

Southern Barossa Winery and Tourist Accommodation Project

FAQ

General Project Information

What is the Southern Barossa Winery and Tourist Accommodation Project and where is it located?

The project is a landmark tourism development located at Lot 102 Hoffnungsthal Road, Williamstown, in the Southern Barossa Valley. It includes the construction of a 5-star hotel with 150 rooms, a conference and wellness centre, a winery and cellar door, and associated vineyard and landscaping works. The site spans approximately 21.5 hectares and is nestled in the foothills of Tweedies Gully, between Lyndoch and Williamstown. The development aims to enhance the region's tourism offering while respecting Barossa's cultural, environmental, and agricultural character.

Who is developing the project and who will operate the hotel and winery?

The Southern Barossa Winery and Tourist Accommodation Project is being developed by Strategic Alliance & Commercial Pty Ltd, a South Australian property investment company led by David Cook and George Economou. The hotel component will be operated by InterContinental Hotels Group (IHG) under the brand 'InterContinental Resort & Spa Barossa Valley', following a signed Hotel Management Agreement. The winery and vineyards will be operated by a separate, experienced wine producer, who will lease the winery from the developer. The winery operator's identity will be announced at a later stage.

What is the timeline for construction and opening?

Construction of the development is subject to planning approval being granted. As the project is being assessed under the Impact Assessed pathway of the *Planning, Development and Infrastructure Act 2016*, there is no prescribed statutory timeframe for determination.

Should all necessary approvals be granted, the construction of the hotel is expected to approximately take two years. The winery, cellar door, landscaping, and remaining site improvements are planned to commence midway through the hotel's construction, allowing for joint completion and opening date.

Subject to approvals, we are hopeful that construction will begin in 2026, with the project completed and operational by mid to late 2028.

Community and Environmental Impact

How will the project affect the local landscape and visual amenity?

A comprehensive **Visual Impact Assessment** was undertaken to evaluate how the development would be seen from surrounding properties and public roads. The site is located in a valley with natural ridgelines and vegetation that help contain views. The hotel and winery buildings have been carefully sited and designed to minimise their visibility, including:

- Nestling the hotel into the hillside below the ridgeline;
- Using natural, muted materials and colours, like timber and stone;
- Incorporating landscaping and screening vegetation to soften the built form.

While the development will be visible from some nearby properties, the design has been refined to reduce visual prominence. The overall impact on the broader Barossa landscape is considered low, with the project respecting the Significant Landscape Protection Overlay and the Character Preservation District objectives.

Will any native vegetation be removed?

The site is largely cleared having been used for viticulture for many years, with remnant vegetation primarily located along ephemeral creek lines and roadside edges. These areas,

including mature River Red Gums, will be retained and protected. Minor vegetation clearance may be required for service infrastructure, but this will be minimised and subject to detailed micro-siting and environmental assessment. A Native Vegetation Management Plan will guide protection and rehabilitation efforts.

How is the project addressing bushfire risk?

As the site is located within a High-Risk Bushfire Overlay, a detailed **Bushfire Risk Assessment** has been completed. Key measures include:

- A Bushfire Attack Level (BAL) 19 rating for the hotel, with construction to meet AS3959:2018 standards;
- Establishment of Asset Protection Zones around buildings;
- Curated and irrigated landscaping with appropriate species selection;
- Installation of dedicated firefighting water tanks and pumps;
- A Bushfire Emergency Management Plan (BEMP) outlining evacuation procedures, shelter-in-place protocols, and coordination with emergency services;
- Staff training and site closure on Catastrophic Fire Danger Days.

These measures ensure the development is resilient and compliant with bushfire safety standards.

Will the development impact on local wildlife and biodiversity?

The site has low to moderate biodiversity value, with limited native vegetation and no threatened species recorded during ecological surveys. However, mature trees provide habitat for birds and bats, and the creek lines support ecological connectivity. The project avoids direct impacts on these areas and includes:

- Protection of native vegetation, particularly all mature trees.
- Rehabilitation of creek lines with native plantings.
- Controlled access to vineyard areas to manage biosecurity and habitat disturbance.
- Fauna-sensitive lighting design to reduce impacts on nocturnal species.

