

MEDIA RELEASE

New chapter for Visitor Services in Goolwa

25 June 2026

The Goolwa Visitor Information Centre (VIC) has officially moved to its new home at the Signal Point Experience Centre (SPEC) in the Goolwa Wharf Precinct.

The transition is now complete with a new visitor services desk, brochure wall and expanded and enhanced retail area now in place showcasing SA makers.

The move to SPEC follows a Council decision in January to shift the Goolwa Visitor Information Centre from the Old Post Office Building at 4 Goolwa Terrace and co-locate visitor services at the popular tourism attraction.

By rationalising council assets and adopting a more flexible service model, council will save around \$261,000 a year. With ongoing savings, there is a projected 10-year benefit of approximately \$3.15 million.

“Signal Point Experience Centre’s new addition of visitor services has further enhanced the space not only visually but operationally,” said Alexandrina Council Mayor Keith Parkes.

“This move responds to changing visitor trends and aligns to Council’s approach to identify cost reductions by reducing borrowings which will contribute to a stronger financial position now and into the future.

“Signal Point Experience Centre’s opening hours has increased to seven days per week, 10am - 3pm, offering opportunity for more visitation.

“A new opportunity will also present itself for the Old Post Office Building as it is included in a high-level strategic review of the Goolwa Wharf Precinct and is expected to be presented to Council later this year.

“The new visitor service area in the Signal Point Experience Centre looks fantastic and it’s ready for the community and visitors to enjoy and explore.”

Visit the-state-of-the-art Signal Point Experience Centre, explore visitor information about the Alexandrina region, view the Yuntulun Ku:li-war permanent exhibition, see the latest visual art exhibition upstairs, and enjoy one of the many food, drink and visitor experiences available within the historic Goolwa Wharf Precinct while taking in the beautiful views of the Murray River.



Photo 1: Alexandrina Council Visitor Services Officer Wendy Unwin, left, Chief Executive Officer Andrew MacDonald, and Manager Community Connection and Activation Linda Scholz at the Signal Point Experience Centre's new visitor services welcome desk.





Photo 3: The state-of-the-art Signal Pont Experience Centre.

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