

OFFICIAL



28 September 2022

Mr. Sam Jayathilaka  
Mount Lofty Golf Estate PTY LTD  
35 Golf Link Drive  
Stirling SA 5152

Dear Mr. Jayathilaka,

**Re: Mount Lofty Golf Estate development plan.**

The South Australian Tourism Commission (SATC) writes in strong support of the proposed development plan for the Mount Lofty Golf Estate (MLGE) – currently known as the Stirling Golf Club – and the plans to develop the property into boutique hotel style accommodation.

The MLGE proposed development boasts 80 spacious hotel rooms and 20 chalets, which will take advantage of the pristine Mount George views and premium local food and wine experiences and offer unique ‘on course’ accommodation to cater for all travellers including golfing groups, leveraging the regions demand for sporting and recreational event-style accommodation.

The MLGE development will create a new opportunity for visitors to experience what will be a significant regional catalyst for economic growth, bringing great benefit to local businesses and increased employment both within the Adelaide Hills region and surrounding towns.

The SATC exists to promote the state as a desirable tourism destination, and new and enhanced South Australian accommodation is necessary to add variety and compete with international locations. The Regional Visitor Strategy 2025 (RVS2025) identifies Experience and Supply Development as a priority and acknowledges that encouragement of experiential accommodation development linked to an appealing landscape or activity, including golfing, is critical to support the development of additional regional accommodation.

The RVS2025 also identifies it a priority for the Adelaide Hills region to develop and expand overnight visitation from intrastate, interstate, and international markets, focusing on experiences around touring routes that appeal to the self-drive markets. The offering of the proposed MLGE development will be a key draw card for self-drive groups.

The MLGE development delivers an important tourism asset of scale to improve visitor amenity and access, enhance visitor experience, and create opportunity for the self-drive market. This development has the potential to drive more consumer spend, increase the number of night stays in the region and maximise its proximity to Adelaide.

SATC supports this development which will deliver significant tourism and economic outcomes.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Nick Jones'.

Nick Jones  
Executive Director, Destination Development  
South Australian Tourism Commission

South Australian Tourism Commission

Level 9, 250 Victoria Square, Adelaide South Australia 5000 | GPO Box 1972 Adelaide SA 5001

T 08 8463 4500 | F 08 7421 0200 | E [tourism@sa.gov.au](mailto:tourism@sa.gov.au) | [southaustralia.com](http://southaustralia.com) | ABN 80 485 623 691





To Whom It May Concern,

**RE: GOLF CLUB & MEMBER LETTER OF SUPPORT**

*I, Andy Moritz, President of the Mount Lofty Golf Club also referred to as the Stirling Golf Club, can confirm that URPS and the developer have met with Club executive members (General Manager, President and Captain) and socialised the proposed development and an engagement process with members and neighbours.*

*The Stirling Golf Club was founded by five members of the Royal Adelaide Golf Club in 1925 and was originally named Mount Lofty Golf Estate. The club has a small but loyal membership base who are excited to see a commitment from the developer to recognise the potential of the unique Golf Course by creating a destination venue.*

*This project will ensure that Mount Lofty Golf Estate joins an exclusive group of golf clubs that have reached a centenary in 2025, marking its 100th year in operation. Our club has had various obstacles, with lack of facilities, unlike the other nearby Golf Courses namely Blackwood, Aston Hills and Mt Osmond, which offer better facilities. The opportunity to redevelop the site will provide a competitive edge to MLGE, attracting national and international guests, increasing memberships and in turn providing for greater capex and maintenance budgets.*

*We are recognised as a challenging course due to the undulating terrain which will only further attract skilled payers to our Club upon completion of the Hotel and accommodation offerings. The realised development will reimagine the accommodation and tourism support facilities in the Adelaide Hills to build on the retention of the golf offering at the site. It will also see the adaptive reuse and reinvigoration of the deteriorating heritage listed Perfumery Building, allowing the community to re-engage with this piece of local history.*

*The vision is to revitalise the club and upgrade the property to a world class resort whilst bringing back the original name preserving its cultural and historic importance for the future. We are proud to be affiliated with the proposed eco-friendly sustainable design solution which will not only contribute to the economic health of our club but the broader Adelaide Hills region, in particular the township of Stirling.*

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Andy Moritz', written over a light blue horizontal line.

Andy Moritz

President – Stirling Golf Club

To whom it may concern,

## **MT LOFTY GOLF ESTATE REDEVELOPMENT LETTER OF SUPPORT**

As a PGA Golf Professional and representative of the PGA of Australia based in SA, I would like to register my support for the proposed redevelopment of the Mount Lofty Golf Estate located at 35 Golf Links Rd, Stirling SA.

