



**APPENDIX 6**  
**Preliminary Engagement Report : Ekistics**





**SOUTHERN BAROSSA WINERY & TOURIST  
ACCOMMODATION PROJECT  
PRELIMINARY ENGAGEMENT REPORT**

September 2025

# 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

Ekistics Planning and Design Pty. Ltd. has been commissioned by Strategic Alliance and Commercial Pty Ltd (Strategic Alliance) to provide stakeholder and community engagement services for the 'Southern Barossa Winery and Tourist Accommodation Project' (SBWTAP) proposed to be situated in the foothills between Lyndoch and Williamstown. Ekistics' engagement includes the preparation of an Engagement Plan (this plan), its implementation, and an Engagement Report.

This Engagement Plan has been prepared to guide the implementation of engagement activities that ensure robust, genuine and inclusive stakeholder and community engagement on the proposal in accordance with the State Planning Commission's Engagement Charter and IAP2 – Principles of Public Participation.

Ryan Moyle from Ekistics Planning and Design Pty Ltd is a fully accredited IAP2 specialist with extensive skills and experience in community engagement as required by Practice Direction 2.

Importantly, this Engagement Plan relates to the engagement activities to be undertaken specifically by Strategic Alliance. It is noted that as part of the Impact Assessed development process (overview provided in Section 2 below), formal public notification will be undertaken by the State Planning Commission and in addition to the activities outlined in this Engagement Plan.

## 1.1. Background

The project was conceived in late 2022 after an approach was made to Strategic Alliance and Commercial Pty Ltd (Strategic Alliance), the project proponent, by an established Barossa wine label to assist with its expansion and growth. Discussions evolved around the need to grow the existing winery and cellar door operations (currently located elsewhere in the Barossa) as well as provide further enhancements by adding banqueting, wine tourism and quality hotel style accommodation of scale, all on the same site.

Strategic Alliance engaged a hotel consultant, 'Hotellerie', to undertake a Scoping Study and feasibility to determine the demand and level of tourist accommodation required in the Barossa Valley region. The report identified the distinct lack of traditional hotel accommodation with scale, and the overwhelming need for a mid-level, 5-star resort style hotel.

The study, undertaken in September 2023, identified that 'Whilst record visitation has continued to grow within the region the constraint in market is the lack of accommodation offerings to attract a longer length of stay, larger conference market and recognisable branded hotel for international visitors.'

A project vision evolved, centred around:

- an internationally recognised/branded approx. 150 room 5-star resort conference hotel and associated amenities that reflect the history of The Barossa Valley with modern authenticity;
- a resort holiday opportunity for couples, families, friends and international visitors as well as catering for corporates, conference events, banqueting and wellness/day spa activities; and
- the established Barossa wine brand which would relocate and expand its current operation – building on its existing wine production, international sales, cellar door, restaurant, and wine tourism experiences.

To accommodate the expanding needs of the wine business and hotel project, Strategic Alliance undertook an extensive search within the greater Barossa Valley region to identify a suitable site. The Tweedies Gully site was found and deemed ideally matched to the project vision.

Following identification and securing of the site, an Expression of Interest process revealed very strong interest from multiple international hotel groups to operate the tourist accommodation component of the project. In October 2024, a Hotel Management Agreement was signed between Strategic Alliance and the Intercontinental Hotel Group (IHG). This partnership is well advanced with the Design and Technical Division of the Hotel, including IHG’s Australasian Chief Executive Office, working with the Project team to inform the hotel design brief.

The wider site design brief is being developed around the provision for a major hotel, winery, restaurant and cellar door operation that will function sympathetically with the natural attributes of the site, as well as capitalise on the broader beauty of this location.

The securing of a well know international hotel operator, highly regarded local wine producer and exporter, combined with solid financial backing means the project can now progress through the statutory planning phase.

Given the significant investment, project scale and importance of the Barossa region economically, environmentally and culturally, Strategic Alliance requested that the Minister for Planning consider the suitability of the proposal as an Impact Assessed form of development. This request was granted, and the proposal is progressing through Impact Assessed pathway (refer Section 2.0).

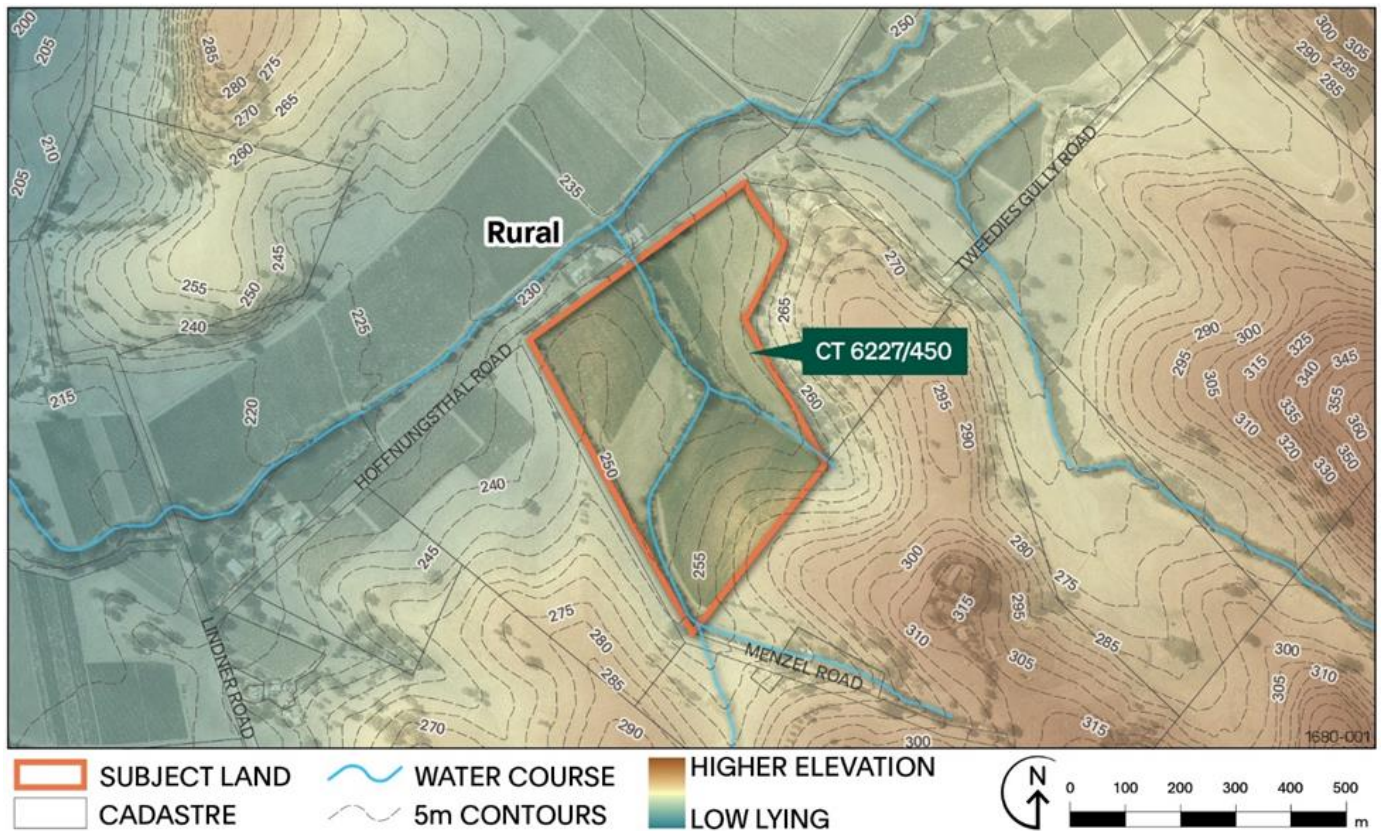


Figure 1 Zone and Topographic detail

## 2. ENGAGEMENT APPROACH

### 2.1. Engagement Purpose

Ekistics has been commissioned to consult with stakeholders and the community with the purpose of raising awareness of the Southern Barossa Winery and Tourist Accommodation Project, gaining a comprehensive understanding of how the community feels about the proposal and providing opportunities for direct feedback that will be used to inform the assessment of the application.

Stakeholder Engagement is a critical component of an Impact Assessment proposal and the value associated with a genuine and inclusive engagement of impacted communities will result in a robust assessment process.

The purpose of the engagement is to:

- Raise awareness about the proposed project at its earliest stages, including information on the proposal, the area to which the project is located will be applied and the likely impacts the proposal has addressed through the detailed assessment process.
- Facilitate feedback to inform the development of the proposal and any refinement prior to finalisation of the application and commencement of the detailed assessment by the Relevant Authority.
- Build lasting relationships and a community of interest to support future activities relating to this site.
- Meet the requirements of the Planning Development and Infrastructure Act, 2016 as they relate to community and stakeholder engagement.

### 2.2. Scope of Influence

The following aspects of the project that the community **can** influence are:

- Identification of issues, concerns and opportunities that should be taken into consideration as part of the investigations informing the Environmental Impact Statement (EIS) and project generally.

Aspects of the project which the community **cannot** influence are:

- Proponent timeframes for delivery of the EIS and project;
- The proposed land uses of the development; and
- The landholding on which the development is being proposed.

It is noted that in addition to the above, other stakeholders such as authorities and agencies, may have greater level of input (and influence) within relevant components of the project and in relation to specific legislation under their jurisdiction.

### 2.3. Engagement Objectives

Active, ongoing, and timely communication with impacted communities and key stakeholders will be provided in addition to opportunities for meaningful input into the proposal. The proposal may have direct impacts on the community, and as such, the considerations of those individuals and groups affected will be addressed as part of the process.

To promote awareness of the project, continuous engagement with affected and interested parties will be accommodated using a variety of tools, including high-quality written and visual materials, direct face-to-face contact and community information sessions. The specific engagement objectives are to:

- Provide opportunities for Traditional Owners, community groups, the general public, and adjacent landowners and occupants to comment on the proposal;
- Ensure that stakeholders and the community have a strong understanding of the proposal and its rationale;
- Ensure early engagement of community and stakeholders so as to inform the development of the proposal in its formative stages;
- Encourage stakeholders to ask questions about the proposal and how it might affect them;
- Obtain localised knowledge and perspective to inform the proposal;
- Establish and maintain good relationships with stakeholders and the community through timely and direct communication channels;
- Follow through on commitments made over the duration of the consultation process and ensure that all documentation is easily accessible to the public;
- Integrate a feedback loop and evaluation process into the engagement process;
- Ensure that engagement with stakeholders and the community is sufficiently resourced and managed to deliver high-quality results; and
- Implement an engagement approach that is directed by the principles of IAP2 and the State Community Engagement Charter in accordance with the requirements of the Planning Development, and Infrastructure Act 2016.

## 2.4. Engagement Activities

Stakeholder engagement on the project commenced in early 2024 in the form of preliminary meetings with key stakeholders such as government agencies/representatives (Council, Local Members, State Government Departments) as well as relevant private entities (local property owners and occupiers, nearby businesses) with the aim to provide a brief introduction to the project and gather feedback.

This early engagement has informed the request to the Minister for an Impact Assessed declaration as well as early project planning. Key engagement actions as at the writing of this report are summarised below.

### 2.4.1. THE BAROSSA COUNCIL

A number of meetings and briefings have been held with the Barossa Council, including with the administration and Elected Members. Key activities include several meetings with Council administration commencing in February 2024, and specific meetings with Council's engineers. Through the course of the project phases, ongoing email and telephone correspondence with

Council administration has occurred. It is noted Council administration also provided advice on the draft Assessment Criteria and also extent of community consultation (spatial extent of the mail out).

