Destination Management Plan Barkly Region 2020 Summary

Contents

Four-wheel driving the Red Centre – Barkly Region

Destination Management Plan role and process

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

This plan has been developed through extensive consultation with stakeholders whose contributions were collected through direct engagement or survey response throughout the consultation process. Stakeholder feedback has informed the guiding principles for development of the Region's tourism industry and supported analysis and design of the Destination Management Plan (DMP). A full copy of the DMP is available online at **tourismnt.com.au**

The Barkly Region (the Region) DMP identifies key strengths and assets across the Region. The plan considers visitation demand insights, existing planning and priorities for destinations in the Region and stakeholder input. Actions have been identified to activate opportunities, address gaps and prioritise product development seeking to meet visitor demand while encouraging the development of a sustainable tourism sector for the Region.

Destination management requires alignment and collaboration across the public, private and community sectors. It involves stakeholders from both the tourism and general industry sectors contributing to the development of priority experiences in the Region.

Strategically planned and implemented tourism experiences can be an economic driver, contributing to the growth and development of a Region through job creation, investment attraction, and infrastructure development. Equally important are the social benefits delivered from tourism, such as added vibrancy and the lifestyle benefits that attract visitors and residents alike.

The Barkly Region DMP is a 10 year plan which will be periodically reviewed to ensure the document is relevant in an ever changing external environment.

NOTE: (Oct 2020)

1. *Due to COVID-19 implications, it is expected that the short to medium term trends in the Australian tourism industry will be impacted, creating disruption and changes to visitor demand and preferences. Accordingly, it will be critical to review the implications to this plan of shifting trends across the life of the DMP.*

2. *The tourism trends outlined in this plan are based on information and data prior to COVID-19. Due to COVID-19, it is expected that in the short to medium term, this data will not reflect the actual situation.*

Barkly Region overview

The Barkly Region is significant in scale, extending over an area of more than 323,000 km2, accounting for a quarter of the land mass of the NT. The Region is located between the Alice and MacDonnell region and the Big Rivers region, and shares its eastern border with Queensland.

Barkly is most frequently visited by travellers touring between regions of the NT, establishing the Region as a key destination during transit in the NT. The Region offers gold mining and WWII heritage, Aboriginal culture and nature based experiences which are key attractions for visitors.
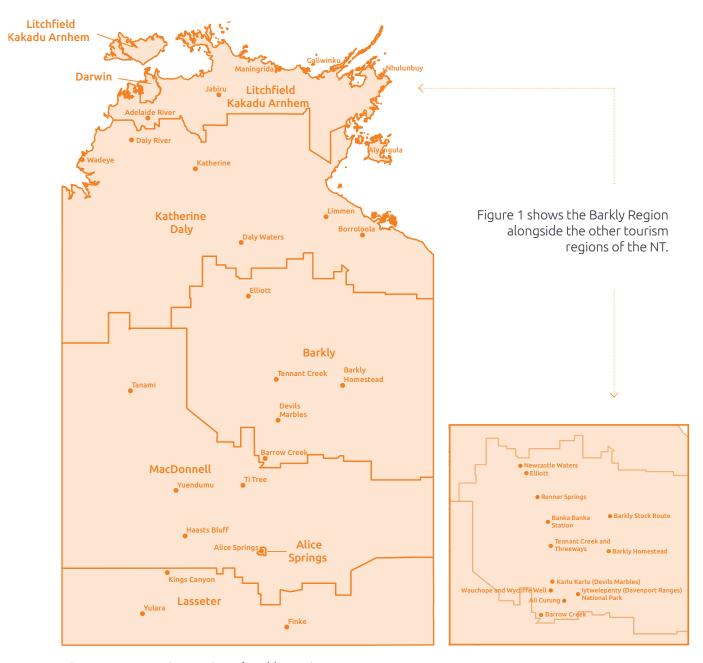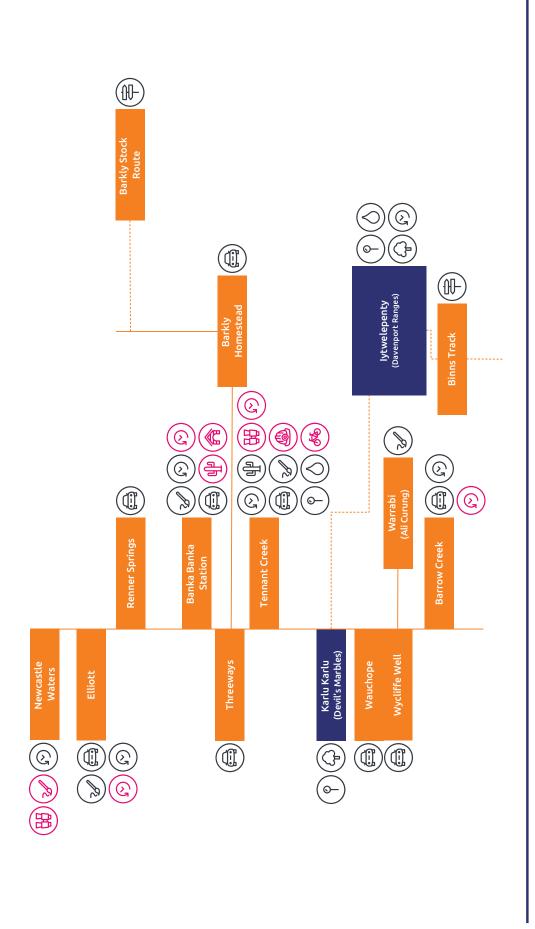
Views from Bill Allen lookout – Tennant Creek

