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# Tourism NT Annual Report 2022-23



**NORTHERN  
TERRITORY  
TOURISM NT**



## Purpose

The annual report of Tourism NT provides a record of performance and achievements for the 2022-23 financial year.

In order to comply with annual reporting requirements under Section 28 of the Public Sector Employment and Management Act 1993, Financial Management Act 1995 and Information Act 2002, 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 2022-23 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.

Cover:  
Alice Springs Desert Park,  
Alice Springs

Above:  
Nitmiluk at sunrise,  
Nitmiluk National Park



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## Letter to the Minister

Dear Minister

I am pleased to present you with the 2022-23 annual report on the performance and achievements of Tourism NT, which has been prepared in accordance with the provisions of section 28 of the Public Sector Employment and Management Act 1993 and section 12 of the Financial Management Act 1995.

Pursuant to my responsibilities as the Accountable Officer under the Public Sector Employment and Management Act 1993, the Financial Management Act 1995 and the Information Act 2002, 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 my control observe the provisions of the Financial Management Act 1995, 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 1995
- 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 1995, the internal audit capacity was adequate and the results of all internal audit matters were reported to me
- e) the financial statements included in this annual report 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 my responsibilities pursuant to Section 131 of the Information Act 2002, 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 2002.

**Shaun Drabsch**

Chief Executive Officer

Tourism NT

Department of Industry, Tourism and Trade

29 September 2023



# Introduction

From the Chair and the  
Deputy Chief Executive Officer

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2022-23 overview

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## Message from the Chair and Deputy Chief Executive Officer

We are pleased to introduce Tourism NT's Annual Report for 2022-23 detailing the key achievements that have supported and grown the tourism sector this past year. Emerging from 3 years of uncertainty, the 2022-23 results demonstrate strong demand for the Territory's product and experiences, with record visitor expenditure of \$3 billion.

Overall expenditure figures for the year were very strong with significant growth from July to December 2022, driven by pent up consumer demand following the pandemic. This was moderated for the second half of the year with Australians travelling outbound again and cost of living pressures affecting our visitation.

We wish to recognise our industry and acknowledge the hard work and effort in delivering quality visitor experiences as well as engaging with our campaigns and consultations. It was pleasing to see industry come together for the 2023 Tourism: Towards 2030 conference in Alice Springs and Darwin, with the largest registrations to date. We look forward to presenting the 2024 conference next February.

Tourism NT's actions are guided by the NT's Tourism Industry Strategy 2030 (T2030 Strategy) which has recently been reviewed. Following a range of consultations with industry, the T2030 Strategy update was delivered in September 2023. The update outlines progress against the strategy's actions and includes new visitation targets and key themes for the next phase.

Domestic marketing this year featured dynamic multi-faceted campaigns across a range of media channels and engagement with national trade, airline and wholesale partners through paid, earned, owned and partner channels. A key achievement was the 'Summer starts early' campaign, which exceeded all key performance indicators, including selling out flight sales within 24 hours and boosting visitation in the traditionally low travel period.

International marketing focused on reactivating our global operations, supporting operators back into market, media campaigns, international trade events, missions, training and a resumption of international media and familiarisation visits to the Northern Territory. A highlight was a first time partnership with Skyscanner, with campaigns targeting short haul emerging and key source markets.

To respond to workforce shortages and drive visitation, Tourism NT delivered the award winning 'Get paid to do this' working holiday maker (WHM) attraction campaign, which surpassed expectations, driving over 100,000 job leads with a large volume of WHMs arriving earlier for the season than anticipated.

Implementation of strategic actions continued with our industry development programs delivering \$5.4 million in total grant funding. The Visitor Experience Enhancement Program maintained support to industry with \$1.4 million in grant funding provided in 2022-23. Our focus on sustainability and accessibility initiatives strengthened in support of an inclusive and future focused tourism industry. There were standout achievements in Aboriginal tourism with the inaugural Aboriginal Tourism Forum welcoming 130 participants in addition to a dedicated Aboriginal culture campaign, created in collaboration with the Aboriginal Tourism Committee, highlighting that 'Culture is closer than you think'.



Two significant international association business events were held in the Territory in mid-2023, together generating over \$6 million in estimated delegate expenditure. The NT Government supports the attraction of business events through administering the NT Business Events Support Fund which offers financial support to organisers of eligible business events.

In the area of international education, Study NT led two international trade delegations, one to Vietnam and the Philippines engaging over 300 stakeholders, then visiting India and Nepal, attending a trade fair and hosting an agent seminar. At 30 June 2023 the number of international students enrolled in the Territory were on track to deliver the highest ever enrolments for the Territory.

While we acknowledge ongoing headwinds for the sector and the different pace of tourism recovery across the regions, the outlook for the coming year is positive. There have been some exciting new developments with the announcement of Bonza's new flights to Alice Springs and Darwin, the expansion of Singapore Airlines services, construction of the Northern Territory Art Gallery and the planned Iris Capital hotel expansion in Alice Springs. Demand for Territory experiences remains high, our marketing and industry development pipeline is focused and we look forward to the year to come.

A handwritten signature in blue ink, appearing to read "Michael Bridge".

**Michael Bridge**  
Chair, Board of  
Commissioners  
29 September 2023

A handwritten signature in blue ink, appearing to read "Scott Lovett".

**Scott Lovett**  
Deputy Chief Executive Officer  
Department of Industry,  
Tourism and Trade  
29 September 2023

# 2022-23 Overview

## Visitors to the Northern Territory



**1.65m**

Total visitors

▲ 27%



**\$3.02b**

Overnight spend

▲ 42%



**\$1,838**

Average spend per trip

▲ 12%



**713,000**

Domestic holiday visitors

▲ 2.3%



**\$1.23b**

Domestic overnight holiday spend

▲ 11%



**\$1,682**

Domestic holiday spend per trip

▲ 5.1%



**104,000\***

International holiday visitors



**\$1.41m\***

International overnight holiday spend



**\$1,352\***

International holiday spend per trip



Couple at Sandy Creek Falls, Litchfield National Park

## Social media – Consumer



**404,055**

▲ 6.6%\*\*

Northern Territory – Australia  
@northernterritoryaustralia  
Facebook followers



**384,135**

▲ 1.4%

@NTAustralia  
Instagram followers



**15,999**

▲ 8.2%

@NT\_Australia  
X followers (formerly Twitter)



**New**

@NTAustralia  
TikTok channel launched 28 June 23

## Social media – Corporate



**20,865**

▲ 2.4%

Tourism NT  
@TourismNorthernTerritory  
Facebook followers



**11,543**

▲ 14.8%

Tourism NT  
LinkedIn followers

## Participation in Aboriginal cultural activities during trip in the NT



**37%**

Interstate holiday visitors



**9%**

Intra-Territory holiday visitors



**68%**

International holiday visitors\*\*\*

\*Percentage changes have not been published as previous year's figures are not available due to international border closures.

\*\*Domestic

\*\*\*International holiday visitors to the NT could have participated in an Aboriginal cultural activity anywhere in Australia.



# About Tourism NT

[Our vision](#)

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[Our strategic plan](#)

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[Our structure](#)

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[Our leadership](#)

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## Our vision

Deliver 2.8 million overnight visitors to the Northern Territory, with an associated spend of \$5.3 billion, by 2030.

As one of the Territory's largest employing industries, estimated to employ directly and indirectly 12,500 Territorians or 8.5% per cent of the total Northern Territory workforce, growing the tourism industry is vital to strengthening the Territory economy.

## Our strategic plan

Tourism NT's activities throughout 2022-23 were guided by the NT's Tourism Industry Strategy 2030 (Strategy). The Strategy, released in 2019, outlines the direction of tourism in the Territory for the next decade and was co-developed with industry as part of the Northern Territory Government's Turbocharging Tourism initiative. The Strategy was reviewed during the year to ensure it remains relevant in the current operating environment, and to update targets and priorities, with the final document released in early 2023-24.

To achieve the 2030 vision, the Strategy relies on industry and government working together towards sustainable growth of tourism in the NT.

Tourism NT activities towards the vision are reported under the six priority objectives identified in the Strategy:

- grow investment in the Northern Territory's remarkable assets, product and regions
- strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences
- through strategic marketing activities grow the value of the holiday and international student markets in the Northern Territory
- leverage and build events to drive visitation
- develop ongoing access to and within the Northern Territory
- governments, all industries and the general public recognise the value of tourism for the Northern Territory.

## Our structure

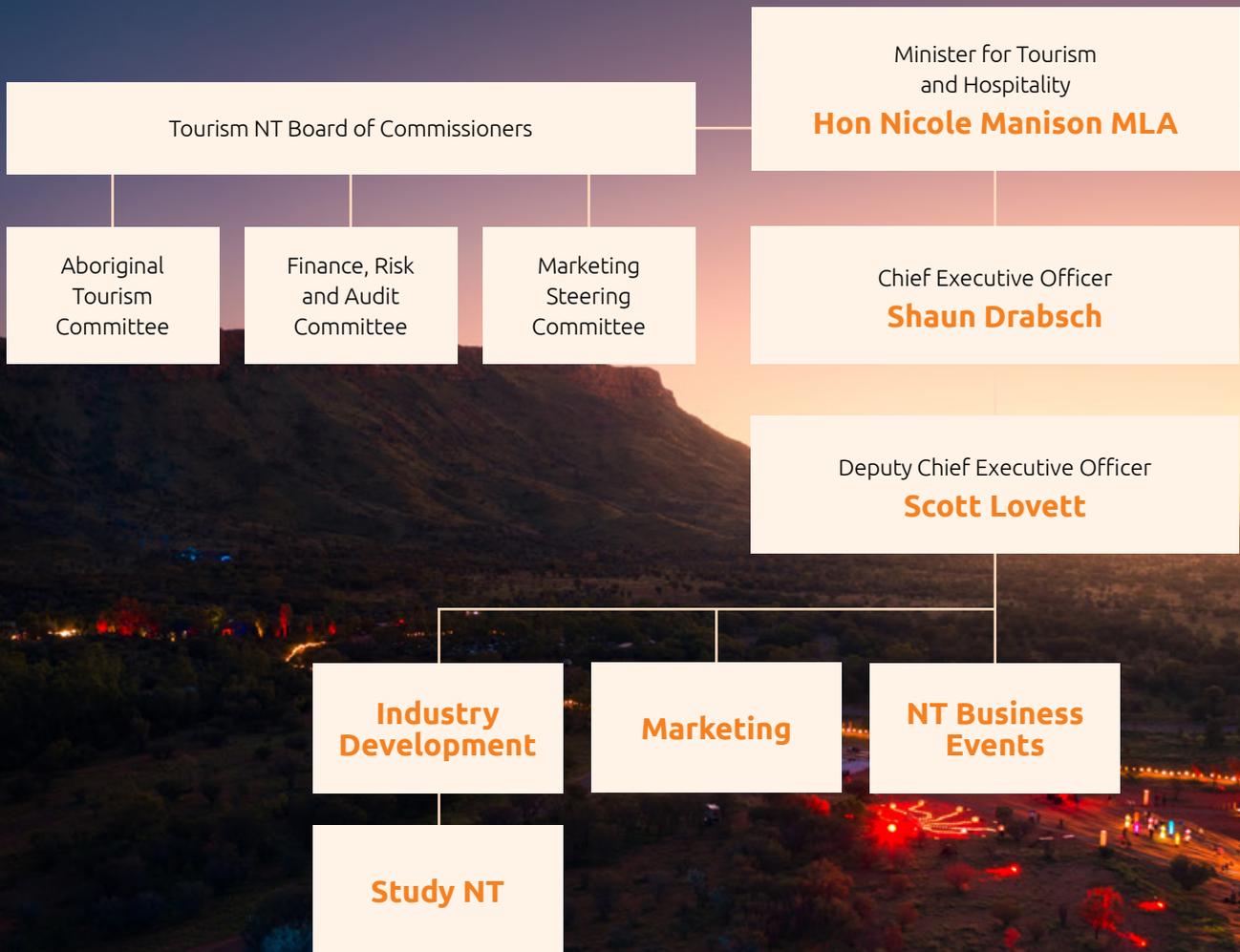
Tourism NT is a statutory authority constituted by the Northern Territory Government under the Tourism NT Act 2012, responsible for:

