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# East Arnhem Land Destination Management Plan 2021 Summary



## Key Partners







Front cover:  
East Woody Beach at sunset – Gove Peninsula  
Tourism NT/Mark Fitzpatrick

This page:  
Gapuwiyak Culture and Arts – Gapuwiyak and surrounds  
Image: DEAL





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*Lonely Beach, Bawaka homeland - Gove Peninsula  
Image: Tourism NT/Mark Fitzpatrick*





# Destination management planning process

The Department of Industry, Tourism and Trade has invested in **destination management planning** as part of a suite of actions following the development and release of the *NT's Tourism Industry Strategy 2030*. Destination management ensures that tourism is cohesively integrated into the economic, social, cultural and ecological fabrics of a community, by considering tourism growth holistically, through a regional lens and over a long-term timeframe.

Tourism NT commissioned independent, not for profit regional economic development company Developing East Arnhem Limited to develop a Destination Management Plan (DMP) for the East Arnhem Land region, as part of a two-year funding agreement for a Tourism Development Officer based in the region. The DMP was developed in collaboration with East Arnhem Land tourism industry operators, regional stakeholders and landowner representatives, with support and funding from Tourism NT.

This plan has been developed through consultation with over 100 stakeholders, representing 65 organisations, whose contributions were collected through regional workshops and individual consultations. Stakeholder feedback has informed the guiding principles to ensure the development of the region's tourism industry aligns with the priority and realities of the region. A full copy of the DMP is available online at [tourismnt.com.au](https://tourismnt.com.au)

The East Arnhem Land DMP identifies key strengths and assets across the region. The plan considers the current state of tourism in East Arnhem Land, existing planning and future priorities for destinations in the region, and aspirations of the local Yolŋu and Anindilyakwa people, tourism operators and key regional stakeholders. Actions have been identified to activate opportunities, address gaps and prioritise product development, seeking to meet visitor demand while encouraging the development of a sustainable tourism sector for the region.

Destination management requires alignment and collaboration across the public, private and community sectors. It involves stakeholders from both the tourism and general industry sectors contributing to the development of priority experiences in the region. The plan provides clear recommendations for the planning, development and marketing of the East Arnhem Land region as a tourism destination and to identify the resources required.

The DMP provides a clear roadmap for developing sustainable growth across the region. The plan builds on previous consultancies completed in the region, including the *Gap Analysis and Action Plan for East Arnhem Land* and the *Central Arnhem Road Visitor Experience Review*. The content provided in the DMP aligns with the *NT's Tourism Industry Strategy 2030*, *Northern Territory Aboriginal Tourism Strategy 2020 – 2030*, and Tourism NT strategies developed to support drive and cruise tourism, with priorities reflected in the plan.



## Impact of COVID-19

The East Arnhem region was declared a biosecurity zone from 26 March to 5 June 2020. All non-essential travel to and within the region was halted to ensure the risk of COVID-19 spreading to the region was minimised. During this period, anyone travelling to the region from outside the region was required to undergo 14 days of quarantine.

From June 2020, travel restrictions have progressively been lifted by relevant authorities to allow travel to, from and within the region.

All COVID-19-related access restrictions are unlikely to be lifted until the COVID-19 vaccine rollout is complete.

The tourism trends discussed in this document are based on information and data prior to the COVID-19 pandemic. Anecdotally, COVID-19 has had a limited impact on the tourism industry in East Arnhem Land when compared to other regions in Australia, owing to low numbers of leisure visitation prior to the pandemic and the vast majority of visitors being domestic.

With international borders to all countries except New Zealand expected to remain closed throughout most of 2021, domestic tourism is anticipated to increase. It is expected that the short to medium term trends in the Australian tourism industry will be impacted, creating disruption and changes in visitor demand and preferences. Accordingly, it will be critical to review shifting trends across the life of the DMP.

## Note on tourism development

Unlike many other regions in Australia and across the world that already have established tourism industries, East Arnhem Land has an opportunity to design a visitor economy that enriches the lives of residents, promotes the health of the environment and provides transformational experiences for visitors.

This DMP has been drafted to address the primary challenges that hinder tourism development and reduce barriers to entry for Yolŋu and Anindilyakwa interested in entering the tourism industry. Throughout the life of this plan, East Arnhem Land is expected to remain a niche tourism destination while these challenges are addressed.

This plan focuses on generating economic and societal outcomes for the region and its residents. The actions within seek to prevent leakage of tourism income to ensure a high proportion of revenue generated through tourism remains, where possible, within the region for future investment and projects that improves the livelihoods of residents. The success of the tourism industry in East Arnhem Land will reflect a holistic approach that embraces the above aims.



Garanhan (Macassan Beach) - Gove Peninsula  
Image: Tourism NT/Hayley Anderson





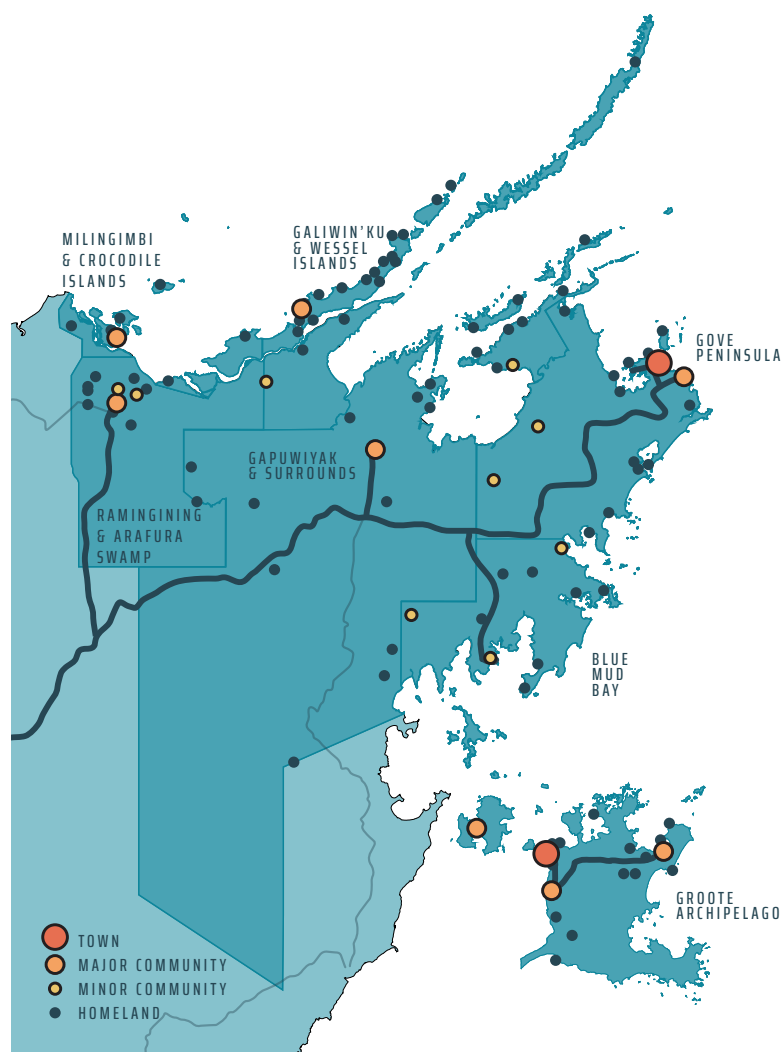
# East Arnhem region overview

The East Arnhem region is home to the Yolŋu people whose land encompasses the entirety of the mainland and northern islands of East Arnhem Land and the Anindilyakwa people whose land encompasses the entirety of the Groote Archipelago. Aboriginal and Torres Strait Islander people make up 68.1% of the region's population.<sup>1</sup> This increases to 93.5% when excluding the mining towns of Nhulunbuy and Alyangula.<sup>2</sup>

The regional centre of Nhulunbuy operates as a service and business hub for East Arnhem Land and is a vibrant community with high standards of education, health, social, sporting, cultural and shopping facilities. The sub-regional hub of Alyangula on Groote Eylandt supports the archipelago and the island's manganese mine with a high level of services.

Outside of Nhulunbuy and Alyangula, East Arnhem Land is made up of over 100 communities and homelands:

- Yirrkala
- Gunyarrara
- Milingimbi
- Ramingining
- Gapuwiyak (Lake Evella)
- Angurugu
- Galiwin'ku
- Milyakburra
- Umbukumba
- Over 96 homelands.<sup>3</sup>



Population<sup>4</sup>  
**14,565**

Total area<sup>5</sup>  
**33,457km<sup>2</sup>**

Number of businesses<sup>6</sup>  
**229**

Local employment<sup>7</sup>  
**5,734**

Gross regional product<sup>8</sup>  
**\$968 million**

Major industry sectors by value add to the economy<sup>9</sup>

- Mining (\$466.0m)
- Health care and social assistance (\$95.7m)
- Education and training (\$70.7m)
- Public administration and safety (\$65.7m)
- Construction (\$29.7m).

