

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing

Minister for Defence Industry

Minister for Skills and TAFE



Tuesday, 19 May 2026

LABOR IS BACKING VICTORIAN JOBS AND INVESTMENT

Labor is investing in advanced manufacturing – boosting jobs and the economy.

Victoria has secured the 2028 Land Forces International Land Defence Exposition.

The 2028 event will run from 12-14 September at the Melbourne Convention and Exhibition Centre.

This strengthens our position as a national leader in advanced manufacturing.

Victoria is the home of land systems capability delivery, and our defence industry supports over 29,000 jobs.

Each year, the sector generates \$10.9 billion in direct annual expenditure.

It also generates \$1.7 billion in exports and delivers \$4.9 billion in GVA benefits across the supply chain.

This event provides Victorian supply chain businesses with access to domestic and international customers.

It showcases innovation not only in defence capability, but in medical technology, humanitarian assistance and emergency relief.

The 2024 event featured 995 exhibitors and attracted over 25,600 attendees.

This included Melbourne-based advanced manufacturer AW Bell, which received guidance to strengthen their capabilities, boost competitiveness, and expand export opportunities.

It also delivered an estimated \$107 million in direct economic benefits and generated 716 jobs.

Quotes attributable to Minister for Defence Industry Colin Brooks

“Investing in defence means more jobs for Victorians – and this event keeps that pipeline growing.”

“We are backing the economic opportunities created by Victoria’s defence industry and the 29,000 jobs it supports.”

Quotes attributable to AMDA Foundation CEO Justin Giddings

“We look forward to hosting Land Forces in Melbourne in 2028 as a major national event that showcases Australian capability and supports engagement across defence and industry.”

“Land Forces is built to support the Australian Defence Force, particularly the Australian Army, by bringing together the people and expertise needed to deliver for Australia.”

Quote attributable to AW Bell CEO Sam Bell

“Events like Land Forces provide invaluable exposure to the defence and aerospace market, giving us a platform to promote our capabilities, forge meaningful connections, and convert discussions into tangible opportunities.”