





Renee Green Studio



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FEATURE

QHA  
REVIEW

## RENO REWARDS

### **PATIENCE, PERSISTENCE AND DETERMINATION HAVE GUIDED THE SUCCESSFUL REJUVENATION OF THE FULL MOON HOTEL ON BRAMBLE BAY.**

The business celebrated a win for Best Detached Bottleshop for its Sue's Korner Bottlemart at Boondall in the recent QHA Awards for Excellence 2022. It was also among the finalists in a number of other categories including Best Redeveloped Hotel - General Division.

The hotel, which overlooks north Moreton Bay, on Eagle Terrace in Sandgate, was purchased by the Dowling family in 2015, with publicans Lucinda Dowling Black and her husband Toby Black overseeing its operations.

Lucinda said the family eagerly began discussions to upgrade the venue and in 2016 they engaged with one of Brisbane's most renowned Architects, BSPN, who put forward a contemporary, yet classic, concept to refresh the building and make better use of the available space.

One of the first steps with BSPN in 2017 was to relocate and update the existing 35-machine gaming room.

Lucinda said the family engaged Aussie Fit Outs at Brendale for the construction and had great feedback from customers who enjoy the experience the new room provides with its modern design, elegant décor and the latest in technology and gaming machines.

While the intention was to continue with the refurbishment works in 2020, by updating the dining, bar and entertainment spaces, COVID got in the way delaying the start of the next stage until July 2021 when construction was finally able to begin.

Lucinda said Aussie Fit Outs were engaged once again for their valued expertise, commitment and fine attention to detail.



FULL MOON HOTEL

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After five months, battling material supply shortages, lockdowns and other COVID-related challenges, the refurbishment was successfully completed in late November 2021 – in time for Christmas trade. In January this year the final touch, in the form of a custom designed children’s play area, The Treehouse, was added as the cherry on top.

BSPN Partner Luis Nheu said the team had looked to the surrounding heritage and colonial Queenslander style homes of Sandgate and Shorncliffe, and the bayside position of the venue, for inspiration for the design.

“It was about going back to the area, looking at the beautiful Queenslanders – and using features such as double hung windows, and exposed stud frames of the old Queenslanders as design elements which now make the kitchen a showpiece alongside cabinet joinery and brass detailing,” Luis said.

“The impactful blue tones featured throughout the hotel give you that coastal relaxed holiday feel that Sandgate is historically well known for.

“It’s a destination hotel. We used some of the classic features of the 150-year-old establishment, including the decorative ceiling where we worked with the existing heights and just layered the space using hanging plants and windows with colonial glazing to help zone the areas.”

Toby said the new-look venue had been popular with locals and newcomers to the area, with the business pleased to report a notable increase in first time visitation to the venue since the refurbishment was completed.

The 2022 version of the historic establishment combines a laidback, coastal feel with upgraded amenity and functionality.

Warm timber tones, VJ walls and large windows have created a homely feel that has continued through to the newly-extended, 70-seat, dining space and innovative children’s area which was designed for creative play by Rosenthal Creative Co and contains an impressive artificial tree, lovers swing, grassed area for lawn games, play vegetable patch, reading nook and a clothesline.

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[brisbane@bspn.com.au](mailto:brisbane@bspn.com.au)

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**“IT’S A DESTINATION HOTEL. WE USED SOME OF THE CLASSIC FEATURES OF THE 150-YEAR-OLD ESTABLISHMENT, INCLUDING THE DECORATIVE CEILING WHERE WE WORKED WITH THE EXISTING HEIGHTS AND JUST LAYERED THE SPACE USING HANGING PLANTS AND WINDOWS WITH COLONIAL GLAZING TO HELP ZONE THE AREAS.”**

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“The Treehouse is a unique, custom designed space, with inspiration taken from a classic treehouse found in the quintessential backyard in Queensland,” Toby said.

Catering to a wide range of occasions the venue layout works for large gatherings and smaller groups, using booth seating with a mix of screening features to create more intimate zones throughout, which creates atmosphere and gives guests a sense of having their own space.

The high, open, ceilings and decorative hanging gardens create a relaxed ambience, assisted by a creative approach to lighting, artwork and décor.

The styling elements, artworks and decorative hanging gardens were curated, designed and installed by Rosenthal Creative Co., with all of the new furnishings sourced by Lightfoot Commercial Furniture.

Other, less obvious elements of the refurbishment included an update to the keg room, allowing for greater storage, efficiencies and more beers on tap, and a 100kw solar panel system to offset energy costs and reduce environmental impact.

The venue offers live entertainment, ranging from soloists and duos, up to seven-piece bands on Friday and Saturday nights and Sunday afternoons, with trivia, music bingo and other entertainment during the week, all complimented by improved sound and

lighting equipment including the directional, modular JBN Sound Ceiling immersing the listener in high quality, full frequency sound.

The refurbishment provided Lucinda and her team the opportunity to rebrand the venue by refreshing the Full Moon Hotel website and logo, colour palate and brand personality used through various marketing channels too.

Partnering with Kartia Design, a Sandgate local creative design and marketing agency, the Full Moon Hotel embraced a new look to engage wider audiences and reflect the businesses new goals and offerings.

The Full Moon Hotel is open for lunch and dinner seven days a week, and with its four local bottleshops the organisation employees over 80 staff.

With the staffing crisis impacting the industry, Lucinda said recruiting and retaining staffing was now her “greatest priority, every day” to ensure they continue to maintain the level of standard the dedicated service team pride themselves on.

Looking towards the end of the year and beyond Lucinda said the vision is to continue to evolve the business, looking for ways of improving its offering and operations to best meet customer trends and expectations. □



## FRESH NEW LOOK FOR BOTTLEMART IBIS CELLARS SANDGATE

Downtown Sandgate shoppers are enjoying the recent store transformation of Bottlemart Ibis Cellars, located in Ibis Central Shopping centre.

Bottlemart Ibis Cellars is a detached bottleshop which runs off the recently renovated Full Moon Hotel Sandgate, owned and operated by the Dowling family. It is the tenth Queensland Bottlemart outlet to be refreshed this year, and since its completion in March, another five store makeovers have been completed, with another five planned for later this year.

LMG's Queensland State Manager, Shaun Landy, said: "I'm thrilled to be collaborating with our member partners to lift their customers' shopping experience through an enhanced in-store environment."

"The completed renovations not only look fantastic, but these stores now have more space to support an increased range of products, as well as improved display solutions to execute key marketing and promotional initiatives," added Landy.

The refreshed LMG member store layouts now include four-way mobile display units, beer stackers and premium product display stands, and are designed to provide added flexibility in both range and presentation to accommodate marketing activity and featured products.

Scott Strathearn, Retail Manager, NT Pubco said: "The Bottlemart team worked hard to bring our refreshed store to life. The result has been a more premium, stylish space for our customers. More floor space for wine, ambient beer and spirits; and cold space for craft beer, white wine, and bubbles, has resulted in increased sales and profitability as shoppers respond to the enhanced in-store experience."

For more information on LMG's store refresh program, please contact Shaun Landy, Queensland State Manager on 0436 002 418 or slandy@lmg.com.au □