Figure 1 - Distribution of towns, communities, and homelands across sub-regions of East Arnhem Land



## Tourism in East Arnhem Land

Tourism is a relatively small industry in East Arnhem Land, contributing

**\$9.04 million<sup>10</sup>**

to the region's economy in 2019-2020 and generating employment for

**1.8%**  
of the working  
population<sup>11</sup>

Across 2017 to 2019, the East Arnhem region received an average of

**51,000**  
visitors per year

who on average spent

**6.5**  
nights in the region<sup>12</sup>

As at April 2021, there is a total of

**53**  
tourism businesses

based in the region, of which

**45%**  
are Aboriginal owned<sup>13</sup>

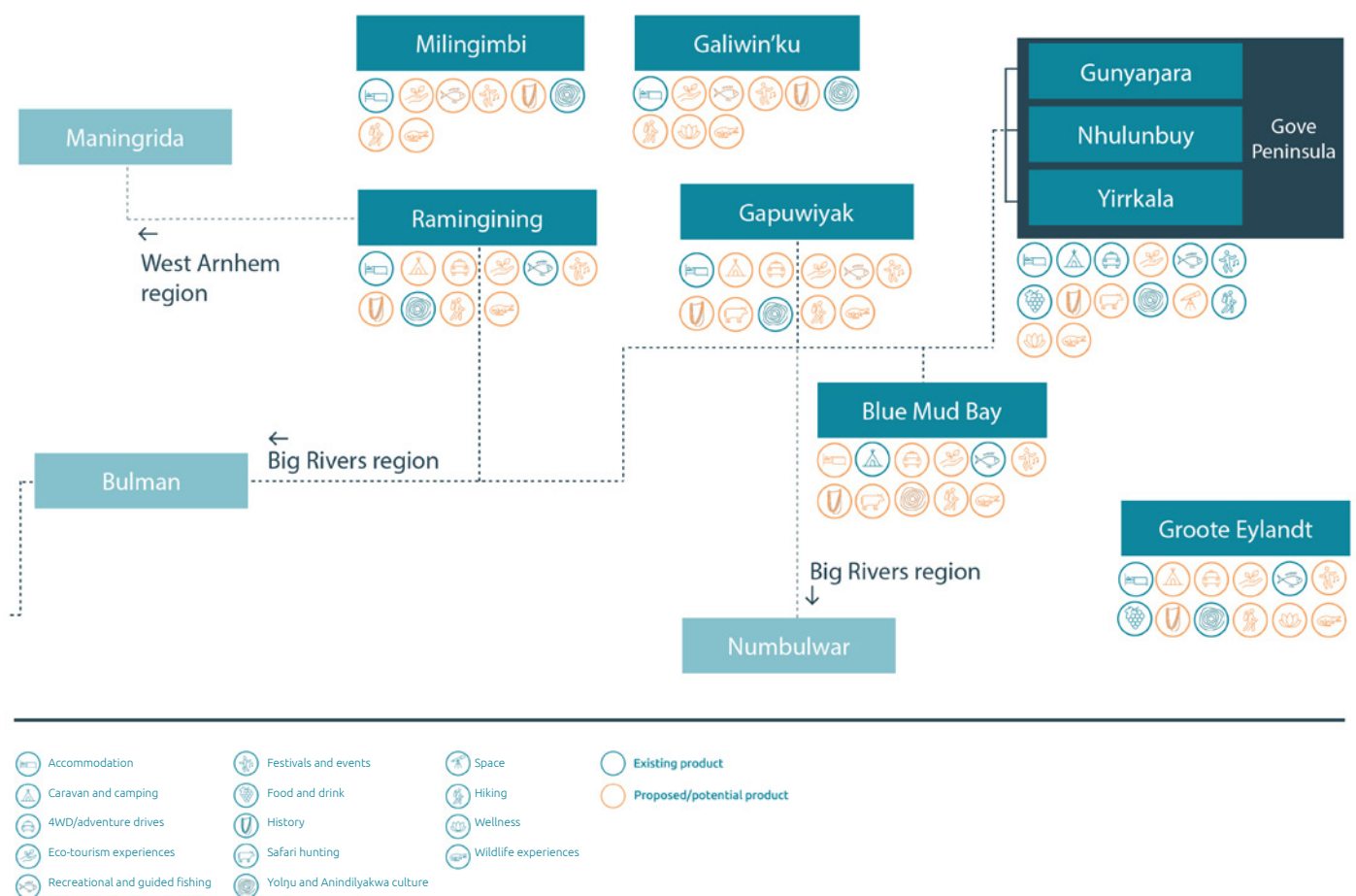


Figure 2 - East Arnhem Land region tourism experiences



## Value of tourism in the region

There are a total of 53 tourism businesses operating in the region.<sup>14</sup> Of these businesses, 24 (45%) are Aboriginal owned (defined as at least 50% Aboriginal ownership). The majority (60%) of these businesses operate from the Gove Peninsula. To be included, the business must fit into one or more of the primary business type listed in Table 1.

It is worth noting that while many of these businesses cater to visitors, for many, such as the restaurants, air charters and art centres, tourism is complementary to their core business.

**Table 1 – Tourism businesses operating in East Arnhem Land**

Primary business type	Number of businesses operating	Number of Aboriginal owned/operated businesses
Accommodation	11	6 (55%)
Camping	4	3 (75%)
Restaurants and cafes	9	0 (0%)
Tour operators	4	2 (50%)
Fishing charters	5	0 (0%)
Air charters	5	1 (20%)
Hire cars	4	1 (25%)
Art centres	6	6 (100%)
Cultural tourism businesses	5	5 (100%)
Total	53	24 (45%)

The value of tourism and associated employment has decreased substantially over the past decade. This is likely attributed to reduced numbers of fly-in fly-out (FIFO) workers for mining operations on the Gove Peninsula due to the curtailment of the aluminium refinery on the Gove Peninsula and a subsequent change in policy by Rio Tinto Gove Operations to preference a residential workforce. The closure of the refinery also saw Qantas no longer operate flights to the region, reducing the number of seats available to Gove Airport. Passenger numbers to Gove Airport in 2019 compared to 2013, the year before the closure, indicate a 46.5% reduction in passenger movements through the airport.<sup>15</sup>

## Tourism governance

Various organisations have responsibility for supporting the development and promotion of the East Arnhem Land tourism industry. At a national level, Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia. Within the NT, Tourism NT is the NT Government statutory authority responsible for promoting the Northern Territory as a must-do, unique holiday destination and Tourism Top End is an independent, membership-based organisation providing visitor services and servicing tourism operators. Local organisations include:

### Tourism East Arnhem

Tourism East Arnhem (TEA), formally the East Arnhem Land Tourist Association, is the local tourism organisation for the East Arnhem Land region. It is a membership-based organisation, run by a volunteer committee. It seeks to promote cooperation between local operators and advocates on behalf of the region on tourism-related matters.

### Developing East Arnhem Limited

DEAL is an independent, not for profit economic development organisation that facilitates planning and coordinated action to support industry development across the East Arnhem Land region. DEAL, through its tourism development officer, provides secretariat duties on behalf of the TEA committee. DEAL actively promotes the region, supports businesses to navigate development processes, advocates on behalf of the region and coordinates planning and action to develop regional focus industries, such as tourism.

### Nhulunbuy Corporation Limited

Nhulunbuy Corporation Limited (NCL) is a public company limited by guarantee that manages the township of Nhulunbuy, the nearby industrial estate and the Gove Airport in a similar manner to that of a local government. NCL operates the Nhulunbuy Visitor Information Centre and works closely with DEAL and TEA to provide visitor servicing for the region.





## Visitor market profile

The East Arnhem Land visitor economy is currently a small contributor to the region's economy. The tourism and hospitality industry contributed \$9.04 million to the East Arnhem regional economy in 2019-20, down from \$15.39 million in 2014/15.<sup>16</sup>

An average of 51,000 people visited the East Arnhem Land region each year across 2017 to 2019.<sup>12</sup> The average length of stay (ALOS) in the region over the same period was 6.5 nights, resulting in a total of 330,000 visitor nights spent in the region.

Based on the current visitor markets, it is surmised the vast majority of visitors are domestic.

Visitation by purpose of visit and visitor expenditure is unable to be modelled for the region due to low visitor numbers.

