

10 Jun 22

## Meet South Australia's 40 Under 40 of 2022



The winners of this year's 40 Under 40 Awards were announced at an event at Adelaide Oval last night, showcasing the brightest young leaders of our state.

### **Amanda Baldwin**

*G'day Holdings / CIO*

As Chief Investment Officer for Adelaide based G'day Group, Amanda Baldwin feels privileged to be able to drive expansion projects that are primarily focussed in regional areas.

G'day Group is now Australia's largest regional accommodation provider, with over 300 properties across the country under its

Discovery Parks and G'day Parks brands, employing more than 1200 people nationally and over 150 in its Adelaide head office.

Amanda leads the Strategy, Mergers and Acquisitions and Development teams for the Group's \$1 billion national portfolio and each year is directly responsible for the \$100 million investment budget.

Recent group acquisitions in SA include the McCracken Country Club, Hahndorf Resort and Adelaide Hills Convention Centre, as well as iconic interstate tourism properties El Questro (WA) and Kings Canyon (NT).

Her team's annual capital investment budget of \$100 million is predominantly in regional areas.

"It comes with logistical challenges and greater levels of investment risk, but I'm proud that our shareholders support our regional investment and proud of our regional teams building great businesses and assets in remote locations," Amanda says.

"Tourism and hospitality are predominantly Queensland industries. I feel very proud to be part of an industry leading tourism business head-officed in SA."

Outside of work, the 33-year-old volunteers as a strategic investment advisor at Baptist Care SA.