

# FACT SHEET



## CROWN: SPRING RACING CARNIVAL VENUE

Crown Melbourne hosted a 'live site' at Southbank during the Melbourne Cup Carnival last year in conjunction with Victoria Racing Club and its partners. Its Annual Report states that 'an estimated 80,000 people enjoyed live entertainment, big screen racing action, giveaways and the riverbank Carnival bar.'<sup>1</sup>

## CROWN STRIKE: NUMBER CRUNCH

### COST TO CROWN MELBOURNE REVENUE

Normalised revenue grew by 6.4% in the 2009-10 financial year<sup>2</sup>

- Total: \$1.6bil
  - Average of around **\$4.3mil per day**
  - Average of around **\$178,000 per hour**

### COST TO CROWN MELBOURNE PROFITS

Crown Melbourne normalised profit after tax of \$349mil in 2009-10, up by 3.5%.<sup>3</sup>

- Average of **nearly \$1mil per day (\$956,573)**
- Average of **nearly \$40,000 per hour (\$39,857)**

Crown Limited experienced an actual profit of \$292.3mil<sup>4</sup>

### COST TO VIP TURNOVER

Crown Melbourne reported VIP turnover of \$26.9bil, up from \$24.4bil the previous year.<sup>5</sup> Equal to:

- Average of **\$74mil per day**
- Average of **\$3.2mil per hour**

### COST TO STATE GOVERNMENT TAX REVNUUE

The Victorian Government received \$151mil in Casino Taxation and Licence Fees, a 7% increase on the previous year.<sup>6</sup>

- Average of \$414,299 per day
- Average \$17,262 per hour

<sup>1</sup> 30/9/2010 Crown Limited *Annual Report 2010*, p9.

<sup>2</sup> 26/8/2010 Crown Limited "2010 Full Year Results Presentation", p4.

<sup>3</sup> 26/8/2010 Crown Limited "Appendix 4E: Preliminary Final Report" Year Ended: 30 June 2010, p10.

<sup>4</sup> Ibid, p10.

<sup>5</sup> 26/8/2010 Crown Limited "2010 Full Year Results Presentation", p5.

<sup>6</sup> Victorian Commission for Gambling Regulation *Annual Report 2009-10*, p99.

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## GROWTH AND CAPITAL EXPENDITURE

### INCREASE IN TABLES

Last year an agreement with the Victorian Government was reached which allows 'Crown to increase the number of traditional table games (roulette, blackjack, baccarat, etc) by up to 100 tables and to increase the number of poker tables by up to 50 tables resulting in a new total limit of 500 tables.'<sup>7</sup>

### CAPITAL EXPENDITURE

According to Crown Limited CEO, Rowen Craigie:

*'Our \$1.9 billion capital expenditure program that started in 2007 is on track for completion in 2013. It involved a range of projects across the two Australian properties including construction of Crown Metropol and upgrade of existing hotels at Crown Towers and the InterContinental Perth Burswood.'*<sup>8</sup>

This includes \$212mil upgrade of VIP facilities at Crown Melbourne, comprising:

- \$30mil on an extra corporate jet (in addition to two existing jets).<sup>9</sup>
- It also includes the establishment of the world's 'most luxurious gaming club'<sup>10</sup> that will 'feature a world of tailored luxury.'<sup>11</sup>

### CROWN BOASTS SUCCESS OF CROWN MELBOURNE

A recent Crown media release stated:

*'Crown Melbourne is the largest and most successful entertainment complex in the Southern Hemisphere and one of the largest in the world.'*<sup>12</sup>

### 'ENCOURAGING' START TO 2010-11

According to Crown Limited CEO, Rowen Craigie, in the first seven weeks of the 2010-11 financial year VIP program play has been 'encouraging', gaming revenue has increased around 4% and non-gaming revenue has increased around 14%.<sup>13</sup>

<sup>7</sup> 1/9/2010 Crown Limited Media Release "Crown Melbourne – Facts and Figures: September 2010"

<sup>8</sup> 30/9/2010 Crown Limited *Annual Report 2010*, p4.

<sup>9</sup> 26/3/2010 "Crown gambles on \$212m upgrade at its Melbourne casino" By AAP, *The Australian*.

<sup>10</sup> 25/3/2010 Crown Media Release "\$200 million and 200 new jobs to consolidate Crown's premier place in tourism"

<sup>11</sup> Ibid

<sup>12</sup> 1/9/2010 Crown Limited Media Release "Crown Melbourne – Facts and Figures: September 2010"

<sup>13</sup> 26/8/2010 "Crown records profit growth on higher casino trade" by AAP, *Herald Sun*