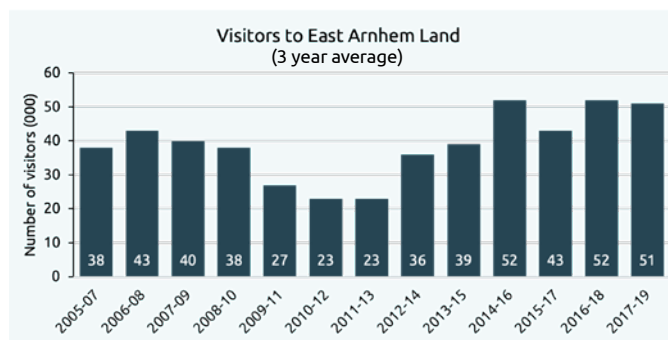


Figure 3 - Average annual visitors to East Arnhem Land <sup>12</sup>

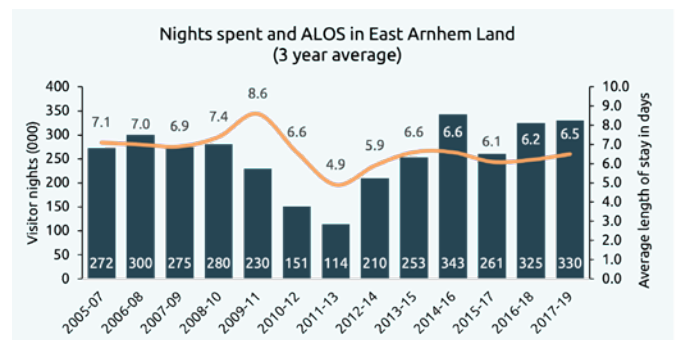


Figure 4 - Annual visitor nights spent in East Arnhem Land <sup>12</sup>



## Visitor economy growth potential

Employment generated from tourism is significantly lower in East Arnhem Land compared to the Northern Territory as a whole. This is due to the significantly lower numbers of visitors to the region compared to most other regions of the Northern Territory.

It is estimated an additional 252 jobs would be created in the region if the tourism industry expanded to represent the same number of jobs as a proportion of the economy as the Northern Territory as a whole.<sup>17</sup>

Similarly, it is estimated that tourism would contribute \$61.09 million (up from \$9.04 million) to the East Arnhem Land economy if the region's tourism sector was proportionate to the Northern Territory as a whole.<sup>17</sup>

These figures do not attempt to forecast future growth of the industry, but rather seek to represent what the tourism economy of East Arnhem Land would look like if the region's economy reflected that of the wider Northern Territory.

## Existing core markets

The current visitors to the region consist of the following markets:

### Self-drive market

Based on the current spread of tourism activities and accommodation, it is assumed the self-drive market is the core visitor market to the Gove Peninsula and are estimated to represent most recreational visitors to the region. These visitors are equipped for the journey with the necessary vehicle and equipment and are self-sufficient, usually carrying camping equipment or a caravan/camper trailer.

This market is strategic to the region, as there is more camping capacity in the region compared to standard accommodation, allowing for more visitors at one time. They are also not reliant on hire cars or commercial tours to visit the region's recreational areas.

The self-drive market is dependent on road access, limiting this market to the dry season.

### Organised tours

The region's remoteness and access requirements means travelling as part of an organised tour can often be a convenient and safe way to visit East Arnhem Land. Tour operators often have strong relationships with Traditional Owners, allowing visitors exclusive access to areas which are not available to independent travellers.

Organised tours offered by Outback Spirit, Lirrwi Tourism and Wildcard Luxury Cruises are fully catered. Companies such as Great Divide Tours operate tag-along tours, allowing visitors to travel with their own vehicle in the safety of a convoy and with the convenience of having permits and campsites organised on the travellers' behalf.

Apart from tag-along tours, organised tours almost exclusively rely on their passengers arriving by air.

## Fishing enthusiasts

The region's estuaries and blue waters are attractive to fishers due to the abundance of fish and the diversity of species available. The Arnhem Land coast attracts visitors chasing a one metre barramundi.

Fishing enthusiasts are high-yield, interstate visitors who dedicate their time in the region to fishing. These visitors stay at fishing lodges or aboard dedicated motherships, which include accommodation, meals, tackle, permits and transfers. Most fishing enthusiasts visit over the wet season, which offers the best chance of catching a prized barramundi.

## Visiting friends and relatives (VFR)

The VFR market is a consistent source of visitation to the East Arnhem region. Many non-Aboriginal residents of East Arnhem Land originate from outside the region and the Northern Territory, creating opportunities for interstate VFR visitation.

Given the region's remoteness and permit requirements, visitors may feel more comfortable visiting the region when they know someone residing in the region.

## Education

A range of schools in Victoria and New South Wales currently offer their students the opportunity to visit the Gove Peninsula and surrounding homelands to participate in cultural immersion programs. These tours are typically seven to ten days long.

These programs are highly integrated into the regional economy with over 98% of program expenditure (excluding airfares) based in region, generating income for over 12 locally owned businesses.<sup>18</sup> The programs also generate temporary employment for over 100 Yolngu cultural facilitators and help develop skills that are transferable across multiple industries.

Equatorial Launch Australia (ELA) is currently establishing the Arnhem Space Centre, the first equatorial launch facility in the southern hemisphere, on the Gove Peninsula. Once this site is operational, likely in 2021-22, there will be opportunities to expand these programs to create tailored educational programs which combine traditional knowledge of the night sky with space-related science, technology, engineering and mathematics (STEM) learning.

East Arnhem Land has strong potential to grow its educational tourism market by leveraging the Arnhem Space Centre as an alternative to international space programs.

## Fly-in Fly-Out (FIFO)/Drive-in Drive-Out (DIDO)

The FIFO workforce represents approximately 21% of all employment in the region.<sup>19</sup> This mostly consists of mining workers but also includes public servants and service providers operating out of Darwin. The FIFO workforce offers benefits to the local tourism industry by increasing the number of air services. This improves regional connectivity and offers more flexible air transport options for tourists and locals alike.<sup>20</sup>

Art centres report that they receive frequent visits by FIFO and DIDO personnel who visit the centres while in community for work purposes. By developing bespoke experiences, targeted at these travellers, there is an opportunity to extend length of stay in these communities by mixing work with recreational activities.



## Sub-regional visitation

Current visitation to the East Arnhem Land region is primarily work related. This is due to the large FIFO work presence across the mining town of Nhulunbuy and Alyangula, and the delivery of various government services and other organisations based outside the region. The vast majority of leisure visitation is centred on the Gove Peninsula where accommodation, camping facilities, restaurants and attractions catering to leisure tourists are located.

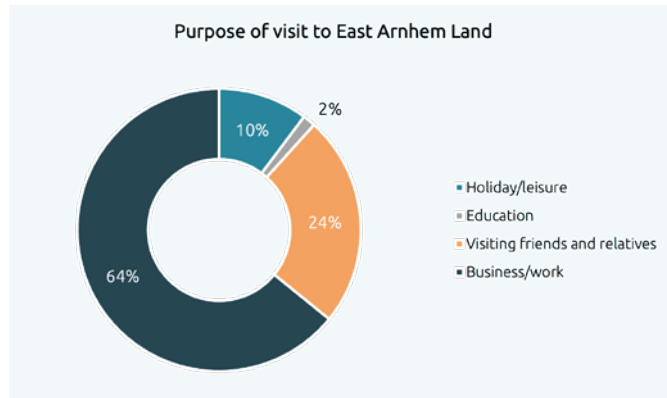


Figure 5 - Breakdown by purpose of visit in 2019 (estimated)<sup>21</sup>



Guwatjurumuru (Giddy River) - Gove Peninsula  
Image: DEAL





# Trends in regional tourism

Regional tourism has gained popularity in recent years, with travellers increasingly seeking authentic cultural and nature-based tourism experiences. The region can leverage its unique cultural, natural and historical assets to capitalise on this trend to develop its tourism industry.

Caution should be applied when considering opportunities in visitation trends, with several barriers to building the tourism industry remaining for the region, including competition with capital cities in attracting visitors, the significant investment in both time and expense required to visit the region and seasonality limitations.

Given there is significant growth potential and opportunity for expansion within the existing core markets through product

development and better servicing, the DMP is primarily focused on how to achieve this growth. If growth potential is achieved across these markets, future efforts will look to focus on other growth markets, such as international travellers and business events. Investment in festivals and relevant events to drive visitation to the region also presents an opportunity to build value in the tourism market.

Several common experiences and attractions support linkages across the East Arnhem Land region and are shared with other regions in the NT, as shown in Table 2. These common experiences act both as unique attractions for the region, and importantly as a common link between NT DMP regions to encourage visitation further afield.

