

Southern Barossa Winery & Tourist Accommodation Project Fact Sheet

This fact sheet provides information on the 'Southern Barossa Winery and Tourist Accommodation Project' (SBWTAP) comprising 5-star tourist accommodation and winery.



The Project

The SBWTAP (formerly the Tweedies Gully Project) is a proposed landmark development at *Lot 102 Hoffnungsthal Road, Williamstown*, in the Barossa Valley. The project seeks to create a world-class tourism destination that combines premium wine production, luxury accommodation, and authentic Barossa experiences in one integrated setting.

The proposal includes a 5-star hotel with 150 rooms and suites, a fine-dining restaurant, lounge and terrace spaces, a wellness spa, function and conference facilities, and landscaped courtyards and gardens.

It also features a boutique winery and cellar door incorporating wine production areas, tasting rooms, a full-service restaurant, and both indoor and outdoor event spaces.

Supporting infrastructure will include vineyards, access roads, car parking, stormwater management systems, and sustainable energy initiatives.

Designed to reflect the Barossa's rural charm and environmental values, the project will feature natural materials, low-scale architecture, and extensive landscaping to blend harmoniously with the surrounding landscape.

The Proponent / Applicant

The SBWTAP is being led by Strategic Alliance & Commercial Pty Ltd ('the Proponent'), a South Australian property investment group founded by David Cook and George Economou. With over 50 years of combined experience in the property and financial sectors, both founders bring a strong understanding of regional

communities, having grown up in country Australia. Their vision is to create a destination that celebrates the Barossa’s environment, heritage, and local character.

In October 2024, an agreement was reached between Strategic Alliance and the globally recognised InterContinental Hotels Group (IHG) to deliver the *InterContinental Resort & Spa Barossa Valley*, subject to planning approval. The project will be developed and managed by the Proponent, with the hotel to be operated by IHG. The hotel operator is actively involved in the project’s design development to ensure it aligns with its brand standards and technical requirements.

The winery and vineyard operations will be leased to a separate specialist wine producer, ensuring the project combines international hospitality excellence with authentic South Australian viticulture.

The Site

The project site is located on the traditional lands of the Kaurna People within the Barossa Council area. It occupies approximately 21.5 hectares at Lot 102 Hoffnungsthal Road, Williamstown, surrounded by vineyards, rural dwellings, and tourism attractions such as the Lyndoch Lavender Farm and Barossa Helicopters.

Currently used for grape cultivation and limited grazing, the land sits between two hills and features gentle slopes, two small creeks, and scattered River Red Gums along natural drainage lines. The site has dual road frontages to Hoffnungsthal Road and Menzel Road, providing convenient access and clear connectivity to Barossa Valley Way and Sturt Highway.

A heritage assessment undertaken with Traditional Owners identified culturally sensitive areas, and the project includes appropriate measures demonstrating a precautionary, respectful, and collaborative approach to Aboriginal heritage management. While no Local or State Heritage Places exist on site, the area contributes to the Barossa’s rich European and viticultural heritage.

The Rationale

The SBWTAP was conceived in response to the region’s increasing demand for high-quality visitor accommodation and complementary wine, dining, and event experiences. Independent feasibility studies confirmed a significant shortfall in large-scale, five-star accommodation within the Barossa Valley, despite record visitation and consistent growth in both domestic and international tourism.

The proposal directly responds to findings from regional tourism strategies and industry assessments identifying the need for

premium accommodation and larger conference and event venues. By addressing this gap, the project will strengthen the Barossa’s tourism offering, encourage longer visitor stays, and enhance the region’s reputation as a world-class destination.

The Project Benefits

Economic Growth and Employment: The project will inject \$110 million into the regional economy during construction, generating \$205 million in total output and supporting around 461 FTE jobs over a two-year period. Once operational, the resort and winery are projected to deliver \$61.6 million in annual output, contribute \$27.9 million in value added, and sustain 229 ongoing jobs, over 80% of which are expected to be filled locally.

Beyond direct employment, the development will stimulate local professional services, logistics, and small businesses, diversify the regional economy, and increase visitor expenditure, supporting year-round economic activity.

Tourism Enhancement: The project addresses a critical gap in the region’s high-end, large-scale accommodation, allowing the Barossa to host major conferences, weddings, and destination events that current facilities cannot accommodate. It is expected to increase overnight stays and visitor expenditure, strengthening the Barossa’s tourism economy and benefiting nearby towns such as Lyndoch and Williamstown.

Featuring a globally recognised hotel brand, the development will raise the Barossa’s international profile as a premier food, wine, and cultural destination. By emphasising local produce, wine, art, and landscape experiences, the project will showcase the region’s unique identity and encourage visitors to explore and engage more deeply with the Southern Barossa.

Community and Cultural Contribution: Publicly accessible amenities, including a cellar door, restaurant, day spa, and walking trails, will invite both visitors and residents to engage with the site. The project will collaborate with local artists, food producers, and winemakers to promote Barossa’s cultural and creative identity. Indigenous heritage values have been carefully considered through respectful design and ongoing recognition.

Environmental and Landscape Improvements: The development will rehabilitate degraded land and re-establish native vegetation, stabilise creek lines, and protect mature eucalyptus trees. Vineyards will be replanted or revitalised, maintaining the agricultural identity of the site. Sustainable design principles, including electric-only operations, rooftop solar, water efficiency, and passive building design, will reduce the development’s long-term environmental footprint.

Mitigating the 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 the relevant planning, environmental, social, and economic strategies, on top of the Planning and Design Code. The assessment will therefore capture all the relevant aspects of the proposed development, identify and analyse resulting impacts, and modifying the design of the development or proposing adequate mitigation measures.

