



∨ Tourism NT  
∨ Annual Report  
∧ 2019-20



## Purpose

The annual report of Tourism NT provides a record of performance and achievements for the 2019-20 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.

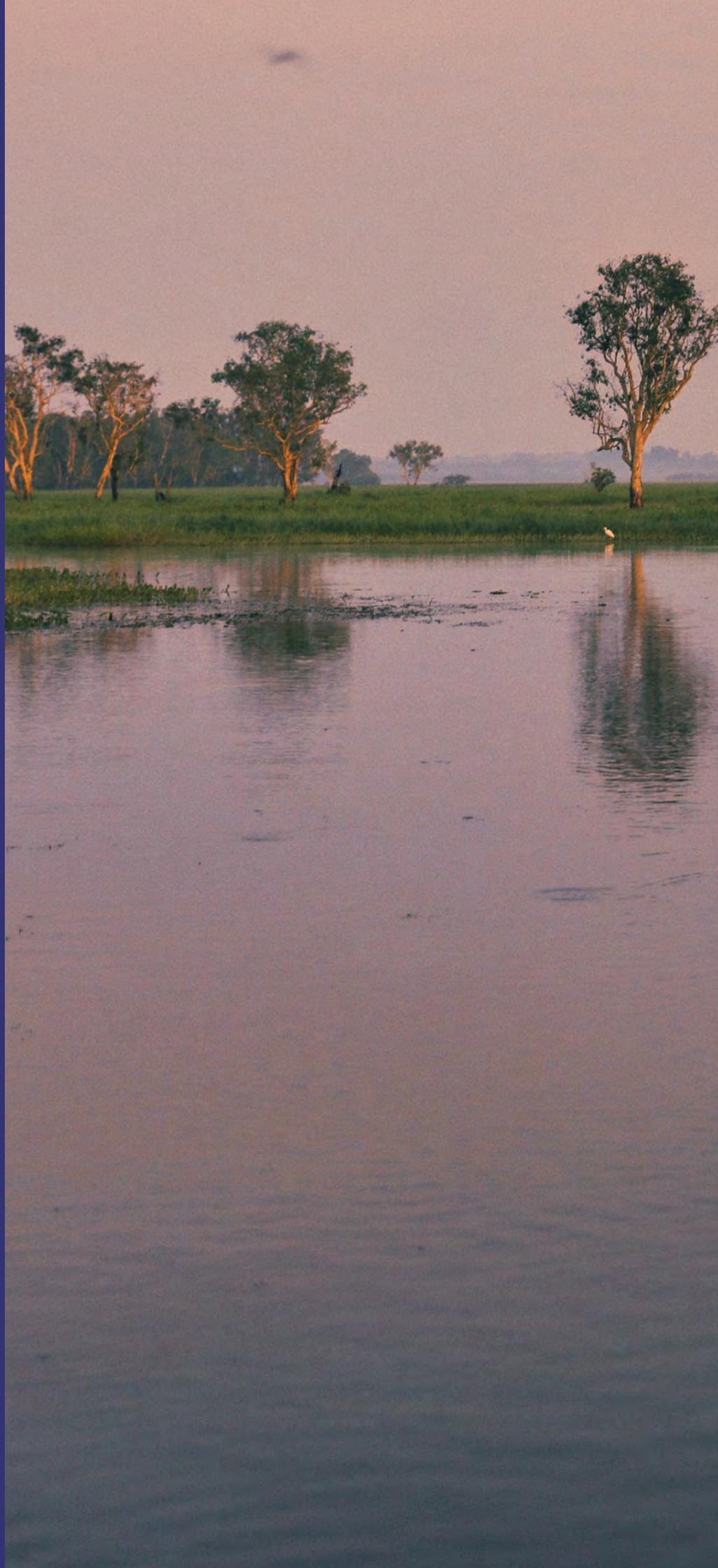
## Target Audience

This annual report informs many target audiences about Tourism NT's activities and achievements for the 2019-20 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:  
Tiwi Island Retreat

Right:  
Yellow Water Boat Cruise,  
Kakadu National Park





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## Letter to the Minister

Dear Minister

I am pleased to present you with the 2019-20 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:

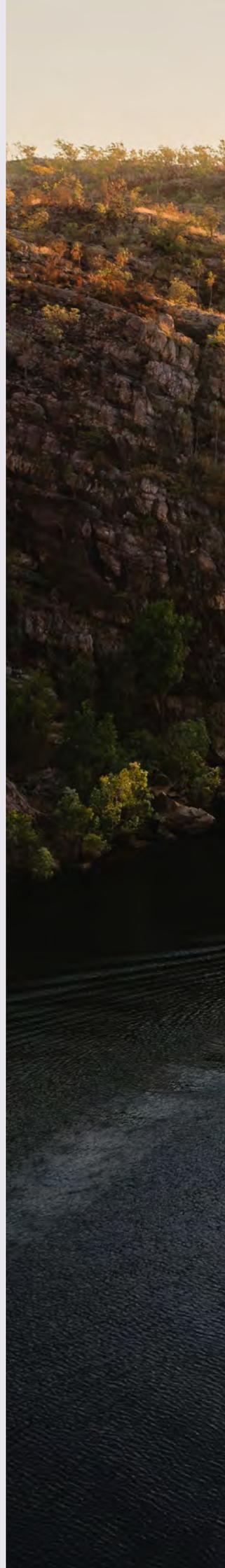
- a) proper records of all transactions affecting Tourism NT are kept and all employees under my control observe the provisions of the *Financial Management Act 1995*, its regulations and applicable Treasurer's Directions
- b) procedures within Tourism NT afford proper internal control and these procedures 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*.



Andrew Hopper

**Acting Chief Executive Officer  
Department of Tourism, Sport and Culture**

28 August 2020





# ≡ Introduction

From the Chair

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From the Acting Chief Executive Officer

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2019–20 Overview

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Standley Chasm,  
West MacDonnell Ranges

## From the Chair

On behalf of the Tourism NT Board of Commissioners, I am pleased to introduce Tourism NT's Annual Report for 2019-20.

Tourism is a critical sector to the Northern Territory with the visitor economy worth 9.2 percent of the Northern Territory's total Gross Value Added (GVA). The sector is the largest employing industry in the Territory, supporting more than 15,600 jobs that make up 11.8 percent of the region's total employment.

The importance of tourism to the Northern Territory economy is firmly recognised by the Northern Territory Government. 2019-20 saw the implementation of TURBO2; a \$62.8 million extension of the Turbocharging Tourism initiative over two financial years: 2019-20 and 2020-21. This investment was in addition to the \$103 million for the Turbocharging Tourism program, implemented in the 2017-18 and 2018-19 financial years, and integral to support the development of our tourism industry.

In what has undoubtedly been the most challenging year for tourism, our community has shown tremendous resilience and tenacity. The effects of the COVID-19 pandemic on the modern global economy and tourism industry will be felt for many years, with significant changes to our industry and operating circumstances continuing to occur.

It is important our community unites, and both government and industry work together, to prepare for both a national and global rebound that will result in greater competition than ever before. We need to be innovative in our thinking and Tourism NT will continue to support the sector to navigate the industry through what will likely be one of our toughest low seasons.

Despite the hardships faced, the 2019-20 financial year saw some momentous occasions within tourism. In October 2019, the Anangu people, Traditional Owners of Uluru, the spiritual heartland of Australia, implemented a long-standing desire to close the climb. The decision marked an important step towards reconciliation and is a milestone to be commended. Uluru remains one of the major Australian drawcards for visitors and the closure sets out a pathway to a stronger cultural interpretation of the area.

Thirty years of joint management of Nitmiluk National Park with Jawoyn Traditional Owners was also celebrated in September 2019. The partnership between Government and Traditional Owners is a renowned example, successfully integrating natural preservation of the Park and respectful sharing of culture and country with Territorians and visitors from around the world. This has been recognised at the highest-level with Nitmiluk Tours winning three gold awards at this year's Australian Tourism Awards.

The Northern Territory's tourism industry is being guided by the co-developed *NT's Tourism Industry Strategy 2030* setting the foundation to address key priority objectives by various levels of government, the community and the tourism industry working together over the next ten years. Importantly, the Strategy will be reviewed over the coming year to ensure it remains relevant to achieve the 2030 targets and delivers a solid foundation for the future of the industry. By 2030 our targets are to achieve between 2.51 million and 3.03 million visitors and between \$3.01 billion and \$3.67 billion in visitor expenditure.

There is much work to be done to build on the Northern Territory's strengths and to rebounding as a strong and competitive tourism industry. I thank Andrew Hopper, Acting CEO of the Department of Tourism, Sport and Culture for his leadership and commitment to our industry. I also acknowledge the broader Tourism NT team for their outstanding contribution, commitment and resilience, when confronted with what has been an extremely difficult time for their industry, colleagues, former employers and loved ones.



Michael Bridge

**Chair of the Board of Commissioners  
Tourism NT**

28 August 2020



## From the Acting Chief Executive Officer

I am pleased to present this year's annual report, reflecting on the achievements of Tourism NT in 2019-20.

As Acting Chief Executive Officer of the Department of Tourism, Sport and Culture, I have been impressed by the unwavering commitment and passion of our workforce to grow and support the tourism industry. I acknowledge and recognise the contribution of the preceding Chief Executive Officer Simonne Shepherd and Deputy Chief Executive Officer Lorraine Corowa, both of whom played an important role during implementation of the Northern Territory Government's Turbocharging Tourism program.

As financial year 2019-20 commenced, the success of the Turbocharging Tourism stimulus was realised through significant increases in visitor numbers and positive economic results. Territory tourism operators were optimistically looking forward to welcoming additional tourists for the 2020 season.

Results released by Tourism Research Australia for the 2019 calendar year revealed Turbocharging Tourism was starting to yield the anticipated outcome, having reached a milestone of two million visitors, who spent a total of \$2.6 billion. This included one million holiday visitors.

However, two unforeseen and cataclysmic events subsequently created challenges, the impact of which has been significant. The bushfires affecting regional communities in Australia's eastern and southern states peaked between November 2019 and January 2020, resulting in tourism cancellations and reduced confidence in travelling. While devastating by themselves, the bushfires were subsequently eclipsed by the COVID-19 global pandemic, which greatly affected all industries and communities across the globe.

Arguably, the Territory economy and tourism industry has not faced challenges of this scale in recent memory. The collaboration and hard work of both industry partners and government to deliver grant programs, including stimulus packages to assist with the global and national impacts of the pandemic, and immediate support in the face of momentous change is testament to the strength of the Territory's tourism sector.

The third round of the Visitor Experience Enhancement Program, a Turbocharging Tourism initiative; the New Visitor Experience Program; and the inaugural Aboriginal Tourism Grants Program, have each supported many tourism products across the Northern Territory and stimulated local infrastructure development during these challenging times.

A number of strategies were delivered which are defining milestones for our industry, including the *NT's Tourism Industry Strategy 2030*, the *Northern Territory Aboriginal Tourism Strategy 2020 - 2030* and the *Long-Term Business Events Strategy*.

This year's annual report demonstrates a period of change, including achievements prior to the pandemic, as well as more recently implemented adaptation and innovation opportunities. Looking to the future, we have a great deal to consider for the year ahead. Our success will be determined by our ability to remain flexible and agile to deliver results for the Territory's visitor economy through enticing and focusing on domestic holiday travellers, providing economic benefits for Northern Territory businesses and Territorians.

