

# Media Release

**The Hon Natalie Suleyman MP**  
Minister for Tourism  
Minister for Small and Family Business  
Minister for Employment  
Minister for Veterans



Friday, 12 June 2026

## **MORE JOBS FOR LOCALS AT NYAAL BANYUL**

Geelong's new world-class event centre will provide locally produced food and drinks when it opens next month. More than 50 local businesses will help deliver events at Nyaal Banyul, supplying local food, wine and equipment. The new venue will create hundreds of local jobs across hospitality, tourism, events and services.

It will cement the region as a must-visit destination, delivering lasting economic benefits.

The supplier network spans fresh produce and local wines to event equipment and warehouse support.

This includes Geelong Access Hire, Lonsdale Tomato Farm, genU and Bellarine Smokehouse, along with 28 local wineries, breweries and other beverage producers.

It's a massive boost for Geelong with the \$450 million state-of-the-art venue hiring 41 permanent roles and 200 casual positions.

It features 3,700 square metres of flexible event space, a 1,000-seat theatre and cutting-edge AV technology.

Around 70 events are already booked, and more than 260 additional enquiries are in the pipeline.

The project is funded through a \$676 million joint investment from the Albanese Labor Government, Allan Labor Government and the City of Greater Geelong to revitalise the region.

### **Quote attributable to Minister for Tourism Natalie Suleyman**

*"This is what supporting local looks like – a world-class venue that puts Geelong's small and family businesses front and centre. It's creating local jobs and putting more money back into the Geelong economy."*

### **Quote attributable to Member for Corio Richard Marles**

*"Geelong has a long tradition of family businesses and community enterprise that have built this city over generations, and Nyaal Banyul is built on that same foundation - local suppliers, local jobs, and a world-class venue that puts our home on the map."*

### **Quote attributable to Member for Corangamite Libby Coker**

*"Nyaal Banyul is a game-changer for Greater Geelong. The hundreds of jobs and local suppliers it's bringing on board will send economic benefits right across the region."*

### **Quote attributable to Member for Geelong Chris Couzens**

*"Our local businesses have produced quality outcomes throughout the construction of Nyaal Banyul. When people come here for events, they'll get a real taste of the region, and that's something local business, and the Geelong and Bellarine community can be incredibly proud of."*

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

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*“The benefits from Nyaal Banyul will flow directly to local businesses and workers. It’s exactly what Geelong needs to keep growing as a thriving regional city.”*

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

*“Local businesses should be the first priority to support our regional events, so more money spent in Geelong, stays in Geelong.”*

**Quote attributable to Member for Western Victoria Gayle Tierney**

*“We’re supporting Victorian jobs – not just at events, but for our farmers, winemakers and event specialists. That’s good for communities right across the state.”*

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

*“Driving economic growth is one of the main reasons we exist, so working with local suppliers – supporting business growth and employment opportunities – is central to our operating model.”*

*“We are proud to have more than 50 local businesses involved in the operation of our venue – whether it’s the food on the plates, logistics in the warehouse or supporting our world-class AV technology.”*

**Geelong Access Hire Director Chris Carney**

*“Being selected as a supplier to Nyaal Banyul is a significant opportunity for Geelong Access Hire and we are incredibly proud to be involved in such an important project for Geelong.”*

*“The revenue generated through this partnership is reinvested directly back into the local community by creating local jobs, investing in new equipment, and supporting other Geelong-based suppliers and service providers.”*