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

Tourism NT operates within the Tourism, Hospitality and Services division of the Department of Industry, Tourism and Trade. Tourism NT incorporates the functional areas of Industry Development (which includes Study NT), Marketing and NT Business Events.

## Our leadership

As at 30 June 2023, Tourism NT's strategic direction and objectives were guided by the Minister for Tourism and Hospitality, the Hon Nicole Manison MLA; the Board of Commissioners, chaired by Michael Bridge; and the Aboriginal Tourism Committee. Reporting to the Chief Executive, the Deputy Chief Executive Officer is responsible for implementing the strategic direction set by the Board and managing the day-to-day operational, administrative and marketing functions of Tourism NT.





# Our Visitors

## Visitation

### Key deliverables

### Regional holiday visitor snapshot

## Visitation

Total domestic and international overnight visitation to the Northern Territory increased by 27 per cent to 1.645 million for 2022-23. Visitors spent an estimated \$3.0 billion, up 42 per cent (\$897 million) compared to 2021-22. This represents the highest spend over a financial year to date.

Combined domestic and international holiday visitation grew 17 per cent to 817,000 with 23 per cent growth for total holiday expenditure to \$1.375 billion. As holiday travel is the primary target of Tourism NT's marketing and promotional activity, this section reports on the performance of the holiday market.

Domestic holiday visitation increased 2.7 per cent to 713,000 travellers, with New South Wales (21 per cent) and Victoria (18 per cent) being the largest interstate source markets. The smaller growth of domestic holiday visitors was impacted by declining intra-Territory holiday visitation with a decrease of 2.2 per cent in Territorians holidaying within the NT. Domestic holiday visitor spend increased \$121 million to \$1.234 billion in the Territory during 2022-23 (up 11 per cent) compared to the same period last year. Total interstate visitors grew 17 per cent and interstate holiday visitors grew by 6.4 per cent for the year, however this growth was much smaller than national interstate holiday market growth at 80 per cent over the same period.

2022-23 was the first full year of international visitation since borders reopened in February 2022, so international visitation growth is compared to 2018-2019 (pre-pandemic). International holiday visitation to the Territory in 2022-23 was down 59 per cent to 104,000 visitors. The Territory's key international holiday source markets were the United States (19,000 visitors), the United Kingdom (14,000 visitors), Germany (11,000 visitors), France (9,000) and for the first time India was one of Territory's top five source markets (7,000 visitors).

Regionally, domestic and international holiday visitors to Central Australia increased 49 per cent to 285,000, compared to the Top End which increased 9.9 per cent to 592,000 during 2022-23. The growth in holiday visitors to the Centre can be attributed to both interstate and intra-Territory holiday visitors,

up 11 per cent (to 175,000) and up 35 per cent (to 39,000) respectively. This growth was corroborated by improved operator sentiment and business confidence in the region.

Looking in more detail at the regions, the Central Australian regions of Alice Springs MacDonnell, Lasseter and Barkly experienced holiday visitation growth of 56 per cent to 161,000, 36 per cent to 201,000 and 9.8 per cent to 35,000 respectively. Only Greater Darwin grew for holiday visitors (up 21% to 473,000) in the Top End, as Kakadu Arnhem was down 4.8 per cent to 112,000 and Katherine Daly declined 3 per cent to 184,000.

Overall, domestic holiday visitor markets across Australia have predominantly recovered to pre-pandemic levels, including particularly strong domestic holiday recovery for the Northern Territory with visitation recovering to 112% of pre-COVID levels. International holiday visitation recovery across all states presently remains weak, impacted by aviation access to Australia.

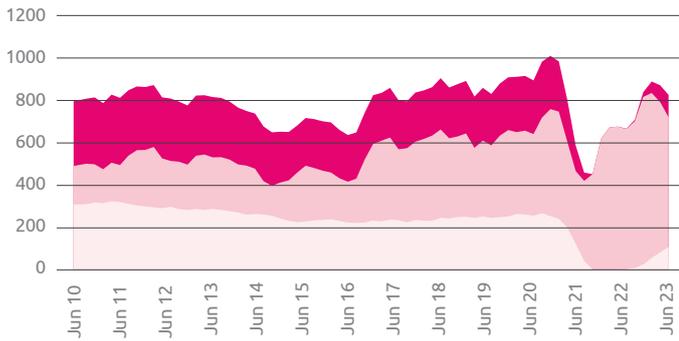
While travel intenders may encounter a number of challenges that impact household discretionary incomes, along with the geo-political instability impacting long haul markets, the introduction of new aviation routes into the Territory and the ongoing recovery of international markets should see the Territory tourism sector strengthen during the 2024 calendar year.

## Key deliverables

	2022-23		% Achieved (estimate)
	Budget	Actual	
<b>Holiday visitors</b>			
Domestic	702,000	713,000	102%
International	100,000	104,000	104%
<b>Holiday visitor expenditure</b>			
Domestic	\$1.194B	\$1.234B	103%
International	\$120M	\$141M	118%

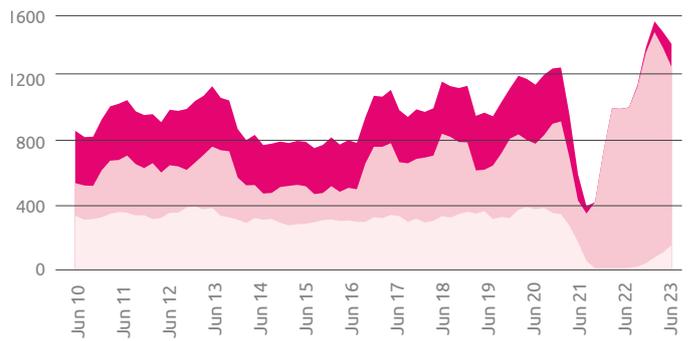
### Holiday visitors

Holiday visitors ('000s)



### Holiday visitor expenditure

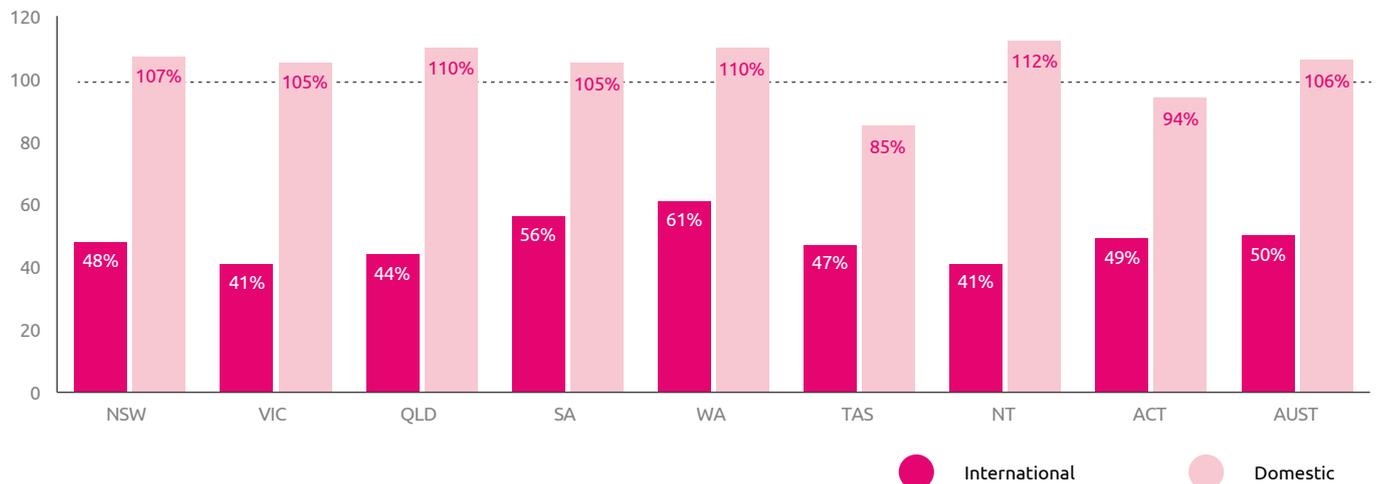
Overnight holiday expenditure (\$ million)



● Combined ● Domestic overnight ● International

### Holiday visitation recovery

Holiday visitors ('000s)