The upcoming 12 months will be an opportunity to implement innovative ways to support our sector, so we can continue to promote, and indeed celebrate, the many compelling reasons to live in and visit the Northern Territory.



Andrew Hopper

**Acting Chief Executive Officer  
Department of Tourism, Sport and Culture**

28 August 2020

# 2019-20 Overview



**1.58m**

Total visitors

▼ 19%



**599,000**

Domestic holiday visitors

▼ 6%



**\$1.96b**

Overnight spend

▼ 24%



**\$678m**

Domestic overnight holiday spend

▼ 11%



**\$1200**

Average spend per trip

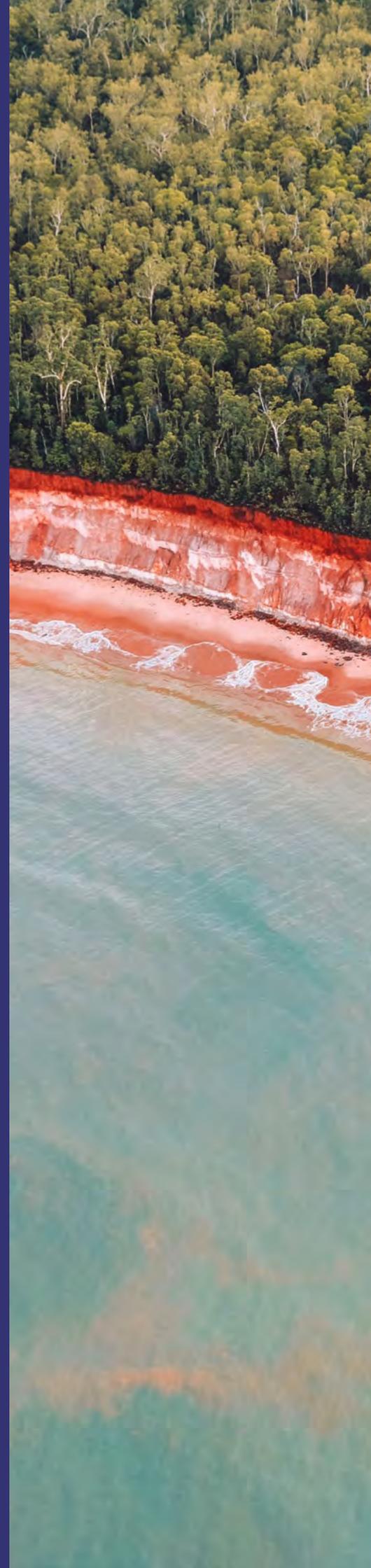
▼ 8%



**\$1132**

Domestic holiday average spend per trip

▼ 6%





Rainbow Beach,  
Tiwi Islands

### Social media



**329,053** ▲  
\*4%

Northern Territory – Australia  
@northernterritoryaustralia  
Facebook fans

**11,983** ▲  
41%

Tourism NT  
@TourismNorthernTerritory  
Facebook fans



**299,514** ▲  
13%

@NTaustralia  
Instagram followers



**11,413** ▲  
12%

@NT\_Australia  
Twitter followers



**6955** ▲  
52%

Tourism NT  
LinkedIn followers

\* Domestic only

### Participation in Aboriginal cultural activities during trip



**\*78%**

International holiday visitors



**23%**

Domestic holiday visitors



**37%**

Combined holiday visitors

\*Participation Australia wide, not only  
in the Northern Territory

# 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

To grow overnight holiday visitor expenditure in the Northern Territory to between \$1.46 billion and \$1.79 billion by 2030.

As the Territory's largest employing industry, estimated to employ directly and indirectly 15,600 Territorians or 11.8 percent of the total Northern Territory workforce, growing the tourism industry is vital to building a bigger economy for the Territory.

## Our Strategic Plan

Tourism NT's activities throughout 2019-20 were guided by *NT's Tourism Industry Strategy 2030*. The Strategy sets the direction of tourism in the Territory for the next ten years, and was co-developed with industry as part of the Northern Territory Government's Turbocharging Tourism initiative.

To grow the industry, the 2030 framework relies on industry and government working together towards sustainable growth of tourism in the Northern Territory.

Six priority objectives were 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 market in the Northern Territory
- leverage and build events to drive visitation
- develop ongoing access to and within the Northern Territory
- increase recognition of the value of tourism to 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.

As at 30 June 2020, Tourism NT was a division of the Department of Tourism, Sport and Culture. Tourism NT incorporates the functional areas of Industry Development, Marketing and NT Business Events.

### Our Leadership

As at 30 June 2020, Tourism NT’s strategic direction and objectives were guided by the Minister for Tourism, Sport and Culture, the Hon. Lauren Moss MLA, and the Board of Commissioners, chaired by Michael Bridge. The Acting Chief Executive Officer was responsible for implementing the strategic direction set by the Board, and managing the day-to-day operational, administrative and marketing functions of the organisation.



# Our Visitors

Visitation

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Key Deliverables

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Regional Snapshots

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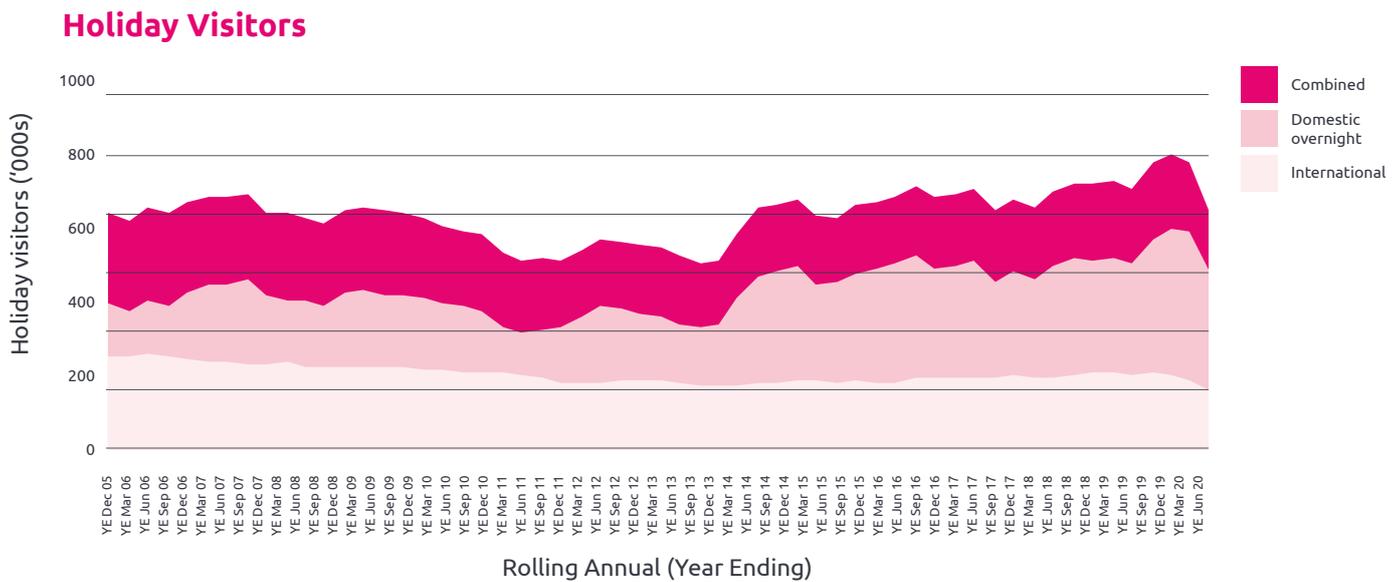
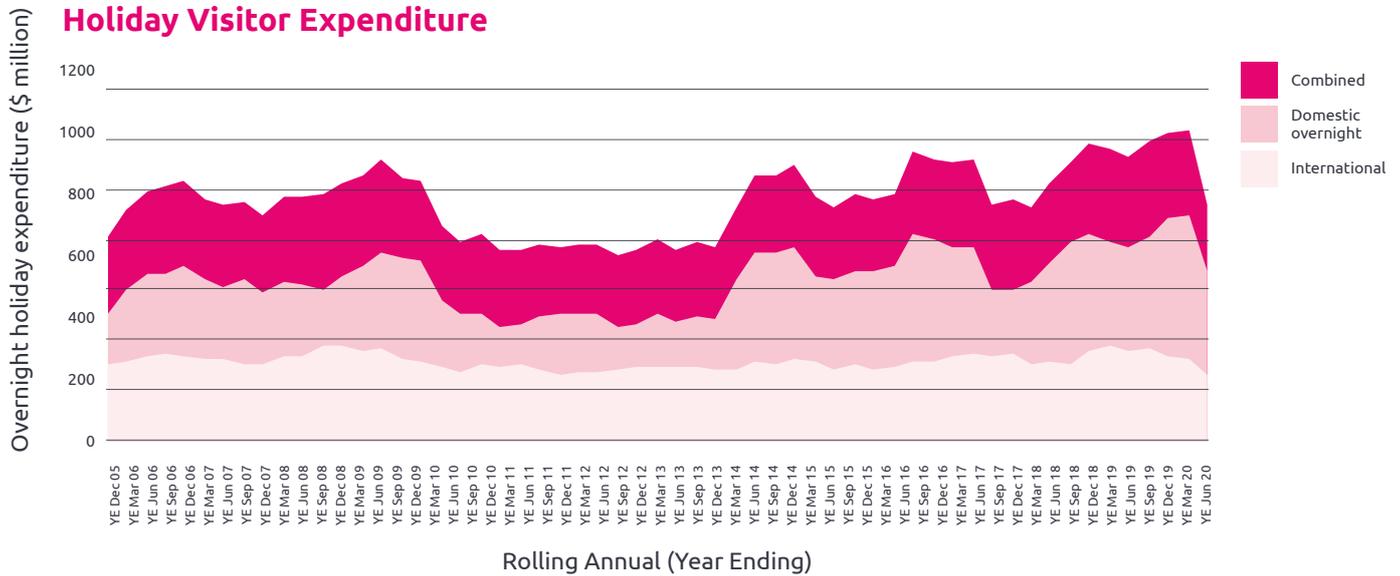
## Visitation

Total overnight visitation to the Northern Territory decreased by 19 percent to 1.58 million visitors for the 2019-20 financial year. Visitors spent an estimated \$1.9 billion, more than \$0.6 billion less than in 2018-19. This data illustrates the devastating impacts of COVID-19 on the tourism industry right across Australia and within the Northern Territory. The closure of Australia's international borders in March 2020, and subsequently state/territory borders, brought tourism to a stand-still. Demand is expected to return slowly during 2020-21, in line with borders reopening, and restoration of aviation access and consumer confidence.

Data collection for Tourism Research Australia's International Visitor Survey was temporarily ceased at the end of March 2020 as a result of COVID-19, due to the lack of departing international travellers to survey. Consequentially, the rest of this commentary reports on the performance of domestic (interstate and intra-Territory) visitors only.

Holiday travellers comprised of 44 percent of all domestic visitation, totalling 599,000 visitors. Victoria was the main source market with 132,000 holiday visitors and year on year growth of 33 percent; all of which occurred in the first three quarters of the year prior to the closure of the Northern Territory border. New South Wales was the second largest domestic source market with 96,000 visitors, followed by Queensland at 68,000 visitors. Growth in domestic holiday visitation was driven by the intra-Territory market, which rose 7.2 percent to 236,000 visitors. Interstate holiday visitors went down by 12 percent to 362,000. Domestic holiday visitors spent \$678 million in the Territory during 2019-20, a decrease of 11 percent.