Council briefings with Council's elected members were held on the 8<sup>th</sup> May 2024 and 17<sup>th</sup> June 2025. At these briefings, members of the project team provided an overview of the project vision, objectives, the project team and some insights into the level of specialist inputs that are being undertaken to inform the proposal's development.

## 2.4.2. GOVERNMENT AGENCIES

A comprehensive list of stakeholders was prepared as part of the initial stakeholder mapping exercise, which informed the preparation of the Engagement Plan. This included a list of relevant agencies and authorities that will have an interest in the project, and some of which will require direct engagement as part of the preparation of specialist reports. Several meetings were held with key agencies, such as the Department for Trade and Investment, Country Fire Service and SATC. In addition to individual meetings, a State Agency workshop was held as part of the development of the Assessment Criteria on 11<sup>th</sup> February 2025, which comprised a broad range of agencies with an interest in the project.

## 2.4.3. STATE & FEDERAL MEMBERS OF PARLIAMENT

There has been ongoing communication and engagement (including some in-person meetings) with various State and Federal Members of Parliament, including:

- State Member for Schubert/Shadow Minister for Health – Ashton Hurn MP
- Federal Member for Barker – Tony Pasin MP
- Minister for Trade and Investment – Joe Szakacs MP
- Minister for Primary Industries and Regional Development – Claire Scriven MLC
- Minister for Tourism – Zoe Bettison MP
- State Member for Light – Tony Piccolo MP

Written correspondence was also issued in May 2025 to these MPs, providing covering letter and the project Fact Sheet. An invitation to attend the Open Day was also made but we note there was no attendance from state or federal MPs.

## 2.4.4. OFFICE FOR DESIGN AND ARCHITECTURE SA

The Office for Design and Architecture SA (ODASA) held the first Design Review session for the project on 20<sup>th</sup> February 2025. The comments received were based on the provided material, introductory presentation and site visit, and highlight the willingness of the project team to engage with ODASA at the early stage of the proposal and indicated early in principle support for the project. Design based feedback from ODASA related to suggested design refinements to the hotel to ensure the development is site contextual having regard to the undulating topography of the land and of high-quality in terms of its design, sustainability and the unique experience it aims to provide.

A second Design Review session for the project was held on 11<sup>th</sup> July 2025. Feedback received supported the master planning approach to the project, especially its ambition to integrate architecture and landscape with cultural sensitivity, site-specific design, and connection to Country. Comments regarding the hotel focussed on the repositioning of the hotel footprint from the first Design Review session, which was considered to have improved the site context response and reduced impacts (such as visibility, bulk earthworks). ODASA suggested that further refinements were needed to better anchor the hotel within the landscape and reduce visual dominance. Further revise of the form and building articulation was also encouraged.

ODASA highlighted the landscape response shows promise through its productive spaces, creek restoration, and pedestrian loop, however noted that the design could more strongly express sustainable viticulture and integrated water strategies. ESD efforts were a key strength, including use of local materials and passive design principles, and further development of these initiatives were encouraged. Internally, ODASA commented that the spatial layout should enhance guest connection with the surroundings, and that additional focus should be applied to ensure the project embodies an authentic and distinctive sense of place reflective of the Barossa region.

This feedback has informed the final architectural design package on which the EIS is based.

#### 2.4.5. TRADITIONAL OWNERS

Australian Cultural Heritage Management (ACHM) assisted in organising a site walkover with representatives of the Kurna Yerta Aboriginal Corporation (KYAC) which was conducted on 4<sup>th</sup> February 2025 with four (4) Kurna Traditional Owners.

The aim of the site visit and assessment was to identify areas of potential Aboriginal Cultural Heritage (ACH) or potentially sensitive archaeological landforms that may be impacted by the proposed ground disturbances associated with the proposal tourism development and require further investigation.

In addition, feedback received in the early engagement activities identified that other Aboriginal groups with a significant connection to the Barossa region may have an interest in this project. Additional engagement with these groups is ongoing and will continue following lodgement of the EIS.

#### 2.4.6. OPEN DAY INFORMATION SESSION

A community and stakeholder 'Open Day' information session was held for the project at the Lyndoch Institute on Saturday 28<sup>th</sup> June 2025, between 10am and 1pm. The Open Day provided the community with an early opportunity to discover more about the project, with several project team members present to directly answer questions, address queries from the public, and talk through the current concept.

The Open Day was well attended, with 40 attendees across the 3 hour session. The attendees were invited to populate their comments, concerns and feedback onto post-it notes on number of plans, images and posters made available for review. Project team members also recorded other comments during discussions on feedback forms, with all feedback collated and summarised as part of the Engagement Report.

It was noted that prior to the Open Day, 17 RSVPs were received via phone and email correspondence (RSVP's were not required, but encouraged).

Refer to **Appendix 2** photos of written feedback received via post-it notes on the display boards on the Open Day session.



Figure 2-1 Photos from Drop in Sessions

## 2.4.7. COMMUNITY GROUPS, LOCAL RESIDENTS & BUSINESSES

In August 2024, a series of phone calls, emails and meetings were undertaken (or offers for meetings were made) with a range of nearby residents and business.

In late May 2025, a mail out / email out was undertaken to a broad range of local residents, landowners, community groups, business groups agencies, key businesses group and elected members.

The purpose of this mail out / email out, was to provide recipients with a detailed Fact Sheet and cover letter, overview of the project, key links to available online information and contact details, as well as information regarding the Open Day information session.

In addition to this, a number of social media posts were undertaken to key local community group pages on Facebook, providing details of the project, key links and contact details, and information regarding the Open Day information session.

Notices were published in local print news media, including The Barossa Leader (18 June 2025), The Lyndoch Grapevine (June Edition) and Williamstown Willy Wagtail (June Edition). These notices outlined the upcoming 'Open Day' information session, contact details for further information and link to the Plan SA portal project page.

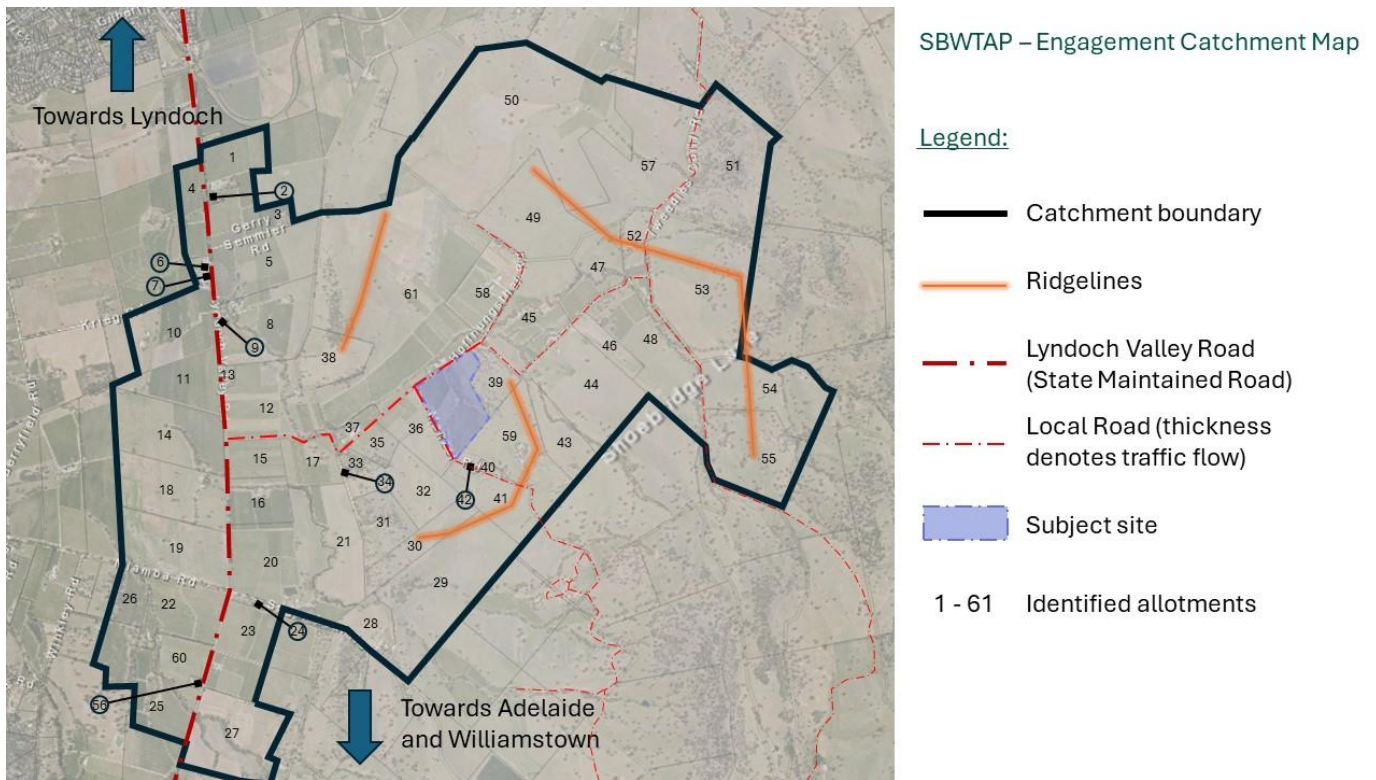


Figure 2-2 Mailout catchment areas.

## 2.5. Engagement Feedback & Response

### 2.5.1. SUMMARY OF EARLY ENGAGEMENT FEEDBACK

During the early engagement, ongoing feedback was received and collated as part of the minute keeping from meetings, briefings and as part of the interactive element of the Open Day information session.

Below is a summary of this feedback, separated into themes which has assisted in the preparing in the EIS (and documentation), and as well informing how the EIS can directly address these matters, most of which are already known.

#### Landscape, Visual & Environmental Concerns

- Visual impact on Barossa’s landscapes and neighbouring properties questioned.
- Concerns about preserving natural and rural character under the Significant Landscape Protection Overlay (SLPO).
- Questions about how the development aligns with the Character Preservation Act.
- Impact on agricultural and viticultural land.
- Wastewater management from winery operations.
- Lighting impact at night should be assessed.
- Presence of a hotel within a working vineyard presents as a significant biosecurity risk and should be carefully addressed.

### **Design & Scale of Development**

- Hotel building height and footprint seen as excessive.
- Questions about rear elevation appearance from 117 Menzel Road.
- Suggestions for simpler, unobtrusive design that complements the natural surroundings.
- Concerns about intensity and scale of hotel development.
- Whether the design fits with the 'Soul of the Barossa' and its heritage.
- Development does not blend into the landscape, with comment suggesting it resembles 'shipping containers'.

### **Infrastructure & Traffic**

- Dangerous intersections are an existing concern, exacerbated by this development (e.g., Menzel and Hoffnungsthal Roads).
- Increased traffic expected on Tweedies Gully Road.
- Requests for bituminisation on local roads to reduce dust.
- Need for road safety improvements and signage (including wayfinding strategies).
- Phone/Internet reception may need upgrades.

### **Tourism & Economic Impact**

- Support for increased accommodation and employment opportunities.
- Recognition of tourism as vital to the local economy.
- Desire for fresh approaches to attract diverse socio-economic visitors.
- Questions about competition with existing accommodations like Novotel.
- Queries were raised over the validity of market testing / data that has been referenced through the project.
- Queried whether existing '55% occupancy' in the Barossa Valley region was considered by IHG.
- The messaging around the ownership of the winery is not clear, the perception is that it appears IHG might be the owner/operator despite this not being the actual case.

