Purpose
The annual report of Tourism NT provides a record of the performance and achievements for the 2017-18 financial year.

In order to comply with annual reporting requirements under Section 28 of the Public Sector Employment and Management Act, Financial Management Act and Information Act, the report aims to inform Parliament, Territorians, and other stakeholders of:

- Tourism NT’s primary functions and responsibilities
- significant activities undertaken during the year highlighting specific achievements against budget outputs
- Tourism NT’s fiscal management and performance.

Target Audience
This annual report informs many target audiences about Tourism NT’s activities and achievements for the 2017-18 financial year. It is tabled by the Minister in Parliament.

The report provides information for government agencies and the wider public about the range, purpose and success of activities undertaken by Tourism NT.
DEAR MINISTER

I am pleased to present you with the 2017-18 Annual Report of Tourism NT, which has been prepared in accordance with the provisions of Section 28 of the Tourism NT Act.

Pursuant to my responsibilities as the Accountable Officer under the Public Sector Employment and Management Act, the Financial Management Act and the Information Act, I advise that to the best of my knowledge and belief:

(a) proper records of all transactions affecting Tourism NT are kept and all employees under the CEO’s control observe the provisions of the Financial Management Act, its regulations and applicable Treasurer’s Directions

(b) procedures within Tourism NT afford proper internal control and these procedures are recorded in the Accounting and Property Manual which has been prepared in accordance with the requirements of the Financial Management Act

(c) there is no indication of fraud, malpractice, major breach of legislation or delegation, or major error in, or omission from, the accounts and records

(d) in accordance with Section 15 of the Financial Management Act, the internal audit capacity was adequate and the results of all internal audit matters were reported to the CEO

(e) the financial statements for Tourism NT are included within those of the broader Department of Tourism and Culture, and have been prepared from proper accounts and records and are in accordance with the Treasurer’s Directions

(f) all Employment Instructions issued by the Commissioner for Public Employment have been satisfied

(g) in respect to the CEO’s responsibilities pursuant to Section 131 of the Information Act, I advise that to the best of my knowledge and belief, processes have been implemented to achieve compliance with the archives and records management provisions prescribed in Part 9 of the Information Act.

Yours sincerely

SIMONNE SHEPHERD
Chief Executive Officer

30 September 2018
@northernterritoryaustralia
@AusOutbackNT

#NTaustralia (official hashtag)

We also promote the Tourism Australia hashtag to increase our exposure on their channels - #SeeAustralia
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1 Introduction

On behalf of the Tourism NT Board of Commissioners, I am pleased to introduce Tourism NT’s Annual Report for 2017–18. Tourism is critical to the NT economy, supporting thousands of small and medium size businesses across a range of sectors including tourism, hospitality, retail, arts and culture and transport. With its share of the economy at 9.4 percent for Gross Value Added in 2016-17 it was the second highest in Australia, behind Tasmania.

The importance of tourism in regards to liveability and the economy was recognised this year. The Territory Government invested an unprecedented $103 million into Turbocharging Tourism. This action plan aims to stimulate the Territory economy by accelerating tourism growth. $26.57 million was allocated for marketing the destination, with the objective of generating 53,000 holiday visitors. This is an important strategic investment that will help sustain the Territory economy over a particularly difficult period as well as delivering flow-on benefits to a range of other key industry sectors that also rely on a strong visitor economy.

In recent years workers on major projects have displaced tourists in the Top End, taking up seats on planes and filling hotel rooms. The total number of visitors to the Northern Territory in 2017-18 was 1.7 million, with total overnight visitor expenditure of $2.1 billion. We need to build on these numbers and Turbocharging Tourism enhances Tourism NT’s ability to attract more tourists and business travellers to the Territory.

I would like to thank Alastair Shields, Michael Tennant and Simonne Shepherd, Tourism NT’s current CEO, for their leadership and determination throughout the year. I acknowledge the management team for their outstanding contribution, commitment and expertise, and congratulate Tourism NT staff for their dedication and flexibility during this period of substantial change. Together, with industry and other key partners, Tourism NT achieved some significant outcomes that will strengthen and enhance tourism in the Territory in both the short, but particularly in the medium to longer term. The future has its challenges however I see exciting times ahead.

MICHAEL BRIDGE
Chairperson, Tourism NT
30 September 2018
Tourism NT is a legal entity within the Department of Tourism and Culture (DTC) and has undertaken an extremely busy agenda in 2017-18, boosted in February by the Turbocharging Tourism stimulus package. Many great initiatives, marketing campaigns and exciting economic development opportunities have been, and will continue to be, fast-tracked by this significant investment.

A wealth of possibilities for local businesses and investment opportunities for a range of industry sectors in addition to tourism were facilitated through securing the NT’s first direct flight between Darwin and China in May 2018. Numerous industry readiness activities were conducted in the lead up to the first flight and I commend those individuals and businesses who took advantage of these activities. Significant improvements to tourism product across the Territory were supported through the Visitor Experience Enhancement Program. Over $1.5 million was awarded for improvement projects, based directly on visitor feedback from review sites and other feedback mechanisms.

To increase awareness of the destination and demand, Tourism NT administered 32 domestic cooperative campaigns, 52 international campaigns in Western markets and a further 38 campaigns in Eastern markets, showcasing the NT and its products to key source markets. The highly successful ‘Get Out of the State You’re In’ campaign launched in July 2017 was listed for two national advertising awards and received over 6.5 million views.

While still on track to achieve the NT’s Tourism Vision 2020 targets, the industry faced ongoing challenges. Aviation capacity, seasonality, stimulating regional dispersal and the softening of Top End visitation as the construction phase of Inpex Ichthys LNG wind down all required attention. Tourism NT continued to encourage the industry to reinvigorate its tourism offering in the face of strong competition across an increasingly accessible global marketplace. Service, quality and value is so important with leisure and business event travellers targeted to address the contraction in business and visiting friends and relatives markets due to transitions occurring within major projects.

Thank you to the Board of Commissioners for their strategic advice and direction, and to industry for their investment and partnership in pursuit of our shared goals. Tourism NT remains dedicated to working with partners and key stakeholders to enhance the sector. I look forward to working together to encourage more visitors to explore our spectacular Territory.

SIMONNE SHEPHERD
Chief Executive Officer, Tourism NT
30 September 2018

1 Of the $1.5 million awarded in 2017-18, $1.4 was provided to recipients by June 30 2018. The remainder was paid in July 2018.
OUR VISION

To grow the visitor economy in the NT to $2.2 billion by 2020 as measured by overnight visitor expenditure.

Tourism NT is a statutory authority constituted by the NT Government under the Tourism NT Act 2012, responsible for:

• marketing the Territory as a desirable visitor destination
• encouraging and facilitating the sustainable growth of the tourism industry in the Territory
• advising the Minister on all matters relating to tourism in the Territory.

OUR STRATEGIC PLAN

Tourism NT activities are guided by Tourism Vision 2020: Northern Territory’s Strategy for Growth (Tourism Vision 2020).

Four strategic requirements were identified in Tourism Vision 2020:

1. grow value
2. address supply constraints
3. improve visitor experience
4. improve business sustainability.

Tourism Vision 2020 details a partnership approach between Tourism NT, government and industry to collaborate and achieve this vision. Key stakeholders and partners include:

• The NT tourism industry, to deliver a positive visitor experience, align business plans to objectives outlined in the strategy, and share market intelligence and insights to feed into critical decisions and reviews
• The travel industry, to influence and coordinate partnerships that facilitate distribution of the Territory’s tourism product through wholesalers and retail agents
• The Northern Territory Government, through the Minister for Tourism and Culture, providing direction on delivering on government priorities and policy
• The Board of Commissioners, on strategic issues facing the Northern Territory’s tourism industry
• Regional Tourism Organisations, Tourism Top End and Tourism Central Australia, to create opportunities for their members, and ensure consistent branding and messaging that attracts visitors to the NT.

Tourism Vision 2020 recognises the value of the whole visitor economy; that is all visitors who come to the Territory for leisure, business events, corporate travel, to visit friends and relatives (VFR) and other purposes. Tourism NT leads the delivery of this vision, and, as the destination management organisation, has a particular focus on growing leisure and business events markets.
OUR STRUCTURE

Tourism NT operates as a division of the Department of Tourism and Culture. Our role is to:

- Grow visitation by promoting diverse and sustainable visitor experiences
- Actively work with local business and industry partners to strengthen their capacity and capability
- Support the investment in relevant infrastructure to maximise improved experiences for visitors.

Tourism NT incorporates Industry Development, Marketing, and the NT Convention Bureau.

OUR LEADERSHIP

Guiding Tourism NT’s strategic direction and objectives are the Minister for Tourism and Culture, the Hon. Lauren Moss MLA, and the Board of Commissioners, chaired by Michael Bridge. The Chief Executive Officer is responsible for implementing the strategic direction set by the Board and managing our day-to-day operational, administrative and marketing functions.

Minister for Tourism
Hon Lauren Moss MLA

Tourism NT Board of Commissioners

Chief Executive Officer
Simonne Shepherd

Deputy Chief Executive Officer
Andrew Hopper

NT Convention Bureau
Marketing

Industry Development
“The tourism industry is vital to the health of the NT economy. We expect to see visitation improve once the current turbocharged activities and marketing initiatives convert to on-ground visitation.”

Michael Bridge, Chairperson
Tourism NT Board of Commissioners
In February 2018 the Northern Territory Government released the Turbocharging Tourism Action Plan, a $103 million tourism stimulus package to attract more visitors, create more local jobs and put more money into the pockets of Territorians.

Rolled out over 18 months, across the 2017-18 and 2018-19 financial years, the tourism stimulus package delivers an additional:

• $26.57 million for smarter and more targeted tourism marketing, allowing for increased promotion of NT attractions, more marketing campaigns with key airlines, more focus on targeting niche markets and to attract lucrative business events

• $56.24 million for new, critical tourism infrastructure and related tourism programs that create more memorable experiences for visitors and drive demand, particularly in parks and reserves

• $20.78 million to enhance existing festivals, events and other tourism experiences, to cement the Territory’s reputation as a vibrant and exciting place to live, work and visit.

More cooperative marketing campaigns are underway and planned than ever before, as part of the Turbocharging Tourism package. Performance of targeted campaigns funded through the Turbocharging Tourism package are being carefully monitored to evaluate the return on investment. The $26.57 million stimulus injection to marketing is anticipated to generate a $345 million return on investment directly into the economy and support thousands of jobs.

Industry development will be supported through the new co-designed 10-year Strategic Plan for the tourism industry. Complementary plans underway include an Aboriginal Tourism Strategic Plan to ensure that Aboriginal tourism is an integral part of the employment strategy and visitor economy, and the first long-term Business Events Strategy to recognise the vital importance of the business events industry to the Northern Territory.

“More visitors to the Northern Territory means more jobs and more profit for local businesses - and that means more money in Territorians’ pockets.”

Lauren Moss, Minister for Tourism and Culture
TURBOCHARGING TOURISM

$26.57 MILLION TO INCREASE VISITATION THROUGH SMART MARKETING

- **$10.85m**
  Towards cooperative marketing with key partners, including domestic and international airlines

- **$3.8m**
  Towards cooperative marketing packages

- **$1.6m**
  To boost our domestic and global appeal through destination marketing

- **$2.35m**
  To promote our unique attributes including natural encounters, food experiences and adventures such as biking and hiking

- **$1.9m**
  To make Darwin and the NT the pilgrimage destination for Australian military history

- **$1.63m**
  To develop and promote our arts and cultural attractions and experiences

- **$2.33m**
  To attract more national and international business events

- **$2.12m**
  To promote festivals and events

- **$3.8m**
  Towards cooperative marketing packages

**Fast track tourism planning initiatives to address immediate challenges**

**Co-develop, with industry, a tourism industry development strategy**

Credit: Sam Earp / Tourism NT
3 Our Visitors

VISITATION

KEY DELIVERABLES

<table>
<thead>
<tr>
<th></th>
<th>BUDGET 2017-18</th>
<th>BUDGET 2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Budget</td>
<td>Estimate</td>
</tr>
<tr>
<td><strong>HOLIDAY VISITORS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Domestic²</td>
<td>652,000</td>
<td>596,000</td>
</tr>
<tr>
<td>- International</td>
<td>277,000</td>
<td>259,000</td>
</tr>
<tr>
<td><strong>HOLIDAY VISITOR EXPENDITURE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Domestic²</td>
<td>$886M</td>
<td>$633M</td>
</tr>
<tr>
<td>- International</td>
<td>$362M</td>
<td>$366M</td>
</tr>
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</table>

¹The 2017–18 budget and estimate for holiday visitors and expenditure were forecast in preparation for publishing of the Agency Budget Statement in May 2018. The variations mainly reflect the forecast slower economic conditions offset by early increases from the Turbocharging Tourism initiative.

