



May 9, 2012

Letter of support for The Studio at Cooroy Mountain

To whom it concerns

This letter is to outline Tourism Noosa's support for a proposal to commercially operate The Studio at Cooroy Mountain as a function venue.

The proposal to operate the existing building as a venue for small corporate conferences, art events and weddings would add a unique element to the offerings of function venues in the Noosa region, particularly the hinterland area.

Tourism Noosa is aware of the need for boutique and unique venues that would potentially attract a new and diverse range of visitors, particularly in the Noosa hinterland where the choice of venues is currently limited. This proposal could have a positive flow-on to other areas of Noosa's tourism industry and wider economy as visitors to the venue further explore the region.

In a competitive tourism market, niche markets such as weddings and business events are a vital part of the visitor mix and the ability for a destination to offer a range of venues is important.

The Studio, designed by Noosa architect John Mainwaring has a distinctive position on Cooroy Mountain with 360 degree views of the surrounding hinterland and would be an unmatched venue at which to showcase the hinterland to wedding and business event visitors.

I would be pleased to further discuss any aspect of this letter with you, and may be contacted on 07 5430 5000.

Regards

Steve McPharlin
Tourism Noosa
Board Chairman





9th March 2012

TO WHOM IT MAY CONCERN

This is a letter of support for the use of The Studio for Daytime Functions.

The Studio is located next to Cooroy Mountain, and has spectacular views of Cooroy Mountain and almost 360 degree stunning views of the hinterland. In 2007 The Studio, the award winning design by renowned architect John Mainwaring was constructed. This venue will add depth to the Sunshine Coast venue market due to its uniqueness.

Sunshine Coast Destination Ltd expects that, should approval be given for this venue to operate commercially, there will be significant interest for the following events by intra and interstate clients:

- Corporate conferences;
- Artistic showings; and
- Weddings.

Increasingly users of venues are seeking a unique experience, and Sunshine Coast has only a limited number of such venues, which means Sunshine Coast is missing out on the economic benefits of many functions. The Studio will undoubtedly provide a unique experience, and will draw guests from outside the Sunshine Coast, which will lead to flow on benefits to the economy including accommodation, restaurants and various speciality shops.

The use of The Studio for artistic showings will advance the cultural values of the Sunshine Coast region.

Please accept this letter of support as formal recognition of the value of this proposal in helping attract events to the Sunshine Coast.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Steve Cooper".

Steve Cooper
Chief Executive Officer

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Tuesday 24th January 2012

Mr Chris Amies
Cooroy Mountain Park

Dear Chris

It is with pleasure that I fully support your application with the Sunshine Coast Regional Council for approval to increase the usage of "The Studio" to cater for daytime events at your beautiful property.

As Noosa's leading destination company in Event Management for private clientele, Events of Noosa are constantly contacted daily by potential clients from all over the world who are wishing to have their wedding or event in Noosa, only to be turned away to another destination such as Port Douglas, Byron Bay or Gold Coast as Noosa currently does not have a unique property in which to showcase high end events.

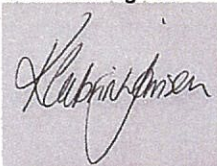
This is an incredibly frustrating situation from our point of view as we are constantly trying to promote Noosa as a fantastic location for a special event, but we are finding more and more that Noosa is unable to cater for high end unique events and we as a tourist destination are losing this potential business. We in essence turn away a third of the enquiries we receive to other destinations because Noosa just doesn't have venues suitable to offer to high end clientele. Even though they really want to come to Noosa for their event.

"The Studio" at Cooroy Mountain Park, is an extremely unique venue that I have received interest from national and international businesses to use for high end, one off events. But again have had to turn this business to other destinations as this venue isn't currently available. It was architecturally designed by John Mainwaring, and at a cost of \$1m is a world class venue to host events with the location affords some of the best hinterland views including being next to Cooroy Mountain.

Should "The Studio" be able to cater for daytime events, this could in essence bring quite a volume of income to Noosa that was previously lost to other destinations. This not only includes direct event spend, but for the large number of people each client brings with them to the region, they all require accommodation sometimes for up to a week, they eat out 3 times a day and of course shop in the local areas and take advantage of tours etc. We have had up to 70 events on our books each year, with an average of 60 guests to each event, this equates to an extra 4200 people coming into Noosa from Events of Noosa events alone who bring extra income to this region. These unique features will draw customers from rival locations.

We wish you all the very best with your application and would be more than happy to discuss these issues further with any interested parties.

With kind regards



KIM EIBRINK JANSEN (B.Bus-Hosp Man)
Director - EVENTS OF NOOSA PTY LTD

