

Geelong Convention and Exhibition Centre

Industry engagement



Artist impression

The Geelong Convention and Exhibition Centre precinct is the centrepiece project of the Geelong City Deal.

The precinct will include:

- A convention and exhibition centre with a 1,000 seat plenary and 3,700 square metres of flexible multipurpose space (to allow small and large events to run concurrently),
- A 200-room upscale hotel and other commercial spaces [Project].

In addition to the development above, opportunities may exist to include some private residential accommodation and other complementary commercial developments. This was considered as part of the draft Central Geelong Framework Plan, which is under consideration by the Victorian Government.

In addition to attracting a wide range of events, the project will activate the precinct and create better connections to the CBD and Western Beach.

The GCEC will be developed on a 1.6-hectare waterfront site, between Western Beach Road and Smythe Street in central Geelong. The State is undertaking preparatory works on site during 2022.

The Victorian Government is contributing \$261 million to the project, with the Australian Government contributing \$30 million. A further \$3 million has been committed by the City of Greater Geelong for public realm enhancements.

Delivery of the project

The project is proposed to be delivered in partnership with the private sector for the convention and exhibition centre, with the private sector financing and developing the hotel and commercial spaces through a structured transaction which may include development agreements and the opportunity for long-term tenure for the hotel and complementary developments.

The GCEC will be operated by the Victorian Government, with the private sector providing facilities management services.

Development Victoria, the Victorian Government's development agency, is delivering the project in partnership with Rural and Regional Victoria and the Geelong City Deal.

In line with usual market practice, Development Victoria will conduct both an industry briefing as well as a targeted market sounding process.

Market sounding

Development Victoria will commence a targeted market sounding in March 2022 to update the market on specific project requirements and seek input in shaping the operating model, commercial framework, project timelines and final delivery strategy, to ensure that a value for money outcome can be achieved.

Consortia or entities who are assessed by Development Victoria as having demonstrated capability to deliver on all aspects of the precinct (or a significant part) may be invited to participate in the market sounding process. If selected, participants will be required to enter into a confidentiality deed poll prior to being provided with a market briefing document.

Participation in this market sounding process is by invitation only.

Industry briefing

Development Victoria will conduct an industry briefing in March 2022 for all prospective participants in the construction and delivery of the new precinct.

Bona fide bidders with demonstrable capability interested in bidding to design, build and maintain the GCEC, and to own and operate the complementary developments, are invited to register their interest via email to GCEC@development.vic.gov.au, indicating their intended role in the Project.

Participation in the industry briefing is by a selection process.

Stakeholder and community input

Stakeholders and local community will be able to provide input into the development of the precinct in mid-2022.

Further details on the project, including parameters surrounding the commercial opportunities to activate the precinct, will be provided pursuant to an Expression of Interest process expected to be conducted in the second quarter of 2022, with a Request for Proposal to be released to shortlisted bidders in the third quarter of 2022.

To comply with probity requirements, potential participants in the bidding process may only contact Development Victoria via the email above for any queries in relation to the project, and must not approach the Victorian Government, Commonwealth Government, the City of Greater Geelong or other stakeholders. **Failure to comply with this requirement could exclude the party or consortia from the tender process.**

GCEC is being delivered as part of the \$500 million Geelong City Deal, a collaborative plan to transform Geelong and the Great Ocean Road by the Australian and Victorian Governments, and the City of Greater Geelong.

For more information on the Geelong City Deal, visit

www.infrastructure.gov.au/cities/city-deals/geelong



Australian Government



At Development Victoria we're passionate about making Victoria a great place to be.

We create vibrant places across our state, through diverse and strategic property development and urban renewal projects.

We build great homes and communities where people and business can thrive, catering for different budgets, lifestyles and people. Our homes are designed to be sustainable and affordable - giving more Victorians the opportunity to live where they want to be, without having to compromise on quality.

As the Victorian Government's development arm, we also revitalise iconic public buildings, create important cultural and recreational facilities and repurpose public land, for all Victorians.

We help create a better Victoria.

In the spirit of reconciliation, Development Victoria respectfully acknowledges the Traditional Custodians of Country throughout Victoria. We recognise their continuing cultural heritage and connection to land, and pay our respects to their Elders, past and present.