**Table 2 - Common experiences and attractions in NT regions**

Attraction	Greater Darwin	East Arnhem Land	Kakadu	Big Rivers	Barkly	Alice and MacDonnell	Lasseter
World War II history	●			●	●	●	
Pioneering history	●		●	●	●	●	●
Aboriginal cultural tourism and the NT arts trail	●	●	●	●	●	●	●
The Ghan train journey	●			●		●	
Drive journeys	●	●	●	●	●	●	●
Bird watching	●	●	●	●	●	●	●
Parks and natural attractions	●	●	●	●	●	●	●
Sports and adventure activities	●			●		●	●
Hiking	●		●	●		●	●

## Legend

Nature-based offerings ● Aboriginal cultural offerings ● Transport journey offerings ● History and heritage offerings ●



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# Destination Management Plan development

**Destination management planning is a comprehensive approach to regional tourism development, accounting for social, economic and ecological factors in the destination. It considers the interrelatedness of these factors and their relationship to tourism outcomes.**

Destination management is an ongoing process that allows private industry, government and communities to work together to define a unified vision for a destination, plan to achieve the industry's desired future, and manage the desired outcomes for a destination.





## Guiding principles

The DMP is underpinned by the key principle that East Arnhem Land is Aboriginal land, and the development of the tourism industry must be led by and for the benefit of Yolŋu and Anindilyakwa peoples across the region. Yolŋu and Anindilyakwa culture is the core of East Arnhem Land's identity and remains one of the destination's top comparative advantages when compared to similar regions.

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### Promoting cultural heritage and walking in both worlds learning

East Arnhem Land remains a stronghold for Aboriginal culture. Tourism is an opportunity for Yolŋu and Anindilyakwa peoples to share their culture with visitors from other backgrounds. It also supports cultural heritage to remain strong by assisting with the flow of knowledge being passed down to future generations.

Yolŋu and Anindilyakwa consulted as part of the DMP, identified tourism as an opportunity to keep culture alive and strong by sharing culture within their community and with visitors. They also identified an opportunity for Aboriginal and non-Aboriginal people to 'walk in both worlds' by connecting, engaging and learning from each other. Yolŋu and Anindilyakwa culture is not for sale and there is little interest to commercialise it, rather, it is an opportunity for immersive, experiential learning.

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### Recognising and respecting cultural knowledge and practices

There is a strong desire for the region to attract visitors and businesses that are interested in engaging and learning from Yolŋu and Anindilyakwa. Visitors and tourism operators must have respect for law, governance, protocols, customs and culture of Yolŋu and Anindilyakwa peoples and acknowledge that at times creative solutions will be required to satisfy the priorities of both communities and visitors.

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### Ensuring environmental sustainability

The tourism industry must remain committed to protecting and enriching the natural environment. Yolŋu and Anindilyakwa have been caring for and nurturing their lands and seas for over 65,000 years. The development of the industry must acknowledge the challenges associated with climate change, marine debris and conservation to ensure the tourism industry participates in addressing these issues.

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### Advancing economic outcomes

The tourism industry is well positioned to contribute to the pursuit of Yolŋu and Anindilyakwa economic independence whether through employment, leasing land, creating cultural tourism experiences, or offering ancillary product and services that feed into the visitor economy. It is important to note that environmental and societal impacts need to be considered when identifying economic opportunities.



# Comparative advantages



## Yolŋu and Anindilyakwa cultural immersion and learning experiences

East Arnhem Land is home to incredibly rich Yolŋu and Anindilyakwa culture, both of which are among the oldest living cultures on earth. The region offers a unique and unrivalled opportunity for cultural immersion, allowing visitors to learn from custodians of 65,000 years of culture.



## Diverse history

East Arnhem Land has a diverse and multifaceted history that lives on through its residents.



## Unique natural environment

The unique and unparalleled natural environment and breathtaking landscapes of East Arnhem Land make the region a pristine paradise.



## Adventure drives

The Central Arnhem Road drive and tracks to access the more remote campgrounds in the region offer visitors the opportunity to journey through ancient landscapes, scenery and wildlife.





## Destination development strategy

Given the emerging nature of the tourism industry in East Arnhem Land, this DMP has focused on a multifaceted destination development strategy that includes key development themes, each with an associated action plan, and a suite of product development opportunities.

- Destination vision – the vision for how East Arnhem Land is perceived by consumers
- Industry vision – the vision for how the tourism industry benefits the people of East Arnhem Land and contributes to the regional economy
- Key development themes – focus areas of development to grow the tourism industry in East Arnhem Land
- Product development opportunities – opportunities for new product development based on cultural, environmental and geographical features of East Arnhem Land and regional tourism trends
- Sub-regional development projects – infrastructure and tourism development projects in each sub-region of East Arnhem Land as identified through stakeholder engagement.

## Destination vision

By 2031, East Arnhem Land will be a high-quality, year-round bucket list destination, which is internationally recognised for its cultural significance and natural beauty and is affordable to access by land, air and sea.

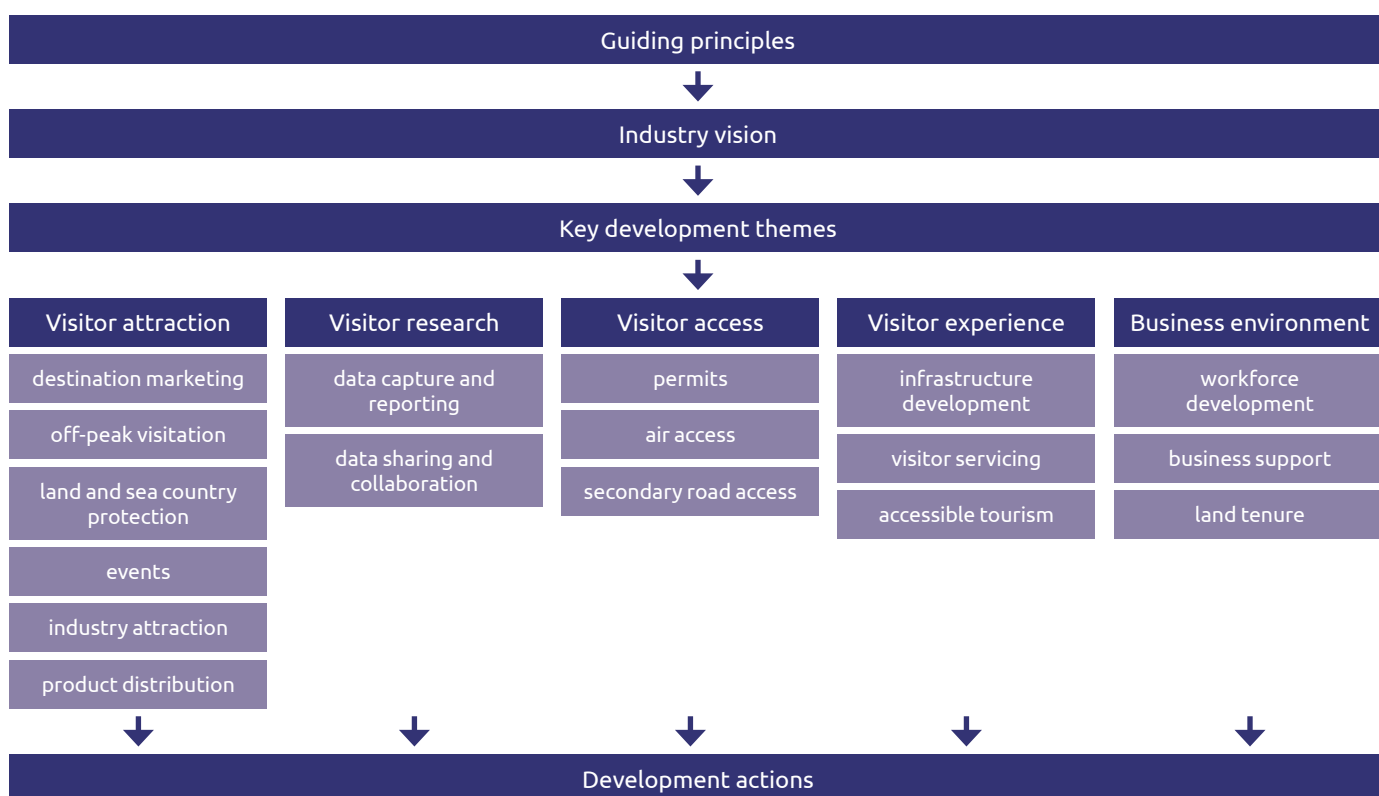
## Industry vision

By 2031, the East Arnhem Land visitor economy will be a key driver of regional economic growth, while remaining culturally, environmentally and economically sustainable. Led by Traditional Owners and supported by public and private investment, tourism development will be strategically and collaboratively coordinated to ensure it contributes to the empowerment of Yolŋu and Anindilyakwa peoples through skills development, employment and increased intercultural understanding.

## Key development themes

The key development themes were distilled from ideas, research and feedback gathered during the regional workshops and consultations.

There are five key themes which are separated into 17 focus areas.



Actions are attributed to each key development theme for the purpose of progressing issues that are limiting the growth of the tourism industry. Organisations responsible for each action are suggestions and will be confirmed by the Project Implementation Team (PIT).