Figure 1 shows the Barkly Region alongside the other tourism regions of the NT.

Figure 1 - NT Tourism regions / Barkly Region

Source: *TRA, Tourism Region Maps, NT.*

Tourism in the Region

The Region is known for its agricultural experiences, history and heritage, geological features and Aboriginal culture. It is a genuine outback area and its history has shaped the Region. Compared to other regions in the NT, it is a lesser known tourism destination, with visitation typically related to transit in the Territory, focused in the Region's most populace town, Tennant Creek.

A snapshot of the key tourism destinations and experiences in the Region is shown in Figure 2, which also highlights the range of potential experiences to be addressed throughout the Region, as identified during stakeholder consultations (these are marked in pink). The snapshot highlights the potential for the Region to expand its current tourism offerings by enhancing or adding to existing experiences and developing a sustainable tourism industry.

Figure 2 - Barkly Region tourism experiences

Legend:

Glamping
Outstanding natural setting
History and heritage
Services (fuel, accommodation, food, etc.)
Mining experiences
National Park/Reserve
Outback experience

Arts and culture
Adventure Sports
Swimming
Four-wheel driving
Bird watching
Existing product
Proposed/potential product

Locations:

Newcastle Waters
Elliott
Renner Springs
Banka Banka Station
Tennant Creek
Threeways
Barkly Homestead
Barkly Stock Route
Karlu Karlu (Devil's Marbles)
Wauchope
Wycliffe Well
Warrabri (Ali Curung)
Barrow Creek
Iytwelepenty (Davenport Ranges)
Binns Track

8

Old Police Station Waterhole – Iytwelepenty / Davenport Ranges National Park

Value of tourism in the Region

The Region is home to 7,369 people, roughly 3% of the Territory's population.[1] The Region hosts a relatively small population and like the wider NT, is challenged by limited population attraction and retention, as seen in the Region's estimated resident population decline of 0.8% between 2016 and 2019.[1]

Tourism Research Australia, which considers the broad economic impacts of tourism across the economy, highlights that the tourism industry added approximately 14% of the Gross Regional Product (GRP) ($50 million) and employed roughly 300 people (directly and indirectly) in 2017/18[2] which equates to roughly 10% of the Region's workforce.[3] According to economy.id, the leading industries in the Region in 2018/19 by value include:

