

Arts Trail Checklist



The following Arts Trail Checklist will help the Department of Tourism, Sport and Culture develop and market an iconic Arts Trail in the Territory which has a focus on Aboriginal art and culture.

The checklist will help identify those organisations that already offer arts tourism experiences as part of their business model and let us know where you might need assistance.

Please provide as much information as possible and attach supporting documents where you can. Then send the checklist back to us at arts.trail@nt.gov.au and an Arts Trail officer will be in contact.

NEED HELP? If you have any questions about the Checklist or would like assistance completing it, please contact a member of our team on 8999 8981.

1. BUSINESS DETAILS

Business Name:

Trading Name:

ABN:

GST Registered: Yes No

Contact Person:

Position:

Postal Address:

Telephone:

Email:

Website:

What is your business status?

- Registered Business
 Not-for-profit Organisation
 Association

What category does your business fall in? *(tick all that apply)*

- Art Gallery
 Art Centre
 Cultural Centre
 Arts Event or Festival *(please describe)*

Museum

Arts Tour

Other *(please describe)*

2. DIGITAL MARKETING

With mobile phone and Internet usage increasing around the world, having a strong digital presence online is essential for businesses to connect with potential tourists.

Many people will look online for information about your business and use this to book and plan their holidays.

Tell us more about your digital marketing:

- Active website (updated within 12 months)
 Search Engine Optimisation*
 Real-time bookings – Can people book your tours or events online?
 Analytics (switched on)
 Google Listing**
 Use of e-newsletters

* Search Engine Optimization (SEO) ensures your website can be found in search engines such as Google for words and phrases relevant to your website's offering.

** A Google Business listing is a business directory listing on Google Search and Google Maps. By providing business information through the Google My Business Portal, customers can find your business and respond to online reviews.

3. INDUSTRY CONNECTIVITY

Accreditation with both arts and tourism membership groups will ensure your business or organisation is delivering best practice arts and tourism experiences or products.

Regional Tourism Organisations, such as Tourism Top End and Tourism Central Australia, strengthen local tourism businesses by liaising with regional tourism authorities and state bodies on behalf of operators.

Membership to peak Aboriginal arts advocacy organisations such as Arnhem, Northern and Kimberley Artists Aboriginal Corporation (ANKA) and Desert is also important to support the ongoing sustainability and growth of Aboriginal arts businesses.

Tell us more about your industry connectivity:
(tick all that apply)

- Member of Tourism Top End
- Member of Tourism Central Australia
- Member of ANKA
- Member of Desart
- Member or supporter of Indigenous Art Code (IAC)*
- Member of other arts group, please list
- Work with NT Convention Bureau
- Australian Tourism Data Warehouse (ATDW) Listing** (must be current and updated)

* The Indigenous Art Code is an agreement to promote the fair and ethical trade in works of art by Indigenous artists and is only applicable to those businesses that deal in Aboriginal art.

** The Australian Tourism Data Warehouse (ATDW) is the online system tourism bodies such as Tourism NT and Tourism Australia use to access tourism data, industry products and destination information. An event, product, business or tour must be listed on ATDW to be featured on tourism websites such as www.northernterritory.com.au.

4. ONLINE REPUTATION MANAGEMENT

Social media and online travel review sites such as Trip Advisor are being used more frequently by tourists to book and plan their holidays. Up-to-date and effectively managed social media accounts are a critical part of doing business with the modern customer.

Tell us more about your social media: (tick all that apply)

Facebook

Username

Followers

How frequently updated

Instagram

Username

Followers

How frequently updated

Twitter

Username

Followers

How frequently updated

TripAdvisor

Do you respond to reviews YES NO

Feel free to attach any examples of your social media activity.

THANK YOU!

Please send back your completed Arts Trail Checklist and supporting documents to arts.trail@nt.gov.au

Don't forget, we are here to help. A member of our team will be in contact with you to talk through next steps after the Checklist is completed.

5. BUSINESS READY

This section will help us learn more about your operational business model and should demonstrate you are set up and ready to accept visitors. (tick all that apply)

- Dedicated gallery or exhibition space
- Regular opening hours
- Artist workshop facility
- Appropriate signage (attach images if possible)
- Capacity to host tour groups
- How many people can you cater for?
- Do you already receive visitors?
- If so, how many per annum?

Staffing resources

- How many staff?
- Active board or membership

6. ACCESSIBILITY

Tell us more about how visitors can access your business or event: (tick all that apply)

- Year round road access
- Bitumen or paved road access
- Seasonal road access
- Airstrip transfer
- Ferry transfer
- Existing tour, name
- Permits required
- Mobile network coverage

7. VISITOR READY

This section should tell us more about what visitors can expect to find when they visit your business or attend your event in person. (tick all that apply)

- Fuel available
- Accommodation options
- Amenities available such as working toilets
- Point of Sale (POS) facilities
- Packaging or freight available

8. PRODUCT INTEGRITY

This section should show that your business or organisation is an ethical business operation and processes adhered to are considered best practice in the industry. (tick all that apply)

- Consumable products – are you selling what is advertised on your website or brochure?
- Certificate of Product Authenticity
- Artists/Art worker engagement
- Provision of cultural awareness and/or protocols