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Polytec Secures Naming Rights to Central Coast Stadium Boost

July 3, 2025

– Categories: General News



Gosford's iconic Central Coast Stadium has a new name and future, thanks to a long-term naming rights deal with Australian decorative surfaces brand Polytec. Now officially known as Polytec Stadium, the venue is set to benefit from an extended partnership that strengthens the company's connection to the local community and its sporting scene.

Announced as part of this week's Spotlight on Sponsors, the agreement marks a significant investment by Polytec, a subsidiary of the Borg Group, a major Australian manufacturing and property business based in Somersby on the Central Coast. Founded by brothers Michael and John Borg in 1989, the Borg Group employs nearly 3,000 people nationwide.

Under the new deal, Polytec Stadium will carry the name for up to 15 years, following its previous identity as Industree Group Stadium since November 2023. This move deepens Polytec's commitment to the region, building on its ongoing support of the Central Coast Mariners football club.

John Borg, Managing Director of Borg Group, described the partnership as a way to give back to the region that helped shape the company's success.

"Being part of this stadium through one of our most recognised brands is a meaningful way to give back to a region that's been so important to our company's success," Borg said.

Located beside Brisbane Water, Polytec Stadium is widely regarded as one of Australia's most scenic sporting venues. It hosts a mix of professional and community events year-round and is managed by VenuesLive on behalf of Central Coast Council.

The stadium's first major event under its new name will be a July 26 National Rugby League (NRL) clash between the South Sydney Rabbitohs and Cronulla Sharks. With over 40 events on the calendar and more than 200,000 visitors expected in the next 12 months, the venue remains a vital hub for sport and entertainment.

Venue Manager Kath Casey welcomed the partnership, noting its potential to attract larger events and drive tourism.

"This partnership with the Borg Group will help us attract major events, grow tourism, and continue delivering outstanding experiences for fans and the broader community," she said.

Central Coast Council CEO David Farmer echoed the sentiment, calling the naming deal a win for local businesses and residents.

"This is a great result for our community, bringing together a successful local business and one of our most important public venues," Farmer stated.

This announcement comes as part of a broader wave of sponsorship activity in the sports world, including Coopers Brewery's ongoing role as the exclusive beer sponsor of the Kooyong Classic, and WattyI joining as the first major sponsor of the National Rugby League Women's (NRLW) Bulldogs.

With new investments and partnerships taking shape, it's clear that the relationship between sport and business is stronger than ever, especially on the Central Coast.