



## APPENDIX 7

### Strategic Documents Review Report : Ekistics





**Southern Barossa Winery &  
Tourist Accommodation Project  
Strategic Document Review**

September 2025

REF#01504-004



## ACKNOWLEDGEMENT TO COUNTRY

*Ekistics respectfully acknowledges the traditional owners and custodians of the land on which we work, and we pay our respects to Elders past and present.*



## PROPRIETARY INFORMATION STATEMENT

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## 1. INTRODUCTION

The Southern Barossa Winery and Tourist Accommodation Project (SBWTAP) represents a significant opportunity to enhance the tourism, economic, and cultural landscape of the Barossa region. To ensure the project aligns with broader planning and policy objectives, this document reviews a range of strategic frameworks and government initiatives across local, regional, and state levels. These include community plans, infrastructure strategies, tourism development policies, and investment priorities that collectively shape the future of South Australia's wine regions.

The purpose of this document is to demonstrate how SBWTAP responds to and supports the strategic directions outlined in these frameworks. Each section summarises the relevant provisions of a strategic document and evaluates the alignment of the project with its goals, values, and recommendations. Through this analysis, the SBWTAP is positioned not only as a catalyst for regional growth and tourism diversification but also as a model for sustainable, culturally respectful, and economically beneficial development in one of South Australia's most iconic landscapes.

The following sections list the identified documents and outline the policies, strategies or recommendations relevant to the SBWTAP, along with a commentary on how the project aligns with them. Each section is organised by the source of the document (e.g. *Barossa Council*), followed by the document's title and two subheadings: one for extracts of relevant aspects to the project, and the other describing the SBWTAP's alignment with those aspects.

### **Note on Formatting:**

To maintain ease of reference, the formatting of extracts from each reviewed document (i.e. within the *Relevant Aspects* subheadings) has been preserved as closely as possible to the original source. As each document is independent and unique in its formatting style, quoted page numbers, section numbering, and the ordering of lists may differ. Consequently, some variation in formatting styles may be evident throughout the Appendix.

## 2. BAROSSA COUNCIL DOCUMENTS

### 2.1. Barossa Community Plan 2020 – 2040

#### Relevant Aspects

##### **Our Vision**

**Page 5**

*To create a vibrant and growing community where people support one another and come together to have fun and foster a sense of belonging, community spirit and connection to the Barossa.*

##### **Our Values**

**Page 5**

- Community Spirit - We value our people and their cultural heritage, our landscapes and vistas, our food and wine, and our unique character
- Courageous Leadership - We value courageous leadership by being visionary, bold and innovative and taking proactive and positive action.

##### **Our Community Employment and Workforce Trends**

**Page 11**

*In terms of employment composition during the life of this plan, there is expected to be ongoing change as population growth occurs at Concordia. Growth is expected in all of the top 15 industry areas with Accommodation and Food Services, Construction, Education and Training, Professional, Scientific and Technical Services, and Retail Trade being expected to increase the most.*

##### **Our Economy**

**Page 16, 17**

*Implementing economic development strategies to support future growth opportunities and a diversified and resilient economy showcasing the Barossa rural and regional character.*

*We are a destination of choice. We look to maximize community economic return.*

- CS10 – Economic Development - Output 1 – Economic Development
- CS20 – Tourism - Output 5 – Tourism Development and Capacity Building

##### **Our Environment**

**Page 18**

*We support actions that manage our environment for future generations. We sustainably manage our resources and encourage sustainable practices.*

##### **Our Places**

**Page 19**

*Our places and spaces enhance the liveability. retain rural and regional character and diversity of our communities.*

#### Alignment with the SBWTAP

The SBWTAP proposal very strongly aligns with the Barossa Community Plan 2024–2044 across its core themes of community, economy, environment, and place. The project supports the Plan's *Vision* through tourism, hospitality, and experiences that celebrate the Barossa's identity. It reflects Barossa's *Community Spirit* by honouring the region's landscapes, food, wine, and heritage, and demonstrates *Courageous Leadership* through its bold and innovative investment for regional development.

SBWTAP also aligns with the Plan's focus on employment trends, particularly in Accommodation and Food Services and Construction, by generating nearly 700 jobs during construction and the first year of operations. The project supports CS10 and CS20 by diversifying the local economy, enhancing tourism capacity, and reinforcing the Barossa as a destination of choice. Environmentally, the project's commitment to sustainable design aligns with the Plan's emphasis on managing resources for

future generations. The proposal's sensitive siting and architectural design integrate with the natural landscape and strongly support the objectives for *Places* that retain regional character and enhance liveability.

## 2.2. Barossa Growth and Infrastructure Investment Strategy (Phase 1)

### Relevant Aspects

#### 2.1 Early Council and Stakeholder Engagement

##### *Heritage and Character*

- Development should be sensitive to the region's character.

##### *Economic Development*

- Foster existing industries and encourage the development of new businesses.

#### 3.3.4 Tourist accommodation

*The Barossa is a premium wine region and significant tourist attraction. In 2022, the Barossa visitor economy contributed \$326 million to the South Australian economy with 319,000 total overnight visits. This appeal as a tourist destination brings competing pressures for accommodation. While purpose-built tourist accommodation is an anticipated form of development within Council's rural areas, facilities are only anticipated of small-scale. Large scale resort sized facilities are not anticipated. Increasingly, there has been a pattern emerging observed in townships of local dwellings being used for tourist accommodation i.e. bed and breakfasts, Air BnB's etc. This pattern of use is placing additional pressure on the availability of houses and compounding housing affordability concerns within the region although its overall effects on housing supply and affordability are not readily known.*

#### 6.2 Regional Objectives and Strategies

##### 6.2.1 Thriving Communities

###### *Strategies*

*5. Review policy in the Planning and Design Code with respect to the appropriateness of tourist accommodation in the Township Neighbourhood and Established Neighbourhood Zones.*

##### 6.2.2 Sustainable environments

###### *Objectives*

*4. Ensure new development is climate ready and retrofit existing infrastructure so that the economy, community and environment will be resilient to climate change impacts*

###### *Strategies*

*2. Integrate biodiversity sensitive urban design and water sensitive urban design to increase the amenity, cooling, biodiversity and resilience of our townships and create links with the surrounding landscape.*

##### 6.2.3. Strong economies

###### *Objectives*

*1. Continue to develop the region's reputation and brand for wine and produce.*

*3. Diversify and grow high value sectors including tourism, events and nature-based tourism.*

## Alignment with the SBWTAP

The project aims at diversifying the offering of the Southern Barossa with the construction of a high-end tourist accommodation and winery, focused on providing an authentic and nature-based Barossa experience, while respecting the valued character of the locality by minimising its impact on the landscape as well as nearby services and infrastructures. Sustainable environmental practices are key to the design of the project, with both biodiversity-sensitive urban design and WSUD principles incorporated into SBWTAP.

The project supports Phase 1 of the Barossa Growth and Infrastructure Investment Strategy, specifically the focus on building "Strong Economies". By introducing a high-end tourist accommodation in one of South Australia's premier wine regions, it will build on the already international recognition of the Barossa Valley as a world-class wine-making area. Partnering with the globally recognised luxury brand InterContinental will provide certainty to a high-end clientele of the premium experience that will be offered by the project, further strengthening the region's reputation among domestic and international visitors.

In addition, the project enhances the Barossa region's tourism offering by addressing a gap in premium accommodation and event infrastructure. In doing so, SBWTAP is expected to attract longer-stay visitors and strengthen the region's appeal to corporate and international markets. This will directly increase economic activity for on-site wine and tourism operations and generate indirect regional economic growth through visitors across the greater Barossa area.

## 2.3. Consultation Summary Report - (Draft) Barossa Growth and Infrastructure Investment Strategy

### Relevant Aspects

#### **3 What we heard – survey results - Reasons for supporting the theme**

- *Strong Economies*
- *Business and job creation: There was strong support for creation of local business growth and jobs and other opportunities such as an increase in local shops for residents.*
- *Need for economic growth: Respondents emphasised the need for economic growth to ensure a sustainable and prosperous future for the Barossa.*
- *Maintenance as a tourism destination: Respondents felt that strong economies are necessary for the Barossa region to maintain its appeal as a strong tourism destination. They supported increased expansion of tourism facilities and promotion and protection and enhancement of the wine industry.*

## Alignment with the SBWTAP

The SBWTAP responds directly to the community's aspirations for economic growth and job creation, as identified in the consultation summary for the Barossa Growth and Infrastructure Investment Strategy. The project is expected to generate a total of 690 jobs (*direct jobs + indirect jobs*), including 461 during construction and around 229 ongoing full-time roles during operations. With a strong focus on regional employment, SBWTAP will contribute to a more sustainable and prosperous future for the Barossa by supporting local workforce participation and business development. Furthermore, by expanding the region's tourism offering through high-quality accommodation and immersive experiences, the project reinforces the Barossa's reputation as a premier tourism destination and supports the long-term vitality of its wine industry.

The project will also stimulate the economic growth of the region by attracting high-end customers in search of an authentic South Australian experience and lift the tourist profile of Southern Barossa, often overshadowed by the more established northern region and McLaren Vale.

## 2.4. Barossa Local Economic Development Plan 2022-2027

### Relevant Aspects

**Strategy Four: Economic Specialisation and Diversification**

(page 20)

Another is to recognise and promote activities that can leverage The Barossa Council region's existing attributes and strengths, such as tourism and events.

**Directions for The Barossa Council economy**

(page 20)

- A. Grow sectors linked to existing regional strengths: events, tourism, and visitation
- B. Recognise the importance of agglomeration economies (and land use) in driving regional productivity and new economic opportunity
- F. Leverage the 'Barossa Brand' to support the growth of new sectors

### Alignment with the SBWTAP

The SBWTAP demonstrates strong alignment with the Barossa Local Economic Development Plan 2022–2027. The proposal leverages the region's established strengths in wine and tourism by integrating a high-end international hotel brand with a relocated and expanded winery and, in doing so, reinforces the Barossa Brand as a hallmark of quality. By introducing a luxury resort with wellness, dining, and conference facilities, the project addresses the current gap in luxury accommodation and diversifies the region's tourism offering beyond day trips towards more economically stimulating overnight stays. The co-location of complementary land uses (including the winery, hotel, and event spaces) supports the Plan's call for economies of agglomeration through the creation of synergies that enhance regional productivity and attract new economic opportunities. The inclusion of a dedicated function venue suitable for conferences, weddings, and large events capitalises on the Barossa's existing reputation for events and tourism, expanding its economic base. Collectively, these elements position the Barossa as one of Australia's most competitive tourism destinations, attracting high-value visitors, increasing their length of stay, transitioning day trips into higher-yield overnight stays, and drawing additional wealth into the region through premium tourism and associated exports.

## 3. STATE GOVERNMENT DOCUMENTS

### 3.1. State Planning Policies

Table 3-1: Assessment of SBWTAP Against State Planning Policies.