- **Agriculture, forestry and fishing ($57.5 million in value added to the Region)**
- **Public administration and safety ($47.6 million, value added to the Region)**
- **Mining ($38.6 million value added to the Region).[3]**

Visitor market profile

Tourism contributed $50 million to the Barkly economy (measured as GRP) in 2017/18 (up from $43 million the year before), resulting from total tourism consumption of $113 million in the Region. Consumption trends indicate the significance of the tourism drive market to the Region, with the highest consumption seen in the categories of long-distance passenger transportation, takeaway and restaurant meals, fuel and accommodation.

Tourism consumption data confirms the important role of touring to tourism in the Region. Further details of visitor consumption are provided in Appendix D of the full DMP document.

89%

of which were domestic visitors[4]

78%

of visitors are the self–drive market[4]

Highlighting the importance of the drive market to the Region

47%

of all domestic visitors were self-drive leisure visitors[4]

88%

staying for 3 or less nights[4]

125,000

visitors in 2017/18 to the Region[4]

International Visitors to the Region

69%

also visited Big Rivers Region[4]

78%

also visited the Alice Springs and MacDonnell Ranges Region[4]

Highlighting the importance and opportunity to build the industry, through collaboration across regions

Domestic Visitors to the Region

84%

also visited Big Rivers Region[4]

80%

also visited the Alice Springs MacDonnell Ranges Region[4]

Business Travellers to the Region

33%

of the total market - almost all were domestic travellers [5]

On average length of

4.6 nights

in 2019[6]

A Spinifex Pigeon on a termite mound - Barkly Region

Intra-Territory visitors

- 47,000 visitors annually
- Half visit for business purposes
- Average length of stay is 1.5 nights
- Mostly visit during the June quarter
- Travel alone
- 15 – 29 years old
- 88% part of the drive market

Interstate visitors

- 64,000 visitors annually
- Over 80% are leisure visitors
- Average length of stay 2.7 nights
- Mostly visit during the September quarter
- Adult couples
- Over 55 years old
- From Queensland, Victoria, and New South Wales
- 68% part of the drive market

International visitors

- 14,000 visitors annually
- Leisure visitors
- Average length of stay 5.6 nights
- Mostly visit during the September quarter
- Travel alone or adult couples
- 15 – 29 years old
- From Germany, UK and France
- 78% part of the drive market

Figure 3 - Summarises key characteristics of the intra-Territory, interstate and international markets Visitors to the Barkly Region

Source: *Tourism NT, Tourism NT, Regional Profile Barkly, YE June 2017-2019*

Trends in regional tourism

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

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

Over the next 10 years the tourism industry in the Region could focus its efforts on leveraging its natural, cultural and historical assets to maximise the benefits from current travel trends. Investment in festivals and relevant events to drive visitation to the Region also presents an opportunity to build value in the tourism market.

Several common experiences and attractions support linkages across the Barkly Region and are shared with other regions in the NT, as shown in Table 1. These common experiences act both as unique attractions for the Region, and importantly as a common link between NT DMP regions to encourage visitation further afield.

Table 1 - Common experiences and attractions in the NT regions

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

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

Destination management planning for the Barkly Region

A comprehensive study of the current and potential state of the tourism industry for the Barkly Region was undertaken. This study has focused on understanding the current market, available and potential tourism experiences in the Region, opportunities for sustainable growth in the industry, and industry stakeholder priorities. This analysis highlights that the Region has highly rated visitor attractions, and opportunities to be further developed for the Region's tourism industry. Efforts to develop the tourism industry must be supported through broader social and economic activities that will address barriers to visitation, such as feeling safe and secure.