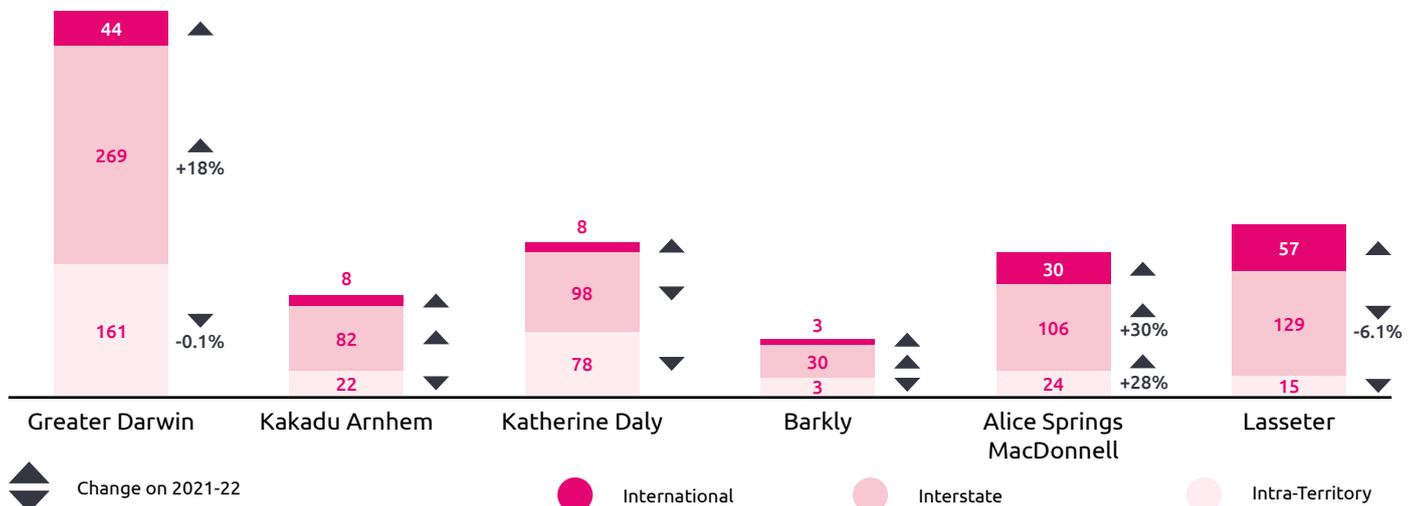


● International ● Domestic

## Regional holiday visitor snapshot

2022-23 holiday visitors ('000s)

Visitors to NT tourism regions by origin



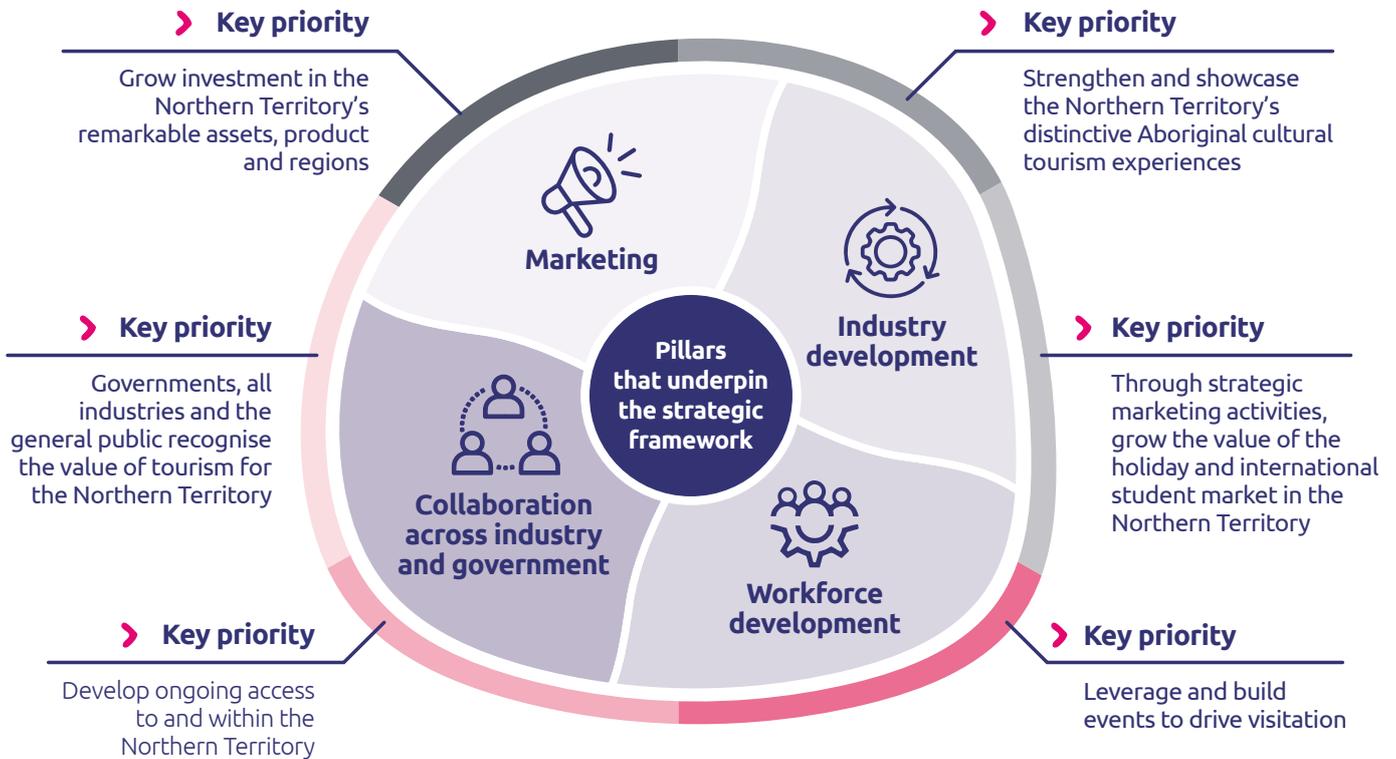
▲ Change on 2021-22 ● International ● Interstate ● Intra-Territory

Note: Percentage change not provided in cases of insufficient sample.



# Performance

Performance of Tourism NT is reported against the six priority objectives set out in the *NT's Tourism Industry Strategy 2030*.



Working in Cutta Cutta Caves Nature Park

# Priority: Grow investment in the Northern Territory's remarkable assets, product and regions

## Key achievements

### Visitor Experience Enhancement Program

\$1.77 million was awarded to 25 Territory businesses through round 6 of the Visitor Experience Enhancement Program (VEEP) with businesses providing a matched cash co-contribution. VEEP enables tourism businesses to undertake projects that will enhance the visitor experience through upgrades or improvements, and in turn attract positive online reviews and recommendations. Round 6 was introduced as part of the Central Australian tourism recovery package.

### Roadhouse to Recovery

A total of 17 remote roadhouses, wayside inns and caravan parks across the Northern Territory were collectively awarded \$2 million to upgrade their facilities through the Roadhouse to Recovery round 3 grant. The Roadhouse to Recovery grant seeks to improve the on-ground visitor experience in the Territory and encourage visitors to stay longer in remote regions.

### Additional grant programs

To assist tourism industry development, a range of grant programs were implemented to support Territory tourism businesses and local government to enhance their operations.

- \$251,000 was awarded to 8 businesses through the Tourism Accessibility Improvement grant program to assist these operators to improve their accessibility offerings, helping to build the Northern Territory's reputation as a compelling destination for inclusive travel.
- \$261,000 was awarded to 11 businesses to improve their sustainability, benefitting local community well-being and positively impacting the Territory's natural and cultural environment through the Sustainability for Tourism Industry grant program.
- In line with objectives of the Destination Management Plans to further develop night time tourism experiences, 4 Territory businesses were awarded a total of \$28,000 through the Tourism Evening Experiences Development Support program round 2.
- The Tourism Town Asset program round 2 enabled 5 local government councils to share \$348,000 in funding to upgrade thoroughfares and central community facilities to create welcoming public spaces for visitors.

### Education tourism

Tourism NT supported the education tourism sector through the NT Learning Adventures program including the Save and Learn package which was increased to \$3,000 per eligible school group for the 2023 calendar year. 74 school groups accessed Save and Learn funding in the 2022-23 financial year, with an average spend per excursion of \$97,741. Familiarisation programs were hosted, with teachers and agents from across Australia experiencing the Territory's education tourism product.

### Tourism Business Development Program

Continued to implement the Tourism Business Development Program (TBDP) which assists tourism businesses to grow and improve their effectiveness in an ever-changing marketplace with 151 operators supported through the TBDP's seven pillar framework. In addition, 12 industry initiatives were delivered that supported 94 operators.

### Accessible precinct pilot

To support development and promotion of accessible tourism experiences, Tourism NT partnered with Hospitality NT and Darwin Waterfront Corporation with an accessible precinct pilot project. The project involved an accessibility review and report on 15 venues located at the Darwin Waterfront, culminating in the delivery, promotion and distribution of an accessibility guide for the Darwin Waterfront precinct.

### Distribution development

To support Northern Territory tourism businesses after several challenging years and showcase the breadth of export ready product across the Northern Territory, Tourism NT provided \$3,000 (excluding GST) to 27 tourism businesses to support their attendance at the Australian Tourism Exchange 2023 in the Gold Coast.

To increase the distribution of product to international markets, Tourism NT supported Northern Territory operators to complete the Australian Tourism Export Council's International Ready program. Post completion, 10 businesses participated in a Northern Territory pitch presentation to 28 international buyers.

## Performance



### Destination Management Plans (DMPs)

Tourism NT plays a number of roles to support, advocate, coordinate and strengthen the collective efforts of the tourism industry and 3 levels of government to develop a robust and resilient tourism sector. Examples of key outcomes achieved during 2022-23 include:

- National Aboriginal Art Gallery design progressed to community consultation.
- Iris Capital received an exceptional development permit for Lasseters Hotel Casino redevelopment over 9 stages in Alice Springs.
- Yulara Water Supply Project funding application submitted.
- Represented the Northern Territory on Parks Australia Boards and working groups of Kakadu and Uluru-Kata Tjuta National Parks, receiving major Federal Government funding of \$355.1 million over 4 years to both parks.
- Upgrades to Elsey National Park in line with the Visitor Experience Development Plan.
- Upgrades to Katherine Visitor Centre and major works on the Godinymayin Yijard River Arts and Cultural Centre.
- Significant progress on catalyst Darwin projects including the redevelopment of State Square, new Waterfront Hotel, Northern Territory Art Gallery and Larrakia Cultural Centre.

