

Q QUEEN'S WHARF
RESIDENCES

Introducing

MINOR
HOTELS





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www.qwrmanagement.com.au

Executive Summary

MINOR INTERNATIONAL

To the Resident
Queens Wharf Residences
8 Margaret Street
Brisbane Qld 4000

Dear Resident,

Minor Hotels Australasia Limited is a subsidiary of Minor International (MINT) a publicly listed company on the Thai Stock Exchange. MINT is one of the largest hospitality and leisure companies in the Asia Pacific region.

We are a performance-driven organisation with a reputation for careful management supported by a well-planned corporate infrastructure. Internationally, we own, manage or operate a diverse portfolio of more than 550 hotels, resorts and branded residences across 6 continents.

In Australia and New Zealand, Minor Hotels is a leading serviced operator with over 60 properties, providing returns to over 7,000 strata-titled apartment owners and other owners.

As owner-operators, we understand both the challenges and opportunities hotel owners face, and while we have enjoyed global expansion over the years, we have not forgotten our origins. Big enough to offer the scale and resources of an international group, yet nimble enough to provide dedicated focus, we are balanced both with size and agility, offering our owners flexibility, creativity and support, backed by decades of expertise.

Through our property management business line, Minor Hotels, with its proven organisational capability, in-market expertise, responsiveness and ability to adapt to technological and operational changes faster than larger hotel management companies, we are the perfect partner.

Our operating models are both centred on creating superior value and experiences for customers, whilst delivering optimal returns to the owner. We also believe that people and culture are at the heart of how we deliver this. Safety, diversity, and wellbeing are at the heart of our operational culture. We invest in our people and our approach to skills and people development results in our ability to attract the best talent, and retain talent

within our organisation, in turn supporting our culture of innovation, and service consistency.

The alignment of our company values and strategy provides the ideal platform for partnership and collaboration with the Body Corporate.

We look forward to building a successful working relationship with you.

Yours sincerely



Craig Hooley
Chief Operating Officer



About Minor International

MINOR INTERNATIONAL

Minor International PLC (MINT) is a performance-driven organisation with a reputation for careful management supported by a well-planned corporate infrastructure. In Australia and New Zealand, Minor Hotels Australasia is a leading service operator with more than 65 properties. Through our property management business line, Minor Hotels, with its proven organisational capability, in-market expertise, responsiveness and ability to adapt to technologies and operational changes faster than larger hotel management companies, we are the perfect partner for Queen's Wharf.

As a building owner, we appreciate the importance of managing and maintaining building standards to maximise returns to ensure long and mutually beneficial relationships with the tenants, providing:


- ✓ Peace of mind that your building at Queen's Wharf will be professionally managed for the long term by a highly experienced international building manager.
- ✓ A highly experienced property management company that understands the permanent rental market across Australia and New Zealand.
- ✓ Our experience in building management and residential tenancy management.
- ✓ An efficient and flexible service delivery model that meets all your needs through 'in-house' delivery; and a proven solution to deliver optimal returns.

More than **550 hotels**, with over **78,000 rooms**, across **63 countries**, and **26,000,000 loyalty members**.