²The 2017–18 annual domestic holiday visitor and expenditure survey results were higher than estimated in the 2018–19 Agency Budget Statement published in May 2018 mainly due to the impact of the Turbocharging Tourism initiatives. The 2018–19 domestic holiday visitors and expenditure budget will be revised in the 2018–19 Agency Budget Statement published in May 2019.

³Holiday visitors and spend for international travellers were not available due to technical issues (under review by Tourism Research Australia).

2017-18 HIGHLIGHTS

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>289,711</td>
<td>8,832</td>
<td>213,122</td>
</tr>
<tr>
<td></td>
<td>Australia’s Northern Territory Facebook fans +15%</td>
<td>Australia’s Northern Territory Twitter followers +12%</td>
<td>Australia’s Northern Territory Instagram followers +16%</td>
</tr>
<tr>
<td></td>
<td>1.71m</td>
<td>1.6%</td>
<td>258</td>
</tr>
<tr>
<td></td>
<td>Total visitors -11%</td>
<td>Market share of domestic holiday visitors -0.2pp</td>
<td>Business events leads generated +76 bids</td>
</tr>
<tr>
<td></td>
<td>$2.14b</td>
<td>7.7</td>
<td>$87.6m</td>
</tr>
<tr>
<td></td>
<td>Overnight spend -14%</td>
<td>Average nights stayed +0.8 nights</td>
<td>Annual value of the cruise sector to the Territory economy</td>
</tr>
</tbody>
</table>

Credit: Shaana McNaught / Tourism NT
TOTAL VISITOR EXPENDITURE IN THE NT

TOTAL VISITORS TO THE NT

Derived by Tourism NT from Tourism Research Australia's National and International Visitor Surveys, Year Ending June 2018

* Change in methodology from 2014 - domestic and combined estimates are not directly comparable to previous years

Back to Contents page
The domestic trends experienced in 2017-18 were expected given anticipated declines in the business, employment and VFR segments as the INPEX project moved into its operational phase. The Turbocharging Tourism stimulus package was released to mitigate some of this impact with the objective of inducing additional holiday visitation. Given the time between campaign activity, booking and actual travel, results are expected to be evident from the 2018-19 financial year.

In the year ending June 2018, all-purpose visitation to the NT declined by 11 percent to 1.7 million visitors, with decreases in both domestic (-11 percent to 1.4 million visitors) and international markets (-7.4 percent to 283,000 visitors).
PROGRESS TO TOURISM VISION 2020 TARGETS
2018 RESULTS COMPARED TO 2012

Demand indicators

- **$2.144b**: Expenditure up +25% (on June 2012)
- **7.7 nights**: Length of stay down 0.2 nights
- **$1,252**: Average spend per trip down $150 per trip

Supply indicators

- **2.11m**: Inbound airline seats +4.5%
- **9,380**: Accommodation supply estimate +851 rooms
- **1.51m**: Airline inbound revenue passengers +10.5%
<table>
<thead>
<tr>
<th>Region</th>
<th>2018 Visitor Numbers ('000s)</th>
<th>Change on 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Darwin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>525</td>
<td>-12%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>256</td>
<td>-15%</td>
</tr>
<tr>
<td>International</td>
<td>123</td>
<td>-14%</td>
</tr>
<tr>
<td>Katherine Daly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>147</td>
<td>-23%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>146</td>
<td>-26%</td>
</tr>
<tr>
<td>International</td>
<td>33</td>
<td>-28%</td>
</tr>
<tr>
<td>Alice Springs - MacDonnell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>211</td>
<td>-13%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>122</td>
<td>-0.5%</td>
</tr>
<tr>
<td>International</td>
<td>119</td>
<td>-1%</td>
</tr>
<tr>
<td>Barkly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>70</td>
<td>+4%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>43</td>
<td>-43%</td>
</tr>
<tr>
<td>International</td>
<td>16</td>
<td>-22%</td>
</tr>
<tr>
<td>Kakadu Arnhem</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>94</td>
<td>-1%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>50</td>
<td>-28%</td>
</tr>
<tr>
<td>International</td>
<td>32</td>
<td>-12%</td>
</tr>
<tr>
<td>Lasseter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstate</td>
<td>167</td>
<td>+0.2%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>143</td>
<td>-21%</td>
</tr>
<tr>
<td>International</td>
<td>57</td>
<td>+80%</td>
</tr>
</tbody>
</table>
Turbocharging marketing

An additional investment of $26.57 million to increase the organisation’s marketing capacity was secured through the Northern Territory Government’s $103 million Turbocharging Tourism stimulus package. This budget injection enabled Tourism NT to better leverage opportunities as they arose, and improved the targeting and personalisation of consumer marketing. The ability to effectively promote the destination’s attractions through strategic placements and partnerships, and create more campaigns in market was enhanced. The overall Turbocharging Tourism stimulus package is predicted to generate $345 million in overnight visitor expenditure for the Territory economy.

Growth in Social Media followers

Insta-stories were used to highlight events throughout the year, leading to high engagement and boosting follower growth. An Instameet held in the Red Centre in October 2017 delivered a spike in @ausoutbackNT Instagram followers. It also generated 75 influencer posts and achieved over 225,000 engagements across the posts. In January 2018 the @ausoutbackNT Instagram account reached 200,000 followers; attaining 16 percent growth on the previous year. The Australia’s Northern Territory Facebook page realised similar growth, attracting an additional 28,500 followers (a 15 percent increase).

In July 2017 a video was created to align with the new season of ‘Game of Thrones’, highlighting the NT’s beautiful winter weather and urging people to ‘Escape to the North’. By leveraging this trending pop-culture topic, the $200 outlay to boost the post reached 169,418 people, and received 79,182 views, 2083 reactions, and 245 shares.

The increased exposure achieved through these social networking platforms extended Tourism NT’s ability to directly contact and market to engaged consumers.
Artistic activations enliven the city

The Darwin and Alice Springs CBDs were enlivened by numerous activation activities delivered through a coordinated approach between the City of Darwin, Darwin City and Waterfront Retailers Association and the NT Government. The ‘Live Darwin’ and ‘Live Alice Springs’ programs incorporated the Laneway Series and dance, music, art and creative workshop events. The Arts Hub content was enhanced by the relocation of a mist hologram from Aboriginal Bush Traders and the Chung Wah Chinese history exhibition, supported by Tourism NT as part of Chinese New Year celebrations in Darwin. A lantern display in Smith Street Mall and cultural walks were also organised to celebrate Darwin’s rich Chinese heritage. In a separate project, through liaison with shop owners, tourism imagery promoting local tourism experiences was used to revitalise vacant shopfront windows and improve the commercial landscape.

Cooperative campaigns with airlines bring visitors

Tourism NT partnered with domestic airlines on numerous cooperative campaigns to offer packages and deals to encourage bookings. A cooperative activity with an airline in August 2017 jointly promoted a limited time, value for money offering through press, radio, digital and social platforms. The activity aim was to raise awareness of the NT and encourage people who were considering travel within the year to book their trip to the NT. The campaign successfully sold 70% more seats than targeted projections.

In 2017-18 Tourism NT had active partnerships with Qantas, Jetstar, Tiger, Virgin Australia; and Helloworld, Expedia, Flight Centre, Great Southern Rail, Voyages and Webjet.

In July 2017 the ‘Get Out of the State You’re In’ campaign was launched. The campaign, targeting millennials, went viral, received over 6.5 million views and was listed for two national advertising awards including the B and T Awards for Campaign of the Year. Following this success, Tourism NT partnered with Pedestrian TV and delivered content, featuring celebrities Tanya Hennessey, Michael Beveridge and Lucinda Price, for a second campaign in May 2018. These celebrity influencers promoted the NT and their videos received huge reach and engagement.

The marketing team delivered 32 domestic cooperative campaigns, 52 campaigns in Western markets and a further 38 campaigns in Eastern markets showcasing the NT and its uniqueness to key source markets globally.

Significant and successful campaign delivery

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Case study

Million Dollar Fish Season 3

Million Dollar Fish Season Three ran from 1 October 2017 to 28 February 2018. One hundred and one barramundi were tagged and released, with one tagged fish valued at $1 million and 100 fish worth $10,000.

Campaign components included:

• a focused digital media campaign that targeted Australian fishing enthusiasts and interstate high income earners on the Eastern seaboard
• bought and earned PR activity
• Matt Hayden, former Australian cricketer, as the competition Ambassador
• Cooperative marketing activity with Jetstar and tactical activity with AOT - Territory Discoveries.

To drive registrations, entrants who registered online were eligible to win a range of prizes, including two premium NT holidays, drawn at the beginning and end of the competition.

Videos with insider tips were created featuring local fishos that shared hints on how to catch an iconic Territory Barramundi. Chef Jack Higgott from Cooinda Lodge in Kakadu National Park was the 10th person to catch a $10,000 barra. Jack promoted the Territory’s local produce with his catch by serving up his prizewinning barra with a mango salad.

The campaign received national attention in October 2017 when it was featured on the Channel 10 television program, The Project. Host Tommy Little learnt how to catch a barra in the Top End and attempted to catch the Million Dollar Fish (MDF). Tommy’s segment aired in the prime time Sunday position.

Tourism operators were provided elements of advertising creative to incorporate into their own marketing to align with the campaign and the MDF main messaging. This helped to spread awareness of the campaign and allowed operators to leverage campaign investment and established consumer awareness.

The campaign garnered 32,100 unique entries. The estimated number of interstate and international visitors that went fishing for the MDF was 4,075, with an average spend per person of $2,443; which is considerably higher than the average interstate and international spend. The estimated number of locals (intra-state) that went fishing for the MDF was 8,738, with an average spend per person of $1,216. Combined, MDF Season Three generated an overall spend of $20.58 million in the local economy.

Tourism NT commissioned national research for the MDF program to understand the impact of the program and campaigns to better define and size the target audience to optimise marketing. It found two distinctly different audiences, one promotion-led, the other destination-led. These research insights will inform future MDF campaigns and investment.

1 (IVS and NVS YE Sept17)
2. Work with Tourism Australia and gateway destinations to maximise our investment in identified priority international markets, with a focus on growing the NT’s share of high growth markets.

Large alliances boost the Territory’s profile

Media, social and public relations activities were used to increase consumers’ awareness of the NT, predominantly targeting the youth, luxury and niche sectors. Tourism Australia’s launch of the Dundee campaign in February was leveraged at the USA Superbowl by implementing timely campaigns targeting the US market, to encourage regional dispersal to the NT by consumers interested in travel to Australia.

Coordinated, targeted activities aligned with Tourism Australia’s Signature Experiences platform were developed to grow high value travellers to Australia and their dispersal to the NT. The NT was highlighted under the collectives of Great Walks of Australia, Luxury Lodges of Australia, Australian Wildlife Journeys, Great Fishing Adventures of Australia and Discover Aboriginal Experiences. Promotion included representation at key international trade events, including Luxperience, dedicated web pages on australia.com and tourism.australia.com, and five specific Aussie Specialist modules. The NT was also promoted through various trade and media familiarisations, new trade and media fact sheets, multi-language flyers and a consumer motivational brochure.

Eighteen specialist buyers attended the Australian Tourism Exchange (ATE) 2018. Seventy seven percent of respondents claimed they are much more likely to sell Australia following ATE and 100 percent of respondents claimed to be very satisfied with the ATE 2018 Specialist Buyer Program.

In collaboration with gateway State Tourism Organisations including South Australia, Victoria and Queensland, campaigns were devised that focused on complimentary offerings such as ‘City and Outback’ experiences.