### Regional Tourism Organisation funding agreements

Tourism NT directly supports industry and has entered into new 5-year agreements to fund Tourism Top End and Tourism Central Australia, renewed 2-year agreements with Katherine Town Council for visitor services and Developing East Arnhem Limited to employ a dedicated tourism development officer.

## Forward focus

Execute targeted grant programs to support delivery of product and destination improvements across all regions, including the Tourism Town Asset and VEEP grants, with a priority on accessibility and sustainability infrastructure initiatives.

Continue to support the attraction and retention of tour guides through a simplified Tour Guide Ready program providing tour operators financial support to quickly upskill existing or new guides with Territory knowledge and qualifications.

Support a flexible approach to business growth in tourism distribution through the Tourism Distribution grant program.

Deliver Save and Learn program funding and widen the reach by extending the program to Northern Territory based schools to encourage visitation into regions and support the education tourism sector.

Undertake a refresh of the DMPs for Alice Springs MacDonnell, Big Rivers, Lasseter and Barkly regions with a particular focus on the action plans to ensure they are current and reflective of where focus needs to be applied in their next phase of delivery.

Work across government and with key stakeholders to address tourism workforce shortages including implementation of the Choose Tourism workforce program campaigns for the Northern Territory, supported by Austrade.

Raise awareness of the Territory's accessible travel offerings to drive increased visitation and increase the bookable accessible product and experience offering.

# Priority: Strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences

## Key achievements

### Inaugural Aboriginal Tourism Forum

Delivered the inaugural Aboriginal Tourism Forum in Darwin in November 2022 with 130 participants and more than 50 per cent of delegates identifying as Aboriginal. 60 per cent of the forum delegates responded to the forum evaluation survey rating the forum as valuable or highly valuable.

### Aboriginal Tourism Grant Program

16 Aboriginal majority owned businesses and organisations received a total of \$746,100 in grant funding from round 5 of the Aboriginal Tourism Grant Program and round 1 of the Aboriginal Development Support Grant Program.

### Aboriginal culture campaign

In 2022 Tourism NT launched its first-ever dedicated Aboriginal culture campaign in the Australian market, created in collaboration with Tourism NT's Aboriginal Tourism Committee. The campaign highlighted that 'Culture is closer than you think' and was viewed across Australia on out-of-home advertising, across social media and YouTube. A campaign landing page for audiences seeking more information was developed on northernterritory.com and included a video on how to travel the Northern Territory with cultural respect. The campaign successfully exceeded key performance indicators and raised awareness of the Northern Territory as the premier destination for Aboriginal tourism experiences as measured via the Marketing Tracking Survey. The campaign was recognised with a Mumbrella Award for Collaboration.

### World Indigenous Tourism Summit

In March 2023, the Aboriginal Tourism Committee led a Northern Territory delegation of more than 30 Aboriginal Traditional Owners and businesses to the World Indigenous Tourism Summit held in Perth. Tourism NT supported 9 Aboriginal tourism businesses to attend. The Summit attracted over 500 delegates from 21 countries from diverse areas of the tourism industry, including First Nations and non-First Nations tourism interests, academics, government representatives and youth.

### Aboriginal Tourism Committee (ATC)

The ATC strengthens Aboriginal representation and advocacy of the Northern Territory's Aboriginal tourism sector. Reporting to the Tourism NT Board of Commissioners, the ATC plays a key role in guiding the implementation of the Northern Territory's Aboriginal Tourism Strategy 2020-2030 to support the development of a sustainable Aboriginal tourism sector. The ATC engaged in 8 meetings, with consultation and workshop sessions held throughout the year to advise on strategic policy and initiatives.

### Events campaign

Tourism NT delivered an events campaign promoting headline events including Parrtjima – A Festival in Light, the Barunga Festival and the Darwin Aboriginal Art Fair, showcasing the diversity of Aboriginal cultures in the Northern Territory.

## Forward focus

Undertake the Northern Territory Aboriginal Tourism Strategy 2020-2030's 3 year review to examine external factors which might require some reassessment of the actions, priorities and short and long term outcomes.

Work in partnership with the National Indigenous Australians Agency and initiative partners to progress identified Strategic Indigenous Tourism Fund co-investment projects.

Continue to showcase the Northern Territory's Aboriginal tourism experiences through marketing campaigns, publicity and social media. All marketing activity will continue to position the NT as the premier destination for authentic Aboriginal tourism experiences.

Work, train and educate trade distribution partners on Aboriginal events, experiences and attractions available in the Northern Territory.

Continue to provide secretariat support to the ATC and collaborate on priority Aboriginal tourism development activities.

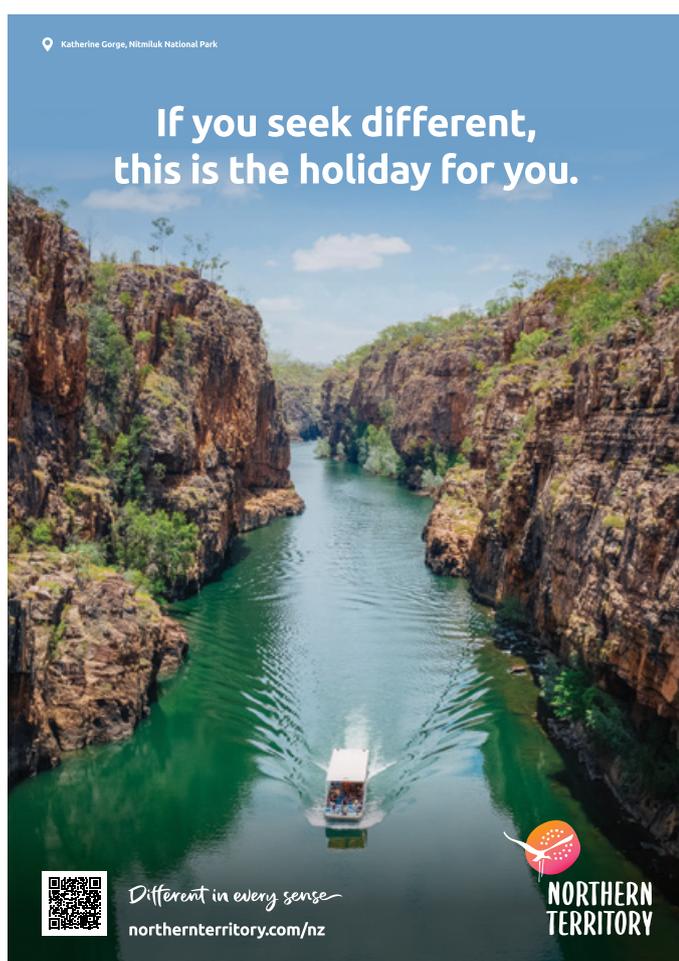
Support the development of Aboriginal cultural tourism experiences and product on iconic drive routes.

Provide practical assistance for Aboriginal tourism operators to increase their consumer profile and maximise their participation in distribution (direct and third party).

Deliver Aboriginal tourism grant programs to support the development of experiences and product.

# Priority: Through strategic marketing activities grow the value of the holiday and international student market in the Northern Territory

## Key achievements



### Domestic and New Zealand trade training program and webinars

The trade training program has developed into an established and popular training platform where agents have the opportunity to learn about new Northern Territory product, events and operators via 2 quarterly webinars, a quarterly newsletter and training modules. There are now 1,580 agents registered to the program, with a steady growth of signups. Participation in this year's quarterly webinars was strong with 50 – 100 travel agents joining online to upskill on the Northern Territory's regions, latest travel insights and new product.

### Key international partnerships and campaigns:

#### Skyscanner activity

Tourism NT formed a new global partnership with Skyscanner, with 2 bursts of activity during 2022-23. The first campaign was centred on diversification into the short haul emerging markets of the Philippines, Thailand, Vietnam, Singapore, Malaysia and India with 1,106 flight bookings achieved. Over 14 million consumers were reached via the campaign across the 6 South East Asian markets, with over 54 million impressions and over 500,000 clicks generated.

The second campaign targeted consumers in Germany, the United Kingdom, Singapore and India. A full funnel campaign approach was applied to entice consumers to book their next trip to the Northern Territory. There were 1,350 flight bookings, with over 7 million consumers reached across the 4 key source markets, with over 21 million impressions and over 320,000 clicks.

#### Tripadvisor activity

Tourism NT's Tripadvisor partnership continued this year focusing on raising awareness about the NT to ensure it remained a top consideration when travellers were exploring options in the region. The campaign, spanning key markets of USA, Canada, UK, Germany, Italy, France, Japan and Singapore, achieved 80.4 million impressions, 1.2 million video views, 700,000 clicks, 6,696 passengers booking attractions and experiences, and the sale of 1,077 room nights. This comprehensive approach effectively engaged and converted a significant portion of the audience, establishing the campaign's effectiveness in promoting tourism and boosting awareness of the destination.

### New Zealand campaign

A marketing campaign was implemented in New Zealand to highlight the Northern Territory's nature and wildlife, adventure, unique and multicultural food offering, coastal imagery, waterfalls and waterholes, friendly characters, and good value deals. The 'Seek different' campaign was advertised on television, digital billboards, digital advertising and editorial, Meta, broadcast video-on-demand and YouTube. Key media and social media influencers were hosted in the Northern Territory to create further editorial and social media content and a New Zealand campaign landing page was created on [northernterritory.com](http://northernterritory.com). Cooperative marketing activity was implemented in partnership with one of New Zealand's largest travel companies, House of Travel.



Australian Tourism Exchange 2023

## Key international trade events:

### Australian Tourism Exchange (ATE) 2023

In April, Tourism NT attended ATE in the Gold Coast. ATE is the largest international tourism trade event in the southern hemisphere attracting over 2,300 delegates from around the world. 31 Northern Territory operators attended the 4 day event representing the Northern Territory and met with international buyers. This was the largest contingency of Northern Territory operators attending ATE to date, with 10 attending for the first time.