ANANTARA
HOTELS · RESORTS · SPAS

51 Properties across 23 Countries




TIVOLI
HOTELS & RESORTS

17 Properties across 7 Countries



AVANI
Hotels & Resorts

42 Properties across 24 Countries




nh
HOTELS

224 Properties across 26 Countries



nh COLLECTION
HOTELS

96 Properties across 22 Countries



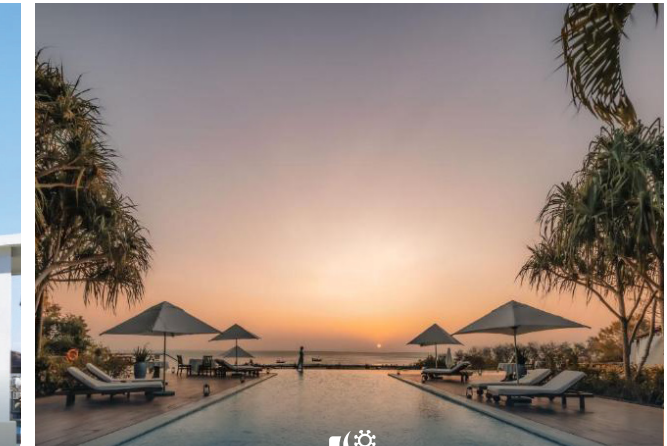
nhow
HOTELS

8 Properties across 6 Countries



GAKS
HOTELS · RESORTS · SUITES

69 Properties across 6 Countries



elewana
COLLECTION

16 Properties across 2 Countries

What Minor Hotels offers to Queen's Wharf Residences



Minor Hotels is built on a **passion for perfection**. More than **40 years** of hotel ownership, building management, development and operational experience.

- ✓ We think like an owner and execute as a management company.
- ✓ More than 550 hotels across six continents.
- ✓ One of the top 20 largest hospitality companies in the world.
- ✓ 'Right-sized' company: nimble yet with scale, responsive and able to adapt to technological and operational changes faster than larger hotel management companies.
- ✓ We are an owner of luxury hotels managed by third-party operators such as Four Seasons and St.Regis, aligning us with our owners and their financial interests.
- ✓ Minor achieved a compounded annual net profit growth rate of 20 per cent over the last decade.
- ✓ Accountability and performance are cornerstones of our corporate culture – we hold rigorous quarterly financial reviews for both owned and managed hotels.
- ✓ We are hotel owner-operators with a profit by design philosophy.
- ✓ Practical and flexible market-driven brand standards.
- ✓ A team of more than 100 in-house technical support professionals.
- ✓ An established global sales and marketing network.
- ✓ We have successfully re-positioned and re-branded over 30 existing hospitality assets.
- ✓ Extensive range of corporate support services and in-house expertise.
- ✓ Branded residential services to help developers unlock the value of their real estate and enhance potential sales velocity.
- ✓ Anantara Vacation Club (over 18,000 members) enables developers to maximise guest offerings, monetise real estate and leverage operational synergies with the hotel.
- ✓ Member of the Global Hotel Alliance (GHA) with access to over 26 million existing GHA members.
- ✓ Represented on the Dow Jones Sustainability Emerging Markets Index.
- ✓ Consistent system charges apply to all of our properties, including owned hotels.

Minor Hotels managed buildings in Brisbane CBD

The residences' prime location within the Queen's Wharf precinct offers views towards Southbank and Kangaroo Point, and positions it to capture significant leisure demand. We expect strong direct bookings, capitalising on this demand while strategically managing third-party distribution channels.



QUEEN'S WHARF
RESIDENCES

The Milton
Residences

Oaks
Casino

Oaks
Festival

Oaks
River City

Oaks
212 Margaret

Oaks
Charlotte

Oaks
Felix

Oaks
Lexicon

Oaks
Aurora

Oaks
Mews

QWR Owners' Benefits

QWR Owners' Benefits (Building)

Minor will manage Queen's Wharf Residences without the addition of an overarching hotel brand, but many existing brand pillars are ideally suited for introduction and implementation to a building of such high quality.

In addition to operating the separate concierge desk for residents, Minor will operate a 24/7 guest reception facility so that short-term visitors to the building receive outstanding service around the clock, and an on-site presence in the lobby is maintained at all times.

Residents will also benefit from the peace of mind of knowing their home is always under our watchful eye, and emergencies in the building are attended to swiftly.

Through our philosophy in service delivery, we will deliver all contracted caretaking duties at the highest quality throughout the building working collaboratively with the Body Corporate to continually create value and maintain the asset.

Centred around our commitment to deliver "experiences beyond expectations", we provide a proven service delivery framework which has been honed through our vast experience in hotel operations, and management letting rights operations over many years. Our service delivery philosophy is centred around:

Customer-Centric Approach

Enhance the experience of residents and guests alike by anticipating their needs and providing exceptional customer service, and a warm welcoming environment in which to live work and play.

