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## Queensland Icon 2005

### The Gold Coast

Famous for its sun, surf and sand, Gold Coast City stretches along 57 kilometres of coastline. It has evolved from pioneering cottages and seaside shanties to one of the most famous holiday destinations in the world. It is hard to imagine that no-one was interested in these beautiful beaches until the 1940s. But by the 1950s lifestyle was veering away from working the land to looking for leisure and creating more comfortable environments.



star hotels. The Gold Coast has always been known as a place of indulgence and glamour, a City that is adventurous with new

developments and constantly changing.

The high-rise skyline of the Gold Coast is in itself a Queensland icon. Holidaying in a high-rise apartment provides an experience so different from the suburban home. It allows people a sense of freedom and excitement, with views stretching over the coast and out across the hinterland.

The Gold Coast continues to strive towards providing new and exciting experiences for people. Beachfront esplanades, shopping precincts, exhilarating theme parks and unusual entertainment venues, like wax museums and laser-light mazes, all contribute to the diverse and colourful attractions on offer.

The Gold Coast is most often viewed as a "natural playground". Blue skies, sun, sparkling oceans and waterways and white sandy beaches draw people in droves to the City. Here one experiences nature at a Sea World aquarium, a trip to the beach, a walk in the hinterland, or appreciating views from a skyscraper along one of the world's most famous coastlines.

People were flocking to the stretches of sun, surf and sand at the Gold Coast. Holiday accommodation, like the Pink Poodle, was built to capture the fun and holiday atmosphere of the coast. The Gold Coast Highway became dotted with elaborate signage and imaginative themes in order to attract visitors. Surfers Paradise soon became a symbol of fantasy, nightlife and relaxation at poolside bars.

The first Gold Coast high rise, Kinkabool, was built in 1959. Soon canal estates also emerged on the Coast as new and contemporary developments. Today, we may add such modern achievements as The Q1 -the world's tallest residential tower, and The Palazzo Versace. These are Australia's only six



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