### Australian Tourism Export Council (ATEC) Meeting Place

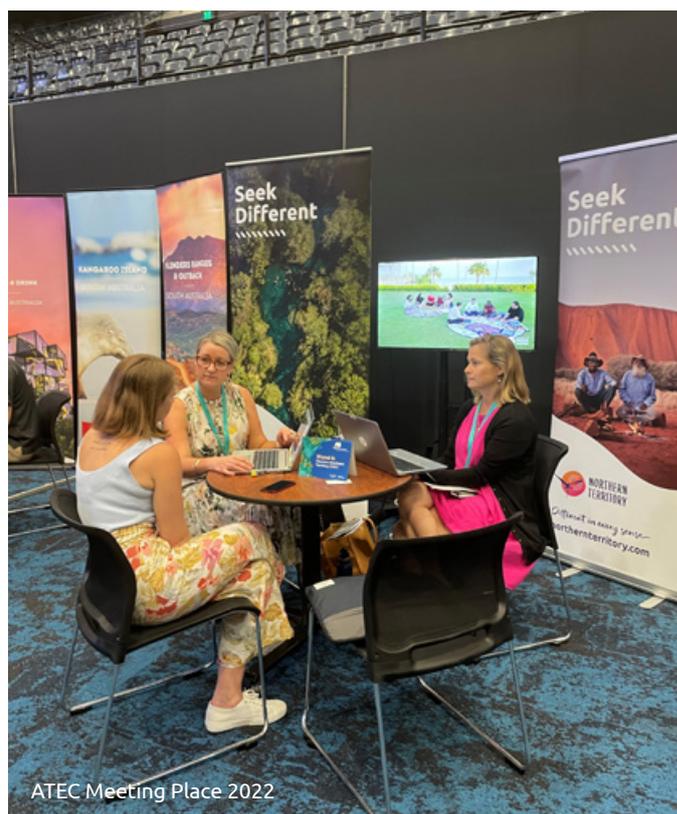
The international trade team represented the Northern Territory at ATEC's inbound tourism industry flagship event, Meeting Place, in Cairns in November 2022. 6 Northern Territory operators attended the event, which attracted close to 500 tourism industry leaders who had the opportunity to meet with buyers, attend training sessions and connect with industry partners.

### Singapore Mission March 2023

In March, Tourism NT hosted 11 Northern Territory operators in Singapore for a Northern Territory trade mission. Operators met with over 40 travel trade operators with the focus on promoting the Top End to the Singaporean market. Attendees included Tourism Top End, AAT Kings, Accor Mercure and Novotel Airport Resorts, Ethical Adventures NT, Halikos Hospitality, Kakadu Air, MW Wild Territory, Nautilus Aviation, Ramada Suites by Wyndham Zen Quarter, Royal Flying Doctor Service Tourist Facility and Tiwi Island Retreat, along with Tourism NT's in-market representatives.

## Trade training

Over 7,200 travel trade were trained on the Northern Territory including destination information, access and tourism product. Training sessions were hosted by regional teams in key markets including the UK, Europe, US, Canada, Japan, China and Singapore, as well as with inbound tour operators based in Australia. Training took place through virtual webinars, face-to-face, trade events, roadshows, meetings and famils.



ATEC Meeting Place 2022

## Famils

18 international trade famils were facilitated across the Territory with Tourism NT also supporting 2 industry run famils. Over 174 international trade from UK, Germany, Switzerland, Italy, France, Japan, USA and China participated, including 56 product managers, 73 Aussie Specialist agents and 10 inbound tour operators. 82 per cent of our international ready operators participated in famils during 2022-23 including: 19 (of 21) Red Centre operators; 40 (of 54) Top End operators; and 4 (of 6) whole-of-Territory operators.

## International public relations and media

During 2022-23, the Northern Territory welcomed back international media delegates and famils. Tourism NT's international team hosted 8 influencer trips and 29 media famils, which resulted in 269 pieces of coverage across publications generating \$22.7 million of equivalent advertising value across our 5 key source markets.

## Working holiday maker campaign

The 'Get Paid to do this' working holiday maker campaign was developed to attract backpackers and working holiday visa holders to come to the Northern Territory and 'get paid' to work and live in paradise. The campaign went live on 1 March and exceeded expectations through the delivery of large numbers of backpackers (earlier than anticipated) for the season. Visits to the campaign page generated almost 96,000 job leads to the NT Global Worker Connect portal (in partnership with Migration NT) and also to the NT Hospitality jobs portal which reached 20,845 leads. Tactical trade partner Backpacker Deals (owned by Travello) generated over 3,200 bookings.

## Performance



### Summer domestic marketing campaign

The Summer starts early campaign, in market from July to October 2022, was designed to drive visitation during the summer season, grow the visitor economy and drive demand to provide confidence to airlines and the Northern Territory tourism industry to keep operating during the summer months. The campaign was successful in boosting visitation during a generally low travel period, and also changing the belief that the Northern Territory can only be visited during the dry season.

The campaign was recognised with a Mumbrella Travel Award for Best Use of Data. The campaign over delivered in all key media metrics, with paid media advertising impressions (views) 74 per cent higher than the target of 70 million, reaching 122 million. Earned media reached 72 million impressions, exceeding the target of 30 million by 143 per cent. Impressively, online flight sales to the Northern Territory during the travel period sold out within 24 hours of promotion.

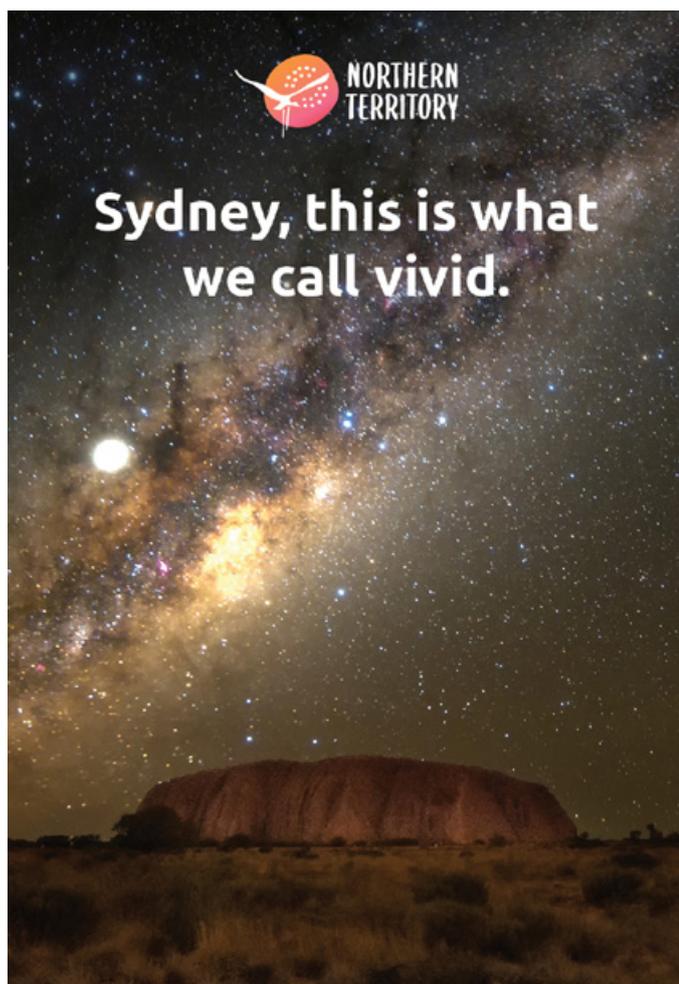


Parrtjima activation in Federation Square

### World class Alice Springs

The objective of the campaign was to boost Alice Springs' reputation through the sharing of positive stories providing confidence to the travel trade and potential travellers that the Red Centre is a world class travel destination for its natural landscapes, wildlife, Aboriginal culture, adventure experiences and unique events. Campaign activity included uncovering positive stories from the region to promote to national media through mass reach and social media via a press office managed from Alice Springs. Tourism NT also partnered with the Northern Territory Major Events Company to undertake an activation in Federation Square (Melbourne) sharing inspirational messaging direct to consumers for the Parrtjima – A Festival in Light event and the region.

This activity was supported by paid media with Red Centre advertising on TV, out-of-home, in cinema and across digital advertising. Multiple trade partnerships were implemented including Tripadvisor, Qantas, Webjet and Travel Daily. Campaign outcomes included a significant reduction from 45 per cent to 28 per cent in negative social media sentiment for Alice Springs.



### Vivid 'hijack' campaign

The Vivid campaign saw Tourism NT 'hijack' the beloved Sydney cultural event with cheeky print, social, out-of-home and projection site ad placements, generating mass awareness and positive sentiment for the Northern Territory. The guerrilla marketing activity, which ran over a week during May 2023, reached over 3.4 million Australians, with 23 per cent of New South Wales metro residents seeing the advertising campaign. The Northern Territory website saw a 35 per cent increase in daily search volumes during the opening weekend of campaign activity. 55 per cent of Sydneysiders exposed to the ads agreed that "the Vivid creative stood out versus other holiday advertising".

### Vietnam and Philippines Study NT delegation

Delivered a delegation to Vietnam and the Philippines. Over 300 international education agents, prospective students, parents and key stakeholders participated in the 6 events across the 2 countries.

### India and Nepal Study NT delegation

Led a delegation to India and Nepal, attending an international education trade fair in Mumbai (India), meeting with education agents from India, Nepal, Bangladesh, Sri Lanka and Pakistan. Hosted an agent seminar in Nepal with over 230 agents and stakeholders registered to attend.



Study NT Student Ambassadors Graduation 2022



Vietnam and Philippines Study NT delegation - agent seminar in Ho Chi Minh, Vietnam

### International Student Accommodation grant

Supported 43 international students relocation to the Northern Territory, providing 6 weeks rent at the 2 purpose-built student accommodation providers through the Study NT International Student Accommodation grant.

### Student Ambassador Program

The Study NT Student Ambassador Program was delivered with recruitment of 20 international students to undertake a 12-month program offering personal and professional development, valuable work and volunteer experiences, and networking opportunities. Ambassadors come from all over the world and share their study journey and work with Study NT to promote the Territory as an ideal study destination.

### International student scholarships

To support the attraction of talented international students to the Northern Territory, 13 Study in Australia's Northern Territory Scholarships were awarded to international students to study in the Northern Territory during 2022-23.

## Performance



Voyages Indigenous Tourism Australia

Aṅangu hold the Mala story, from Kalḷukatjara to Uluru, through a drone, sound and light show designed and produced by RAMUS.

