

AUSMAR

CLUB EDEN





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Club Eden



INTRODUCTION

Nestled in the heart of the Sunshine Coast, Queensland, lies Greenwood Lifestyle Village, an idyllic community designed for residents over 50. At its heart stands Club Eden, a testament to sophisticated design and meticulous construction. This project represents a successful collaboration between developer WM Projects and Sunshine Coast builder, AUSMAR Commercial. The case study delves into the project's journey, highlighting the shared vision, collaborative spirit, and commitment to quality that resulted in an award-winning outcome.

Project:	Club Eden
Project Value:	\$6.8 million
Completion:	2022
Director	Richard Paris
Project Manager	Luke Coote
Interior Design	Bec Weston



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PROJECT BACKGROUND

Richard Paris, AUSMAR Commercial, sheds light on the vision and challenges behind the Club Eden project at Greenwood Lifestyle Village.

What were the key goals of the Club Eden project? Did you receive a specific brief?

From the outset, the vision for Greenwood Lifestyle Village was to create a bespoke and sophisticated community, a concept emphasised by the developer, WM Projects. This wasn't just a marketing tagline; it permeated every aspect of the design process.

“Together, we focused on achieving three key goals for the project.”

1. High-Level Finishes

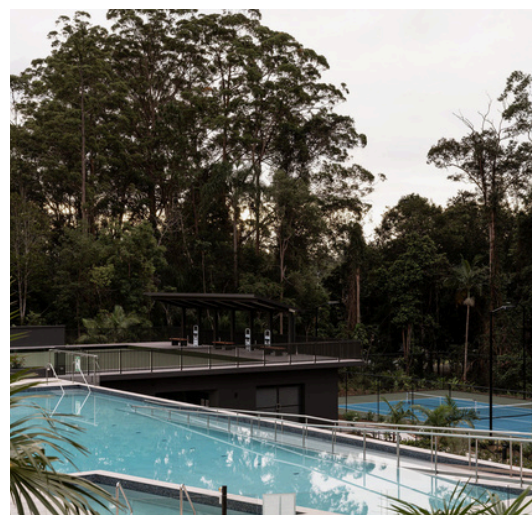
Every detail, from the materials used to the construction methods, was meticulously considered to ensure a sense of elegance and refinement.

2. Understated Sophistication

The design aimed to achieve a balance between luxury and liveability, avoiding ostentatious displays of wealth while still exuding a sense of quality and taste.

3. Efficient and Gentle Use of the Site

Careful planning ensured that the Club Eden facility seamlessly integrated into the surrounding environment, respecting the natural landscape while maximising functionality.



How did AUSMAR Commercial work with WM Projects to achieve these goals?

Collaboration was not just a strategy; it was the bedrock of the entire project. Both AUSMAR Commercial and WM Projects shared a singular mindset: to deliver an exceptional outcome.

This open and transparent partnership fostered a fruitful environment where ideas could be exchanged openly and constructively. This collaborative spirit continues today as we finalise the Greenwood Lifestyle Village community.

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What were the biggest challenges faced during the project, and how were they overcome?

While I won't delve into specifics, every complex project encounters challenges along the way. However, the hallmark of a successful project lies in the team's ability to effectively navigate these obstacles. AUSMAR Commercial's experienced project team, alongside WM Projects, tackled unforeseen challenges with creative solutions, ensuring Club Eden's successful completion.





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CONSTRUCTION CHALLENGES

Luke Coote, the AUSMAR Commercial Project Manager, sheds light on the innovative approach and construction challenges encountered in developing Club Eden.

Why did AUSMAR choose the Dincel Structural Walling system for Club Eden?

The Dincel system offered several advantages that aligned well with the project's needs. It provided a robust and waterproof structural solution for the extensive retaining and load-bearing walls, eliminating the need for additional waterproofing membranes. This promised a potentially faster construction timeline compared to other conventional methods.

Looking back, how did the Dincel system impact the project?

While the system held promise, we encountered some practical challenges. Despite its potential for speed, delays emerged due to limited availability of experienced installers, coinciding with a busy period in the construction industry. Additionally, this area of the project experienced budgetary concerns nearing the cost of conventional masonry blockwork and quality issues with wall alignment, requiring rework.

Based on this experience, while I'm currently exploring a smaller-scale application of the Dincel system on another project, I would express caution in its widespread use until these challenges can be effectively mitigated.



Can you elaborate on the construction complexities of the elevated pool and bowling green?

These features presented significant engineering challenges, demanding meticulous site management and flawless coordination between various teams. Concrete workers, steel fixers, form workers, and Dincel wall builders had to work in concert, supported by extensive crane use and large concrete pumps to navigate the sloping site.