**Lead** - organisation(s) responsible for implementing the action.

**Partners** - organisation(s) responsible for supporting the lead organisation(s) in implementing the action.

### Explanation of timeframes:

- ongoing – activities that will continue as usual
- short term – 1-2 years
- medium term – 2-5 years
- long term – 5-10 years.





# Product development opportunities

East Arnhem Land has a diverse range of experiences available to tourists. Most experiences currently centre on the Gove Peninsula and Groote Eylandt. A growing number of homelands are interested in developing experiences for tourists.

The region's natural, cultural and historical assets allow for significant growth in the depth and breadth of available product.

The following product categories have been identified as growth opportunities for the region to progress.



**Yolngu and  
Anindilyakwa culture**



**Accommodation**



**Caravan and  
camping**



**4WD/adventure  
drives**



**Recreational and  
guided fishing**



**Festivals and  
events**



**Food and drink**



**History**



**Safari hunting**



**Eco-tourism  
experiences**



**Space**



**Transport options**



**Hiking**



**Wellness**



**Wildlife  
experiences**



Consultation with stakeholders identified a strong interest to develop tourism product across all sub-regions of East Arnhem Land. Priority product development opportunities have been identified by the PIT to support the sustainable development of tourism in the region. A complete list of opportunities is detailed in the full plan in the section *Sub-regional development projects*.

With consideration of industry insights, current project status and community interest, product development opportunities have been prioritised according to their ability to drive visitation outcomes and based on importance to destination development.

Region	Product opportunities	Product status	Level of stakeholder support	Current status	Estimated scale of investment	Possible action
Gove Peninsula – Nhulunbuy	Construction of new visitor accommodation	New	Concentrated	Identified opportunity	High	Business case
Gove Peninsula – Bawaka	Development of new visitor accommodation	Existing	Concentrated	Established	Medium – High	–
Gove Peninsula	Develop new and existing recreational areas across the Gove Peninsula	New	Broad	Identified opportunity	Low	Master planning Grant/funding application
Gove Peninsula – Nhulunbuy	Development of a music festival focused on local artists	New	Broad	Ongoing development	Low – Medium	Grant/funding application
Blue Mud Bay – Banyala	Develop onshore cultural experiences designed for the expedition cruise market	New	Concentrated	Identified opportunity	Low – Medium	Business case
Blue Mud Bay – Gan Gan	Establish a multi-day cultural immersion experience at Garraparra	New	Broad	Identified opportunity	Medium – High	Grant/funding application
Gapuwiyak and surrounds – Gapuwiyak	Establish cultural experiences (bush medicine, spear making, weaving) for tour operators to incorporate into their itineraries	New	Concentrated	Identified opportunity	Low	Grant/funding application
Gapuwiyak and surrounds – Raymangirr	Develop onshore cultural experiences designed for the expedition cruise market	New	Concentrated	Identified opportunity	Medium	Business case
Galiwin'ku and Wessel Islands – Galiwin'ku	Formalisation of onshore experiences for cruise ships	Existing	Broad	Identified opportunity	Low	Strategic planning
Galiwin'ku and Wessel Islands – Banthula	Formalisation of onshore experiences for cruise ships	Existing	Concentrated	Identified opportunity	Low	Strategic planning
Ramingining and Arafura Swamp	Establishment of camping facilities	New	Broad	Identified opportunity	Medium – High	Business case
Ramingining and Arafura Swamp – Ramingining	Expansion of the Bak'bididi Festival to welcome small groups of tourists	Existing	Broad	Identified opportunity	Medium	Feasibility study
Milingimbi and Crocodile Islands – Milingimbi	Expansion of the Milingimbi Gattjirr Cultural Festival to welcome small groups of tourists	Existing	Broad	Identified opportunity	Medium	Feasibility study
Groote Eylandt	Establish cultural workshops (weaving, bush food, bush medicine, bush dyeing, traditional healing)	New	Concentrated	Identified opportunity	Low	Grant/funding application
Groote Eylandt	Formalisation of onshore experiences for cruise ships	New	Broad	Planned	Low	Strategic planning

Product opportunities
Nature-based offerings
Aboriginal cultural offerings
Drive journey offerings
History and heritage offerings
Quality facilities

Level of stakeholder support	
Concentrated	Local community, individual or single government agency
Broad	Community + others, or multiple agencies
Extensive	Community, government, multiple agencies and/or industry

Estimated scale of investment	
High	+\$1 million
Medium	\$0.1 - \$1 million
Low	\$0 - \$100,000





## Action Plan

To ensure the sustainable development of the region's tourism industry, development actions and focus areas have been identified from ideas, research and feedback gathered during the regional workshops and consultations. A focus on visitor attraction, visitor research, visitor access, visitor experience and business environment is recommended.

Plans for the activation of these five key themes and resulting focus areas through strategic actions in partnership with multiple stakeholders in the region are outlined below.

### Visitor attraction

Tourism is an important economic driver for the NT, with industry development having significant potential in the East Arnhem Land region. A coordinated effort towards destination marketing will improve consumer awareness of the East Arnhem Land region, as well as access requirements and its product offering. To ensure the region's potential to be marketed as a Northern Territory bucket list destination, industry stakeholders must work collaboratively to increase consumer awareness of the region, address barriers to off-peak visitation, ensure land and sea country protection, as well as support industry attraction and product development in the region.

#### Why is this a priority?

- East Arnhem Land is currently not heavily represented in destination marketing campaigns due to the region having a low number of bookable tourism experiences
- expedition shipping and the superyacht sector is an emerging source of visitation to the region
- the region's remoteness lends itself to the opportunity for larger tour operators to partner with local operators to create guided experiences across East Arnhem Land and beyond, with the small group adventure market and the tag-along tour market identified as having the greatest potential to disperse tours throughout the region
- multi-day, guided tours that combine the very best of East Arnhem Land would help address access challenges faced by consumers interested in visiting the region
- East Arnhem Land has a modest calendar of events over the dry season, with most catering to the local communities in which they operate and not widely promoted to target audiences outside of the region.



#	Development theme	Action	Lead	Partners	Timeframe
1	• Destination marketing	Embracing the region's identity, develop marketing material to identify product as East Arnhem Land and West Arnhem Land.	• Tourism NT	• Operators • TEA • DEAL	Short term, then ongoing
2	• Destination marketing	In line with the Northern Territory Drive Tourism Strategy 2021-2030 (Drive Strategy), continue to undertake marketing activities that promote East Arnhem Land to the adventure drive market.	• TEA • DEAL	• Tourism NT • TTE	Short term, then ongoing
3	• Destination marketing	Leveraging the broader NT brand and destination marketing activities, develop and define a regional identity.	• PIT	• Tourism NT • TEA	Short term, then ongoing
4	• Destination marketing	Implement Drive Strategy actions relevant to the East Arnhem region.	• Tourism NT	• TEA	Short term, then ongoing
5	• Destination marketing • Off peak visitation	Establish a yearly regional marketing campaign for East Arnhem Land designed to increase awareness and drive bookings to the region among key visitor markets.	• TEA	• DEAL	Short term, then ongoing
6	• Destination marketing	Among those able, increase the opportunity for operators to host familiarisation tours for distribution partners to increase awareness of product among key distribution partners.	• Tourism NT	• TEA • DEAL	Medium term, then ongoing
7	• Destination marketing	In partnership with NT Business Events, develop marketing materials to promote the region as a destination for small scale business events.	• DEAL • Tourism NT	• Operators	Medium term, then ongoing
8	• Land and sea country protection	In line with aspirations of Traditional Owners, support interested land management organisations to develop tourism product that complement or leverage their existing activities.	• PIT	• DEAL	Medium term
9	• Events • Product distribution	Facilitate the creation of event specific packages to maximise the economic benefits of the current calendar of events. Event organisers to work with operators to sell 'add-on' packages when selling event tickets.	• Operators • Event organisers	• DEAL	Short term
10	• Events	Facilitate the development of new events to encourage visitation.	• DEAL • TEA	• Tourism NT • Operators	Short term
11	• Events	Assist community groups with planning of events. Assist community groups with aligning their events to Northern Territory-wide events and marketing campaigns to maximise exposure.	• DEAL • NCL	• Tourism NT • Operators	Short term
12	• Events	Develop a regional events strategy.	• DEAL	• Tourism NT • Operators	Medium term
13	• Industry attraction	Progress the actions relevant to the East Arnhem Land region in line with Tourism NT's strategic plans for the cruise sector.	• Tourism NT	• DEAL	Ongoing
14	• Industry attraction	Convene an expedition cruise working group to coordinate activities and facilitate the sharing of information between ports.	• DEAL	• Tourism NT • Operators • NLC	Short term
15	• Industry attraction	Develop a guide to market the region to cruise operators and to assist cruise ships in planning their voyages to the region. Identify key community organisers at each port to coordinate planning and preparation of onshore activities.	• DEAL	• Tourism NT	Short term
16	• Industry attraction	In line with Tourism NT's strategic plans for cruise, and with support from land councils and operators, begin identifying potential shore excursion opportunities along the Arnhem Land coast including Traditional Owner support for allowing access.	• DEAL	• NLC • ALC • Tourism NT • Operators	Short term
17	• Industry attraction	Work with interested communities and homelands to develop distinct onshore activities to increase port visits to the region during the same voyage.	• DEAL • Operators	• Tourism NT	Medium term
18	• Industry attraction	Work with the Department of Agriculture, Water and Environment (Australian Government) to support discussions for first point of entry status for recreational and passenger vessels to be reinstated for Melville Bay and Milner Bay.	• DEAL	• DCMC • NIAA	Medium term
19	• Product distribution	Build business participation in travel distribution.	• Operators • Tourism NT	• TTE • DEAL	Short term



## Visitor research

The uniqueness of the East Arnhem Land region and its comparative advantages provide significant potential for the tourism industry. Data held by various organisations is important to measure aspects of the region's visitor economy and to identify visitor trends. Tourism data collated by operators and government can be used to measure trends such as the number of visitors, length of stay, accommodation occupancy, mode of transport to the region and growth in individual sectors.

