

Media Advisory

Bandai Namco Asia Co., Ltd.

September 5, 2025

FOR IMMEDIATE RELEASE

THE GUNDAM BASE POP-UP WORLD TOUR Arrives in Sydney First Time in Australia

What:

Bandai Namco Asia Co., Ltd., together with HOBBYCO PTY. LTD., will host **THE GUNDAM BASE POP-UP WORLD TOUR IN SYDNEY**, the first-ever official GUNDAM BASE event in Australia.

This international event will feature:

- A 4-meter RX-78-2 GUNDAM balloon welcoming visitors
- Wide-ranging GUNPLA (GUNDAM Plastic Model) exhibits
- Hands-on GUNPLA workshops for fans of all ages
- Exclusive merchandise available for purchase
- GUNDAM movies screened at HOYTS (2nd Floor)
- **GBWC (GUNPLA BUILDERS WORLD CUP) 13th Tournament - Australia** – with entries on display throughout the event and a special ceremony on October 12 to select the Australian representatives for the World Final in Japan

When:

Tuesday, September 23 – Sunday, October 12, 2025

Where:

Broadway Sydney Shopping Centre (Ground, 1st, 2nd, and 3rd Floors), Sydney, Australia

Why It Matters:

- **GUNDAM:** Since its debut in 1979, MOBILE SUIT GUNDAM has become a global cultural icon spanning anime, movies, novels, and games.
- **GUNPLA:** Since 1980, over 700 million GUNDAM model kits have been shipped worldwide, making it one of the most successful model kit franchises in history.
- **THE GUNDAM BASE:** The official GUNDAM store, offering exclusive model kits, large-scale displays, and interactive experiences, is now reaching fans worldwide through its

Pop-Up World Tour.

- **GBWC:** Recognized as the premier global competition for GUNPLA builders, GBWC celebrates creativity, craftsmanship, and passion. The Sydney event will determine who represents Australia on the world stage.

Media Opportunities:

- **Photo & Video Opportunities:** Journalists and media are welcome to capture crowds, live GUNPLA workshops, exclusive merchandise launches, and dramatic GUNDAM displays during the event.
- **Interviews Available:**
 - Representatives from Bandai Namco Asia
 - Mike Wall, Managing Director of HOBBYCO PTY. LTD. (host partner and Australia's leading hobby retailer)
 - GBWC contestants and winners

Contact:

David Wall, Director

HOBBYCO PTY. LTD.

Email : pr@hobbyco.com.au



<Event overview>

Facility: Broadway Sydney Shopping Centre

Address: 1 Bay St, Glebe NSW 2037, Australia

Period: Tuesday September 23 - Sunday October 12

Open:

- Monday: 10:00-19:00
- Tuesday: 10:00-19:00
- Wednesday: 10:00-19:00
- Thursday: 10:00-21:00
- Friday: 10:00-19:00
- Saturday: 9:00-18:00
- Sunday: 10:00-18:00

※The GBWC ceremony will be held at 3:00 PM on Sunday, 12 October.

Admission fee: Free

URL: <https://www.hobbyco.com.au/pages/gundam-base>

Key visual for THE GUNDAM BASE POP-UP WORLD TOUR IN SYDNEY

* The image is for illustrative purposes only and may not be an exact representation of the event. ©SOTSU·SUNRISE

Bandai Namco Asia Co., Ltd. : <https://www.bandainamcoasia.com/index.php/>

* Descriptions contained in this media advisory are valid as of September 5, 2025.
They are subject to change without prior notice.