### **Planning Process**

- Concerns about bypassing planning codes via seeking ministerial approval pathway.
- Questions about how the proposal meets SLPO and Character Preservation Act requirements.
- Requests for transparency in decision making and adherence to current planning and design code.
- Look at consultation with other traditional owners outside of Kaurna, such as Peramangk and Ngadjuri

The proposal has been further refined and shaped by this feedback, and where relevant, further justification and analysis has been undertaken to address the concerns raised.

## **2.5.2. LETTERS OF SUPPORT**

During the early engagement phase, several letters in support of the project have been received and attached within **Appendix 3**. Letters of support have been received from:

- Barossa Australia
- Southern Barossa Business Group
- Regional Development Australia – Barossa Gawler Light Adelaide Plains
- Invest SA – Department of State Development (Government of SA)
- South Australian Tourism Commission
- IHG Hotels & Resorts

### 2.5.3. RESPONSE TO EARLY FEEDBACK

As a result of the engagement undertaken to date, the following changes are proposed to the project (when compared with the proposal at the time the Assessment Criteria was released):

Proposed Change	Reason
Dropping eastern wing by 3.2 m	ODASA and feedback received through the Open Day session, highlighted a desire to reduce the bulk of scale of the hotel-built form. On review the overall height of the eastern wing of the hotel has been reduced by 3.2 metres, achieved through additional ground excavation.
Enhancement Landscaping on boundary	Adjacent landowners raised concern about visual impacts when viewed from neighbouring properties. Additional landscaping screening has been adopted to further mitigate these impacts.
New VIA assessment points	A few landowners raised concerns about the visibility of the hotel when viewed from on neighbouring properties. Additional VIA assessment points have been undertaken to review the level of impact and assist in informing any necessary design changes and additional screening mechanisms.
Refinement of infrastructure requirements	Engagement with service authorities and Barossa Council have resulted in refinement to road, stormwater and wastewater infrastructure provision across the proposal.
Reduction in speed limit of Hoffnungsthal Road	Concerns raised by local residents and businesses owners, further validated the project's desire to reduce the speed limit from 100km/h to 80km/h. A proposal to DIT to reduce this speed limit will be undertaken.
Additional carparking	Feedback received through the Open Day raised concerns about the level of off-street carparking to accommodate visitors to the site, especially during peak usage periods by both the hotel and winery. Additional

	spaces have been included in the current proposal to alleviate these concerns.
Façade modifications	ODASA provided feedback that informed amendments to the building scale and materiality of the Hotel façade.

#### 2.5.4. MEDIA INTEREST

Given the significance of the project to the Barossa region, there have been a number of media articles published, most of which occurred on the projects' official launch in March 2025.

It was observed that there were several articles published in the Advertiser and Barossa Leader regarding the project, during the early engagement phases. On the 19 March 2025, an article titled '\$100m InterContinental hotel set to open in 2028 at Barossa Valley, near Lyndoch' was published in The Advertiser. Articles were also published in the Barossa Leader on the 26 March 2025, in response to the project announcement, on the 2<sup>nd</sup> July 2025, in response to the completed Open Day information session, and on the 23<sup>rd</sup> July 2025, in response to an online petition that had been commenced by an adjacent landowner.

It is noted that several other articles have also been published via the Australian Financial Review, InDaily, The Urban Developer, Glam Adelaide, and several wine, tourism and hospitality publications – on the back of the March 2025 Advertiser publication.

#### 2.5.5. ONLINE PETITION VIA CHANGE.ORG

It was noted that an online petition has been commenced on the Change.org website by 'Ms Gina McCulloch'. At the time of writing of this report there have been 863 signatures of the petition, along with 10 comments from some of those who have signed the petition.

It is observed that a substantial uplift in signatories occurred following publication article in the Barossa Leader on the 23<sup>rd</sup> July 2025, which outlined the creation of this petition and the concerns it raises about the project.

The petition provides a summary of the 'issue', and reads as follows:

##### **The Issue**

Property developer Strategic Alliance and Commercial Pty Ltd has proposed a large-scale tourist accommodation project on **Lot 102 Hoffnungsthal Road** in southern **rural Barossa**, on land in the Character **Preservation** District and Significant Landscape **Protection** overlay. *It has been referred to in the media as "The InterContinental Barossa Resort & Spa".*

##### **IT IS HUGE!**

- Nearly 14,000 m<sup>2</sup>, nearly 20 metres high and 235 metres long (Adelaide Oval is 167m long)

Within 15km of Barossa Park, Lyndoch, there are already:

Three **specifically zoned areas** deemed suitable for large-scale luxury tourist accommodation projects

- Château Tanunda
- Novotel, Rowland Flat - in addition to the existing resort, 120 hectares of unused and zoned land could be further developed.
- Seppeltsfield

And

- The Nexus (Yaldara Drive, Lyndoch) is an approved large-scale luxury tourist accommodation project.
- The Sandy Creek Resort, located at the golf club, is another proposed large-scale luxury tourist accommodation project.

The proposed site of the InterContinental Barossa Resort & Spa is in the foothills of the Barossa Range, on **rural land**. It is in the **Character Preservation District** and **Significant Landscape Protection (SLP)** Overlay.

**The Character Preservation Act** and **SLP** overlay are there to **preserve** *Barossa's special character* and **protect** significant landscapes from inappropriate development.

The **Supreme Court of South Australia** *has ruled that a resort in Barossa's Rural Zone must NOT be approved* (Geber Super Pty Ltd v The Barossa Assessment Panel).

Had the developers followed the usual route through the Barossa Council, like a local resident, their application would have been refused due to the Supreme Court ruling.

Instead, the developers sought an alternative pathway, and their proposal has been elevated to ministerial determination.

So, we ask the Hon. Nick Champion MP, Minister for Planning, to **preserve and protect Barossa** and say **NO** to the proposed Southern Barossa tourism accommodation project **NOW**.

At the time of writing of this report there have been 863 signatures of the petition, along with 10 comments from some of those who have signed the petition.

The difficulty with online petitions such as this, is the challenge in determining the number of verified signers that are local to the project area. As experienced on other online petitions we have observed, a large portion of signatures can be obtained from those who are close with the petition starter, or others who have shared the petition and sought support from their social media followers. There is no definitive manner in which the proponent can validate where the signatories reside and what level of interest and accurate knowledge they have of the project itself.

Notwithstanding, there is still likely to be a portion of the petition who have a close interest in the project, the petition provides some level of insight into key concerns from those who oppose the project. To this end, the issues raised in the petition are consistent with other feedback received through the early engagement activities and have been take on board by the proponent.

## 2.6. Future Engagement

As part of the formal engagement on the EIS, we anticipate the following activities will be undertaken (or supported) by DHUD/PLUS, on behalf of the Minister:



- Statutory Public Consultation – a 6-week formal consultation period in which the community and stakeholders are provided an opportunity to make a submission to the project
- Community Open Day (date and location TBA)
- State Agencies Referrals
- Publication to Plan SA portal

Following completion of the statutory public consultation, the proponent will review all submissions received and prepare a formal response to all matters raised. This may include update to the EIS and preparation of other documentation where required.

Following final submission of the proponent's response and after determination is made by the Minister, a 'Close the Loop' letter will be issued to all stakeholders who registered their interest in the project or made formal submissions.

## 3. Engagement Evaluation

### 3.1. Compliance with Engagement Plan

Engagement activities were undertaken in accordance with the Engagement Plan. In line with the Community Engagement Charter, the engagement process was regularly monitored to ascertain if variations were required. A variation to the engagement plan was required as part of the engagement process. This included:

- Removal of an interim engagement survey, which will now be completed on receipt of final submissions during formal engagement.

It is noted that post-engagement activities set out in the engagement plan to 'Inform of outcome' and 'Closing the loop and reporting back' are still yet to be complete, pending final determination of the formal application.

### 3.2. Early Engagement Evaluation

The early engagement phase of the project is an interim phase, where the project is still undergoing refinement and detailed investigations. Therefore, the engagement activities for the project are not yet complete, with a full evaluation of the effectiveness of engagement as a whole to be undertaken following completion of the next phases of the engagement.

Notwithstanding, some observations are made as to the effectiveness of the early engagement undertaken to date:

- Validation of the engagement approach through working with DHUD-PLUS and Barossa Council in preparation of the Engagement Plan and undertaking various early engagement activities, has helped ground truth the stakeholder mapping and application of engagement strategies/activities;
- Direct correspondence has successfully garnered the best response, particularly with agencies and authorities, as well as State and Local MPs;
- The Open Day information session was well attended, when compared to other projects of this nature. It was apparent that attendees understood the purpose of the session, who they could talk to find out more or discuss views they had about the project;
- A large number of attendees to the Open Day were not directly notified via email/mail, highlighting that other engagement techniques (such as social media posts and notices in local publications) were effective in advising them of the Open Day time, date and location;
- The written feedback received on the Open Day was largely in relation to issues attendees had with the project, or where there was information missing. On review, where information was missing, this was due to the current preliminary phase of the project – where some of the more detailed information is not yet fully resolved;
- 17 RSVPs were received to the Open Day, which highlights that a large proportion of attendees read and correctly interpreted the letter/fact sheet/notices where it was requested (but not compulsory) to RSVP attendance in advance;
- There were limited queries raised in terms of the nature of the project and where stakeholders could obtain further information; and



- Timing for Council briefings were effective in providing Elected Members sufficient information at key points in the project, being at the project's inception and prior to the Open Day information session.

Following completion of the formal engagement, a survey will be conducted to evaluate the engagement in accordance with key metrics outlined in the Engagement Plan. It is anticipated that this Engagement Report will be updated to reflect the outcomes of this survey and provided to the State Planning Commission as part of the proponent's response to formal engagement submissions.

## 4. CONCLUSION

Part of the process for an impact assessed project is to ensure that community engagement has been undertaken in accordance with the Planning, Development and Infrastructure Act 2016 and the '*Community Engagement Charter*'.

On balance, the review indicates that the early engagement process has been robust, genuine and inclusive, and the range of activities used elicited a reasonable response from the community and key stakeholders.

Each engagement activity was designed to ensure that, wherever possible, information was readily available, accessible and easily understood by a wide audience, and this was largely reflected in the feedback received through the Open Day information session.