There is a rich history attached to the Golf Club in South Australia, first founded in 1926 as a 9-hole golf course. The Golf Club still follows the same values since its conception of being inclusive, family friendly and welcoming to visitors, with the course the only Golf Club in or surrounding areas that currently offer accommodation.

For South Australia, accommodation on and near golf courses are truly limited. There are only 6 resorts or accommodation currently for golfing tourists. These are based in the areas of Barossa, the Riverland and The Fleurieu.

Based on the National Golf Report 2020-21, in South Australia participation levels have increased 21% and members member increase of 7.2% based on 1,204,000 participants (15+ years old). Golf is a dynamic and growing activity for tourists globally and is proven as a very successful and profitable tourism product around Australia.

South Australia's golf tourism industry is a key economic growth opportunity for Adelaide and regional South Australia. Golf courses are an attraction for tourist destinations, as proven in all other states around the nation. Golf tourism attracts investment, improves employment and regional competitiveness, and compensate for the seasonality of traditional tourism. On average from statistics from SA Tourism, the golf tourist spends 75% more than the average tourist and stays longer, (up to 3 more days on average).

The location of the Mt Lofty Golf Estate redevelopment in the township of Stirling and being only 20mins from the Adelaide CBD, is an ideal destination for Golfers and their families.

South Australia's golf tourism industry is a key economic growth opportunity for Adelaide and regional South Australia and in my belief, untapped. With the inclusion of the world class accommodation facilities, MLGE could be recognised as a one of the great golf courses of Australia collection and seen a pinnacle of Australian golf venues, offering a remarkable layout, as well as first-class facilities and hospitality.

The proposed redevelopment of the Mt Lofty Golf Course will improve the state's competitive standing as a golf tourism destination. Broader investment in the Adelaide Hills will improve the capacity of the region to be marketed as a year-round golf destination, especially to domestic markets. I strongly believe that the MLGE estate location and offering of complimentary tourism experiences will attract golf visitors and to encourage them to stay longer, in turn contributing positively to the local economy as well as raise the profile of South Australia as a Golf destination.

Yours Sincerely,

Warwick Hazel  
SA PGA MSO  
0403 213 992 [whazel@pga.org.au](mailto:whazel@pga.org.au)



Adelaide Hills

Sam Jayathilaka  
Director - Mount Lofty Golf Estate Pty Ltd  
35 Golf Link Drive  
Stirling  
South Australia

12 September 2021

Dear Sam,

I write on behalf of Adelaide Hills Tourism to express support for the initiative proposed by Mount Lofty Golf Estate Pty Ltd to undertake considered improvements and expansions to tourism and events infrastructure at its existing site in Stirling.

In the Adelaide Hills, the visitor economy is critical to the ongoing health, wellbeing, harmony, and prosperity of the community. As our region continues its recovery from the devastating 2019 bushfires, and then COVID-19, it is essential that we continue to enhance and develop infrastructure that drives increased visitation to the region, whilst also best supporting the local environment and community.

Of particular importance is accommodation capacity. If the region is better equipped to accommodate larger overnight groups, then it will be able to grow tourism contribution to the local economy by attracting more people to stay for longer.

Adelaide Hills Tourism understands the proposed development will drive the following benefits for the region.

- Significant contribution to the local economy by driving approximately 20,000 annual visitor room nights for the region, in addition to significant other expenditure linked to events, golf, wellness activities, and food & beverage attractions.
- Generate new jobs for locals, both during construction and once the development is fully operational.
- Much-needed improvements to a 100-year-old golf course, that is central to local community and heritage.
- Achieve the optimum green rating, ensuring responsible and sustainable use of the site in the short and long term. This includes sensitive care of surrounding vegetation, landscapes, and wildlife.
- Generate profile for the Adelaide Hills Region, for example by attracting professional golf events.
- Support surrounding local businesses, with visitors likely to spend time exploring surrounding wineries, attractions, main street precincts etc.

Adelaide Hills Tourism respects the thorough and important development approval processes of state and local government, and has every confidence that the proposed development has fully considered the surrounding environment, community and heritage, so as to ensure beneficial outcomes for all concerned.

Should this development be approved, Adelaide Hills Tourism looks forward to working closely with Mount Lofty Golf Estate Pty Ltd, to maximise the benefits for the Adelaide Hills region, whilst also supporting long term sustainability and success of another local business.

Yours sincerely

A handwritten signature in black ink, appearing to read 'M Radcliffe', is positioned above the printed name.

**Martin Radcliffe**

Chair - Adelaide Hills Tourism

[martin@visitadelaidehills.com.au](mailto:martin@visitadelaidehills.com.au)

+61 402 313 228