A cooperative partnership in September 2017 successfully leveraged Tourism NT’s ‘Do the NT – Stop Guessing, Start Doing’ brand awareness campaign to achieve 75% incremental growth on passengers who booked during the sale period compared to the same campaign period, the year prior. This demonstrated that our messaging resonated with the audience.

Informing and influencing Eastern markets

This year investments into Eastern markets focused on growing visitation from China, consolidating growth from Japan and building demand from Singapore. The strategic focus on Greater China was also heightened with the arrival of Donghai Airlines in May 2018.

Marketing activity was developed under cooperative marketing agreements with airlines to convert awareness of the Territory as a leisure and business events destination. Activity focused on supporting markets with direct or one stop air connections to the Territory, including Singapore and China.

A digital always-on campaign with Ctrip promoted the NT as an important add-on destination in popular Australian packages, targeting independent, self-driving and family travellers. In June 2018 a content marketing campaign was launched with Singapore Press Holdings. The campaign utilised integrated media channels to create a buzz about the Northern Territory in the Singapore media, with targets of 200 bookings and 4 million impressions.

Tactical activity included a campaign with Tongsheng International Travel Service and Qantas that promoted the ‘Authentic Australia’ to affluent travellers via Tongsheng’s presence across Chinese-specific digital channels and via Key Opinion Leaders.
Renewing the Explorers Way route

New Explorers Way start and end signage was installed at each end of the iconic drive route by Tourism NT and the South Australia Tourism Commission as part of the Explorers Way brand evolution. Under the partnership new collateral was also designed and finalised, with a particular focus on Western markets. In keeping with modern wayfinding trends and visitor feedback Tourism NT removed all the old Explorers Way signage along the Stuart Highway. A newly designed, simple NT map was installed in 11 main roadside stops improving the consistency of information and promoting Territory attractions. The revitalisation was assisted through country specific promotional activity in Greater China, Switzerland, France, Germany, Italy and the UK.

Maximising travel trade awareness of the NT

Increased industry participation and trade awareness of the destination was achieved through key global travel trade events, improving operator networks and the travel trade’s knowledge and enthusiasm for the Territory. Together with industry, Tourism NT represented the NT at Internationale Tourismus-Börse (ITB) Berlin, India Travel Mission, Walkabout Japan, Walkabout South East Asia, Corroboree West and Australia Marketplace (North America).

Onshore opportunities were maximised through attendance at Adventure NT, Inbound NT, and the Australian Tourism Exchange, the largest international travel trade show in the Southern Hemisphere. NT Round Up 2017 also brought 50 key trade partners and 35 NT operators together for six days in Central Australia. In March 2018 record attendance was achieved at Muster NT, the travel trade event Tourism NT host around Australia each year, with 140 trade representatives attending the Brisbane event. Destination education for travel trade and media is core to raising awareness and increasing consumer’s desirability of, and visitation to, the NT.

Strategic research to inform evidence-based decision-making

Strategic research was conducted into key motivators of Free and Independent Travellers from mainland China, and the present and future value of the Indian market to the NT. Subsequently, research insights were used to inform recommendations and optimise marketing spend. A suite of fact sheets were maintained and updated throughout the year regarding key tourism indicators (such as accommodation) to keep industry informed of movements and trends in these areas.
3. Grow the visitor economy by focusing on niche market and product segments with the greatest propensity to travel.

Darwin, the home port destination

Home porting by Ponant’s luxury French expedition ship l’Austral was secured for the 2017 cruise season, which saw eight ships use Darwin harbour from August to September 2017. Having l’Austral home port in Darwin encourages increased visitation to the Top End, providing additional opportunities for many local businesses as passengers extend their stay before or after their cruise. The 2018 home port season was confirmed, with l’Austral to return in July 2018, and 19 ship arrivals already booked to September 2020. Continued collaboration with stakeholders to improve the cruise ship experience on arrival supported the growth in this market.

Throughout the 2017-18 cruise ship season 46 ships were welcomed to the Top End, bringing with them 51,147 visitors. The cruise sector is worth an estimated $87.6 million annually to the Territory economy. Tourism NT became a Diamond Executive Partner of Cruise Lines International Association during the year, representing the NT at cruise industry exhibitions and trade events positioning Darwin as Australia’s gateway port.

Business Events boosted

Development of the Territory’s first long-term Business Events Strategy commenced in 2017-18. The strategy will guide the development and attraction of business events in the Northern Territory.

A NT Business Events Support Fund was launched in December 2017, and by June 2018 five events had received grants totalling $95,456. The Fund has allowed the Territory to be more strategic and competitive when bidding for domestic and international events. The successful pitch to host ATEC Meeting Place 2018 in Darwin will result in around 80-100 international tourism buyers, 380 Australian tourism industry sellers, Inbound Tour Operators and industry professionals visiting and experiencing the Top End in November 2018. The influx of these key visitors will deliver a wealth of opportunities to promote the destination, expand operator networks and generate income for local business.

Local capacity and capability in the business events sector was improved through the delivery of key industry engagement activities, including an inaugural series of business events industry workshops. An online, dynamic activity calendar was also developed, providing up-to-date information on NT Convention Bureau (NTCB) marketing and destination activities to support industry partners make decisions that leverage NTCB activity.

The Northern Territory Business Events sector staged 91 events and welcomed 14,345 delegates, which delivered $36.4 million to the Territory economy for 2017–18. This represents an 8.3 percent increase in the number of events, a 12.6 percent increase in the number of delegates and a 3.4 percent increase in delegate expenditure. The NTCB generated 258 leads for 2017-18, which was 76 more than the previous year.

The 2019 Museums Galleries Australia National Conference was secured in Alice Springs, which is expected to bring approximately 250 interstate visitors in May 2019.
Case study
Direct flights from Darwin to China

In May 2018 Donghai Airlines’ direct flights from Darwin to China commenced. Attracting Donghai Airlines was the culmination of a decade of effort focused towards China through significant relationship and aviation business case building. Inaugural flight celebrations were held in Shenzhen and Darwin. The Djuki-Mala (Chooky Dancers) performed in both cities, and local Chung Wah Lion Dancers welcomed passengers to Darwin followed by a VIP dinner held at the Hilton Darwin.

Industry preparedness for the service and growth in Chinese visitors was developed through numerous ‘China Ready’ projects including a one day China ready workshop and business accreditation support, a Welcome China industry lunch, Welcome China grant funding and China focused resources collated on the Tourism NT corporate website. A booklet detailing how to best plan for, understand and accommodate Chinese customers was created and distributed to equip local industry to improve the visitor experience. To showcase Darwin’s local Chinese culture and promote a welcoming environment for Chinese visitors, Tourism NT coordinated a series of Chinese New Year festivities in the Darwin CBD in February 2018. Expansion of this celebration is planned for future years.

To further promote the NT in southern China and support the new direct air route, an additional Tourism NT International Market Representative was engaged, based in Guangzhou. During June 2018 the new route from Shenzhen was promoted via out-of-home media (airport, metro and building ads), in-flight entertainment ads, an extensive digital campaign, trade training, and trade and media familiarisations. Five Chinese media and 14 travel trade delegates experienced tours in the Top End to increase awareness and enthusiasm for the NT in Shenzhen and better equip the Greater China travel buyers to promote and sell the NT.

Domestic partnerships drive awareness and bookings

Highly tactical cooperative campaigns were delivered with key partners, including Virgin Australia, Jetstar, Tiger Air, Qantas, Helloworld, Flight Centre and Expedia, to leverage awareness generated through the broader NT brand campaigns in market. Campaigns focused on various travel periods throughout the year to decrease seasonality and to target specific audiences during key booking periods.

In early 2018 the family market was targeted, promoting the NT as the ultimate drive holiday destination. This annual campaign persuades Australians to plan and book an NT drive holiday and is aligned to domestic consumers’ holiday planning timeframes. Eighty percent of the media spend targeted the family market and 20 percent targeted active seniors. Tourism NT worked with a wide range of local and national partners to distribute communications effectively, aimed at providing strong conversion opportunities. Online results of the dedicated northernterritory.com drive pages for the campaign period revealed a 50 percent increase in sessions, an additional 273 percent increase in clicks to deal banners and a 60 percent increase in itinerary downloads compared to last year.
4. Increase NT brand and product presence across digital channels, creating desire for the destination and connecting consumers with experiences they want to purchase in real time.

Professional NT imagery readily available

Tourism NT continued to curate quality imagery that reflect both the brand qualities and unique destinations the NT offers. Greater use by domestic and international partners of the royalty free, Northern Territory content available on the Digital Asset Management system, and official image gallery, was encouraged. One hundred and eighty new images were provided, with more imagery being procured with rights in perpetuity. In 2017-18 there were 8,518 searches, over 2,000 orders placed and total of 11,437 images downloaded.

Digital boost to personalise communications

The presence of NT owned channels and digital assets was raised through increased deal banner exposure across northernterritory.com and location targeting. Data from TXA bookings, WiFi hot spots, emails and other key Tourism NT digital marketing technologies were integrated to develop a near real-time digital platform that maximised on-ground marketing opportunities. Investment in search engine optimisation and new digital marketing technologies allowed the organisation to better track users from northernterritory.com to partner sites and personalise content for individual target audiences.

The Tourism NT customer relationship management system was further developed, enabling it to better profile known audiences. Investment into technologies that capture cookie based audience profiles, and an integration between cookie based and CRM identities, allowed Tourism NT to build more sophisticated audience profiles. Personalised email marketing communications based on customer journey was also developed.

Virtual trek of NT parks

In partnership with Google Maps, virtual reality-style content of Litchfield and Nitmiluk national parks was released. The footage enabled personalised, panoramic virtual treks in these spectacular NT locations, encouraging interest in the destination and subsequent bookings. The existing Virtual Journeys footage was also enhanced for integration into the upgraded consumer website.

Maintaining a relevant and inspiring website

Throughout the year improvements were made to the consumer website northernterritory.com, including user testing to better understand user behaviour and improve usability of the site. All content was translated into six international languages, including a simplified Chinese website hosted behind the Chinese firewall that went live in May 2018.

Tourism NT supported and encouraged operators to add to and update their content on the Australian Tourism Data Warehouse (ATDW), Australia’s national tourism database, to improve their product listings and the NT’s exposure. In 2017-18, 79 new NT tourism operator listings were added to the database, increasing the number of bookable NT holiday experiences. ATDW is used by tourism organisations, including Tourism Australia, to find and promote products and destinations. Notably, this year ATDW began distributing operator listings to a China focused Ctrip network.
5. Develop a long-term, comprehensive strategic approach to major events, festivals and regional events that leverages the NT Brand, activates infrastructure, energises local communities and drives visitation and yield.

Experiencing NT events heightens promotion

Eighteen public relations opportunities were held, showcasing more than 12 iconic Territory events devised to grow awareness of the destination. Channel Nine’s Today Show live crosses drew national attention to the Darwin Festival, National Aboriginal Art Fair and the Beanie Festival in Alice Springs. A familiarisation for Better Homes and Gardens media to experience A Taste of Kakadu in 2017 delivered paid and unpaid media and significant exposure.

Festival and event support

$20.78 million was secured as part of the Turbocharging Tourism stimulus package to enhance existing festivals, events and other tourism experiences in the NT. This additional funding will strengthen the Territory’s reputation as a vibrant and exciting destination, and leverage events held in the NT to create a reason, timeframe and immediacy to travel.

Future Focuses

- Continue to deliver the Northern Territory Government’s $103 million Turbocharging Tourism Action Plan and expected return on investment
- Position the NT as an on-trend destination, highlighting instagrammable moments, places and products
- Position the Top End as the pilgrimage destination for Australian military heritage tourism
- Align brand messaging with the NT Masterbrand to build a strong, simple whole of NT message
- Develop a Digital Strategy to make the NT the most prominent travel destination across digital channels
- Promote festivals and events to create immediacy in travel bookings
- Increase efforts to attract the domestic and international education markets; promote products that align to outcomes prescribed in the national curriculum and collaborate with Study NT to promote the NT as a study tour destination to key international target markets
- Develop an integrated aviation route development strategy, and continue to work closely with airline partners on tactical activity
- Implement the long-term Business Events Strategy with industry involvement
- Grow the Chinese New Year festival in Darwin to encourage visitation, particularly via the Shenzhen to Darwin service
IMPROVE THE VISITOR EXPERIENCE

1. Ensure visitor services across the Territory are provided in a coordinated manner reflective of current and emerging consumer behaviour.

