

# ECHO

## ASX ANNOUNCEMENT

20 January 2015

To: Australian Securities Exchange  
Companies Announcements Platform  
20 Bridge Street  
Sydney NSW 2000

### **SHAREHOLDER MESSAGE – DESTINATION BRISBANE CONSORTIUM'S PLANS FOR THE QUEEN'S WHARF BRISBANE PRECINCT**

Attached is a copy of a brochure regarding Destination Brisbane Consortium's proposal for the Queen's Wharf Brisbane integrated resort development that will be despatched to shareholders today.

**Paula Martin**  
**Group General Counsel & Company Secretary**

ECHOENTERTAINMENTGROUP



ECHO ENTERTAINMENT GROUP LTD | ABN 85 149 629 023  
[WWW.ECHOENTERTAINMENT.COM.AU](http://WWW.ECHOENTERTAINMENT.COM.AU)



# A MESSAGE TO OUR SHAREHOLDERS

Artist's impressions only - Detailed design  
subject to technical, feasibility and final assessment.

ECHO ENTERTAINMENT GROUP

*Jupiter's*  
HOTEL & CASINO  
GOLD COAST

THE STAR  
SYDNEY

THE  
TREASURY  
CASINO & HOTEL  
BIRIBARA

# ECHO

Echo Entertainment Group Limited | ACN 149 629 023

## SHARING OUR VISION FOR THE NEW HEART OF BRISBANE

Dear Shareholder,

As you are no doubt aware, 2014 was an exciting year for Echo Entertainment Group Limited (Echo). Not only did we continue our positive trading momentum, we also set the foundations for even greater potential growth in the coming years.

To this point, it is with great pleasure I can now share with you details of a significant strategic project that has been a focus for the company for some time – a new large scale integrated resort project in Brisbane.

Echo, along with our partners Chow Tai Fook Enterprises and Far East Consortium, together the Destination Brisbane Consortium (DBC) has submitted a bid to develop a large scale integrated resort and entertainment precinct at Queen's Wharf in Brisbane's CBD. Together, we are extremely excited about delivering Australia's best integrated resort, and in the process, significant employment, tourism, economic and associated benefits for the State of Queensland.

This is a once in a generation opportunity to transform a vital part of the Brisbane CBD, and I commend the Queensland Government on its foresight in making this opportunity available.

A formal announcement by the Queensland Government regarding the successful proponent is expected in the first half of 2015.

**A summary of DBC's plans can be found at [www.destinationbrisbaneconsortium.com.au](http://www.destinationbrisbaneconsortium.com.au)**

On a final note, I would like to thank you all for your support in 2014, and look forward to announcing our first half results on 4 February, 2015.

Kind Regards



**John O'Neill AO**  
Chairman

### DBC'S PLANS FOR THE QUEEN'S WHARF BRISBANE PRECINCT

If successful, our plans for the Queen's Wharf Brisbane precinct will deliver these key features for Queensland:

- / 5 new premium hotel brands, including the world renowned Ritz-Carlton and Rosewood brands.
- / Over 50 new restaurants and bars.
- / A spectacular Sky Deck, giving the public access to stunning views of the Brisbane River and skyline.
- / Dozens of unique attractions.
- / Infinity resort pool overlooking the Brisbane River and Southbank.
- / A new Lyric Theatre at QPAC.
- / Riverfront moonlight cinema.
- / 12 football fields of public event space.
- / New Queensland hotel & hospitality school.
- / One casino – existing casino relocated.
- / Cohesive Bridge-to-Bridge precinct, integrating heritage and new architecture.

### A BLEND OF QUEENSLAND'S PAST AND FUTURE

As the existing lease-holder of the three heritage buildings of the Treasury Casino and Hotel complex, only DBC can provide a Bridge-to-Bridge solution for the precinct. Our proposal would redefine the city by blending new landmark architecture with the existing heritage district.

If Echo and its partners in DBC are successful, the existing Treasury Casino and Hotel will be converted into premium retail facilities and a new six-star Ritz-Carlton hotel. As a result, these iconic buildings will be put to their optimal use and integrated as part of the new development – delivering one cohesive entertainment precinct for the people of Queensland and tourists from around the world.

01 SKY DECK (PUBLIC ACCESS)  
02 BOUTIQUE RETAIL (REPURPOSED TREASURY CASINO)  
03 INFINITY RESORT POOLS

### 10,000 JOBS AND SIGNIFICANT ECONOMIC BENEFITS, WITHOUT THE NEED FOR AN ADDITIONAL CASINO LICENCE

DBC's proposal for the Queen's Wharf Brisbane precinct will deliver transformational impacts on Queensland's image and liveability, as well as the State's economy through jobs, training and tourism.

The DBC proposal will deliver a significant expansion of jobs and opportunities in Queensland through:

- / Approximately 2,000 jobs created through construction.
- / More than 8,000 staff upon completion.
- / Additional jobs established through relocation and expansion of Echo's head office functions to Queensland.
- / Additional jobs and apprenticeship opportunities through the establishment of a world class hospitality training institute on the Gold Coast and in Brisbane from 2016.
- / Genuine commitment to targeting Indigenous and youth employment opportunities, working with the Queensland Government on target segments.

In the event the DBC proposal is accepted, and when combined with the current expansion of Jupiters Hotel & Casino Gold Coast, it is expected Echo's Queensland workforce will be bigger than that of any integrated resort operator in any other state of Australia.

Our tourism demand forecasting and research indicates that the actual facilities and attractions DBC is proposing in Queen's Wharf Brisbane will attract approximately 1.4 million incremental overnight tourists per annum to Brisbane from the first year of operations. The impact of this alone would close 25% of the projected gap between current Queensland tourism forecasts, and the Queensland Government's stated targets for the State's tourism economy going into the next decade.

If successful, DBC will leverage Echo's position relocating the existing casino, negating the need for an additional casino licence. As international experience has shown, this approach will deliver a higher return on the investment in the precinct, enabling greater ongoing reinvestment by DBC in Brisbane and Queensland.



NEW RITZ-CARLTON (CONVERTED HERITAGE TREASURY BUILDING)

### PARTNERS WITH PROVEN RETAIL AND TOURISM EXPERTISE

Echo, together with strategic joint venture partners, Chow Tai Fook and Far East Consortium provide considerable and complimentary hospitality and development capabilities.

DBC's combined business bring to Queensland unrivalled tourism distribution channels. These include:

- / 1.3 million premium jewellery customers across China, Hong Kong and Macau, members of Chow Tai Fook Jewellery's VIP program.
- / 3.9 million premium mass market members of Chow Tai Fook's shopping malls loyalty program in China.
- / 500,000 worldwide members of Diamond Resorts (an affiliate partner for DBC) – all of whom have prepaid their accommodation and are seeking attractive new destinations for holidays.
- / 38 million-plus global loyalty program members of separate hotel programs owned by The Ritz-Carlton, Rosewood and Dorsett groups.
- / 275,000 active members of Echo's Absolute Rewards Loyalty Program across Australia, with 42% of these members residing outside Queensland.

See [www.destinationbrisbaneconsortium.com.au](http://www.destinationbrisbaneconsortium.com.au) for more information on the DBC partners' extensive business interests and credentials.