

# Media Release

**The Hon Colin Brooks MP**

Minister for Industry and Advanced Manufacturing  
Minister for Creative Industries



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## BLOCKBUSTER EXHIBITION BOOSTS JOBS AND TOURISM

The Allan Labor Government's investment in major events continues to deliver big returns, with the world premiere of the LEGO® Star Wars™: The Exhibition attracting visitors and driving economic activity across the state.

Minister for Creative Industries Colin Brooks recently joined the exhibition's creator, Ryan 'Brickman' McNaught, to tour Brickman HQ in Tullamarine and discuss how the exhibition has backed Victoria's creative workforce and supported local jobs.

Secured in Melbourne by the Labor Government and created by 'Brickman' – the only LEGO Certified Professional in the Southern Hemisphere and just one of 23 worldwide – the exhibition takes visitors on a journey through the Star Wars galaxy in LEGO® form.

The exhibition is the largest LEGO brick exhibition in the universe, with more than eight million LEGO bricks and more than 25,000 hours of building, all created in Victoria by a highly skilled local team based at Brickman HQ in Tullamarine.

Construction of the exhibition has supported ongoing employment of almost 40 people at Brickman HQ and since opening on May the fourth, more than 100,000 tickets have been sold. The exhibition is on track to reach 100,000 attendances this Wednesday.

More than a quarter of attendees so far have been from interstate or overseas – boosting the visitor economy and reinforcing Victoria's status as the cultural capital of Australia.

This world-first show is a demonstration of Victorian talent. From model designers to builders to fabricators, the exhibition demonstrates the depth of skill in our state's creative industries and the thousands of jobs they support.

LEGO® Star Wars™: The Exhibition adds to a huge pipeline of major events across the State – such as Beetlejuice The Musical, the French Impressionism exhibition at the NGV and Frida Kahlo: In Her Own Image at Bendigo Art Gallery – all contributing to the state's record \$40 billion visitor economy.

Tickets for the exhibition start from \$24 for children and \$38 for adults, with discounts available for families, concession holders and Museum Members. For more information visit [www.legostarwarstheexhibition.com](http://www.legostarwarstheexhibition.com).

There is no shortage of free and affordable activities for families these school holidays – with hands-on fun at Scienceworks' Tinkertown, interactive art at the NGV's Olaf Breuning for Kids exhibition, playful workshops at the Playbound Festival and free entry for kids under 16 at Victoria's zoos these school holidays.

### Quotes attributable to Minister for Creative Industries Colin Brooks

*"This world-first exhibition is not only a hit with fans – it's delivering real economic benefits, showcasing Victoria's creative talent and creating jobs in everything from design and construction to tourism and events."*

*"Brickman HQ is where amazing global touring LEGO® exhibitions are built – showcasing Victoria's creative talent to the world and supporting jobs across our creative economy."*

### Quote attributable to Member for Sunbury Josh Bull

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*“Whether it’s jobs at Brickman HQ in Tullamarine or tourists filling our hotels and cafes, this blockbuster LEGO exhibition is another great example of how Victoria’s world-class creative workforce is delivering global experiences and powering our local economy.”*

**Quote attributable to Visit Victoria CEO Brendan McClements**

*“Bringing world-first experiences like this to Melbourne puts our city on the map – showcasing what makes us ‘Every bit different.’”*

**Quote attributable to Ryan ‘Brickman’ McNaught**

*“We’re really proud Victorians who are even more proud to create world class incredible creations for all of us to enjoy right here in Melbourne.”*

**Quote attributable to Museums Victoria CEO and Director Lynley Crosswell**

*“We’re setting a new benchmark for immersive experiences at Melbourne Museum by creating unforgettable moments for our visitors. Every detail has been designed to spark curiosity and drive tourism.”*