Easy access to information
Modern, 24-hour access to information and bookings was enabled through the installation of window touchscreens at the Darwin, Katherine and Alice Springs Visitor Information Centres. Two additional mobile touchscreen kiosks were also funded. A range of activities and attractions in individual regions were highlighted through new wall map murals and decals in key visitor locations, including Palmerston, Mataranka and Nhulunbuy airport.

The need to feel connected
Tourism NT continued to support ongoing costs of free WiFi in key visitor locations and contributed $360,000 to the project this financial year. During 2017-18 over 173,000 consumers accessed the WiFi network, spending on average 26 minutes per login to share their journey via social media. More free WiFi hotspots were installed across the Territory including Curtin Springs, Hermannsburg, Karlu Karlu (Devils Marbles), Tilmouth Well, Daly Waters, Timber Creek, Pine Creek and Adelaide River.

Getting out and about in Central Australia
To address a consumer knowledge gap, improve self-drive safety and encourage longer stays, a Central Australian four-wheel-drive guide was developed in partnership with Tourism Central Australia. The printed guide included itineraries for single and multi-day trips throughout Central Australia and incorporated Hema maps, safety and driving tips and general information. A video showcasing Hermannsburg and Tjoritja/West MacDonnell National Park was also screened at the Alice Springs airport to promote standard vehicle accessibility to these regions.

Research to inform decision-making
Research into the backpacker market was commissioned to investigate declining numbers in the sector. Findings identified a new backpacker segment, identifying as a ‘backpacker’ but seeking different experiences; they have a set end date and are not particularly looking for an adventure or to socialise with people from other parts of the world. The research also found that backpackers had limited awareness of NT experiences, were planning to visit more destinations on their way to Australia (and thereby reducing their length of stay) and had a perception of Australia as expensive, too far and not trendy. Choice modelling was undertaken to identify the types of holiday attributes most appealing to backpackers. Information was shared on the Tourism NT website and directly with backpacker operators to assist them to make informed business decisions and consider adapting offerings to reflect the contemporary preferences desired by these travellers. Tourism NT also adjusted its marketing strategy for this segment to reflect research findings.

In a separate research piece, 350 Darwin Convention Centre delegates were surveyed which provided first-hand data on the impact of business events in Darwin. The study improved Tourism NT’s understanding in terms of delegate demographics, spend, behaviour and satisfaction.
Visitor Experience Enhancement Program (VEEP)
As part of the Turbocharging Tourism initiative, over $1.5 million was awarded through the Visitor Experience Enhancement Program (VEEP). These projects were supported to carry out product improvements based directly on visitor feedback. Fifty-four projects received funding in 2017-18, which saw over $4 million invested into improving the visitor experience, including nearly $3 million of private investment as a result of matched funding requirements. Projects varied considerably; the Ross River Resort secured $50,000 for upgrades to accommodation, camping facilities and bushwalking tracks; RT Tours Australia received $9,090 to solar power a tour dinner site at Simpsons Gap; and $10,000 was provided to improve seating at Wangi Falls Café and kitchen facilities at Litchfield Café.

Tourism Demand-Driven Infrastructure Program
Tourism NT administered the final year of the Australian Government’s Tourism Demand-Driven Infrastructure Program which supported eight successful projects that triggered investment in over $2 million of demand-driving tourism infrastructure in the NT. Funding of $775,000 was provided to support these high-quality, large-scale projects aimed to drive demand, improve product quality and increase tourism expenditure. Projects that received funding in 2017-18 included Provenance Arts, who created a new Aboriginal gallery, retail and workshop space near the Darwin CBD area ($168,136); and Stage 2 of Uluru Segway Tours’ highly anticipated GPS triggered, Uluru-Kata Tjuta Multi-lingual Audio Guide ($75,000).

Digital Footprint Improved
The Digital Leap program provided one on one coaching to 313 tourism operators to address operator identified digital challenges. The program assisted 178 operators to become Tourism Tribe members by offering a once-off membership rebate. The Tourism Tribe membership provided a digital assessment, one on one mentoring, twelve months of digital support and specialised training workshops in Uluru, Alice Springs, Katherine and Darwin.

An Industry Toolkit was launched on the Tourism NT corporate website in October 2017. The toolkit was the final phase of the Digital Leap Program and provided an update to the ‘Are we there yet?’ resources that were removed from the site in 2015. The new and improved digital resource has given operators a central point containing an industry events calendar, useful checklists, factsheets, website links and case study videos on a wide range of tourism information, including distribution, ATDW, booking systems, social media and more.
China Ready Industry Program

Opportunities for industry to become ‘China Ready’ were offered through Tourism NT’s China Ready Industry Program. China Ready Workshops were conducted in partnership with accredited training provider, China Ready & Accredited (CRA) and were very well received by attendees. The Program equipped operators with cultural insights and understanding essential for successfully engaging with Chinese visitors. Forty-nine businesses across the NT completed the training and attained global accreditation. The accreditation reassures Chinese customers they are reputable businesses that meet Chinese traveller service expectations.

A lunchtime training event was held for industry to learn how to best service and maximise the direct access to China. A one-off, Welcome China grant program assisted 55 local operators acquire amenities and provide translated and culturally-appropriate tourism material to more effectively service this growing market.

Tourism considered in Government-wide strategic product initiatives

Tourism NT participated in various working groups over the year to support the development, and influence the direction, of catalyst infrastructure initiatives that support the broader industry and community. Key projects included the Turbocharging Tourism infrastructure projects, Jabiru Redevelopment Master Plan, Darwin Luxury Hotel and the progress on the NT water park. Business cases, tender documents and respective expressions of interest were created for each project.

Sense of arrival improved

The sense of arrival in Darwin International Airport was improved through the installation of a floor to ceiling wall map in the international arrivals area. The decal provides welcoming and informative messaging and promotes the wide range of places and activities available across the NT. The information encourages repeat or extended visitation and promotes broader awareness of activities across the Territory.
Planning parks for people

Tourism NT worked with the Parks, Wildlife and Heritage division to progress visitor focused investment into infrastructure and experience development in the NT parks estate. Unlocking further tourism potential in NT parks was facilitated through the $56.24 million secured through the Turbocharging Tourism initiative for new tourism infrastructure and related tourism programs.

Significant planning began in Central Australia with the commencement of the East MacDonnell and Plenty Highway Regional Visitor Experiences Master Plans. These plans will maximise the opportunities in the East MacDonnell region by providing a coordinated approach and focus for future developments. Tourism NT continued to provide input into master planning and precinct planning processes, including the Watarrka and Tjoritja / West MacDonnell National Parks joint management plans, and also co-funded development of the Jabiru Master Plan on behalf of the Gundjeihmi Aboriginal Corporation.

During 2017-18 Tourism NT used park visitation figures, along with other measures of visitation (e.g. aviation) to obtain a more holistic view of visitor trends in the NT and to place standard visitation trends in context. Relevant data was provided to stakeholders, such as the Kakadu Board of Management, to highlight regional visitor trends and activities undertaken by visitors to those regions, including park visitation. Tourism NT also prepared regional factsheets for industry and published them on the Tourism NT website to assist with regional development strategies.

Planning for the future

Tourism NT contributed significantly to the development of tourism master plans to identify opportunities for new and existing Aboriginal products. The Barkly Master Plan was funded, and the Plenty/East MacDonnell Ranges regions Master Plan co-funded by Tourism NT. A five point action plan to commence implementation of the Hermannsburg Region Visitor Experiences Master Plan was developed and will see improvements in accessibility to, and the development of, authentic Aboriginal cultural experiences in the region.

Significant work across the NT Government was undertaken to respond to the Aboriginal Land Commissioner’s Hearings for Aboriginal land claims over beds and banks of rivers and intertidal zones as well as the Review of Detriment for previously heard Aboriginal land claims recommended for grant. Tourism and tourism business data was collated and provided an overview of the tourism value and usage of relevant land claim areas.

ATAC advice

The Aboriginal Tourism Advisory Council (ATAC) supported operators across the NT by providing case studies on Aboriginal tourism businesses, staging meetings across the NT and driving the need for the development of an Aboriginal tourism strategy. The ATAC met four times, in addition to onsite meetings with Aboriginal tourism operators in Litchfield, Mandorah and Alice Springs.

Development of the Aboriginal Tourism Strategy was progressed in partnership with the ATAC. The strategy renews focus on the Territory’s core, unique aspects in regard to Aboriginal culture and tourism experiences, and will identify and create opportunities for product development across the Territory, along with ongoing employment in the regions.

The ATAC contributed to whole of Government forums on skills development in the Aboriginal tourism sector. It facilitated a forum with state representatives to discuss a preferred representative model for advancing Aboriginal tourism in the NT and supported a session on Aboriginal tourism at the Indigenous Economic Development Forum in October 2017, attended by approximately 90 people.
Extensive advice from ATAC was used in the development of two Aboriginal tourism business case studies as exemplars of good practice to provide information and guidance to Aboriginal businesses. The case studies were on Pudakul Aboriginal Cultural Tours and Karrke Aboriginal Culture Tours.

Aboriginal tourism development

New Aboriginal tourism products were facilitated, increasing the number of cultural experiences offered in the Territory and creating ongoing regional employment. Products included the re-commencement of a one day immersive Aboriginal touring program in Manyallaluk, a culture and heritage walk in Gove and a campground activation in Kalkarindji to expand the authentic experiences of the Freedom Festival.

As part of the Parks, Wildlife and Heritage project working groups Tourism NT assisted with the ongoing development of the new $12 million Red Centre Adventure Ride through the Tjoritja/West MacDonnell National Park, and a high-end multi-night hiking trail in Watarrka National Park.

In partnership with the Department of Trade, Business and Innovation, Tourism NT worked with and assisted numerous Aboriginal tourism operators develop further business abilities to achieve stronger tourism outcomes. The support provided access to $300,000 from Indigenous Business Australia to assist small Aboriginal tourism operators across the NT to improve social media and booking systems. Additionally, seven Aboriginal operators received grants via the round one VEEP funding program.

Future Focuses

- Develop regional destination management plans across the NT in consultation with stakeholders, informed by new and existing Master Plans
- Improve regional tourism information, from a variety of sources, to inform evidence-based decisions across the industry
- Deliver and implement a comprehensive NT Aboriginal Tourism Strategy in partnership with key stakeholders
- Support the Aboriginal Tourism Advisory Council and other Government departments to foster sustainable Aboriginal tourism experiences, including the National Aboriginal Art Gallery in Alice Springs and Regional Arts Trail development
- Deliver round two of the Northern Territory Government’s $3 million Visitor Experience Enhancement Program
ADDRESS SUPPLY CONSTRAINTS

1. Encourage a supply of commercial accommodation to both support and induce growth in visitor demand.

Investment attraction

Investment in new and existing tourism product and experiences was encouraged through relationship development and familiarisations of prospective locations throughout the investment lifecycle. A quarterly e-newsletter continued the relationships with over 400 key private and public sector investment contacts throughout Australia and overseas. In May 2018 Tourism NT hosted a visit by Tourism Australia and Austrade to the Top End to build their knowledge and understanding of investment opportunities and raise the profile of the NT. In collaboration with Austrade, Tourism NT subsequently conducted an investment roundtable in Guangzhou, China, to four companies that invest in tourism infrastructure globally.

Tourism NT’s participation in cross government project working groups for the new luxury hotel in Darwin and a new mixed use hotel development in Alice Springs helped to guide and progress these major opportunities.

As part of the Austrade/Tourism Australia strategy to drive investment into regional Australia, Tourism NT worked with the Katherine Town Council, local tourism interests and regional development representatives of the Big Rivers Region, to develop a Regional Tourism Infrastructure Investment Attraction Strategy for Katherine.

Informed Government planning

Over the year Tourism NT provided both regular and ad hoc advice and analysis on tourism demand to inform planning authorities during the preparation of regional land use plans, master plans and decision-making related to planning applications or rezoning applications. Tourism NT contributed to numerous working groups and provided comments on 13 proposed projects and another 21 comments to the NT Environmental Protection Authority on prospective projects.