Policies	Project Response
<b>State Planning Policy 1 – Integrated Planning</b>	
<p><b>Objective</b>  <i>To apply the principles of integrated planning to shape cities and regions in a way that enhances our liveability, economic prosperity and sustainable future.</i></p> <p><b>Relevant Policies:</b>            1.2, 1.3</p>	<ul style="list-style-type: none"> <li>• The SBWTAP is located on a site already serviced by infrastructure, including water and electricity services and access via Hoffnungsthal and Menzel Roads. The proposal will result in upgrades to Menzel Road and other key intersections to support the anticipated traffic demand.</li> <li>• The site is located between Lyndoch and Williamstown, near businesses in the tourism industry and located within the major</li> </ul>

Policies	Project Response
	<p>tourism region of the Barossa Valley. The development integrates with existing infrastructure and employment-generating land uses (vineyards, cellar doors).</p>
<p><b>State Planning Policy 2 – Design Quality</b></p>	
<p><b>Objective</b>  <i>To elevate the design quality of South Australia’s built environment and public realm.</i></p> <p><b>Relevant policies:</b>            2.1, 2.2, 2.3, 2.4, 2.6, 2.8, 2.9, 2.11</p>	<ul style="list-style-type: none"> <li>• The project embodies principles of Good Design, delivering a design that integrates with the natural landscape, is inclusive, sustainable, durable, provides value, and is well-performing in its goals. Early engagement with ODASA was undertaken in 2024 and 2025, ensuring design quality is central to the project.</li> <li>• The project reduces its environmental footprint by incorporating solar panels, stormwater harvesting, passive thermal management strategies, and sustainable materials. These measures are supported by an Environmentally Sustainable Design (ESD) strategy prepared by dsquared. SBWTAP further enhances the site’s ecological value and biodiversity by incorporating a landscaping schedule of plant species that complement and support the local biodiversity, as well as retaining existing native trees and creek protection.</li> <li>• The design of the SBWTAP is informed by – and sympathetic to the unique character of the Barossa Valley. The design and materiality of the project respect the region’s rural and viticultural identity, incorporating landscape features into the architectural design and resulting in a development that sensitively responds to its surroundings.</li> <li>• A Stakeholder Engagement Plan has been developed for the project, which includes community open days and direct outreach to nearby residents and businesses. This approach forms a feedback loop that ensures that community values and concerns are heard and incorporated into the project.</li> </ul>
<p><b>State Planning Policy 4 - Biodiversity</b></p>	
<p><b>Objective</b>  <i>To maintain and improve our state’s biodiversity and its life supporting functions.</i></p> <p><b>Relevant Policies:</b>            4.1, 4.2, 4.3, 4.5, 4.7</p>	<ul style="list-style-type: none"> <li>• The SBWTAP has been carefully designed to minimise impacts on the site’s natural character and biodiversity. Native vegetation is retained and protected, particularly mature eucalyptus trees along the ephemeral watercourse.</li> <li>• Ecological surveys have confirmed the absence of threatened flora and fauna on the site. To enhance the biodiversity and ecological health of the site, the project will include weed removal and native plantings.</li> </ul>

Policies	Project Response
<b>State Planning Policy 5 – Climate Change</b>	
<p><b>Objective</b> <i>Provide for development that is climate ready so that our economy, communities and environment will be resilient to climate change impacts.</i></p> <p><b>Relevant Policies:</b> 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10</p>	<ul style="list-style-type: none"> <li>• SBWTAP incorporates climate-smart design strategies to reduce the environmental impact of the project. Both the hotel and winery are designed with passive cooling, solar panels, and water-saving features in mind. The project will operate as an all-electric, gas-free development, demonstrating leadership in sustainable energy practices.</li> <li>• Sustainability consultants have been engaged to guide all project aspects using the best available data and practices.</li> </ul>
<b>State Planning Policy 7 – Cultural Heritage</b>	
<p><b>Objective</b> <i>To protect and conserve heritage places and areas for the benefit of our present and future generations.</i></p> <p><b>Relevant Policies:</b> 7.1, 7.2, 7.3, 7.5, 7.7</p>	<ul style="list-style-type: none"> <li>• The development contributes to the cultural sustainability of the region by enhancing opportunities for interpretation and storytelling. Through engagement with Australian Cultural Heritage Management (ACHM), the Kurna People have been identified as the Traditional Owners of the land. An Aboriginal Cultural Heritage Assessment has been undertaken for the site, and a site walkover with representatives from Kurna Yerta Aboriginal Corporation took place to ensure any unidentified cultural values are appropriately considered and protected.</li> </ul>
<b>State Planning Policy 8 – Primary Industry</b>	
<p><b>Objective</b> <i>A diverse and dynamic primary industry sector making the best use of natural and human assets.</i></p> <p><b>Relevant Policies:</b> 8.1, 8.2, 8.3, 8.4</p>	<ul style="list-style-type: none"> <li>• SBWTAP retains as many of the existing vineyards as possible, with some additional unused areas to be planted with new vines.</li> <li>• The project is undertaking a range of investigations to inform the necessary measures required to mitigate the impact of pollution, traffic impacts, acoustic impacts, and privacy, in an effort to manage sensitive interfaces and avoid land use conflicts.</li> </ul>
<b>State Planning Policy 9 – Employment Lands</b>	
<p><b>Objective</b> <i>To provide sufficient land supply for employment generating uses that supports economic growth and productivity.</i></p> <p><b>Relevant Policies:</b> 9.1, 9.2, 9.3, 9.5, 9.9</p>	<ul style="list-style-type: none"> <li>• The project location supports the clustering of tourism and primary industry through its proximity to complementary agricultural and viticultural industries.</li> <li>• Economic Impact Modelling by the RDA shows a total creation of 690 full-time equivalent (FTE) jobs associated with the SBWTAP (2 years of construction + 1 year of operation). During construction, 350 of those jobs are directly related to the project, and 111 jobs will be created indirectly due to local economy stimulation. Annual operation of the project will result in 150 FTE</li> </ul>

Policies	Project Response
	<p>positions created, with an additional 79 indirect FTE roles to be generated across regional supply chains and supporting industries. In total, the operation of the project is expected to support 229 ongoing jobs, with 83.3% of these roles expected to be filled by the local workforce. The project will deliver over \$60 million in value added to the region's GRP during construction, and \$27.92 million yearly during operation.</p> <ul style="list-style-type: none"> <li>• Tourism is a major contributor to South Australia's visitor economy. SBWTAP seeks to address significant gaps in the region's tourism sector, particularly in the markets of leisure, conference and special events.</li> </ul>
<b>State Planning Policy 12 - Energy</b>	
<p><b>Objective</b> <i>To support the ongoing provision of sustainable, reliable and affordable energy options that meet the needs of the community, business and industry.</i></p> <p><b>Relevant Policies:</b> 12.2, 12.5</p>	<ul style="list-style-type: none"> <li>• The proposal demonstrates a strong commitment to environmentally sustainable design, integrating energy efficiency, renewable energy, water conservation, waste minimisation, and occupant wellbeing into every aspect of its planning. Passive design, high-performance systems, and on-site solar generation are incorporated into the development to significantly reduce operational energy usage.</li> </ul>
<b>State Planning Policy 14 – Water Security and Water Quality</b>	
<p><b>Objective</b> <i>To ensure South Australia's water supply is able to support the needs of current and future generations.</i></p> <p><b>Relevant Policies:</b> 14.1, 14.2, 14.3, 14.5, 14.6, 14.7</p>	<ul style="list-style-type: none"> <li>• The SBWTAP is located within a Water Protection Area and a Prescribed Water Resources Area. The project uses licensed irrigation water and mains supply and is planning for on-site wastewater treatment and reuse. Water management will be integrated across the site, with coordinated systems for the management of stormwater, wastewater, and irrigation.</li> <li>• The development supports sustainable water practices and incorporates water sensitive urban design (WSUD) principles, including rainwater harvesting, stormwater filtration, and watercourse erosion control.</li> </ul>
<b>State Planning Policy 15 – Natural Hazards</b>	
<p><b>Objective</b> <i>To build the resilience of communities, development and infrastructure from the adverse impacts of natural hazards.</i></p>	<ul style="list-style-type: none"> <li>• SBWTAP is in a high bushfire risk area. Mitigation strategies, including Bushfire Attack Level assessments and responsible development siting, have been conducted. A Bushfire Management Strategy has been prepared to inform the project and ensure ongoing measures to minimise bushfire risk.</li> </ul>

Policies	Project Response
<p><b>Relevant Policies:</b> 15.1, 15.2, 15.3, 15.4, 15.6</p>	
<p><b>State Planning Policy 16 – Emissions and Hazardous Activities</b></p>	
<p><b>Objective</b> <i>To protect communities and the environment from risks associated with emissions, hazardous activities and site contamination, whilst industrial development remains viable.</i></p> <p><b>Relevant Policies:</b> 16.1, 16.2</p>	<ul style="list-style-type: none"> <li>• Winery operations may generate noise and odour, which will be managed through design and operational controls. The site is appropriately separated from sensitive land uses.</li> <li>• A preliminary site investigation (PSI) report, as well as soil testing, has been conducted and included within the EIS. No site contamination was found to have occurred or was identified during these investigations.</li> </ul>
<p><b>State Planning Policy 21 – Special Legislative Scheme <i>Character Preservation (Barossa Valley) Act 2012</i></b></p>	
<p><b>Objective</b> <i>To continue the protection of the Barossa Valley Character Preservation District by reinforcing its character values and supporting primary industries.</i></p> <p><b>Relevant Policies:</b> 21.2, 21.3, 21.4, 21.5, 21.6</p>	<ul style="list-style-type: none"> <li>• The SWBTAP satisfies Policy 21.2 as it directly supports the viticultural and agricultural industries through the retention and enhancement of the on-site vineyard operations. By catering for tourist accommodation and function spaces, the project will introduce a broader range of visitors to the region's wine and produce. This exposure may increase awareness and demand for Barossa wines and agricultural produce, expanding the market reach and reputation of Barossa-sourced products.</li> <li>• The project aligns with Policy 21.3 through its thoughtful design that complements the natural topography and landscape features of the locale. The development has been informed by early engagement with the Office for Design and Architecture SA (ODASA), ensuring the built form responds sensitively to the site's rural character and scenic qualities, and minimising potential impacts on nearby sensitive receivers.</li> <li>• The project aligns with Policies 21.4 and 21.5 by responding to the site's existing ecological features. Although the land has been historically cleared and maintained for agriculture, the proposal protects the remaining native vegetation along the watercourse and roadside areas, including River Red Gums, South Australian Blue Gum, and Elegant Wattle.</li> <li>• SBWTAP represents a significant investment in the Barossa tourism industry and directly supports Policy 21.6. Through the introduction of a luxury resort, winery, and function spaces, the project enhances and diversifies the Barossa's tourism offering, and celebrates its scenic landscape and viticultural heritage. The</li> </ul>

