



## LANDMARK NEW ERA FOR CROWN MELBOURNE WITH BIGGEST TRANSFORMATION IN DECADES UNDERWAY

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**22 February 2026:** The stage is set for Crown's biggest investment in its flagship Southbank property in almost thirty years. A \$200 million redevelopment designed to attract the next generation of guests and tourism is about to begin, with the precinct to introduce more than 15 new restaurants, bars and casual eateries, as well as a major revitalisation of the Riverwalk.

Crown Melbourne will welcome game-changing local restaurateurs, iconic global brands, a sky-high event space, vibrant nightlife and internationally acclaimed dining concepts never before seen in Australia.

Around 2,000 construction jobs will be created over the life of the project, which extends to enhancing public open space, providing additional outdoor terrace dining and delivering a transformational green energy program across the expansive integrated resort complex.

Crown is bringing exciting destination dining to Melbourne including iconic global brands and local trailblazers. Announced last month, Victor Churchill – one of the world's most celebrated butchers – will unveil a spectacular new venue in mid-2027. An architectural showpiece with sweeping Yarra Views, the fusion of old-world glamour and meticulous craftsmanship will deliver a steak experience unmatched anywhere in the city.

A riverside gastropub brings a bold new energy to the Riverwalk, offering a stylish space that opens directly onto the Yarra waterfront with relaxed atmosphere and contemporary design. Guests can enjoy elevated pub favourites in a bright, social setting and catch all their favourite sporting moments on the big screen before transitioning to a vibrant nightlife destination in the evening.

Entertainment will remain centre stage with the reimagining of The Palms. Now under construction, the venue is being renamed 'Crown Live Theatre' and will accommodate an audience of 1,250 when it relaunches in November 2026. New images released today show the extensive luxury renovations and impressive balcony for pre-show socialising. The revamped theatre will position Crown as a premier drawcard for international performers, theatre residencies, and high-energy concerts, elevating Melbourne's live entertainment offering.

Crown Towers' renowned lobby bar will also be transformed, with hotel guests and visitors to be welcomed to the beautifully refurbished venue set beside the stunning Towers lobby early next year. In May, Crown Metropolis' 28th floor will debut as an exclusive private events destination – an impressive sky-high space boasting panoramic floor-to-ceiling city views – designed for show-stopping weddings, parties and corporate occasions.

Beyond dining and entertainment, Crown is making significant investments in sustainability, with one of the most ambitious green energy transformation projects in Australia. Crown's 500,000 m<sup>2</sup> footprint is equal to two CBD blocks. Rooftop solar panels, battery storage and advanced energy-saving



technology will see carbon emissions reduced by 23% by 2027, the equivalent of removing 4,700 cars from the road each year.

Crown Melbourne CEO Ed Domingo says Victoria is primed for business and this major reinvestment represents the start of a new era.

“This significant investment in new dining, entertainment and the iconic Riverwalk will cement Crown’s place as the ultimate destination for food, fun, entertainment and late-night energy.

“Melburnians and our visitors have changed over the past 30 years – and this reimagining of our precinct ensures we continue to elevate our offering and deliver experiences fit for the next generation.”

Construction and detailed design work is underway across the diverse variety of venues, with openings staged from mid-2026 through to 2027.

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**ABOUT CROWN MELBOURNE**

Crown has been an iconic Melbourne landmark since 1994, transforming the Southbank precinct into one of Australia’s most recognised and visited destinations. Nestled along the Yarra River, Crown is Melbourne’s only integrated resort, offering a world class experience that attracts more than 26 million visitors annually.

Crown Melbourne’s waterfront location boasts unrivalled luxury accommodation, with over 1,600 exquisitely appointed rooms across Crown Towers, Crown Metropol and Crown Promenade. Guests enjoy access to Victoria’s best indoor hotel swimming pools, the award-winning Crown Spa and an exclusive retail precinct featuring designer brands and prestigious luxury outlets.

Home to an exceptional array of award-winning restaurants, including Nobu and Rockpool, alongside bars, cafes and clubs, Crown is Melbourne’s ultimate entertainment destination with venues for every occasion. Marmont and Kolkata Cricket Club are new additions to the dining offering, and Victor Churchill is set to open an exquisite new bar and grill restaurant overlooking the Yarra in 2027.

Construction is underway to renovate and expand Crown Live Theatre, featuring additional seating capacity and a new balcony for pre-theatre drinks, scheduled to open later this year.

Crown Palladium Ballroom remains Australia’s premiere major events destination, hosting prestigious awards and celebrations. This compliments a combined 7,350 square metres of versatile space offered by the Crown Conference Centre.

The 24-hour casino at Crown Melbourne features 540 gaming tables and over 2,600 electronic gaming machines, providing guests a wide variety of entertainment options all under the one roof.



Crown Melbourne is the state's largest single-site private employer and the largest employer of hospitality staff. The resort plays a key role in driving Melbourne's tourism sector, contributing \$1.9 billion to the local economy each year.