Domestic holiday visitors increased in Central Australia, up 11 percent to 254,000 visitors, while visitation in the Top End decreased to 411,000 (down 6.7 percent). The Alice Springs MacDonnell region experienced growth of 18 percent to 151,000 domestic holiday visitors, with the Barkly region also seeing increased domestic holiday visitor numbers at 62,000. The Lasseter area, which includes Uluru, experienced a 10 percent decline in visitation to 159,000. The closure of Uluru-Kata Tjuta National Park in response to COVID-19 related biosecurity measures and resultant closure of Ayers Rock Airport for the entire June quarter had a major impact on visitation in this region.



Key Deliverables	2019-20	
	Budget	Actual
<b>Holiday Visitors</b>		
Domestic	677,000	599,000
International	261,000	196,000
<b>Holiday Visitor Expenditure</b>		
Domestic	\$859 million	\$678 million
International	\$364 million	\$261 million

\*2020-21 budget targets will be included in the NT Budget 2020 Papers, to be delivered after October 2020.

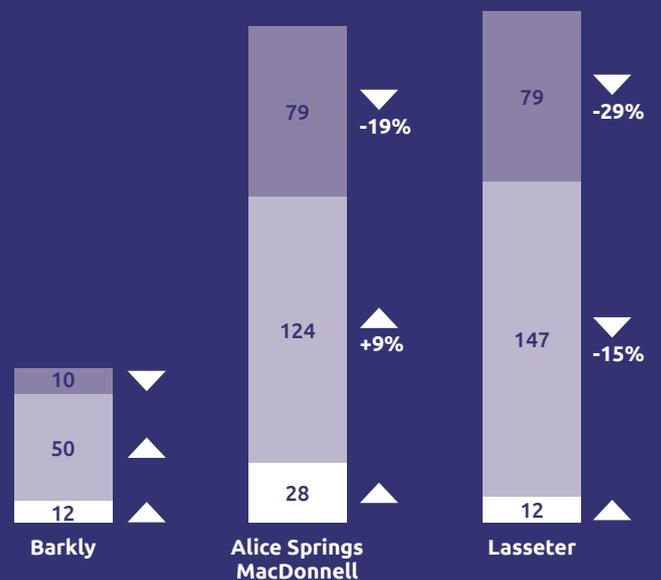
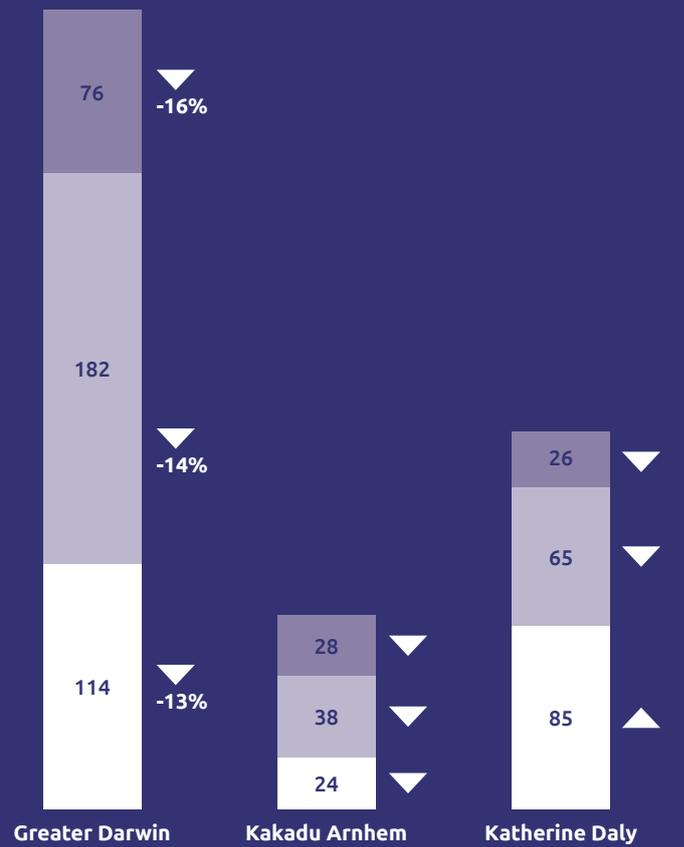


Regional Snapshots

Visitors to NT tourism regions by origin

- International
- Interstate
- Intra-Territory
- Change on 2018-19
- Change on 2018-19

2019-20 holiday visitors ('000s)



# Australian Bushfires and COVID-19

Australia's tourism industry succumbed to two catastrophic events in the summer of 2019-20. Fires burned around the country peaking between November 2019 and January 2020, devastating regional communities across Victoria, South Australia, New South Wales and the ACT, with flow on impacts on visitor itineraries to all Australian destinations.

Secondly, the global outbreak of novel coronavirus (COVID-19) provoked major and disastrous consequences for countries and economies around the world. From the outset of COVID-19, tourism businesses were impacted by Government imposed travel bans on international and domestic visitors.

The national and international impact of both the Australian bushfires and the COVID-19 pandemic on lives, livelihoods, wildlife and communities has had an unprecedented impact on global economies, with the tourism industry amongst the hardest affected.

## **Tourism Industry Shut Down**

The temporary closure of Northern Territory borders due to COVID-19 on 24 March 2020, followed by restrictions on movements to remote communities and national parks, effectively ceased all incoming tourism to the Territory.

Physical distancing regulations forced the closure of most ancillary tourism product still operating for local consumption, including restaurants, bars and cafes (except for takeaway), markets, parks and reserves, events, galleries and sports competitions.

Some accommodation providers had low levels of rooms sold as incoming visitors and residents were required to spend 14 days in mandatory quarantine.

At the height of COVID-19 restrictions, Tourism NT contacted 880 business owners in the Territory to offer support and assistance in navigating funding grants offered by the Territory Government. At the time of contact at least 56 percent of businesses reported that operations were suspended, with the touring component of the industry being heavily impacted.

## Adjustments Made

In response to pre-pandemic and ongoing pandemic restrictions, adaptations were made which impacted some of Tourism NT's key activities. These included:

- pausing Tourism NT's global marketing sales focused activity on 20 March 2020, due to the closure of Australia's borders to international travellers and the NT's borders on 24 March 2020
- redirecting operational funds from the international marketing budget into the \$2 million Immediate Tourism Resilience Package and domestic marketing program for targeted assistance to the tourism industry
- reducing international marketing representation contracts globally by 80 percent from 1 May 2020, with further revisions to be made later in the 2020 calendar year
- concluding 25 marketing campaigns across Tourism NT's international markets, with a further 47 planned campaigns cancelled or postponed until next year
- streamlining the international marketing focus to include low cost public relations and social media initiatives, trade engagement and training activities and continued investment in direct consumer channels including northernterritory.com and Tripadvisor
- leveraging Tourism Australia's One Voice programs to maximise exposure for the Northern Territory; including the initiative 'Live from Aus', an online video series encouraging people to continue dreaming of holidays in Australia through a specific 'Live from the NT' series which was promoted via Tourism NT consumer channels
- completing 21 domestic campaigns prior to COVID-19, cancelling six domestic campaigns and pausing 11 planned domestic campaigns
- announcing an incentivised travel campaign to support a redeemable offer with matched dollar-for-dollar funding of up to \$200 towards bookable Territory tourism experiences to begin on 1 July 2020
- generating 259 NT Business Events leads against an annual KPI of 275, with leads affected by reduced business confidence from April 2020 onwards.

## Rebound and Recovery

Looking to the future, the Territory is well placed to emerge from the pandemic by applying priorities and actions identified in the *NT's Tourism Industry Strategy 2030*.

International tourism accounts for 19 percent of all revenue generated by tourism in the Northern Territory. While Australia's borders remain closed, there is an immediate opportunity for the Territory to capture a share of the 5.8 million outbound leisure trips Australians made in 2019.

Achieving just a five percent share of this market would provide an additional 400,000 visitors to the Territory and fully mitigate losses from international markets in terms of numbers. Positioning the Northern Territory's pristine nature and vast landscapes through marketing imagery will resonate with safety conscious domestic travellers post COVID-19.

The Northern Territory's remarkable products, assets and regions, along with distinctive Aboriginal tourism experiences, will be key drivers in capturing this market.

Internationally, Tourism NT will continue to work with Tourism Australia to keep the Northern Territory top of mind among potential travellers in key source markets. Once Australian borders open and international leisure travel resumes, it is expected that a number of the Territory's priority markets will bounce back quickly and therefore it is important for the destination to be ready to capture these bookings.



Tourism NT incentivised travel campaign

# Northern Territory Government Support

## \$2 million Immediate Tourism Resilience Package

In February 2020, the Territory Government announced a \$2 million Immediate Tourism Resilience Package to minimise the impact to the tourism industry from the Australian bushfires and the COVID-19 outbreak, as well as maintain the momentum in attracting more visitors to the Northern Territory.

The package redirected funding to targeted tourism marketing and industry initiatives to help the local tourism industry respond to the crises. Activities included:

- allocating almost \$500,000 through a New Visitor Experience Program stimulus grant fund, providing grants to 17 tourism businesses to develop additional visitor experiences
- supporting 20 successful applications through a doubled NT Business Events Support Fund incentive which offered \$200 per delegate for eligible events to be staged by 30 June 2021, resulting in an estimated \$8.9 million in delegate expenditure for the Territory economy, with the potential to attract 3485 delegates should all events confirm for the Northern Territory
- implementing an increased Education Tourism Rebate Incentive from \$1000 to \$3000 for any trips booked between September 2020 to March 2021
- developing the 'Time to be a Territorian' intra-Territory campaign in partnership with Tourism Top End and Tourism Central Australia to mobilise local travel and support
- planning the delivery of a significant \$5.2 million Territory tourism voucher initiative to support intra-Territory travel
- a pivoted range of marketing programs in response to the COVID-19 pandemic.

## Tourism Fast Track Program

Opening on 1 March 2020, Tourism Fast Track was a new intensive business support program addressing business survival, revival and growth, offered through the Territory Government's \$2 million Immediate Tourism Resilience Package.

The confidential support program focused on lowering tourism business expenditure and increasing revenue, to minimise the impact of the crises on the industry and to maintain momentum in attracting more visitors to the Territory.

Tourism NT, in partnership with the former Department of Trade, Business and Innovation and the Business Enterprise Centre NT, extended the program in April 2020. Five free one-on-one meetings were delivered over a three month time period, with an experienced tourism sector business consultant. An additional three months of support was provided for all participants to assist with strategic implementation and business growth.

## Tourism Business Support Program

The Territory Government implemented a new Tourism Business Support Program to provide event organisers, suppliers and tourism operators access to business continuity and financial advice.

The Northern Territory Government provided \$200,000 in funding to deliver a dedicated KPMG Business Support Program enabling individual business owners and operators access to private and personalised financial advice and business planning.

## Power Up Tutorials

Commencing in May 2020, Tourism NT developed a free series of weekly tutorials through the Business Enterprise Development Program. Delivered in partnership with Tourism Top End and Tourism Central Australia, the series covered topics particularly relevant to navigating the challenges of the global pandemic to help tourism businesses build skills, plan for recovery and develop their business toolkit.

## Other Tourism Support

A range of other support mechanisms for the tourism sector were introduced through the Department of Trade, Business and Innovation including a \$50 million Small Business Survival Fund; \$5 million Worker and Wellbeing Fund; and Jobs Rescue and Recovery Plan which provided up to \$10,000 in business improvement grants, and access to relevant concessions such as payroll tax, utilities, rents and rates as part of a Business Hardship Package.

