

Access all areas

Frenchville Sports Club Comes of Age

The team at Frenchville Sports Club already were presiding over the leading club in Rockhampton, and arguably Central Queensland, but it had the foresight to understand that it couldn't rest on its laurels and needed to stay ahead of the game, and deliver to its members the club of tomorrow, today.

They turned to club specialists, Paynter Dixon. The Paynter team worked closely with the club from the first scribble on paper to the final handover. Paynter Dixon prepared a master plan with staging options that would take them to the next level. The club had a hunger for success and decided to do the lot, resulting in a comprehensive repositioning of the club.

"We were practically renovating the entire club, and cannot speak more highly of Paynter Dixon from their earliest design concepts to the construction team, who kept us operational at all times. They understood our development vision, and turned it into a design that met and exceeded the expectations of our board and patrons. The patron feedback has been excellent, without exception." Mark Bovis, General Manager, Frenchville Sports Club.



Cafe la vista, baby!

One of the more significant shifts in the club's offering was to change the way it defined its cafe offering. The previous cafe was essentially an espresso machine and cake display butted up against the main bar. Enter La Vista Café, a stand alone cafe in its own right, complete with stylish finishes, funky furniture and a dining area that flows all the way to the sporting fields.

A destination in its own right, management have already noticed a new demographic of patron coming to the cafe, which is a pleasing endorsement of the club and Paynter's shared vision.



Food & beverage

Smarter clubs understand that a successful club is more than a profitable gaming room. Patrons now demand the total club experience, and the Frenchville team responded with a food and beverage focus in this renovation. The scope of works included a new kitchen and back of house area, a new satellite bistro bar, a new cafe servery backing on to the main kitchen to ensure staffing efficiencies and kitchen flexibility, a refurbished and extended main bar and a new striking buffet and food service area. That's a feast of F+B!

"Our aim was to not only design the new food and beverage areas to cater for the increased dining and lounge areas but to showcase to the public the theatre of dining. The new Flames Bistro boasts a large three sided glass enclosure at the barbequing area where the patron becomes the audience to the hypnotic flames of the BBQ grill. A bespoke carvery station, centred in the expansive stone clad buffet provides the public with a front row seat of



the freshly carved meats on offer, under the wash of the speciality lighting. Sergei Magometovs, Food and Beverage Design Manager, Paynter Dixon Qld.

Where's the grass?

There are renovations and there are renovations, and then there are renovations that are game changers. Paynter Dixon's Paul Coory explains: "One of the first things that struck me when first entering the Club was it was a Sports Club yet the sporting fields could not be seen from within the club. We reconfigured the club's layout and introduced a new Café area that extends out to an extensive glazed wall with an outlook to the field, offering patrons a burst of daylight and greenery on entry. We put the 'sports' back into Sports Club."

"Our Board had planned a major renovation for a number of years and were ready to embark on something special. We stressed to Paynter Dixon that we needed a unique design that provided a point of difference for our club, and it had to meet our budget constraints. We could not be happier with what has been delivered, as well as the process to get us there." Graeme Brady, Chairman, Frenchville Sports Club.

Gaming lounge - designed for growth

When your gaming lounge is already hitting above its weight, many clubs would sit back and adopt the adage of "if it ain't broke...", but Frenchville's Mark Bovis aimed higher. "We owed it to our patrons to give them the best environment we could, and to position our room for even better results. We worked closely with Paynters to give us something special and I feel we have one of the better gaming rooms going around. It is spacious, has a well designed layout, great interiors and future-proofs us by allowing us to increase our machine numbers without having to move a wall."

"I was pleased to be given such a big opportunity by Paynter Dixon to brief them on my requirements and to review their designs for the kitchen and servery. The kitchen we now have is fantastic, productivity is much higher and the staff love working in it. We now make home-made desserts, take turns in designing 'meal of the month' and the menu offering has expanded." Orl Bone, Executive Chef, Frenchville Sports Club.

Point of difference

Whether you call it a point of difference, a wow factor, or a talking point, these elements in your club are vital to attract new patrons. The new Frenchville Sports Club has nailed this aspect of their design. Paynter Dixon's Head of Hospitality Entertainment + Leisure Paul Coory expands, "the club needed no encouragement to be bold, which we loved. Having said that, it was important that bold didn't mean tasteless or unnecessarily extravagant. We engaged Brand & Slater Architects to collaborate with us on the design and delivered to the club a number of "talking points", such as: the cafe toilets with a full height garden window, a 'floating' bottle display and illuminated water feature behind the main bar, a private dining enclosure within the new cafe and a feature glass enclosed BBQ area theatrically showcasing what the chef can do with a steak and naked flame."



"When planning a redevelopment for a club where all areas were in the firing line, it was important that these areas connect well with each other, yet still claim their own identity. We played with a number of layouts, but settled on the one that provided the club and its patrons with multiple, unique experiences and for the first time created a connection between the inside and outside," Paul concludes.





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