Guiding principles

Stakeholders across the Region welcomed this destination management planning aimed at further developing the tourism industry, and identified that approaches to development efforts should be guided by the following principles:

- **Delivering authentic experiences**
- **Celebrating and sharing desert culture**
- **Providing quality experiences and service.**

Comparative advantages

The Barkly Region has unique strengths that have motivated visitation to the Region and can be further leveraged to support the development of the Region's tourism industry. Comparative advantages for the Region's tourism industry include:

Accessibility and attractiveness of drive touring in the Region;

the Barkly Region connects the north and south of the NT, and offers a timely and convenient rest stop to travellers journeying through the NT.

Authentic Aboriginal cultural attractions and experiences;

the Nyinkka Nyunyu Art and Culture Centre is highly rated by visitors, and opportunities exist to build the capacity of Aboriginal tourism in the Region.

The quality and uniqueness of the historical and heritage experiences in the Region;

the Battery Hill Mining Centre is highly rated by visitors, and opportunities exist to build the range of mining heritage experiences in the Region. WWII and pioneering heritage experiences are also available in the Region.

Destination awareness

The Barkly Region has limited destination awareness. However, awareness of the Red Centre as a bucket-list destination is high, presenting an opportunity to leverage this market if travelling through the NT.

Trade partners, national operators and visitor trends indicate limited destination awareness exists for the Barkly Region among visitor markets. In addition, the limited scale of the tourism industry in the Region results in limited capacity of operators to build identity awareness for the destination among potential visitor markets. Further, challenges in managing negative destination awareness have been highlighted by stakeholders, and further investment in destination marketing when barriers to visitation have been addressed in the Region may help to remedy negative perceptions among visitor markets.

Based on satisfaction feedback from visitors to the Region, and stakeholder feedback regarding visitor attractions, destination awareness building activities could leverage:

- **Experiences at Karlu Karlu/Devils Marbles Conservation Reserve and Iytwelepenty/Davenport Ranges National Park**

- **Experiences at Nyinkka Nyunyu Art and Culture Centre**
- **Experiences at the Battery Hill Mining Centre**
- **The Region as a unique destination in the NT drive journey.**

Approach to developing visitor experiences in the Region

Several opportunities exist to develop the tourism industry in the Barkly Region, through a focus on product development, destination development and capacity building over the next ten years. To support a strengths-based approach to development, the DMP works to leverage the Region's unique comparative advantages, and strengths in the visitor market, while concurrently developing systems and investing in the structures that enable the tourism industry to develop sustainably. Recent recognition of the size and diversity of the accessible tourism market is an example of how an opportunity to progress the Region will utilise multiple tools to meet market needs.

To meet these needs, this DMP utilises the following tools to support sustainable growth.

To best leverage the value of the Region's assets and effectively engage target visitor markets.

Strategic product packaging and marketing

Facilitate collaborative action

To maximise the efficient and effective use of resources in the Region to advance tourism outcomes.

To build the quality and quantity of tourism product in the Region.

Investments attraction initiative

Capacity building activities

To establish resilience and capability in the industry to deliver quality tourism experiences and support continuous improvements.

Karlu Karlu / Devils Marbles Conservation Reserve

Industry gaps and opportunities

While the Region offers important services and experiences for visitors travelling across the NT, namely unique Aboriginal cultural, and history and heritage attractions, a number of barriers to visitation exist for the Region that need to be addressed to enable sustainable tourism development. An analysis of the opportunities and gaps identified in the Region's tourism industry, and approaches to maximising these opportunities or minimising gaps is summarised in Table 2.

