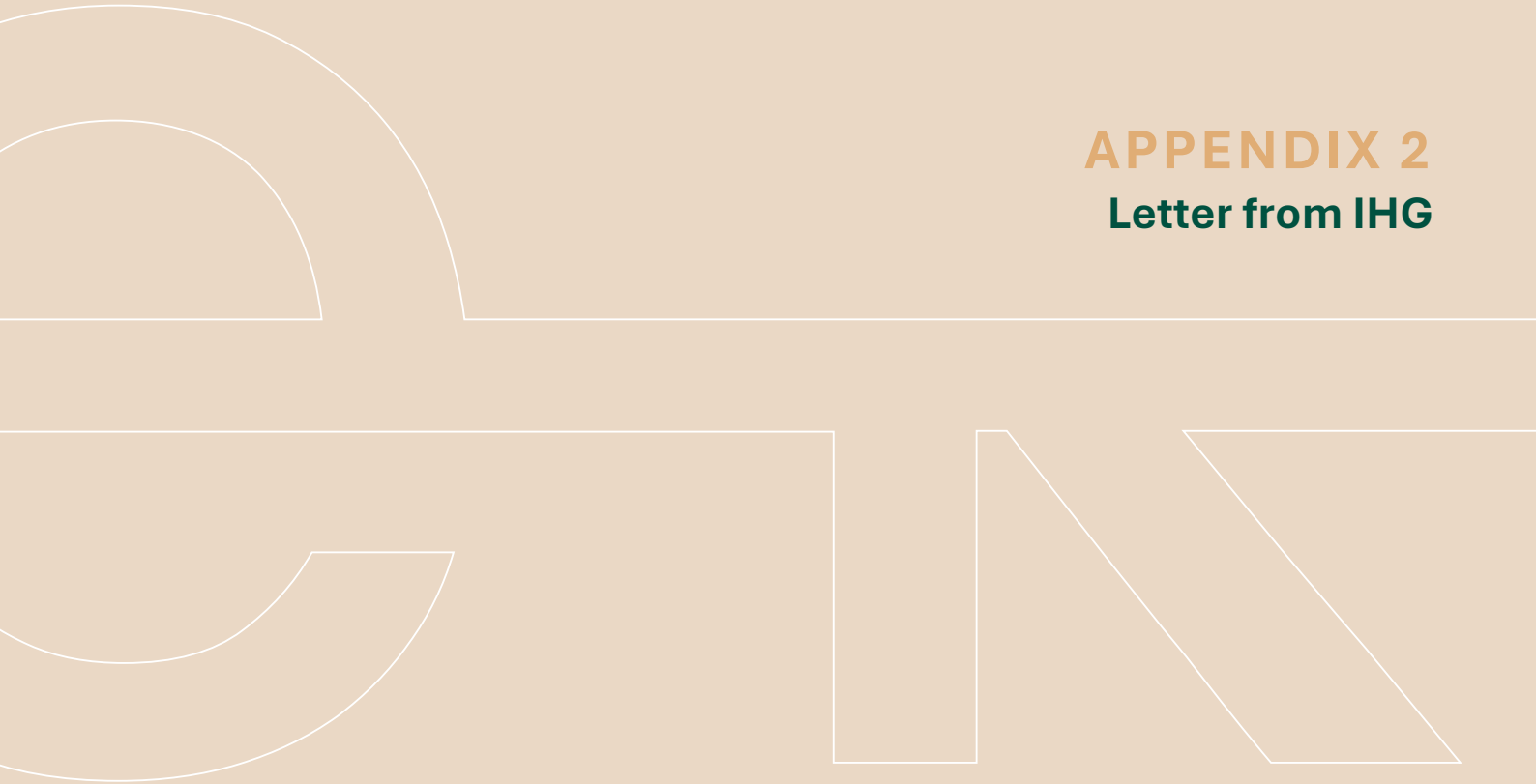




APPENDIX 2
Letter from IHG



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To whom it may concern,

I lead the regional Technical Services team for IHG Hotels & Resorts, and I write on behalf of IHG to express our strong support for Strategic Alliance's proposed development of an InterContinental-branded hotel in the Barossa Valley.

IHG Hotels and Resorts has an estate of over 6600 hotels globally, and of these, 229 are InterContinental hotels, with a further 104 new InterContinental properties currently in development. The *InterContinental Resort & Spa Barossa Valley* will become part of the world's largest luxury hotel brand.

The IHG Technical Services team are responsible for providing design, technical, brand, and operational advice to hotel owners of IHG-branded hotels during the design and construction process. We work closely with the design and project delivery teams appointed by hotel owners to ensure that the completed hotels comply with IHG's Brand Standards and are set up for long-term success.

Strategic Alliance have been engaged with the Technical Services team in this capacity and their approach has been characterised by a notably high level of professionalism, collaboration and design integrity. I am pleased to share the following points for your consideration in evaluating the merits of this project:

- IHG has been involved in the design from the very early stages of the project; participating in regular design reviews, workshops, and analyses of the building services and operational requirements of the hotel
- IHG is closely involved in developing the hotel's food & beverage concepts, ensuring that these will celebrate the produce and character of the Barossa, and will be distinct from the existing offerings in the area
- IHG have found Strategic Alliance to be highly responsive, open, and collaborative in their approach to the Hotel's design



- Strategic Alliance have assembled a suitably-experienced design and delivery team that is operating to a high standard in their organisation and professionalism

As a result, the design is progressing to a high standard, and we are confident that the hotel will be in line with InterContinental's luxury operational and product quality requirements. IHG supports the overall building design to date

In further support of this application, I would like to highlight that IHG has well-defined evidence-based technical requirements that apply to the project. These are in place to ensure a best-in-class built & operational outcome:

- IHG hotel owners are obliged to meet IHG's technical performance requirements. These are rigorous and exceed statutory requirements in areas of fire & life safety, energy efficiency, and building services performance
- Throughout its operational life as an *InterContinental* hotel, the hotel management team will be obliged to meet ongoing sustainability-related metrics in the areas of carbon reduction, waste reduction and water conservation

IHG is also pursuing a 10-year responsible business plan taking positive action in the areas of People, Communities, Carbon and Energy, Waste, and Water. More information on these initiatives, and the benefits they will bring to the Barossa Valley community, can be found at the following link:

[Journey to Tomorrow - InterContinental Hotels Group PLC](#)

Based on the integrity of the design process undertaken by Strategic Alliance and their project consultants to date, I have a high degree of confidence that the built outcome will not only be a best-in-class InterContinental hotel, but also has the makings of a landmark project for the Barossa Valley.

Yours respectfully,
Jonathan Conroy
Senior Director, Design & Engineering (AuPAC & SEAK)
IHG Hotels & Resorts