## Tourism Rebound Taskforce

In May 2020, the Territory Government established a Tourism Rebound Taskforce comprised of national experts to provide strategic and practical advice on a potential recovery roadmap for the local tourism industry.

The Taskforce provided a national and international perspective on forging a pathway to recovery, offering industry expertise in accommodation and hospitality, drive tourism, aviation and touring. The nine member Tourism Rebound Taskforce was chaired by Tourism NT's Chair of the Board of

Commissioners, Mr Michael Bridge, joined by fellow Board Commissioners Mr Denis Pierce, Director of Linchpin and member of the National Tourism Restart Taskforce, and Ms Helen Martin, Managing Director of Banubanu Wilderness Retreat and Chair of the Aboriginal Tourism Advisory Council.

Additional taskforce members and industry leaders included:

- Ms Margy Osmond, CEO, Tourism and Transport Forum
- Mr Simon McGrath AM, Chief Operating Officer, AccorHotels Pacific
- Ms Michaela Webster, Chief Operating Officer, Discovery Parks Group
- Mr Matthew Cameron-Smith, Managing Director, AAT Kings
- Mr Peter Savoff, General Manager, Darwin Convention Centre
- Mr Grant Hunt AM, CEO, Voyages Indigenous Tourism Australia.

The Tourism Rebound Taskforce was established as a non-statutory body, with an advisory role. Taskforce members were appointed for a one month period to 30 May 2020.



## Tourism Voucher Scheme

The Northern Territory Government announced a \$5.2 million tourism voucher scheme to encourage Territorians to explore the Territory and support local tourism businesses until borders were able to be safely opened to interstate visitors.

26,000 vouchers worth \$200 were available for Territorians to put towards a tourism experience, tour, accommodation, hire car or recreational fishing charter. The initiative was estimated to generate at least \$10.4 million in visitor expenditure into the economy, with Territorians required to match the dollar for dollar spend with their own money.

The voucher scheme was developed in partnership with Tourism Top End, Tourism Central Australia and Katherine Visitor Centre (Katherine Town Council) and round one opened for applications on 1 July 2020. The Northern Territory Government announced two further rounds will be delivered in 2020-21, with an additional \$10 million investment.

# NT's Tourism Industry Strategy 2030

Targets

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Strategic Framework

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Achieving Priority Objectives

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The Territory's distinct landscapes, experiences and cultural offerings have much to offer the rest of Australia and the world and provide significant potential for the industry. The *NT's Tourism Industry Strategy 2030* aims to guide the sector on a long term path to prosperity, projecting between 2.51 million and 3.03 million visitors and between \$3.01 billion and \$3.67 billion in visitor expenditure by 2030.

Building upon work achieved in earlier tourism strategies developed in the Northern Territory and Australia, including the *Tourism Vision 2020: Northern Territory's Strategy for Growth*, the Strategy provides priority objectives and actions to achieve future growth in the increasingly competitive tourism landscape.

The strategic framework is designed to unite efforts across the public and private sectors and shift performance of the tourism sector in the Northern Territory to one of sustainable growth. Over the next decade, the tourism landscape will continue to change. The Strategy takes into account current industry trends and forecasts, but must also be adaptable to changing conditions and reviewed to ensure its ongoing relevance.

The Strategy is a significant collaboration between the Northern Territory Government, regional tourism organisations Tourism Top End and Tourism Central Australia, the local tourism industry and the Tourism NT Board of Commissioners.



### Targets

Growth in tourism is fundamentally driven by increasing tourism expenditure. Higher levels of tourism expenditure in the Northern Territory creates a strong and competitive tourism industry and supports the Territory's local economy.

A strong tourism industry provides economic benefits to local businesses and additional jobs, as well as widespread benefits for the broader community – including supporting investment in new infrastructure, and enhancing liveability through new experiences and events. The Strategy specifically targets holiday visitors, given the high share of the segment (49 percent of all visitors to the Northern Territory travel for a holiday).

The Strategy sets the direction for the next decade with a target of between 2.51 million and 3.03 million visitors, accounting for between \$3.01 billion and \$3.67 billion in expenditure by 2030. In terms of holiday visitors, projections are for between 1.18 million and 1.45 million holiday visitors by 2030, and \$1.46 billion to \$1.79 billion in holiday visitor expenditure.

The targets reflect an annual growth rate of 4.1 percent (in compound annual growth), while the baseline forecast would see total visitor arrivals to the Northern Territory increase by 2 percent each year.

### Strategic Framework

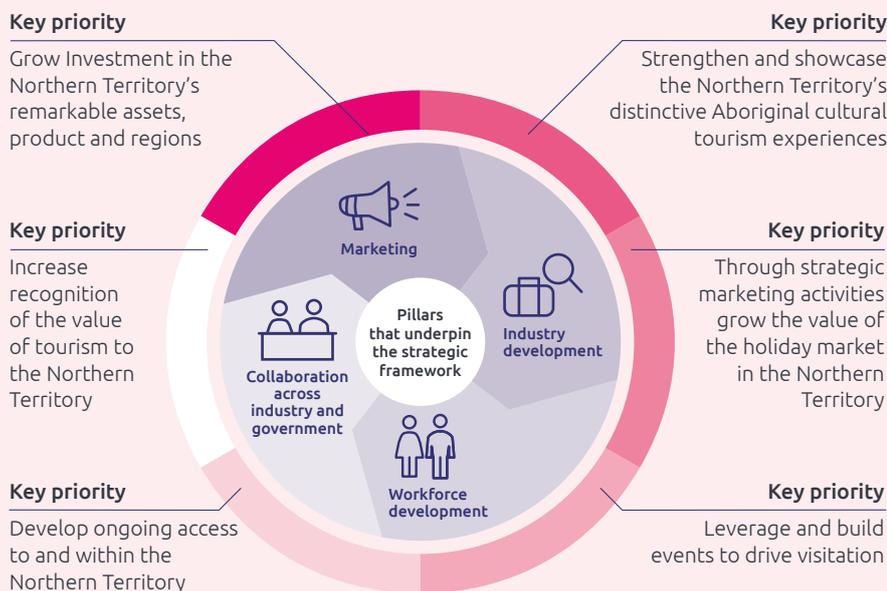
*NT's Tourism Industry Strategy 2030* identifies six priority objectives that will make a real impact on the trajectory of tourism in the Northern Territory, and four pillars which underpin the framework.

The Strategy includes specific actions to achieve identified goals in the short, medium and long-term to attract more visitors to the Northern Territory, help the tourism sector deliver diverse, quality experiences while creating jobs for Territorians and encouraging private sector investment. The pillars reinforce the actions identified within key priorities to underpin the Strategy's success.

Core considerations that have informed the Strategy include building industry capability, defining roles and responsibilities across the public, not-for-profit and private sectors, and driving investment in tourism product and infrastructure to highlight the Northern Territory's unique value propositions.



Group on camel tour, Uluru-Kata Tjuta National Park



### Achieving Priority Objectives

Holiday visitation for both international and interstate arrivals to the Northern Territory was severely impacted by COVID-19 and associated travel restrictions in 2020. There is an opportunity to mitigate some of the loss in the 2020-21 financial year by capturing part of the \$65 billion outbound travel market, which is expected in part to convert to domestic travel following the easing of COVID-19 restrictions.

The targets for 2030 of between 2.51 million and 3.03 million visitors with between \$3.01 billion and 3.67 billion of expenditure remain valid over the longer-term.

Figure: NT'S Tourism Industry Strategy 2030 strategic framework

# ≡ Performance

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

Grow Investment in the Northern Territory's Remarkable Assets, Product and Regions

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Strengthen and Showcase the Northern Territory's Distinctive Aboriginal Cultural Tourism Experiences

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Through Strategic Marketing Activities, Grow the Value of the Holiday Market in the Northern Territory

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Leverage and Build Events to Drive Visitation

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Develop Ongoing Access to and Within the Northern Territory

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Increase Recognition of the Value of Tourism to the Northern Territory

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Outback Ballooning,  
Alice Springs

# Priority: Grow Investment in the Northern Territory's Remarkable Assets, Product and Regions

The tourism sector supports more than 15,600 jobs, or 11.8 percent of the region's total employment, and contributes 9.2 percent in Gross Value Added (GVA) to the Northern Territory economy.

As part of the 2019-20 budget, the Northern Territory Government announced TURBO2. The additional \$62.8 million extension of the Turbocharging Tourism initiative over two financial years, 2019-20 and 2020-21, aims to attract more visitors, create local jobs and help grow the economy. This investment was in addition to the \$103 million for the Turbocharging Tourism program implemented in the 2017-18 and 2018-19 financial years.

## Highlights

Devised Destination Management Plans for the Big Rivers (Katherine and surrounds), Barkly, Alice Springs and MacDonnell Ranges, and Lasseter regions

Implemented a revised Business Enterprise Development Program to better service the Northern Territory's tourism industry, developed in partnership with Tourism Top End and Tourism Central Australia

Established the Distribution Development team to deliver industry development services to grow and improve tourism product in the Territory

Round three of the Visitor Experience Enhancement Program awarded \$1.5 million in stimulus grants to 54 tourism related businesses to improve the visitor experience, generating an investment of \$4.7 million into these projects

17 local tourism businesses across the Territory received grants totalling nearly \$0.5 million under the New Visitor Experience Program

## Destination Management Plans

Destination Management Plans are a key requirement for accessing future investment in regions. In the 2019-20 financial year, Tourism NT engaged consultants to assist in the development of Destination Management Plans for the Big Rivers and three Central Australia regions, due for completion in October 2020.

The plans are informative documents for regional stakeholders, to guide management and investment decisions within the destination and help achieve the following outcomes:

- increase visitor numbers and extend length of stay in a region through consumer focus, attractive and safe experiences and more effective promotion
- strengthen relationships with neighbouring regions and states to enhance the existing road journeys
- encourage visitors to leave the highway and travel through some of the more remote and natural areas of the region
- ensure a coordinated approach to tourism between business, government, the tourism industry and communities.



Completed VEEP upgrades at Oasis Tourist Park

## Case Study: Visitor Experience Enhancement Program

Implemented through the TURBO2 initiative, the Territory Government announced a further \$3 million investment towards the Visitor Experience Enhancement Program (VEEP), enabling two additional grant rounds. Overall, the VEEP program has provided more than \$4.5 million through three funding rounds, with a fourth round to be delivered in 2020-21.

The VEEP program has been instrumental in providing support to local tourism businesses, with grants supporting the enhancement of visitor offerings, and helping to attract positive online reviews and recommendations to drive bookings. VEEP stimulates private investment and also supports jobs in other industries with applicants required to buy local.

Applications for VEEP Round 3 opened on 1 July 2019 and closed on 1 October 2019, with tourism businesses receiving one-off funding of up to \$50,000. Successful businesses were required to provide a matching cash co-contribution, with projects to be completed by December 2020.

Top End funded projects in Round 3 included upgrades to Mimi Restaurant at Cooina Lodge in Kakadu, and enhancements to the pool, BBQ and gardens area at the Pine Tree Motel in Katherine. In the Red Centre, highlights included a visitor Wi-Fi project at Ertlunda Roadhouse, funding for the Angkerle Aboriginal Corporation to undertake upgrades to the visitor catering area at the popular cultural destination Standley Chasm, and the creation of a new permanent Australian and Afghan Cameleers Museum for Uluru Camel Tours based at Yulara. In Darwin, tourists and locals will see a new and improved Cage of Death experience at Crocosaurus Cove and enhanced amenities at Oasis Tourist Park.