### Why is this a priority?

- Tourism Research Australia (TRA) currently incorporates East Arnhem Land into a broader reporting region called Litchfield Kakadu Arnhem, integrating Litchfield National Park, Kakadu National Park, Tiwi Islands and broader Arnhem Land
- limited visitation data (visitor numbers and nights) is publicly available for the East Arnhem region through data collected by the National Visitor Survey and International Visitor Survey
- the region requires timely and accurate data to track the success of the DMP, to identify visitor trends and to enhance marketing efforts.

#	Development theme	Action	Lead	Partners	Timeframe
20	• Data and research	Undertake surveys of visitors at key visitor touch points to gain better understanding of visitor trends.	• NCL • DEAL	• Tourism NT	Short term
21	• Data and research	Upgrade current 'coverage station' road monitors along the Central Arnhem Road to 'primary stations'. Upgrades would increase data collection from 2-3 months over the dry season to year-round monitoring and better capture road traffic trends.	• DIPL	• Tourism NT • AARWG	Medium term
22	• Data and research	Increase number of road counters along the Central Arnhem Road from two to eleven primary stations to better capture road usage and traffic flows.	• DIPL	• Tourism NT • AARWG	Medium term
23	• Data and research	Once visitation increases to a sufficient level, create reporting region of 'Arnhem Land'.	• Tourism NT	• TRA	Long term
24	• Data sharing and collaboration	Convene a regional tourism data working group to allow tourism operators and government agencies to share and collate visitor data for the purposes of measuring the visitor economy.	• DEAL	• Tourism NT	Short term



East Arnhem Live hosted by Banubanu Beach Retreat, Bremer Island - Gove Peninsula. Image: DEAL



## Visitor access

Entry to Aboriginal land requires permits under Commonwealth and Northern Territory legislation, with written permission essential from Traditional Owners to visit their land. The permit system is designed to help ensure community privacy, preserve culture, safeguard the environment and promote visitor safety. There is a low level of awareness of the importance of permits for Aboriginal communities within the general population; continued education of consumers and industry about permit requirements and processes is required. In addition, flight reliability and the costs of air access to East Arnhem are often prohibitive and a major concern in the region. To enable access to Nhulunbuy and other major communities in East Arnhem Land, there is a strong need to reduce the cost of airfares and improve reliability of current services. The alternative to air access is to travel by road, with self-drive tourists visiting East Arnhem Land required to be prepared for the journey along the Central Arnhem Road. The preparation required due to the existing infrastructure and road conditions of Central Arnhem Road substantially increases the overall cost of visiting the region, and therefore excludes more price-sensitive visitor markets.

### Why is this a priority?

- a primary motivating factor of domestic and international travellers is destination safety and security – a matter impacted by decisions across many government departments
- air access to East Arnhem Land is often prohibitively expensive and flights are frequently cancelled or delayed with limited notice, leaving travellers stranded
- high airfare costs hinders product development in the region, especially for destinations where air access is the only option
- road safety issues are present due to the poor road conditions of the Central Arnhem Road, with car accidents and vehicle damage regularly occurring as a result of corrugations
- wet season weather can force the closure of the road at short notice and dramatically change road conditions and transit times for visitors with little notice
- many tourism development opportunities in the region are on homelands outside major towns and communities, which often become isolated during the wet season due to substantial flooding and/or water damage to their primary access road and/or airstrip
- there are multiple permits issued across the East Arnhem Land region from authorised organisations that are relevant to visitors. This can lead to confusion from travellers not knowing where to start to obtain the correct permits for their journey.

#	Development theme	Action	Lead	Partners	Timeframe
25	• Permits	Find innovative ways to increase visitor awareness about the importance of permits and which permits are required for their journey and how to apply for them.	• NLC • DEAL • Dhimurru	• Tourism NT	Short term
26	• Permits	Work with permit issuing bodies to allow third parties such as VICs to apply for permits on behalf of visitors.	• NLC • Dhimurru	• DEAL • Tourism NT • TTE	Medium term
27	• Air access • Industry attraction	Continue talks with air carriers to improve affordability and reliability of current passenger services to the region.	• RRC	• Airport Development Group • DEAL • NCL • ALC • Tourism NT	Medium term
28	• Air access	Explore options to reinstall airport security services to Gove Airport to allow passenger baggage to be checked through to their final destination, rather than requiring rechecking on arrival to Cairns or Darwin.	• NCL	• DCMC	Long term
29	• Road access • Air access • Infrastructure investment	In relation to community and homelands access roads: • continue discussions on levels of funding for community and homelands access roads to ensure it is sufficient to meet the needs of residents and the tourism industry • collaboratively agree an approach to increased or additional maintenance requirements to community and homelands access roads as a result of increased tourism traffic • explore options to upgrade air strips on homelands for year-round use.	• East Arnhem Regional Council • Homelands service providers • LGANT • Operators	• DEAL • DCMC • NLC • NIAA	Ongoing
30	• Road access • Infrastructure investment	Prioritise communications infrastructure to address 'black-spots' along the Central Arnhem Road and access roads to communities and homelands to increase visitor safety.	• Tourism NT	• PIT • DCDD	Ongoing
31	• Road access • Visitor Servicing	Create visitor information specific to the Central Arnhem Road for self-drive visitors focused on safety considerations, driving conditions and suggested itineraries.	• TEA	• DEAL • Tourism NT	Short term
32	• Road access • Industry attraction • Infrastructure investment	In line with the Drive Tourism Strategy, work with Traditional Owners, regional stakeholders, and industry to open the SEAL Track and Top Track to recreational traffic.	• DIPL	• DEAL • Tourism NT • NLC • Homelands service providers	Long term



## Visitor experience

Infrastructure investments are required in East Arnhem Land to increase convenience, comfort and pleasure for visitors of the self-drive market, and to support homelands interested in welcoming tourists that require electricity, potable water, toilets and lodgings to meet basic market expectations. Marine infrastructure is vital to facilitate mobility between communities and homelands, with much of the region's tourism activity occurring close to, or on, the ocean. Establishing tourism infrastructure that is accessible to all people, regardless of their physical limitations, disabilities or age, is beneficial to a broad range of stakeholders.

At all ports of entry, visitor servicing plays an important role in providing visitors with accurate information to make informed decisions regarding their travel. Operators often act as the first point of contact for many visitors and play an essential role in the region's visitor services network, identifying the importance of industry being informed and abreast of the latest tourism developments in the region.

### Why is this a priority?

- existing infrastructure in the region presents risks to visitors, with current air and road access limiting access to medical services, restricting mobility between communities and homelands and visitor safety concerns due to the lack of mobile telecommunications available and visitor infrastructure on the Central Arnhem Road
- the lack of telecommunications infrastructure on homelands makes it difficult for tourism operators based on Country to take bookings, liaise with clients and respond to enquiries
- accessible tourism is an identified gap in the current industry offering in the region and the NT more broadly
- travellers with accessibility requirements are estimated to make up 7% of the Australian adult population, and 14% when factoring in that many people with accessibility requirements travel with others such as a carer.



