

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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GRANTS TO BRING MORE EVENTS TO NYAAL BANYUL

The Allan Labor Government is helping to kickstart event bookings for the Nyaal Banyul Geelong Convention and Event Centre when it opens its doors in July 2026.

Minister for Tourism, Sport and Major Events, Steve Dimopoulos announced associations and corporate event organisers can apply for discounts up to a maximum of \$60,000 per event.

The discounts are up to \$100 per delegate for single-year conferences, or \$120 per delegate for multi-year partnerships and the events must take place between 1 July 2026 and 30 June 2030.

The \$450 million venue will attract major conferences and events that raise Geelong's national and international profile when it opens in 2026. The first four events secured at the venue are estimated to inject more than \$2.4 million into the local economy.

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.

Tourism Research Australia data shows that business events brought more than 4.8 million visitors to Victoria, spending more than \$4.3 billion in 2024 – this equates to 5.6 per cent of the state's total visitors and 10.9 per cent of the total amount spent by visitors to the state.

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

"Nyaal Banyul is poised to be a gamechanger for Geelong's tourism industry and this new program will help maximize the benefits from the moment it opens its doors in July next year."

Quote attributable to Member for Geelong Christine Couzens

"This program will entice more event organisers to come to Geelong, bringing with them visitors who will spend at our local businesses."

Quote attributable to Member for Lara Ella George

"If you are an event organiser this is a great opportunity to make the most of these brand new facilities and deliver something unforgettable for your event."

Quote attributable to Member for Western Victoria Gayle Tierney

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“The program will help bring world-class events to our region, supporting our hotels, restaurants and cafes in the process.”

Quote attributable to Member for Bellarine Alison Marchant

“This represents a significant discount for event organisers and a major boost for the local community, who can now look forward to year-round events at the centre.”

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

“This funding program is a fantastic incentive for event organisers to experience all that Nyaal Banyul has to offer.