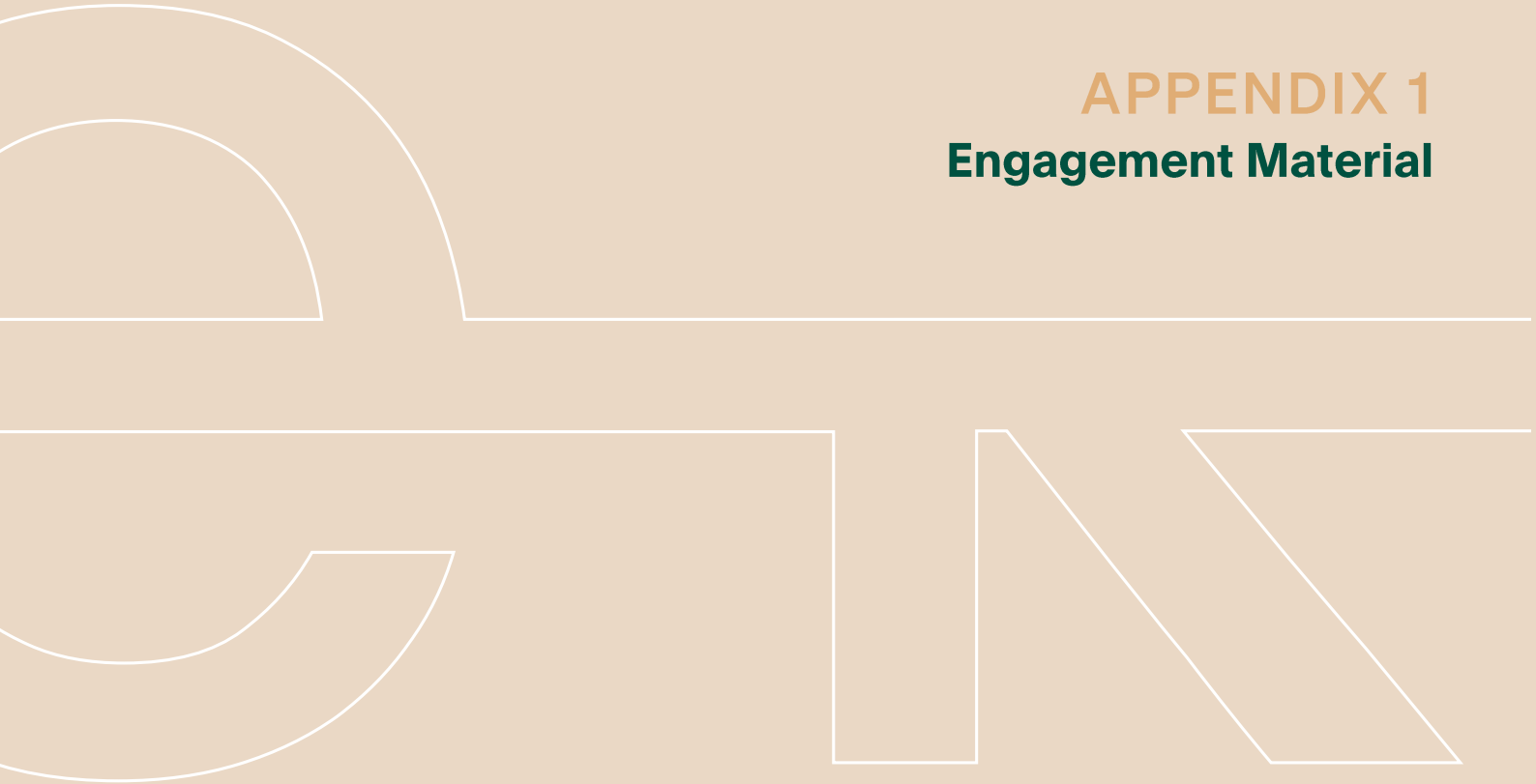
The feedback received and the correspondence undertaken with stakeholders, indicated that community and stakeholders had been able to obtain the necessary information on the project and critically understand it to a sufficient degree to enable them to form a view and provide feedback on the project, despite being in this interim phase.

Our analysis suggests that the SBWTAP engagement undertaken to date, has been in accordance with the principles of the Community Engagement Charter. Furthermore, it is our observation that this early engagement has been above and beyond what has historically been undertaken for an impact assessed project.



# APPENDIX 1

## Engagement Material



## SOUTHERN BAROSSA WINERY & TOURIST ACCOMMODATION PROJECT FACT SHEET

This fact sheet provides information on the proposed Southern Barossa Winery & Tourist Accommodation Project which proposes a new tourist resort and winery



### The Project

The Southern Barossa Winery & Tourist Accommodation Project (SBWTAP) represents a significant tourism investment opportunity for South Australia. This project is centred around a new winery and cellar door, associated horticulture (vineyards) and a 5-star tourist accommodation (hotel) facility together with function, conference and spa/wellness facilities, nestled into a stunning Australiana landscape, providing a fully immersive Barossa experience.

The function space, restaurant and day spa will be open to public bookings, providing services and facilities currently lacking in the region. The winery restaurant and cellar door will be open to visitors and will work collaboratively with the hotel to enhance the guest experience. The hotel resort will be fully available to both domestic and international guests, and including the local Barossa community.

### The Proponent / Applicant

Strategic Alliance & Commercial Pty Ltd ('the Proponent') is a South Australian property investor with many years of experience within the property and financial industries. Strategic Alliance was founded by two South Australians, both born and raised in regional Australia, giving them a unique understanding of regional communities. This has driven their focus for the project to design a hotel that respects and represents the environment and region in which it is located in.

### The Subject Site

The project is located on land at Lot 102 Hoffnungsthal Road, Williamstown, within the Barossa Valley. This site is situated approximately 3km south of Lyndoch, 4.5km northeast of Williamstown, and 55km from the Adelaide CBD.

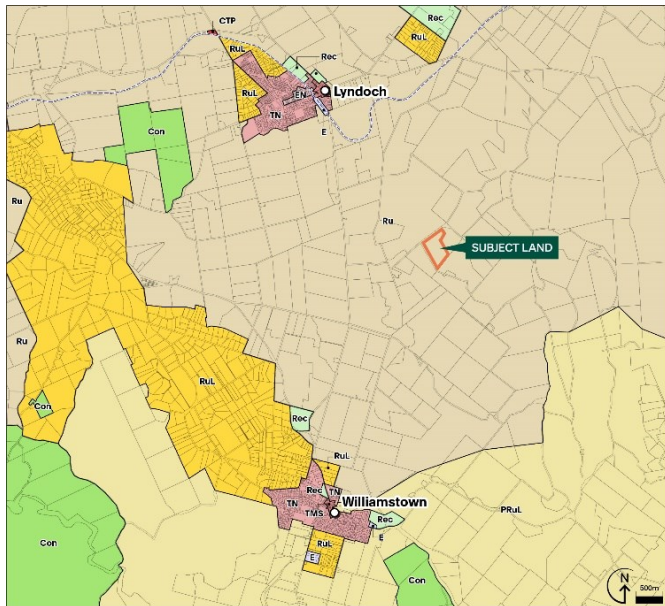
## Why this location?

The project is located within the Barossa Valley, one of the internationally renowned wine regions of South Australia, characterised by its rolling hills, expansive vineyards, the meandering North Para River, and small regional towns.

Visitors are typically attracted by its many wineries, uniquely South Australian natural environment, as well as its rich First Nation's heritage and post-settlement European influences. This has contributed to a vibrant culture evident in local architecture, cuisine and cultural festivals.

The local economy of the Barossa Valley benefits from a combination of agriculture, hospitality and retail activity, and is heavily centred around wine and food production, attracting visitors with its gourmet scene, artisanal craft and scenic beauty.

Located a one hour drive northeast of the Adelaide CBD, the subject site is nestled within the vines, offering an immersive experience to visitors, while remaining easily accessible.



## The Project benefits

The project will result in a significant boost to the local economy. Based on early economic modelling, the SBWTAP would create over 350 jobs during the two-year construction phase, and approximately 150 permanent jobs created through the ongoing operation of the hotel and winery.

In addition, a project of this scale and profile is anticipated to uplift the regional economy by attracting new clientele looking to discover the region and spend money at Barossa Valley businesses.

Early economic modelling indicates the project will deliver a positive multiplier economic impact to the region on an annual basis, in the order of \$70-100 million (as modelled by the RDA). In addition, construction costs for the project are estimated to exceed \$100 million, representing a significant investment within the Barossa Valley.

Economic analysis is continuing to be prepared as the project progresses, and this will be published through the EIS report.

Further to the above, a significant gap has been identified in the current supply of accommodation within the Barossa Valley region. Most accommodation currently operating falls within the motel and parks category at 3 to 4 stars level, while smaller luxury accommodations have limited stock with a total of 31 accommodation rooms collectively. This lack of high-end accommodation and the ease of access to Adelaide has resulted in visitors preferring shorter stays and only spending on average **2.6 nights** in the wine region, compared to **6.2 nights** in the rest of Regional Australia. The lack of large conference facilities and a recognisable brand hotel for international visitors are other potential contributing factors.

## Potential Impacts

We recognise that the Barossa Valley is a valued and fragile environment where appropriate development needs to occur in a careful and considered manner.

To this effect, the proposal was declared an 'Impact Assessed' project, requiring the highest level of assessment under the Planning, Development and Infrastructure Act 2016. This process allows for a holistic approach to be undertaken by tailoring the assessment criteria to the proposed development and location, drawing from all relevant planning, environmental, social and economic strategies, on top of the Planning and Design Code. This ensures that the assessment captures all the potential social, environmental and economic aspects of the project and thoroughly considers their impact across a local, regional and state context.

Some of the potential impacts identified by early investigations are as follows (please note this is not an exhaustive list):

- The visual aspect of the hotel, in particular when viewed from the surrounding properties and hilltops;
- The impact of the hotel and the winery on their environmental context;
- The increased strain on local road network and access to the site;
- Potential noise and light emissions from the development;
- Existing services (water, power etc.) provided to the site and potential need to increase their delivery;
- Waste management;
- Bushfire protection and prevention;
- Potential negative impact of adjacent land uses on the project.

## Current project status

The project was declared an Impact Assessed development by the Minister for Planning on 8 August 2024.

Following this, Ekistics prepared a Scoping Report to assist the Department of Housing and Urban Development (DHUD) to create a list of assessment criteria tailored to the project. This assessment criteria was released on 2 May 2025.

The proponent team is now preparing an Environmental Impact Statement (EIS) which is a lengthy report based on investigations conducted by experts from all the relevant disciplines. It will provide comprehensive details about the project, identifying potential impacts on an environmental, social and economic level and proposing mitigation measures when appropriate.

The EIS report is to be reviewed by the State Planning Commission (SPC) who will prepare an assessment report to assist the Minister for Planning in making a decision on the project.

## Community Engagement

The Impact Assessed process triggers a more thorough engagement process than a standard application pathway, with the community, State Agencies and other relevant stakeholders. The formal public consultation is generally organised and ran by DHUD, the timing and format of which will be determined following lodgement of the EIS report.

In the meantime, the proponent team is undertaking an early engagement phase, which will be used to inform the preparation of the EIS report.

As part of this early engagement, we are welcoming members of the public to attend an Open Day information session targeted at the local community. The purpose of this session is to invite members of the community to come and find out more about the project, and chat to our project members in a drop-in session setting. Further details of the Open Day session are provided on the next page of this Fact Sheet.

Whilst we welcome preliminary feedback to be provided and shared at the Open Day, a formal representation can only be lodged during the formal public consultation, which as stated will occur following lodgement of the application (and EIS report).

