

EDUCATION ACTIVATION PLAN PROGRESS REPORT 2017



The Australian School Education Tourism Activation Plan was released in 2014 setting out what Tourism NT would like to achieve in the sector of education tourism. The actions that were proposed in the plan comprised of: **Preparation; Collaboration; Positioning and Representation.** Out of the 20 actions that were initially set out in the 2014 action plan, Tourism NT has met or addressed all contributing to the overall success of the program. We have revised these actions and set KPI's for the 17/18 Financial Year.

9%



An 9% increase in the number of school students visiting the Northern Territory

VISITATION - Red Centre v Top End

49%

of groups travelled to the Red Centre

38%

travelled to the Red Centre & Top End

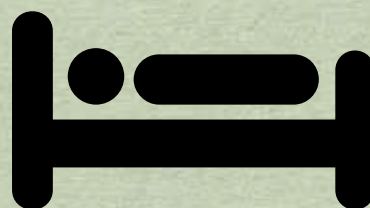
13%

travelled only to the Top End



A 12% increase in school group bookings from our operators with an average night stay of 11 nights per excursion

12%



\$145

Average cost of excursion per student, per day

\$12.6M

An estimated \$12.6m was spent with dedicated educational tour operators visiting the NT with further growth anticipated



\$6M

An estimated \$6m injected into the Northern Territory is attributed to 48% of 'on tour spend'

Results are based on averages across the NT, and reported on as estimated value only. The above figures show the growth that the NT is receiving from the education market. Tourism NT will continue to actively shape education tourism and expand into the international education tourism space in 18/19. The education sector still has room for growth, however necessary funding and infrastructure will be required.

PREPARATION - Prepare the local tourism industry for school education tourism and develop experiences that align with the Australian curriculum.

- Continued working with operators dedicated to the education market known as 'NT Learning Adventures'. Increased operator participation from 47 to 52 in 16/17 FY.
- Supported operators via site visits and consistent communication via email and phone
- Encouraged operators to work collaboratively to enhance overall experiences
- Facilitated business opportunities through education distributors (GET Education Tours, Across Australian Travel, World Strides, Alpine Spirit)
- Continued facilitating the NT school excursion support program aimed at all schools travelling to the NT. \$57,000 in grants were provided to schools in 16/17
- Connecting NT operators with interstate distributors to encourage increased visitation and inclusion in travel itineraries
- Provided opportunities for operators to participate in the 16/17 education familiarisation.



Students point towards another Educational adventure in the NT.

COLLABORATION - Foster productive collaboration across stakeholder groups to drive continuous improvement in addressing the needs of the education tourism sector.

- Reduced participation in some print and online marketing, focussing only on platforms that have proven results including:
 - o Australian Directory of school activities (online and print)
 - o Interstate excursion distributor emails
 - o Australian Teacher magazine (online and print)
 - o EDMs to education database
- Closely working with all divisions within the Department of Tourism and Culture on opportunities relating to resources and barriers.



Students enjoy a camel trek with Uluru Camel Tours.



2016 Uluru visit by students from Salesian College, Sunbury, Victoria.

POSITIONING - Position the Northern Territory as one of Australia's leading education tourism region for Year 6-10 students.

- Updated the NT Learning Adventures product manual, available for download from the Northern Territory website or via ntlearningadventures.com
- Coordinated an Educators' familiarisation for both Central Australia and Top End in 2016 and 2017 resulting in four enquiries for quotes for trips departing in 2018
- Presented fresh content on ntlearningadventures.com with a refresh of images and downloads
- Promoted NT Learning Adventures via a full colour wrap on the back of another Alpine Spirit excursion bus (linked with Worldstrides and Across Australia Travel) with the focus on the Top End. There are now two buses with NT Learning Adventure promotions that travel all throughout Victoria and to the NT assisting with exposure all year round
- The Northern Territory has retained its 3rd spot as the choice of destination for school groups (Canberra remains number one, followed by overseas trips)
- Contributed three editorials through print:
 - o Education Matters
 - o Australian Teacher Magazine (written by famil participant)
 - o Australian director of school activities, excursion and accommodation

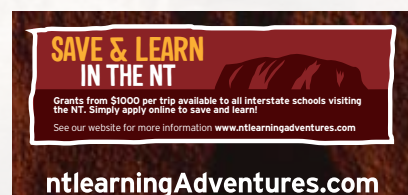


REPRESENTED - Represent the Northern Territory's school education tourism interests at the national level

- Continued to receive feedback and statistics to determine the 'current state of play' for the education market via market surveys to interstate distributors, NT Parks, NT operators and Parks Australia
- Currently working with operators and parks to lobby for further resources relevant to the education market
- Continued to administer the NT school excursion program support for the 16/17 financial year which provided us with further insight into the domestic education market such as:
 - o 57 schools received funding towards their NT excursion
 - o 2537 students benefitted from the funding providing approximately \$22 saving per student
 - o Successful schools spent \$4.6m on NT excursions in total (over 57 schools)
 - o Successful schools spent an average \$2.2m. on NT excursions (based on 48% contribution). This translates into a return of \$39 for every \$1 invested in the program.



NT Learning Adventures wrap on the Alpine Spirit Excursions Coach



FUTURE DIRECTION

Tourism NT will continue to contribute to the 'Tourism Vision 2020' by addressing the needs of the education market. This will be achieved by engaging and sharing knowledge with the NT Learning Adventures' operators, and addressing some of the constraints that this market is facing.

Tourism NT identified some barriers in relation to the education sector which were:

- Affordability
- Accessibility (including aviation, frequency, cost, capacity)
- Limited infrastructure (suitable accommodation for school students)

Affordability is being influenced through the funding program which reduces costs by \$22 per student on average. Tourism NT is also working with an operator to assist promoting an 'off-peak' continuous school trip assisting with both accessibility and affordability.

Limited infrastructure remains a capacity issue for school trips to the NT. If the market continues to increase along its current growth trajectory, capacity will be reached. Infrastructure issues need to be resolved so that schools continue to come to the Territory. Immediate focus will be placed on the following:

- Alice Springs accommodation options
- Ayers Rock campground and Uluru park access
- Katherine and Nitmiluk
- Darwin accommodation
- Kakadu relating to park access and educational activities.

Tourism NT intends to:

- Discuss with relevant stakeholders options to resolve availability issues
- Look into alternative accommodation options at each location.
- Work with NT Parks and Parks Australia on

opportunities specifically for this market

- Promote other regional locations within the NT that still have relevance to educational outcomes

In addition to focusing on capacity restraints, the following will continue to be advanced throughout 17-18:

- Quality and suitability of products for the education market
- Travel times/seasons
- Accessibility to the NT
- Deliver a funding program for NT school excursions aimed at interstate schools
- Attend relevant trade shows and market in education publications
- Host familiarisations and update distributors on product available in the NT
- Quarterly electronics mail outs to operators/teachers/stakeholders

Key Performance Indicators for 17/18 financial year

5% increase in student visitation

Key Performance Indicators for 2020

50% 'On tour spend' by school groups IN the NT by 2020

\$25M total market spend by 2020

Tourism NT will report yearly on these KPIs and provide updated targets based on results.



2016 visit by John XXIII College Perth, Western Australia.