



Community Engagement Feedback Report

15 Cadell Street, Goolwa - Proposed Sale

9 April - 8 May 2026

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1.0 Background

The purpose of this consultation was to ask the community whether they supported the proposed sale of 15 Cadell Street and, why or why not.

Alexandrina Council purchased the property located at 15 Cadell Street Goolwa in 2023. 15 Cadell Street is located close to the Goolwa Council Office and Library with a frontage onto Cadell Street and a back entrance that could be accessed from the public car park.

Council is considering its property portfolio to align with the recommendations from the *Alexandrina Council 2025 ESCOSA (Essential Services Commission of South Australia) Report* key recommendations to achieve a more robust financially sustainable position.

The recommendations from ESCOSA included considering undertaking a period of consolidation, focusing on asset renewal and constraining expenditure on new and upgraded infrastructure.

As part of Council's Strategic Land Program, (whereby consideration is given to the acquisition or disposal of particular land parcels within the Council District), Council is considering options for this property, inclusive of sale.

At the 19 January 2026 Council meeting, it was resolved to proceed to community engagement on a proposal to sell 15 Cadell Street Goolwa.

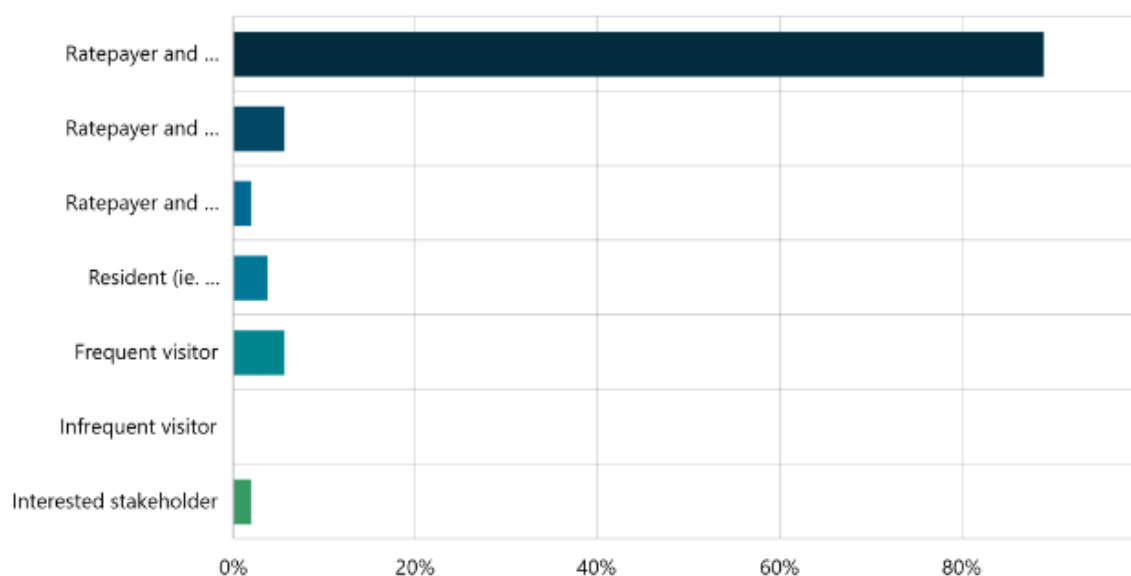
The community feedback will be provided to Council for consideration at a future Council meeting.

2.0 Engagement Snapshot

During the consultation period from 9 am, Thursday 9 April to 5 pm, Friday 8 May 2026, **a total of 54 responses** were received across the My Say platform. No written submissions were received.



