



**THE HON RICHARD MARLES MP**  
Deputy Prime Minister  
Minister for Defence  
Federal Member for Corio



**THE HON GAYLE TIERNEY MP**  
Victorian Minister for Skills and  
TAFE and Regional Development



**CR TRENT SULLIVAN**  
Mayor of City of Greater Geelong

## JOINT MEDIA RELEASE

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# MAJOR INVESTMENT INTO GEELONG EVENTS PRECINCT SECURED

The Albanese and Allan Labor Governments, along with the City of Greater Geelong, continue to progress the delivery of the Nyaal Banyul Geelong Convention and Event Centre precinct.

Victorian Minister for Regional Development Gayle Tierney today announced that the formal Partnerships Victoria agreement between the Victorian Government and Plenary Conventions has been signed – paving the way for works to begin.

The precinct partnership includes confirmation that Plenary Conventions will invest an initial \$120 million to secure what will be Geelong's largest hotel, with a further \$130 million earmarked to create a mixed-use development within the precinct down the track.

The Victorian Government is contributing \$423 million towards the Nyaal Banyul Geelong Convention and Event Centre precinct, with the Australian Government contributing \$30 million and the City of Greater Geelong \$3 million. The project is a commitment of the tripartite Geelong City Deal.

Following extensive community engagement, the plans now include a state of the art convention and events centre, a 200 room Crowne Plaza hotel, large public plaza, hospitality spaces and a commercial office tower.

The partnership approach will enable the precinct to host a wide range of events, from large corporate conferences to international music gigs and local community gatherings.

More than 1450 jobs will be supported during construction and 700 new jobs will be created once the precinct is open – with a focus on ensuring local workers and contractors are sourced wherever possible.

Local community organisation gforce has been asked to recruit 28 local apprentices and trainees to work on the project.

The precinct is key to helping Geelong reach its tourism potential – forecasts have shown Geelong could attract up to an additional 300,000 overnight visitors by 2030.

Geelong's Western Beach cliffs are an important cultural and spiritual place for Wadawurrung people, and Plenary Conventions are working with Traditional Owners to celebrate this culture through the precinct's design – including the public plaza that will see the return of events and community gatherings to the site, a place where the Wadawurrung people gathered together for thousands of years.

The Nyaal Banyul Geelong Convention and Event Centre is expected to be complete in 2026 and will be one of the first major civic developments in central Geelong under the Central Geelong Framework Plan – the 30-year vision to support growth and change in central Geelong.

The precinct is part of the Geelong City Deal, which is revitalising the city and regional economy, encouraging visitors to spend more time in the region by showcasing its natural assets.

For more information on the Geelong City Deal and precinct visit: [infrastructure.gov.au/territories-regions-cities/cities](https://infrastructure.gov.au/territories-regions-cities/cities)

**Quotes attributable to Federal Member for Corio, Richard Marles MP:**

“Geelong is one of the fastest-growing regions in Victoria and the country, which is why we’re ensuring that local infrastructure grows with it through the Geelong City Deal.

“It’s fantastic to see this partnership agreement locked in, because it means that this transformative convention and event centre precinct is one step closer to being a reality.

“This project is supporting local jobs, will create a range of significant economic opportunities, and will give local businesses in the Geelong region the confidence to expand their operations.”

**Quote attributable to Victorian Minister for Regional Development Gayle Tierney:**

“This project is the result of years of advocacy and community engagement to harness the potential of Geelong’s waterfront precinct – bringing long term benefits in employment and tourism that will positively impact generations to come.”

**Quotes attributable to City of Greater Geelong Mayor Cr Trent Sullivan:**

"It’s exciting to see this important project progressing to this next major milestone. The public-private partnership model is set to deliver an incredible facility for Geelong.”

**Quotes attributable to Chief Executive of Melbourne Convention and Exhibition Centre, Natalie O’Brien AM**

“We acknowledge the significant investment by the State Government which will ensure Nyaal Banyul Geelong Convention and Event Centre is at the level it needs to be for hosting world-class events.”

“We’re continuing to work closely with the local community, businesses and key stakeholders to ensure that when we welcome the world to Nyaal Banyul in 2026, the absolute best of Geelong will be on show.”

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