Employee Engagement

Value and empower employees by fostering a collaborative, inclusive, and supportive work environment.

Operational Excellence

Delivering operational efficiency and excellence throughout the entire property management delivery, and the customer experience.

Innovation and Creativity

Leveraging technology solutions for property management, tenant communication, maintenance tracking, and data analytics to enhance operational efficiency, streamline processes, and improve decision-making.

Sustainability and Social Responsibility

Sustainability practices, and social responsibility at the heart of business operations to minimise environmental impact, promote social well-being, and build trust with stakeholders.

Continuous Improvement

Foster a culture of continuous improvement by encouraging feedback from tenants, owners, employees, and stakeholders, and implementing processes for ongoing evaluation and enhancement of operations, services, and amenities.

Performance Excellence

Maintaining a strong financial foundation by optimising rental income, managing operating expenses effectively, and implementing sound financial planning and budgeting practices. Monitor key financial metrics to ensure profitability and long-term sustainability with real-term measurement of key metrics.

Risk Management and Compliance

Prioritise risk management strategies and compliance with regulations related to property development, rental agreements, tenant rights, and data protection.

Meet The Team



Craig Hooley

Chief Operating Officer, Minor Hotels

With over 20 years of experience in the global hotel and hospitality industry, Craig Hooley is Chief Operating Officer at Minor Hotels Australasia Ltd, overseeing a portfolio of 60+ properties under the Oaks Hotels, Resorts & Suites and Avani Hotels & Resorts brands. Since joining Minor Hotels in 2018, he has led strategic direction, operational management, revenue strategies, and bespoke growth plans, ensuring continued business excellence. Previously, Craig held leadership roles at Shangri-La Hotels, Mirvac Hotels & Resorts, and InterContinental Hotels Group in Australia, the UK, and Hong Kong. He began his career as an officer in the Royal Australian Navy.



Matt Perry

Director of Operations, Minor Hotels

Matt is a career hotelier with over 35 years experience in management roles across all aspects of the industry including hotel and resort management, food and beverage operations, project and strata titled management, and multi-portfolio leadership. With Minor Hotels for the past 14 years, Matt currently heads up the Queensland, New Zealand and Northern NSW regions in the role of Director of Operations, and is based in the Brisbane corporate office. He holds a Bachelor of Business in Hospitality Management and is a current member of the Qld State Advisory Committee (QSAC) representing QHA and Accommodation Australia.



Yun Bai

General Manager, Queen's Wharf Residences, Minor Hotels

Yun Bai is a passionate hospitality professional with a Master's in International Hospitality Management from Le Cordon Bleu. Fluent in English, Chinese, and Korean, she began her career at Stamford Hotels & Resorts before joining Oaks Hotels, Resorts & Suites in 2018. Yun has served as General Manager across multiple properties and became Brisbane's Cluster General Manager in 2022. Known for her dedication to exceptional service and meaningful connections, Yun blends academic expertise and hands-on experience, embodying the true spirit of hospitality in every step of her career journey.



MINOR

HOTELS

Visit the website:

www.qwrmanagement.com.au

For immediate enquires please email

owners@qwrmanagement.com.au

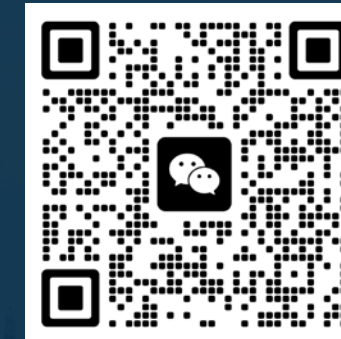
Scan the QR code to contact our team via WeChat

Yun Bai

General Manager

Jack Lu

Owner Relations Manager



Our office will be closed from
20th December 2024 – 5th January 2025 inclusive.

Disclaimer:

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