



Project Proponent

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## 1 Introduction

## 2 Project proponent

### 2.1 White Horse Australia Lindeman Pty Ltd

The project is proposed to be undertaken by White Horse Australia Lindeman Pty Ltd ("White Horse Australia"). White Horse Australia is a company jointly owned by Mr William Han of White Horse Group China and Mr Jianfeng Mao of Orion Group Hong Kong (refer **Table 2-1**). The company acquired the Lindeman Island asset in 2012. The Director of White Horse Australia Lindeman Pty Ltd is Mr Paul Nyholt.

**Table 2-1. Overview of White Horse Australia Lindeman Pty Ltd.**

Person	Overview
Mr William Han	Mr Han is an Australian citizen with current Australian interests in iron ore mining, Gold Coast real estate development and an import/export business operation. The White Horse Group China was established in China in 1986 and is recognised as one of China's largest and most successful media and advertising companies with over 2,000 staff operating in 27 cities in China. The company also owns a number of significant resort, golf and real estate developments and also China's exclusive Golf TV channel and a TV Shopping channel and a Network Marketing company. Mr Han graduated from South China University of Technology in 1982 and came to Australia in 1988 and received Australian citizenship in 1995.
Mr Jianfeng Mao	Mr Mao is a joint shareholder of White Horse Australia Lindeman Pty Ltd and is partner with Mr Han on the Lindeman Project. Mr Mao holds an Architecture degree in China and established his own Architectural design and engineering company in Sanya, China in 2001. He has over 20 years' experience in hotel and resort design, operation and management in China. Mr Mao is well known for his famous resort, the 5 star Yalong Bay Earthly Paradise Bird's Nest Resort in Sanya (official website <a href="http://www.ylwpark.com/">http://www.ylwpark.com/</a> ). Mr Mao recently opened another new resort and township development, the 1500 room Spring Alpha Resort and Scenic Town in Anji, Zhejiang China. Anji is well-known for its lush green forest, Jade River, forest and tea heritage and it has earned the United Nation Habitat Award. Mr Mao has significant experience in managing both a resort and national park with his resort earning significant recognition for energy conservation, habitat preservation, ecological resort design and environmental management.
Mr Paul Nyholt	Mr Paul Nyholt is a Director of White Horse Australia and has been in this role for the last 3 years. He has a successful management career spanning over 25 years in the Hotel and Leisure industry both locally and internationally. Paul was also a Senior Vice President of Jones Lang LaSalle Hotels for 4 years and prior to joining White Horse Group a Director of CBRE Hotels for a period of 10 years. These roles have provided Paul with a detailed knowledge of the Commercial Real Estate and resort development sector.

**Addendum:** This EIS was initially prepared assuming that the safe harbour was to be part of the Lindeman Great Barrier Reef Resort Project. With the commencement of the Great Barrier Reef Marine Park Authority's (GBRMPA) Dredging Coral Reef Habitat Policy (2016), further impacts on Great Barrier Reef coral reef habitats from yet more bleaching, and the recent impacts from Tropical Cyclone Debbie, the proponent no longer seeks assessment and approval to construct a safe harbour at Lindeman Island. Instead the proponent seeks assessment and approval for upgrades to the existing jetty and additional moorings in sheltered locations around the island to enable the resort's marine craft to obtain safe shelter under a range of wind and wave conditions. Accordingly, remaining references to, and images of, a safe harbour on various figures and maps in the EIS are no longer current.

## 2.2 Proponent information

The proponent's contact information is:

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## 2.3 Nature and extent of business activities

The following projects (**Table 2-2**) demonstrate Mr Mao and the White Horse Group's experience in tourism and resort projects.

**Table 2-2. Nature and extent of business activities.**

Project Name	Description
Heaven and Earth Qixianling Baoting Tropical Resort, China	In 2003, Mr. Mao completed the development and construction of the Heaven and Earth Qixianling Baoting Tropical Resort. He was the Chairman and General Manager of this resort, and started planning the development of Sanya, Yalong Bay Tropical Paradise Forest National Park in the same year.
Yalong Bay Earthly Paradise Bird's Nest Resort in Sanya, Hainan, China	<p>Mr Mao is well-known by the famous resort, the 5-star Yalong Bay Earthly Paradise Bird's Nest Resort in Sanya, Hainan China (<a href="http://www.ylwpark.com">http://www.ylwpark.com</a>). Mr Mao, together with his family, holds 75% shares of the company and he is also the CEO of the company. The resort comprises two stages. The first stage has been completed and has been in operation since September 2009. It is 4.87 hectares in size (including the Sanya Yalong Bay Tropical Paradise Forest National Park) and comprises 210 resort rooms inside the National Park. The second stage is currently under development and has a size of 30 hectares.</p> <p>The National Park belongs to Mr Mao's company and as such, is managed and operated by Mr Mao. On average, the park has 2.3 million visitors annually and as such Mr Mao has significant experience in managing a resort and a national park both environmentally and economically. The resort has earned significant recognition, including:</p> <ul style="list-style-type: none"> <li>• Continental Diamond Top Ten New Landmark Hotel by World Hotel Association;</li> <li>• Hainan Top Ten Leisure Eco-Tourism Resort by Hainan State Government;</li> <li>• The China Green Hotel;</li> <li>• Circular Economy Demonstration Zone;</li> <li>• Top ten energy-conservation meritorious enterprises; and</li> <li>• Hainan new technology integrated tourism demonstration by the PRC government.</li> </ul>