*"We received funding in VEEP Round 3 to build a new camp kitchen, which we wouldn't have been able to do if not for this great initiative. The results are fantastic and it has become a great place for our guests to relax and swap travel stories. Particularly in the current environment, VEEP is a great incentive for tourism operators to improve their facilities or business offerings and help spread positive recommendations of the Territory's experiences and attractions across Australia."*

**Oasis Tourist Park Owner, Ben Reichstein**

*Full details of funded projects are available in the appendices.*

## New Visitor Experience Program

As part of the \$2 million Immediate Tourism Resilience Plan, the Northern Territory Government developed a new grant program in 2020 to support Territory based tourism operators to deliver new tourism visitor experiences.

A total of \$498,052 in funding was awarded to 17 New Visitor Experience Program recipients across the Territory, with projects in Nhulunbuy, Darwin, Katherine, Tennant Creek and Alice Springs regions.

Project highlights included a new campground kitchen for the Gove Boat Club's Manyimi campground with the installation of electric BBQs, new seating, counters and a food preparation bench for visiting campers. Darwin business Mini Melts NT will develop Cheekies Party Bike, a multi-passenger, human-powered electric battery assisted bicycle for up to 15 people to enjoy refreshments as they tour the sites of Cullen Bay and Darwin's CBD. In the Centre, the Alice Springs Brewing Company will expand and reconfigure its operations with the establishment of a new brewing area to create brewery tours for visitors.

The grant program is providing a much needed boost to the Territory's tourism industry with applicants required to provide matching co-contributions and ensure projects are completed by the end of 2020.

*Full details of funded projects are available in the appendices.*

## Business Enterprise Development Program

A revised Business Enterprise Development Program was developed to assist tourism businesses to grow and improve their effectiveness in a highly competitive ever-changing marketplace.

The Territory's two Regional Tourism Organisations each received \$150,000 in funding from 1 November 2019 to 30 June 2021 to continue to deliver the program. Tourism Top End and Tourism Central Australia partnered with Tourism NT to develop an operator feedback tool to help determine the success of tourism and development support programs, as well as provide a regular calendar of workshops to Northern Territory operators.

*"The partnership support of government co-investing with the tourism industry in business enterprise development is beneficial to the future visitor economy of the Northern Territory. Tourism Top End is grateful for the partnership support and is matching this with the creation of an Industry Development Manager role, along with related programs such as our Tourism Enhancement Program which is designed to help operators enhance and grow their businesses."*

**Tourism Top End General Manager, Glen Hingley**



Mountain biking in the Red Centre

### NT Mountain Bike Master Plan

Tourism NT continued implementation of the NT Mountain Bike Master Plan to improve visitor experiences across the Northern Territory. Upgrades in Nitmiluk National Park included new mountain bike hub shelters and a mountain bike trail network linking the Gorge Tourist Precinct and the Katherine River to the existing walking trail network.

A new Top End mountain bike trail map was produced to navigate the shared-use trails at Charles Darwin National Park and Casuarina Coastal Reserve. A Central Australia map covering east and west Alice Springs trails was also developed. Tourism NT conducted regular meetings with the mountain biking reference group throughout the year, with stakeholders providing input in the creation of the new trail maps.

Ongoing planning and work with Traditional Owners on the Red Centre Adventure Ride project continues, with an aim to provide the first multi-day bike trail in the region and a unique way for visitors to experience the heart of Australia.

### Youth and Education Tourism Strategy

In support of the *NT's Tourism Industry Strategy 2030*, Tourism NT has advanced the development of a dedicated youth market strategy, ensuring an integrated approach to industry development, strategic marketing and infrastructure investment. The document will be released in the next financial year.

Building on the Northern Territory's rich Aboriginal culture, pristine natural environment and the Top End's geographic location as a gateway to Asia, Tourism NT is assisting interested operators to align their tourism product with the Australian Curriculum's cross-curriculum priorities through the Education Tourism Activation Plan.

By positioning the Northern Territory as Australia's leading education tourism region for Year 6-10 students, Tourism NT is working to foster collaboration across stakeholder groups to drive continuous improvement in the education tourism sector and represent the Territory's school education tourism interests at a national level.

### Food and Drink Sector Development

Tourism NT continues to showcase the Territory as a desirable destination to experience unique flavours and exceptional food and drink experiences. The multiculturalism of the Northern Territory, including 65,000 years of continuous living culture, along with residents from over 100 nationalities, particularly Greek and Asian immigrants, creates an ideal gourmet scene for a strong tourism offering unlike any other.

By building on product strengths including the capacity of our outdoor markets to connect growers and makers, bush foods and bush food inspired products, passionate local personalities, as well as festivals and events sharing the connection of foods

to culture and storytelling, the Territory's narrative has the potential to shine.

Over 2019-20, Tourism NT encouraged the development of new visitor experiences and championed local ingredients at trade and consumer events, speaking with industry to raise the profile of locally sourced produce in tourism businesses. Tourism NT is committed to improving visitor satisfaction of food and drink offerings through insights gained from review platforms such as ReviewPro and Tripadvisor. Through industry partnerships and activities such as Hospitality NT'S Signature Series, innovative initiatives are being developed to showcase Territory produce and dishes from venues across the region.

### Forward Focus

Develop Destination Management Plans for the Top End and Arnhem Land regions, planned for completion in 2020-21

Delivery of new experiences and product aligned to existing Destination Management Plans

Continue to support tourism operators through the Business Enterprise Development Program, with a focus on distribution development

Deliver Round 4 of the Visitor Experience Enhancement Program grants

Engage industry to create promoters of tourism and champion the Northern Territory as a desirable destination



## Priority: Strengthen and Showcase the Northern Territory's Distinctive Aboriginal Cultural Tourism Experiences

### Highlights

Released the *Northern Territory Aboriginal Tourism Strategy 2020 – 2030* in November 2019 to inform the growth of Aboriginal tourism, including economic development and employment opportunities for Aboriginal Territorians on country

Supported 13 Aboriginal tourism businesses with up to \$20,000 in funding to support and enhance their unique cultural offerings as part of the inaugural \$200,000 Aboriginal Tourism Grant Program

Entered a new partnership with Welcome to Country – a not for profit organisation established to address employment and economic outcomes in Aboriginal and Torres Strait Islander communities – to improve distribution of Northern Territory Aboriginal tourism product

Completed Hermannsburg Historic Precinct upgrades and awarded a \$1.5 million contract in June 2020 for the restoration of selected historic buildings and site landscaping

Committed funding for several projects at the Nitmiluk National Park including replacement of the Nitmiluk jetty, refurbishment of the Nitmiluk Visitor Centre, upgrades to the Baruwei Lookout and stairs, as well as continued development of new walking and mountain bike tracks

An historic Memorandum of Understanding was signed to secure Jabiru's future as the tourism heartland of the World Heritage listed Kakadu National Park



Group tour in Arnhem Land

## Northern Territory Aboriginal Tourism Strategy 2020 - 2030

The *Northern Territory Aboriginal Tourism Strategy 2020 – 2030* sets a vision for the Northern Territory to be the undeniable leader in Aboriginal cultural tourism.

Over the next 10 years, the Strategy will guide the growth of Aboriginal tourism including economic development and employment opportunities for Aboriginal Territorians on their country, and underpin the development of a strong, sustainable Aboriginal tourism industry.

Development of the Strategy was guided by the Northern Territory Aboriginal Tourism Advisory Council and is the result of extensive consultation with Aboriginal people, industry, Australian and Northern Territory Government departments.

Tourism NT is working to build the capacity and diversity of Aboriginal tourism in the Territory, increase unique offerings for visitors to connect with Aboriginal culture through authentic experiences and contribute towards broader industry targets.

The Strategy's key aims are to:

- enhance knowledge of Aboriginal culture in the Northern Territory throughout the tourism industry
- leverage the Territory's market position and monitor the sustainability of the Aboriginal tourism sector
- lead the development of the sector in partnership with Aboriginal people and operators to deliver cultural and economic benefits for Aboriginal people
- develop the skills and knowledge of Aboriginal people and tourism businesses in the sector
- work with partners to develop appropriate infrastructure for visitors to regions
- better plan, market and showcase the sector to drive future sustainable Aboriginal tourism growth.

## Performance

### Aboriginal Tourism Grant Program

To support the release of the *Northern Territory Aboriginal Tourism Strategy 2020 – 2030*, the Northern Territory Government commenced a range of dedicated activities, including the Aboriginal Tourism Grants Program. The Grant Program was implemented to support Aboriginal-owned tourism businesses with small infrastructure works, interpretation work and planning; mentoring and training; and improved measures and reporting tools to track success and progress.

13 Aboriginal owned and operated Territory tourism businesses received grant program support to further develop their cultural tourism offerings, sharing in over \$200,000 of funding. The grants will also support economic development and local jobs in regional and remote communities. Six projects in the Top End and seven projects from Central Australia received funding of up to \$20,000, with projects to be delivered by 26 February 2021.

*Full details of funded projects are available in the appendices.*

### Aboriginal Tourism Committee

A public Expression of Interest process was undertaken seeking applications for a new Aboriginal Tourism Committee (ATC), to replace the Aboriginal Tourism Advisory Council (ATAC) after its tenure concluded on 30 June 2020.

Expressions of interest for ATC members was sought in May 2020, with an appointment period of up to two years. The Committee aims to meet at least four times annually in various locations across the NT to enable members to gain a comprehensive understanding of regional and remote opportunities.

The ATC will guide implementation of the *Northern Territory Aboriginal Tourism Strategy 2020 – 2030* to achieve its mission to develop a sustainable Aboriginal tourism sector over the next ten years. The Committee will also contribute to developing sustainable and prosperous Aboriginal tourism enterprises across the Territory, enabling individuals to create meaningful employment and business opportunities, in addition to maintaining and sharing their cultural heritage.

### Hermannsburg Historic Precinct Upgrades

Works continued on the restoration of the Hermannsburg Historic Precinct to boost the West MacDonnell region's cornerstone attraction, showcasing the historical significance of the site. The Precinct is one of only five nationally listed Northern Territory heritage sites and the Hermannsburg region (Ntaria) is well known as the home of artist Albert Namatjira, with an extensive history dating back to the 1880s.

A \$1.5 million contract for major refurbishment and landscaping upgrades was awarded to local company Nicholl Constructions. Nine of the existing 16 buildings will undergo significant restoration works, including stonework restoration, timbers and roofing renewal, utility upgrades and landscaping upgrades to better cater for visitor movement around the site.

The area will receive new contemporary display materials to better share the history and stories of the Aranda people and the German Lutheran Mission, one of the few remaining intact bush missions in Australia.



Hermannsburg Historic Precinct

## Improvements to Nitmiluk National Park

September 2019 marked 30 years since the Jawoyn Traditional Owners regained ownership of Nitmiluk National Park and the start of a historic joint management agreement between the Jawoyn people and the Northern Territory Government. The milestone is a huge achievement, with Northern Territory Government and Traditional Owners working closely together to protect the park while sharing its natural beauty and stories of Jawoyn people, country and culture with Territorians and visitors from around the world.

Nitmiluk National Park attracts around 270,000 visitors a year, with the visitor centre a major hub for travellers starting their journey through the park. Tourism is a key driver economic driver for the park with the Territory Government investing \$15.5 million in improvements, including \$5.5 million from the Turbocharging Tourism initiative.