## How do I find out more?

You can view the Project, project updates, and future technical documentation, plans and reports (when made available), via the Plan SA website at following link:

[https://plan.sa.gov.au/development\\_applications/state\\_development/impact-assessed-development/majors/major\\_projects/majors/southern-barossa-winery-and-tourist-accommodation-project](https://plan.sa.gov.au/development_applications/state_development/impact-assessed-development/majors/major_projects/majors/southern-barossa-winery-and-tourist-accommodation-project)

OR

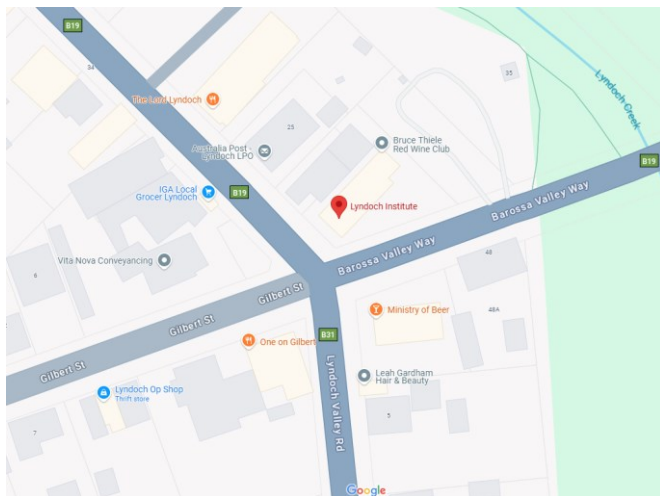
Please Scan the **QR Code** below:



If you have any questions about the SBWTAP you can also contact Ekistics on (08) 7231 0286 or by emailing [engagement@ekistics.com.au](mailto:engagement@ekistics.com.au)

## Come to our community Open Day Information Session

You can talk to members of the project team about the proposal at an information session to be held at the **Lyndoch Institute - 31 Barossa Valley Way, Lyndoch** between **10am and 1pm on Saturday 28th June 2025**.



Should you wish to attend the community Open Day drop-in session, we ask that you **RSVP** to [engagement@ekistics.com.au](mailto:engagement@ekistics.com.au) or via (08) 7231 0286

## How can my feedback influence the project?

Any feedback provided to us during current preliminary engagement phases will allow us to further understand and address issues or gaps in information. This feedback will be gathered and used to inform development of the EIS report and documentation for formal lodgement.

We want to re-emphasise that following submission of the application and EIS Report in coming months, the community and key stakeholders will be provided with an opportunity to make a formal submission on the project.

Therefore, we encourage you to provide your formal submission during the formal consultation period that will be conducted **AFTER** lodgement of the application and EIS Report.

## How can I stay informed with the status of this Project?

We will get in contact with everyone who participates in this early engagement phase and provide them with information on what we heard and the next steps. We are required to evaluate this engagement process to ensure that it is genuine, fit for purpose and transparent.

Any project updates will be made available on the Plan SA website using the link or QR Code within this Fact Sheet.

May 2025

## Notice of Preliminary Consultation & Information Session Southern Barossa Winery and Tourist Accommodation Project

The purpose of this notice is to inform the community of the Southern Barossa Winery and Tourist Accommodation Project, as well as key engagement activities planned to take place in the coming months. The early engagement process is being conducted by Ekistics Planning and Design ('Ekistics') to gather community feedback and inform the understanding of key issues relating to the development of the proposal.

The Southern Barossa Winery and Tourist Accommodation Project (SBWTAP) is proposed by Strategic Alliance and Commercial Pty Ltd (the 'Applicant') who are the owners of the land. Located on Lot 102 Hoffnungsthal Road, Williamstown, the project comprises two distinct elements:

- A 5-star 'InterContinental' Hotel including a bar and restaurant, wellness spa, and function venue; and
- A winery and cellar door.

The land contains existing vineyards, and where practical, many of the vines are to be retained and/or replaced. The project seeks to offer a unique and immersive experience of the food and wine culture of the Barossa Valley, through the development of a hotel and winery that will function cohesively. Amenities offered by the hotel and winery will be accessible to guests, as well as the general public.

Early community and stakeholder consultation is now underway, and as part of this, the project is offering the opportunity for you to attend an information drop-in session.

We are inviting the community to attend an 'Open Day' drop-in session for the project, which is to be held between **10am and 1pm on Saturday 28th June 2025, at the Lyndoch Institute - 31 Barossa Valley Way, Lyndoch.**

This session will be led by Ekistics on behalf of Strategic Alliance and Commercial Pty Ltd. The aim of this session is to inform the community of the project, its benefits and potential impacts, as well as gather initial feedback and impressions.

We welcome your attendance to find out more about the project, with members of the project team available to answer questions you may have. If you wish to attend, we ask that you RSVP to [engagement@ekistics.com.au](mailto:engagement@ekistics.com.au) or via (08) 7231 0286.

A further round of consultation will commence after lodgement of the application later this year, during which final plans and project documentation will be made publicly available for your review. It is at this future formal consultation period that you will have the opportunity to lodge an official written submission to the application. At this stage, we anticipate this formal consultation period to commence in September-October 2025.

If in the meantime you have any questions about the consultation process or project, please do not hesitate to contact us on (08) 7231 0286. Further information and project updates can be read on the attached Fact Sheet, or over at the Plan SA portal - [https://plan.sa.gov.au/development\\_applications/state\\_development/impact-assessed-development/majors/major\\_projects/majors/southern-barossa-winery-and-tourist-accommodation-project](https://plan.sa.gov.au/development_applications/state_development/impact-assessed-development/majors/major_projects/majors/southern-barossa-winery-and-tourist-accommodation-project)

Yours sincerely

**Ekistics Planning and Design Pty Ltd**

# SOUTHERN BAROSSA

## WINERY AND TOURIST ACCOMMODATION PROJECT

# OPEN DAY

**SATURDAY 28<sup>th</sup> June 2025**  
**between 10 AM to 1PM**

As part of the Southern Barossa Winery and Tourist Accommodation Project, on land at Lot 102 Hoffnungsthal Road, Williamstown, we invite members of the community to attend an Open Day information session.

This exciting project seeks to develop a 5-star InterContinental Hotel and winery for the Barossa Valley.

Please drop in to the **Lyndoch Institute** (31 Barossa Valley Way, Lyndoch) anytime between 10AM and 1PM on **Saturday 28<sup>th</sup> June 2025**, to speak to a member of our project team.

We welcome you to RSVP your attendance via our contact details below.

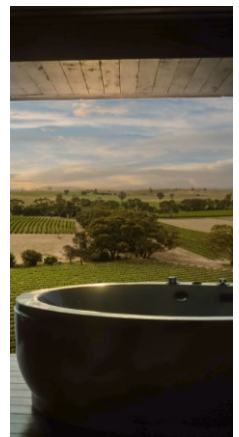
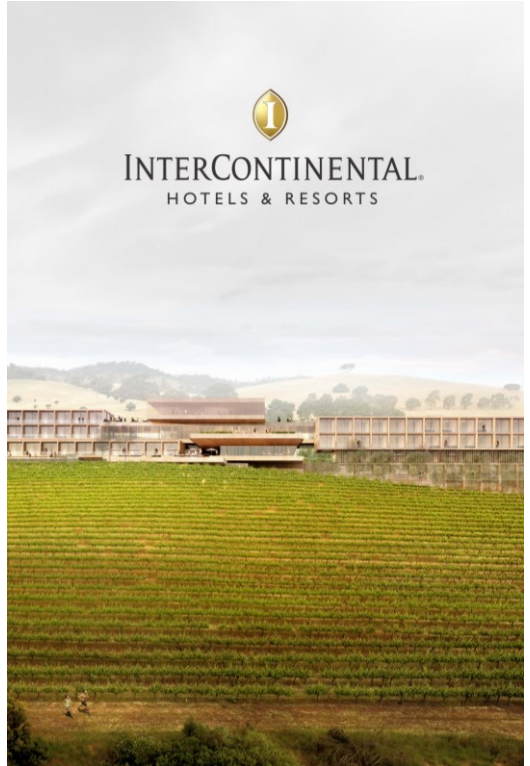
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# ekistics

08 7231 0286

engagement@ekistics.com.au

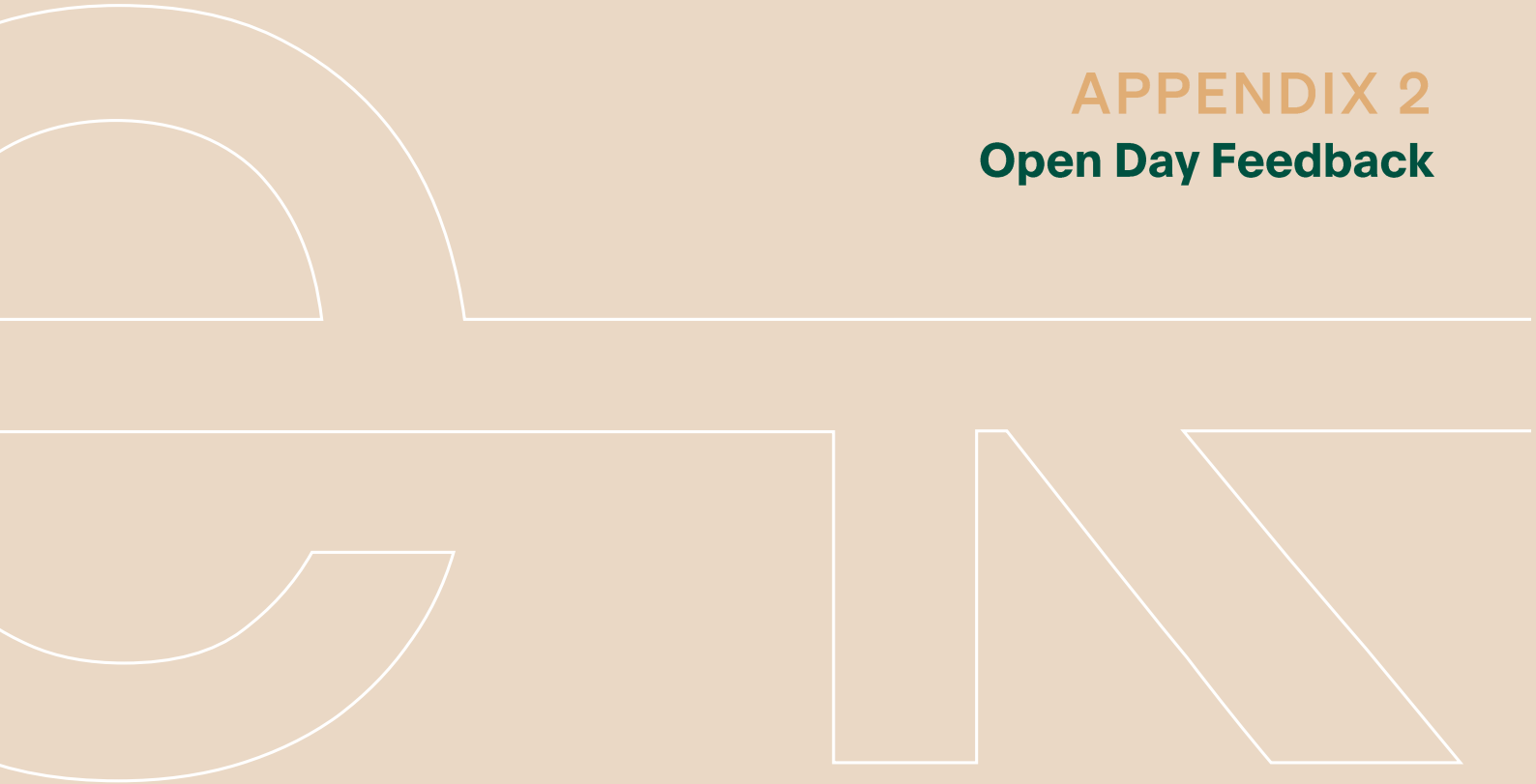
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## APPENDIX 2

### Open Day Feedback



TELL US WHAT YOU THINK! PLACE YOUR POST IT NOTE BELOW

CAPACITY OF?

- Stormwater Retention Basin x 2
- Recycled Water Tank
- Recycled Water Storage
- Fire Tanks x 2
- Septic Holding Tanks x 2

Why is this hotel development being proposed in a rural area, and not within the townships?

