

22 January 2024

Wilpena Pound Resort – In-principle agreement reached between G'day Group and Indigenous Business Australia

G'day Adnyamathanha Community Members,

Since we met with community in February and April, G'day Group has been working hard to agree on arrangements for the future operation of Wilpena Pound Resort. We are excited to tell you that in-principle agreement has been reached with Indigenous Business Australia, subject to the ATLA community vote.

We are now ready to request a formal vote of the Adnyamathanha community on whether the community (via Adnyamathanha Traditional Lands Association (Aboriginal Corporation) RNTBC - ATLA) would like to enter into a Partnering Agreement with G'day Group to agree on how we will work together to operate Wilpena Pound Resort.

We are very excited about working with the Adnyamathanha community to turn Wilpena Pound Resort into something we can all be very proud of. G'day Group has significant experience operating tourism businesses across Australia and we are excited to work with your community to showcase your amazing Country to the world. We think it is a recipe for real success.

G'day Group's Commitments:

Just to recap, our commitments include:

- Securing a lease of Wilpena Pound Resort to Adnyamathanha (via ATLA).
- G'day Group will pay the rent on behalf of ATLA.
- A major financial commitment of approx. \$20M to upgrade the Resort.
- Financial benefits for the Adnyamathanha community, including:
 - a once off thankyou bonus of \$100,000 payable to ATLA;
 - a fixed payment of \$100,000 to ATLA each year (from day 1) to support community; and
 - future profit share once the Resort becomes successful.
- Employment and training opportunities for Adnyamathanha community members including traineeships/apprenticeships.
- Annual cultural awareness and sensitivity training for all employees at the Resort.
- Funding for new Adnyamathanha owned and operated businesses.
- Adnyamathanha signage at the Resort.
- Working together to preserve cultural heritage.
- Establishment of a Partnering Committee – with representation from your community – to ensure we all do what we say we are going to do.

Next Steps:

During the community meeting in April, we asked for a show of hands as to whether we should work together into the future – it was a resounding 'yes' at that time – which was fantastic to see and gave us even more drive to finalise an agreement with IBA.

While we have reached an in-principle agreement with IBA, this is not the final step before we can operate the Resort. We still need the Adnyamathanha community to approve entering into:

- a Partnering Agreement and Business Sale Agreement with G'day Group;
- a new lease with the State Government; and
- a new sublease with G'day Group.

To move forwards, a formal vote is required at an Adnyamathanha community meeting to support ATLA entering into the Partnering Agreement with G'day Group and the new lease arrangements. To achieve this, ATLA's Special Administrator, Peter McQuoid, will be coordinating a community meeting in the near future for the vote to happen. Peter will communicate with community on how the meeting will work and when it will be held.

While Peter will be in touch with you regarding the community meeting, please feel free to get in contact with my Team if you have any questions about our commitments to your community or other matters via wilpena@gdaygroup.com.au.

I look forward to seeing you all again soon and truly hope we will become business partners in Wilpena Pound Resort – an iconic location which we can collectively turn into a 'must-visit' for all international and Australian travellers.

Kind regards,

Grant Wilckens
Chief Executive Officer
G'day Group