Table 2 – Current opportunities and gaps in the Barkly Region tourism industry

		Approach to addressing opportunities and gaps
Opportunities to progress	Build on visitor satisfaction with Nyinkka Nyunyu Art and Cultural Centre by developing new cultural experiences	Strategic product packaging and marketing
	Build on visitor satisfaction with Battery Hill Mining Centre	Strategic product packaging and marketing
	High demand for Aboriginal and nature-based tourism among Australian and international visitors	Capacity building activities
	Leverage attractiveness of the natural Karlu Karlu/Devil's Marbles experience	Strategic product packaging and marketing
	Improve safety and security perceptions/experiences for visitors through environmental design and development	Investment attraction initiatives
	Capacity for product development leveraging the natural, cultural and historical assets of the Region, to meet the needs of the current market demand	Investment attraction initiatives and capacity building activities
	Maximise strategic planning, investment in tourism and infrastructure, Government services, and stakeholder capacity in the Region	Facilitate collaborative action
Gaps to address	Visitor surveys confirm a perception that Barkly is a transit destination	Investment attraction initiatives and capacity building activities
	Limited capacity in Aboriginal tourism product development in the Region	Capacity building activities
	Visual appeal and attractiveness of the destination	Investment attraction initiatives
	Mechanisms for engagement and collaboration between Government, Land Councils, industry and prospective investors	Facilitate collaborative action
	Limited business development capacity amongst industry operators, including identifying and applying for funding, marketing and product packaging	Capacity building activities
	Strategic coordination and delivery of infrastructure supporting tourism (signage, vehicle turning points, vehicle parking, rest stop, waste services, internet and communications)	Facilitate collaborative action
	Limited existing capacity and the lack of planning and strategic consideration for supporting accessible tourism in the Region	Capacity building activities and facilitate collaborative action
	Establish quality offerings from fresh food to unique culinary experiences focused on provenance	Investment attraction initiatives and capacity building activities
	Coordinate land access for prospective investors and developers	Investment attraction initiatives
	Poor satisfaction ratings and perceptions of the accommodation standard in Tennant Creek	Investment attraction initiatives and capacity building activities

Action plan

To sustainably grow the Region's tourism industry, a focus on capacity building, collaborative action, strategic product packaging and marketing and investment attraction is recommended. A plan for the activation of these four tools through strategic actions in partnership with multiple stakeholders in the Region is outlined below.

Capacity building activities

The capability at a destination level as well as in the tourism industry is of central importance to developing and delivering quality tourism experiences and supporting the sustainable growth of the industry in the Barkly Region. Currently capability is limited in the Region, with a small population, limited industry operators, and poor socio-economic outcomes. Opportunities exist to develop the capacity of Aboriginal tourism in the Region to deliver improved destination outcomes.

Why is this a priority?

- 70% of the Barkly Region's tourism businesses consist only of their owners or four or fewer employees[7]
- NT destination satisfaction survey data identified feedback that most visitors view Tennant Creek as a transit destination
- Aboriginal tourism experiences offer the potential to support the sustained development of the Region's tourism industry, if supported through capacity building endeavours.

Leads:	Partners:	Actions:	Outcomes:
DITT	TCA, Hospitality NT, ISACNT	1. Department of Industry, Tourism and Trade (DITT) in collaboration with Tourism Central Australia (TCA), Industry Skills Advisory Council NT (ISACNT) and Hospitality NT to complete an assessment and deliver a suite of targeted skills development and capacity building training services to tourism operators in the Region (including Barkly Regional Council).	• Enhanced skill and capacity of tourism operators to meet industry standards.
TNT	TCA, Hospitality NT	2. Tourism NT (TNT) to continue to invest in ReviewPro or similar data collection tools and work collaboratively with TCA and Hospitality NT to support the development of industry standards using data insights.	• Enhanced awareness among tourism operators of visitor expectations and satisfaction ratings. • Improved satisfaction of visitors to the Region. • An annual visitor satisfaction score card.
TNT	ATC, PIT	3. Tourism NT in partnership with the NT Aboriginal Tourism Committee (ATC), Project Implementation Team (PIT) and industry to continue to implement the *NT Aboriginal Tourism Strategy* to build capacity across the Aboriginal tourism sector.	• Increased quantity and improved quality of Aboriginal tourism products.
Arts NT	ATC, TNT, Art Centres	4. Arts NT in partnership with the ATC to re-evaluate the NT Arts Trail with the aim to identify approaches to deliver this initiative.	• Action plan to maximise the outcomes from the NT Arts Trail.
TNT		5. Tourism NT to work with industry to implement self-assessment and rectify accessibility barriers in their operations.	• Enhanced accessibility of tourism experiences in the Region. • Increased visitation, consumption and experiences in the Region.