Policies	Project Response
	<p>project will offer visitors experiences that reinforce the region's identity as one of Australia's premier food and wine destinations.</p> <ul style="list-style-type: none"> <li>• SBWTAP aligns with SPP 21's guidance for the Planning and Design Code by representing a development comprising primary production value-adding and tourism activities. The proposal's combination of expanded viticultural operations integrated with a high-quality tourism offering supports the intent to provide developments that enhance the Barossa's character while contributing to its economic output.</li> </ul>

## 3.2. Greater Adelaide Regional Plan

### Relevant Aspects

#### **Tourism and Events**

**(page 149)**

1. *Encourage accessible and sustainable tourism development, providing for unique visitor experiences, including nature-based activities where impacts on agricultural productivity, the environment and scenic amenity can be successfully managed.*

*Greater Adelaide contains many of South Australia's premier tourism destinations, including the Barossa Valley, Adelaide Hills, Victor Harbor and the Fleurieu Peninsula, and is a gateway to Kangaroo Island.*

*The tourism industry is an important contributor to the state's economic activity, generating jobs and export dollars by attracting interstate and international visitors. With high visitation numbers, the industry is flourishing. The government is now committed to growing the state's visitor economy to \$12.8 billion, with the creation of 16,000 new tourism jobs by 2030.*

*The South Australian Visitor Economy Sector Plan 2030 highlights the economic benefits of tourism and events through its links to employment across the hospitality, retail, transport and construction sectors. By facilitating growth in tourism activity and supporting appropriately designed and located tourism facilities in our planning system, this enables the diversification of small and medium enterprises and assists in the preservation of our valuable environment and food production areas.*

#### **Tourism**

**(page 151)**

*Tourism is a legislated element of the special character of our Character Preservation Districts (CPD) located in the Barossa and McLaren Vale. These districts are internationally recognised for the wine produced and continue to be valued for the authenticity of experience. The combination of wine and food activities, historic townships, attractive rural landscapes, conservation parks and forest reserves work together to attract visitors to the district.*

*Similar offerings are also available through various parts of the Adelaide Hills, Fleurieu Peninsula and northern Adelaide Plains. The Commission is undertaking a review of policies within the Code that relate to tourism development, particularly within key wine regions of the state.*

*The purpose of the review will be to ensure that the policies of the Code are contemporary and meet current market demands for high-quality tourist accommodation and tourism development (of all sides) such as agri-based tourism, that value-adds to locally produced products (i.e. cellar door, farm gate sales). These activities should be considered where impacts on agricultural productivity, the environment and scenic amenity can be successfully managed.*

**Primary Industry**

**(page 153)**

6. *Maintain and protect valuable primary production and tourism assets in the Environment and Food Production Areas, while allowing for appropriate value-adding activities to increase investment opportunities.*

*Greater Adelaide is a powerhouse in the state's primary industry sector and is home to a diverse range of primary production and related activities. It hosts significant horticultural activities in the northern Adelaide Plains (including the Virginia Triangle) and includes some of South Australia's most celebrated wine regions, including the Barossa, McLaren Vale and Adelaide Hills. Agriculture and food and wine production generate approximately \$20 billion in revenue per annum for South Australia, equalling 50% of the state's total exports.*

*The food processing industry has emerged as a significant manufacturing industry, with room to grow, driven by consumer preferences towards a range of manufactured food and beverages, as well as growth in boutique scale business such as microbreweries, gin distilleries and similar.*

## Alignment with the SBWTAP

The SBWTAP represents a significant investment in the Barossa Valley's tourism and viticulture sectors. The operation of a high-end accommodation precinct of this scale will generate substantial employment opportunities, both directly through hotel and winery staffing, and indirectly by stimulating local businesses and services. Increased visitation and extended stays will contribute meaningfully to the South Australian Government's target of creating 16,000 new tourism jobs by 2030, as outlined in the *Visitor Economy Sector Plan 2030*.

Building on the Barossa's reputation as a globally recognised wine region, the project introduces an immersive, cultural-based experience within the viticultural heart of the region. It supports the preservation and enhancement of primary production by retaining the majority of existing vineyards, planting additional vines on underutilised land, and establishing a winery on the site, thereby enabling on-site wine production. These measures ensure that the development adds value to the region's agricultural assets rather than displacing them.

The proposal includes the establishment of a luxury hotel operated by InterContinental, addressing a recognised gap in the region's high-end accommodation offerings. This aligns with the State Planning Commission's intent to review and modernise tourism-related policies in key wine regions, ensuring they reflect current market demand for premium, well-integrated tourism infrastructure. The project's design is sensitive to the Barossa's landscape and character, working within the natural contours and visual language of the region rather than imposing upon it.

Although the site is not located within a zone that explicitly envisages tourism development of this scale, it sits within the Barossa Valley Character Preservation District. This designation seeks to protect the region's unique identity by limiting subdivision and residential expansion while supporting tourism and value-adding activities that complement primary production. The SBWTAP proposal aligns with these objectives by enhancing the region's tourism appeal, preserving viticultural land, and fostering economic clustering.

The project supports the strategic objectives relating to tourism and primary industry. It encourages accessible and sustainable tourism development that offers unique visitor experiences while managing impacts on agricultural productivity, environmental quality, and scenic amenity. Furthermore, it contributes to the diversification of small and medium enterprises and supports the preservation of food production areas through value-adding activities such as cellar doors, farm gate sales, and agritourism.

### 3.3. SATC Wellness Tourism Action Plan 2025

#### Relevant Aspects

**Wellness Tourism experiences may include but are not limited to:**

- *Day spas offering a la carte or fully inclusive pamper packages (e.g. massage, facials, thermal bathing, cosmetic treatments)*
- *Detox, personal coaching, naturopathy, and other specialist-led treatment programs*
- *Mind-body intervention classes (e.g. yoga, meditation, tai chi)*
- *Recreational activities that enhance health and fitness (e.g. hiking, kayaking, group fitness training)*
- *Visiting tranquil, awe-inspiring and remote destinations to unwind and connect with nature (e.g. sanctuaries, parks, naturally occurring water sources)*
- *Agritourism (e.g. cooking classes, produce farm tours, paddock-to-plate dining)*
- *Aboriginal and Torres Strait Islander healing practises, storytelling, cultural presentations, and bush medicine education*
- *Attending spiritual retreats and visiting places of spiritual wellbeing*
- *Activities which foster a deeper sense of connection, be it with other travellers, oneself, friends and family, and/or the environment*
- *Giving back and voluntourism (e.g. vegetation restoration, animal welfare support, community support programs)*

*These wellness experiences may complement a range of accommodation styles including authentic farm stays, glamping and eco-lodges, dedicated health/spirituality retreats, and luxurious all-inclusive resorts.*

**...the SATC will focus on delivering the following five key objectives:**

1. *Provide industry capability building opportunities for new and existing Wellness Tourism operators*
2. *Encourage investment in new and existing Wellness Tourism products and experiences, and activate natural assets*
3. *Promote and market Wellness Tourism products and experiences that are aligned with South Australia's key domestic and international target markets*
4. *Support the growth potential of Wellness Tourism in South Australia through fostering strong partnerships with tourism operators, private investors, industry associations, regional authorities, as well as local, state and federal government departments*
5. *Encourage wellness orientated trade and consumer events to be held throughout South Australia*

**Secondary Wellness Travellers**

**(page 9)**

*Secondary Wellness Travellers (SWT) are those who incorporate a wellness activity during their leisure or corporate trip with any main purpose other than wellness. This means that core demand driving Wellness Tourism products and experiences are not their main driving factor for travelling to a destination. Secondary Wellness Travellers make up the large majority of the Wellness Traveller market, meaning that supporting Wellness Tourism products and experiences (that can easily be built into an existing travel itinerary) are crucial.*

## **South Australian Wellness Tourism Industry**

### **Positioning and Markets**

**(page 16)**

*As we move beyond the devastating and lasting impacts of the global COVID-19 pandemic, South Australia is fortunate to be well-placed to capitalise on the emerging Wellness Tourism opportunity. We will do this by building on existing strengths, such as nature-based experiences and premium produce – with a diverse range of these assets located within close proximity of Adelaide. Accessible Provenance, Natural Therapy, Wildlife Encounters and A Curious Place are all key pillars, integral to the state’s position as a tourism destination and can be incorporated into activities targeted specifically to Wellness Travellers.*

*South Australia will build on existing strengths such as nature-based experiences in combination with premium produce and wine, to enhance wellness experiences and position our state as a world-leading Wellness Tourism destination.*

### **South Australian Wellness Tourism Products**

**(page 16)**

*South Australia offers several existing retreats, special events and practitioners specifically targeting the wellness market, however specific tourism-orientated products remain limited. While traditional wellness resorts are currently in short supply throughout the state, South Australia is able to package existing products and experiences that will appeal to Wellness Travellers.*

*Per Regional Visitor Strategy 2025, there is evidence to suggest wellness product clusters are forming around certain areas of the state. (‘Barossa’ is listed as an ‘Emerging Wellness Tourism Region’)*

### **New Product Development**

**(page 18)**

*A number of luxury accommodation properties with dedicated wellness facilities are due to open in the coming years, including Wirra Wirra (Fleurieu Peninsula) and Oscar Seppeltsfield (Barossa). Eos by SkyCity also opened in Adelaide at the end of 2020, offering a dedicated spa and wellness centre. These properties will act as core demand driving products and support South Australia’s vision as a world leading Wellness Tourism destination; however other supporting wellness activities (e.g. tours and attractions) outside of these resorts will be required to provide a holistic experience for both Primary and Secondary Wellness Travellers.*

### **Activating Wellness Tourism Products and Experiences**

**(page 19)**

*There are a number of existing tourism businesses and natural assets across the state that have the potential to diversify or reposition their offering in a way that proactively attracts the Wellness Traveller. Including:*

- *Premium producers - ...Wineries...*
- *Accommodation providers – Luxury Hotels...*

*These tourism products and experiences could be complemented by wellness specific offerings such as spa treatments and yoga classes.*

## **SWOT Analysis**

### **Weaknesses**

**(page 20)**

- *Lack of luxury regional accommodation and experiences available for Wellness Travellers, including no national/international brand wellness resort facilities in the state*
- *Lack of industry experience and capability to meet the high expectations of Wellness Travellers*

### **Opportunities**

**(page 21)**

- *Abundance of natural assets to support the creation of new wellness experiences*

- *Development of new wellness specific resort-style accommodation*
- *Leverage existing and committed investment in related infrastructure projects (e.g. trails, eco-friendly transport, resort-style accommodation)*
- *Development of wellness bundles using pre-existing clusters (e.g. Adelaide Hills, Barossa, Clare Valley, and Fleurieu Peninsula)*

**Strategic Objectives**

**(page 23)**

*2. Experience & Supply Development - Encourage investment in new and existing Wellness Tourism products and experiences, and activate natural assets*

- *Encourage the development of new demand driving and supporting Wellness Tourism products and Experiences*

*5. Leisure and Business Events - Encourage wellness orientated trade and consumer events to be held throughout South Australia*

*Encourage investment in regional wellness tourism events*

**Alignment with the SBWTAP**

The SBWTAP aligns with and supports the key objectives of the South Australian Tourism Commission's (SATC) *Wellness Tourism Action Plan 2025*. The project will feature luxury accommodation alongside a world-class spa facility and agritourism experiences. By offering premium, value-adding tourism experiences, it is positioned to contribute to the Barossa's international identity as a premier wine and tourism destination.