Project Name	Description
Alpha Springs Resort and Scenic Town, Anji, Zhejiang, China	<p>Anji has forests and tea heritage and has earned the United Nations Habitat Award. Development of the resort commenced in October 2012 by Mr. Mao, together with his family who hold 98% shares of the resort. Investment into the resort and scenic town is over 1.2 billion Chinese Yuen (over \$245 million Australian Dollars). The development area of the scenic town is approximately 162 hectares with a total construction area of 193,000m<sup>2</sup>.</p> <p>The resort is inspired by the Ming and Qing Dynasty architecture with the overall design being an iconic fusion of ancient courtyard design complemented by contemporary architectural elements. There are over 1,500 rooms in a number of different types of villas. The resort also has a variety of restaurants, bars, commercial and other functional facilities with a total capacity of over 1,000 visitors.</p>
Mulan Bay World Golf Town, Asian Golf Culture Industry Centre & China Golf Holiday Lifestyle Area, Wenchang, China	<p>The Whitehorse Group are currently developing a World Golf Town at Wenchang, China. The site lies in the coastal area of Mulan Point, Fuqian Town, Wenchang City, north-east of Hainan Island and covers an area of 967 hectares, including a development footprint of 382 hectares. The proposed development has a gross floor area of approximately 2.6 million m<sup>2</sup>, with total investment of 25.4 billion Chinese Yuen. The masterplan includes PGA Tour Golf Courses, Hall of Fame, Elite College, Golf Museum, Golf Exhibition Centre, Golf Culture Centre, International Art District; Bicycle Leisure Green Road, Coastal Leisure Walk Path, Artificial Beach, Diving Experience Zone, ATV Camp, Sea Fishing Centre, International Sailing Boat Centre, International Beach volleyball court, Water Sports Centre, Fisherman's Wharf, International Surfing Base, as well as schools, markets and hospitals.</p>
Simapo Island, Hainan, China	<p>The Whitehorse Group are currently developing Simapo Island to create a world class tourism precinct. Simapo Island is surrounded by Nandu River and is located within close proximity of the main CBD (10mins) and the airport (15mins). The site has an area of 140.395 hectares (including 113.44 hectare of certified land-use right) and a 0.06 Floor-area Ratio. In order to take full advantage of its location White Horse plan to build an international competition level golf course, a five-star hotel (60,000m<sup>2</sup>), resort villas (80,000m<sup>2</sup>) and a yacht wharf, establishing a high-end holiday brand.</p>

## 2.4 Proponent's experience and capacity to satisfactorily develop and manage the project

White Horse Australia through its affiliated companies in China, including the White Horse Group, has the experience and financial capacity to complete the project and are financially sound. The White Horse Group owns an advertising, media and marketing company with over 2,000 staff operating in 27 cities in China and as such is well placed to grow demand for the project. One of the partners, Mr Mao currently owns and operates a very successful resort in Sanya (China) and has modelled several aspects of this development on that resort. Mr Mao's projects also include the recently opened 1,500 room Alpha Springs Resort in Anji, Zhejiang which was constructed and is now managed by Mr Mao's company.

Following its purchase of the resort leases in 2012, White Horse Australia Lindeman Pty Ltd has undertaken consultation with a wide range of tourism industry experts and hotel operators to investigate a wide range of potential development scenarios for the island. A key element of the redevelopment strategy is creation of a variety of accommodation options and a wide range of supporting amenities within the resort. This strategy responds to the demand by visitors for a greater choice of facilities and activities in one location. It is of particular importance to an island resort because it will provide a critical mass of facilities and experiences needed to attract visitors. This strategy is fundamental to establishing Lindeman Island's international profile and its competitiveness as a world class destination resort.

Initial economic calculations have identified that the project has an estimated final development cost of \$583 million. During construction around 300 construction related jobs will be created and approximately the same number of full time equivalent jobs will be created on the island once operational. Direct expenditure on Lindeman Island is also estimated at approximately \$30 million a year by visitors and employees.

The partners in this development are financially sound and intend to retain the assets to secure significant operators to run the resorts on their behalf. Whitehorse Australia has appointed Eastview Pty Ltd to manage the project on their behalf. White Horse Australia is a company jointly owned by Mr William Han of White Horse Group China and Mr Jianfeng Mao of Orion Group Hong Kong. The White Horse Group China was founded in 1986 and operates in 27 major cities across China. White Horse Outdoors Media, an international joint venture, generates over 1.6 billion RMB in revenue annually. The Group has invested in the Golf TV Channel, TV Shopping Channel and Network Company. In recent years, White Horse has diversified by investing in the real estate market with residential, resort and golf course developments and at the same time set up a resources company for off shore investment in mining, resort and residential projects ([http://www.whcg.com.cn/index\\_en.html](http://www.whcg.com.cn/index_en.html)).