What is your busfire plan with so many patrons?

How does this hotel not impact the landscapes? Where are the carparks for over 1000 people in the function rooms?

How will water be supplied to the site? From what sources?

How will the increased traffic be managed, cars, foot traffic, buses especially for events?

What will the impact of consent services be water, power etc?

What provisions are being made for "gully winds"?

Where will waste water + other waste go?

- From Hotel
- From Winery

Afternoon Tea.

What impact will there be to water supply for adjoining properties? Will bore water be accessed?

Good to see - an opportunity for a little known slice of history to be aired - the Hundred of Barossa - named by light after battle of Barossa & the British General Graham (Lord Lynedoch). We have old Barossa, Barossa Goldfields, Barossa Reservoir, used to have Barossa Council. Add the very significant Hoffmannethal to that and, behold, we have the fair drink of Barossa! Go for it - hope planning res. don't mock it up.

Ken Semler  
0414 808 704  
St Jakob Vineyard  
Lyndah Valley Rd

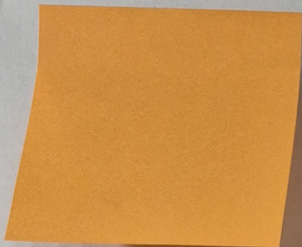
Great to see an alternative accommodation choice to attract a different socio-economic customer. top -> high Novotel services a wide variety but tourism comments that we need a fresh approach + choices for interstate visitors.

What is the draw card for creating accommodation here competition for the Novotel? Why!

The attractions are in Taradga what is the draw card for the area?

Important  
Low visual impact  
Preservation of Barossa's history & culture

TELL US WHAT YOU THINK! PLACE YOUR POST IT NOTE BELOW



As a local resident I am extremely disappointed that this oversized hotel design is being considered in a rural landscape in the Berrassa character preservation district.

suggestion -  
some shaft  
live-in quarters  
due to housing  
shortages.

The intersection at menzel Rd Hoffmuth is dangerous for the increased traffic. Will it be improved?

I agree with Road Safety issues needing to be addressed

Road safety for local residents? Need essential signage for directions, entries, exits, road rules.

This does not blend into the landscape it looks like Shipping Containers

Is there any plans to upgrade Menzel Road to accommodate the increased traffic usage?

Phone/Internet Reception may need to be addressed

Bitumise Tweedies Gully Road to reduce dust from increased traffic

The design is modern, a good thing. The Valley needs to catch up. Tourism is a significant part of our economy.

I understand the site is in a Significant landscape Protection Overlay. Isn't this supposed to guide developments for low-intensity? How is such a large hotel complex restrained in its scale & intensity?

Bring in an expert on Significant landscape overlay - how does this design meet design ideas of -  
- bus scale  
- visually unobtrusive  
- blend in with the surrounding area  
- complement the rural + natural character  
The intensity scale provides this

Does this design fit with the Soul of the Berrassa and our heritage over nearly 200 years?

# TELL US WHAT YOU THINK! PLACE YOUR POST IT NOTE BELOW



I AGREE WITH THIS.  
←

I HAVE THE SAME CONCERN AS THIS  
←

THE SITE IS WITHIN A SIGNIFICANT LANDSCAPE PROTECTION OVERLAY. IT STATES, 'LAND USE INTENSITY IS RESTRAINED TO CONSERVE AND ENHANCE NATURAL AND RURAL CHARACTER'.  
HOW DOES A DEVELOPMENT FOR UP TO A 1,000 PEOPLE ALIGN WITH THIS PROVISION? HOW IS THIS IN ANY WAY RESTRAINED?

THE SLPO DEVELOPMENT INCONSISTENT WITH CONSERVING SIGNIFICANT NATURAL AND RURAL LANDSCAPES IS NOT UNDERTAKEN!  
HOW A 19.2M HIGH BUILDING WITH ~~400~~ 500m<sup>2</sup> FOOTPRINT WILL CONSERVE NATURAL AND RURAL LANDSCAPES?

THE SLPO ALSO SAYS DEVELOPMENT IS CAREFULLY SITED AND DESIGNED TO:  
- COMPLETELY RURAL OR NATURAL  
- MINIMISE DISRUPTION TO NATURAL LANDFORM  
- BE LOW-SCALE  
- BE VISUALLY UNOBTUSIVE AND BLEND IN WITH THE SURROUNDING AREA  
HOW WILL THESE BE ACHIEVED WITH THIS DEVELOPMENT?

THE SLPO SAYS, 'BUILDING AND STRUCTURES ARE LIMITED TO THOSE THAT  
- ARE ANCILLARY/ADJACENT TO, AND OF THE SAME OR LESSER SCALE AS EXISTING BUILDINGS  
- ARE IN THE FORM OF HIGH-QUALITY, NATURE-BASED TOURIST ACCOMMODATIONS  
HOW WILL TOURIST ACCOMMODATION FACILITIES FOR UP TO 1000 PEOPLE ALIGN WITH THESE REQUIREMENTS?

Great work good for the business as it will increase accommodation and employment opportunities.

great much needed. Tourist Acc. Employment. Merge into the Landscape.

Menzel Rd intersection is currently dangerous we assume this will be redeveloped

Considerable traffic passes along Tweedies gully rd now, this will make much more. Will Tweedies Gully Rd be bitumised as part of the

TELL US WHAT YOU THINK! PLACE YOUR POST IT NOTE BELOW



I AGREE WITH THIS  
←

I HAVE THE SAME CONCERN AS THIS  
←

THE SITE IS WITHIN A SIGNIFICANT LANDSCAPE PROTECTION OVERLAY. IT STATES, LAND USE INTENSITY IS RESTRAINED TO CONSERVE AND ENHANCE NATURAL AND RURAL CHARACTER! HOW DOES A DEVELOPMENT FOR UP TO A 1,000 PEOPLE ALIGN WITH THIS PROVISION? HOW IS THIS IN ANY WAY RESTRAINED?

THE SLPO DEVELOPMENT INCONSISTENT WITH CONSERVING SIGNIFICANT NATURAL AND RURAL LANDSCAPES IS NOT UNDERTAKEN!  
HOW A 19.2M HIGH BUILDING WITH A 300M<sup>2</sup> FOOTPRINT WILL CONSERVE NATURAL AND RURAL LANDSCAPES?

THE SLPO ALSO SAYS DEVELOPMENT IS ANCELLUT SITES AND DESIGNED TO:  
- COMPLEMENT RURAL OR NATURAL  
- MINIMISE DISRUPTION TO NATURAL LANDSCAPE  
- BE LOW-SCALE  
- BE VISUALLY UNOBTUSIVE AND BLENDS IN WITH THE SURROUNDING AREA  
HOW WILL THE ABOVE BE COMPLIED WITH THIS DEVELOPMENT?

THE SLPO SAYS 'BUILDING AND STRUCTURES ARE LIMITED TO THOSE THAT  
- ARE ANCILLARY, ADJACENT TO, AND OF THE SAME OR LESSER SCALE AS EXISTING BUILDINGS  
- ARE IN THE FORM OF HIGH-QUALITY, NATURE-BASED TOURIST ACCOMMODATIONS  
HOW WILL TOURIST ACCOMMODATION FACILITIES FULFIL THE ABOVE REQUIREMENT?

Great work good for the Barossa as it will increase accommodation and employment opportunities.

great much needed. Tourist Acc. Emploment. Nettle into the Landscape.

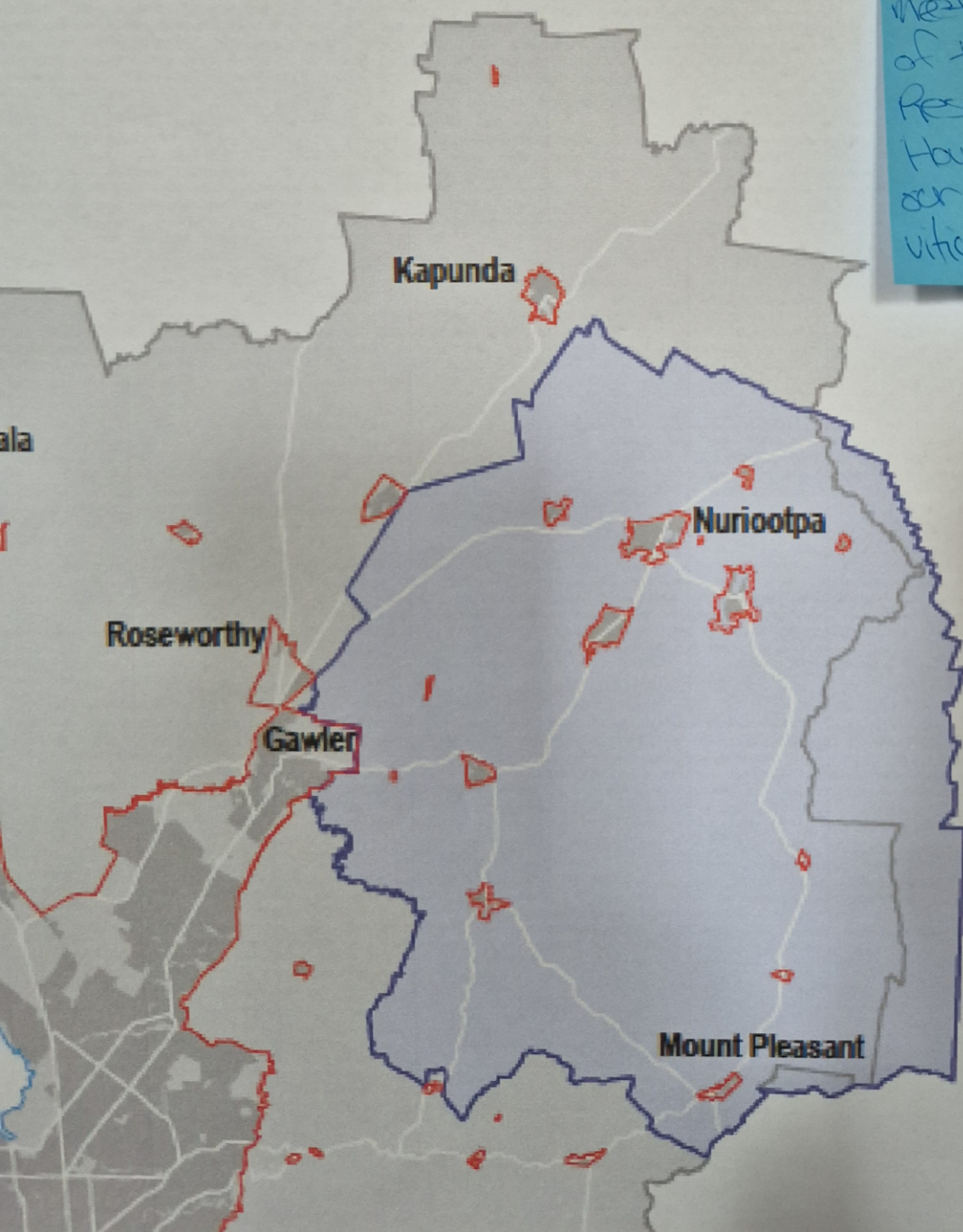
Menzel Rd intersection is currently dangerous We assume this will be redeveloped

Considerable traffic passes along Tweedies gully rd now, this will make much more. Will Tweedies Gully Rd be bitumised as part of the development?

