

Joint Media Release



The Hon Richard Marles MP
Deputy Prime Minister
Minister for Defence
Federal Member for Corio

The Hon Kristy McBain MP
Minister for Regional
Development, Local
Government and Territories



The Hon Steve Dimopoulos MP
Minister for Tourism, Sport and
Major Events

The Hon Gayle Tierney MP
Minister for Regional Development

Wednesday, 7 February 2024

ICONIC BRAND REVEAL FOR NEW GEELONG CONVENTION AND EVENT CENTRE

The official brand for the Nyaal Banyul Geelong Convention and Exhibition Centre (GCEC) has been unveiled, with the new logo honouring the culture and heritage of the Wadawurrung First Nations people.

Allan Labor Government Minister for Tourism Sport and Major Events Steve Dimopoulos and Albanese Labor Government Minister for Regional Development Kristy McBain today announced the new brand.

The new brand mark is inspired by the hills and layers of Wadawurrung country that come together to form an eye, representing enlightenment and perspective.

It was created by brand agency The Contenders, in collaboration with the Melbourne Convention and Exhibition Trust and Wadawurrung Traditional Owners Aboriginal Corporation.

With the meaning ‘open your eyes to the hills,’ the name Nyaal Banyul was chosen to encourage locals and visitors to appreciate the landscapes of Wadawurrung Country, a calling that many more will hear when visiting the much-anticipated precinct that is expected to be complete in 2026.

The new brand pays homage to the site’s history as a gathering place for thousands of years and celebrated the return of events and community gatherings to the site.

Nyaal Banyul Geelong Convention and Event Centre will be managed by the Melbourne Convention and Exhibition Trust, which will showcase the new brand to industry later this month.

The project will support 1,450 jobs during construction with 700 new jobs created once its opened in 2026.

The Australian Government has contributed \$30 million towards the Nyaal Banyul Geelong Convention and Event Centre precinct, with the Victorian Government contributing \$423 million and the City of Greater Geelong \$3 million.

The precinct is the centrepiece of the Geelong City Deal, which is a 10-year partnership to revitalise Geelong through critical infrastructure.

Quote attributable to Federal Member for Corio Richard Marles

“This is an exciting milestone of the Nyaal Banyul Geelong Convention and Event Centre precinct project, which highlights that First Nations culture will be front and centre of the precinct.”

Quote attributable to Minister for Regional Development and Local Government Kristy McBain

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“The Albanese Government is committed to recognising and celebrating the deep connection First Nations people have to this land, which is why I would like to thank the Wadawurrung people for sharing their guidance to develop this branding.”

Quote attributable to Victorian Minister for Tourism, Sport and Major Events Hon Steve Dimopoulos

“As one of the biggest developments in regional Victoria, we are proud to work with the traditional owners to help bring this project to life and deliver so many benefits to the region.”

Quote attributable to Victorian Minister for Regional Development Gayle Tierney

“This new brand for the Nyaal Banyul Geelong Convention and Event Centre reflects the calibre of the precinct as a venue to host world-class events.”

Quote attributable to MCEC Chief Executive Natalie O’Brien

“We’ve been proud to collaborate with the Wadawurrung traditional owners to develop a brand that the whole Geelong community can be proud of, as well as creating a captivating value proposition for customers and visitors, that encourages belonging, sharing and seeking.”

Quotes attributable to Wadawurrung woman Corrina Eccles

“The name Nyaal Banyul encourages people to open their eyes to the hills of Wadawurrung country for these hills hold our stories, resources and our strong belonging to songs and dance.”

“The brand tells a new story of the western cliffs of Djilang which have always been a gathering place for Wadawurrung people.”

Quote attributable to Victorian Member for Geelong Christine Couzens

“We’re proud to support the Nyaal Banyul Geelong Convention and Event Centre, which celebrates First Nations proud culture on Wadawurrung Country. The centre is influenced by the landscape and cultural heritage that surrounds us in Geelong/Djilang.”