### Wintjiri Wiru leveraging activity

Tourism NT worked closely with Voyages to support an integrated Wintjiri Wiru campaign across paid, earned and owned media. The campaign drove awareness and education around the new experience at Uluru, which sees choreographed drones and laser projections illuminate the sky for an immersive cultural storytelling experience. Tourism NT supported the campaign with paid editorial placements

across Nine publishing, product inclusion in media and social media/content, earned public relations support, broadcast integration and cooperative trade activity. The campaign also highlighted the value of the Red Centre Light Trail in the Northern Territory, highlighting Field of Light, G'day Group's Light Towers and the annual Parrtjima festival, with the aim to drive visitation and disperse culture-seeking holidaymakers throughout the Red Centre.

## Forward focus

Grow awareness of the Northern Territory as a study destination through in-market partnerships and with international education agents to showcase the unique opportunities and experiences available for international students in the Northern Territory, with a goal of 10,000 enrolments by 2030.

Continue to market the Northern Territory to maintain brand awareness, build on first party audience data for retargeting, educate and train travel agents and partner with trade partners to deliver return on investment and bookings.

Partner with Skyscanner with live activity in the UK, Germany, Japan, Singapore, Canada and India.

Partner with Tripadvisor with live activity in the USA, UK, Germany, Japan, Switzerland, Canada, Italy and France.

Facilitate opportunities for Northern Territory operators to promote their businesses for international distribution and grow the Northern Territory product supply in international programs.

Deliver a 2023 summer campaign following last year's summer campaign's success to drive demand for travel to the Northern Territory over the low season and assist in reducing the impact of seasonality.

Continue to roll out the trade training program with a target of increasing the database by 10 per cent year-on-year.

Promote the Red Centre and work with industry to drive visitation to the region and grow the visitor economy.

'Hijack' events and cultural moments to maximise awareness for the Northern Territory, grow the value of the holiday market in the Northern Territory, capitalise on the Northern Territory's cheeky brand positioning, and continue to dial up why the Northern Territory is a holiday destination that is 'Different in every sense'.

Continue to promote Wintjiri Wiru as a key experience in the Red Centre and work with Voyages to drive visitation and grow the visitor economy.



Couple at Ormiston Gorge, Tjoritja / West MacDonnell National Park

# Priority: Leverage and build events to drive visitation

## Key achievements

### NT Business Events Support Fund (NTBESF)

Since launching in 2018, the NTBESF has attracted 451 applications and committed over \$5.8 million to 161 confirmed business events, generating \$117 million in estimated delegate expenditure through to 2026.

### Familiarisation tours

In partnership with the local business events industry, 7 familiarisation programs were delivered across Darwin, Kakadu, Uluru and Alice Springs welcoming over 60 business events planners to experience the Northern Territory for their future business events and increase conversion of new and existing opportunities.

### International business events

Following success in partnering with industry to secure the World Aquaculture Society Congress and World Community Development Conference, these 2 significant international association conferences were staged in mid-2023 and collectively welcomed almost 1,800 delegates who generated over \$6 million in estimated delegate expenditure into the local economy.

### Asia-Pacific Incentives and Meetings Event (AIME)

Business events industry partners from Darwin, Kakadu and Alice Springs were supported to exhibit at the annual AIME in Melbourne where they connected and engaged with key domestic and international business events planners over 2 and a half days of pre-scheduled meetings, networking events and educational content.

### Events campaign

The integrated events campaign included activity across paid, owned and earned media, promoting 'Events that bring the different'. Promotion included out-of-home advertising, a publishing partnership with Rolling Stone magazine, a Sunrise weather broadcast, and an outdoor broadcast on Radio National's drive show, all supported with complementary trade partnership activity to drive conversion. The campaign successfully exceeded targets and raised awareness of the Northern Territory as a destination with events that are unique and 'Different in every sense'.





Tiwi Islands Cultural tour, Tiwi Islands

## Forward focus

Support the local business events industry to convert opportunities by offering competitive bid funding, administered via the NT Business Events Support Fund, to assist in achieving the key target of \$68 million in estimated delegate expenditure by 2030.

Deliver a tailored \$500,000 business events marketing program to showcase Central Australia through familiarisation programs, media activity and travel trade advertising.

Work closely with the Northern Territory Major Events Company to leverage events to drive visitation.

In partnership with the Northern Territory Major Events Company and industry, build distributable product packages to all major events with an emphasis on low and shoulder seasons.

Generate qualified and high yielding domestic and international business events leads through targeted and engaging trade activities including tradeshows, familiarisation programs, site inspections and strategic partnerships.

Amplify the 'Different in every sense for business events' brand through engaging and emotive content that targets key audiences through online platforms, in trade media and at tradeshows.

Partner with Regional Tourism Organisations to enhance the business event delegate experience through targeted and inspiring pre and post touring marketing initiatives that encourage delegates to stay longer, spend more and disperse regionally.



Cruise ships in Darwin harbour

## Priority: Develop ongoing access to and within the Northern Territory

### Key achievements

#### Cruise visits

With the resumption of cruise, 91 ships were welcomed to Darwin in 2022-23 carrying over 44,000 passengers to our port. Excitingly, this included 14 maiden voyages and was the largest volume of ships ever to visit Darwin (previous highest occurring in 2018-19 with 73 ship visits carrying 49,550 passengers).

#### Cruise engagement

Tourism NT hosted a cruise forum in Darwin focusing on enriching the onshore experience. The event brought together cruise line ground handlers with local stakeholders including tour operators, hospitality businesses and transport providers.

Tourism NT hosted representatives from Carnival Australia and Silversea Cruises in exploring regional areas of the Northern Territory to enhance overland and pre and post cruise itineraries. An updated cruising Australia's Northern Territory brochure was produced and distributed at cruise trade events.

#### Aviation roundtable

One of the post-COVID aviation strategies was to showcase the Northern Territory's business and leisure infrastructure to commercial executives from prospective airline partners. In August, Tourism NT hosted an airport and aviation roundtable for 40 delegates, with guest speakers from Bonza, Air New Zealand, Virgin Australia, Scoot, Qantas Freight, Toll and Tasman Cargo Airlines. This was an important activity from a networking perspective and also allowed airline decision-makers to experience Darwin in person.

#### Territory Aviation Attraction Scheme (TAAS)

TAAS was designed to create a competitive position for the Territory in attracting new or incremental aviation services. The program targets all of the Territory, including new flights to Darwin, or incremental services to Alice Springs or Uluru. This scheme received strong support from the Minister of Tourism and Hospitality, was approved by the Budget Review Subcommittee in June 2023 and will be implemented from 2023-24.



### Airline cooperative campaigns

Tourism NT successfully collaborated with domestic and international airlines in a series of cooperative marketing campaigns, promoting discounted fares and driving visitation to the Northern Territory throughout the year. Initiatives with Singapore Airlines, Jetstar, Qantas and Virgin

Australia positioned the Northern Territory as an attractive, easily accessible, affordable and on-trend destination while driving conversion and encouraging travel during the low season. The marketing campaigns played a pivotal role in increasing inbound visitation to the Northern Territory, enticing consumers with value-for-money flight deals that exceeded all targets.

## Forward focus

Market the Northern Territory as a cruise destination through key channels including targeted engagement with domestic and international cruise lines and attendance at key cruise conferences.

Engage with airlines regularly to be informed of their plans around aircraft deployment to identify early opportunities to expand existing services to the Northern Territory or commence a potential new route.

Work with airports to implement the TAAS to streamline and support the Northern Territory's aviation attraction efforts with a focus on the establishment of new interstate and international routes.

Strengthen relationships with international airline executives, showing them key attractions across the Northern Territory which will open the door to discuss route development opportunities based on first-hand knowledge of the destination.

Partner with key airline stakeholders to further grow the value of the holiday market in the Northern Territory by addressing seasonality through targeted marketing efforts while increasing destination appeal for leisure travellers.

Continue to implement the Northern Territory Drive Tourism Strategy 2021-2030 including undertaking a drive tourism research project which will report current insights from visitors on the ground to help inform the next phase of delivery.

# Priority: Increase recognition of the value of tourism to the Northern Territory



Tourism Towards 2030 conference

## Key achievements

### Tourism Towards 2030 conference

Delivered the 2023 Tourism Towards 2030 conference in Alice Springs and Darwin. The Northern Territory tourism industry gathered in strong numbers with 400 participants across the 2 locations, the largest volume of registrations to date. The conference focus was ‘attracting the new travel consumer’ and featured topics including building brand advocacy, accessible tourism, the future of demand and sustainable tourism.

### Sustainable tourism

Tourism NT delivered a Sustainable Tourism Action Plan, working to place the Northern Territory as a compelling destination for authentic sustainable travel, and to help the Northern Territory tourism industry become a positive driver for sustainable development and conservation of our natural and cultural heritage and landscapes.

### Brolga Awards

Territory businesses were recognised at the 2022 Brolga Northern Territory Tourism Awards, in Alice Springs. Celebrating individual contributions in addition to the best tourism operators and product across the Northern Territory, Char Restaurant and the Darwin Club was awarded the Chairman’s Choice for Tourism Excellence, as well as the Tourism Restaurants and Catering Services Award. Cyaround Australia Tours won the New Tourism Business category.

### Australian Tourism Awards

The Northern Territory’s tourism industry was recognised at the national level at the 2022 Qantas Australian Tourism Awards. Northern Territory winners included:

- Gold winners - Char Restaurant and the Darwin Club at Admiralty House, along with the Darwin Festival
- Silver winners - Darwin Convention Centre and Katherine Outback Experience
- Bronze winners - Angkerle Atwatye – Standley Chasm, Oasis Tourist Park, Venture North Safaris and Uluru Audio Guide.

### Accessible tourism

Enhanced the Northern Territory’s accessible tourism offering through the delivery of an Accessible Tourism Plan, upgrading northernterritory.com website accessibility and content, undertaking an accessibility photoshoot to ensure a diversity of owned imagery and delivering a Tourism Accessibility Improvement Grant program providing a total of \$250,932 in funding.



**Stakeholder satisfaction study**

Tourism NT surveyed 300 Territory tourism stakeholders to obtain feedback on its performance. The stakeholder satisfaction study found almost 80 per cent of stakeholders agree Tourism NT is critical to making the Northern Territory a desirable visitor destination. The proportion of stakeholders very dissatisfied with Tourism NT is at its lowest since 2014 (4 per cent), with the proportion of stakeholders very satisfied at the third highest level to date (17 per cent).