Improvements to the Nitmiluk Visitor Centre are now complete, with upgrades that include a new, modern kitchen and fresh bathroom facilities which incorporate design elements that resonate with the landscape and tell the story of the park and the Jawoyn people. Stage two commenced in early 2020, with the investment delivering visitor experience improvements such as an interpretative display, visitor orientation information and Welcome to Country experience.

Further upgrades included the first gorge cross-over wet season path, a new Katherine River crossing and an improved 17 Mile Valley track to support Nitmiluk Tours' new Biddlecombe Cascades glamping experience. Upgrades to the Baruwei walking trail, including expansion of the lookout and the new Nitmiluk National Park gorge jetty are also now complete.

## Jabiru and Kakadu Master Plan

In August 2019, the Australian Government, Northern Territory Government, Energy Resources of Australia and Traditional Owners from the Gundjeihmi Aboriginal Corporation signed a historic Memorandum of Understanding in support of the town's transition from a mining town to a tourist town. The four parties have committed to their role in the future of Jabiru and to growing the town as a regional services and tourism hub for Kakadu National Park and the West Arnhem region.

Gundjeihmi Aboriginal Corporation formed a new partnership with the Northern Territory Government, Jabiru Kabolkmakmen Ltd, to guide the post-mining move, and developed a Jabiru Master Plan to drive the town's evolution. The master plan will be the roadmap to support visitor planning and infrastructure upgrades to improve the visitor experience, as well as identify new visitor activities and long-term investment opportunities in the area.

Jabiru was established in 1982 to support uranium mining in the region. Energy Resources of Australia will cease processing activities at the Ranger Uranium Mine by January 2021, with remediation work to be completed by 2026.

## Forward Focus

Streamline and enhance the investor journey through collaboration between Land Councils, Traditional Owners, governments and investors

Articulate benefits of building and featuring the Territory's Aboriginal cultural tourism sector

Support the maintenance of cultural practice

Identify gaps in Aboriginal tourism product and encourage developments of products to meet gaps

Review business support needs in particular skills development to meet sector development requirements

Showcase Aboriginal culture through events, experiences and attractions

Support development of partnerships between Aboriginal and non-Aboriginal operators and workers

# Priority: Through Strategic Marketing Activities, Grow the Value of the Holiday Market in the Northern Territory

## Highlights

Launched the new Tourism NT brand 'Different in every sense' in September 2019, to promote the Northern Territory as being unlike any other place, with the associated campaign generating over 46 million impressions

Darwin was ranked as #24 in Tripadvisor's top 25 global emerging destinations for 2020, the only Australian destination to make the list as part of the 2020 Travellers Choice Destination awards

northernterritory.com reached a 36 percent increase in leads to tourism operator product and a 65 percent increase in time spent on the website

Secured 29 new Australian Tourism Data Warehouse (ATDW) distributors including Wotif (Expedia), Activate Darwin, Northern Territory Major Events Company and OzPass, a 11.8 percent increase on 2018-19

Achieved 1.77 million page views for Tourism NT products through the ATDW website

Highly successful film Top End Wedding, a Tourism NT driven concept, continued to provide ongoing positive results, ranking the second largest box office Australian movie of 2019 and selected to screen at 36 film festivals internationally





**Case Study:**  
**'Different in every sense'**  
**Brand Campaign**

*The Northern Territory is unlike any other place on earth, because you don't just observe it, you feel it, it's different in every sense.*

In September 2019, Tourism NT launched its new brand, updating the messaging and replacing the 'Do the NT' logo and tagline. This brand refresh allowed the Northern Territory to update its positioning and tourism marketing to reflect the changing needs and behaviours of consumers.

The Northern Territory brand represents the best of what the Territory has to offer; our unique stories, images capturing Territory experiences and the emotions they create, with a refreshed logo and colour palette that positions the Northern Territory as inviting and appealing. The Northern Territory brand strengthens the Territory's position and awareness as a tourist destination in the minds of Australian and global travellers.

Research conducted through a brand review showed that the tourism products and experiences that contribute to the Northern Territory brand are globally unique. Significant work also ensured the new brand aligned with the Northern Territory



*Different in every sense*

Government's Masterbrand, Boundless Possible, as well as Tourism Australia's marketing position.

Two national brand campaigns reflecting the new brand positioning launched in September 2019 and February 2020. Designed to grow desire, awareness and visitation to the Northern Territory, the campaigns aimed to increase consumer perceptions that the Territory is 'Different in every sense' and the premiere destination to experience nature and wildlife, Aboriginal culture and adventure.

The campaigns were promoted via outdoor advertising on billboards, street furniture, buses and across the News Corp digital and print media platforms, generating over 46 million impressions. Search and online advertising also complimented the campaigns. The February burst of the brand campaign was adapted to incorporate 'Holiday Here This Year' with messaging, to support Australian tourism in response to the bushfire crisis.

## Performance



Artist Miliwanga Wurrben,  
Mimi Aboriginal Art & Craft

### Territory Arts Trail Campaign - Phase Two

Phase two of the Territory Arts Trail campaign was completed in two scheduled bursts from October – November 2019, and February 2020 to ensure maximum exposure in market. The campaign targeted Northern Territory travel intenders digitally and via print media, positioning the Territory as the premiere destination for Aboriginal art and cultural experiences and generating more than 166,138 page visits to [territoryartstrail.com.au](http://territoryartstrail.com.au).

The campaign's communication message encouraged consumers to "come and see the world's largest art gallery; see the bigger picture on the Territory arts trail" and was accompanied by striking imagery.

Tourism NT aligned the Territory Arts Trail campaign with a cooperative partnership with Webjet, which resulted in 4825 passenger bookings and an estimated \$5.8 million in visitor expenditure.



Bruce Munro: Tropical Light

### Tropical Summer Campaign

Coinciding with the launch of the Top End's world first exhibition *Bruce Munro: Tropical Light*, Tourism NT undertook a creative campaign to encourage visitation over the Territory's quieter months from October to March, when visitation is traditionally at its lowest. The multi-phased campaign was promoted across digital and print media to showcase the experiences and events on offer in Darwin throughout the Tropical Summer.

The campaign creative used striking Territory imagery, including waterfalls, waterholes and cultural events, showcasing the Territory's affordable experiences that were 'Now in Season'. The campaign was complemented by a conversion campaign with Virgin Australia promoting *Bruce Munro: Tropical Light*.

Tourism NT hosted 23 interstate media from high profile Australian travel and news publications to celebrate the launch of the city wide exhibition, with media participating in Top End familiarisations. Over 500 pieces of editorial coverage were generated through earned media, amplifying the Territory exclusive exhibition and campaign messaging to a potential audience of 15.8 million.

An additional highlight was hosting 24 social media influencers, with a combined following of over 2.4 million, who travelled to Darwin, Litchfield, Mary River, Kakadu, Tiwi Islands, Alice Springs and Uluru, sharing their experiences of the Territory's beautiful natural assets across the globe using the hashtag #NTAustralia.



Amazing Race Australia participants at Nitmiluk National Park

### Jetstar and the Amazing Race

Tourism NT strategically integrated its brand and trade marketing and partnered with Channel 10’s reality TV show, the Amazing Race, and Australian airline Jetstar. The Top End was on full display as the show’s final destination featured prominently throughout the series with high impact TV ad placements showcasing Top End content, with a call to action to travel to the Northern Territory with Jetstar.

Darwin, Katherine and surrounding Top End adventure and bookable experiences were exclusively showcased in the show’s grand finale, which aired to over 1.5 million viewers. The final episode saw contestants undertake an NT News themed puzzle at the Darwin Waterfront, skydive into Katherine and undertake dog and horse training at Katherine Outback Experience. Remaining teams then participated in the final puzzle challenge at Nitmiluk National Park, crossing the finish line within the Gorge.

Jetstar implemented a two part tactical campaign in October and December 2019, coinciding with the show’s start and end dates. The campaign generated over 5349 passenger bookings to the Territory and an estimated injection of \$6.4 million into the visitor economy.



### NT Now Cooperative Marketing Partnership

Tourism NT entered into its second year of partnership with Holidays of Australia to drive the sales platform ‘NT Now’. The year-long campaign aimed to boost current conversion activities, primarily driving ‘deal’ based offers for low season visitation. The developed promotional activities were dynamic, with creative messaging, imagery, packages and price-points being adjusted quickly, based on current and relevant deals. The dynamic nature of the campaign allowed Territory tourism operators to create instant deals for select booking periods that may have been traditionally low, or only weeks away, promoted via the website portal ntnow.com.au.

This year, to increase conversion opportunities, a focus on data sharing was introduced with Holidays of Australia to refine targeting to consumers. The partnership generated 717 passenger bookings into the NT and 1786 bookings directly to NT operators.



### Re-entry to the New Zealand Market

The introduction of Virgin's flight route from Auckland to Alice Springs via Brisbane opened up a host of new opportunities to begin promoting the Territory to the New Zealand market.

In February 2020, Tourism NT launched a marketing campaign to drive New Zealand visitation to the Territory as a leading holiday destination. The campaign focused on accessibility the new flight path provided New Zealanders, which saw passengers depart Auckland in the morning and arrive in the Red Centre by lunchtime. The campaign was supported with conversion activity by Holidays of Australia, Journey Beyond and Virgin Australia.

A cooperative partnership with Journey Beyond reinforced the awareness activity and worked to drive incremental visitor expenditure to the Northern Territory from New Zealand, via The Ghan, which saw a total of 200 New Zealand passengers booked to the Territory.

The activity was paused due to COVID-19 related travel restrictions.



### Record Number of Northern Territory Operators at NT Muster 2020

The Northern Territory's destinations, experiences and products were promoted to hundreds of East Coast travel agents with a record 35 Territory tourism operators joining Tourism NT at the annual domestic roadshow NT Muster in March 2020.

Held in Melbourne, Brisbane and Sydney, 600 travel agents, inbound tour operators and wholesalers learnt more about what the Territory has to offer, enabling them to better sell the Northern Territory as a holiday destination to their clients.

The annual event provides Territory operators with the opportunity to create and develop trade relationships, showcase their tourism offerings and educate travel agents on how they can best market and sell their products.



### Mumbrella Travel Awards

In March 2020, Tourism NT won three awards at the 2020 Mumbrella Travel Awards in Sydney, celebrating the best work created by travel marketers across the Asia Pacific region. The awards were: Best Use of Native or Content Marketing; the Top End Wedding integrated marketing campaign for Bravery; and Breakthrough Destination of the Year for Tourism NT's work on the creation of the film, the spin off web series Location Scouts and partnership with the Nine Network, including the TODAY Show's 'Win a Top End Wedding' competition.

## Nanhu Travel Cooperative Campaign – Mainland China

### Campaign Period:

December 2019 – February 2020

**Aim:** To increase awareness of the Northern Territory as an exciting, new leisure destination to Southern China

**Target audience:** Consumers aged 45-65 in Southern China, who have visited or wish to visit Australia and explore a lesser-known destination

**Strategy:** Position the Northern Territory as a convenient entry point into Australia and promote diverse destination package offerings

**Message:** Darwin is the gateway to Australia, just a 5.5 hour flight from Shenzhen, with unique touring experiences unlike anywhere else

Nanhu Travel, based in Southern China, was a first time distribution partner for Tourism NT in 2019. The campaign, which only ran for a limited time due to the Australian bushfires and COVID-19 impacts, exceeded expectations and resulted in sales of 123 passengers. The most popular package sold was for a six day Top End touring package, which supported Donghai Airlines' service from Shenzhen to Darwin. The return on investment for the campaign was estimated at \$1:\$5, a positive result given this was a first time campaign with Nanhu Travel.