2. Support the growth of sustainable aviation services to the Territory.

Secured first direct Regular Passenger Transport air services from China

The first direct air route between Shenzhen and Darwin commenced in May 2018, operated by Donghai Airlines. It provides the opportunity for over 35,000 seats between China and Darwin annually, supporting the local economy and stimulating job creation. The establishment of this route was predicated on over a decade of effort and investment locally and in China. Significant cooperative partnerships with NT Airports and other stakeholders were critical in securing this important route. Flights operate two times per week, flying Wednesdays and Sundays from Shenzhen to Darwin and return. Ensuring local industry was attractive to and ready for this influx was addressed through numerous projects. Marketing, consumer promotions and trade relationships were used to promote and support this new route.

New Central Australia routes

Two new aviation routes from Brisbane to Central Australia were secured through strong evidenced-based business cases. Virgin Australia introduced direct flights from Brisbane to Alice Springs on 19 June 2018 and Jetstar announced direct flights from Brisbane to Uluṟu, commencing on 3 August 2018. The robust and comprehensive airline incentive packages delivered were in line with the NT Aviation Industry and Services Strategy and supported by the NT Government’s $10.85 million Turbocharging Tourism cooperative marketing investment. A cooperative marketing campaign with Virgin Australia in May supported the new Brisbane to Alice Springs route and promoted the improved access into Central Australia.
3. Ensure visitor needs for access are considered in transport planning, including for roads, public transport and cruise ship facilities.

**Influencing Territory infrastructure**

Tourism NT collaborated with Northern Territory government partners and industry stakeholders to progress budgeted tourism-related infrastructure. Considerable support was provided to inform projects including City Deals (to redevelop and revitalise CBD infrastructure), the Darwin Waterfront luxury hotel development, the Expression of Interest process for the proposed NT water park, and new national and Territory parks products.

In support of the Gundjeihmi Aboriginal Corporation, strong advocacy with other key stakeholders was made towards securing the future of Jabiru and Commonwealth Government investment in Kakadu. Further advocacy was compiled for NT road priority projects and an update of the Tourism Road Priorities document commenced, which aims to influence future capital works programs.

Collaborative efforts saw further implementation of the NT Cruise Sector Activation Plan 2015-2020.

**Point to point travel from Asia**

Tourism NT promoted point-to-point travel from Asia into Darwin partnering with existing international airlines promoting Darwin as a gateway to Australia. Key cooperative campaigns were undertaken with Jetstar Asia, SilkAir/Singapore Airlines, Expedia and Cheaptickets.com to drive bookings and deliver visitors. A joint cooperative marketing campaign with SilkAir was led by tactical fares supported by radio and digital channels promoting Darwin and surrounds.
4 Outputs and Performance

Towards tourism-friendly visa reform
Tourism NT worked alongside industry and Northern Territory government partners to highlight Commonwealth immigration policy challenges as they relate to the tourism and hospitality sector; focused on addressing labour and workforce issues. Tourism NT re-engaged with the national Tourism Visa Advisory Group and continued to vocalise the need to reduce the cost of visas to Australia to remain internationally competitive. Significant advocacy efforts were undertaken to extend the working holiday maker visa age to 35, with bilateral discussions ongoing.

Mandarin speaking national park tour guides
In response to a shortage of Parks Australia certified Mandarin speaking tour guides, the Knowledge for Tour Guides Accreditation training was offered in a live, fast-tracked format. The program accredited 55 Mandarin speaking guides to lead tour groups through Uluru-Kata Tjuta and Kakadu national parks. The four-day intensive guide training program was a collaboration between the NT Government, Charles Darwin University and Parks Australia.

Tourism training opportunities
Two placements were offered through the NT Government’s Aboriginal Employment Program, one in Darwin and one in Alice Springs. One Aboriginal trainee completed six months with the Department before pursuing employment with another agency. The Darwin based trainee was offered a second year internship due to his continued interest and contributions.

Key development opportunities and training programs that support the tourism and hospitality sector were promoted through Tourism NT’s Industry Update e-newsletter. Opportunities were also filtered to the Regional Tourism Organisations for inclusion in their industry facing communications.

Future Focuses
• Continue efforts to secure new air services to the NT that align to market priorities and support the sustainability of current air services servicing the NT
• Continue to invest in cooperative marketing through key domestic and international airlines, driving visitation and route sustainability
• Raise the profile of the NT as an investment destination in collaboration with Austrade, Tourism Australia and Northern Territory government partners
• Deliver an updated road priorities document, providing an agreed list of key roads for future investment based on evidenced tourism return
• Collaborate with Government and key stakeholders to secure the future of Jabiru as the key tourist hub for Kakadu National Park
• Advocate for and support the development of marine infrastructure in Darwin to facilitate cruise ship and super yacht berthing
• Work across government to advance the proposed NT water park
• Continue to contribute to working groups, regulatory and planning authorities to support the NT tourism industry and tourism developments, including new cycle tracks and options for high-end luxury accommodation at Tjoritja / West MacDonnell National Park
4 Outputs and Performance

**IMPROVE BUSINESS SUSTAINABILITY**

1. Adopt a partnership approach between industry and Government to grow the visitor economy.

Planning a stronger future together

With the *NT Tourism Vision 2020* plan coming to an end, the Turbocharging Tourism Action Plan articulated a commitment to developing a tourism industry development strategy that outlines Government and industry responsibilities over the next ten years, to be co-developed with industry. Tourism NT procured a consultancy to coordinate the development of this new 10-year strategy, NT Tourism 2030.

Tourism NT funded the Barkly Regional Council to develop a Barkly Regional Visitor Experiences Master Plan to guide future tourism development and collaboration in the region.

Through participation on the Tourism Research Committee, Tourism NT continued to collaborate with stakeholders to identify research priorities, address research gaps and encourage continuous improvements. Studies into alternative data sources focused on finding sources to complement Tourism Research Australia’s International and National Visitor Surveys. For example, Tourism NT and Telstra worked together to investigate possible uses of mobile phone data.

During the year Tourism NT expanded the Tourism Industry Monitor, which seeks to collect regional data from operators to complement existing accommodation data monitoring. These industry monitors provide industry access to data at a granular level which can be used to benchmark performance in regional areas, as the national surveys are challenged due to sample sizes.

**Strngthened relationships**

Tourism NT developed and implemented a new, five year funding agreement with Tourism Top End and Tourism Central Australia. Tourism NT also partnered with the regional tourism organisations and delivered a Territory-wide digital marketing support program for industry - Digital Leap. This program supported 313 NT businesses and expanded the NT’s digital footprint. Tourism NT continued to fund visitor services in Darwin, Alice Springs, Tennant Creek and Katherine.

**Regional leadership**

Collaboration at the regional level continued throughout the year through Regional Economic Development Committees (REDC). In December 2017 the Local Tourism Advisory Committees in Barkly and Katherine were disbanded to avoid duplication with the REDCs thereby increasing effectiveness through a stronger partnership approach with one key committee.
Tourism considered in Territory planning

Industry insights and data sources, including the industry sentiment poll, roadshows and customer relationship management tools were used to inform the development of the cabinet submission that secured the Turbocharging Tourism stimulus package which outlines the focus of the next two years’ marketing and development programs. The case for more significant investment highlighted gaps and the strategic needs to realise a return on investment.

Tourism concerns were considered and the sustainability of the tourism industry supported through Tourism NT’s input into the Environmental Impact Assessment and Development Assessment Services processes. Advice was provided relating to tourism impacts, opportunities and mitigation strategies on more than 20 proposed developments across various industries.

Short-term holiday accommodation market reviewed

In partnership with the Department of Trade, Business and Innovation, Tourism NT commissioned the first review into the short-term holiday accommodation market in the NT to ascertain its size and influence after concerns were raised by industry. The project Steering Committee comprised Hospitality NT (previously AHA NT), Tourism Top End, Tourism Central Australia, the Holiday Rental Industry Association, Real Estate Institute of the NT, the Commissioner for Consumer Affairs, and representatives from DTC and the Department of Trade, Business and Innovation (DTBI). The report will inform and influence regulatory reform agenda in this space.

Industry awards

Tourism NT stimulated participation and a commitment to industry quality through the promotion of industry award programs, notably the Brolga Awards for Tourism Excellence and the Qantas Australian Tourism Awards (QATAs). Sixty-two entries were received for the 2017 Brolga awards, with 20 businesses winning awards across 23 categories. Two new categories were introduced as part of the NT program for the 2018 awards – the Visitor Experience Award and Emerging Aboriginal Tourism Award. At the QATAs, the NT secured six awards including gold for Deluxe Accommodation (Crowne Plaza Alice Springs Lasseters) and Major Tourist Attraction (Kakadu National Park).

Future Focuses

- Deliver the NT Tourism 2030 strategy and commence joint implementation with industry
- Strengthen partnerships with Regional Tourism Organisations and support Visitor Information Centres to provide best-practice regional marketing and visitor information services across the Northern Territory
- Develop a framework for business enterprise development and assist industry to improve customer experience and marketing knowledge through education and data provision
- Deliver a business enterprise development conference in 2019
- Deliver sector and regional strategies with relevant stakeholders, and provide progress reports to help identify gaps, needs and successes
- Promote a commitment to industry quality through marketing and public relations incentives and encouraging participation and support of the Brolga Tourism Awards
GOVERNANCE BOARD

Board of Commissioners

Tourism NT is governed by a Board of Commissioners who report to the Minister for Tourism and Culture as per the Tourism NT Act 2012.

The primary role of the Board is to provide strategic direction to Tourism NT and foster the sustainable growth and success of the Northern Territory tourism industry. The Tourism NT leadership team is responsible for implementing strategies which are recommended by the Board.

The Board is guided by a charter of operations which sets out the role and responsibilities of the Commissioners. A copy of the charter and the Tourism NT Act can be sourced from the corporate website tourismnt.com.au.

Commissioners are appointed by the Minister and selected with the aim of ensuring the Board comprises the optimum mix of skills, knowledge and experience necessary to fulfil its role and achieve its objectives.

Term and Remuneration

Members are appointed for a period not exceeding two years. Remuneration is provided in accordance with the provisions of the Assembly Members and Statutory Officers (Remuneration and other Entitlements) Act.

The Chair is remunerated at $82,363 per annum and the Commissioners at $44,349 per annum. The Chief Executive Officer is not entitled to additional remuneration as a Board member.

Interaction with industry

The Tourism NT Board engaged with members of the NT tourism industry by convening Board meetings at various Territory locations hosting industry functions:

• The November 2017 Board meeting coincided with the 31st Brolga Northern Territory Tourism Awards held in Alice Springs
• In November 2017 the Board toured Central Australia, visiting the Hermannsburg community and Heritage Precinct, Kings Canyon Resort, explored the Canyon Creek walk, Karke Indigenous tour and Henbury meteorite craters
• The February 2018 Board meeting was held in Alice Springs to coincide with the launch of the Northern Territory Government’s record $103 million Turbocharging Tourism package
• Following the April 2018 Board meeting in Jabiru the Board hosted a function attended by Kakadu tourism businesses and met with the Gundjeihmi Aboriginal Corporation to discuss the future of Jabiru
• Board representatives accompanied the Minister and department delegates for Turbocharging Tourism briefings and industry updates in Tennant Creek, Katherine, Nhulunbuy and Darwin during the first half of 2018
• Throughout the year the Board received presentations from:
  – Department of Trade, Business and Innovation - next generation and future pipeline of potential NTG facilitated investment projects
  – Larrakia Development Corporation - Larrakia Cultural Centre
  – Landbridge - update on the luxury hotel development at the Darwin Waterfront
  – Charles Darwin University - international student strategy
  – Parks and Wildlife - Territory walking trails and projects
  – Department of the Chief Minister - Future of Jabiru
  – Tourism NT - marketing presentation, industry development and changes to skilled visa/migration programs
• ATAC Chair attended the World Indigenous Tourism Summit.
Simonne Shepherd, CEO Tourism NT (June 2018)
Simonne’s background is in diversifying tourism markets, developing strategic partnerships and providing innovative executive leadership, both in Australia and internationally. She has held executive roles including ACT Tourism and Destination NSW and most recently held a senior advisory role to the Department of Culture and Tourism in Abu Dhabi. Simonne has strong existing relationships within the Australian government tourism agencies through long standing membership on the Australian Standing Committee on Tourism.