Thorough investigations identified some of the following impacts, together with the proposed mitigation measures (please note this not an exhaustive list):

- Construction impacts will be managed through a Construction Environmental Management Plan (CEMP), which includes measures such as dust suppression, restricted work hours, and designated haulage routes to limit disturbance to nearby properties and the road network.
- While the local road network was assessed as capable of accommodating the expected traffic, upgrades to key local intersections and access points will ensure safe vehicular movements.
- Design of the proposal has been centred around showcasing the surrounding Australian landscape rather than detract from it. This has resulted in low-profile, earth-toned buildings, extensive and sustainable soft landscaping, including the retention of key features of the site such as the vineyards and creek lines.
- Potential effects on local flora and fauna have been assessed, with site design not being located within key habitat areas or riparian zones. Ongoing environmental monitoring will form part of the project's management commitments.
- Stormwater will be managed to protect local waterways, including erosion and sediment control during construction, on-site detention and biofiltration systems, and water-efficient landscaping.
- The project will adopt best-practice waste management strategies, including segregation, recycling, composting and

reuse of construction materials. Regular audits will ensure compliance with environmental standards.

- The resort will increase visitation, as well as offer services currently scarce in the Barossa, while having limited adverse effects on local amenity due to its contained site, secluded location and focus on low-intensity tourism.

With these measures in place, the project is expected to deliver a net positive social, environmental, and economic outcome, enhancing community wellbeing and regional prosperity.

The Status

On 8 August 2024, the Minister for Planning declared the SBWTAP an Impact Assessed development under the *Planning, Development and Infrastructure Act 2016*.

A Scoping Report was subsequently prepared by Ekistics to assist the Department for Housing and Urban Development (DHUD) and the State Planning Commission (SPC) in developing project-specific Assessment Criteria, released on 2 May 2025.

The EIS, prepared in accordance with Practice Direction 17, addresses these criteria, outlines potential environmental, social, and economic impacts, and proposes mitigation measures.

The project is currently at the public consultation stage of the Impact Assessed Pathway process.

Following consultation on the EIS, the SPC will review submissions, finalise its Assessment Report, and provide advice to the Minister for Planning for determination.

If approved, construction is proposed to occur in two stages over approximately two years. Stage 1, comprising the resort hotel, core infrastructure, and landscaping. While Stage 2 will deliver the winery, cellar door, and additional vineyard works.

Construction is expected to begin in 2026, subject to planning approval.

Community Engagement

The Impact Assessed process triggers a more thorough engagement than a standard application pathway. Early engagement took place with relevant stakeholders, including nearby residents and businesses, local MPs and relevant State Agencies. A public drop-in session was organised by the proponent team to officially introduce the project to the community and gather early feedback and concerns. This feedback has then been incorporated into the proposal and assist in shaping the design of the development and mitigation strategies.

A formal consultation session is organised by the Department of Housing and Urban Development (DHUD) to present the most advanced design and allow stakeholders to lodge representations. This formal consultation includes one in-person session and one online session, see below for details. The formal public consultation will run from **5 November 2025 to 17 December 2025**.

Have Your Say

We invite you to share your views on the Environmental Impact Statement (EIS) which will be available for public comment from **Wednesday, 5 November 2025 to Wednesday, 17 December 2025**.

- Online: [PlanSA](#) and <https://yoursay.sa.gov.au/barossa-eis>.
- Email: spcreps@sa.gov.au (Subject: *Southern Barossa Winery and Tourist Accommodation Project EIS Submission*)
- Written:
 - Minister for Planning
 - Attention: Robert Kleeman, Manager, Crown and Impact Assessment
 - Planning and Building
 - Department for Housing and Urban Development
 - GPO Box 1815, ADELAIDE SA 5001

Find Out More

The EIS can be viewed online at [PlanSA](#), <https://yoursay.sa.gov.au/barossa-eis> and [Southern Barossa Winery and Tourist Accommodation Project | PlanSA](#), or can be accessed by scanning the QR Code below:



Hard copies are available for public viewing at:

- **Department for Housing and Urban Development**, Planning and Building: Level 9, 83 Pirie Street, Adelaide (please call the PlanSA Help Desk on 1800 752 664 beforehand to confirm access and visitation arrangements)

- **The Barossa Council's** Lyndoch Branch Office and Library, Barossa Valley Way, Lyndoch; and the main office of the Barossa Council, 43-51 Tanunda Road, Nuriootpa.

To purchase a printed copy, contact PlanSA on 1800 752 664.

Community Information Sessions: Learn more about the project and the impact assessment process by attending one of the following sessions hosted by the proponent team, DHUD: Planning and Building and Strategic Alliance representatives.

- In person: **Thursday 27 November 2025 from 4 pm until 7 pm**
Clubrooms (Court Facing),
Barossa Park, 2 Barossa Valley Way,
Lyndoch (carparking available)
- Online: **Wednesday 3 December 2025 from 6 pm to 7 pm**.
Pre-registration will be required to join the online session. For details go to Eventbrite at <https://plansaevents.eventbrite.com.au/>

Should you wish to attend the in-person information session drop-in session, we ask that you RSVP to engagement@ekistics.com.au or via (08) 7231 0286.

How can my feedback influence the project?

All submissions will be provided to Strategic Alliance for consideration in the Response Document. Public submissions will be published on the PlanSA website, with personal details redacted.

Following the submission period, Strategic Alliance will prepare a Response Document addressing the feedback received. The State Planning Commission will then prepare an Assessment Report for the Minister for Planning, who will make the final decision on the proposed development.

How can I stay Informed with the status of the project?

We will get in contact with everyone who participates in this engagement and provide them with information on what we heard and the next steps.

Updates and outcomes will be published on the PlanSA website, where you can also subscribe for project notifications.

Translation Services

If you need translation services, please contact us at engagement@ekistics.com.au.