The proposed development falls within the definition of 'Wellness Tourism' as defined by SATC. The proposed hotel includes a spa resort offering full wellness services to not only the guests of the hotel but also the local community, diversifying the range of tourism and recreational offerings currently accessible to the community. The inclusion of the spa resort creates opportunities for a Wellness Tourism operator to establish itself in the region, including associated investments into the wellness industry in the Barossa region. The facilities present the Barossa region and South Australia with an opportunity to market and promote a Wellness Tourism product of high calibre.

The Project is well-located for the attraction of both 'primary' wellness travellers (travellers who seek wellness as their main reason for travel) and 'secondary' wellness travellers (those who engage with wellness activities while visiting for non-wellness purposes). This is of economic importance because Secondary Wellness Travellers represent approximately 89% of global wellness tourism trips and 86% of total expenditure, making them a critical market segment for South Australia's tourism growth. Through the spa resort, viticultural/nature-based setting and culinary experiences, the Project offers a combination of hedonic and eudemonic wellness elements that broaden the appeal and corresponding economic benefits of the Project to both market segments.

Further to this, the project strengthens the region's identity as a wellness destination and supports the development of a regional wellness tourism cluster in the Barossa, which has been identified by the SATC as an opportunity for the Wellness Tourism Industry. The location of the Project offers convenient access and will provide high-quality nature-based experiences for hotel guests and secondary wellness visitors alike. As part of the proposed hotel, SBWTAP will feature a function venue catering to large private and business events such as weddings, conferences and seminars.

While the proposal is not solely focused on Wellness Tourism, it certainly has the potential to attract the Wellness Traveller as it comprises a luxury accommodation provider in the form of a hotel resort, as well as a premium producer through the relocated winery. It also targets one of the weaknesses identified in the Wellness Tourism Action Plan's SWOT assessment by providing a luxury regional accommodation in the Barossa and operated by a globally recognisable brand. The reputation of the

InterContinental brand will provide certainty as to the high quality of services that can be expected from the facility, meeting the expectations of the Wellness Traveller.

The location of the project ensures easy and convenient access, providing high-quality nature-based experiences for guests and visitors alike. The accessibility of the spa resort to the local community and visitors of other establishments will contribute to the reputation of the Barossa and South Australia as wellness destinations offering high-end services.

### 3.4. South Australia Tourism Plan 2030

#### Relevant Aspects

##### **Executive Summary**

**(page 8)**

*The visitor is at the centre of our strategy which focuses on three key strategic areas:*

- 1. Increasing appeal to drive demand.*
- 2. New and evolving products and experiences.*
- 3. Tourism – a force for good.*

*Increasing appeal to drive demand requires delivering a long-term destination brand platform, simplifying and doubling-down on our State's strengths as well as growing access to and from key markets.*

*New and evolving products and experiences requires partnering with industry to grow our distinct product offering, supporting our industry to tell the South Australian story, working together to create a "True South" visitor experience that reinforces the South Australian identity, as well as building industry capability and nurturing innovation.*

*The South Australian Tourism Commission and Tourism Industry Council of South Australia will work together with our industry to advance this ambition. Our distinct offering in nature, food, wine and drink, as well as events and festivals continue to be the key competitive drivers for South Australia, and sit at the core of the South Australian tourism experience.*

##### **Jobs in the Visitor Economy**

**(page 18)**

*Workforce challenges are facing many sectors across Australia and globally. To support the growth in tourism jobs it is important that we work with relevant stakeholders to continue to ensure skills development of the current workforce and to continue to attract people to the sector.*

##### **Our Markets**

**(page 21)**

###### International visitors

*These tend to be long-staying, high-spending guests from both the Eastern and Western hemispheres, often visiting for diverse reasons such as holidays, visiting friends and relatives (VFR), education or business.*

###### Interstate overnight visitors

*Primarily from Victoria and New South Wales, these visitors exhibit moderate spending. They have a basic understanding of South Australia's attractions, although their perceptions may be outdated or incomplete. While a smaller overall number of visitors, interstate visitors spend almost twice as much as intrastate visitors due to the higher cost of travelling here and increased reliance on tourism operators once they arrive.*

### Intrastate overnight visitors

South Australians exploring their own State fall into this category. On average, they are lower spenders, usually embarking on short trips to familiar spots. With a solid grasp of local attractions, their travel plans are typically spontaneous, with short booking lead times outside of public and school holidays.

### Domestic day trip visitors

Comprising Australians on short trips lasting more than four hours but without overnight stays, this group is primarily leisure-focused, with some business travel. Despite their lower individual yield, the volume makes their cumulative contribution substantial, particularly for regions surrounding Adelaide. Many day trips occur within a tourism region (e.g. Port Lincoln residents visiting Coffin Bay), as well as regional residents visiting Adelaide for shopping, appointments or for sporting events.

### **Increase Appeal to Drive Demand**

**(page 27)**

To increase appeal South Australia has needed a distinct, unique and long-term brand proposition that showcases our competitive advantages. Launched in April 2025, 'Celebrate the Simple Pleasures' is a reflection of what South Australians value and highlights the abundance of simple pleasures readily available in our State, creating moments that make travel and life meaningful. This positions South Australia as a sanctuary for the burnt-out and overwhelmed, as well as for those seeking greater connection and meaning.

Key to this is simplifying and doubling-down on our State's brand strengths. In this regard, we have reconfirmed the three Competitive Drivers as outlined in the previous version of the Visitor Economy Sector Plan 2030 and further extended this strategy to reflect a distinct South Australian way of delivering them. They are:

- Nature and Place
- Food, Wine and Drink
- Events and Festivals

### **Tourism—A Force for Good**

**(page 28)**

In our evolving operating environment, there are changing expectations from visitors and communities that tourism must make a positive, rather than extractive, impact on place. For example, 75% of global travellers say that environmental impact of their travel plays a role in their decisions and 32% said it plays a major role. There is an opportunity for South Australia to take a national leadership position in tourism being a force for good, and we can do so through a "True South" visitor experience. A True South visitor experience is our South Australian way of doing things where people, place and planet are celebrated.

This involves being guided by Aboriginal wisdom, embedding regenerative and inclusive principles, and being committed to inclusion – delivering this through our South Australian hospitality.

Our State is known globally as a leader in the use of renewable energy, and we were the first to introduce a container deposit scheme and ban single use plastics. We also have great examples of where our industry is delivering sustainable tourism experiences and supporting regenerative initiatives. Being an inclusive tourism destination not only expands our market reach, but also enhances customer satisfaction and loyalty, as travellers feel valued and welcomed regardless of their circumstances.

### **New and Evolving Products and Experiences**

**(page 30)**

To grow the Visitor Economy and boost appeal, South Australia must offer distinct, competitive products and experiences.

*Addressing barriers to supply will help unlock investment and support the development of unique, evolving offerings that meet visitor needs.*

*On-ground experience is key to appeal, driven by meaningful moments and authentic hospitality. Our operators deliver a uniquely South Australian experience – “True South” hospitality – rooted in humility, respect, personalisation, and a deep connection to nature.*

### **Food, Wine and Drink**

**(page 39)**

*Good food and wine are key factors when choosing a holiday destination, and South Australia stands out as a compelling choice. Our State is blessed with a Mediterranean climate and the conditions to nourish a variety of produce. Long, hot summers and mild, wet winters make South Australia ideal for growing a diverse collection of fruits, vegetables, grains and nuts, together with its famous grapes.*

*Eighty per cent of the nation’s premium wine is made in South Australia. From bold reds like shiraz and grenache in the Barossa and Coonawarra to elegant Riesling and Chardonnay in McLaren Vale, the Adelaide Hills and Clare Valley, the State’s diversity in wine is unmatched.*

*South Australia is among 12 Great Wine Capitals globally and offers more than 200 cellar doors within an hour of Adelaide, along with some of the world’s oldest vines and the National Wine Centre. It’s home to revered brands such as Penfolds, Yalumba, Henschke, Wirra Wirra and Jacobs Creek, which sit alongside a diverse community of independent winemakers.*

*Such strong wine credentials make it essential to leverage this reputation and tell a broader story – one that highlights South Australia’s thriving food and beverage scene. Vibrant distilling and craft brewing industries produce exceptional spirits, cider, beer and a variety of unique non-alcoholic drinks.*

*While renowned for world-class wine regions, the State’s reputation in food and drink goes far beyond the vineyard. South Australia shapes sensory journeys – where eating and drinking well are woven into everyday life, and locals take pride in being warm, generous hosts.*

*With an abundance of high-quality local ingredients, the joy of sharing great meals has fostered a culture that is relaxed, inclusive and best savoured with family and friends. This unique approach to food, wine and hospitality sets South Australia apart. The State’s reputation is built on the variety and quality of its agricultural produce – from fresh seafood to expertly crafted wines – and backed by a rich viticultural heritage.*

### **Celebrate the Simple Pleasures**

**(page 48)**

*South Australia’s destination marketing campaign is an invitation to celebrate South Australia’s simple pleasures. The overlooked triumphs that build to form moments that make travel and life meaningful.*

*The brand platform sheds light on the abundance of simple pleasures readily available in our State, positioning South Australia as a sanctuary for the burnt-out and overwhelmed.*

*Developed by the South Australian agency, Frame, the brand platform and associated campaign are a celebration of local creativity and culture.*

*Coming to life through a tapestry of works created by local artists, photographers, makers, and innovators, the campaign intimately captures the spirit and essence of South Australia.*

*Continued*

*Traditionally, tourism marketing features a single hero television spot. The Simple Pleasures campaign is a marked departure from the expected, featuring a series of episodic content that entices potential visitors to partake in South Australia's quintessential experiences.*

*Over its duration the brand work will cover our regions, feature our competitive drivers (Food, Wine and Drink, Nature and Place and Events and Festivals) and deliver initiatives that combat seasonality and respond to changing market conditions.*

## Alignment with the SBWTAP

The South Australian Tourism Plan 2030, released in 2025, is the successor to the South Australian Visitor Economy Sector Plan 2030, released in 2019. The Tourism Plan 2030 continues with the former Plan's target of a tourism economy worth \$12.8 billion. The updated Plan operates in a post-COVID context, reducing the expected international expenditure by 33.3% and reducing the tourism-related jobs target by 11.5%. These changes reflect a more cautious outlook for international travel but present the opportunity for landmark projects such as SBWTAP to exceed the SATC's expectations and contribute to South Australia's international appeal.

