

Martindale Hall – Unsolicited Proposal

“Martindale Hall Partnership” – Warren Randall and Warrick Duthy

THE PROPOSAL

Our proposal is to acquire rights to Martindale Hall with a view to developing the property into a Luxury Resort and Wellness Retreat to attract tourists to the Clare Valley and Mid North.

Martindale Hall currently presents herself as a beautiful mansion of the past, with some museum experience, and has not maximised the opportunity to attract tourists to Clare or South Australia.

We completely endorse continued public access of Martindale Hall, and would like to explore a relationship with a local operator for scheduled tours that provide an enhanced visitor experience through interpreting the history of the Hall and the Mortlock legacy in South Australia. We believe that this experience will be enhanced by rejuvenating and better utilising the space whilst maintaining the history and décor. Similarly, the contents of the Hall can be enhanced through sensitive retention and interpretation.

The objective is to attract tourists from around the world and interstate: a venue that brings people to the Clare Valley in its own right rather than accommodates or entertains tourists when they are in Clare. It will be one that gives people reasons to spend up to a week, punctuated by visits throughout the Clare Valley, Burra, the Mid North and the Barossa Valley; or as part of a rural South Australian adventure that takes in the Flinders Ranges.

Subject to research and validation, we intend to position Martindale Hall with a promise of becoming South Australia’s centre of life enrichment, competing with the Golden Door (Hunter Valley and Gold Coast), Gaia (Byron Bay), and resorts of Daylesford and Hepburn Spa (Victoria) as well as providing a luxury accommodation option to compliment Southern Ocean Lodge on Kangaroo Island, Appellation in the Barossa, and Longitude 131 at Uluru.

Inspiration can be found at the ‘Les Sources de Caudalie’ resort in Bordeaux, France where the health aspects of red wine and resveratrol are promoted alongside of diet, yoga, and exercise as a wellness/ wine tourism destination. In fact grape skins and seeds are used to produce beauty products.

Elements we are seeking to include in the visitor experience are:

- A holistic and integrated perspective on enrichment of mind and body through diet and activity.
- A gentle, pampered, indulgent, patient approach to customer service.
- Tailoring – all guests ‘interviewed’ on arrival to allow a bespoke holiday experience.
 - Medical issues/ life enrichment objectives – personal training, herbalist, acupuncture, seminars

- Dietary preferences – raw, vegan, gluten free, allergies, vegetarian, low carbohydrate, detox.
- Activities – gym, yoga, meditation, massage therapies, cycling, wine tourism, agricultural tourism.
- Locavore cuisine concept – great fresh, local produce, all grown free range, organically or in a similarly sustainable manner.
- Integration with the region – visit farms, breweries, wineries that deliver product to the table; as well as local heritage sites such as Mintaro, Burra, Sevenhill Monastery, Bungaree Station; and across the Goyder line for outback/ wildlife experiences.
- Provide a staging post for tourism between the Barossa Valley and Flinders Ranges.

Subject to architectural advice, the development would have four key elements:

1. Develop the Hall itself by upgrading accommodation upstairs into 6 to 8 luxury suites, and utilise the existing downstairs space for restaurant, bar and meetings in a manner that is in keeping with its heritage value, preserves the current décor, and keeps it accessible to the public.
2. Extend accommodation by building accommodation and activity facilities on the surrounding property, being careful to create enough space around the Hall so as to retain its charm, and in a style that complements the existing architecture and heritage values of the property. The number and nature of rooms and other active spaces needs evaluation. We are currently considering five star 'glamping' style tents as per Longitude 131 and other buildings for activities. Four star more cost-accessible accommodation to be evaluated.
3. Develop the Coach House and Stables buildings into a global standard Wellness Retreat capable of attracting visitors to South Australia and Clare in its own right, accommodating guests at Martindale Hall, as well as in Mintaro B&B's as overflow accommodation. Treatment rooms, pool, gymnasium, café and juice bar to be evaluated.
4. Provide a sustainable platform for the site with native wildlife enriching the visitor experience, as well as water needs to rejuvenate the gardens, lawns, heritage orchard and heritage olive grove. Provide remedial attention to trees. Wastewater needs to be re-used to green the gardens.

BENEFITS THE PROPOSAL WILL BRING TO SOUTH AUSTRALIA

The benefits would be far ranging and would include:

- Raise the profile of South Australian and Clare Valley/ Mid North tourism. Increase tourist numbers from interstate and overseas by offering world class hospitality and wellness experience within a quintessential South Australian agricultural region.
- Extending the duration of holidays in South Australia through adjacency to the Barossa Valley and Flinders Ranges as well as local attractions.

- Extend SA Festivals to the Country. We envisage April extensions of Fringe/ Festival; a country location for 'Feast' or other Spring Festivals; offering a country venue for Polo; a Seppeltsfield to Martindale Hall cycling tour (140km) etc.
- Furthermore, offer a unique Australian Epicurean and/ or wellness experience to attract overseas visitors to South Australia before or after events such as New Year's Eve or Mardi Gras in Sydney, Australian Open, F1 Grand Prix in Melbourne.
- Create overflow accommodation and dining revenues for surrounding operators, particularly in Mintaro, but throughout the Clare Valley.
- Employment in the service industry, set at a standard designed to improve the overall quality of customer service in the region.
- Provide a venue for local and SA performance and visual artists
- Offer a restaurant and bar that can promote the wonderful food, wine and other produce of South Australia...particularly the Mid North.
- Offer a wildlife experience for visitors with kangaroos and other wildlife.

THE MARTINDALE HALL PARTNERSHIP

Warren Randall is head of The Randall Wine Group with 45 vintages, (37 Australian & 8 International) experience. As a winemaker, he has accumulated the largest premium, private vineyard portfolio in Australia with 5,500 acres across 7 different wine regions in South Australia. His portfolio boasts the largest vineyard holding in the Barossa Valley, the largest vineyard holding in McLaren Vale and 6 wineries crushing 43,000 tonnes and producing 32 million litres of South Australian wine per year.

Warren has recently created a track record in rejuvenating iconic South Australian properties and converting them into iconic South Australian tourism destinations at Seppeltsfield, Bridgewater Mill, and the Star of Greece. Warren also has the banking and other connections to assist funding. He is currently CEO of Tinlins Wines, McLaren Vale and of Seppeltsfield Wines, Barossa Valley, and involved in other significant developments such as Chair of the Gawler River Water Re-use Scheme. Warren was voted South Australian Entrepreneur of the Year in 2002.

Warrick Duthy was Chairman of the Seppeltsfield Board when the recent development plans were prepared, and more recently has led the resurrection of iconic Clare Valley wine brand Kilikanoon. He is on the Clare Valley Winemakers Committee, Clare Valley 'Alliance', and Marketing Committees assisting the Mid North RDA. He has previously been CEO of Seppelt Wines, United Distillers (Diageo) Australasia, Petaluma Limited amongst other corporate roles. Warrick currently sits on the Thoroughbred Racing SA Board.

For further information from the Martindale Hall Partnership about their proposal, please email Martindale Hall Partnership spokesperson Warrick Duthy at warrick@kilikanoon.com.au or telephone 0404 871 870.