## **2.5 Proponent's environmental record, including a list of any breach of relevant environmental laws during the previous ten years**

Section 88R(j) of the *GBRMP Act* requires applicants proposing works within the GBRMP to supply details of their current environmental record. White Horse Australia Lindeman Pty Ltd do not have any environmental record or current or former proceedings under a law of the Commonwealth or a State for the protection of the environment or the conservation and sustainable use of natural resources. The company and Directors have not been subject to any breaches or compliance actions and have appointed three caretakers to assist in managing and protecting the island's assets since 2012.

## **2.6 Proponent's environmental, health, safety and community policies**

The proponent's objective is to re-establish Lindeman Island as a premier domestic and international tourist destination, whilst protecting the Outstanding Universal Values associated with the Great Barrier Reef World Heritage Area. The over-arching philosophy of White Horse Australia is to promote the ecologically sustainable development of Lindeman Island during construction and operation of the resort. Refer to **Appendix D – Proponent Policies and Commitments**.

White Horse Australia's environmental policy is to:

- (a) Reduce greenhouse gas emissions by shifting over time from diesel generators to solar energy production;
- (b) Improve stormwater quality through the use of grassed swales, vegetated buffer strips, rainwater tanks and gross pollutant traps;
- (c) Improve the treatment of sewage through the installation of a best practice membrane wastewater treatment plant;
- (d) Reduce water consumption through the installation of a wide range of water efficiency measures;
- (e) Revegetate previously disturbed areas outside the proposed development footprint;

- (f) Remove and manage pest plant species;
- (g) Ensure protection of important vegetation and animal populations;
- (h) Promote a built-form that integrates with and is subordinate to the natural environment in terms of scale, bulk, materials, and colour;
- (i) Ensure that the resort design is responsive to the effects of climate change, including sea level rise and storm surge impacts;
- (j) Provide opportunities to inform and educate tourists regarding the Great Barrier Reef's unique World Heritage Values and establish a National Park and Great Barrier Reef Education Centre;
- (k) Implement a waste management plan based on the hierarchy of avoid, reduce and recycle; and
- (l) Develop and implement an Environmental Management Plan that covers all facets of the project.

White Horse Australia's Health and Safety policy is to construct and operate the resort in a way that protects staff and visitors from harm by:

- (a) Ensuring compliance with the *Work Health and Safety Act 2011*, regulations and codes of practice;
- (b) Identifying hazardous activities as per the Risk Assessment included in the EIS to remove the risk of harm where possible, and to establish robust arrangements for minimising Health and Safety risks that remain;
- (c) Identifying and mitigating risks associated with natural hazards (e.g. storm tide inundation, cyclones, flooding and bushfire) as per the Risk Assessment included in the EIS to remove the risk of harm where possible, and to establish robust arrangements for minimising Health and Safety risks that remain;
- (d) Providing strong and effective leadership in Health and Safety and environmental management;
- (e) Support staff to work collaboratively and share information to prevent harm;
- (f) Monitoring Health and Safety performance and learning from experience; and
- (g) Communicating and engaging with our workforce and visitors to enable everyone to fulfil their responsibilities and participate effectively in protecting themselves, others and the environment from harm.

White Horse Australia's community policy is to:

- (a) Reinststate a world class tourist resort on the island to increase the range and quality of tourist accommodation and activity options available in the region;
- (b) Provide opportunities for inform and educate tourists regarding the Great Barrier Reef's World Heritage Values and establish a National Park and Great Barrier Reef Education Centre.

## 2.7 EIS Project Team

Whitehorse Australia has appointed an EIS Study Team to prepare all aspects of the EIS. The EIS Project Team has worked with the proponent to identify the constraints and opportunities for the project and have modified the project, including the footprint and safe harbour design, to reflect the environmental features of the site

The EIS project team and project specialisation is included in **Table 2-3**.

**Table 2-3. EIS Project Team and Project Specialisation.**

Company	Specialisation
Eastview Pty Ltd	Project Managers Construction Management
Cardno	Biosecurity Bushfire Hazard Civil Engineering Coastal Processes EIS Preparation Energy Flooding Geotechnical Infrastructure Marine Ecology Safe harbour Design Noise Site Contamination Risk Assessment Social Impact Town Planning Transport Waste Management Water Supply Visual Assessment
DBI Design Pty Ltd	Masterplan Layout Architectural Design Landscape Architecture
Air Noise Environment	Air Quality
Aviation Projects Pty Ltd	Aviation
Converge Heritage	Cultural Heritage (Non-Indigenous) Cultural Heritage Management Plan
Norling Consulting	Economic
Northern Resource Consultants	Flora and Fauna