## No Bad Campaign – Mainland China

### Campaign Period:

December 2019 – March 2020 (phase one)

**Aim:** To position the Northern Territory (with a focus on Darwin and the Top End) as a vibrant getaway destination with accessible nature and soft adventure offerings

**Target audience:** Adventure youth travellers, aged 18-29

**Strategy:** To create content for the China market to be used for ongoing promotions that highlight the Northern Territory's adventure, nature, cultural and food offerings

**Message:** Experience world class national parks, adventure and unspoiled nature and wildlife in Darwin

Tourism NT entered into a partnership with No Bad – a content production company in Mainland China – to produce three videos targeting adventure youth travellers and mature aged audiences. While COVID-19 restrictions only enabled one video to be filmed, the partnership to date has delivered an unprecedented level of publicity, greatly increasing exposure for the Northern Territory in Chinese speaking markets. The first destination video obtained over 2.13 million views, and two Vlog videos generated over 3.33 million views and 2.42 million views respectively. Both vlog videos ranked top three amongst the 'Most Popular Travel Vlogs of the Day' on Weibo on release.

## Hotel Outback Campaign – Germany

### Campaign Period:

Various dates, from August 2019 – March 2020

**Aim:** To raise the profile of the Territory and to increase awareness of the authentic Australian and versatile travel experiences available

**Target audience:** Experienced travellers, aged 40-59 with a desire and propensity to travel long-haul and immerse themselves in natural and culturally unique landscapes

**Strategy:** To deliver a large scale awareness campaign, combined with tactical and packaged partner travel offers to increase awareness and visitation to the Northern Territory

**Message:** Welcome to Hotel Outback – A billion-star retreat

Tourism NT created a multi-faceted campaign concept, 'Willkommen im Hotel Outback – Ausgezeichnet mit Millionen von Sternen' ('Welcome to Hotel Outback – A billion-star retreat') to raise awareness of the Northern Territory as a unique holiday destination and the unparalleled tourism experiences available. Several individual Hotel Outback marketing campaigns were implemented with a range of partners, including a 'Smart Digital' campaign with Singapore Airlines, a Hotel Outback inspector consumer campaign and competition with Urlaubsguru, as well as two cooperative key distribution partner campaigns with major wholesale partners in Germany: Travelesence and FTI Touristik.

The Smart Digital campaign generated 535 passengers and an economic impact of \$848,400, delivering a \$1:\$10 return on investment.

### Tenzing Travel Campaign 2019 – The Netherlands

**Campaign Period:**

September – November 2019

**Aim:** Showcase the Northern Territory as an exciting nature and wildlife destination, as well as increase the average length of stay in the Northern Territory

**Target audience:** 55+, families with children aged 12 and over, and couples aged 28-40 with no children who are looking for unique experiences

**Strategy:** To promote key experiences in Darwin, Kakadu, Katherine and Alice Springs and encourage bookings to the Northern Territory

**Message:** Experiences that make a trip to the Northern Territory unique

During 2019, Tourism NT undertook a cooperative trade marketing campaign with the strongest wholesaler and preferred long-haul partner for most retail chains in the Netherlands: Tenzing Travel. The campaign incorporated both business-to-business and business-to-consumer marketing, including digital marketing, and an array of Top End and Red Centre travel blog articles to showcase the range of experiences on offer in the Territory.

The campaign delivered a strong return on investment of \$1:\$22 and saw an increase of 21 percent in Northern Territory passenger bookings, above the growth rate of 17 percent for Australia-wide bookings overall. The average length of stay for the Territory with Tenzing Travel increased and itineraries included bookings to lesser known destinations such as the West MacDonnell Ranges and Arnhem Land.

### Global Tripadvisor Partnership

Tourism NT entered the fifth year of its successful partnership with global travel platform Tripadvisor. Tripadvisor has over 630 million reviews and recommendations covering the world's largest section of travel listings. The platform provides travellers with suggestions to help them decide where to stay, how to fly, what to do and where to eat. Tourism NT's partnership with the platform generates a large scale presence across all key international markets in a cost effective and efficient manner and ensures that content is both relevant and inspiring to consumers looking to holiday to the Northern Territory.

The Tripadvisor global campaign aims to generate essential awareness, conversion and bookings in the United Kingdom, United States, Germany, France, Italy, Canada, Singapore, Switzerland and other backpacker markets.

The international Tripadvisor campaign ran from 1 August 2019 – March 2020 and drove 569 passenger bookings direct to operators. When advertising elements were paused due to COVID-19, the activity then shifted to focus on a content led partnership, working directly with Territory businesses. Activity included a number of homepage takeovers of the Tripadvisor website across various markets, with Northern Territory content strongly promoted to site visitors and multiple partner deals showcased.

### International Trade Events

Tourism NT, Northern Territory operators and tourism businesses engaged with key international buyers and established business links at a series of Tourism Australia facilitated Australia Marketplace events during 2019-20. Australia Marketplace China, United States, United Kingdom and Europe, India and South East Asia were all individual events held in-market between July and November 2019. In attending these events, the Northern Territory delegations raised the profile of the Territory's unique destination experiences and met with hundreds of buyers from some of the Territory's largest international markets; the United States, United Kingdom and Europe, and the emerging markets of China, South East Asia and India.

The Marketplace events provided opportunities for Northern Territory and Australian suppliers to learn more about travel trends in the various international markets, allowing them to better tailor their product to the market, in addition to increasing awareness of the Territory and promoting it as an exciting travel destination.



In September 2019, Alice Springs played host to Tourism NT’s annual Inbound NT event in tandem with the bi-annual China focused trade event, Adventure NT. These two trade events provided Northern Territory operators the opportunity to meet face-to-face with up to 30 product managers from key inbound tour operator partners working across the Territory’s global markets, as well as 30 targeted Chinese buyers who took part in the business-to-business workshop and networking events. The international buyers participated in eight pre and post familiarisations across the Northern Territory, supported by Qantas, showcasing some of the Territory’s best tourism experiences.

Inbound NT and Adventure NT provided distribution partners with increased product knowledge and confidence in the destination, which in turn leads to increased exposure of Northern Territory products and itineraries in the global distribution network.

Tourism NT supported industry attendance at Corroboree West in Perth in October 2019, a training and familiarisation program for Aussie Specialist Travel agents from key western inbound source markets. In November 2019, Tourism NT also supported a Northern Territory delegation to attend the Australian Tourism Export Council’s annual Meeting Place event in Brisbane, a key trade event connecting buyers and sellers of Australian tourism.

**Case Study:  
The Bachelor US**

- **15.98 million combined viewership**
- **\$189 million estimated advertising revenue**

Tourism NT partnered with the United States ABC television network to host the finale episodes of *The Bachelor US*, with the Red Centre showcased as the primetime backdrop to a combined audience of 15.98 million viewers. Airing over two nights in March 2020, the reality show was one of the most popular and widely-viewed television programs in the United States and drew its largest audience in four years.

The Territory was positioned as a must visit destination to US travel intenders – a key international market for the Territory, with 37,000 US visitors spending \$78 million in the year ending December 2019 (prior to COVID-19). *The Bachelor US* featured accommodation on offer at DoubleTree by Hilton, Crowne Plaza and the boutique Vatu Sanctuary, as well as experiences with local wildlife and nature at the Kangaroo Sanctuary and Alice Springs Desert Park.

More than 100 cast and crew travelled to Alice Springs to film the show in 2019, with Tourism NT providing 640 room nights in Central Australia during the seven days of filming. The production employed 68 locals in roles such as drivers and assistants, and utilised more than 20 local businesses.

The estimated value of coverage was assessed at more than \$189 million, with 75 million readers reached through further coverage in The Washington Post, Lonely Planet and TravelPulse publications. *The Bachelor US* finale was the #1 ‘most social’ broadcast and cable entertainment program on the evening, with #Uluru trending on Twitter.



Kata Tjuta,  
Uluru-Kata Tjuta  
National Park





Bruce Munro: Tropical Light

## Case Study: Bruce Munro: Tropical Light

Funded through the Territory Government's \$103 million Turbocharging Tourism stimulus package and delivered by the Northern Territory Major Events Company (NTMEC), the *Bruce Munro: Tropical Light* exhibition was part of a strategic investment into festivals and events, recognising their ability to support liveability, tourism and local jobs.

Held from 1 November 2019 to 25 March 2020, the exhibition featured eight illuminated sculptures across a vibrant 2.5km art trail through the Darwin CBD and Waterfront by world-renowned artist Bruce Munro. Well known for his previous work *Field of Light* at Uluru, *Bruce Munro: Tropical Light* was the largest Australian exhibition undertaken by the artist to date.

The world-first exhibition was a successful catalyst for changing public perception of the wet season as the Tropical Summer. Thousands of people from all over Australia and the world came to look at the illuminated sculptures, with the exhibition attracting more than 41,000 attendances and generating 17,491 visitor nights.

Unique artworks across various mediums were displayed alongside the *Bruce Munro: Tropical Light* exhibition, with six local artists

showcased: Bev Garside, Gloria Richards, Paul Arnold, Shane Eecen, Louise Denton and Katy Moir. In addition, four local Larrakia Nation artists were highlighted as part of the artistic cultural program, with artworks by Jason Lee, Lynette Fejo, Shaun Lee and Trent Lee featured along the Tropical Light exhibition path.

Local Darwin businesses were invited to develop Tropical Light tours and experiences, allowing residents and tourists to view the exhibition in a variety of different ways. Many tour operators, hospitality providers, retailers and businesses adopted the Tropical Summer narrative, utilising Tropical Summer-inspired decals and marketing assets for shopfront windows. Tropical Light inspired food and beverages, experiences, merchandise and tour packages were also created; such as Tropical Light Artscapes and Tropical Light Nightscapes walking tours by Walk Darwin, Tropical Nights by Crocosaurus Cove and a Tropical Light 'Unplugged' Sunset and Twilight Cruise by Sea Darwin. In addition, more than 13 local businesses created a unique product with the Tropical Light branding.

*Bruce Munro: Tropical Light* placed Darwin and the Territory on the national and international stage, with widespread media coverage reaching an audience

of 16.7 million people. Paid social media activities reached more than 3.3 million people. The free Tropical Light App was downloaded 5656 times, and featured stories from Bruce Munro, local Darwin artists and members of the Larrakia community, providing listeners with a deep understanding of the inspiration behind the exhibition.

Tourism NT and NTMEC implemented a mentorship program to develop tourism product, capability building and tourism trade engagement to further leverage the *Bruce Munro: Tropical Light* exhibition in Darwin. The project was devised to provide skills to local tour operators to confidently create new event product into the future. Eight local tour operators – Walk Darwin, Sea Darwin, Crocosaurus Cove, Matt Wright Darwin Airboats, Wharf One, Mindil Beach Casino Resort, Rydges Palmerston, and Tourism Top End – successfully completed the mentoring program and met all the program objectives.

Over two hundred Territorians volunteered their time as exhibition hosts, artwork minders and visitor engagement promoters, as well as raising funds for CanTeen, to ensure visitors received an authentic and warm Territory welcome.