Who we heard from:



Answer choices	Percent	Count
Ratepayer and ongoing resident	88.89%	48
Ratepayer and seasonal/holiday resident	5.56%	3
Ratepayer and business owner	1.85%	1
Resident (ie. residential tenant)	3.70%	2
Frequent visitor	5.56%	3
Infrequent visitor	0%	0
Interested stakeholder	1.85%	1

2.1 Engagement communications

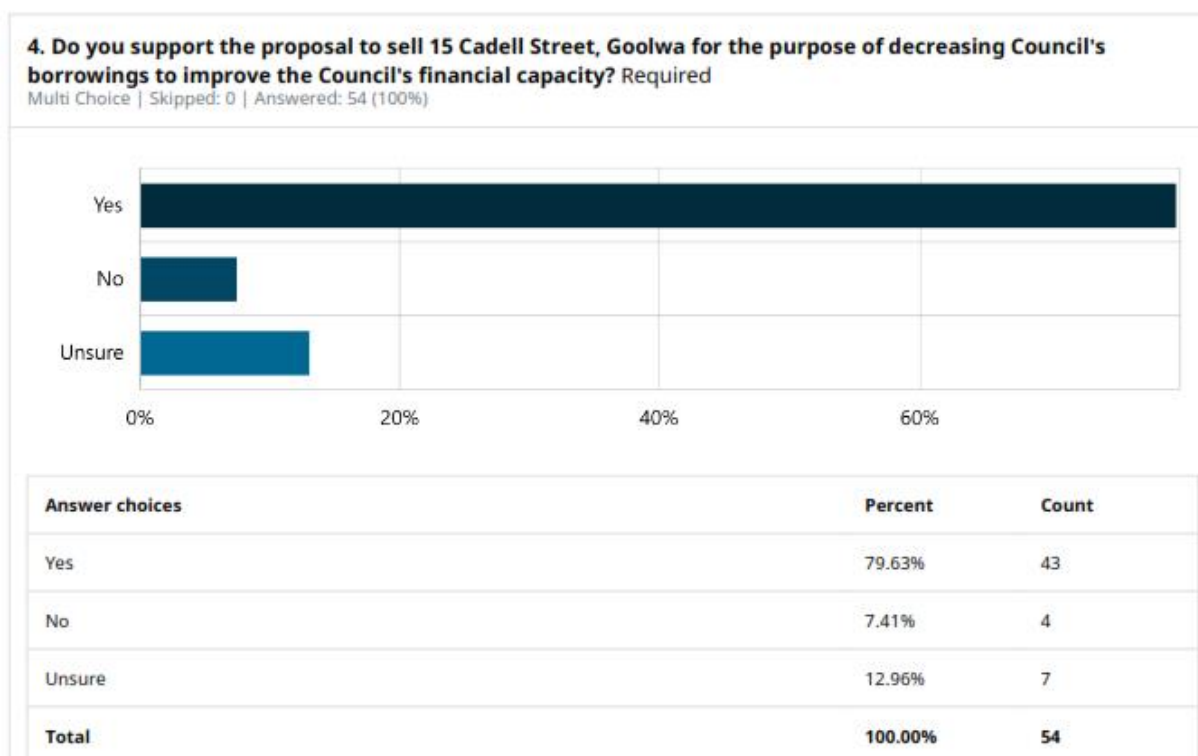
Audience	Channel	Results
Residents/ Ratepayers	Council website - Latest news article on home page of corporate website (space permitting)	Duration of consultation
	Social media (Instagram and Facebook) – 9 April and 5 May	Facebook - Views: over 7.5k - Link clicks: 85 - Interactions: 16 Instagram - Views: over 1k - Reach: Over 1.7k - Interactions: 11