Banubanu Beach Retreat – Gove Peninsula  
Tourism NT/Kyle Hunter



#	Development theme	Action	Lead	Partners	Timeframe
33	• Infrastructure investment	In line with the Drive Tourism Strategy and Central Arnhem Road Investment Strategy, implement the recommendations of the Central Arnhem Road Visitor Experience Review.	• AARWG	• DIPL • Tourism NT • NLC • DEAL	Short term
34	• Infrastructure investment	Complete an audit of current homelands tourism infrastructure and determine priorities for new and upgraded facilities.	• DEAL • Tourism NT	• Operators	Short term
35	• Infrastructure investment	Support Yolŋu and Anindilyakwa businesses with funding applications for homelands infrastructure to support tourism development.	• DEAL • DITT • Tourism NT	• Tourism NT • Operators • NIAA	Short term
36	• Infrastructure investment	Support the delivery of Arts Trail infrastructure projects in East Arnhem Land to ensure timely and fit for purpose delivery.	• Buku-Larrngay Mulka Centre • Gapuwiyak Art Centre • Arts NT	• DCMC • DITT • DEAL	Short term
37	• Infrastructure investment	Support investigation into the feasibility of marine infrastructure (jetties) for the major communities of Milingimbi, Ramingining and Galiwin'ku to enable marine tourism activities.	• Local organisations • DEAL	• DIPL • DCMC • DITT • NIAA • Tourism NT	Short term, then ongoing
38	• Infrastructure investment	Leveraging other economic development processes underway in the region, develop a pipeline of tourism investment opportunities.	• DEAL • DCMC • DITT	• Tourism NT	Medium term
39	• Visitor servicing	Produce, distribute and regularly update information fact sheets to assist VIC staff with visitor enquiries specific to the Central Arnhem Road and East Arnhem Land.  Coordinate information sessions and familiarisation visits for VIC staff and regional tourism operators.	• DEAL	• TTE • Katherine Town Council • Operators • TEA	Ongoing
40	• Visitor servicing	Implement signage changes at the TTE VIC and Katherine VIC to recognise East Arnhem Land and West Arnhem Land as distinct tourist regions.	• TTE • Katherine Town Council	• DEAL	Short term
41	• Visitor servicing	Introduce information stands at key visitor touch points around the region.	• TEA	• DEAL • NCL	Short term
42	• Visitor servicing • Workforce development	Implement visitor servicing training for tourism operators across the Top End.	• TTE	• Tourism NT	Medium term
43	• Visitor servicing	Develop a regional visitor services strategy.	• DEAL	• TEA	Medium term
44	• Visitor servicing	Investigate viability of full accreditation of Nhulunbuy VIC, and other options to increase visitor services.	• NCL	• TEA	Long term
45	• Accessible tourism	Tourism NT to work with industry to implement self-assessment and rectify accessibility barriers in their operations.  The PIT and NT Government agencies to consider accessibility, when providing comment, or allocating funding to investment initiatives, grant rounds or infrastructure implementation.	• Tourism NT • PIT • NT Government agencies	• Operators	Short term
46	• Accessible tourism	Facilitate workshops to improve operator understanding of accessible tourism.	• DEAL	• TEA	Medium term



## Business environment

The biggest challenge facing small Yolŋu and Anindilyakwa businesses is the lack of support and mentoring available to help entrepreneurs with administration functions, such as finance, governance, business planning, human resources management and regulatory compliance. There is an identified need for support services and facilities which allow Yolŋu and Anindilyakwa entrepreneurs to run the core of their businesses while being well assisted with the 'back-end' administration. If established, it is important that these services allow for learning and mentoring that genuinely build capability for the business to become self-sufficient.

Appropriate training and genuine career pathways to sustainable employment are crucial to the growth of the East Arnhem Land tourism industry, in particular the growth of Yolŋu and Anindilyakwa cultural experiences. Appropriate skills development must incorporate technical training, mentoring and industry placements to ensure pathways to employment are created. Intercultural competency training and experience is also required for Yolŋu, Anindilyakwa and non-Aboriginal businesses to successfully engage with Yolŋu and Anindilyakwa or employ Yolŋu and Anindilyakwa workers.

Yolŋu and Anindilyakwa have highly specialised artistic, medicinal and land management skills. Utilising a strength-based approach to developing tourism capability, there is an opportunity to expand land management and cultural programs which operate across the East Arnhem Land region to incorporate tourism related activities and training to develop additional visitor experiences and income as a result of the expansion of programs. Such opportunities include activities and programs delivered by rangers, art centres and Aboriginal Corporations in the region through Community Development Programs.

Further opportunities to assist business growth and expansion, and the attraction and retention of staff, lie in addressing the unmet housing need in the region. The limited availability of staff housing, and serviced land in remote communities and homelands to provide new housing, is a significant barrier for businesses and impediment for Yolŋu to engage in the workforce.

Land tenure issues also present significant challenges for Yolŋu and Anindilyakwa. Land use agreements over Aboriginal land are required for all developments irrespective of whether the applicant is the recognised Traditional Owner of the land in which the development will be occurring. The Northern Land Council currently advises Section 19 agreements on Yolŋu land, implemented through the *Aboriginal Land Rights (Northern Territory) Act 1976*, can take 18 months or longer to finalise.

### Why is this a priority?

- existing tourism businesses have expressed a strong desire to hire more Yolŋu and Anindilyakwa staff, however more work is required to create conditions for successful long-term employment
- training is the first step to ensuring Yolŋu and Anindilyakwa have the skills and confidence required to actively participate in the tourism industry
- there is currently no dedicated tourism training program based in the region, with training outside of the region inaccessible to many Yolŋu and Anindilyakwa as it is not culturally relevant and requires extended time away from family
- it is currently prohibitively expensive for most organisations to meet the costs of servicing land and building employee housing, which is a clear disincentive to businesses and organisations that wish to expand their footprint in communities or create a more permanent presence
- current land agreement delays, as progressed through Section 19 agreements, are a considerable barrier to new product development, especially for Traditional Owners who are interested in developing experiences on their own land.



*Smoking ceremony performed at Garma – Gove Peninsula  
Image: Tourism Australia/Valarc Films/Richard Gray*



#	Development theme	Action	Lead	Partners	Timeframe
47	• Workforce development	Implement Northern Territory Aboriginal Tourism Strategy 2020 – 2030 actions relevant to the East Arnhem region.	• Tourism NT	• PIT	Short term, then ongoing
48	• Workforce development	Organise a biennial study tour for Yolŋu and Anindilyakwa interested in entering the tourism industry.  Provide opportunities for Yolŋu and Anindilyakwa to learn from successful Aboriginal tourism entrepreneurs from other parts of Australia.	• DCMC • DEAL	• NTATC • DITT • Operators	Short term
49	• Workforce development	Convene a workforce development working group (WDWG) to: • undertake a skills gap analysis that can be used to create training tailored to the needs of industry and the needs of Yolŋu and Anindilyakwa • deliver tailored training for Yolŋu and Anindilyakwa workers to gain the skills required for employment in the tourism industry • deliver a suite of targeted skills development, capacity building and training services to tourism operators • investigate incorporating tourism training (such as Certificate II in Tourism) into the high-school curriculum • collaborate to create pathways from training to employment.	• DCMC • CDP Providers • Operators • RTOs • DITT • Tourism NT	• NTATC • DEAL • RRC • Department of Education • NIAA • TTE • Hospitality NT • ISACNT	Short to medium term
50	• Workforce development	Develop best practice Aboriginal employment standards for tourism businesses to follow based on case studies from across the region and the Top End.  Support the creation of workplaces that are culturally competent; value and respect cultural differences; and work to create a shared two-way environment.	• CDP providers • ARDS • Operators • Tourism NT	• NTATC • ISACNT	Medium term
51	• Workforce development	Develop tourism-specific cultural competency training for tourism operators who employ or intend to employ Yolŋu and Anindilyakwa workers.	• ARDS • Tourism NT	• DCMC • NIAA • DITT	Medium term
52	• Workforce development	Based on the outcomes from the WDWG, work with operators to develop a pool of Yolŋu and Anindilyakwa drivers and tour guides that can support cultural tours throughout the region.	• WDWG • Operators	• CDP providers	Medium term
53	• Business capacity • Workforce development	Continue to invest in ReviewPro or similar data collection tools and work collaboratively with TTE and Hospitality NT to support the development of industry standards using data insights.	• Tourism NT	• TTE • Hospitality NT	Short term
54	• Business capacity and capability	Work with Northern Territory and Commonwealth government departments to support incorporation of industry staff accommodation needs when planning subdivisions in communities.	• RRC • DEAL	• DCMC • NIAA	Ongoing
55	• Business capacity	Provide 'back-end' business administration support services for emerging Yolŋu businesses.	• DEAL	• DITT • NIAA	Short term
56	• Business capacity	Re-establish a regional business development network to encourage collaboration and access to services, including sub-regionally based support opportunities.	• DEAL	• Many Rivers • NIAA • DITT • DCMC • Sub-regionally based providers	Short term
57	• Business capacity	In collaboration with Traditional Owners, local organisations and community members, develop economic action plans for each East Arnhem Land sub-region.  These plans will focus on short term actions designed to progress the tourism aspirations of each major community.	• Local organisations • DCMC	• Tourism NT • DEAL	Short term
58	• Business capacity • Workforce development	Investigate and, if viable, establish a regional 'tourism hub' which can support tourism businesses with centralised support and training services.	• DEAL	• TEA • DCMC	Long term
59	• Business capacity • Destination marketing • Visitor servicing	Continue advocating for funding for a tourism development officer to be based in the region full time to support the implementation of this DMP.	• TEA • DEAL		Ongoing
60	• Land tenure • Infrastructure investment	Work collaboratively with relevant parties to review and address barriers to the coordination of Aboriginal land access.	• NIAA • NLC • ALC	• Tourism NT • NTATC • DCMC	Short term
61	• Land tenure	Assist Traditional Owners and other Yolŋu and Anindilyakwa businesses with the development of business plans and other relevant documentation as required by the relevant land council to obtain a Section 19 lease or licence.	• DEAL • DITT	• ALC • NLC • NIAA	Short term
62	• Land tenure	Develop an investment guide to assist investors in navigating land access and development processes.	• DEAL	• NLC	Medium term





# Implementation

Tourism NT, with on ground support from the Tourism Development Officer (DEAL), will lead the Project Implementation Team (PIT), which will ensure stakeholders remain accountable for implementing actions they have been assigned within the DMP. The PIT will meet a minimum of twice a year, to discuss progress of assigned actions and opportunities for collaboration.