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How did AUSMAR navigate these challenges while minimising disruptions?

The key to success lay in collaborative problem-solving. Our structural engineer devised a design that seamlessly integrated with the sloping site, retaining walls, and suspended slabs of the pool. As builders, we implemented rigorous communication, meticulous planning, and clear scheduling.

Regular toolbox talks ensured everyone understood their roles and the sequence of construction, while progress updates were facilitated through calls, emails, regular meetings, and the AUSMAR CAP online portal.

“By prioritising communication and collaboration, we were able to navigate the complexities of Club Eden, ensuring exceptional construction quality while minimising disruptions to the surrounding community and stakeholders.”





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MAINTAINING QUALITY

Richard Paris of AUSMAR Commercial delves deeper into the meticulous approach that ensured the Club Eden project met the highest quality standards.

How did AUSMAR Commercial guarantee exceptional quality throughout the Club Eden project?

We prioritised a multifaceted approach to quality assurance. Beyond the standard practices of regular site meetings and toolbox talks, collaboration played a pivotal role.

Continuous communication and open dialogue were fostered with the client's Project Manager, Site Engineers, and our trusted contractor network. This collaborative spirit ensured everyone involved was aligned with the project's vision and quality expectations.

Furthermore, we leverage the long-standing relationships we've cultivated with our contractor pool. Their loyalty, commitment to excellence, and deep understanding of our quality standards proved invaluable in achieving an award-winning outcome.

Can you elaborate on the specific roles of key individuals in ensuring quality?

Each member of the project team played a critical role:

- **Project Manager**

Provided strategic oversight and leadership, ensuring adherence to the project schedule, budget, and quality specifications.



- **Construction Supervisor**

Acted as the on-site champion for quality, conducting regular inspections, addressing concerns promptly, and liaising with contractors and subcontractors.

- **Project Administrator**

Meticulously maintained project documentation, managed procurement and budget control, and ensured effective communication within the team and with external stakeholders.

Their combined efforts and commitment to collaboration formed the backbone of the project's success.

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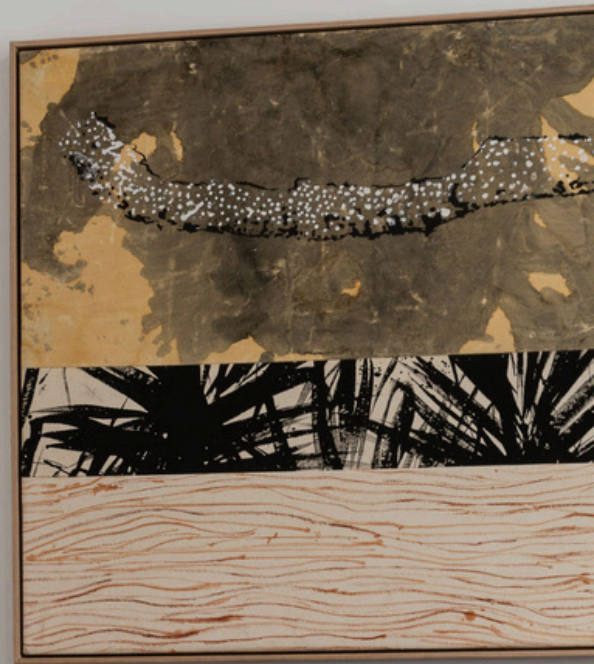


Did the project's focus on quality translate into further collaboration with WM Projects?

The answer is a resounding yes. The exceptional quality standards delivered at Club Eden solidified our strong working relationship with WM Projects. Since its completion, we have partnered with them on 50 additional homes and are currently nearing the handover of another 50 beautiful residences for future residents of the Greenwood Lifestyle Community.



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“EXCEPTIONAL PROJECTS LIKE CLUB EDEN SHOWCASE OUR ONGOING COMMITMENT TO QUALITY AND COLLABORATION.”

INTERIOR DESIGN

Rebecca Weston, the interior designer behind Club Eden, offers a captivating glimpse into the design choices and challenges encountered during the project.

What was the guiding principle for Club Eden's interior design?

The design brief emphasised a high level of sophistication balanced with a neutral colour palette. This ensured the interior wouldn't compete with the stunning natural beauty of the surrounding bushland, instead serving as a seamless extension of the environment.

Did catering to the over-50s demographic significantly impact your design choices?