Traffic!  
Traffic!  
and  
More Traffic—  
What about the ambience of our little village?

Where is the produce for the Hotel to come from?  
Whose going to supply fruit/veg/meat/wine? LOCAL  
- surely!!

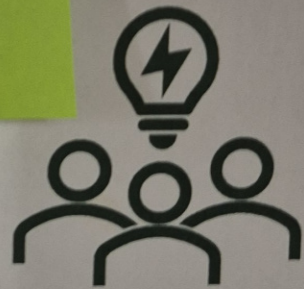
# Districts Map



How does a development of this size and scale meet the requirements of the Creeker Reservation Act. How does it protect our agricultural & viticultural land?

# PROJEC

Why is this hotel being assessed by the Planning Minister, when hotels of a similar scale are assessed by local council?

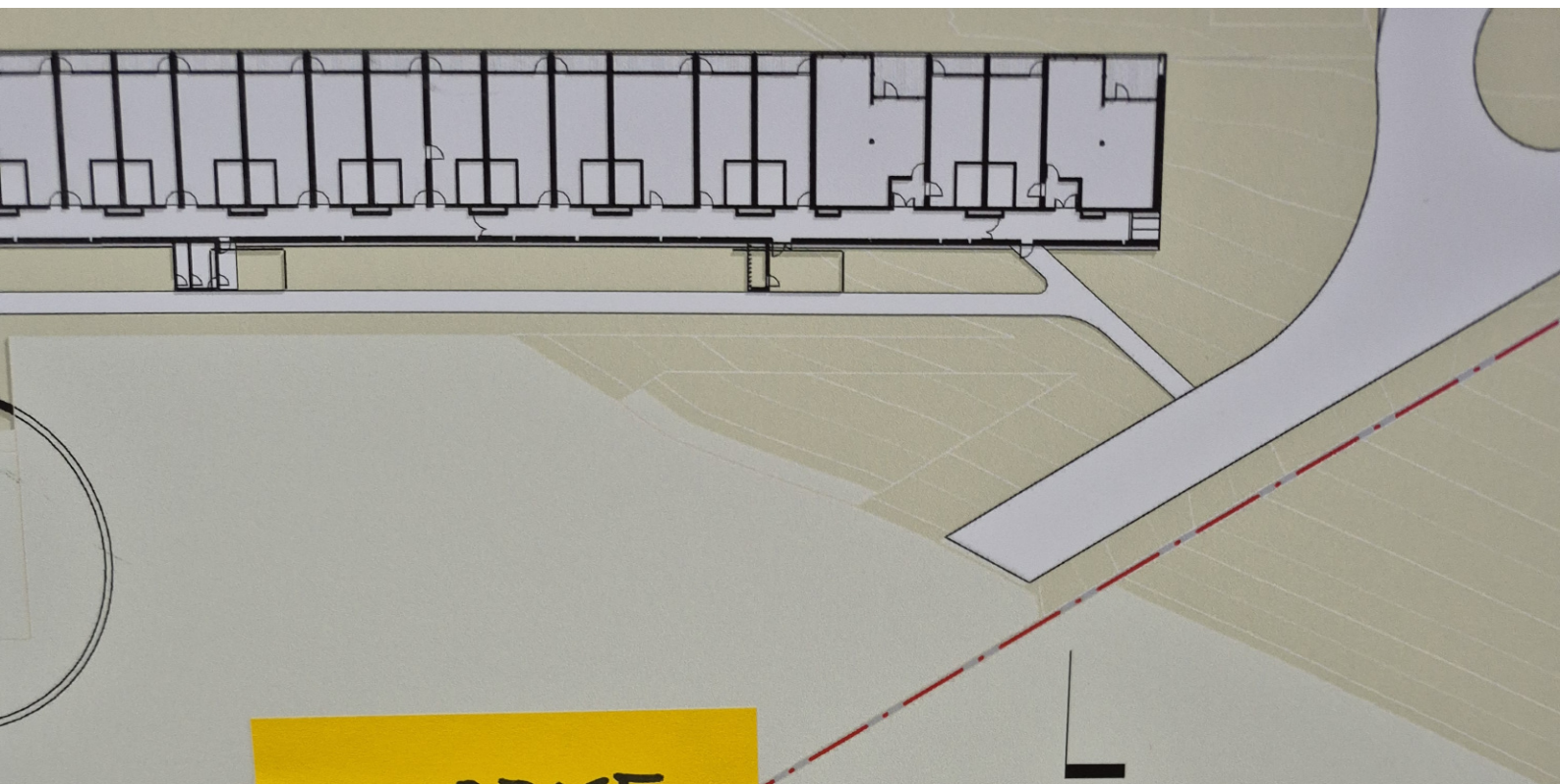


**Declaration of impact  
assessed development  
by Minister  
(Completed)**

**Scoping Report  
Prepared & Submitted  
(Completed)**

**Proponent to consult**

8 August 2024



INCREASE  
IN FREQ.  
OF  
HELICOPTERS

no  
more  
Aircraft

AT THE FRONT OF THE  
DEVELOPMENT IN CROSS  
SECTION | THE BUILDING  
HEIGHT IS 19.2 M ABOVE  
GROUND LEVEL.  
HOW HIGH WILL THE  
REAR OF THE DEVELOPMENT  
BE ABOVE GROUND LEVEL  
ALONG THE FENCE LINE  
WITH 117 MENZEL ROAD?

Project

| SBWTAP

06 | 2025

# 01

289 Lyndoch Valley Road

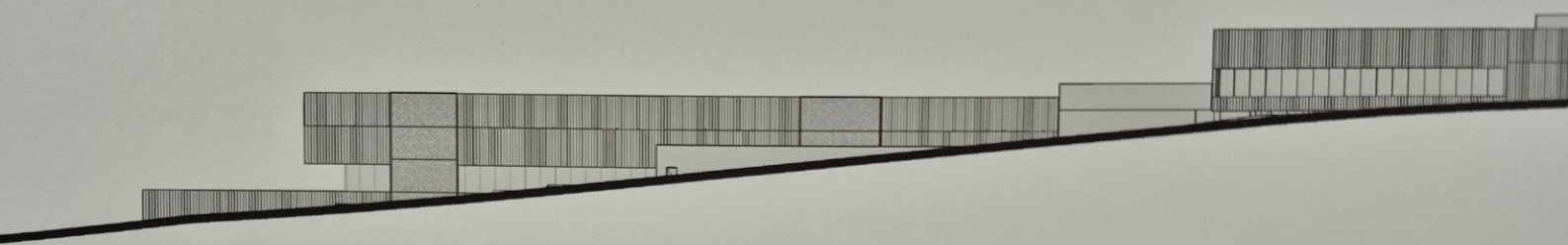
There are no visual impact / views from neighbouring properties. What will the impact be for neighbours, and also the impact on Barossa's landscapes.

Southern Barossa Winery and Tourist Accommodation Project | © 2024 Baukultur



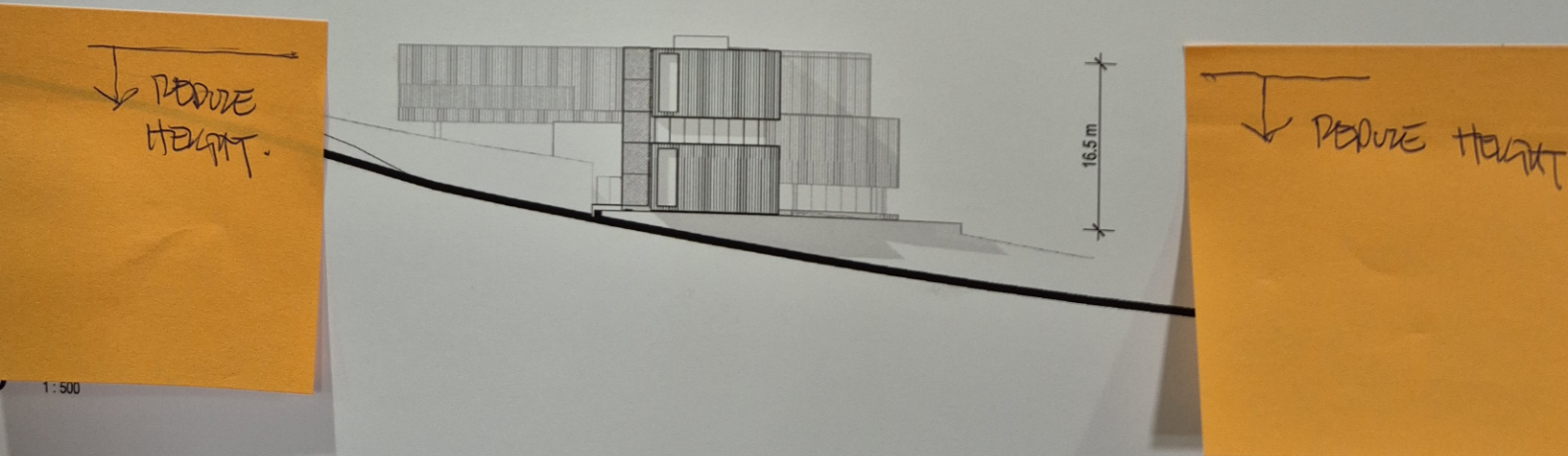
NORTH ELEVATION

1:500



SOUTH ELEVATION

1:500



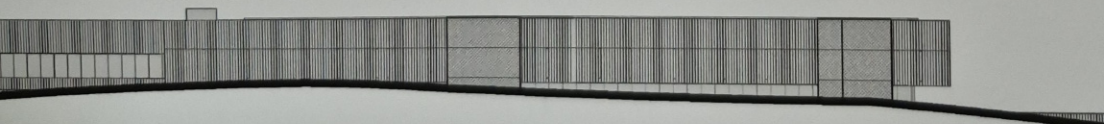
1:500

THIS NEEDS TO BE  
DROPPED FURTHER.



6.4 m

13.3 m



## TELL US WHAT YOU THINK! PLACE YOUR POS

How Will The  
WASTEWATER FROM  
A SOOT WINERY  
BE DEALT WITH?

Developers should  
not be able to  
bypass the new  
Planning Code by  
convincing the Minister  
to consider it Code  
Assessed.  
Shame on you Labour

With the Character  
Preservation act being put  
in place to protect the  
Barossa Viticultural & Rural  
Land.  
Q. How Does this Proposal  
Protect the Vineyard? ~~Rural~~  
Land <sup>is</sup> Natural Land?

A large, decorative white line graphic is positioned on the left side of the page. It starts with a semi-circle at the top, followed by a horizontal line that extends across the page. Below this, there is a large, stylized white outline of the letters 'ENI'.

## APPENDIX 3

### Letters of Support

23 June 2025

Mr George Economou and Mr David Cook  
Strategic Alliance & Commercial Pty Ltd

Dear Mr Economou and Mr Cook,

**RE: Support for the Proposed InterContinental Barossa Resort & Spa**

The South Australian Tourism Commission (SATC) is the lead agency for driving the growth of the State's visitor economy, with an ambition to grow to \$12.8 billion by 2030. Part of the SATC's role is to drive and support the development of new and evolving products and experiences to South Australia, as outlined in our *South Australia Tourism Plan 2030*.

The SATC writes in support of the proposed InterContinental Barossa Resort & Spa, proposed for the Barossa Valley by the Strategic Alliance Group. While the SATC is not responsible for funding and/or developing the project, it recognises the close alignment that this project has with driving visitation to South Australia. The 150 room, luxury branded resort - scheduled to open in 2028, subject to planning approval - represents a landmark investment for the region.

