



THE STAR

Media release

New appointment welcomed as The Star Gold Coast tower rises

The Star Gold Coast has welcomed the appointment of a new Project Director as development of its \$2 billion masterplan continues.

Silas Croucher has joined Destination Gold Coast Consortium as construction of the second \$400 million tower reaches level nine of 63 levels.

With a background in retail and commercial development, Mr Croucher joins the consortium from recent positions with Lendlease and Stockland.

“The appeal and attraction to this project is its significance to the Gold Coast,” Mr Croucher said.

“This is one of the largest and most ambitious tourism projects in one of Australia’s biggest tourism markets,” he said.

“I’m joining at such an exciting stage of construction with the shell of the resort pool now complete and the ongoing rise of the tower to its ultimate 200 metre top out height.

“The vision of the entire project is creating a huge legacy for the Gold Coast, the consortium partners and The Star.

“I’m thrilled to be now playing a part of that.”

Chief Operating Officer Jess Mellor has welcomed Mr Croucher, also thanking outgoing Project Director Jaime Cali, who after successfully delivering the first hotel and apartments tower, has moved to a new challenge.

“I’m delighted to welcome Silas to the project at a time when we’re feeling so optimistic about our revitalised tourism industry and as we renew our commitment to growing our masterplan,” Ms Mellor said.

“The new tower is starting to take vertical shape and all 457 apartments have been sold with almost half of the purchasers being local,” she said.

“We’ve completed the 21-metre high, six level podium, which is the foundation for the tower’s luxury recreation deck with pool, pool bar, events lawn and other exciting, new hospitality amenities.

“By the time the new tower opens in 2024, we will have as many hotel rooms as Marina Bay Sands in Singapore.

“It will ensure we can further expand our business focus on events conferencing and hospitality as part of our group-wide renewal program and cement The Star Gold Coast as a world-class tourism and entertainment destination.”

Tower 2 Details

- The tower building and residential apartments have been designed by DBI Design
- The hotel interiors have been designed by Hachem Architecture
- The appointed builder of the tower is Multiplex

For more information:

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