The project embodies the SATC's branding for South Australia, "Celebrate the Simple Pleasures", which positions South Australia as a destination for restorative and meaningful travel experiences. The Project's design is low-profile to blend into the vineyards that surround it, allowing the experiences of luxury, wellness, food, and nature to be at the forefront for guests. By offering quiet luxury and regional character, SBWTAP offers an abundance of simple pleasures that replenish travellers.

SBWTAP supports the Plan's objective to increase South Australia's appeal by delivering a 5-star luxury resort operated by a globally recognised brand, InterContinental. Located in the renowned Barossa wine region, the Project offers premium accommodation with world-class amenities, from wellness facilities to agritourism and conference spaces. These elements are designed to attract high-yielding experience seekers and contribute to South Australia's ambition to elevate its brand on the national and global stages.

The project introduces a unique, integrated tourism product that adds value to one of the world's most respected wine regions. SBWTAP enhances the strong tourism industry in the Barossa region, value-adding to the primary produce of the region and supporting the clustering of tourism and economic activity in the Southern Barossa. The diversification of experiences offered by the SBWTAP expands the region's tourism offerings and aligns with the Plan's emphasis on product innovation and regional distinctiveness.

The Southern Barossa Winery and Tourist Accommodation Project (SBWTAP) exemplifies tourism as a catalyst for regional development, offering a luxury experience beyond the Adelaide CBD and elevating the profile of South Australia's wine regions. The project embraces the principles of cultural respect and inclusion, having engaged in consultation with Kurna Traditional Owners to ensure Aboriginal Cultural Heritage is acknowledged and integrated throughout the design and development process. SBWTAP also demonstrates leadership in environmental sustainability through its commitment to an all-electric, gas-free operation and its proactive efforts to regenerate on-site watercourses and enhance local biodiversity. These initiatives reflect a strong alignment with the Plan's vision for a regenerative, inclusive, and environmentally responsible tourism sector.

### 3.5. South Australian Regional Visitor Strategy

#### Relevant Aspects

**The opportunity (page 6)**

Regional tourism is critical to the State's visitor economy. It generates 17,200 direct and 7,000 indirect regional tourism jobs and \$3.6 billion in visitor expenditure. Across the State there are over 18,000 tourism businesses, with over 5,300 based in the region. In fact, by 2025 South Australian regional visitor spend has the potential to grow to \$4 billion. Although only 23% of South Australians live in regional areas, these areas account for over 40% of the State's total visitor spend currently. To reach this 2025 potential, regions have collectively agreed on the following priority action areas

**Experience and supply development (page 7)**

Enhancing existing tourism experiences and creating new offerings which reinforce South Australia's brand strengths are required across all regions. Priorities include nature and wildlife, wellness, food and drink, coastal and aquatic, Aboriginal, outback and soft adventure experiences.

Consumers are also seeking quality and experiential accommodation in remarkable natural environments and more of this is needed in regional South Australia. This will help lift regional room rates, occupancy levels and visitor spend. By 2025, over 500 new rooms are required across regional South Australia plus over 800 rooms require refurbishing. These developments will generate jobs in the construction phase and ongoing jobs within the regional visitor economy.

**COVID-19 and natural disaster impact (page 10)**

*Consumer Impact*

Greater desire for wellness experiences — Consumers are increasingly placing more value on their own health and seeking ways to enhance, kickstart or maintain their own wellbeing through wellness tourism experiences.

**Regional Marketing Priorities**

**4. Showcasing regional experience strengths (page 19)**

There are many outstanding regional visitor experiences on offer in South Australia and the priority is to story tell to potential visitors, triggering visitation and spend. These experiences can range from food and drink, tours, accommodation, nature-based experiences to local festivals and events. Based on customer insight and appeal, signature experiences can be used as a marketing hook to drive consumer interest and conversion for an entire region. Once a visitor has decided to visit, bundling experiences together can encourage visitors to stay longer and spend significantly more.

**Experience and supply development (page 21)**

*Experiences*

The opportunity is to combine each region's amazing natural and built assets with new or enhanced sustainable visitor experiences. These should reflect each region's uniqueness and the latest insights on what visitors are seeking

**Regional Experience development priorities (page 21)**

**2. Food and beverage**

- Immersive local food and beverage experiences that further entrench the State's leadership position in this space are a continued priority for all regions.

#### 4. Wellness

Wellness tourism experiences are experiences that maintain, kickstart or enhance a visitor's wellbeing while on a trip. Some examples of wellness experiences include great local food, spa experiences, yoga, meditation, immersive wellness retreats, and of course nature-based attractions. Many regions are looking to grow this part of their visitor mix and attract this high yielding, year-round sustainable visitor segment.

Support required:

- Focus on enhancing existing and creating new signature experiences.

#### **Accommodation**

**(page 22)**

As competition across Australian regions intensifies, visitors are expecting more from their accommodation. Quality and experiential accommodation that embodies the best of the local environment is now a catalyst for destination selection.

#### **The benefits of improved accommodation**

- Quality accommodation drives guest satisfaction and repeat visitation.
- Overnight stays deliver significantly more revenue than day trips and a broader positive impact including increased employment.
- Several regions will benefit from projects of scale which help lift regional room rates, occupancy levels and total visitor spend

#### **Regional accommodation priorities**

- The standard of tourism accommodation in regional South Australia is lagging behind other States.
- A shortage of accommodation, especially of scale, can inhibit regional tourism development in some locations.
- More unique and experiential accommodation is needed in regions.
- New regional rooms are still required across the State — with a target of 500 new rooms by 2025.
- Many regional rooms require an upgrade from three to four-star standard — with a target of 800 upgraded rooms by 2025.

Support required:

Encourage experiential accommodation development linked to an appealing landscape or activity: glamping, caravan parks, houseboats, golfing, and other nature-based tourism such as hiking and cycling.

#### **Leisure and business events**

**(page 27)**

#### 5 Attract more business events

In partnership with the Adelaide Convention Bureau, many regions are well placed to attract more business events including meetings, incentives, and conferences by using existing regional infrastructure and operator conferencing facilities. Business events are a great way to drive more mid-week visitation and spend into a region. Intrastate business events are the most immediate opportunity with interstate a strong option in the medium term.

#### **Barossa**

**(page 36)**

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate, and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. While the region receives 3.5-day trip visitors for every overnight visitor, overnight visitors deliver nearly two thirds of total visitor spend.

Marketing

- Leverage the Barossa's strong brand position as a global wine, culinary and culture destination and grow messaging around wine experiences, provenance dining, regional food, art, history, nature, family, and wellness experiences
- Position Barossa as a great base for exploring wine, food, and leisure experiences across the southern part of the State.

Experience and supply development

- Increase the Barossa's bookable tourism experiences available via key distribution channels.
- Leverage the region's global wine and wine tourism reputation and develop new wine experiences that include education, digital technologies, enhanced storytelling, and visitor immersion.
- As a boutique region with strong accommodation yields and high weekend occupancy, there is an opportunity to expand the region's experiential offerings across nature and wellness.
- Foster the development of an iconic 4 to 5-star accommodation product of scale that could meet unmet demand during major events and for conferences.

**Leisure and business events**

**(page 37)**

- Work towards greater overnight stays from events by positioning the Barossa as Australia's premium regional events destination with great accessibility from Adelaide.
- Increase overnight visitors coming for business events and mini-festivals to fill mid-week occupancy and drive visitor spend.

**Alignment with the SBWTAP**

The proposal will alleviate the lack of rooms in the Barossa by adding 150 rooms, contributing to strengthening the tourism capacity of the region, providing a high-quality experience focused on immersing visitors in the local culture while maintaining the accommodation and wellness standards of a 5-star hotel resort.

The proposal has the potential to include storytelling in its operation through the rich history of the Southern Barossa region, its wine making and food production, as well as based on the history of the winery that is to relocate on site. These signature experiences have been identified as encouraging longer stays, driving spending up and encouraging more visitations. In addition, the function venue included in the proposal will provide adequate facilities for large events and business events, driving mid-week visitation and spending into the region.

**3.6. Barossa Regional Profile – Year End December 2024**

**Relevant Aspects**

- The Barossa saw 244,000 overnight visitors and 898,000 day trips for the year end December 2024
- Total Expenditure: \$287,000,000. Overnight: \$172,000,000 & Day trip: \$115 million.
- Overnight holiday visitors on average spend \$270 per night
- Leisure overnight visitors spent \$156 million for the year, making up 91 per cent of overnight expenditure

**Barossa Tourism Listings**

- Currently there are 130 establishments in the Barossa providing 1311 rooms
- 68% of rooms fall into establishment with 15 or more rooms

#### Visitor Profile

- 89 per cent of overnight visitors to the Barossa are overnight leisure visitors
- 64% of overnight visits were for holidays
- 33 per cent of domestic visitors stayed 4–7 nights
- 60% of domestic overnight visitors eat out at a restaurant or cafe; 54% visit wineries

#### Regional Tourism Satellite Account Information

- In 2023–24, the tourism industry contributed an estimated \$379 million to the Barossa regional economy and directly employed approximately 1,000 people
- 1,000 jobs for people employed directly by the tourism industry, 700 indirect jobs and a total employment impact of 1,700 people

#### Regional Perceptions Reporting

- A significant challenge for the Barossa is that awareness rarely extends beyond food and wine experiences meaning the region is perceived as being for drinkers only, and not seen as a family friendly destination
- People also see the Barossa as a place for a short stay or long weekend only, again linked to the perception that it's just wine, and wine alone couldn't fill a holiday
- To drive increased visitation and expenditure, we recommend the Barossa:
  - Position the Barossa Valley as being more than wine
  - Promote longer stays in the Barossa
  - Promote tourism in the less desirable seasons (particularly summer)

### Alignment with the SBWTAP

The Southern Barossa Winery and Tourist Accommodation Project (SBWTAP) responds directly to the strategic challenges and opportunities outlined in the Barossa Regional Profile. With overnight visitors contributing over 60% of total tourism expenditure and yielding significantly higher per-night spend than day trippers, the region's growth depends on attracting more high-value, longer-stay guests. SBWTAP supports this by introducing a premium resort experience tailored to leisure travellers who seek quality, authenticity, and comfort.

The project also addresses a recognised gap in the region's accommodation offering. While the Barossa has over 1,300 rooms, the majority are concentrated in larger establishments, and occupancy rates have softened in recent years. SBWTAP brings a differentiated product to market—one that complements existing wine and food experiences while elevating the region's appeal to discerning domestic and international visitors.

Importantly, the project aligns with the regional goal of repositioning the Barossa as more than a wine-only destination. By integrating wellness, nature, and hospitality into its offering, SBWTAP helps broaden the region's appeal beyond traditional audiences. This diversification supports longer stays, increased expenditure, and a more resilient tourism economy—contributing meaningfully to the Barossa's employment base and Gross Regional Product.

## 3.7. Barossa—The Value of Tourism – Year End Dec 2024

### Relevant Aspects

#### Visitor Expenditure:

- Increased from \$225M (2019) to \$287M (2024).
- Targeted to reach \$291M by 2025 and \$372M by 2030.