The development is not expected to significantly affect local wildlife or biodiversity and aligns with relevant environmental protection policies.

Traffic and Infrastructure

Are there any road upgrades planned as part of the project?

Yes, several road upgrades are proposed to improve safety and accommodate increased traffic. Menzel Road, which is proposed to provide access to the hotel, will be sealed between Hoffnungsthal Road and the new entry point. A speed limit reduction from 100km/h to 80km/h is proposed along Hoffnungsthal Road near key intersections. Intersection improvements are also planned, including turning lanes and shoulder widening at Lyndoch Valley Road and Lindner Road. These upgrades will be developed in consultation with the Barossa Council and relevant authorities.

How will visitors access the hotel and winery?

Visitors will access the winery via two new entry points on Hoffnungsthal Road, one for light vehicles and another shared access for buses and service vehicles. The hotel will be accessed via a new sealed entry on Menzel Road, with internal connections for guests, staff, and emergency services. A dedicated internal link will connect the hotel and winery for operational and emergency use only, ensuring efficient circulation while maintaining separation between public and service traffic.

Is there sufficient parking for guests and visitors?

Yes, the development includes a total of 334 formalised car parking spaces. The hotel will provide 219 spaces, including accessible bays and bus parking, while the winery will offer 115 spaces with similar provisions. This exceeds the minimum requirements and is designed to accommodate peak visitor demand, including events and group arrivals. Parking areas are landscaped and screened to maintain the rural character and ensure safe and efficient vehicle movement.

Cultural Heritage and Community Engagement

Has the project considered Aboriginal cultural heritage?

Yes, the project team has undertaken meaningful engagement with the Kurna Yerta Aboriginal Corporation (KYAC), the Recognised Aboriginal Representative Body for the area. In early 2025, a site walkover was conducted with Kurna Traditional Owners, facilitated by Australian Cultural Heritage Management (ACHM), to identify culturally sensitive landforms and inform the design process. Although no previously recorded Aboriginal sites or objects were found within the site or its immediate surrounds, the absence of records is understood to reflect limited prior investigation rather than a lack of cultural significance. The project includes culturally responsive design elements, such as picnic areas and walking trails that allow visitors to engage with the site's cultural narrative while respecting Indigenous heritage. Additional ongoing consultation with Aboriginal groups is being undertaken through the formal consultation phase.

How will the project fit within the local Barossa culture?

The project has been designed to reflect and celebrate Barossa's cultural identity, which is deeply rooted in its German settler heritage, food, wine, and community traditions. The development includes public-facing facilities such as a cellar door, restaurant, and day spa, which will collaborate with local producers and artists to maintain cultural vibrancy. Spaces are also designed to host events and gatherings, reinforcing the region's strong sense of community. The architectural style, material palette, and landscape design all draw inspiration from the Barossa's rural character and built heritage, ensuring the project feels authentic and locally grounded.

How has the community been consulted so far?

Community consultation began in late 2023 and has included a wide range of activities. These include direct meetings with nearby residents and businesses, mail-outs and email-outs to landowners, community groups, and elected members, and social media posts on local community pages. Notices were also published in local newspapers such as The Barossa Leader. A well-attended Open Day information session was held on 28th June 2025 at the Lyndoch Institute, where community members could speak directly with the

project team, view plans, and provide feedback. All input received has helped shape the project's design and assessment of its potential impacts.

What opportunities are there for further community input?

Following the current public release of the Environmental Impact Statement, a formal six-week public consultation period is managed by the Department for Housing and Urban Development on behalf of the Minister for Planning. This formal period will run from 5 November to 17 December 2025. During this time, community members and stakeholders can make formal submissions on the project. Submissions can be made at [Impact assessed and Crown development submissions | PlanSA](#) or at [YourSAy](#)

An additional Community Information Session is also being undertaken for **27 November 2025** at Barossa Park - located at 2 Barossa Valley Way, Lyndoch (between 4pm – 7pm). Should you wish to attend the in-person information session at Barossa Park on 27th November 2025, we kindly ask you to RSVP at engagement@ekistics.com.au or via (08) 7231 0286.

