

# Media Release

**Steve Dimopoulos MP**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



Monday, 16 March 2026

## **MORE THAN 50 EVENTS LOCKED IN AT NYAAL BANYUL**

Labor's investment in the Nyaal Banyul Geelong Convention and Event Centre is already paying off – with more than 50 events locked in before the world-class venue opens in July.

Minister Dimopoulos today announced 56 bookings are estimated to bring \$13 million in economic value to the Geelong region through delegate spending on accommodation, dining and local attractions.

More than 21,800 delegates are expected to attend confirmed events up to 2028 in industries like education, business and medicine.

This will bolster Geelong's growing reputation as the new premier destination for major conferences and significantly boosting the region's national and international profile.

Geelong will also host next year's Australian Tourism Awards, which were secured by the Victorian Government through Visit Victoria and the Victorian Convention and Exhibition Centre.

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.

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 Victorian Government, Australian Government, and City of Greater Geelong to revitalise Geelong through critical infrastructure.

For more information and upcoming event announcements, visit [nyaalbanyul.com.au](https://nyaalbanyul.com.au).

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

*"Seeing more than 50 events already secured at Nyaal Banyul shows just how important this investment will be for Geelong, attracting thousands of visitors and supporting local jobs and businesses."*

### **Quote attributable to Member for Geelong Christine Couzens:**

*"Hosting the 2027 Australian Tourism Awards will shine a national spotlight on Geelong and cement its reputation as one of Australia's most exciting emerging event destinations."*

### **Quote attributable to Member for Lara Ella George:**

*"The strong pipeline of events already booked demonstrates the confidence organisations have in Geelong and the opportunities this project will deliver for the region."*

### **Quote attributable to Member for Bellarine Alison Marchant:**

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## OFFICIAL

*“Events at Nyaal Banyul will encourage visitors to explore the Bellarine and surrounding region, creating more opportunities for our local tourism operators.”*

**Quote attributable to Chief Executive Victorian Convention and Event Trust, Natalie O’Brien AM**

*“We are proud to be hosting the Australian Tourism Awards at Nyaal Banyul in 2027.”*

*“Nyaal Banyul represents a new era for regional events infrastructure and provides the perfect stage to recognise the world-class operators who help make Australia one of the most exciting visitor destinations globally.”*

**Quote attributable to General Manager Nyaal Banyul, Rick Aylett**

*“Locking in the Australian Tourism Awards is a major milestone for the region. This is exactly the kind of event Nyaal Banyul has been designed for - bringing people together, supporting the visitor economy and showcasing the best of Geelong and the wider region.”*

*“Our events pipeline is incredibly strong, with plenty of interest from national events never held in Geelong before.”*

**Quote attributable to City of Greater Geelong Mayor, Stretch Kontelj OAM:**

*“This jam-packed line-up of events is a powerful endorsement of Geelong as a destination of choice, showing that organisations across Australia see real value in bringing their events here.”*

**Quote attributable to Tourism Greater Geelong and The Bellarine Executive Director, Tracy Carter:**

*“This is an incredible event recognising excellence in our sector and we’re thrilled to have our region on the national tourism stage. We hope our colleagues from around the country will take the opportunity to explore Geelong and The Bellarine before or after coming together at Nyaal Banyul to celebrate.”*

**Quote attributable to Meet Geelong Business Events Manager, Tamie Ryan:**

*“Showcasing Nyaal Banyul Geelong Convention and Event Centre and the business events capabilities of our region to the national tourism sector at the Australian Tourism Awards is an exciting opportunity. We’ll support the organising committee and collaborate with our state and local partners to ensure a successful and memorable event.”*