The proposed development would mean that, for the first time, the Barossa Valley would host a globally recognised luxury hotel. With considered architecture, vineyard-view balconies, and worldclass dining, including a 130-seat signature restaurant—this project will position the region as a top-tier destination for international and high-end travellers.

The construction phase alone is expected to create over 350 local jobs, with an additional estimated 120 permanent positions upon opening. Ongoing operations are projected to inject \$70–\$100 million annually into the local economy, supporting businesses throughout the Barossa community.

The resort will feature a pool, spa, fitness centre, scenic walking trails, and extensive conference and meeting spaces - vital amenities that will attract corporate retreats, weddings, wellness travellers, and group events. This diversification enhances the region's appeal beyond wine focused tourism.

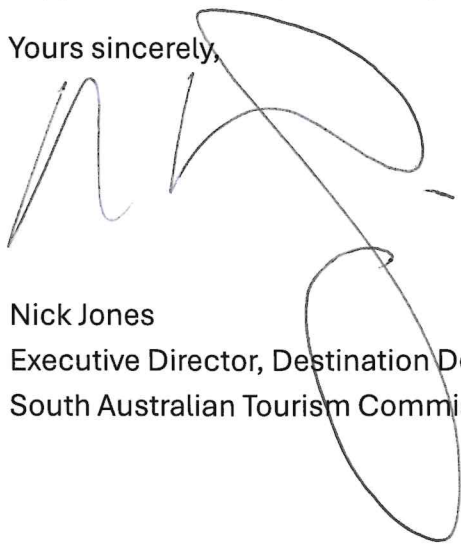
By anchoring high spend market segments; romantic getaways, gastronomes, luxury-seekers, the Resort will significantly boost overnight visitation and per capital tourism spend. Its prime location ensures guests are well placed to explore local wineries, cellar doors, restaurants, and other experiential offerings.

As South Australia continues to promote premium regional tourism, this project would serve as a compelling showcase. It complements existing offerings in Adelaide and the state's wine regions, reinforcing the Barossa as a must visit global destination.

In summary, the InterContinental Barossa Resort & Spa promises to deliver significant tourism and economic benefits, job creation, and a strengthened international profile for the Barossa Valley.

I respectfully urge the Commission to consider the above benefits when determining approvals for this transformative project. Thank you for considering this letter of support. I would be pleased to provide further information as required.

Yours sincerely,



Nick Jones  
Executive Director, Destination Development  
South Australian Tourism Commission

Level 11  
20 Bond Street  
Sydney  
NSW 2000  
Australia

Switchboard: +61 (2) 9935 8300  
General Fax: +61 (2) 9926 9762

[www.ihg.com](http://www.ihg.com)  
[www.ihgplc.com](http://www.ihgplc.com)

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



An Australian Government Initiative



Regional  
Development  
*Australia*

## BAROSSA GAWLER LIGHT ADELAIDE PLAINS

**Mr George Economou**  
**Director**

Strategic Alliance & Commercial Pty Ltd  
PO Box 7022, West Lakes SA 5021

Email: [geconomou@stratall.com.au](mailto:geconomou@stratall.com.au)

30 June 2025

Dear George,

**RE: Letter of Support – The Southern Barossa Winery & Tourist Accommodation Project (SBWTAP) – InterContinental Barossa**

I write to you on behalf of Regional Development Australia Barossa Gawler Light Adelaide Plains (RDABGLAP) – an Australian Government economic development initiative, representing more than \$4 billion in Gross Regional Product to South Australia (SA) and more than 6,200 regional businesses across the Barossa, Gawler, Light and Adelaide Plains areas.

RDABGLAP's purpose is to actively grow our regional economy to create liveable communities. We achieve this through core functions of Business Development, Sector Development, Economic Development, and Advocacy and Consultation to help drive the local economy, attract business opportunities and seek place-based solutions that make our regions better places to live, work and thrive for generations.

This Southern Barossa Winery & Tourist Accommodation project represents a transformational opportunity for the broader Barossa-Gawler-Light-Adelaide Plains (BGLAP) region, both economically and strategically. As an organisation committed to sustainable regional development, we recognise this investment as critical to strengthening our visitor economy, creating meaningful local employment, enhancing the global profile of the Barossa as a premium destination, and supporting the high value investment attraction profile of the BGLAP region.

Upper Level 2, Beckwith Business Park, 30 – 38 Tanunda Road, Nuriootpa SA 5355  
Phone: (08) 8563 3603 | Email: [contact@barossa.org.au](mailto:contact@barossa.org.au)

The proposed resort will deliver a new 150-room five-star hotel alongside a vineyard and winery, integrated into the landscape with a considered, site-responsive design. The development supports the region's ongoing need for increased high-quality accommodation capacity, particularly at the luxury end of the market, where there is currently a significant gap.

Our independent Regional Impact Analysis (June 2025) provides a robust evidence base outlining the anticipated economic benefits of the Southern Barossa Winery & Tourist Accommodation Project (SBWTAP), including:

- An estimated \$110 million construction investment over two years, generating \$60.95 million in added Gross Regional Product (GRP) and supporting up to 461 local jobs (350 direct FTE and 111 indirect) during the construction phase
- Once operational, the resort is projected to contribute \$27.92 million in GRP annually, supporting 229 ongoing FTE jobs, with over 83% expected to be filled by local residents
- The project also aligns with workforce development strategies by leveraging partnerships with IHG Academy and the Barossa Regional University Campus to strengthen local training and career pathways
- Importantly, this development is expected to stimulate growth in the visitor economy, offering a unique venue for both leisure and business tourism. It is forecast to attract conference and associate travellers, a currently underrepresented market segment, and support increased overnight stays—crucial given overnight visitors spend more than double the amount of day visitors in the Barossa region.

The risk of not proceeding with the development has also been clearly articulated. Our analysis estimates an unrealised opportunity cost of \$28 million in GRP and 229 local jobs should the project not advance.

Beyond the clear economic rationale, we acknowledge the proponent's engagement with community stakeholders and its intention to preserve the character of the region, particularly through low-profile architecture and integrated vineyard operations. These design and planning considerations respect the local identity and ensure alignment with long-term regional development objectives.

This project is a rare opportunity to catalyse economic, social, and tourism gains for our region and South Australia.

I welcome the opportunity to discuss our support further.

Sincerely,



Jennifer Lynch

**CEO / Director of Regional Development**

**Regional Development Australia – Barossa Gawler Light Adelaide Plains**

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OFFICIAL



Government  
of South Australia

Department of  
State Development

Mr George Economou

c/- Strategic Alliance & Commercial Pty Ltd

<<via email >>

## **RE: Southern Barossa Winery and Tourism Accommodation Project Support**

The State's \$9.8 billion visitor economy consists of over 20,000 businesses employing more than 41,600 South Australians, equivalent to 1 in 25 workers. The South Australian Government's *South Australian Visitor Economy Sector Plan 2030* has a bold ambition to increase annual visitor spend to \$12.8 billion. In support, Tourism has been identified as a priority sector for Invest SA.

To help stimulate national and international visitor demand, one of the key areas of focus for Invest SA is to attract investment in high quality and significant scale accommodation in regional destinations. Internationally renowned wine regions, including the Barossa Valley, offer excellent opportunities to attract regional hotel investment.

The Southern Barossa Winery and Tourism Accommodation Project proposed for Lot 102 Hoffnugstal Road aligns with Invest SA's investment attraction strategy. A 150-key five-star resort conference hotel will assist in meeting the current underserved demand for five-star accommodation in the Barossa Valley, increasing total visitor nights and total visitor spend.

Invest SA has engaged with Strategic Alliance on this project since 2023, including providing facilitation support to assist in bringing this project to fruition.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nicolle Sincock'.

Nicolle Sincock  
Director, Tourism Investment  
Invest SA  
Department of State Development

Department of State Development

Level 18 11 Waymouth Street / Tarntanyangga | GPO Box 320 Adelaide SA 5000 |  
| [www.statedevelopment.sa.gov.au](http://www.statedevelopment.sa.gov.au) | ABN 83 524 915 929



21 May 2025

**Re: InterContinental Barossa Resort & Spa**

To whom it may concern,

Barossa Australia is pleased to offer our support for the proposed InterContinental Barossa Resort & Spa, led by the Strategic Alliance consortium in partnership with IHG Hotels & Resorts.

As the regional body representing grape growers, winemakers, and tourism operators, we champion initiatives that enhance the region's capacity, celebrate our distinctive landscape and culture, and strengthen the Barossa's appeal as a premier destination for visitors seeking meaningful, local experiences.

The proposed resort responds directly to the region's need for increased accommodation capacity, particularly at the luxury end of the market. It adds to the diversity of the region's offering and is well positioned to attract both domestic and international travellers seeking high-quality experiences.

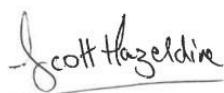
Its design approach is considered and site-responsive - connecting with the surrounding vineyard landscape and integrating a linked cellar door. This reflects a commitment to maintaining the character of the region while contributing to its growth.

The resort is expected to deliver significant economic benefits, including over 350 jobs during construction and 120 ongoing roles, alongside broader regional impact through increased visitation, event attraction and business tourism potential.

Barossa Australia acknowledges the work already undertaken to engage with stakeholders and the community and recognises the value of this project to the Barossa's long-term tourism strategy.

We support the ongoing planning process and look forward to seeing this development progress.

Yours Faithfully

A handwritten signature in black ink that reads "Scott Hazeldine".

Scott Hazeldine

Chief Executive Officer

Southern Barossa Business Group  
C/O Post Office  
Lyndoch SA 5351  
E. hello@southernbarossabg.com.au  
P: 0408 544 209  
W: www.southernbarossa.au

Monday 9 June 2025

Strategic Alliance  
Att: Mr George Economou

Dear Mr Economou,

**RE: Development at Hoffnungsthal Road, Lyndoch**

On behalf of the Southern Barossa Business Group (SBBG), I am writing to express our strong support for the proposed **InterContinental Barossa Resort & Spa**, a visionary project led by Strategic Alliance in partnership with IHG Hotels & Resorts.

As the representative group for businesses across the Southern Barossa region, - including hospitality, retail, trades, tourism, and professional services, we are committed to fostering sustainable economic growth and regional prosperity. Developments such as this present a rare and exciting opportunity to further elevate Barossa's profile as a world-class destination.

This investment will directly address the growing demand for premium accommodation, helping to attract high-value travelers and drive extended stays. It aligns with our region's goal to offer immersive, high-quality experiences that celebrate the Barossa's unique sense of place—its wine, food, landscapes and warm community spirit.

We are particularly encouraged by the thoughtful approach to design and integration with the surrounding environment, as well as the inclusion of hospitality elements such as a cellar door. This project not only enhances visitor offerings but supports local producers and suppliers through ongoing economic links.

The projected creation of hundreds of jobs during construction and long-term roles upon completion will bring a welcome boost to employment and business confidence throughout the region. It will also provide flow-on opportunities for local contractors, service providers and small businesses.

The Southern Barossa Business Group recognises the collaborative and consultative approach taken by the project team to engage with stakeholders and ensure the development reflects the community's values and aspirations.

We fully support the progression of this project and look forward to the positive impact it will have on our regional economy and business ecosystem.

**Yours faithfully,**

A handwritten signature in black ink that reads "B Hasting". The signature is written in a cursive, flowing style.

Bridgette Hasting

Chair

Southern Barossa Business Group