Facilitation of collaborative action

A range of stakeholders are contributing to the outcomes of the tourism industry in the Barkly Region. Systems and processes which enable effective coordination and collaboration across stakeholder cohorts will enhance the likelihood of efficient use of resources, through realisation of opportunities to share resources, obtain information that supports effective planning and reduction in duplication and waste.

Why is this a priority?

- One of the primary motivating factors of domestic and international travellers is destination safety and security – a matter impacted by decision making across many government departments. Multiple stakeholders are required to coordinate services and infrastructure critical to the domestic drive market in the Region, such as waste and signage
- Industry stakeholders engaged in consultation have expressed a desire to have greater engagement with government agencies and Tourism Central Australia to develop tourism outcomes.

Leads:	Partners:	Actions:	Outcomes:
TNT	PIT	1. Tourism NT to establish a Project Implementation Team (PIT) to deliver, monitor and evaluate the agreed actions of the DMP.	• Coordinated implementation of the DMP.
TNT	PIT	2. Tourism NT in partnership with the PIT prioritise tourism communications infrastructure 'black-spots' in the Region.	• Increased investment in communications infrastructure across the NT.
DCM&C	TNT, ATC, CLC	3. Department of the Chief Minister and Cabinet (DCM&C), Tourism NT, ATC and the Central Land Council (CLC) to work collaboratively to review and address barriers to the coordination of Aboriginal land access in the Region.	• Action plan to improve the coordination of Aboriginal land access in the Region.
TNT	PIT	4. PIT to work within their agencies to coordinate Grant Programs to increase efficiency and ensure leveraging of common goals.	• Reduced confusion within industry on the multiple grant programs. • Enhanced outcomes for the funding available.
BRC	TNT, DIPL, DCM&C, DTFHC	5. Barkly Regional Council (BRC) to prioritise maintaining thoroughfares and central public facilities in an effort to create 'welcoming public spaces' across the Region. Tourism NT, Department of Infrastructure, Planning and Logistics (DIPL) and DCM&C to provide support to funding applications that will increase community safety, pride and a welcoming feel.	• Enhanced visitor perceptions of safety and security. • Enhanced visitor experience.
TCA	DITT, TNT	6. Establish a Barkly specific local tourism action and advocacy group.	• Better coordination between regional operators.

Strategic product packaging and marketing

Limited destination awareness exists for the Region. Challenges in managing negative destination awareness suggests further investment in destination marketing when barriers to visitation have been addressed.

Why is this a priority?

- NT destination satisfaction surveys suggest visitors primarily see Tennant Creek as a transit destination
- Stakeholders advise that poor perceptions and experiences of safety and security are a barrier to visitation
- National operators and trade partners have provided feedback that limited awareness of the destination exists among source markets
- Limited number of operators resulting in reduced marketing activity.

Leads:	Partners:	Actions:	Outcomes:
TCA	TNT	1. TCA to facilitate packaging of tourism experiences in the Region.	• Enhanced number and range of experience packages for the Region. • Increased visitation, consumption and experiences in the Region. • Enhanced skill and capacity of tourism operators to develop product packages.
TNT	PIT, DIPL	2. Tourism NT to deliver a 'Drive Strategy' building a strategic approach to investment in road infrastructure and linkage of tourism priorities. The PIT to be part of the consultation and have ongoing input into the delivery.	• Increased visitation, consumption and experiences by the drive markets in the Region. • Action plans for the coordination of waste, signage and infrastructure.
TNT	TCA, DITT, PIT	3. Tourism NT, TCA and industry to support destination awareness and promote the Region's identity.	• Enhanced destination awareness among visitor markets. • Increased visitation, consumption and experiences in the Region. • Enhanced skill and capacity of tourism operators to market and promote tourism experiences.
Heritage NT	National Trust, TNT, PIT	4. Tourism NT to support the history and heritage sector to realise the tourism potential of historical sites. Heritage NT and National Trust to continue to assist communities in maintaining and protecting key heritage assets in the Region.	• Increased visitation, consumption and experiences in the Region.