Meetings held: 0
Meetings attended: 0

Michael Bridge, Chairperson
Michael was appointed Chair of the Board of Commissioners in November 2012. He worked with the Airnorth Group for over 28 years, including 19 years as CEO, and is currently Chairman and a founding shareholder of the CGH Group. Michael has served on numerous national and international boards and is currently a Director of the Northern Territory Major Events Company and was recently appointed to the Civil Aviation Safety Authority Board.

Meetings held: 6
Meetings attended: 6

Alastair Shields, CEO Tourism NT (July - December 2017)
Alastair was appointed as CEO of Tourism NT in September 2016. Prior to that he was Chief Executive Officer of the Department of Land Resource Management and has more than 35 years of public sector experience in the Northern Territory.

Meetings held: 3
Meetings attended: 3

Michael Tennant, Acting CEO Tourism NT (January - June 2018)
Michael acted as interim CEO pending recruitment for a permanent CEO. Michael is CEO of the Department of Trade, Business and Innovation, chairs a committee of NT Public Sector CEOs for economic development and is Secretary to the Cabinet Jobs Standing Committee. He has been a director on numerous boards including the Aboriginal Areas Protection Authority, Industry Capability Network NT and Petroleum Club NT.

Meetings held: 3
Meetings attended: 3

Trish Angus, Commissioner
Trish is a Jawoyn woman from Katherine with more than 20 years’ in senior executive public sector positions in the human services areas of health, housing, and community services. Trish has worked in community controlled organisations and has extensive governance experience. She is a director of CareFlight, Voyages Indigenous Tourism Australia, Venture Housing Company and Bluearth Foundation and a member of the Northern Territory Heritage Council.

Meetings held: 6
Meetings attended: 6

Rachel Beaumont–Smith, Commissioner
Rachel has been the managing director and co–owner of Darwin Harbour Cruises since 1998. She co-chairs Tourism Top End, chaired the Business Advisory Council and currently sits on the Domestic Commercial Vessel Advisory Committee for the Australian Maritime Safety Authority.

Meetings held: 6
Meetings attended: 6
Mick Burns, Commissioner

Mick developed Crocosaurus Cove and is the owner operator of Darwin Crocodile Farm. He has owned and operated a number of hotels and was a board member of the Australian Hotels Association for over 20 years, including President of its NT branch. Mick was also a previous Chairman of the Tiwi Bombers Football Club and is still actively involved.

Meetings held: 6
Meetings attended: 5

Denis Pierce, Commissioner

As Group Managing Director with inbound tour operator ATS Pacific (Australia, NZ and Fiji), Denis led the company through sustained revenue growth and into a public listing. He has over 40 years of global industry experience including President of Tourism Central Australia and the Australian Regional Tourism board. He was awarded the 2018 Australia Day Centralian Volunteer of the Year and 2015 Central Australian Industry Achiever award.

Meetings held: 6
Meetings attended: 6

Geoff Weeks, Commissioner

Geoff was appointed General Manager of Halikos Hospitality in 2010 having previously worked at a number of prestigious properties around Australia. He has overseen the growth of their portfolio from 230 hotel rooms to over 1,100 rooms including serviced apartments, making Halikos the largest accommodation provider in Darwin. Geoff is also a member of the Australian Institute of Company Directors.

Meetings held: 6
Meetings attended: 6

Jeff Huyben, Commissioner

Jeff has been in hotel regional and general management roles for nearly 30 years at Sanctuary Cove, Ayers Rock Resort, Kings Canyon, El Questro and Alice Springs. Jeff’s board experience includes Chair of Tourism Central Australia and the Australian Regional Tourism board. He was awarded the 2018 Australia Day Centralian Volunteer of the Year and 2015 Central Australian Industry Achiever award.

Meetings held: 6
Meetings attended: 6

Helen Martin, Commissioner

Helen is the Business Director of Banubanu Beach Retreat, on Bremer Island off the coast of Nhulunbuy. She is a member of the Gove Community Advisory Committee and spent 17 years working in the Commonwealth Government. She is Chairperson of the Aboriginal Tourism Advisory Council.

Meetings held: 6
Meetings attended: 6

Mick Burns, Commissioner

Mick developed Crocosaurus Cove and is the owner operator of Darwin Crocodile Farm. He has owned and operated a number of hotels and was a board member of the Australian Hotels Association for over 20 years, including President of its NT branch. Mick was also a previous Chairman of the Tiwi Bombers Football Club and is still actively involved.

Meetings held: 6
Meetings attended: 5

Denis Pierce, Commissioner

As Group Managing Director with inbound tour operator ATS Pacific (Australia, NZ and Fiji), Denis led the company through sustained revenue growth and into a public listing. He has over 40 years of global industry experience including his current role as Chairperson of the Australian Tourism Export Council. He is also a former board member of Tourism New South Wales and Tourism Tropical North Queensland.

Meetings held: 6
Meetings attended: 5

Geoff Weeks, Commissioner

Geoff was appointed General Manager of Halikos Hospitality in 2010 having previously worked at a number of prestigious properties around Australia. He has overseen the growth of their portfolio from 230 hotel rooms to over 1,100 rooms including serviced apartments, making Halikos the largest accommodation provider in Darwin. Geoff is also a member of the Australian Institute of Company Directors.

Meetings held: 6
Meetings attended: 6
Key Achievements

• Oversight of the non-infrastructure elements of the Northern Territory Government’s $103 million Turbocharging Tourism stimulus package which is forecast to generate a $345 million return on investment from holiday expenditure directly into the Territory economy and support thousands of jobs.

• Completion of the Aboriginal Tourism Advisory Council (ATAC) business plan incorporating six strategic areas:
  – advising Government on developing Aboriginal skills training for the tourism industry
  – advocating improved access to land for Aboriginal tourism initiatives
  – recommending best fit governance/management models for sustainable Aboriginal tourism businesses
  – promote research, investigate barriers and respond to issues affecting integration of Aboriginal tourism product
  – influence Aboriginal tourism and business development through NT Government agencies
  – provide considered advice on immediate and long term issues of relevance to Aboriginal tourism.

• Guided aviation route development including the first direct air route between Shenzhen and Darwin and two new aviation routes from Brisbane to Central Australia.

• Supported the Visitor Experience Enhancement Program to address existing visitor experience product shortfalls. Over $1.5 million was awarded in grants to support product improvements based directly on visitor feedback.

• Through the Board’s Finance, Risk and Audit Committee led the development of new five year funding agreements with Tourism Top End and Tourism Central Australia.

• Encouraged a review into the short-term holiday accommodation market in partnership with the Department of Trade, Business and Innovation.

• Supported the launch of the Northern Territory Business Events Support Fund to competitively position the Northern Territory to bid for domestic and international business events.

• Advocated for the Territory’s first long-term business events strategy to guide the sector’s development through to 2030 to articulate a shared vision and framework for the sustainable economic growth of local business events.
Future Focuses

- Complete the Territory’s first long-term business events strategy by the end of December 2018.

- Finalise the NT Tourism 2030 strategy and present to the Minister in early 2019. Consultation has been undertaken with relevant NT Government agencies, industry representatives, regional forums, workshops and online surveys seeking widespread community input.

- In partnership, continue to develop the 10 year strategic plan for Aboriginal Tourism in the Northern Territory. Consultations have commenced with 14 regional and remote communities to identify and assist Aboriginal tourism businesses operate.

- The Board has determined a range of strategic and infrastructure priorities for immediate, short, medium and long term activation. Projects will remain on the Board agenda until completed to ensure regular updates, status and monitoring of progress.
Marketing Steering Committee

The role of the Marketing Steering Committee is to provide constructive strategic input, feedback and advice on upcoming marketing activities and key items arising from Board meetings.

The Steering Committee meets two weeks before each Board meeting and membership includes four Tourism Board Commissioners.

Matters addressed include:
• Budget expenditure
• Industry engagement
• Major domestic and international marketing campaigns, including awareness and conversion activity
• Campaigns and creative from the concept stage
• Exploring new markets
• Strategic direction of the Northern Territory’s tourism marketing

Marketing Steering Committee Members: July 2017 – June 2018

<table>
<thead>
<tr>
<th>ROLE</th>
<th>MEMBER</th>
<th>MEETINGS ATTENDED</th>
<th>MEETINGS HELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairperson</td>
<td>Denis Pierce – Commissioner Tourism NT Board</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Member</td>
<td>Dale McIver – Commissioner Tourism NT Board</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Member</td>
<td>Helen Martin – Commissioner Tourism NT Board</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Member</td>
<td>Rachel Beaumont-Smith – Commissioner Tourism NT Board</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Guest</td>
<td>Tony Quarmby – General Manager Marketing, Tourism NT</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Committee Secretariat</td>
<td>Emma Fraser – Executive Projects Officer, Tourism NT</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
Finance, Risk and Audit Committee

The role of the Finance, Risk and Audit Committee (FRAC) is to oversee Tourism NT’s approach to risk management and audit through a governance framework and internal audit program. The membership of FRAC comprises representatives of the Board of Commissioners and an external member from DTC. The Deputy CEO, Tourism and Events attends meetings as an observer.

FRAC Committee Members: July 2017 – June 2018

<table>
<thead>
<tr>
<th>ROLE</th>
<th>MEMBER</th>
<th>MEETINGS ATTENDED</th>
<th>MEETINGS HELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Geoff Weeks – Commissioner Tourism NT</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Member</td>
<td>Jeff Huyben – Commissioner Tourism NT</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Member</td>
<td>Trish Angus – Commissioner Tourism NT</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Member</td>
<td>Carly Holman – A/Director Corporate Governance, DTC</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Member</td>
<td>Cathy Fong – Director Corporate Governance, DTC</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Guest</td>
<td>Andrew Hopper – Deputy Chief Executive Officer, DTC</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Committee Secretariat</td>
<td>Leah Morrison – Manager Business Services, Tourism NT</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Committee Secretariat</td>
<td>Peter Brown – Assistant Manager Business Services, Tourism NT</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
Information Management

Tourism NT accountabilities under the Information Act include responsibilities for records management, Freedom of Information (FOI) and privacy. The DTC Chief Executive Officer is the decision-maker in relation to FOI applications received. A specialist records management unit in DTC services the requirements in this area, including adherence with the Information Act. Further information can be found in the DTC’s annual report.

Details of information held by Tourism NT, including an outline of how to make an application under the Act, can be found on the Tourism NT corporate website. Zero FOI applications were received during 2017-18.
“During the year Government invested an extra $103 million towards Turbocharging Tourism, the majority of which will be allocated and spent in 2018-19.”

Michael Bridge, Chairperson Tourism NT Board of Commissioners

Tourism NT is a division within DTC. DTC financial statements are prepared in accordance with Section 11 of the Financial Management Act and can be found at dtc.nt.gov.au.

Tourism NT had a direct annual budget of $50.8 million in the 2017-18 financial year largely funded through NT Government appropriation. Actual expenses incurred by Tourism NT for 2017-18 totalled $49.8 million.

Revenue
We received $0.8 million from the Australian Government to fund the National Partnership Agreement for the Tourism Demand-Driver Infrastructure program, and $0.3 million in own source revenue. The majority of the remaining income was provided by the Northern Territory Government as output appropriation.

Expenses
Tourism NT incurred expenses of $49.8 million in 2017-18. This included $7.8 million for employee expenses and $6 million on grant programs including the Australian Government’s Tourism Demand-Driver Infrastructure, China Ready and funding supplied to Regional Tourism Organisations. $8.2 million was spent on contributions to cooperative marketing campaigns.

In 2017-18, $27.2 million was used to position the Territory and its tourism products in key target markets to stimulate interest in, and desire to, travel to the Northern Territory through consumer activity and partnerships with travel and trade distribution partners. The majority of expenditure within this administrative expenses category (see following table) relates to marketing and promotional expenses.

The financial report to the right shows Tourism NT’s financial activity for 2017-18 and comparative year.
PROCUREMENT PERIOD CONTRACTS

The following table lists new period contracts awarded during the year.

