



B Business
Alexandrina

Goolwa Wharf Precinct Activation & Investment Prospectus





A new era for the Goolwa Wharf Precinct

The Goolwa Wharf Precinct is being reimagined, and Alexandrina Council is excited to be able to offer businesses a once-in-a-generation opportunity to be part of the rebirth of this South Australian tourism icon.

This premium Murray River waterfront site is receiving a \$14.55 million makeover, and an exceptional collection of heritage and modern buildings is becoming available for use.

Remarkable premises including the historic Harbour Master’s Residence, the newly renovated Signal Point gallery and building, the Old Police Station, and the Wharf Shed – 12 unique sites and spaces in all – are now available for lease and investment.

The Goolwa Wharf is the gateway to the Fleurieu Peninsula, River Murray, Coorong, and Southern Ocean, making it the perfect location for accommodation, hospitality, ecotourism, art, Indigenous businesses, and more.

This is a place to ignite the imagination.

Goolwa Wharf: the place to be

The historic river town of Goolwa is a South Australian gem. Located just over an hour’s drive from Adelaide’s CBD on the Fleurieu Peninsula – South Australia’s leading regional tourism region – the town offers easy access for day trips and overnight stays, drawing local and international visitors throughout the year. Adjacent to the main street, on the bank of the Murray River, sits the Goolwa Wharf.

The Goolwa Wharf Precinct activation is unleashing the full potential of this very special place, retaining all that makes it wonderful, while creating an atmosphere that pulses with energy, excitement, and possibilities.

Built in 1852, the Goolwa Wharf is a living tribute to the era of steam power. The Wharf Precinct is home to the iconic Paddle Steamer Oscar W and the rail terminus for the SteamRanger and Cockle Train. It hosts the South Australian Wooden Boat Festival every two years as a celebration of the region’s rich maritime history.

Goolwa Wharf is an important site in Ngarrindjeri history where it is known as the ‘Meeting of the Waters’. The new Experience Centre in the Wharf’s Signal Point building has been co-designed with the Ngarrindjeri Aboriginal Corporation, and will house a permanent Indigenous storytelling exhibition.

The Precinct is a tourism focal point. Historic trains offload thousands of tourists here each year. Cruises on the PS Oscar W and Spirit of the Coorong depart from the Wharf. Nature lovers embark from here on eco-tourism adventures. The Visitor Information Centre links the Goolwa Wharf Precinct and the Goolwa township. The fortnightly Goolwa markets are yet another drawcard.

At Goolwa Wharf, Indigenous dreaming, colonial history, and nature intersect. Town meets river, past meets future. It all happens here. This place has enormous tourism potential; a canvas awaiting your vision.

Precinct improvement works

Significant site improvement works are taking place at the Goolwa Wharf Precinct, scheduled for completion in late 2024. Local, State and Federal governments have together injected \$14.55 million for works including:

- The reconstruction of the Wharf
- The renewal of the Wharf shed
- Upgrades to the iconic Signal Point building
- New pathways
- Indigenous public artworks
- New signage.



- A – Chart Room
 - B – ‘The Square’
 - C – Signal Point Building One
 - D – Wharf Shed (Commercial Portion)
 - E – Lot 1 Cadell Street
 - F – Markets
 - G – Harbour Masters Residence
 - H – Old Goolwa Post Office
 - I – Superintendents Cottage
 - J – Old Police Station
 - K – The Morgue
 - L – Unique Concepts
- *new public toilets



A – Chart Room

The Chart Room is an historic and charming waterfront building. Its 30 sqm interior features lofty exposed beams, rustic rendering, and ample light through wooden-shuttered windows. Visitors will enjoy the spacious deck which overlooks expansive lawns running down to the river. The Chart Room is an eclectic space – perfect for an art gallery, studio, or retail.



B – ‘The Square’

Let your imagination loose on this parcel of absolute waterfront brilliance. Approximately 100 sqm of vacant land is available for lease and development. This blank canvas offers limitless potential. Perfectly positioned on the river, adjacent to the historic train station, Wharf Shed, and Hector’s Jetty, and offering expansive views spanning from the Hindmarsh Island Bridge to the Goolwa Barrage and beyond. Dream big at The Square!



D – Wharf Shed (Northern half)

The Wharf Shed boasts a prime position on the Goolwa Wharf – absolute waterfront at the PS Oscar W dock. The commercial tenancy available occupies the northern half of this historic structure. Currently being renovated, the Wharf Shed offers endless possibilities for your café, restaurant, winery, or function centre. Create your commercial masterpiece on this blank canvas, making the most of the sprawling veranda and wonderful river views.



C – Signal Point Building One

A prime riverfront gem, the Signal Point building is hard to miss for anyone visiting the Goolwa Wharf. Formerly a café/wine bar, the property would also work well as a restaurant, cellar door, or event centre. Your guests can enjoy the river view from the front balcony, relax on the rear lawn, or cross through the breezeway to view the Indigenous artworks in ‘building two’.