Investment attraction initiatives

The Barkly Region has a number of product opportunities which require development, or enhancement to enable a higher quality product offering through private investment.

Why is this a priority?

- Identified as a core priority in the *NT's Tourism Industry Strategy 2030*, targeted investment in the NT's product and regions will drive significant increases in visitation and stimulate further investment in experiences

- ReviewPro positivity ratings for value in the Region are ranked at a moderate value of 74%

- Stakeholder plans and activities to develop the destination present an opportunity to be leveraged by the tourism industry

- A number of product development opportunities align to experiences resulting in visitor satisfaction such as Aboriginal culture and mining heritage experiences.

Leads:	Partners:	Actions:	Outcomes:
DITT	DCM&C, TCA, Hospitality NT, TNT, BRC, DIPL, PIT	1. Building on opportunities identified in the DMP, DITT and DCM&C in partnership with TCA, Hospitality NT, Tourism NT and industry, to develop a portfolio of product opportunities and engage across the public and private sector to establish a pipeline and investment prospectus.	• Establishment of a structured approach to tourism investment attraction and coordination in the Region. • Increased tourism investment in the Region.
TNT	PIT	2. The PIT to develop and maintain a formalised framework for the articulation and development of investment initiatives in the Region.	• A prioritisation matrix to inform the DITT and DCM&C investment pipeline framework.
TNT	PIT	3. Align industry support and grant funding programs outcomes with DMP priorities.	• Increased quantity and quality of tourism experiences in the Region. • Tourism NT grant programs aligning with DMP priorities.
TNT	PIT	4. The PIT and Government agencies to consider accessibility, when providing comment, or allocating funding to investment initiatives or grant rounds.	• Enhanced accessibility of tourism experiences in the Region. • Increase visitation, consumption and experiences in the Region.
TNT	PIT	5. PIT to facilitate improved processes within the respective organisations to expedite investment opportunities.	• Increased tourism investment in the region.

Product development opportunities

In consultation with stakeholders, priority product development opportunities have been identified to support the sustainable development of tourism in the Region. A complete list and assessment of these opportunities is detailed in Appendix A of the full DMP. With consideration of industry insights, prioritisation of high impact and attainable opportunities that will facilitate the broadest impacts on the development of the Region's tourism industry across the Region are listed in Table 3.

Table 3 - Priority product development opportunities in the Barkly Region

	Product opportunities	Product status	Level of stakeholder support	Current status	Estimated scale of investment	Possible action
Newcastle Waters	Develop off highway campground facilities with historic/cultural product offering	New	Concentrated	Identified opportunity	Medium - High	Site inspection and planning
Tennant Creek	Develop mining history experiences and products	New	Broad	Identified opportunity	Low - Medium	Market assessment
	Enhance Nyinkka Nyunyu Art and Culture Centre infrastructure and establish Aboriginal cultural tours and immersion	New	Concentrated	Identified opportunity	Medium	Market assessment
	Establish contemporary visitor information centre facilities	Existing	Concentrated	Study in progress	Medium – high	In progress
	Establish state of the art facilities at Battery Hill Mining Centre site (informed by existing scoping study)	New	Extensive	Study in progress	High	Market assessment
	Establish and improve quality accommodation offerings in Tennant Creek	Existing	Extensive	Identified opportunity	High	Market assessment
	Enhance visitor amenities at Lake Mary Ann with possible accommodation offerings	Existing	Extensive	Identified opportunity	High	Market assessment
Karlu Karlu	Enhance the overnight facilities at Karlu Karlu / Devils Marbles Conservation Reserve in consultation with the Traditional Owners	New	Concentrated	Identified opportunity	High	Business case
Banka Banka	Enhance accommodation options and services	Existing	Concentrated	Identified opportunity	Medium - High	Market assessment
Barkly Region	Develop Stuart Highway, WWII and pastoral history journey experience	Existing	Concentrated	Identified opportunity	Medium	Market assessment
	Increase and/or revitalise regional events (including sporting events)	Existing	Concentrated	Identified opportunity	Medium	Market assessment
	Develop night time tourism experiences	Existing / New	Extensive	Identified opportunity	Low – medium	Market and feasibility assessment
	Improve regional and remote art centre / Art Trail products in the Region	Existing	Extensive	Planned activity	Medium	Grants and funding initiative

