

# AUSTRALIAN Hotelier

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## Precision Group eyes massive Victory Hotel revamp



by **Vanessa Cavasinni**

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The Victory Hotel sits on the corner of Edward and Charlotte Streets in Brisbane's CBD.



**A development application (DA) has been submitted to transform Victory Hotel in Brisbane's CBD with a multimillion-dollar renovation.**

Led by owners Precision Group, a property investment and development company, the new plans for the hotel would segment the pub into four separate venues: a sports bar and beer garden; a rooftop garden bar; a steakhouse restaurant; and a basement speakeasy-style bar with gaming room.

Precision Group Leasing Executive Rory O'Brien said the redevelopment would enable the Victory Hotel to become a fully integrated food, beverage and gaming powerhouse, expanding the venues options for current and new patrons.

“The Victory Hotel has been a popular destination for more than 150 years, and we’re excited to elevate the offerings of this iconic venue and reinvigorate this corner of Brisbane,” O'Brien said.

“Our focus is on creating a world-class destination that will attract visitors from across Australia and around the world, while preserving the heritage of the site for future generations.”

Built in 1885, the hotel was originally called the Prince of Wales before being renamed to the Victory Hotel in 1921 – in commemoration of the end of the hostilities of World War I.

Precision Group engaged architecture firm Bureau Proberts and interior designers S.Shyne to create the vision for the new hotel, and worked closely with renowned heritage architect Ruth Woods to ensure the plans honoured the historical site.

Bureau Proberts managing and creative director Liam Proberts said the redevelopment would pay homage to the hotel's history and maintain the buildings fundamental purpose as a public venue.

“The Victory has lived through many eras, including the 1980s boom of the beer garden, and has been able to maintain its reputation as one of the most popular places in Brisbane because of its adaptability and prime location in the CBD.”

Lead designer Dan Liddy said the new plans would both honour the building, as well as give patrons new experiences within the venue.

“Through this redevelopment, patrons will be able to look up from the beer garden or rooftop bar and see the original structure of the hotel whilst enjoying the advantage of the outdoor Brisbane climate.

“The basement bar is an exciting feature that gives life to elements of the building that people don’t usually get to see, and will remember and honour the historic site.”



A render of the designs for the speakeasy-style basement bar.

## Athena Hospitality on board with plans

Athena Hospitality Group, led by Michael Dixon, **came on board as the operators of The Victory Hotel in February 2023** – saving the venue from closure after ALH Group chose not to renew the lease of the pub with Precision Group.

At the time, Athena Hospitality CEO Mark Dunbar told *Australian Hotelier*, that pubs with the history and legacy the likes of Victory Hotel are rare.

“I think [these hotels] are a part of history and a part of our culture. The old pubs are a dying art... we’re just trying to keep a bit of history there and see how it turns out.”

Speaking of the redevelopment plans, Athena Hospitality Group founder Michael Dixon said the planned renovation would respect the history of the venue, and its legend in the Brisbane city landscape.

“Whilst respecting the heritage and history of the Victory Hotel, we are creating an amazing venue that tells a story over numerous levels,” Dixon said.

“We are sure, like ourselves, that the public will be thrilled with designs we have spent countless months crafting.”

Pending approvals, the works on Victory Hotel are expected to commence in early 2025.



## Vanessa Cavasinni

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Vanessa Cavasinni is the managing editor of Australian Hotelier and Club Management, trade publications for the pub and club sectors respectively. Vanessa has been at the helm of Australian Hotelier since...

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