**Accommodation dashboard**

Tourism NT introduced a dynamic accommodation dashboard which includes results for hotel and short-term letting sectors. Results available on the dashboard comprise accommodation variables such as occupancy rate, average room rate, revenue per available room, demand and supply for room nights and available properties.

**Forward focus**

Deliver the Northern Territory’s Tourism Industry Strategy 2030 Update. The review includes progress to date on identified actions and outcomes, consideration of changes in the operating environment, critical themes for the upcoming phase and refreshing 2030 targets.

Boost the volume of entries and support Northern Territory businesses to deliver quality submissions for the 2023 Brolga Awards to bolster strong Northern Territory tourism industry representation at the Australian Tourism Awards to be held in Darwin on 15 March 2024.

Incorporate accessible tourism across all Tourism NT activities including business support, northernterritory.com and marketing collateral.

Articulate the importance of tourism to the Northern Territory through the delivery of timely data that is critical to measuring the visitor economy.

Deliver an informative and engaging program for the 2024 Tourism Towards 2030 conference in Alice Springs and Darwin, with a focus on innovation.



# Our governance

Board of Commissioners

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Aboriginal Tourism Committee

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Marketing Steering Committee

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Finance, Risk and Audit Committee

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Accountability and standards

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## Board of Commissioners

### Tourism NT Board of Commissioners

Tourism NT is governed by a Board of Commissioners who report to the Minister for Tourism and Hospitality in accordance with the Tourism NT Act 2012. The Board is guided by a charter which sets out the role and responsibilities of the commissioners. The charter and Tourism NT Act 2012 can be sourced here.

<https://www.tourismnt.com.au/about-us/who-we-are/our-corporate-structure/board-commissioners>

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. The primary role of the Board is to provide strategic direction to Tourism NT and strategic advice to the Minister. It provides leadership and vision through policy development while meeting its legislative, financial and governance obligations.

Members are appointed for a period not exceeding 2 years and can be reappointed. Remuneration is provided in accordance with the provisions of the Assembly Members and Statutory Officers (Remuneration and other Entitlements) Act 2006.

### Activities and industry engagement

A snapshot of the Tourism NT Board's activities:

- ongoing engagement with the Regional Tourism Organisations (RTO), Tourism Central Australia and Tourism Top End, with 2 joint RTO meetings held annually
- joined the Tourism Towards 2030 conferences in Alice Springs and Darwin, networking with tourism operators and stakeholders
- attended the inaugural Aboriginal Tourism Forum in November 2022
- supported the Aboriginal Tourism Committee's implementation of key pillars outlined in the NT Aboriginal Tourism Strategy 2020 – 2030
- held stakeholder meetings with Airport Development Group, Hospitality NT, Tourism Australia and City of Darwin to discuss tourism related matters
- received presentations from the National Aboriginal Art Gallery, Australian Tourism Data Warehouse and NT Government's Strategic Aboriginal Policy division
- attended the 2022 Northern Territory Brolga Awards, celebrating the achievements of industry
- witnessed the benefits that events contribute to tourism by attending the Red CentreNATS in Alice Springs.

# Board of Commissioners

(As at 30 June 2023)

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## Michael Bridge Chairperson

An experienced leader, Michael was CEO of Airnorth for 19 years. He is a board director for the Civil Aviation Safety Authority (CASA) and the Northern Territory Major Events Company. Michael is Chair and shareholder of national labour-hire group, CGH and ambassador for the Australian Aviation Hall of Fame, Business Events Northern Territory and the Museum and Art Gallery of the NT.

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## Paul Ah Chee Commissioner

An Aboriginal descendent from Alice Springs, Paul is current Chair of the Aboriginal Tourism Committee and founding member of the NT Aboriginal Tourism Advisory Council. Paul's years of tourism experience and contribution to the tourism sector was recognised with a Northern Territory Chief Minister's Award for Excellence in 2009. Paul received the Centenary Medal in 2003 for his contribution to the Aboriginal community.

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## Trish Angus Commissioner

Trish was born in Katherine and is of Jawoyn heritage. She has held senior executive public sector positions across government and was awarded the 2013 Public Service Medal. Trish has extensive governance experience across a range of sectors and is a board director for CareFlight, Voyages Indigenous Tourism Australia, Venture Housing and Indigenous Business Australia's nominee director of the Tennant Creek Foodbarn Partnership.

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## Mick Burns Commissioner

Mick is a long-term Territorian with extensive cross-industry experience. He is a director of various hospitality businesses and Senior Vice President of Hospitality NT. Mick is a past President (NT) and past national board member of the Australian Hotels Association and life membership awardee. Mick is a director of Crocosaurus Cove Pty Ltd and owns and operates Darwin crocodile farming interests.

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## Denis Pierce Commissioner

Denis has over 40 years of multi-national tourism industry experience. As group managing director South Pacific and managing director Australia with ATS Pacific, Denis led the company through sustained revenue growth and into a public listing. Denis is a director of the Linchpin Company and current Chair of the Australian Tourism Export Council.

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## Michaela Webster Commissioner

Michaela is an experienced director and former C-Suite executive with unique skills across tourism marketing, operations and ESG. She is a board member of Southern Cross Care SA, NT and VIC, the Helpmann Academy and a Bedford Group advisor. Michaela provides support to the G'day Group with growth and transformation related projects.

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## Shaun Drabsch CEO Department of Industry, Tourism and Trade

A keen development economist, Shaun has more than three decades of executive appointments spanning the public and private sectors. Roles have included senior economic advisor to a Queensland Premier, Assistant Coordinator General in Queensland and Chief of Staff to a federal Minister. Shaun has a passion for stimulating new investment supported by a deep knowledge of government processes, land tenure and corporate governance.

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## Scott Lovett Deputy CEO Department of Industry, Tourism and Trade

Scott's areas of responsibility include Tourism NT, Licensing NT and Screen Territory. An experienced and passionate advocate for regional development and strategic thinking, Scott has held senior roles across both the private and public sectors. He is deputy Chair of the Australian Cruise Association and a current board member of Uluru-Kata Tjuta National Park and the Northern Territory Major Events Company.

# Board of Commissioners



L – R: Deputy CEO Scott Lovett, Commissioner Mick Burns, Commissioner Michaela Webster, Commissioner and Chair of the ATC Paul Ah Chee, Minister for Tourism and Hospitality Hon Nicole Manison MLA, Commissioner Denis Pierce, Commissioner Trish Angus, CEO Shaun Drabsch, Chair Michael Bridge.

## Board of Commissioners

1 July 2022 – 30 June 2023

Role	Member	Meetings attended	Meetings held
Chair	Michael Bridge	4	4
Commissioner	Paul Ah Chee	3	4
Commissioner	Trish Angus	3	4
Commissioner	Mick Burns	4	4
Commissioner	Denis Pierce	4	4
Commissioner	Michaela Webster	4	4
CEO	Shaun Drabsch	2	4
Deputy CEO	Scott Lovett	4	4

## Forward focus

Convene board meetings in regions for direct networking with tourism and industry stakeholders.

Support the ATC towards finalising an Aboriginal cultural tourism framework.

Oversee Tourism NT’s delivery of priority objectives in the NT’s Tourism Industry Strategy 2030 Update.

Guidance of the division’s industry development activities, domestic and international marketing campaigns, pursuit of business events, attracting international students and growing the number of domestic education school group excursions.

Offer advice and strategic support to regional tourism organisations, tourism businesses and industry associations.

Advocate for investment into tourism assets, infrastructure and priority road projects.



# Aboriginal Tourism Committee

(As at 30 June 2023)



**Paul Ah Chee**  
**Chair**

An Aboriginal descendent from Alice Springs, Paul is current Chair of the Aboriginal Tourism Committee and founding member of the NT Aboriginal Tourism Advisory Council. Paul's years of tourism experience and contribution to the tourism sector was recognised with a Northern Territory Chief Minister's Award for Excellence in 2009. Paul received the Centenary Medal in 2003 for his contribution to the Aboriginal community.



**Mona Liddy**

Mona is a Wagiman Elder from the upper Daly River region, Chairperson of Tjuwalyin Wagiman Aboriginal Corporation, Northern Land Council Pine Creek member and owns a private consultancy business. Mona's previous roles include community engagement coordinator, cultural advisor, program management support officer and Aboriginal community advisor and she has also served on a range of committees and reference groups.



**Peter Pangquee**

Peter is a Marrathiel man who grew up in Darwin and is currently a City of Darwin Council Councillor, a Tourism Top End executive board member, a Development Consent Authority (Darwin) member and Local Government Association of the Northern Territory executive member. An experienced manager, Peter was the inaugural Chair of the National Aboriginal and Torres Strait Islander Health Practice Board of Australia.



**Samuel Bush-Blanasi**

Dr Samuel Bush-Blanasi is a proud Yolngu man, currently serving his fourth term as Northern Land Council (NLC) Chair. Samuel has been an active member of the NLC for over three decades. Samuel is a North Australian Indigenous Land and Sea Management Alliance board member, a member of the Aboriginal Housing Northern Territory Aboriginal Corporation and a member of the Aboriginal Peak Organisations Northern Territory Governing Group.



**Nova Pomare**

Nova is a Central Arrernte woman from Alice Springs and General Manager of Standley Chasm Angkerle Atwatye which has a 90% Aboriginal workforce. A former board member of Tourism Central Australia, Nova has also been an ambassador and speaker at the Northern Territory's Aboriginal Economic Development Forum and held previous roles in the finance and bookkeeping, recruitment and services sectors.



**James Morgan**

James is a Bininj man with connections to Burringkuy (Nourlangi Rock). The sole trader of Yibekka and Kakadu Rock Art Tours, he is contracted by Parks Australia to manage a Kakadu National Park campground and previously a Yellow Waters cruise guide. In 2021, he managed the Kakadu ranger guide program, achieving 100 per cent Aboriginal participation for the first time in the program's history.

# Aboriginal Tourism Committee



## Aboriginal Tourism Committee members

1 July 2022 – 30 June 2023

### Randle Walker

Randle is Chief Executive Officer of Centrecorp Aboriginal Investment Corporation and member of the Alice Springs Major Business Group. An experienced finance and governance executive, Randle is a former President of the Certified Practising Accountants Northern Territory and has held positions with Tourism Central Australia, the Central Australia Chamber of Commerce and Alice Springs Regional Economic Development Committee.