E – Lot 1 Cadell Street

This sweet building enjoys prominent main street frontage. Sitting right at the edge of the historic town centre, it is the first Wharf Precinct building encountered on the walk down to the riverside. The 66.45 m² structure is a canvas for your retail vision or community initiative, with possibilities for outdoor street trading. Limited amenities may restrict the capacity for some food/drink purposes.



F – Markets

Do you have a vision to create a new market? Many wonderful locations at the Goolwa Wharf are potential market sites. Jaralde Park is particularly well set up for markets. The current Goolwa Market will continue here every second Sunday. Proposals for one-off, daily, weekly, or fortnightly markets are welcome.



G – Harbour Master’s Residence

This grand old residence perched on top of the hill invites transformation into boutique accommodation, a high-end function centre, or a restaurant. Alternatively, it could function as office space, an art gallery, or more. A large private garden to the rear, surrounded by banksias, offers delightful views to the river. Your investment in the redevelopment, which this building would require, promises an extraordinary outcome.



J – Old Police Station

Presenting The Old Police Station: A wonderful 215m² (approx.) sandstone building, fronted by gardens and steeped in history. Features include an enclosed courtyard, a delightful rear yard, and former gaol cells currently being used as artist studios. Suited to commercial, community, and shared-use ventures, the building is strategically positioned along the boulevard, bridging the main street and Goolwa Wharf Precinct.



K – The Morgue

The Morgue: Small in size but big on quirkiness. We are seeking a visionary with an idea to bring this former morgue back into life. Nestled in Jekejere Park, off Brooking Street, this is a truly unique site. While limited services might restrict food/drink ventures, there’s ample room for imaginative reinvention. Create an unforgettable space in this distinctive piece of history.



