

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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NYAAL BANYUL ANNOUNCES FIRST FOUR EVENTS

The Nyaal Banyul Geelong Convention and Event Centre is one step closer to opening its doors with events now booked for the world-class venue – backed by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the first four events that will be held at the \$450 million state-of-the-art venue – covering a range of topics such as leadership, education, culture, and community in July and August 2026.

Nyaal Banyul features 3,700 square metres of flexible event space, a 1,000-seat theatre, cutting-edge AV technology, and is part of a new precinct expected to create hundreds of jobs across hospitality, tourism, events, and services, while boosting visitation to the region.

In July 2026, the *Associations Forum National Conference* will be one of the largest association management conferences ever held in the southern hemisphere with 400 expected attendees discussing industry challenges, management, and innovation.

The July calendar will also include the *Wathaurong Aboriginal Co-operative NAIDOC Week Dinner* for a celebration of culture, community and connection, and the *Business Managers Victoria Conference* will bring together business managers and education support staff from schools to support growth in professional leadership.

August will welcome the *Victorian Principals Association Conference* which will support principals and educational leaders through professional development and sector collaboration.

Collectively, these inaugural events are expected to have a significant impact on the local economy through delegate spending on accommodation, dining, and local attractions. These events demonstrate the venue's capacity to attract major conferences that raise Geelong's national and international profile.

Nyaal Banyul is being delivered as a partnership with the Plenary Conventions consortium and will be operated by the Victorian Convention and Event Trust.

The project is funded through the Geelong City Deal, a \$676 million investment from the Australian Government, Victorian Government and City of Greater Geelong to revitalise Geelong through critical infrastructure.

For more information and upcoming event announcements, visit nyaalbanyul.com.au.

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

"These events are a sign of how valuable Nyaal Banyul will be to the Geelong region – bringing visitors, boosting the local economy and showcasing what the region has to offer."

Quote attributable to Member for Geelong Christine Couzens

"Securing these first events is an important milestone for Nyaal Banyul, not only highlighting that it's a world-class venue, but also delivering benefits for the local community and economy."

Quote attributable to Member for Lara Ella George

Media contact: Liam Mcallister 0488 771 334 | liam.mcallister@minstaff.vic.gov.au

“These four events are just the beginning of what will be a year-round calendar of events once the centre opens – driving people to the region and supporting local jobs and businesses.”

Quote attributable to Member for Western Victoria Gayle Tierney

“Nyaal Banyul will be a game-changer for Geelong — attracting world-class events, creating local jobs, and strengthening our community’s reputation as a premier destination for culture and connection.”

Quote attributable to Member for Bellarine Alison Marchant

“The first bookings at Nyaal Banyul are a welcome milestone, as the venue delivers on its promise as a state-of-the-art venue that will support local businesses and attract visitors to the Geelong region.”

Quote attributable to Chief Executive of the Victorian Convention and Event Trust Natalie O’Brien AM

“These four events show exactly what Nyaal Banyul stands for: thought leadership, cultural connection, and community impact. It’s the perfect beginning to a venue built to bring people together in meaningful ways.”

Quote attributable to Group General Manager of Associations Forum Fatima Sunderji

“We are delighted to be holding the first association’s conference, the Associations Forums National Conference at Nyaal Banyul Geelong Convention and Event Centre in its opening month. It is our 20th year for the conference and we couldn’t be more pleased to be bringing it to the stunning new state-of-the-art centre, with its focus on sustainability and community engagement it makes it a perfect event destination for association conferencing.”