



DREAMWORLD HISTORY



Dreamworld occupies approximately 30 hectares of an 104-hectare site, allowing considerable area for future expansion. In 1974, John Longhurst bought 85 hectares of land to build his dream. With a few attractions and a lot of heart, Dreamworld opened to the public on December 15, 1981.

More than 25 years on, Dreamworld has developed immersive visitor experiences through product and customer initiatives tailored for domestic and international guests and developed new and innovative learning experiences for education tourism. Dreamworld provides cutting edge options and incentives for business and conference delegates and has been successful in leveraging national and international brand associations with leading entertainment partners including Big Brother, Nickelodeon and The Wiggles.

Dreamworld is a responsible member of the community implementing leading environmental and conservation initiatives for a sustainable tourism future and contributes to the local community and culture through participation, sponsorship, sourcing suppliers and supporting charitable organisations for animals and people.

In 2006, Dreamworld opened a brand new water ride park. WhiteWater World is the most advanced water ride park in the world, a \$60 million investment packed with water-powered wow and the only water park in the world boasting all four of the hottest waterslides on the planet. Detailed below is a snapshot of the significant events and milestones Dreamworld and now WhiteWater World have experienced.

1974	Developer John Longhurst purchased 85 hectares of land at Coomera, and begins developing his dream, using 30 hectares.
1981	On 15 December 1981, Dreamworld was officially opened and dedicated by then Premier of Queensland Sir Joh Bjelke-Peterson. Initially the park was open from Tuesday to Thursday 10am - 5pm, with around 220 employees. Opening attractions and rides: - Main Street - Central Station - City Hall - Vintage Cars - Cannon Ball Express (now the Dreamworld Gold Coast Railway) - Imax Theatre - Rocky Hollow - Log Ride - Captain Sturt Paddle Wheeler
1982	Country Fair opened the world longest steel double loop rollercoaster, the Thunderbolt. Gum Tree Gully opened.
1983	Blue Lagoon water park opened. Belinda Brown the parks third character was introduced joining Kenny Koala and Cooe the Gum Nut fairy.
1984	Dreamworld commenced seven day trading.
1986	Gold Rush Country opened, featuring the Mine Ride, Log Ride and Rapid River Ride which continues to be the park's most popular ride.
1987	Koala Country opened. Koala Country is linked by train and walkways from Rivertown and Rocky Hollow.
1993	Ocean Parade opened, starring The Wipeout at a cost of \$6 million.
1994	Under a scheme of arrangement Dreamworld trade out of receivership.
1995	Tiger Island opened – one of only two interactive tiger exhibits in the world. Tiger Island provides a safe haven for its Bengal tigers to live, swim and play with each other and their handlers. Riverwalk Restaurant opened. Located on the southern banks of the Murrissippi (refurbished and renamed Billabong BBQ and Buffet in 2002).
1996	Dreamworld acquired by Singaporean businessman, Mr. P L Kua.
1997	Tower of Terror opened. The equivalent of three football field across the Park, the Tower rises 38 storeys (118 meters vertically). Riders travel at speeds of up to 160 km/hour and experience 6.5 seconds of weightlessness before free-falling backwards. Dreamworld commenced the wildlife education programs, "Wildlife for Kids".