Legend		Level of stakeholder support		Estimated scale of investment ($AUD)	
Aboriginal cultural offerings		**Concentrated**	Local community, individual or single Govt. agency	**High**	+1 million
History and heritage offerings		**Broad**	Community + others, or multiple agencies	**Medium**	0.1 – 1 million
Quality facilities		**Extensive**	Community, Govt., multiple agencies and/or industry	**Low**	0 – 100,000

Implementation

Tourism NT will lead the Project Implementation Team (PIT) which will be responsible for implementation of the DMP. The PIT consists of representatives from:

- **Tourism Central Australia**
- **Central Land Council**
- **Barkly Regional Council**
- **Julalikari Council Aboriginal Corporation**
- **Department of the Chief Minister & Cabinet**
- **NT Department of Infrastructure, Planning and Logistics**
- **NT Department of Industry, Tourism and Trade**
- **NT Department of Environment, Parks and Water Security**
- **NT Department of Territory Families, Housing and Communities**

The PIT will meet each year in April and October to ensure consistent execution of the strategic actions while following the DMP's guiding principles.

Arlpwe Art and Cultural Centre – Warrabri / Ali Curung

Reporting and reviews

The ten year timeframe for the DMP establishes a need for regular monitoring and evaluation of the effectiveness of the plan in supporting industry growth. This will include annual progress reports and an annual review score card. Detailed reviews of the DMP will be completed every two years to ensure the action plans and priority product development opportunities align with the Region's growth.

An annual report will advise the approaches to maximise opportunities or to reduce the gaps identified in the Region. It will be critical to review shifting visitor trends, industry development requirements and stakeholder needs during the life of the DMP.

Annual Scorecard

An annual scorecard will measure progress of outcomes including:

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

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

Progress is monitored and publicly reported

Reviewed every two years

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

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

DMP remains relevant

Acronyms

ATC	Aboriginal Tourism Committee
BRC	Barkly Regional Council
CLC	Central Land Council
DCM&C	Department of the Chief Minister and Cabinet
DIPL	Department of Infrastructure, Planning and Logistics
DITT	Department of Industry, Tourism and Trade
DMP	Destination Management Plan
DTFHC	Department of Territory Families, Housing and Communities
ISACNT	Industry Skills Advisory Council NT
PIT	Project Implementation Team
TCA	Tourism Central Australia
TNT	Tourism NT
TRA	Tourism Research Australia

References

[1] **Page 9** Profile.id, Barkly Regional Council LGA.

[2] **Page 9** Tourism Research Australia, Regional Tourism Satellite Account 2017-18: Barkly.

[3] **Page 9** Economy.id, Barkly Regional Council LGA.

[4] **Page 10** Tourism NT, Barkly Regional Report, Year Ending June 2017-2019.

[5] **Page 10** Tourism Research Australia, Domestic Business Visitors, 2019.

[6] **Page 10** Tourism NT, Barkly Regional Report 2017-2019.

[7] **Page 15** Tourism Research Australia, 2019, Tourism Businesses in Australia.

A full copy of the Barkly Region DMP can be found on **tourismnt.com.au**

For further information

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Million stars over the old TC8 Gold Mine – Tennant Creek