

IAG ACADEMY – IR AWARDS NOMINATION

Division 2 – Gaming Offerings

Award Category 10 – Best Poker Room in an IR

The Star Poker Room

Introduction

The Star Gold Coast is one of Australia’s leading integrated resorts, located in Queensland Australia, just 300m from the Gold Coast’s sandy white beaches.

With its luxurious accommodation and spa, iconic bars, restaurants and entertainment precincts, alongside the thrills of a world-class casino, The Star Gold Coast is Australia’s five-star fun-parlour.

It is also home to Australia’s premier poker experience – The Star Poker Room.



The Star Poker Room

Surrounded by floor to ceiling windows, The Star Poker Room features state-of-the-art technology, with 12 permanent tables (including a feature table with a custom truss and LED surround). For major events, the gaming floor is transformed with an increased footprint that can hold to hold up to 40 tables.

Cash games run every day at a variety of limits, with a regular rotation of four weekly tournaments, alongside a strong satellite schedule for the two to three major series’ held each year.

Exclusive Partnerships

The Star Poker has an Australian-exclusive partnership with the World Poker Tour and WSOP, ensuring we continue to hold the biggest events with the biggest brands in global poker.

Through these partnerships, The Star Poker Room plays host to an annual WPT Prime and WPT Main Tour festival, alongside a WSOP Circuit event to close out the year.



Prize Pools and Records

The Star Poker room holds, and has set, countless records over the years, alongside having the biggest events and prize pools in Australia, cementing us as Australia's premier poker room.



The past 12 months alone have seen **more than \$20 million** played for and won on our tables on the Gold Coast, across our WPT Prime, WPT Main Tour and WSOP Circuit festivals.

In 2023, a new global record was set at the time, for most entries into a WPT Prime Championship Event, with this year's WPT Prime Championship Event breaking the record for the biggest WPT Prime Championship Event ever held in the Asia-Pacific region.

WPT Australia, our Main Tour stop saw us break our own record for the largest Mystery Bounty top prize ever offered in Australia – good for \$100,000!

Transforming the Traditional Major Event Setup

Here at The Star Poker Room, great pride is taken from delivering a player experience at our major events that exceeds our competition. This is achieved by putting significant investment into transforming the gaming floor into a chosen theme for each event, along with the installation of several high-quality LED assets. Our players have enjoyed seeing the poker room transformed into the Aussie Outback, a beach-side paradise (complete with 6-metre inflatable shark), alongside a bountiful pirate ship to name a few.



Considerable thought and expense (not withheld from prize pools) is put into our tournament trophies, with our crystal boomerang and surfboard trophies becoming a highly sought after piece of winner's hardware for our players. The surfboards were a previous finalist in the 2022 GPI Global Poker Awards for Trophy of the Year too.



Player Experience

Alongside transforming the gaming floor for our major events, our core focus for the day-to-day operation is ensuring a premium experience players have come to expect from The Star Poker brand.

This is delivered in several ways: from having large tables and plush, comfy poker chairs; to having phone chargers built into every table for player use. The Star Poker Room utilises state of the art poker management technology, and uses new, high-quality chips and cards at all times.

The grind at the tables can be long, so food and beverage service is offered direct to the table, which players can order via a QR code. This allows them to experience all our fine dining outlets (including the ever-popular Kiyomi bento boxes), without ever having to miss a hand.



Player experience is paramount at our major events too. Each one sees a dedicated player celebration or Player's Party, where all Main Event players are invited to come and let their hair down as a thank you to players.

Participants at our WPT Australia festivals have also been treated to a traditional 'Welcome to Country' ceremony from the Yugambeh language people, who are the traditional custodians of the land in which The Star Poker Room operates.

Beyond the Felt

Here at The Star Poker Room, we take great pride in being able to use our platform to ensure we are giving back to our communities beyond the felt.

With every major series, we select a local charity and use one of the tournaments to fundraise. We donate 100% of the administration fees to the chosen charity (no money is withheld from the prize pool). We also sell water bottles for \$2 for the duration of the series, with 100% of the proceeds from these being donated.

In the past 12 months, we've been able to donate more than \$50,000 to important local charities including the Currumbin Wildlife Hospital, Movember and Surf Life Saving Queensland.

For the September WPT Australia festival, we are partnering with the Shane Warne Legacy in honour of the late cricket legend, who was an avid supporter of our poker room. We will be providing three Shane Warne Legacy heart-test monitors and offering free heart checks to our players (along with the general public), whilst raising money for this great cause.



These fundraising efforts have not gone unnoticed, as we won the GPI Global Poker Award for Best Charitable Initiative last year.



Alongside this, we also take great pride in being at the forefront of fostering the growth of women in poker, with our Ladies Australian Championship Event during our WPT Australia festival. This is the largest women's-only event in Australia, where we also add (free of charge) a \$6,000 package to the WPT Ladies Championship event at the WPT World Championships, to allow the winning female a chance at competing on the grandest stage of all.