Initial PIT membership is comprised of those organisations with actions arising from the DMP:

- Tourism NT
- Developing East Arnhem Limited
- Tourism Top End
- Tourism East Arnhem
- Northern Land Council
- Anindilyakwa Land Council
- Department of the Chief Minister and Cabinet
- Department of Infrastructure, Planning and Logistics
- Department of Industry, Tourism and Trade
- Department of Territory Families, Housing and Communities - Arts and Culture
- National Indigenous Australians Agency
- Nhulunbuy Corporation Limited.

The composition of the PIT will be flexible to bring in others who may be relevant to certain actions or have an interest in overseeing the implementation of this plan.

The full plan of the East Arnhem Land DMP can be found on [tourismnt.com.au](http://tourismnt.com.au)

## For further information

Tourism NT

Email: [Tourism.Development@nt.gov.au](mailto:Tourism.Development@nt.gov.au)

Phone: 08 8999 3859



*Spear fishing at Bawaka – Gove Peninsula  
Image: Tourism NT/Shanaa McNaught*





# Monitoring and evaluation

The ten-year timeframe for the DMP establishes a need for regular monitoring and evaluation of the effectiveness of the plan in supporting industry growth. This will include annual progress reports and an annual review score card.

Reviews of the DMP will occur every two years to ensure the DMP remains relevant and continues to evolve as the industry evolves. The annual report will advise the approaches to maximise opportunities or to reduce the gaps identified in the region. It will be critical to review shifting visitor trends, industry

development requirements and stakeholder needs during the life of the DMP.

Enhanced tourism outcomes will require alignment and collaboration across the public, private and community sectors. The annual review process will ensure stakeholders from all sectors remain involved in providing feedback and contribute to a sustainable tourism sector on a regular basis.

Annual scorecard

An annual scorecard will measure progress of outcomes including:

- Visitor numbers
- Visitor expenditure
- Visitor satisfaction rating (benchmarking to the Global Review Index (GRI))
- Visitors online feedback / reviews
- Visitors digital targets (i.e. website hits)

The product development opportunities will be updated annually, showing progress and status. New opportunities that align to the DMP will be listed and prioritised.



Progress is monitored and publicly reported

Reviewed every two years

This DMP will be reviewed every two years to ensure currency and relevance. This will require alignment and collaboration across the public, private and community sectors.

Reviews of the DMP every two years will ensure stakeholders from the tourism sector as well as stakeholders from all sectors are involved in providing feedback and contributing to a sustainable tourism sector for the region.



DMP remains relevant

## Acronyms

AARWG	Arnhem Arterial Roads Working Group
ALC	Anindilyakwa Land Council
CDP	Community Development Program
DCDD	Department of Corporate and Digital Development
DCMC	Department of the Chief Minister and Cabinet
DEAL	Developing East Arnhem Limited
DIDO	Drive-in drive-out
DIPL	Department of Infrastructure, Planning and Logistics
DITT	Department of Industry, Tourism and Trade
DMP	Destination Management Plan
FIFO	Fly-in fly-out

LGANT	Local Government Association of the Northern Territory
NCL	Nhulunbuy Corporation Limited
NIAA	National Indigenous Australians Agency
NLC	Northern Land Council
NTATC	Northern Territory Aboriginal Tourism Committee
RRC	Regional Reconstruction Committee
TEA	Tourism East Arnhem
TTE	Tourism Top End
TRA	Tourism Research Australia
VIC	Visitor Information Centre

## Glossary of terms

### Anindilyakwa

The Aboriginal people who inhabit Groote Eylandt and surrounding islands that make up the Groote Archipelago, which is situated to the west of mainland East Arnhem Land in the Gulf of Carpentaria.

### Homeland (also known as outstation)

A small, traditional estate based on customary ownership. Homelands provide cultural, spiritual, health and economic benefits to residents. Homelands are the result of the homelands movement of the 1970s, which saw Aboriginal people relocate from missions to their ancestral lands to establish small communities.

### Section 19

Section 19 of the *Aboriginal Land Rights (Northern Territory) Act 1976* allows for the development of most non-mining related activities on Aboriginal land. Businesses wanting to operate on Aboriginal Land must have a Section 19 agreement (for example, lease or licence) granted by the relevant land council.

### Seasons

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Peak season												
Shoulder season												
Off season												

**Legend**   ■ Wet Season   ■ Dry Season

### Yolŋu

The Aboriginal people who inhabit the mainland of the East Arnhem region of Northern Territory and associated island areas including the Crocodile Islands and Wessel Islands.

## Note about data

Unless specifically referenced otherwise, figures quoted in the report pertaining to East Arnhem Land are a combination of the Australian Bureau of Statistics Statistical Area Level 2 areas of East Arnhem, Anindilyakwa and Nhulunbuy.

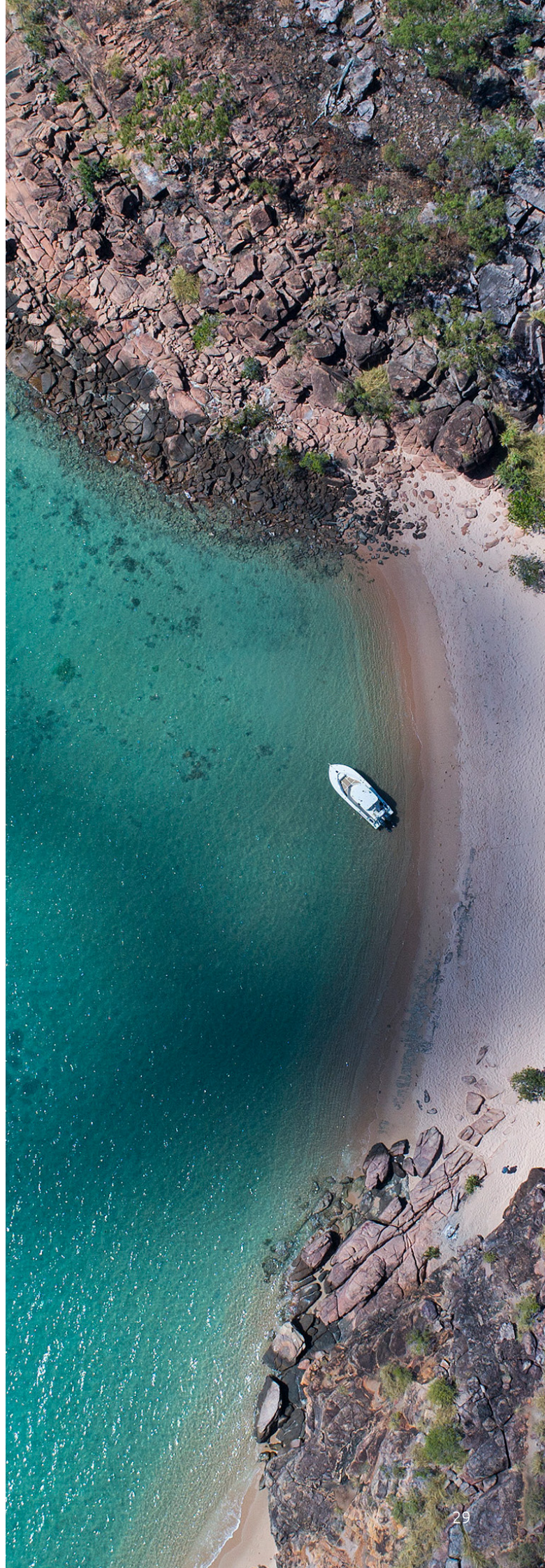


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*Right:*  
*Groote Eylandt Sports Fishing*  
*Image: Tourism Australia*

*Back Cover:*  
*Cultural experience at Bawaka*  
*Image: Tourism NT/Shanaa McNaught*







DEVELOPING  
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