

Peter Herring

From: Greg Hawkins
Sent: Wednesday, 4 April 2012 9:57 AM
To: Peter Herring; Richard Longhurst; Neil Spencer
Subject: RE: Food Program

I am ok.

Greg Hawkins

From: Peter Herring
Sent: Wednesday, April 04, 2012 9:51 AM
To: Richard Longhurst; Greg Hawkins; Neil Spencer
Subject: Food Program

Gentlemen,

Below is the revised version of the food program as discussed Friday, key changes:

- Brings full impact forward to October instead of January
- Changes full year approx impact to \$2.4M instead of \$1.95M

Let me know your thoughts and go forward position.

Regards

Pete

**Food Program Initiative
Financial Impact - Roll Out Schedule**

Base Data

*CM F&B Redemptions inclusive GST
July 11 - Jan 12*

	Average Monthly	
\$5 Senior	\$38,188	
\$7.50	\$341,720	
Grande \$17.50	\$316,283	
DD Black	\$71,902	
DD Platinum	\$110,800	
	\$878,893	
Full Year Annualised	\$10,546,716	\$9,587,923.64

F13 Rollout

		GST Excl
July	\$38,188 Senior \$5	- 34,716
August	\$379,908 Senior \$5 & \$7.50	- 345,371
September	\$696,191 Senior \$5 & \$7.50 & \$17.50 Grande	- 632,901
October	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
November	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
December	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
January	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
February	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
March	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
April	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
May	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
June	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	- 798,994
		- 8,203,931
Total	\$9,024,324	
less GST	-\$820,393.09	
Final Total	\$8,203,930.91	

F13 Profit Impact (Tax 29.13) **\$2,389,805.07**

Peter Herring
General Manager - Product & Strategy
Crown Melbourne Limited
8 Whiteman Street Southbank 3006