The Hon Catherine King MP
Minister for Infrastructure, Transport, Regional Development and Local Government

Dr Jane Lomax-Smith
Lord Mayor
City of Adelaide

MEDIA RELEASE

CONSTRUCTION UNDERWAY FOR NEW EXPERIENCE ADELAIDE VISITOR CENTRE

Adelaide's new Experience Adelaide Visitor Centre will transform how visitors discover, plan and experience the city's capital and South Australia.

Construction has now begun following an agreement between the City of Adelaide and the State Library of South Australia.

Located within the State Library on North Terrace, at the heart of Adelaide's cultural precinct, the new centre will create an interactive, digitally enabled experience designed to inspire curiosity, discovery and exploration.

The project, led by the City of Adelaide and delivered by the Adelaide Economic Development Agency (AEDA), has been made possible through a $698.6 million partnership between the Australian and South Australian Governments and the City of Adelaide.

The centre is expected to open its doors early in 2027.

The centre has been purposefully designed to be welcoming, accessible and inclusive for visitors of all ages and abilities.

The visitor economy is an important contributor to Adelaide's economic prosperity, supporting jobs, businesses and investment across tourism, hospitality, retail, arts, culture and events.

By encouraging visitors to stay longer, explore further and experience more, the centre will strengthen the city's visitor economy and create new opportunities for local businesses.

Concept designs for the new Experience Adelaide Visitor Centre here.

Quotes attributable to Federal Infrastructure, Transport, Regional Development and Local Government Minister Catherine King:

"The Albanese Government is committed to delivering the modern infrastructure Adelaide needs to become an even more accessible, dynamic and liveable city.

"This innovative new hub in the heart of Adelaide will be a benefit to the local community when completed and during construction, boosting local businesses and supporting local jobs."

Quotes attributable to Federal Member for Adelaide Steve Georganas:

“The start of construction on the Experience Adelaide Visitors Centre is an exciting milestone for the city of Adelaide which will have a new high-tech way of telling our local stories as well as recommending the city’s best and favourite attractions.

“I’m pleased to see construction work starting on this centre which will act as a launchpad to seamlessly connect locals and tourists alike to Adelaide’s premier arts, cultural and regional destinations.”

Quotes attributable to Lord Mayor Jane Lomax-Smith:

"The investment from the Australian Government, with total project funding of $4 million, has supported the development of a new visitor experience that will strengthen connections between visitors and the city's tourism, hospitality, cultural and events offering.

“This is a great example of what can be achieved through collaboration and investment in Adelaide’s future."

Quotes attributable to State Library of South Australia Director Megan Berghuis:

“The State Library of South Australia is proud to welcome the Experience Adelaide Visitor Centre to the Institute Building within the State Library on North Terrace and to be part of a new chapter of how visitors experience Adelaide.

“Our location at the heart of the city’s cultural precinct makes the State Library a natural place for visitors to begin their Adelaide journey.

“The centre will encourage people to pause, discover something unexpected and then step outside and explore the incredible cultural experiences, places and stories that surround them.”

17 NOVEMBER 2026

MEDIA CONTACTS:
MINISTER KING – KALLISTA KAVAL 0474 048 152
CITY OF ADELAIDE – MIRIAM LAWLEY 0428 187 760