

28-Aug-2025

Statement from a GemLife spokesperson,

I can confirm that the recent news coverage about the opening of the GemLife Gold Coast Country Club was not a paid advertorial or part of any sponsored content. The coverage arose from genuine editorial interest in a project of local and state significance.

The GemLife Gold Coast Country Club is the largest and most ambitious community facility GemLife has built to date, setting a new benchmark for lifestyle resorts in the region and state. Its scale, design and amenities make it unique in the over-50s downsizer market, which naturally attracted strong news value.

As a Gold Coast-based company, GemLife's projects carry particular relevance for local audiences, adding to the public interest of this story.

We have also received strong interest from other media outlets, with additional coverage already published and more stories to come.