

CASINO CANBERRA

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Department of Infrastructure, Transport,
Regional Development & Local Government
GPO Box 594
CANBERRA ACT 2601

To whom it may concern

The following document outlines the position of Casino Canberra in response to the Issues Paper titled Towards a National Aviation Policy Statement.

Casino Canberra believes world class facilities are essential for the growth and prosperity not only of the businesses directly affected by improved aircraft services, but the standing and success of Canberra as the national capital.

Yours faithfully,



Ms Bernadene Morris
General Manager
Casino Canberra Limited



CASINO CANBERRA



Supporting growth for the National Capital through Canberra International Airport.

Prepared by CASINO CANBERRA

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CASINO CANBERRA

Introduction.

Casino Canberra has been a major corporate player in Canberra since opening in 1992, and is proud of its achievements during that time.

The Casino has a lasting commitment to delivering world-class services from a Canberra base, all highlighting the best Canberra has to offer.

Casino Canberra also has a vision to deliver a new era of quality and service to locals and to visitors.

Canberra International Airport is a crucial part of that vision, and Casino Canberra supports the continued growth of all aviation operations to achieve the goal of creating a world leading experience as befits the National Capital.

The following are the reasons for this support.

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1. To develop local infrastructure.

The Casino has invested millions of dollars in building, developing and maintaining the facility and working in conjunction with other businesses such as Crowne Plaza Hotel and the Canberra Convention Centre to build the better infrastructure to attract and retain interstate and international business.

Casino Canberra is committed to contributing more to local infrastructure through expanded activities and involvement.

The success of these ventures is intrinsically linked with the success and capabilities of our aviation services. With poor or limited services, Canberra will not be able to compete with other centres for major business.

2 - To be a national and international tourist attraction

Historically, total tourist visitations have featured around 45% of all patrons to the Casino. In income terms, they represent a much higher proportion of Casino Gross Revenue. Tourism has and always will be a foundation market to Casino Canberra's business.

To cater for this important trade – not only to the Casino but to the community generally – the infrastructure must be in place to service this market to the highest degree.

The infrastructure and services at Canberra International Airport is one of – if not the – most important part of the continuation and development of this market.

Furthermore, tourists, especially international tourists - expect the very best: the best dining options, the best entertainment, the best nightlife.

Casino Canberra has invested tens of millions of dollars in developing the facility to achieve this. To continue to offer world-class services, as the City deserves, continual improvement is needed, not only in the services such as those provided by hotels, conference facilities and entertainment options, but the facilities to enable visitors to take advantage of all Canberra has to offer.

3. To be a part of a world-class convention destination.

The convention industry is one of the most important and growing sectors in the business and tourism industries all around Australia.

In contrast to every major city, Canberra convention business is static. The tourism business has suffered significant declines.

However – new investments have started to address this trend.

The newly refurbished National Convention Centre has made an improvement to that offering. New hotels such as the 5 star Hotel Realm and luxury boutique Diamant Hotel are being developed. The Casino is currently reviewing its refurbishment options.

All this will be undermined if it is not supported by the ability to attract and maintain air services to cater for that market, at times and at levels that suit their needs.

4. To offer international gaming experiences.

The business vision for Casino Canberra is to become a world-class entertainment and casino offering, equalling the glamour, services and products of the best smaller International casinos. This is what research has repeatedly shown tourists to Canberra and locals want.

However, one of the prime markets for this is within Asia, as evidenced by the huge growth in centres such as Macau.

Casino Canberra is fully backed by its parent company, Casinos Austria, a leading player in the global casinos industry who operate 72 casinos around the world with total group earnings of 2.6 billion Euros.

This company is well versed in charter operations to and from the Asian markets to our well run, well regulated casino operations such as Cairns and previously, Christmas Island.

We have the talent and expertise in this market to attract and service high-end visitors from many Asian Countries. What we do not have is an aviation structure that can fully exploit this market.



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Jetstar and Tiger Air are both operators who would enable this small but important market to be serviced, if they have the facilities and support to do so.

Regular international services, both commercial and charter, would be of enormous value to the local community, and Casino Canberra has the resources to assist this proposition to become a reality. We support the growth necessary to achieve this end.

5. To support the local community.

Business growth helps all of the community to develop and grow. Even peripheral businesses would share in the community growth. For example since opening in 1992:

- Visitors to Casino Canberra have spent \$50 million on food and beverages and \$9.7 million on entertainment;
- More than seven million people have visited the casino;
- Casino Canberra has contributed \$235 million to the ACT government in fees and taxes;
- \$10.6 million to the Commonwealth Government;
- \$3.8 million to interstate businesses;
- \$23 million worth of goods and services has been purchased from ACT businesses; and
- Casino Canberra has paid \$166 million in salary

Source: Ernst & Young Economic Impact report, 2007.

These figures can only improve as Canberra gets more and better services.

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Conclusion

Casino Canberra supports the continued improvements to our aviation services.

For Canberra to become an international standard city, it must have the infrastructure and regulations of a major city, without special interest interference and without unnecessary impediments.