**Overnight Visitors:**

244,000 annually, with:

- 61% intrastate, 33% interstate, 5% international

**Visitor Nights:**

- 837,000 annually

**Hotel Room Supply:**

- 533 rooms currently in the region.

**Tourism Employment:**

- 800 direct jobs in tourism.
- 1 in 28 jobs in the region is tourism related.

### Alignment with the SBWTAP

The SBWTAP shows strong alignment with targets and metrics of the SATC Value of Tourism report for the Barossa region. The project directly supports regional growth targets by contributing to the projected increase in visitor expenditure, providing essential support for reaching the \$372 million by 2030 target. By introducing a high-quality hotel and immersive wine tourism experiences, the project is positioned to attract higher-spending visitors and encourage visitors to extend their stays and regional expenditure.

The development addresses a critical gap in the region’s accommodation supply, adding 150 rooms to the existing stock of 533, an increase of over 28%. This expansion is significant given the underrepresentation of international visitors (comprising only 5% of overnight stays), and the current lack of large-scale, premium accommodation options. SBWTAP also contributes to local employment and job creation, supporting the tourism workforce and stimulating the local economy.

## 3.8. Barossa RVS Progress Snapshot – 1 Jan-31 Dec 2024

### Relevant Aspects

*The Barossa is all about turning day trips into overnight stays—and giving visitors more reasons to linger, unwind, and soak it all in. By focusing on creating more unique and memorable places to stay, alongside experiences that feel both special and down to earth, the region is setting itself up for steady, meaningful growth across South Australia. Right now, for every overnight guest, there are around 3.5 day trippers—but it’s the overnight guests who bring the biggest boost, contributing nearly two-thirds of the region’s visitor spend. The opportunity is clear: keep giving people reasons to stay, and the benefits will follow.*

**Visitor Profile**

244,000 overnight visitors vs 898,000 day trippers. Overnight visitors contribute nearly two-thirds of total visitor spend, underscoring their economic importance.

**Accommodation Supply & Occupancy**

1,288 rooms available across the region. 60% average occupancy

**Employment & Business Activity**

800 direct tourism jobs, 600 indirect jobs, and 390 tourism businesses.

### Alignment with the SBWTAP

The SBWTAP aligns with the Barossa’s RVS Snapshot call to encourage overnight stays and the creation of high-quality visitor experiences. Most importantly, the snapshot highlights that for every overnight guest, there are approximately 3.5 daytrip visitors, yet overnight visitors account for nearly two-thirds of the region’s total visitor expenditure. This means that the average overnight visitor has approximately 7 times the yield of a day visitor in terms of expenditure. By introducing a premium resort, SBWTAP expands the region’s capacity for overnight accommodation and directly targets high-value travellers. The project is expected to generate a substantial uplift in regional economic activity by attracting guests who stay longer and spend more.

## 3.9. South Australia the Value of Tourism – Year ending September 2024

### Relevant Aspects

*Regional South Australia across the year has been hardest hit, with significant declines in both overnight trips and spending, as well as day trips and day trip spending. Over the year, regional expenditure fell by 17 per cent, in stark contrast to Adelaide, which saw a 2 per cent increase driven by events and the return of international visitors.*

**Regional South Australia**

**(page 4)**

*Regional visitor expenditure (including by international visitors) fell 17 per cent to \$3.9 billion, down on the \$4.7 billion at September 2023. The decline has come from the day trip market, down 27 per cent and the interstate market, down 22 per cent on September 2023.*

*Regions had been consistently performing strongly throughout the COVID period, with demand well above that of Adelaide. However, since September 2023 we have seen regional spend decline each quarter, an indication that interstate visitors to South Australia are taking up the option to fly directly into Adelaide instead of the popular drive holiday throughout COVID.*

### Alignment with the SBWTAP

The SBWTAP directly responds to the recent decline in regional tourism expenditure highlighted in the Value of Tourism report. With regional South Australia experiencing a 17 per cent drop in visitor spending, particularly from day trips and interstate travel, the SBWTAP aims to reverse this trend by offering a compelling reason for longer, higher-value stays in the Barossa. By introducing 150 luxury hotel rooms and a suite of immersive experiences, including wine, wellness, and nature-based activities, the project is designed to attract both domestic and international visitors who might otherwise limit their travel to Adelaide. SBWTAP strengthens the region’s appeal as a destination in its own right, helping to rebalance tourism flows and reinvigorate regional spending through high-quality accommodation and experiences that meet evolving visitor expectations.

## 3.10. Tourism Development Code Amendment

### Relevant Aspects

**2.2. Scope of Proposed Code Amendment - Current Policy**

*The Code currently includes the following rural-type zones that have been spatially applied to key wine regions of the state:*

- Rural Zone, Rural Horticulture Zone, Productive Rural Landscape Zone

*Consideration will be given to the various overlays in the code that apply throughout wine regions, and which apply policies to the assessment of tourism development:*

- the Character Preservation District Overlay which applies to the Barossa and McLaren Vale regions
- the Scenic Quality Overlay which applies to part of the Adelaide Hills

- the Significant Landscape Protection Overlay which applies east of Tanunda down to Williamstown in the Barossa Valley
- How the policies of the following overlays apply to tourism development will also be reviewed:

- the Hazard (Bushfire) Overlays which apply throughout wine regions, ranging from General to High risk
- the Mount Lofty Ranges Water Supply Catchment Overlays which applies throughout the Adelaide Hills region
- the River Murray Flood Plain Protection Area Overlay which applies in the Riverland with tributaries in the Adelaide Hills and Langhorne Creek

Relevant definitions in Part 7 and Part 8 of the Code will be reviewed, including those for:

- Caravan and Tourist Park, Function Venue, Tourist accommodation

**Intended Policy**

Rural Zone, Productive Rural Landscape Zone, Rural Horticulture Zone:

- Consider the suitability of medium to larger scale tourist accommodation and tourism development in rural areas
- Review Performance Outcomes (PO) and Deemed-to-Satisfy (DTS) / Designated Performance Feature (DPF) criteria guiding tourism development, providing appropriate guidance to assess tourist accommodation and tourism facilities.

Land use and administrative definitions:

- Review of existing definitions including Caravan and Tourist Park, Function Venue and Tourist Accommodation to ensure that they provide the clarity required to assess contemporary tourism accommodation / development in wine regions

Interface Between Land Uses General Development Policies:

- Analyse current policy for effectiveness and gaps – in particular the section 'Interface with Rural Activities'.

### Alignment with the SBWTAP

We note that the Planning Minister has recently initiated the 'Tourism Development Code Amendment'. While the timing of the Amendment may not align directly with the SBWTAP's development schedule, the project reflects many of the principles and objectives outlined in the proposed policy review. Located within a rural zone, SBWTAP demonstrates how medium to large-scale tourism development can be sensitively integrated into productive landscapes without compromising agricultural viability, scenic amenity, or environmental values. The project's design responds to the challenges posed by overlays such as Character Preservation, Significant Landscape Protection, and Bushfire Hazard, and showcases how tourism infrastructure can be both high-quality and contextually appropriate. As such, SBWTAP may serve as a valuable case study for the Commission's investigations, offering practical insights into how contemporary tourism accommodation and experiences can be assessed and delivered in South Australia's wine regions.

## 4. REGIONAL DEVELOPMENT AUSTRALIA

### 4.1. Barossa Gawler Light Adelaide Plains Regional Profile 2019

#### Relevant Aspects

**Economic Strengths and Opportunities (1) Wine-Food-Tourism (page 3)**

Key RDA BGLAP region industries - wine, food and tourism - benefit from each other and form regional wine-food-tourism cluster. Synergistic collaboration between industries ensures sustainable economic development of the region and growing opportunities for value adding.

**Infrastructure Gaps (3) Tourism Infrastructure (page 8)**

Region is experiencing consistent increase in visitations, more international visitors especially Chinese, and business travellers, used to world accepted standards of accommodation. Quality hotel infrastructure from well-known hotel chains will dramatically improve tourism landscape and economic impact from tourism and events, diversify regional attraction as a place for leisure and business. Specific tourist infrastructure will be needed to leverage Adelaide International Birds Sanctuary stretching along the coast.

**Infrastructure Gaps (7) Infrastructure to Retain and Attract Youth (page 8)**

As regional population is ageing rapidly infrastructure (combination of soft and hard infrastructure) to attract youth to work and live in the RDA BGLAP region is required

**Investment Priorities (page 9)**

RDA BGLAP region has an attractive investment landscape for both – overseas and domestic investors. Opportunities for investment in wine industry and tourism are proudly supported with its status of a Great Wine Capital of the World.

**Investment Priorities - Tourism Infrastructure (page 9)**

- 5-6 star hotel up to 200 rooms
- Health and Wellness Retreat
- Nature Tourism Facilities

**Regional Priorities (page 10)**

5. Investment in Culinary Tourism and Horticulture

### Alignment with the SBWTAP

The SBWTAP aligns strongly with the strategic priorities outlined in the Barossa Gawler Light Adelaide Plains Regional Profile. By integrating wine, food, and tourism into a single destination, the project builds on the region’s established strengths and contributes to the synergistic cluster that underpins sustainable economic development. The introduction of a luxury hotel operated by a globally recognised brand directly addresses identified infrastructure gaps, particularly the need for high-standard accommodation to meet the expectations of international and business travellers. SBWTAP also supports regional renewal by creating employment opportunities that may attract younger workers to the area, helping to counteract the ageing population trend. As a significant investment in the agritourism sector, the project enhances the region’s appeal to both domestic and international investors and contributes to the Barossa’s reputation as a Great Wine Capital of the World.

## 4.2. Investment opportunities 2019 – The Greater Barossa Region

### Relevant Aspects

**Top 6 Growth Sectors (page 8)**

Tourism:  
Culinary and Wine, Eco, Cycle & Trails, Wellness Tourism, Business Tourism, Weddings, Events & Festivals

**Industry Profile – Weddings and Events (page 15)**

Investment Opportunities:

- increasing interest in the Barossa region shown by Chinese Investors
- strong potential to expand the events market for international visitors

**Invest in Premium Wine** (page 18)

*Investment Opportunities:*

- Vineyards and Wineries – invest in value adding and tourism

**Invest in Culinary Tourism** (page 22)

*Investment Opportunities:*

- Tourism accommodation
- Agri-tourism experiences

**Invest in Health, Wellness and Recreation** (page 23)

*Wellness Tourism:*

*The Barossa region is a unique destination for those seeking recovery and relaxation or just prefer to maintain a healthy lifestyle while travelling. There is an enormous opportunity to add value to the tourism industry by creating luxury SPAs and resort style accommodation enriched with health and wellness services, eco-tourism and recreational facilities.*

*Investment Opportunities:*

- Luxury SPA facilities
- Resort style accommodation
- Wellness retreat
- Recreation tourism

*Invest in Infrastructure*

- Accommodation infrastructure
- Tourism infrastructure
- Restaurants & Agri-tourism facilities

## Alignment with the SBWTAP

The proposal directly responds to the investment priorities identified for the Greater Barossa Region by delivering a high-quality, multi-faceted tourism offering. The project combines luxury resort-style accommodation with premium wine and culinary experiences, aligning with key growth sectors such as agritourism, wellness tourism, and events. By incorporating a relocated winery, a spa facility, and a function venue capable of hosting weddings and business events, SBWTAP supports the expansion of the region’s appeal to international visitors and investors. The development also addresses infrastructure gaps by introducing a nationally recognised hotel brand, helping to elevate the standard of accommodation in the region and meet the expectations of global travellers. As a catalyst for regional renewal, SBWTAP contributes to the Barossa’s positioning as a destination of choice for leisure, wellness, and business tourism.

