

SOUTHPORT SHARKS

CASE STUDY

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Acuity was engaged to manage the development of a resort hotel to enhance and support the existing Southport Sharks club facilities.

Acuity's initial approach was to help the club crystallise its vision for their site by running a series of workshops with all the stakeholders. Having done so, Acuity conducted detailed demographic research, prepared initial concept drawings and prepared preliminary project feasibilities. Once approved by the board Acuity set about translating this into a set of working documents. The result is a vibrant 8 story hotel complex with 162 rooms to be built in two stages, designed specifically for the overnight and short-term accommodation market determined by the market research undertaken. The resultant development matches into the criteria unearthed in the project workshops run by Acuity at the outset of the project and is in line with the fiscal limits set by the board.

CHALLENGES ENCOUNTERED THROUGHOUT THE PROJECT INCLUDED;

- Crystallising the clubs exact expectations and constraints
- Managing a divergent stakeholder group.
- Satisfying the local authority's expectations for the site due to its strategic location.
- Determining the right product mix and type to support project viability.

SERVICES PROVIDED TO THE DEVELOPMENT GROUP TO DATE INCLUDE;

- Demographic research analysis
- Stakeholder workshops
- Project delivery strategies
- Concept creation and master planning
- Feasibility preparation and project cash flowing
- Design management
- Application preparation and lodgment
- Stakeholder and authority management
- Consultant engagement and management
- Project reporting

LOCATION	Gold Coast
CLIENT	Southport Australian Rules Football Club
PROJECT TYPE	Managed Resort Hotel
PROJECT VALUE	\$15,000,000

TEAM INVOLVEMENT:

STAGE 1:	Preliminary Market Assessment / Project Concept Creation / Feasibility Preparation / Development Application and Approvals Management
STAGE 2	Project construction management
STATUS	Stage 1 complete