



FACT SHEET



March 2017



Barons of Barossa Inc.
8 Sturt Street
ANGASTON SA 4343
ABN 37 820 572 699

Background

Barons of Barossa

- Barons of Barossa Inc. is a not-for-profit incorporated association, founded in 1975.
- The Barons have donated more than \$1.5 million to community projects and organisations.
- The Barossa Cellar is a project initiated by the Barons. They will own the building, but operate it on behalf of and for the benefit of the Barossa.
- The Directors of Barons of Barossa have a wide range of experience in corporate governance, financial management, strategic planning, business development, winemaking and wine marketing and tourism.
- The current Directors are Stephen Henschke (Chairman), Stefan Ahrens, Louisa Rose, Peter John, Colin Glaetzer, Grant Burge, Mal Whyatt and Aaron Penley.

The Barossa Cellar committee

- In 2016, Barons of Barossa established The Barossa Cellar committee. This is chaired by James Wark and members are Stefan Ahrens, Louisa Rose and Peter John.
- The Barossa Cellar committee is dedicated to raising the necessary funds to build The Barossa Cellar.
- The committee reports to the Barons of Barossa Grand Council.

Progress to April 2017

- In 2014, Barons of Barossa purchased 2.9ha of land on Stockwell Road, Vine Vale, between Angaston and Tanunda, for the sole purpose of building The Barossa Cellar. The land is debt-free.
- Locally-based JBG Architects, have prepared stunning designs for The Barossa Cellar.
- The Barossa Cellar received development plan consent from Barossa Council in February 2017.
- The Barossa Grape & Wine Association (BGWA) has signed an agreement to become a long-term tenant of The Barossa Cellar and manage its day-to-day operations.
- A fundraising campaign for The Barossa Cellar was launched in April 2017.

Milestones

- The Barossa Cellar is aiming to raise the required funds of \$4.5 million to commence construction in September 2017.
- Once commenced, construction will be completed within 12 months, with BGWA expected to take occupancy in the second half of 2018.
- The Barossa Cellar will be fully operational by the end of 2018.

The Barossa Cellar

Location

- The Barossa Cellar will be built on 2.9 hectares of land at 1015 Stockwell Road, Vine Vale.
- The Barossa Cellar will be centrally located in the heart of the Barossa, a short distance from the region's major towns - Angaston, Tanunda and Nuriootpa.

Design

- The Barossa Cellar will feature a large wine cellar to age, store and exhibit a significant collection of Barossa and Eden Valley wines.
- The cellar component of the building will literally be built into the hill.
- The building will have a range of spaces suitable for hosting educational events, such as master classes, lectures and tastings.
- There will be meeting and office space appropriate for the day-to-day operation of the BGWA, as well as to facilitate networking and collaboration amongst like-minded wine community groups and organisations.
- The Barossa Cellar will be built to maximise its environmental sustainability.

Wine cellar

- The Barossa Cellar will house an existing independent and valuable collection of the Barossa Valley's and Eden Valley's fine wines.
- The Barossa Cellar already has 2000 bottles of museum wine, generously donated by Barossa wineries. The wine collection also includes up to 2000 dozen of Barons' bottled wine.
- The wine collection is a time capsule of Barossa wines that will be accessed by Barons of Barossa and the BGWA for educational and promotional purposes.
- The Barossa Cellar will collect and preserve the great wines of the Barossa to build a magnificent wine collection. This will be done by accepting generous donations from Barossa winemakers and purchasing additional wine for cellaring.
- The Barossa Cellar will store wines under optimum conditions.
- The cellar has been designed for maximum flexibility.

The Barossa Cellar will . . .

- be an independent, globally recognised and respected wine museum storing the finest independent collection of aged Barossa Valley and Eden Valley wines.
- be a cultural hub that assists in positioning the Barossa as a world-class region of fine wine endeavour based on its unique story.
- be an iconic landmark that helps position the Barossa as a wine region of distinction.
- reflect contemporary and sustainable architecture.
- be a 'must do' experience for discerning wine consumers and collectors from all over the world, providing them with knowledge, education and opportunities to develop their understanding and appreciation of Barossa wine.
- offer wine tastings, seminars, master classes and insights into wine ageing, collection and storage practices.
- be a hub for the Barossa's grape & wine community decision makers, in particular the BGWA.
- provide opportunities for the Barons to further extend their philanthropic support for the Barossa community.
- be a sought-after venue for training and seminars, trade tastings and other experiences for key wine influencers, including media, trade, educators and high profile wine enthusiasts.
- foster strategic partnerships with like-minded organisations in the Barossa, South Australia, nationally and internationally, including wine, food and tourism organisations.
- be closely aligned with the BGWA's aims and strategies.
- inspire and influence opinion makers and key influencers, along with consumers of all ages and backgrounds from throughout the world.
- be available for Barossa grape growers & winemakers, Barons & donors to The Barossa Cellar to visit during standard business hours and at other specific events and open days.