## 4.3. The Great Australian Wine Trail

### Relevant Aspects

**Executive Summary** (page ii)

*Rivalling trails in Bordeaux, France, the Napa Valley in California and the Rioja Wine Trail in Spain, the 280 km trail will connect South Australia’s most famous wineries and cellar doors in Clare Valley, Barossa, Eden Valley, Adelaide Hills, Langhorne Creek and McLaren Vale. By connecting existing trails and developing new sections of trail across the four wine regions, visitors will be able to explore beautiful landscapes, visit historic towns and villages, enjoy world renowned wines and experience fresh food and produce, thereby extending their stay and expenditure. Visitors will be supported by quality accommodation, attractions, experiences, and other services provided by local communities.*

*The Wine Trail aims to maximise the impact of tourism on the broader South Australian economy, driving increases in visitor expenditure and jobs throughout South Australia's wine regions. It will:*

- *Generate new private investment in tourism accommodation, experiences and services along the way*

**The Wine Trail Project – A Catalyst Investment**

**(page 3)**

*Cycling tourism is a proven earner for South Australia, and it aligns with the wider local, regional, state and national context for tourism recovery. As outlined in the previous section, the trails in the wine regions are managed and promoted separately, competing for the same market at the expense of the others. They are also often competing for the same funds for construction and maintenance. Some trails do not link with existing wineries or attractions and require further investment.*

*By connecting the most notable cycle trails in the region to form a 247 km spine connecting the existing wineries, attractions and towns such as Kapunda, Williamstown, Mount Pleasant, Hahndorf, the Wine Trail will become a 'hero' experience for domestic and international visitors. It will combine the best of Australia's wine regions with exceptional food, accommodation and cycling to become Australia's only globally recognised multi-day food/wine cycle trail.*

*The Wine Trail project is a catalyst investment that will increase business and employment opportunities by capitalising on the profile of Australia's most popular wine regions. It will leverage the significant investment in cycling and walking track infrastructure in the region in recent years and increase the level of return to all regions and the State.*

**Section 3C: Lyndoch to Williamstown**

**(page 100)**

*What is required:*

*Proposed link via a sealed path in the road reserve along Lyndoch Valley Road. Car parking, public toilets, cellar doors, accommodation, retail stores, food outlets and cycle hire (standard bikes). Signage and interpretation will need to be installed. Off-road shared path.*

## Alignment with the SBWTAP

The project is strategically located near the proposed Lyndoch to Williamstown section of the Great Australian Wine Trail, positioning it as a key contributor to the trail's success. By offering luxury accommodation, premium wine experiences, and a high-quality function venue, SBWTAP directly supports the trail's objective to extend visitor stays and increase regional expenditure. The project complements the trail's vision of creating a globally recognised multi-day food and wine cycling experience by filling critical gaps in tourism infrastructure, including cellar doors, dining options, and overnight accommodation. As a destination that integrates seamlessly with the surrounding landscape and local attractions, SBWTAP enhances the appeal of the trail and contributes to its role as a catalyst for regional investment, employment, and tourism growth.

## 5. CONCLUSION

The SBWTAP demonstrates strong alignment with the strategic priorities outlined across local, regional, and state planning frameworks. From supporting economic diversification and job creation to enhancing the tourism offering in one of South Australia's most iconic wine regions, the project responds directly to identified policy objectives and investment priorities. It addresses infrastructure gaps, contributes to the revitalisation of regional tourism, and exemplifies sustainable, culturally respectful development. As a high-quality, design-sensitive proposal, SBWTAP not only complements the character and values of the Barossa but also positions itself as a catalyst for broader regional growth. It supports the vision of South Australia as a destination of choice for immersive, nature-based, and wellness-focused experiences, and has the potential to serve as a model for future tourism development in rural and wine-producing areas. Through its alignment with strategic planning directions, SBWTAP reinforces the role of tourism as a driver of economic, social, and environmental value for the region and the state.

## 6. DOCUMENT COVER PAGES



6.1.

### **Barossa Growth and Infrastructure Investment Strategy (Phase 1)**

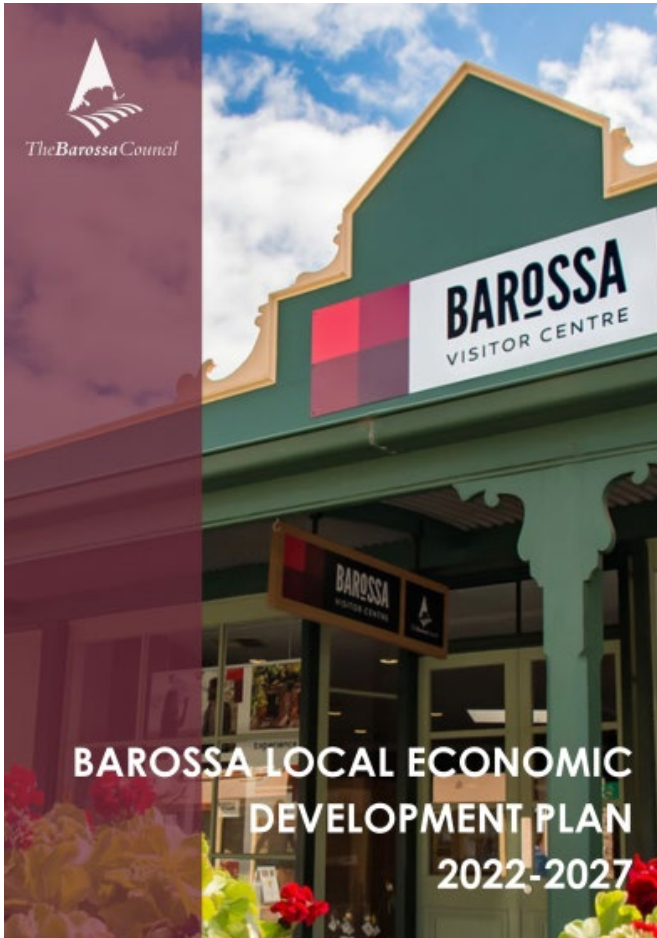
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6.2.

### **Barossa Growth and Infrastructure Investment Strategy Consultation Summary Report**

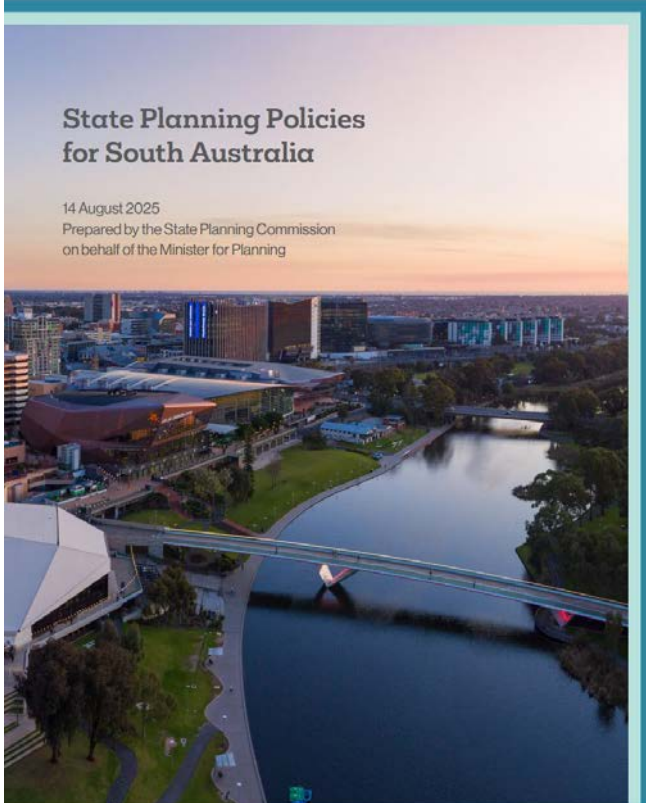
[Link to document](#)



### 6.3.

## Barossa Local Economic Development Plan 2022-2027

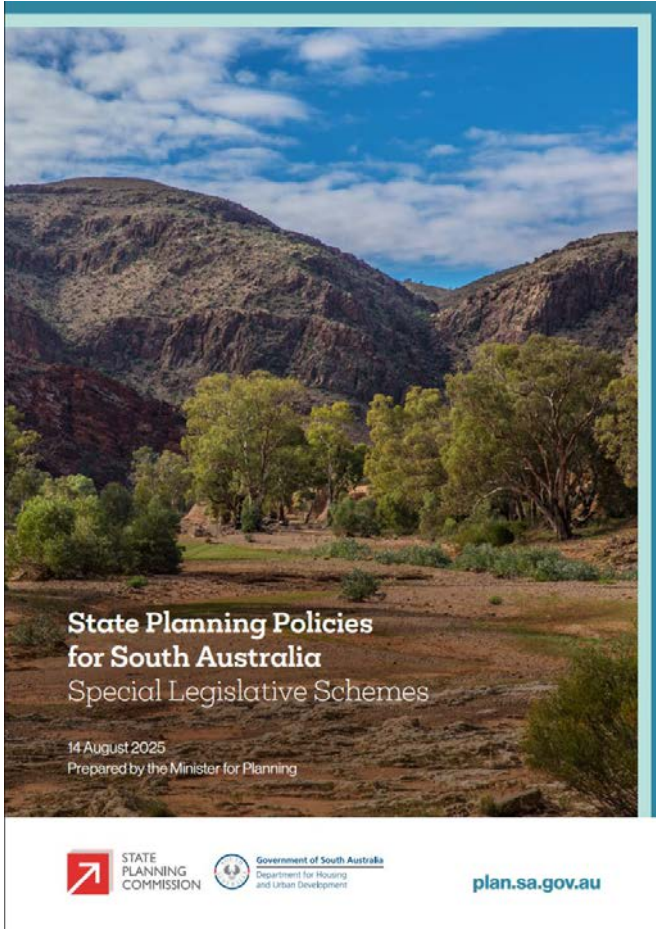
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### 6.4.