	Council office displays - entryways	 Community Consultation Proposed Property Sale 15 Cadell Street, Goolwa Submit your feedback before 5pm, Friday 8 May 2026 Council purchased the property at 15 Cadell Street, Goolwa in 2023 and is now seeking community feedback on the proposed sale of the property. How to Have Your Say Online Complete the online survey on My Say Alexandrina: mysay.alexandrina.sa.gov.au/15-cadell (or scan QR code) By email Please direct written submission to: alex@alexandrina.sa.gov.au or by post to Attn: CEO, Alexandrina Council, PO Box 21, Goolwa SA 5214 In person Complete a hard copy survey at the Strathalbyn or Goolwa offices. For more information visit mysay.alexandrina.sa.gov.au/15-cadell
	Community noticeboards	N/A
	My Say e-newsletter subscribers	10 April and 23 April - Sent to approx. 2.3k subscribers (45% open rate)
	Corflutes (large waterproof signage on site)	N/A
Adjoining Property Owners / Business Owners	Direct email or posted letter	N/A
Government and key agencies	Direct email or posted letter	N/A
Section 41 Committees / Advisory Committees/ Audit and Risk Committee	Committees	N/A
Community groups, resident and ratepayer associations	Direct email or posted letter	N/A

Media	Fleurieu Sun, The Southern Argus	 ALEXANDRINA COUNCIL Community Consultation 15 Cadell Street, Goolwa – Proposed Sale Council purchased the property at 15 Cadell Street, Goolwa, in 2023 and is seeking community feedback on the proposed sale of this property. The property is located close to the Goolwa Council Office and Library and has frontage to Cadell Street. To support a more robust and financially sustainable Council, a review of Council's property portfolio has identified this property as potentially surplus to Council's core business functions and is seeking community feedback on its proposed sale. Please direct all written submissions via mysay.alexandrina.sa.gov.au , email alex@alexandrina.sa.gov.au or by post to the Chief Executive Officer, PO Box 21, Goolwa SA 5214. For further information, please call Council's Manager Property and Procurement Services on 8555 7000. Submissions will be accepted by Council until 5 pm, Friday 8 May 2026.
Internal staff	Connect Intranet Announcement	
Council Members	Briefing to Council Members via Council Report, CM Portal, email, Council Information Session	

3.0 Consultation Response Overview

3.1 Evaluation



Key Themes

Key themes in 'support' of the proposed sale are:

- Cost to ratepayers is too high / liability to council
- Sell and pay off debt / reduces debt associated with the wharf redevelopment
- Manage properties to maximise utility to the community (including financial utility)
- Council has too many undeveloped assets already /
- Repurpose funds to other priorities
- Funds should be used for upgrade and maintenance of Goolwa's heritage buildings
- Doesn't hold any particular historical significance / not visually appealing
- Hopefully a new owner can add to the appeal of Cadell Street offerings

Key themes 'objecting' to the proposed sale are:

- Although initial capital input is high, would greatly benefit the community long term.
- Excellent location for community activation
- Retain as an investment for the future, so ratepayers still own the asset
- Selling Government asset is a bad idea
- Risk of it becoming a carwash or similar 'inappropriate development'

Key themes of 'unsure' to the proposed sale are:

- Has some local history
- Council already has the business hub
- Could a provision be put in place that any sale is for retail shops not business rooms
- Goolwa needs more variety in attractions on its main street
- Would keep it if it could benefit council operations in the future
- Retain the main street façade or similar to maintain the character of Goolwa
- Provides road frontage to a much larger Council owned site
- Long term value to council remains if holding costs can be covered

Feedback summary:

Support to the sale focuses on ensuring funds generated are used to pay down debt, keep the principal borrowings at a lower rate to assist rate payers and used to protect other, priority buildings within Goolwa and surrounds.

Majority of objections and unsure submissions indicated a concern that if sold, redevelopment may not contribute to the character of Goolwa or provide the variety of services and attractions that the main street of Goolwa would benefit from. Some responses sought a caveat or condition of sale that would restrict the type of development that could occur. If sold, redevelopment of the site is assessed under the conditions of the PDI Act 2016.

4.0 Self-nomination to participate

It is important to acknowledge that involvement in the public consultation process is voluntary, with participants self-nominating to contribute. As a result, the feedback gathered should not be regarded as statistically representative of all perspectives.

5.0 Consultation images

N/A