<table>
<thead>
<tr>
<th>TENDER NUMBER</th>
<th>TITLE OF PROCUREMENT</th>
<th>CONTRACTOR NAME</th>
<th>CONTRACT VALUE (INC. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q17-0468</td>
<td>Provision of Trade Marketing Representation Services for Tourism NT in Italy for a Period of 12 Months</td>
<td>Giancarlo Truffa Trade Marketing, Italy</td>
<td>$75,000</td>
</tr>
<tr>
<td>Q17-0467</td>
<td>Provision of Public Relations and Social Media Representation Services for Tourism NT in Italy for a Period of 12 Months</td>
<td>AIGO Srl, Italy</td>
<td>$75,000</td>
</tr>
<tr>
<td>D17-0350</td>
<td>Provision of Full Tourism Representation Services for Tourism NT in Greater China for a Period of 24 Months</td>
<td>Travel Link Marketing Co. Ltd., China</td>
<td>$234,480</td>
</tr>
<tr>
<td>17-0896</td>
<td>Falcon Social Platform for 24 Months</td>
<td>Falcon.io Aps</td>
<td>$52,800</td>
</tr>
<tr>
<td>18-0409</td>
<td>Supply of Corporate Licence Agreement for a Period of 12 Months</td>
<td>Euromonitor International Ltd.</td>
<td>$16,000</td>
</tr>
</tbody>
</table>

1. Visitor Experience Enhancement Program

The Visitor Experience Enhancement Program (VEEP) was an initiative of the Turbocharging Tourism stimulus package to assist the tourism industry to undertake projects that will improve the on-ground visitor experience in the Territory.

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>PROJECT SUMMARY</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelaide River Tours</td>
<td>Upgrades to pontoon, seating, signage, and waiting area.</td>
<td>$9,091</td>
</tr>
<tr>
<td>Alatai Holiday Apartments</td>
<td>Upgrade reception and visitor areas.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Alice Springs School of the Air Visitor Centre</td>
<td>Install TV and upgrade classroom seating.</td>
<td>$9,955</td>
</tr>
<tr>
<td>Anglers Choice Pty Ltd</td>
<td>New coded accommodation at Dundee.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Aurora Alice Springs</td>
<td>Repair bath surrounds in 27 guest rooms.</td>
<td>$5,700</td>
</tr>
<tr>
<td>Australian Wilderness Adventures Pty Ltd</td>
<td>Solar technology enhancement project for Trek Larapinta eco-camps.</td>
<td>$9,091</td>
</tr>
<tr>
<td>Big 4 MacDonnell Range Holiday Park</td>
<td>Development of additional camp kitchen.</td>
<td>$50,000</td>
</tr>
<tr>
<td>BUSINESS NAME</td>
<td>PROJECT SUMMARY</td>
<td>FUNDING</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Blast Coffee Group</td>
<td>Pop Rocket Café expansion project.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Blimey Charlie Pty Ltd</td>
<td>Upgrade furniture and lighting at Mataranka Roadhouse.</td>
<td>$9,085</td>
</tr>
<tr>
<td>Boxian Holdings Pty Ltd</td>
<td>Café-style conversion of dining room at Dunmarra Roadhouse.</td>
<td>$9,091</td>
</tr>
<tr>
<td>Broken Spur Inc</td>
<td>Undoolya Station upgrades to better support regional events.</td>
<td>$6,265</td>
</tr>
<tr>
<td>Bynoe Retreat</td>
<td>Install powered camp sites.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Cooinda Lodge Kakadu</td>
<td>Trial conversion of one Yellow Waters cruise boat to solar power.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Crazy Acres</td>
<td>Build a closed-in café.</td>
<td>$45,455</td>
</tr>
<tr>
<td>Delaware North Kings Canyon Pty Ltd</td>
<td>Expansion of existing sunset viewing area.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Devils Marbles Hotel</td>
<td>Deliver two additional deluxe cabins.</td>
<td>$50,000</td>
</tr>
<tr>
<td>DoubleTree by Hilton Alice Springs</td>
<td>Upgrade fitness centre.</td>
<td>$23,925</td>
</tr>
<tr>
<td>DoubleTree by Hilton Darwin</td>
<td>Upgrade internet protocol television system.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Erdunda Roadhouse Oaks Resort Pty Ltd</td>
<td>Refurbishment of function area used for tour group lunches</td>
<td>$10,000</td>
</tr>
<tr>
<td>Gapview Hotel</td>
<td>Upgrades to campground.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Groote Eylandt Lodge</td>
<td>Upgrade the lodge and mountain bike tour development.</td>
<td>$40,445</td>
</tr>
<tr>
<td>Gunamu Aboriginal Corporation</td>
<td>Upgrade bathrooms at Wirib Store and Tourism Park.</td>
<td>$22,705</td>
</tr>
<tr>
<td>Halikos Hospitality Pty Ltd</td>
<td>Restaurant and guest room enhancement at H on Smith Hotel.</td>
<td>$45,455</td>
</tr>
<tr>
<td>Hot Tamale</td>
<td>Upgrade point of sale system.</td>
<td>$11,000</td>
</tr>
<tr>
<td>Ikuntji Artists Aboriginal Corporation</td>
<td>Upgrade of public facilities.</td>
<td>$7,000</td>
</tr>
<tr>
<td>Katherine Outback Experience</td>
<td>Install wireless PA system.</td>
<td>$9,429</td>
</tr>
<tr>
<td>Kim on Smith Rentals Pty Ltd</td>
<td>Upgrade of furniture and common use facilities at Frogs Hollow Backpackers.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Leaders Creek Fishing Base</td>
<td>Upgrade signage and accommodation block roof; expand campgrounds and increase water storage.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Litchfield Tourist Park</td>
<td>Construct a climate controlled tourist reception and information area.</td>
<td>$50,000</td>
</tr>
<tr>
<td>Marc Gallagher</td>
<td>Retrofitting of horse carriages for Darwin Horse and Carriage tours.</td>
<td>$9,000</td>
</tr>
<tr>
<td>Marchant Enterprises Pty Ltd</td>
<td>Install non slip flooring at WWII oil tunnels.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Marksie’s Stockman’s Camp Tucker Night</td>
<td>Improve lighting and kitchen equipment.</td>
<td>$7,500</td>
</tr>
<tr>
<td>Milikom Pty Ltd</td>
<td>Upgrade the Earth Sanctuary Space Discovery Centre.</td>
<td>$44,835</td>
</tr>
<tr>
<td>Nitmilk Tours</td>
<td>Upgrade the ablution facilities at campground.</td>
<td>$42,964</td>
</tr>
<tr>
<td>NT Immersions Pty Ltd</td>
<td>Upgrade reception area for Gecko Canoeing.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Offshore Boats</td>
<td>Upgrades to existing passenger vehicle to provide passenger transfers.</td>
<td>$9,567</td>
</tr>
<tr>
<td>Palms City Resort</td>
<td>Resort pool works to repair damage from Cyclone Marcus.</td>
<td>$45,455</td>
</tr>
<tr>
<td>Pearl and Co Darwin</td>
<td>Beautification and cooling project.</td>
<td>$35,315</td>
</tr>
<tr>
<td>Pee Wee’s at the Point</td>
<td>Installation of a new integrated audio visual system.</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
### BUSINESS NAME
#### PROJECT SUMMARY
#### FUNDING
Rachael’s Seafood Shack
Permanent beautification of outdoor dining space.
$8,070
Remote Education Tours
Upgrades to campground at Yulara.
$37,380
Ross River Resort Pty Ltd
Upgrades to accommodation and camping facilities and bushwalking tracks.
$45,455
RT Tours Australia
Solar power for a tour dinner site at Simpson’s Gap.
$9,090
Standley Chasm
Upgrade to meeting room, veranda seating area and signage.
$21,068
Streeter Pearl Lugger Cruises
Upgrade of a tour vessel.
$16,144
Super Croc Pty Ltd
New audio tour at Crocosaurus Cove.
$19,611
The Lodge of Dundee
Upgrades to ablution facilities at Dundee Beach Holiday Park.
$50,000
Timber Creek Hotel
Install birding pavilion, playground, and multi-purpose information structure.
$29,545
Uluru Camel Racing Club Inc
Extension of current camel racetrack near Uluru.
$5,940
Uluru Segway Tours
Mobile catering booth to service sunrise and sunset tours.
$10,000
Unique Minibus Services Pty Ltd T/A Litchfield Café
Improved seating at Wangi Falls Café and kitchen facilities at Litchfield Café.
$10,000
Wildlands Wetlands Safari Cruises
New pontoon at Corroboree Billabong.
$50,000
World Expeditions Travel Group Pty Ltd
Construct a semi-permanent campsite on the Larapinta Trail.
$50,000
Youth Shack Backpackers
Purchase new mattresses and upgrade soft furnishings in double rooms
$9,091

**TOTAL**
$1,399,719

### 2. China Ready
The China ready projects and Welcome China grants provided funding to assist local industry understand the Chinese consumer and develop amenities and provide translated, culturally appropriate tourism material to improve the visitor experience for Chinese visitors.

#### China ready projects
#### BUSINESS NAME
#### PROJECT SUMMARY
#### FUNDING
China Ready and Accredited Pty Ltd
China ready and accredited workshops
$62,600
Darwin International Airport
Dual language wayfinding signage
$6,544

**TOTAL**
$69,144
### Welcome China grants

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelaide River Tours</td>
<td>$1,818</td>
</tr>
<tr>
<td>Agentur Pty Ltd</td>
<td>$4,545</td>
</tr>
<tr>
<td>Airborne Solutions</td>
<td>$1,818</td>
</tr>
<tr>
<td>Aisling Kinghan / Avoca Natural Beauty</td>
<td>$932</td>
</tr>
<tr>
<td>Alatali Apartments</td>
<td>$1,818</td>
</tr>
<tr>
<td>Australia Travel Publishing / Epay</td>
<td>$1,818</td>
</tr>
<tr>
<td>Aviation Historical Society of the NT</td>
<td>$1,818</td>
</tr>
<tr>
<td>Berry Springs Tavern</td>
<td>$1,818</td>
</tr>
<tr>
<td>Char Darwin</td>
<td>$2,000</td>
</tr>
<tr>
<td>City Savvy</td>
<td>$1,679</td>
</tr>
<tr>
<td>The Precinct</td>
<td>$4,545</td>
</tr>
<tr>
<td>Darwin City Hotel</td>
<td>$4,545</td>
</tr>
<tr>
<td>Darwin Convention Centre</td>
<td>$1,221</td>
</tr>
<tr>
<td>Darwin Military Museum</td>
<td>$1,818</td>
</tr>
<tr>
<td>Darwin Trailer Boat Club</td>
<td>$4,545</td>
</tr>
<tr>
<td>Doubletree by Hilton Alice Springs</td>
<td>$4,545</td>
</tr>
<tr>
<td>Doubletree by Hilton Darwin</td>
<td>$4,545</td>
</tr>
<tr>
<td>Doubletree by Hilton Esplanade</td>
<td>$4,545</td>
</tr>
<tr>
<td>Eldorado Motor Inn</td>
<td>$1,818</td>
</tr>
<tr>
<td>Elements Darwin Day Spa</td>
<td>$1,804</td>
</tr>
<tr>
<td>Ginger Pink</td>
<td>$1,385</td>
</tr>
<tr>
<td>Halikos Hospitality Pty Ltd</td>
<td>$9,091</td>
</tr>
<tr>
<td>Helmet Hair Studio</td>
<td>$819</td>
</tr>
<tr>
<td>Hidden Valley Tourist Park</td>
<td>$4,545</td>
</tr>
<tr>
<td>Hilton Darwin</td>
<td>$4,545</td>
</tr>
<tr>
<td>Katherine Outback Experience</td>
<td>$4,545</td>
</tr>
<tr>
<td>Little Miss Korea</td>
<td>$514</td>
</tr>
<tr>
<td>Luma Luma Holiday Apartments</td>
<td>$4,545</td>
</tr>
</tbody>
</table>