## State Planning Policies for South Australia

[Link to document](#)



**6.5.**

**State Planning Policies for South Australia - Special Legislative Schemes**

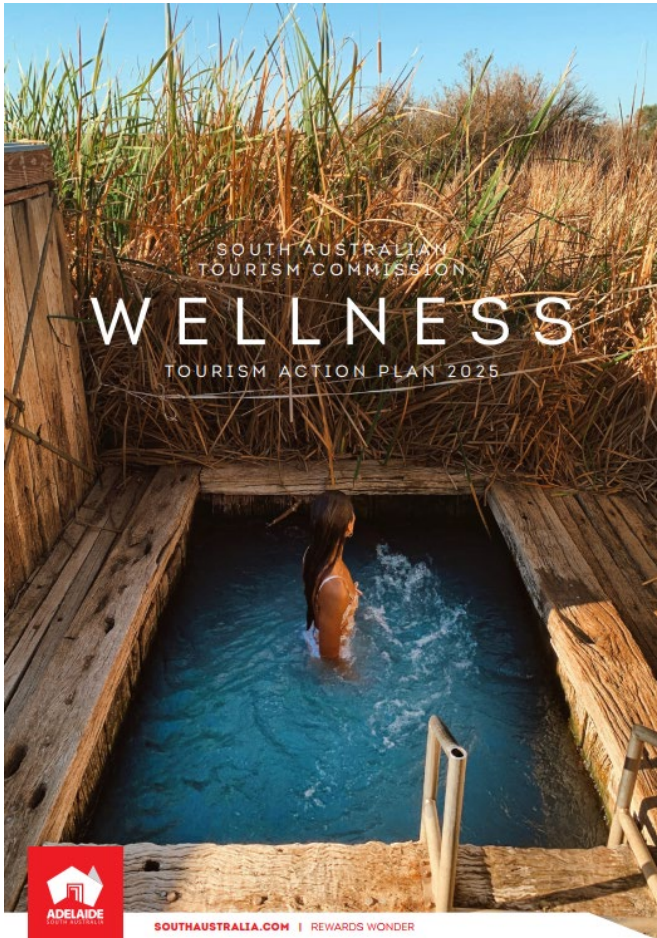
[Link to document](#)



**6.6.**

**Greater Adelaide Regional Plan**

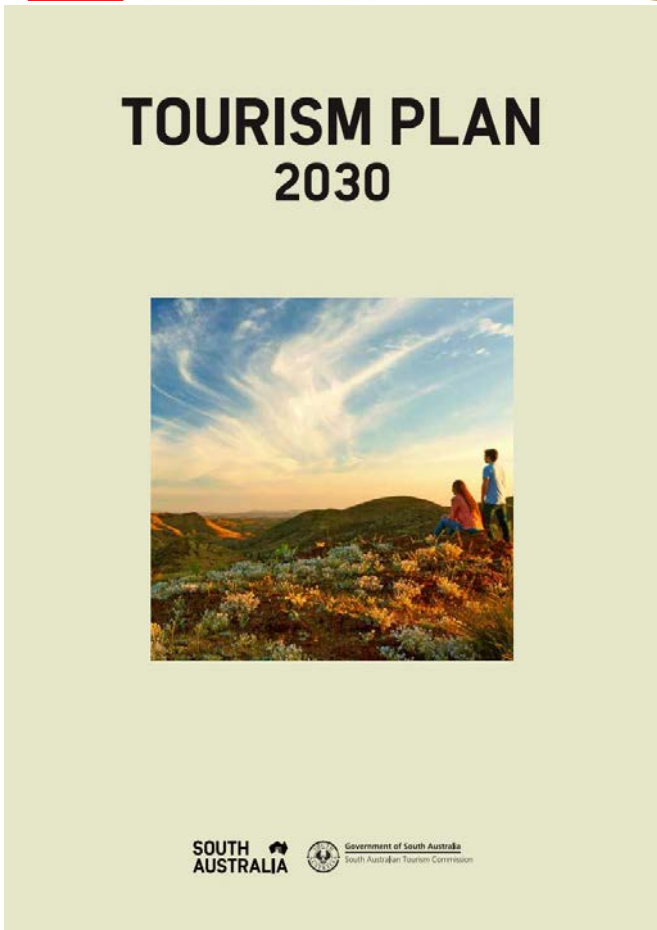
[Link to document](#)



6.7.

**South Australian Tourism  
Commission Wellness  
Tourism Action Plan 2025**

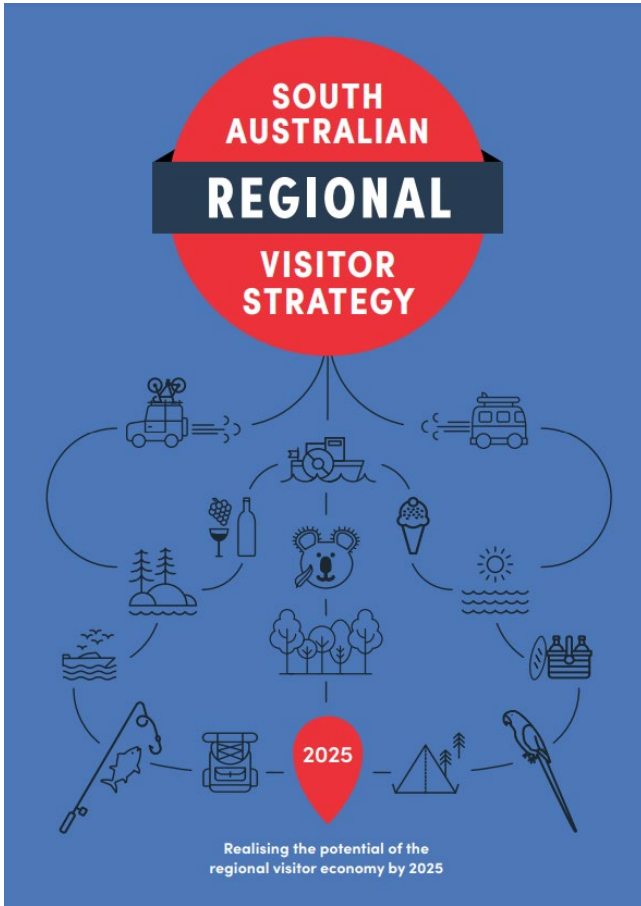
[Link to document](#)



6.8.

**South Australia Tourism Plan  
2030**

[Link to document](#)



### 6.9.

## South Australian Regional Visitor Strategy

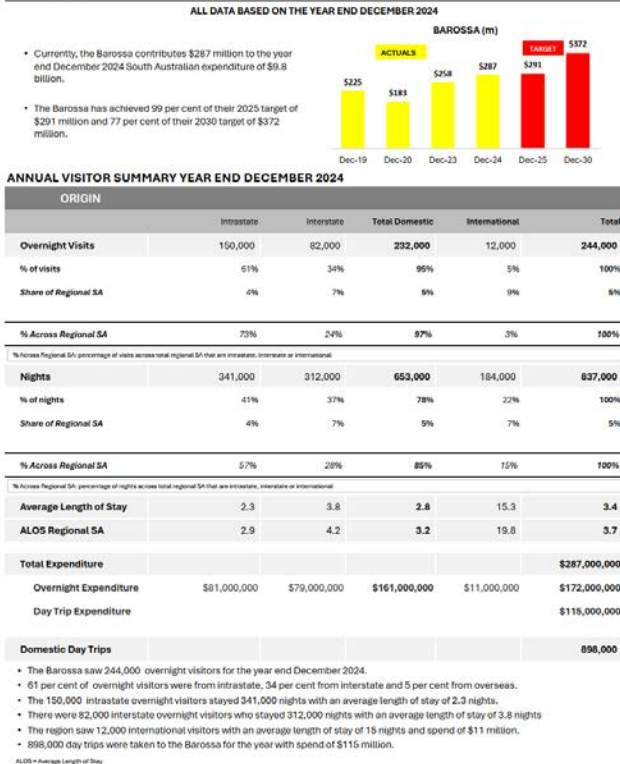
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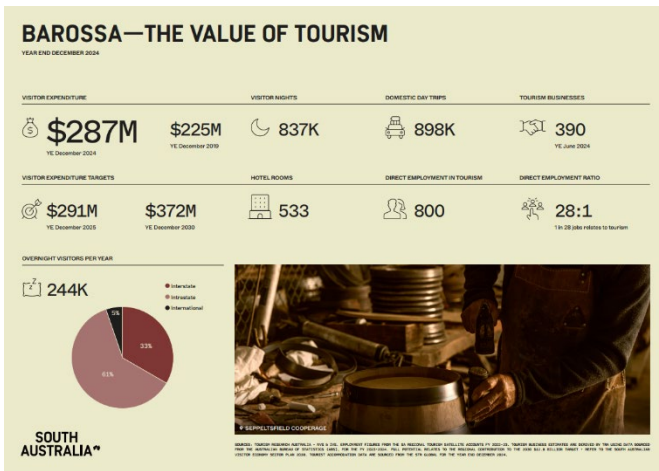


### 6.10.

## Barossa Regional Profile – Year End December 2024

[Link to document](#)





## 6.11.

### Barossa – The Value of Tourism – Year End Dec 2024

[Link to document](#)



## 6.12.

### Barossa RVS Progress Snapshot 1 Jan-31 Dec 2024

[Link to document](#)



### 6.13.

## South Australia The Value of Tourism - Year ending September 2024

[Link to document](#)

**PROPOSAL TO INITIATE AN AMENDMENT TO THE PLANNING & DESIGN CODE**


Tourism Development Code Amendment  
By the State Planning Commission (the Designated Entity)

**Contact details**  
Email: [saplaningcommission@sa.gov.au](mailto:saplaningcommission@sa.gov.au)  
Phone: 1800 752 664

 (Signature)  
CHAIR, STATE PLANNING COMMISSION  
Date: 29/10/2024

This Proposal to Initiate document forms the basis for the preparation of a proposed amendment to the Planning and Design Code for the purpose of section 73(2)(a) of the *Planning, Development and Infrastructure Act 2016*.

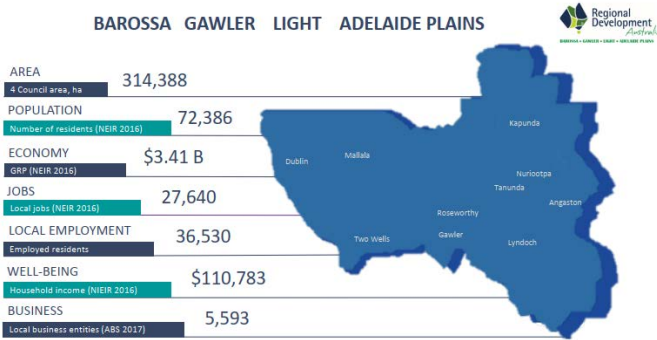
 STATE PLANNING COMMISSION

 Government of South Australia  
Department for Trade and Investment

### 6.14.

## Tourism Development Code Amendment

[Link to document](#)



**6.15.**

**Barossa Gawler Light  
Adelaide Plains Regional  
Profile 2019**

[Link to document](#)

**6.16.**

**The Greater Barossa Region –  
Investment Opportunities  
2019**

[Link to document](#)



**6.17.**

**The Great Australian Wine  
Trail – Concept Feasibility  
Report | August 2021**

[Link to document](#)