The Barossa Cellar will not . . .

- operate for profit.
- compete with the Barossa wine community's existing offerings.
- will not operate as a cellar door, or be available for hire as a function centre.
- be a visitor information centre.

Day-to-day operation

Role of BGWA

- The Barossa Grape & Wine Association (BGWA) has signed an agreement to become a long-term tenant of The Barossa Cellar, with the initial lease set at six years with further rights of renewal for more than 20 years.
- This agreement allows BGWA the exclusive use of a dedicated office and reception area, as well as space for meetings, storage and 10 carparks.
- Under this agreement, BGWA will be responsible for the day-to-day management of The Barossa Cellar, as well as:
 - managing access to The Barossa Cellar and its wines on behalf of Barons of Barossa
 - showing small groups of wine industry, government or corporate visitors through the Cellar for the purposes of promoting Barossa wine and the Barossa brand
 - promoting its members' wines at the Cellar as it sees appropriate
- BGWA will have access to wine stored in The Barossa Cellar on the basis of a promotional plan to be established annually between BGWA and Barons of Barossa.

Operational costs

- The Barossa Cellar will be underwritten by the Barons of Barossa.
- The Barons have allocated annual operational funding to The Barossa Cellar of \$90,000 per annum to assist in delivering core services.
- Under the initial lease agreement, the BGWA will pay an annual lease of \$25,000, which will cover the day-to-day running costs of the building and contribute to maintenance, cleaning, grounds etc.
- Revenue streams will be developed over time to assist in covering core expenses, including fees for wine experiences delivered by The Barossa Cellar and BGWA. The aim will be to achieve a cost neutral position, with a buffer of retained funds to address unforeseen contingencies and ongoing additional maintenance and capital expenditure.
- Sponsorship, collaborative partnerships, bequests and donations from individuals, wineries and like-minded organisations will be sought over time to both encourage support and promotion of The Barossa Cellar and to provide funds for the further development of services and experiences.

Risk management

- Comprehensive insurance coverage will be provided for The Barossa Cellar, including building contents, assets (including wine) and public liability.

Fundraising

Financial information

- The Barossa Cellar committee is committed to raising sufficient funds to commence construction in September 2017. By July 31st 2017 more than \$2.25M in cash and in-kind donations had been received.
- The project has a total budget of \$4.5 million, with construction and fit-out budgeted at approximately \$4 million. Other costs include architectural and professional services, establishment of the vineyard, soft furnishings and landscaping.
- Barons of Barossa have committed more than \$1 million towards the project.
- The remaining \$3.5 million, will be raised through donations from the local community, and businesses and individuals from outside the region with a strong affinity with the Barossa through family, friends, wine and business.
- Detailed information about fundraising categories is included in our Donor Prospectus, which can be found in the Donate section of our website at www.thebarossacellar.com.au
- To ensure transparency during the fundraising phase, The Barossa Cellar has a separate bank account. Details are:
 - Bank SA
 - BSB 105024
 - Account Number 038766440
 - Barons of Barossa Inc - The Barossa Cellar
- Professional legal and accounting advice has been sought to ensure the legality of the fundraising process.
- In the event the project does not proceed, all cash donations will be refunded in FULL.

Marketing & promotion

- The Barossa Cellar has prepared a professional fundraising campaign and will utilise the following documents to raise awareness and encourage people to donate:
 - 2000 brochures (also available to download at www.thebarossa.cellar.com.au)
 - A Fact Sheet (available to download at www.thebarossacellar.com.au)
 - A Donor Prospectus (available to download at www.thebarossacellar.com.au)
 - The Barossa Cellar Project Overview (available on request)
- In addition, the Barossa Cellar committee has invested considerable time into building a database of potential donors. This includes:
 - the Barossa wine community, including wineries, winemakers and grapegrowers
 - Barons of Barossa's extensive wine and business networks in South Australia, interstate and overseas
 - Suppliers to the Barossa wine community, including viticultural and winery suppliers
 - Local businesses and individuals who have a strong connection with the Barossa.
- A key focus of the fundraising campaign will be personal approaches made to potential donors.
- The Barossa Cellar website, social media and traditional media will be used to promote The Barossa Cellar and its fundraising campaign to the wider community, locally, throughout SA, interstate and overseas.

**For further information
or
to make a donation**

visit our website at www.thebarossacellar.com.au

email us at info@thebarossacellar.com.au

or phone us on 0498 478 166.

Information provided in this Fact Sheet
was accurate at the time of printing