### BUSINESS NAME                                      | FUNDING |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Malak Marketplace Inc</td>
<td>$707</td>
</tr>
<tr>
<td>Mindil Beach Sunset Markets</td>
<td>$1,818</td>
</tr>
<tr>
<td>Moynie Fishing Enterprises Pty Ltd</td>
<td>$873</td>
</tr>
<tr>
<td>NT Estate Pty Ltd</td>
<td>$1,818</td>
</tr>
<tr>
<td>Oaks Elan Darwin</td>
<td>$4,545</td>
</tr>
<tr>
<td>One Belt One Road (OBOR) Travel</td>
<td>$2,999</td>
</tr>
<tr>
<td>Outer Edge Photography</td>
<td>$1,818</td>
</tr>
<tr>
<td>Oyster Bar Darwin</td>
<td>$1,818</td>
</tr>
<tr>
<td>Palm City</td>
<td>$4,545</td>
</tr>
<tr>
<td>Perry Park Pty Ltd</td>
<td>$1,818</td>
</tr>
<tr>
<td>Piper Collective</td>
<td>$1,818</td>
</tr>
<tr>
<td>Salmon Asset Management</td>
<td>$2,000</td>
</tr>
<tr>
<td>Salty Plum Pty Ltd T/A Yots Greek Tavern</td>
<td>$1,818</td>
</tr>
<tr>
<td>Sea Darwin</td>
<td>$3,142</td>
</tr>
<tr>
<td>Skycity Darwin</td>
<td>$4,545</td>
</tr>
<tr>
<td>Splendid Venezia Jewellery</td>
<td>$540</td>
</tr>
<tr>
<td>Super Croc Pty Ltd T/A Crocos and Crocosaurus Cove</td>
<td>$4,545</td>
</tr>
<tr>
<td>Territory Expeditions</td>
<td>$1,800</td>
</tr>
<tr>
<td>The Overlanders Steakhouse</td>
<td>$1,818</td>
</tr>
<tr>
<td>Tourism Top End</td>
<td>$6,000</td>
</tr>
<tr>
<td>Trans Territory Foods Pty Ltd</td>
<td>$1,818</td>
</tr>
<tr>
<td>Transmetro Corporation Pty Ltd</td>
<td>$2,607</td>
</tr>
<tr>
<td>Uluru Segway Tours</td>
<td>$4,545</td>
</tr>
<tr>
<td>Walters Property Group</td>
<td>$1,818</td>
</tr>
<tr>
<td>Wharf One Food and Wine</td>
<td>$4,545</td>
</tr>
</tbody>
</table>

**TOTAL**                                          **$150,103**
3. Tourism Demand-Driver Infrastructure Program

The Tourism Demand-Driver Infrastructure Program supports a small number of high quality projects that broadly benefit the tourism sector. Seven projects aimed at driving demand were supported through this Australian Government program, which Tourism NT administered in the Northern Territory.

**BUSINESS NAME** | **PROJECT SUMMARY** | **FUNDING**
--- | --- | ---
Desert Inns International Pty Ltd | Major upgrades to amenities block and septic system. | $68,182
Injalak Arts and Crafts Association | Opening Provenance Arts, a retail / gallery space near Darwin CBD. | $168,111
Katherine Outback Experience Pty Ltd | Installation of an open-air shed over the existing arenas and grandstands to provide shelter. | $166,707
Outback Cycling | Redevelopment of the Alice Springs Telegraph Station entry building. | $60,000
Parks and Wildlife Commission of the NT | Pilot campground management program for Litchfield National Park. | $80,000
PA Severin and Co (Curtin Springs) | Renovations to public amenities and kitchen extension | $157,000
Uluru Segway Tours | Stage 2 of an Uluru-Kata Tjuta GPS-triggered multi-lingual audio guide. | $75,000

**TOTAL** | **$775,000**

4. Regional Tourism Organisations and Visitor Information Centres

Funding primarily supports the four key Northern Territory regions to provide visitor information services, and also assists Tourism Top End and Tourism Central Australia to deliver intra-Territory marketing and agreed projects.

**ORGANISATION** | **ACTIVITY** | **FUNDING**
--- | --- | ---
Battery Hill Mining Centre | • Visitor Information Services – Tennant Creek | $96,425
Katherine Town Council | • Visitor Information Services – Katherine | $293,000
Tourism Central Australia | • Visitor Information Services – Alice Springs | $788,122
 | • Marketing and Industry Enhancement Activities – Central Australian region (including Alice Springs, Uluru and the Barkly region) | 
Tourism Top End | • Visitor Information Services – Darwin | $819,209
 | • Marketing, and Industry Enhancement Activities – Top End region (including Darwin, Katherine, Kakadu and Arnhem Land) | 

**TOTAL** | **$1,996,756**

5. Alice Springs Convention Centre

This funding is provided to assist with sales and marketing activity to attract business events to Alice Springs.

**ORGANISATION** | **FUNDING**
--- | ---
Under the Partnership Agreement: Lasseter’s Hotel Casino | $200,000

**TOTAL** | **$200,000**
6. Regional development

Tourism NT provides a small number of grants to advance key regional or strategic tourism development projects. Six projects were supported this year.

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>PROJECT SUMMARY</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Darwin City and Waterfront Retailers Association</td>
<td>Cruise ship welcome activities</td>
<td>$10,000</td>
</tr>
<tr>
<td>Gurundji Aboriginal Corporation</td>
<td>Campground activation in Kalkarindji to expand the authentic experiences of the Freedom Festival.</td>
<td>$60,000</td>
</tr>
<tr>
<td>Jawoyn Association Aboriginal Corporation Centralised</td>
<td>Re-commencement of a one day immersive Aboriginal touring program in Manyallaluk.</td>
<td>$80,000</td>
</tr>
<tr>
<td>Nhulunbuy Corporation Ltd</td>
<td>Establish a culture and heritage walk in Gove.</td>
<td>$33,636</td>
</tr>
<tr>
<td>Nitmiluk Tours</td>
<td>Upgrade the Cutta Cutta Caves kiosk area.</td>
<td>$38,182</td>
</tr>
<tr>
<td>Westbrick Pty Ltd T/A Mataranka Homestead Tourist Park</td>
<td>Improvements to grounds, safety and signage.</td>
<td>$60,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$281,818</strong></td>
</tr>
</tbody>
</table>

7. Strategic project grants

Grants were provided as contributions to projects that supported the achievement of division deliverables.

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>PROJECT SUMMARY</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Chief Minister</td>
<td>Contribution towards a consultancy for the future of Jabiru</td>
<td>$50,000</td>
</tr>
<tr>
<td>CrownBet</td>
<td>Contribution to deliver Million Dollar Fish Season 3</td>
<td>$575,000</td>
</tr>
<tr>
<td>Fishing The Wild Pty Ltd</td>
<td>Support for televised fishing program, Wild North</td>
<td>$130,000</td>
</tr>
<tr>
<td>GTTC Holdings Pty Ltd</td>
<td>Screen grant to support 'Top End Wedding' film</td>
<td>$245,000</td>
</tr>
<tr>
<td>Katherine Outback Experience Pty Ltd</td>
<td>Brolga Business Growth Grant</td>
<td>$4,545</td>
</tr>
<tr>
<td>Five organisations</td>
<td>NT Business Events Support Fund</td>
<td>$95,456</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$1,100,001</strong></td>
</tr>
</tbody>
</table>

8. Cooperative Marketing Agreement Contributions

<table>
<thead>
<tr>
<th>ORGANISATION</th>
<th>ACTIVITY</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various</td>
<td>Marketing campaigns run jointly with partners</td>
<td>$8,292,933</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$8,292,933</strong></td>
</tr>
</tbody>
</table>
## 9. Northern Territory School Excursion Program

The program supports schools visiting the Northern Territory by providing a $1000 grant per trip, encouraging groups to engage with NT operators and maximise their experience in the Territory.

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aitken College</td>
<td>$909</td>
</tr>
<tr>
<td>Belmont High School</td>
<td>$909</td>
</tr>
<tr>
<td>Berwick College</td>
<td>$909</td>
</tr>
<tr>
<td>Box Hill High School</td>
<td>$909</td>
</tr>
<tr>
<td>Bright P-12 College</td>
<td>$909</td>
</tr>
<tr>
<td>Buckley Park College</td>
<td>$909</td>
</tr>
<tr>
<td>Cobram Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Dominic College</td>
<td>$909</td>
</tr>
<tr>
<td>Dromana Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Drouin Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Emerald Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Emmanuel College Warrnambool</td>
<td>$909</td>
</tr>
<tr>
<td>Firbank Grammar School</td>
<td>$4,545</td>
</tr>
<tr>
<td>Frankston High School</td>
<td>$909</td>
</tr>
<tr>
<td>Geelong High School</td>
<td>$909</td>
</tr>
<tr>
<td>Gleeson College</td>
<td>$909</td>
</tr>
<tr>
<td>Highvale Secondary College</td>
<td>$1,818</td>
</tr>
<tr>
<td>John Paul College</td>
<td>$1,818</td>
</tr>
<tr>
<td>John XXIII College</td>
<td>$909</td>
</tr>
<tr>
<td>Kambrya College</td>
<td>$909</td>
</tr>
<tr>
<td>Kilbreda College</td>
<td>$909</td>
</tr>
<tr>
<td>Lara Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Lilydale High School</td>
<td>$2,727</td>
</tr>
<tr>
<td>Loreto Mandeville Hall</td>
<td>$1,818</td>
</tr>
<tr>
<td>Luther College</td>
<td>$909</td>
</tr>
<tr>
<td>Lyneham High School</td>
<td>$909</td>
</tr>
<tr>
<td>Maclean High School</td>
<td>$909</td>
</tr>
<tr>
<td>Mansfield Rudolf Steiner School and Kindergarten</td>
<td>$909</td>
</tr>
<tr>
<td>Marist-Sion College</td>
<td>$909</td>
</tr>
<tr>
<td>Mary Mackillop College</td>
<td>$909</td>
</tr>
<tr>
<td>Mater Christi College</td>
<td>$909</td>
</tr>
<tr>
<td>McGuire College (Better Together Alliance)</td>
<td>$909</td>
</tr>
<tr>
<td>Mount Carmel College</td>
<td>$909</td>
</tr>
<tr>
<td>Mount Waverley Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Narre Warren South P-12 College</td>
<td>$909</td>
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<tr>
<td>Northcote High School</td>
<td>$909</td>
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<tr>
<td>Norwood Secondary College</td>
<td>$909</td>
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<tr>
<td>Oberon High School</td>
<td>$909</td>
</tr>
<tr>
<td>Oxley High School</td>
<td>$909</td>
</tr>
<tr>
<td>Ringwood Secondary College</td>
<td>$1,818</td>
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<tr>
<td>Ruyton Girls’ School</td>
<td>$909</td>
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<tr>
<td>Sacred Heart College</td>
<td>$909</td>
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<tr>
<td>Salesian College Sunbury</td>
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<tr>
<td>St Brendan-Shaw College</td>
<td>$909</td>
</tr>
<tr>
<td>St Ignatius College Riverview</td>
<td>$909</td>
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<tr>
<td>St John Bosco</td>
<td>$909</td>
</tr>
<tr>
<td>St John Paul College</td>
<td>$909</td>
</tr>
<tr>
<td>St John’s Regional College</td>
<td>$909</td>
</tr>
<tr>
<td>St Patrick’s College</td>
<td>$909</td>
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<tr>
<td>St Peter’s College Cranbourne</td>
<td>$1,818</td>
</tr>
<tr>
<td>Strathmore Secondary College</td>
<td>$1,818</td>
</tr>
<tr>
<td>Surf Coast Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td>Sylvania High School</td>
<td>$909</td>
</tr>
<tr>
<td>Tallangatta Secondary College</td>
<td>$909</td>
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<tr>
<td>Temora High School</td>
<td>$909</td>
</tr>
<tr>
<td>Terang College</td>
<td>$909</td>
</tr>
<tr>
<td>The Hamilton and Alexandra College</td>
<td>$909</td>
</tr>
<tr>
<td>Trinity College Colac</td>
<td>$909</td>
</tr>
<tr>
<td>Tumbarumba College</td>
<td>$909</td>
</tr>
<tr>
<td>Viewbank College</td>
<td>$2,727</td>
</tr>
<tr>
<td>Wantirna College</td>
<td>$909</td>
</tr>
<tr>
<td>Wodonga Senior Secondary College</td>
<td>$909</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$69,084</strong></td>
</tr>
</tbody>
</table>

Note: This grant is paid per school group. Some schools had more than one school group visiting the NT participating in different activities which allowed for multiple applications.
NATIONAL

tourismnt.com.au (Corporate)
northernterritory.com (Consumer)

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Postal Address
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Huangpu District, Shanghai 200021
and
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