1998	<p><u>July</u>: Dreamworld acquired by Macquarie Leisure Trust, which is managed by Macquarie Leisure Operations Ltd, a subsidiary of Macquarie Bank. The trust has 7,000 unit holders.</p> <p><u>October</u>: Dreamworld welcomes its first litter of Bengal tiger cubs. The 'Awesome Pawesome' comprised of two gold (male Sultan and Rama), one white (male, Taj) and one tabby (female, Sita).</p> <p><u>December</u>: The tallest free fall ride in the world, The Giant Drop officially opened. From 118 metres high, passengers experience the exhilaration of free-falling 38 storeys at speeds up to 135 kilometres per hour.</p>
2001	<p><u>January</u>: New four hectare wildlife sanctuary the Australian Wildlife Experience (AWE) opened following a \$5 million redevelopment of the former Koala Country.</p> <p><u>April</u>: Big Brother reality TV program commenced broadcasting from Dreamworld Studios following a \$3.3 million redevelopment of Dreamworld's Amphitheatre.</p> <p><u>December</u>: Cyclone (the biggest gravity rollercoaster in the Southern Hemisphere) opened. 40 meters high with 800-meters of track, riders are propelled at speeds of up to 85 kilometres an hour.</p>
2002	Based on the Number One kid's TV channel, Nick Central opens, instantly becoming the biggest kids cartoon attraction zone in an Australian theme park, with 16 different rides, attractions and things to do.
2003	Sunset Safaris commenced.
2004	The Claw, an intense 120m free fall, with a 360 degree spin, which reaches zero gravity and a nine storey high swing opened.
2005	The first ever Wiggles World opened.
2006	Australia's first and only permanent wave, FlowRider opened in Ocean Parade. Dreamworld opens a new \$60 million water ride park, WhiteWater World. The Hydrocoaster makes its debut in Australia and the world's first eight lane Octo-Racers, The B.R.O, commences operations. Dreamworld celebrates its 25th Birthday.
2007	First litter of Sumatran tiger cubs born at Tiger Island – Indah and Rahni. Adopt an Animal Program launches at Dreamworld. Two world-class event venues open - The Dream Room at Dreamworld and The Shell at WhiteWater World. Australia's first motorbike rollercoaster Mick Doohan's Motocoaster opens.
2008	Eighth and final series of the Big Brother Series is produced live from Dreamworld. Dreamworld joined partnership with V8 Supercars Australia to bring the first full-motion virtual V8 Supercars experience to Australia – RedLine.
2009	AVPX attraction opened - Alien Vs. Predator Vs. You: an immersive combat experience where humans are the bait and their mission is to survive. On 31 August 2009, Macquarie Leisure was renamed Ardent Leisure Group (ASX: AAD). Ardent Leisure Group is no longer managed by the Macquarie Group.

THE DREAM OF DREAMWORLD

The site that Dreamworld now occupies once belonged to John and Sarah Williamson, an English cattle raising family who in 1874 decided to name their house Hollywood Cottage, and thus placing this name on a hardwood beam, which was then placed above their front door. Their original cottage still stands intact on Dreamworld grounds, as part of Gold Rush Country, where the descendants of the Williamson's stayed on until 1989.

Ninety-five years later John Longhurst, on a flight between Hawaii and Japan, envisioned what would later become Dreamworld. Longhurst was a man from a simple background, having begun his work life as a truck operator and mechanic, later being a successful lawn mower manufacturer, which then led to successfully graduating as a builder and boat maker.

After purchasing 85 hectares of land in the Coomera area, Longhurst then brought a second hand bulldozer, where he has taught how to drive it. For a period of two years, Longhurst worked a twelve-hour day, gouging out 800 meters of waterway, 30 meters wide and 3 meters deep; it was later filled with water and called the Murrumbidgee. This would be his signature upon the opening of his kingdom.

Ken Lord, a Sydney furniture retailer, later combined forces with Longhurst, and successively then began to develop the site. Designers from Disneyland and Disneyworld were employed to manufacture the overall design of the park, which was further elaborated and finished by Australian architects, by using photographs of early Australian pioneer buildings. No expense was spared in the creation of stage one, so management were in agreement that every section of Dreamworld such as buildings, grounds and attractions would be of the highest quality possible.

Next came the need to find attractions, and with the idea of including the Imax theatre, Longhurst became very excited as he recalled the first time he sat in an Imax theatre to see "To Fly". This film was later used to launch Imax Theatre at Dreamworld.

At a very high cost, Longhurst later purchased a vintage Baldwin steam locomotive, where it proudly runs its three-kilometre travel around the Park to this day. The Baldwin locomotive was built at the turn of the century, and was used during the First World War in France. Following the old-fashioned idea, Longhurst purchased fourteen replicas 1911T Model Fords at the modest price of \$12,000 each.

To satisfy all age groups, two more attractions were introduced to the Park: The Rocky Hollow Log Ride and several animatronic characters in the Australian Koala Theatre. This was anticipated by Longhurst to be major drawcards to the Park.

Another attraction that was closest to Longhurst's heart was the building of the Captain Sturt Paddlewheeler, as two years were spent on the development and advertising this site.

