Hogg speaking with attendees at the Brisbane Development Association's event in October 2015.*

## Queen's Wharf Brisbane project timeline

- \* July 2015**  
Destination Brisbane Consortium announced as preferred proponent for Queen's Wharf Brisbane development
- \* November 2015**  
Queensland Government signs off on contractual close with Destination Brisbane Consortium
- \* 2017**  
Anticipated start of construction activities following completion of 1 William Street. Likely activities include the removal of non-heritage buildings, then start of underground car park construction
- \* 2018**  
Commence foundations for core development area
- \* 2019**  
Foundations, car park completed. Heritage work commences
- \* 2020**  
Core development starts to take shape as construction progresses above ground
- \* 2021**  
Internal fit out commences of Integrated Resort Development buildings
- \* 2022**  
Opening of core Integrated Resort Development including hotels and all public realm areas. Conversion begins of Treasury building and beneath Queens Gardens to create a retail zone that links Queen Street Mall to the heart of the precinct
- \* 2024**  
Anticipated opening of the repurposed Treasury building

### CONTACT DETAILS

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