

PART 2 – APPLICATION DETAILS

Premises/Proposed Premise Name

Otherness Wines Pty Ltd

Physical Address of Premises

38-40 Murray Street, ANGASTON SA 5353

PART 3 – NATURE OF BUSINESS

3.1 An old retail shop had become vacant after many years of operation. The site owner, a local family, wanted the site to be improved and made available again to the street scape, catering to the local and tourist community. The shop rebuild is a modern weatherboard space replacing a now demolished and defunct “Cottage Industry” community retail shop owned by the family of the owners deceased Mother.

The aim is to connect to the community and streetscape and house an anchor business that will attract new local and external footfall on a wider scale.

3.2 Baking for wholesale and retail distribution will be the core offering. Whilst there will be a shop front showcasing freshly baked products, it will be aligned to a wine bar and cellar door with a light tasting plate food offering. Local “cottage” producers will be selected to contribute to shelf space in the categories of seasonally available fresh herbs and vegetables, sauces, olive oil and preserves. Coffee and light breakfast food offering is imagined on 4 days per week. A limited offering of local wine will be available, together with other beverages to complement the food offering.

3.3 Baked bread and a “tapas” like food menu that embrace the applicant’s skill set and local produce on a seasonal level.

3.4 N/A

3.5 N/A

3.6 The local community has embraced the high quality visual and retail addition to the streetscape. There are a number of letters of support from local businesses and community supporting the License Application and the property improvement in general.

PART 4 – HARM

4.1 No risk or harm. The property and business is located in a well-known wine and tourism region. The business will complement services and businesses already existing in the Barossa Valley. The facility will operate for the early morning breakfast/coffee trade through lunch. It is envisaged that meals will be offered in the evening, accompanied by local wines, 3-4 nights per week (Thursday through to Saturday). Local wines, limited beers and spirits will be offered for those wishing to taste and accompany their meal. It is envisaged that it is to be a short term stay venue. In general, the locality does not exhibit any demographic characteristics which link to any particular element of the community being adversely affected by the proposed new facility.

- 4.2** The property and business is located on the main street of the township of Angaston. The Angaston Primary School is located to the North East and the Angaston Hospital to the South East. There are a number of places of worship in the vicinity of the main street. We have attached a map of the Angaston Township which identifies a number of these community buildings and facilities. We do not believe the granting of this Application will have any adverse effects on the persons using the community facilities or buildings. We believe this new facility will enhance the community by attracting visitors to the Barossa Region and allow locals to showcase homemade products as noted above.
- 4.3** Short trading hours and experience with the responsible consumption/serving of alcohol will be introduced. The Applicant has been a member of the local hospitality community for many years and is held in high regard. The Responsible Person for the Applicant has worked in licensed venues over many years and understands all requirements for the responsible consumption of alcohol. We do not believe there will be any harm or health impacts by granting this application.

PART 5 – SOCIAL IMPACT AND AMENITY

- 5.1** There are 2 hotels (pubs) in the main street of Angaston, together with a number of licensed cafes and restaurants. All of the outlets are within 200 metres of the Applicant's new facility. We believe the Applicant's business will complement the community and other licensed venues. The business will be open over 3-4 evenings and will have no negative impact on those venues current trading hours.
- 5.2** The building comprises a weatherboard exterior and is highlighted by 3 gables in line with its history. There is ample floor space and light. The majority of the form is built using natural materials and some recycled wool store hardwoods.

PART 6 – CULTURAL, RECREATIONAL, EMPLOYMENT AND TOURISM IMPACTS

- 6.1** As mentioned earlier in the application, the proposed venue is located in the main street of Angaston, which is itself located in the well-known Barossa wine region. It aims to become a destination place for tourists, which will bring associated economic benefits to the region. Local employment will increase through a combination of full time and casual staff. The business will market itself to a targeted audience through social media to target high yield visitation in contrast to its many competitors.

PART 7 – CONCLUSION AND SUMMARY

- 7.1** The provision of wine is a focus but not the only focus of the proposed facility. However, the Applicant and other invited like-minded winemakers will align to deliver a casual quality option with meals, or an occasional last afternoon wine tasting hosted by a rotation of local winemakers. The township of Angaston does not have an offering as proposed by the Applicant and we believe it will enhance the local community, firstly by a substantially improved physical building, and secondly, by expanding the offering of a local young aspiring Ancient Grains Baker we are mentoring in business.