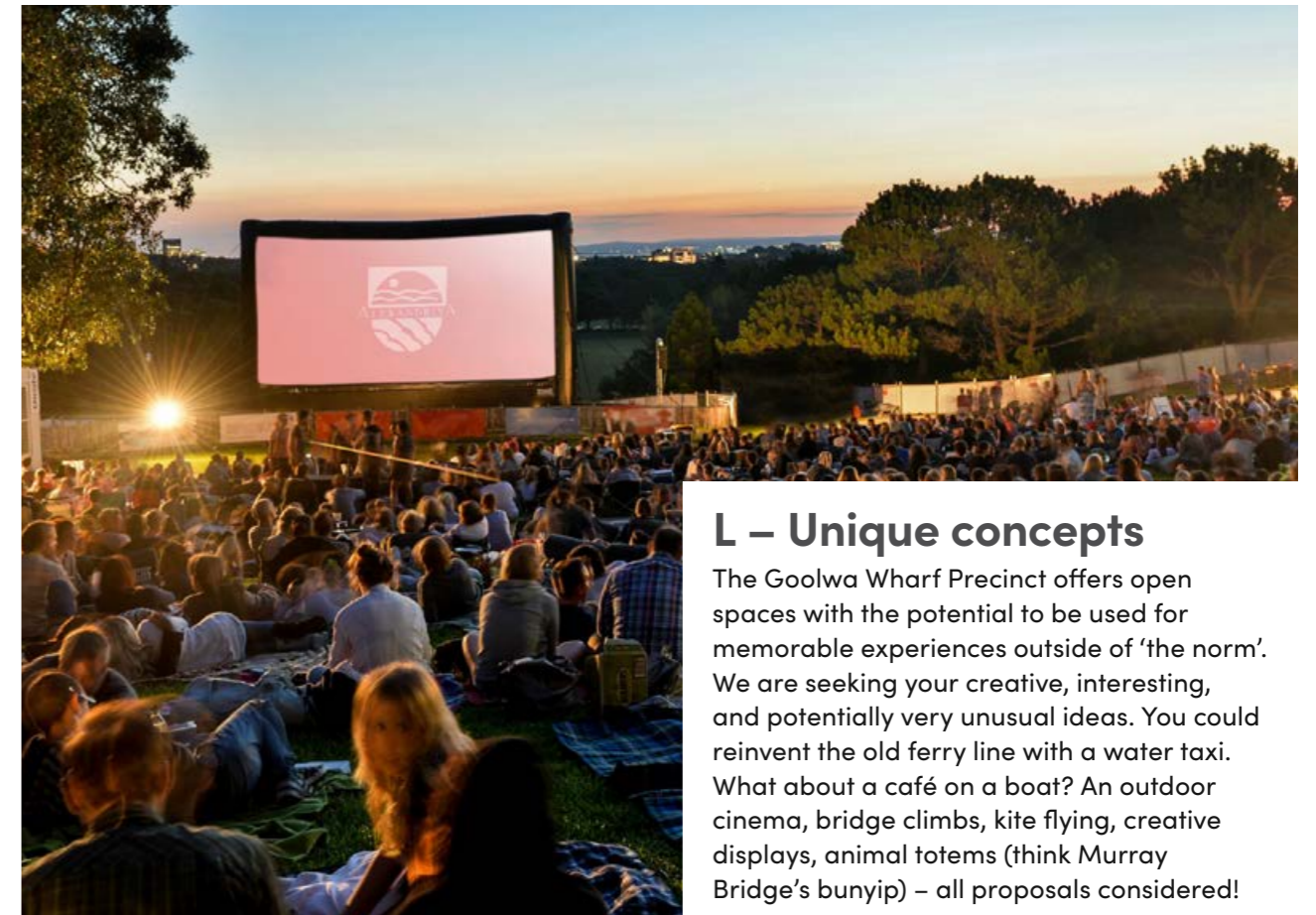
H – Old Goolwa Post Office

This spacious 250m² (approx.) building is positioned prominently along the main street. Its current use as the Goolwa Visitor Information Centre flags its prime location linking town to Wharf Precinct. The building offers versatility for commercial, community, or shared-use ventures. The rear car park includes an EV vehicle charge point. Bring your vision to life in this historic gem.



I – Superintendents Cottage

With its attractive façade and fenced gardens, The Superintendent’s Cottage is a significant historical building, strategically purchased by Council in 2014 from the National Trust (of South Australia). The Cottage could be reimagined as a retail shop, cellar door, or distillery outlet, or used by a community group. Limited services may restrict capacity for some food/drink uses.



L – Unique concepts

The Goolwa Wharf Precinct offers open spaces with the potential to be used for memorable experiences outside of ‘the norm’. We are seeking your creative, interesting, and potentially very unusual ideas. You could reinvent the old ferry line with a water taxi. What about a café on a boat? An outdoor cinema, bridge climbs, kite flying, creative displays, animal totems (think Murray Bridge’s bunyip) – all proposals considered!

Site features at a glance

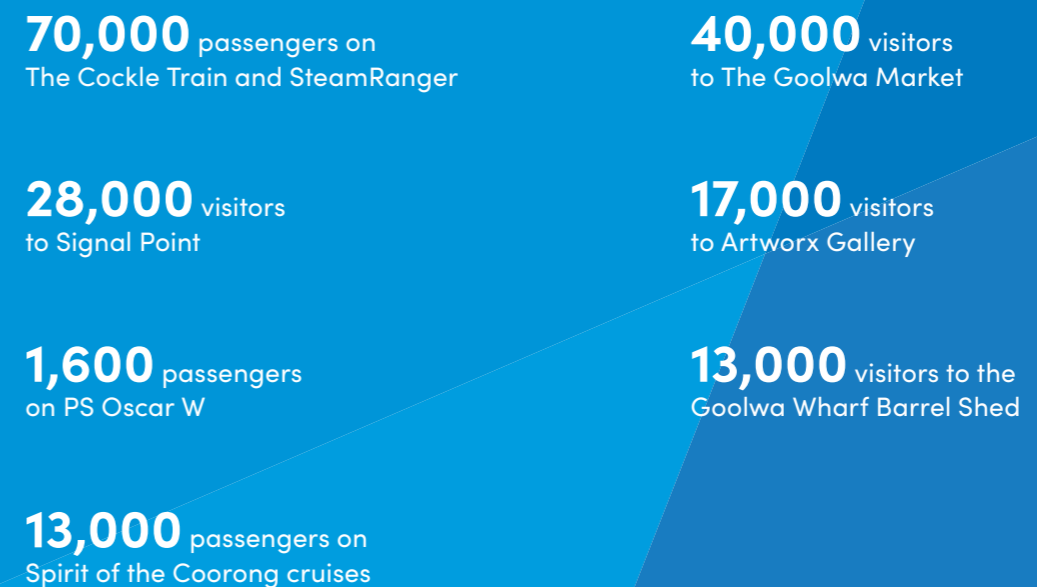
Building/ Open space	Accessible	Toilets	Heritage	Parking	Great pop-up venue/ events	Long lease (TBA)	Heavy foot traffic	Other
Harbour Master's Residence		✓	✓	✓		✓	✓	
Signal Point Building One	✓	✓		Laurie Lane and Wharf Precinct		✓	✓	
Wharf Shed (Commercial Portion)	✓	✓		✓		✓	✓	Commercial Tenancy Full fit-out required
'The Square'	✓	Public		✓		✓	✓	Full fit-out required
Chart Room	✓	Public	✓	Nearby at Amelia Park car park	✓			No amenities (running water on external wall of building only)
Lot 1 Cadell Street		Public	✓	Nearby Laurie Lane	✓	✓	✓	Limited amenities
Markets	✓	Public		✓	✓	✓	✓	Full fit-out required
Old Police Station	No ramp access	✓	✓	✓		✓	✓	
Old Goolwa Post Office	✓	✓	✓	✓		✓	✓	
Superintendent's Cottage		Public	✓	Nearby Street		✓		Limited amenities
The Morgue		Public	✓	Limited nearby	✓	✓		Limited amenities
Unique Concepts	✓	Public		Various	✓		✓	

Economic snapshot

The Alexandrina region



Annual visitation at the Wharf pre-activation




* Source: Regional figures from economy.id to end FY22, increases year-on-year; Wharf visitation figures best estimates as at August 2023.

Your invitation to dream big

We want to hear your ideas. For more information or to get in touch with us, scan the QR code or visit

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