

# Media Release

The Hon Colin Brooks MP  
Minister for Industry and Advanced Manufacturing  
Minister for Creative Industries



Friday, 21 March 2025

## THE FUTURE IS READY FOR TAKE-OFF AT THE AVALON AIRSHOW

Hundreds of thousands of people will flock to Avalon next week to witness Victoria's defence, aviation and aerospace industry mixing with the world's best at the 2025 Avalon Australian International Airshow – backed by the Labor Government

Minister for Industry and Advanced Manufacturing Colin Brooks today visited Avalon Airport to view preparations ahead of next week's official opening, with the industry trade show taking flight on Tuesday 25 March before the three-day public airshow commences on Friday 28 March.

Sponsored by the Labor Government, the Avalon Airshow is the Southern Hemisphere's largest aviation, aerospace, and defence exhibition, showcasing the latest innovations in the industry.

Last held in 2023, the event drew a record 248,000 attendees, 794 exhibitors, and 281 official delegations, generating \$240.7 million for Victoria's economy.

As part of the industry trade show (25 – 28 March 2025), local companies like SYPAQ, Corvus Technology Solutions and Marand will exhibit alongside some of the world's biggest defence companies including Lockheed Martin, BAE Systems Australia and Hanwha.

At the Victorian Pavilion, our state's world-class defence and aerospace industry will be on display, with 70 small and medium-sized Victorian manufacturers and businesses connecting with decision-makers from across the world, opening doors to new opportunities and ventures.

Later in the week, the public airshow (28 – 30 March 2025) will take flight with three days of breathtaking flying displays featuring both military and civil aircraft. Members of the public will also be able to get up close and personal with the aircraft on ground and meet the teams that fly them.

Extra V/Line services will get you there and back, with dedicated shuttle buses running between Lara Station and the Airshow, connecting with train services.

Each year, Victoria's defence sector generates \$10.3 billion in direct annual expenditure, \$1.7 billion in exports and delivers \$4.9 billion in GVA benefits across the supply chain – supporting over 29,000 jobs within industry.

The Labor Government has launched the *Victorian Defence Vision Statement*, which builds on the *Economic Growth Statement* to set out a vision for Victoria to be a defence and aerospace powerhouse that delivers critical capabilities and workforce talent for Australian and global partners.

For more information visit [www.defence.vic.gov.au](http://www.defence.vic.gov.au).

### Quotes attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

*"The Airshow is an incredible spectacle where you can see the future take to the skies – we are proud to host this major event and provide this opportunity for Victorian businesses to soar."*

*"Victoria is a defence industry powerhouse, and the Victorian Defence Vision Statement outlines our strengths in the defence sector and our commitment to supporting Victorian businesses in this important industry."*

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

*"Hosting the Southern Hemisphere's biggest defence and aerospace exhibition right here in Avalon is a huge win for our community, connecting local businesses with global partners, driving investment and jobs right here in Geelong's north."*

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

*"The Avalon Airshow is a premier event that puts Geelong and Victoria on the global stage, attracting thousands of visitors, international industry leaders and creating new opportunities for our local defence, aviation, and advanced manufacturing sectors."*

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

*"From advanced manufacturing to high-tech innovation, this event provides invaluable opportunities for our local workforce and supply chain to grow and compete on a global scale."*

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

*"The Avalon Airshow is a cornerstone event that reinforces our region's role in the defence industry, driving jobs and economic growth across the state—nowhere more so than here in Geelong and the broader western region."*

**Quote attributable to CEO of AMDA Foundation Justin Giddings**

*"Avalon 2025 will be the 16<sup>th</sup> biennial airshow since the event began in 1992," said Justin Giddings, CEO of Avalon Australian International Airshow organiser AMDA Foundation*

*"Over that time, it has grown to be Australia's signature aviation, aerospace and space industry event, and the largest regional event in the nation."*