BUSINESS HISTORY

Bruce Jenkins's Dreamco purchased Dreamworld from its original owner in 1989. Due to Dreamco's financial trouble in 1990, Ernst & Young, Receivers and Managers were appointed by the Mortgagee, IOOF Friendly Society, to take control. Since 1991/92 the new restructure management team, with much hard work managed to refocus its marketing activities. In doing so, Dreamworld managed to increase visitors to the park by 51%, which are now around 1.4 million per year.

Even though Dreamworld was in receivership, as a non-aligned, independent theme park, they invested over \$40 million on marketing and capital throughout the park, with the five years from 1991/92. In 1994, Dreamworld successfully ended its liquidation under a Scheme of Arrangements coordinated by Ernst & Young.

In 1995 the Park was sold to Singaporean Businessman and investor Mr Kua Phek Long. The Foreign Investment Review Board granted final approval for the acquisition in 1996. In the first year of ownership Mr Kua invested a further \$20 million dollars upgrading as well as expanding the park.

In 1999, Dreamworld was acquired by Macquarie Leisure Trust, which is managed by Macquarie Leisure Operations Ltd, a subsidiary of Macquarie bank. The trust has 7000 shareholders. (SSX code: MEL). On 31 August 2009, Macquarie Leisure was renamed Ardent Leisure Group (ASX: AAD). Ardent Leisure Group is no longer managed by the Macquarie Group. Ardent Leisure is one of Australia's most successful owners

and operators of premium leisure assets including Dreamworld, WhiteWater World, d'Albora Marinas, AMF and Kingpin Bowling, Goodlife Health Clubs, as well as a growing portfolio of family entertainment assets in the US through Main Event.

AWARDS AND ACHIEVEMENTS

Dreamworld has been awarded many tourism and marketing awards over the years. These include:

2005	Major Tourist Attraction winner – Queensland Tourism Awards Tourism Product Marketing, Hall of Fame – Queensland Tourism Awards
2005	Product Excellence Award – Best Attraction Category – Australian Tourism Export Council
2005	Brass Ring Awards – Best theme park brochure – IAAPA (International Association of Amusement Parks & Attractions)
2005	Best Media Campaign 500k+ So Many Worlds in One – Cream Awards Brisbane
2005	Winner – Innovation – So Many Worlds in One, Australian Marketing Institute State Awards Winner – Branding – So Many Worlds in One, Australian Marketing Institute State Awards Winner – Marketing Communications – So Many Worlds in One, Australian Marketing Institute State Awards
2004	Major Tourist Attraction winner – Queensland Tourism Awards
2004	Tourism Hospitality and Recreation Award – Gold Coast Business Excellence Awards
2003	Product Excellence Award – Attraction Category – Australian Tourism Export Council
2002	Tourism Product Marketing – winner Queensland Tourism Awards Meetings and Events Industry (MIAA) National Award (Best Speciality Venue category) winner and inducted into the MIAA Hall of Fame (awarded in 03/04)
2001	Meetings and Events Industry (MIAA) National Award (Best Speciality Venue category) winner
2000	Major Tourist Attraction winner – Queensland Tourism Awards Meetings and Events Industry (MIAA) National Award (Best Speciality Venue category) winner
1999	Major Tourist Attraction winner – Brisbane Tourism Awards Meetings and Events Industry (MIAA) National Award (Best Speciality Venue category) winner
1998	Major Tourist Attraction winner – Brisbane Tourism Awards Customer service Development Award – Tourism Training Queensland – Gold Coast Region Theme Park category winner – Gold Coast City Garden Competition Meetings and Events Industry (MIAA) National Award (Best Speciality Venue category) winner
1997	Customer service Development Award – Tourism Training Queensland – Gold Coast Region “Ancillary” Category winner – Gold Coast city Garden Competition
1997	Awarded by Australian Institute of Landscape Architecture, Queensland Group for Excellence in Landscape Architecture – Open Space & Recreational Design, Tiger Island Development
1996	Best Specialty Venue Without Accommodation – Meetings Industry Association of Australia Award Tourism Marketing & Promotion Award – Queensland Tourism Awards
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1993	Best Specialty Venue Without Accommodation – Meetings Industry Association of Australia Award
1992	Major Tourist Attraction – Queensland Tourism Awards
1987	Number One Tourist Attraction – Australian Tourism Awards