Member	Meetings attended	Meetings held	Consultations and workshops attended
<b>Chair:</b> Paul Ah Chee	4	4	4
Mona Liddy	4	4	4
Peter Pangquee	4	4	4
Nova Pomare	4	4	4
Dr Samuel Bush-Blanasi (commenced February 2023)	0	1	0
James Morgan (commenced February 2023)	1	1	1
Randle Walker	4	4	4



Karrke Aboriginal Cultural Experience



Wangi Falls, Litchfield National Park

## Marketing Steering Committee

The role of the Marketing Steering Committee is to assist the board in exercising due care and diligence in discharging its oversight in relation to marketing matters. The committee provides constructive strategic input, feedback and advice on upcoming marketing activities and key items arising from board meetings.

The Marketing Steering Committee met prior to each board meeting and membership included 2 Tourism NT board commissioners.

Matters addressed included:

- strategic direction of the Northern Territory's tourism marketing initiatives

- major domestic and international marketing campaigns, including awareness and conversion activity
- global marketing challenges, trends and insights
- budget expenditure
- brand and reputational risks
- industry engagement
- marketing reporting framework, outcomes, forecasting and results.

### Marketing Steering Committee Members 1 July 2022 – 30 June 2023

Role	Member	Meetings attended	Meetings held
Chair	Denis Pierce - Commissioner Tourism NT Board	5	5
Member	Michaela Webster – Commissioner Tourism NT Board	5	5
Advisor	Tony Quarmby - Executive Director Marketing	5	5
Advisor	Scott Lovett – Deputy Chief Executive Officer	4	5
Advisor	Monika Tonkin - Director Domestic Marketing	1	1
Committee Secretariat	Provided by Marketing, Tourism NT	5	5

## Finance, Risk and Audit Committee

The role of the Finance, Risk and Audit Committee (FRAC) is to assist the board in fulfilling its responsibilities in the areas of financial management, insurance matters, internal control systems, legal matters, risk management systems and statutory reporting.

FRAC meet prior to most board meetings and membership includes 2 Tourism NT board commissioners.

Matters addressed included:

- supporting the implementation and strengthening of Tourism NT's policies, procedures and risk management plans
- oversight and input to the operational risk register
- oversight and recommendations in relation to outstanding grant acquittals
- reviewing financial reporting
- reviewing and endorsing management responses to audit findings, and tracking progress of the implementation of audit recommendations
- reviewing and endorsing risk management plans for all projects over \$250,000.

### FRAC Committee Members 1 July 2022 – 30 June 2023

Role	Member	Meetings attended	Meetings held
Chair	Trish Angus - Commissioner Tourism NT Board	3	3
Member	Mick Burns – Commissioner Tourism NT Board	3	3
Advisor	Scott Lovett – Deputy Chief Executive Officer	3	3
Committee Secretariat	Leah Morrison – Manager Executive Services	3	3
Guest	Josie Silipo – Manager Risk and Audit, Governance DITT	1	3
Guest	Valerie Smith – Executive Director Industry Development	3	3
Guest	Tony Quarmby – Executive Director Marketing	1	3

# Accountability and standards

## Planning Framework

**Government policy**



**Operating environment  
and industry scan  
Cabinet decisions**



**Department of Industry, Tourism  
and Trade Strategic Plan**

**NT's Tourism Industry  
Strategy 2030**



**Performance measurement  
and key deliverables**



**Tourism NT Annual Report  
and Budget Paper 3**

## Information management

Tourism NT accountabilities under the Information Act 2002 include responsibilities for records management, Freedom of Information (FOI) and privacy. The DITT Chief Executive Officer is the decision-maker in relation to FOI applications received. A specialist records management unit in DITT services the requirements in this area, including adherence with the Information Act 2002. Further information can be found in the DITT 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.

Tourism NT received nil FOI applications during 2022-23.

## Tourism NT operational plan

The operational plan serves as the business plan each year. It articulates how Tourism NT intends to achieve the long-term target of its strategic plan - NT's Tourism Industry Strategy 2030 - and other budget initiatives for implementation over the coming year. It also aligns with individual sector strategies and plans, as well as the operational plans of other agencies with which Tourism NT carries out joint activities. The operational plan is endorsed by the Tourism NT Board.

## Business planning including risk assessments

Business plans are prepared by members of the leadership team and include a statement of the projects and actions that each business unit needs to complete in order to achieve the NT's Tourism Industry Strategy 2030 strategic requirements, targets and key strategy initiatives. Division risk assessments are prepared by management for endorsement by the Finance, Risk and Audit Committee.

## Staff performance and development plans

Performance and development plans are prepared annually, as a collaboration between line managers and staff. They are intended to outline tasks that each team member needs to achieve during the financial year to contribute to their unit's business plan, which align to actions and outcomes identified in Tourism NT's strategies including NT's Tourism Industry Strategy 2030, Northern Territory Aboriginal Tourism Strategy 2020 – 2030, Long-term Business Events Strategy, International education and training strategy 2019 to 2025 and other strategic documents of the department.





# Financial report

Tourism NT is part of the Tourism, Services and Hospitality division of the Department of Industry, Tourism and Trade.

Tourism NT had a direct annual budget of \$56.1 million in the 2022-23 financial year largely funded through NT Government appropriation. Actual expenses incurred by Tourism NT for 2022-23 totalled \$57.9 million.

## Revenue

Tourism NT received \$0.5 million in grants; own source revenue and miscellaneous revenue relating to the return of prior year unspent grants. The majority of the remaining income was provided by the Northern Territory Government as output appropriation.

## Expenses

Tourism NT incurred expenses of \$57.9 million in 2022-23. This included \$9.5 million for employee expenses and \$11.6 million on grant programs including the Visitor Experience Enhancement Program, Roadhouse to Recovery, Aboriginal Tourism Grant Program, other industry support grant programs and funding supplied to Regional Tourism Organisations. An additional \$6 million was spent on contributions to cooperative marketing campaigns.

The majority of Tourism NT's expenditure relates to administrative expenses of \$30.7 million used to position the Territory and its tourism product in key target markets to stimulate interest in, and desire to, travel to the Territory through consumer activity and partnerships with travel and trade distribution partners.

An annual operating statement has been prepared to reflect the financial activity of Tourism NT.

<b>Tourism NT operating statement</b>	<b>2021-22</b>	<b>2022-23</b>
	<b>\$'000</b>	<b>\$'000</b>
<b>Income</b>		
<i>Grants and subsidies revenue</i>		
Current	65	236
<i>Appropriation</i>		
Output	55,580	52,231
Commonwealth	0	0
Sales of goods and services	149	177
Goods and services received free of charge	0	0
Foreign exchange gain	63	-28
Other income	242	463
<b>TOTAL INCOME</b>	<b>56,099</b>	<b>53,079</b>
<b>Expenses</b>		
Employee expenses	8,977	9,484
<i>Administrative expenses</i>		
Purchase of goods and services	24,147	30,712
Repairs and maintenance	0	0
Depreciation and amortisation	99	68
Non cash write offs	0	0
Other administrative expenses	-3	3
Foreign exchange loss	0	0
<i>Grants and subsidies expenses</i>		
Current	7,941	6,513
Capital	7,032	5,088
Cooperative marketing contributions	5,457	6,025
<b>TOTAL EXPENSES</b>	<b>53,650</b>	<b>57,893</b>
<b>NET SURPLUS / (DEFICIT)</b>	<b>2,449</b>	<b>-4,814</b>



Light towers at Kings Canyon, Watarrka National Park



# Appendices

## Procurement contracts awarded

Type of procurement	Tender number	Title of requisition	Count	Sum of contract value \$
Consultancy - Generic	22-0875	Sustainable Tourism Toolkit	1	59,845
	22-0908	Northern Territory Tourism Industry Strategy 2030 Update	1	99,374
	22-1058	Provision of support to Aboriginal owned tourism related business operators to support funding access	1	46,800
	22-1179	Provision of feasibility study - Ruby Gap Nature Park to Ross River Resort multi-day walking trail	1	84,860
	22-1217	Provision of auditing and consulting services to improve website digital accessibility	1	66,000
	23-0233	Provision of Delegates Study 2023-2024	1	86,730
	Q22-0373	Stakeholder Satisfaction Study 2023	1	47,300
	Q23-0121	Northern Territory Drive Study 2023	1	82,500
<b>Consultancy – Generic Total</b>			<b>8</b>	<b>573,409</b>
Services	22-0450	AIME 2023 registration	1	120,037
	NS22-0508	Provision of a stand build at the Australian Tourism Exchange in the Gold Coast 2023	1	94,280
	NS22-0533	Provision of keynote speaker and MC for the Tourism NT Towards 2030 Conference	1	24,200
	22-0704	Provision of concept design, construction, installation, maintenance, removal and storage of a stand display for the Asia-Pacific Incentives and Meetings Event (AIME) 2023 Tradeshow	1	111,459
<b>Services Total</b>			<b>4</b>	<b>349,972</b>
Services – Period Contract	22-0809	Provision of Contentstack license for a period of 12 months	1	92,971
	Q22-0129	Provision of public liability insurance for a period of 12 months	1	29,150
	Q22-0410	Provision of digital development services for a period of 12 months	1	262,020
	NS23-0002	Co-location arrangement for Sydney office space for a period of 48 months	1	794,089
	D22-0117	Panel contract for delivery of creative services for a period of 24 months	1	3,300,000
	Q22-0342	Provision of registered intellectual property portfolio management services for a period of 24 months	1	206,510
	D23-0018	Provision of full tourism representation services for Tourism NT in Greater China for a period of 24 months	1	478,692
<b>Services – Period Contract Total</b>			<b>7</b>	<b>5,163,432</b>
Supply	NS22-0509	Registration of Tourism NT at the Australian Tourism Exchange at the Gold Coast 2023	1	22,540
<b>Supply Total</b>			<b>1</b>	<b>22,540</b>
<b>Grand Total</b>			<b>20</b>	<b>6,109,357</b>

# Grant and funding recipients

## Tourism NT grant programs

The Tourism NT Grants Appendix 2022-23 can be found online at <https://tourismnt.com.au/about-us/who-we-are/annual-report>

The Grants Appendix 2022-23 contains a full list of grants, contributions and subsidies awarded by Tourism NT in the last financial year.



Canoeing at Katherine Gorge, Nitmiluk National Park



# Contacts

## National Contacts

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The Australian Miocene

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Consumer website  
**[northernterritory.com](http://northernterritory.com)**