Interestingly, the demographic didn't require as many adaptations as one might expect. Most selections could have been used for any age group. However, a few key aspects were adjusted:

- Door handles: Opting for easier-to-grip handles provided improved accessibility.
- Wall paint: Paints with a 30% contrast to the doors enhanced visibility, promoting safety and comfort.

How did you select materials and finishes?

My focus was on timeless elegance. I steered clear of overly trendy elements and avoided choices that might evoke past design trends. The goal was to create a space that felt fresh and contemporary, representing a new chapter for residents.



Can you elaborate on your use of colours and lighting?

To create a welcoming and inviting atmosphere, the primary wall colour was a light, warm tone. Subtle pops of complementary colours were added for visual interest, avoiding any overly bold or polarising schemes.

Lighting played a crucial role in achieving this ambiance. A combination of pendant and wall lights served dual purposes: providing essential illumination and acting as artistic focal points within the space.

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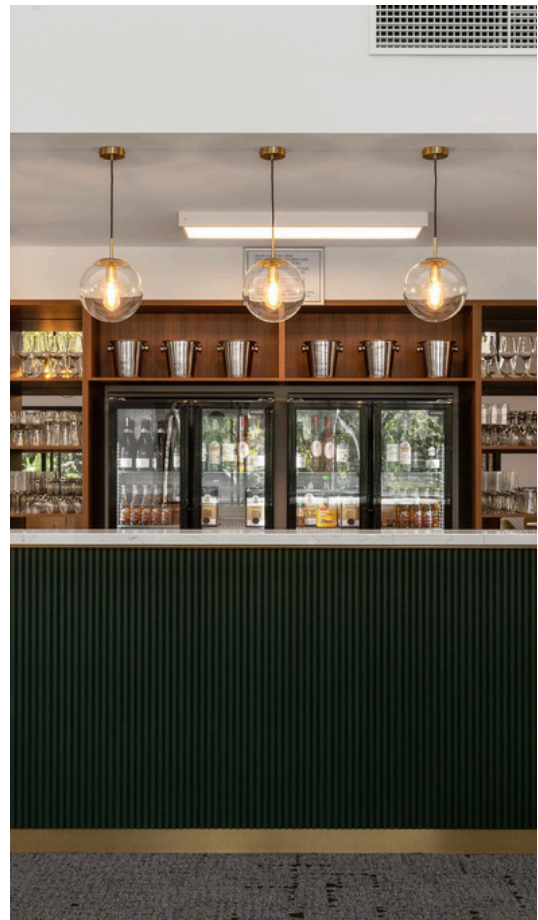
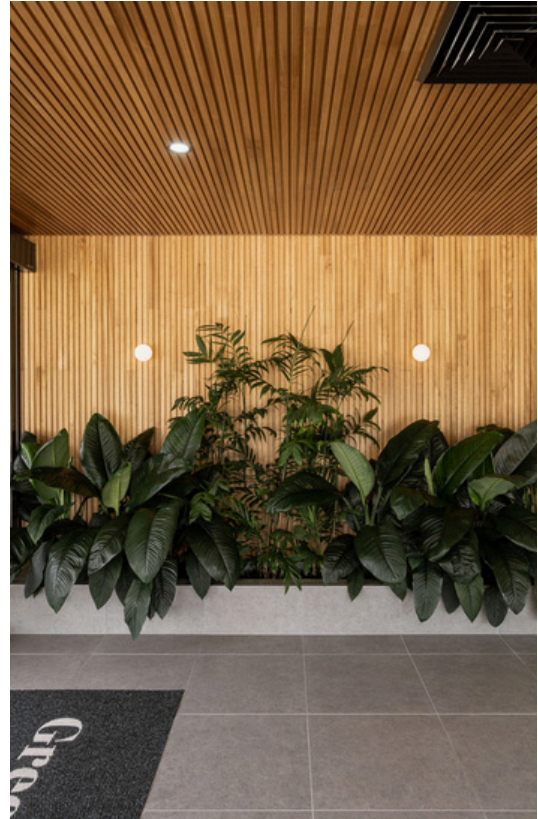
Can you share any design challenges you encountered and how you overcame them?

My vision for the brushed brass fittings posed a challenge, as most commercially available options were stainless steel or chrome. However, I collaborated with suppliers who were eager to source fittings that complemented the chosen finish.

What design elements hold a special place in your heart?

The glosswood walls and ceiling at the entrance are a definite standout. This design creates a tunnel-like feeling, symbolically marking the beginning of a journey through the building.

“The most significant hurdle was the elevator doors, as the supplier had no experience with anything other than silver. We opted for a custom solution, wrapping the doors in gold vinyl, resulting in a stunning and unique outcome.”



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