An online Information Session will be held on the **3 December 2025** (6pm -7pm). The online information session will also be held on Wednesday 3rd December 2025 from 6:00pm to 7:00pm. Pre-registration is required to attend the online session, and further details can be found on Eventbrite at <https://plansaevents.eventbrite.com.au/>

After consultation, the proponent will review all submissions and prepare a formal response, which may include updates to the EIS or further investigations undertaken.

Tourism and Economic Benefits

How will the project benefit tourism in the Barossa region?

The project will significantly enhance the Barossa's tourism offering by introducing a 5-star hotel and a new winery and cellar door, both designed to reflect the region's character and appeal. Currently, the Barossa lacks large-scale luxury accommodation, which limits its ability to attract longer-stay visitors, international tourists, and major events. By providing high-quality facilities, including a conference centre, wellness spa, and immersive wine experiences, the development will help extend visitor stays, increase tourism spending,

and diversify the region's appeal. It also supports the goals of the South Australian Regional Visitor Strategy and the Barossa Tourism Plan.

Will the development compete with existing accommodation providers?

While the development introduces new accommodation capacity, it is designed to complement rather than compete with existing providers. The Barossa currently has limited hotel-style accommodation, with most offerings in the 3–4-star category or small boutique lodgings. The proposed resort fills a known gap in the market for luxury, branded accommodation and is expected to attract new visitor segments, including international guests and conference delegates. Market analysis shows that even if other approved projects proceed, there will be sufficient demand to sustain multiple providers, especially given the region's growing tourism profile.

Will the project support local businesses and employment?

Yes, the project is expected to generate substantial economic benefits for the region. During construction, it will support over 460 full-time equivalent jobs across trades, suppliers, and professional services. Once operational, the hotel and winery will directly employ around 150 people, with additional jobs created through supply chains and tourism-related businesses. The development will prioritise local procurement, collaborate with regional producers and artists, and offer opportunities for training and career development, including through IHG's global hospitality academy. It is also expected to increase demand for local food, wine, transport, and event services, helping to strengthen the broader Barossa economy.

Planning and Regulatory Matters

Why is the project being assessed under the Impact Assessed Pathway?

The Southern Barossa Winery and Tourist Accommodation Project is being assessed under the Impact Assessed pathway pursuant to Section 108(1)(c) of the *Planning, Development*

and Infrastructure Act 2016. This pathway is reserved for developments that are considered to have significant environmental, social, or economic impacts at a local, regional, or state level. The Minister for Planning declared the project ‘Impact Assessed’ due to its scale, complexity, and potential influence on the Barossa region’s landscape, infrastructure, and community. This process ensures a rigorous and transparent assessment, including the preparation of an Environmental Impact Statement (EIS), broad community consultation, and detailed consideration of stakeholder feedback.

Does the project comply with the *Character Preservation (Barossa Valley) Act 2012*?

Yes, the project has been designed to align with the objectives of the *Character Preservation (Barossa Valley) Act 2012*, which seeks to protect the region’s rural landscape, heritage, viticulture, and tourism values. The development avoids subdivision and residential expansion, instead focusing on value-adding tourism infrastructure that complements existing agricultural uses. The hotel and winery are carefully sited and designed to minimise visual impact, preserve natural features such as creek lines and mature trees, and maintain the scenic character of the area. The proposal supports the Act’s intent by enhancing tourism while reinforcing Barossa’s identity and economic base.

How will feedback raised during public consultation be addressed?

Feedback received during early engagement and public consultation has been carefully considered and has already influenced the project’s design and additional background reporting. For example, feedback regarding the project’s potential for visual impact led to lowering the hotel’s height, refining its architectural style, and increasing landscaping and screening. Other potential impacts such as traffic safety, biosecurity, lighting, and wastewater management have been addressed through detailed technical assessments and mitigation strategies. Following the formal public consultation period, all submissions will be reviewed, and a formal response will be prepared by the proponent. This may require updates to the EIS or additional documentation to be prepared and submitted.

A ‘Close the Loop’ letter will be issued to all stakeholders who make a submission, summarising how their feedback was considered following determination of the project by the Minister.