## Forward Focus

Rebuild the Northern Territory's international visitation from key source markets in the United Kingdom, Central Europe, United States, China and Japan, subject to the lifting of border restrictions, available aviation services and consumer sentiment for booking travel to Australia

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Strengthen and embed the Northern Territory's brand values with key audiences as the premier destination for nature, adventure, Aboriginal arts and culture, aligning with the 'Different in every sense' brand refresh

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Develop new relationships with key trade, online travel agents and airlines to deliver cooperative marketing campaigns that make Northern Territory products more accessible and attractive to consumers to book

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Leverage Tourism Australia's One Voice approach for the benefit of the Northern Territory tourism industry, ensuring the Northern Territory is considered an essential component of every Australian holiday itinerary

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Provide market intelligence and industry engagement platforms to ensure Tourism NT and the Northern Territory have a sustainable and competitive edge in the market place

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Encourage Territorians to explore the Territory and support local tourism businesses through the Territory Voucher Scheme, with three rounds to be delivered in 2020-21

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Engage and support industry to promote and sell the Northern Territory through a new online training platform

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Support the tourism industry by incentivising demand for the Northern Territory over the summer period with the biggest national summer conversion based tourism campaign ever

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Take advantage of a renewed interest in drive holidays to increase regional dispersal and length of stay

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Increase trusted content through authentic relevant and entertaining content delivered through third parties



# Priority: Leverage and Build Events to Drive Visitation

## Highlights

Launched the Northern Territory's first-ever dedicated *Long-Term Business Events Strategy* in July 2019 to guide business events attraction

The NT business events industry staged 52 events that attracted 11,759 delegates and injected \$26.2 million in estimated delegate expenditure into the Territory economy

Business development efforts primarily targeted organisations staging business events from the health, agribusiness, energy and minerals, tourism, education and defence sectors

## Rebrand

In September 2019, as part of the wider Tourism NT rebrand, the Northern Territory Convention Bureau was renamed Northern Territory Business Events. The new Northern Territory Business Events brand message, 'Different in every sense for Business Events', is an extension of the main Tourism NT brand message, 'Different in every sense'. It was adapted to ensure the new Tourism NT brand resonates with a business events audience and conveys to delegates the opportunity to not only observe, but feel and connect with the destination, enabling outstanding business event outcomes and positive participant experiences.

## Propelling Northern Territory Business Events

The *Long-Term Business Events Strategy* will guide the growth of the Northern Territory business events sector for the next 10 years and beyond. The Strategy's mission is to partner with the Northern Territory industry to enable the attraction and delivery of business events, so that by 2030 the Territory will be collectively staging 160 events attracting 26,000 delegates and injecting \$68 million in estimated delegate expenditure into the economy.

Business event travellers are high yield visitors who spend money beyond hotel rooms and restaurants, supporting jobs and injecting more money into local businesses. They are also more likely to bring their families back for a holiday after getting a taste of the Territory.



Family at Darwin Waterfront

### NT Business Events Support Fund

The Territory has been able to lure more national and international events in the face of stiff competition from other jurisdictions, through the \$9.33 million NT Business Events Support Fund, as part of the Territory Government’s Turbocharging Tourism initiative. The NT Business Events Support Fund offers financial assistance of \$100 per delegate to eligible organisations at the consideration or bidding stage, to encourage selection of the Northern Territory as the location to host the business events.

Since its inception in February 2018, the Fund has attracted more than 74 events to be staged in the Northern Territory between 2018 and 2025. The business events are anticipated to deliver an estimated \$55.8 million in delegate expenditure, whilst attracting visitation from approximately 22,966 delegates to the Territory.

In 2019-20, Northern Territory Business Events received 102 applications through the Fund, an increase of 29 percent on the number of applications received the previous year.

In August 2019, two business events staged in Darwin – PULiiMA 2019 Indigenous Languages and Technology Conference, and the National Housing Conference – attracted record-breaking delegate numbers of 600 and 1100 delegates respectively.

### Boosting Northern Territory Business

In August 2019, the Northern Territory Business Events team partnered with the Darwin Convention Centre to deliver the Meet Darwin familiarisation program. The four day annual event was the largest ever staged, hosting 20 business events planners from across Australia representing the health, education, environment and tourism sectors. Planners engaged with 45 Northern Territory business events industry partners, visited key business events infrastructure and participated in uniquely Territorian experiences, including the annual Darwin Festival.

### Forward Focus

Identify and strategically develop internationally significant and time sensitive tourism-focused events which build on the Northern Territory’s strengths

Establish an ongoing NT Business Events Support Fund

Attract business events and build visitation to Northern Territory events

Identify barriers to attracting business events

Increase private sector investment in tourism-focused events

# Priority: Develop Ongoing Access to and Within the Northern Territory



## Aviation

2019-20 showed a strong start for the Northern Territory aviation landscape, with both SilkAir and Jetstar Asia increasing frequencies from July to October 2019, resulting in up to two flights a day between Singapore and Darwin during the Territory's peak tourism season. There was also incremental capacity for the China market with Donghai Airlines' third weekly service between Shenzhen and Darwin operating on a seasonal basis during July and August 2019, and planned additional flights in January and February 2020 to cater for the Lunar New Year peak season. From an outbound perspective, Territorians enjoyed more choice of airlines when traveling to Bali with Virgin Australia's trial seasonal flights, which operated through to October 2019.

In February 2020, the COVID-19 pandemic resulted in global aviation operations coming to a sudden halt. International services from Singapore, Shenzhen and Bali were suspended with the enforcement of Australia's international border restrictions, followed by the closure of interstate borders in March 2020. Domestic airlines aligned route networks and capacities to the reduced air travel demand, which saw only a limited flight network in and to the Northern Territory during this period. Tourism NT maintained regular contact

with airline partners to ensure they were kept abreast of the border restriction status to support forward planning, including service resumption strategies.

In June 2020, only 10 percent of the pre-COVID-19 domestic air capacity had been restored in the Territory compared to the same month last year. Airlines have indicated they will progressively return services based on hotspot status, border restrictions and consumer demand.

## Drive Market

The wide open spaces of the Northern Territory make it one of the best road trip destinations in the world. Self-drive experiences can be marketed in their own right, both solely within the Territory and when they form part of 'grand tours' assembled across neighbouring state borders.

In 2019 a drive study was conducted to better understand the Northern Territory drive tourism market, specifically market segments and the attitudes and behaviours toward drive-related tourism. 1300 participants from across Australia completed an online survey, 180 international self-drive visitors participated in a face-to-face intercept survey, and further research was compiled through focus groups, an online forum and a reconvened group. The study found that Northern Territory

drive holidays appeal to distinct market segments, including the busy fly-drive, the long self-drive and grey nomad market. People aged 18-29 (79 percent) and 30-49 (74 percent) are more likely to consider the Territory for a drive holiday than the 50+ market (61 percent). Research indicated the duration of a typical drive holiday is between 7-14 days, with approximately 5-6 hours driven per day, covering an estimated 500km. Australian residents spent twelve days on a drive holiday, while international visitors spent 11 days in the Territory on a drive holiday, contributing approximately \$2853 and \$5804 respectively. Almost 67 percent of domestic and 74 percent of international visitors would consider a drive holiday in the Northern Territory.

In February 2020, Tourism NT announced the free partnership program 'Key to the NT' to drive interstate tourism and minimise impacts of the Australian bushfires and COVID-19 international travel restrictions. The promotion called on both local and national tourism businesses to showcase some of the many Territory attractions available to visitors through a self-drive adventure. Ultimately activity was paused due to the closure of interstate borders, but supporting and sustaining the drive market remains a key focus of Tourism NT's rebound activity over the next 12 months.

## Cruise and Expedition Ships

Cruise and expedition shipping plays an important role in the Northern Territory's tourism industry, historically generating up to an estimated \$60 million of total expenditure annually. Tourism NT, in consultation with the Northern Territory tourism industry, is updating the Northern Territory Cruise Sector Activation Plan for 2020-2025, to maximise the benefits of cruise shipping to the Territory. While the cruise sector has been significantly impacted by COVID-19 and the speed of recovery is still unknown, the fundamentals underpinning the Northern Territory as a cruise destination remain unchanged. The updated Plan is expected to be released in late 2020.

In 2019-20, the Top End welcomed 61 cruise and expedition ships carrying over 38,000 passengers, providing a significant contribution of over \$15 million to the Territory economy from passenger spending.

A highlight was the maiden voyage of the *Carnival Splendour*, with over 3000 cruise passengers travelling to Darwin in December 2019. An impressive 14 decks high, *Carnival Splendour* is the newest and largest cruise ship to be homeported year-round in Australia. The maiden voyage of the ship increased economic activity in the Top End and provided additional opportunities to showcase the Territory to international visitors.

Additional vessel highlights included the *Viking Orion's* overnight in Darwin with up to 930 passengers, *Radiance of the Seas'* arrival of 2496 passengers, and the luxury liner *Queen Mary 2*, which provided a \$700,000 boost to local businesses with up to 2620 passengers enjoying local tour, retail and hospitality offerings.

A cruise ship study was undertaken between November 2019 and March 2020. The study interviewed 1698 passengers and crew from 16 ships that visited Darwin during this period. The average spend per passenger on key categories, including food and drink, organised tours, entertainment, shopping and transport, was \$550.41 for overseas passengers and \$366.91 for Australian domestic passengers. Cruise passengers on average spend more on organised tours and shopping in Darwin than other expenditure categories.

## Telecommunications

Tourism NT is committed to working with telecommunications providers and the Australian Government to improve network access in remote and regional communities and tourism related telecommunications infrastructure.

Tourism NT supported Optus' round five bid in the Australian Government's Mobile Black Spot Program, with funding successfully secured for eight sites in the Northern Territory: 12 Mile Yards (Jalmurak Campground), Cahills Crossing, Gunn Point, Keep River National Park (two sites), Redbank Gorge, Sandy Creek and Tjuwalyin (Douglas) Hot Springs.

## Forward Focus

Rebuild essential aviation networks including direct connections from Singapore and China, to maximise passenger flow from inbound markets into the Northern Territory aviation gateways of Alice Springs, Uluru (Ayers Rock Airport) and Darwin

Pursue aviation opportunities where there is developmental potential from business, freight, education and social (visiting friends and relatives) sectors, in addition to tourism

Deliver a dedicated drive market strategy identifying key product and marketing opportunities

Prioritise and advocate delivery of required investments in key drive touring routes

Deliver a renewed cruise market activation plan

Advocate for additional investment in telecommunications infrastructure to improve network access in remote and regional communities

Provide new experiences and product for visitors using rail to access the Northern Territory

# Priority: Increase Recognition of the Value of Tourism to the Northern Territory

## Highlights

Responsive communications to the tourism industry providing updates regarding Australian bushfires and COVID-19

Achieved a record 85 entrants into the 2019 Brolga Northern Territory Tourism Awards, with the Northern Territory going on to win four gold and two bronze awards at the Qantas Australian Tourism Awards

Delivered a series of webinar training programs for the tourism sector while borders were locked down due to COVID-19

## Crisis Communication

As the division of government responsible for supporting the tourism sector, the Australian bushfires and COVID-19 pandemic created an unexpected and challenging year. The crisis triggered many unforeseen issues not experienced previously, with a vast amount of rapidly changing information being issued by health authorities.

Many Tourism NT staff were involved in undertaking phone calls to tourism businesses to provide timely support. Staff managed hundreds of calls in their response to enquiries from the sector, both locally and nationally, providing advice about financial assistance and support packages, and gathering information to assess how stakeholder groups were coping with the pandemic.

An Incident Response Team (IRT) was established to provide information, advice and assistance to local businesses and organisations, as well as support the efforts of the Territory's Emergency Operations Centre. The IRT ensured the information flow from all levels of government was streamlined to the sector.

Support mechanisms were also implemented to assist staff, including provision of supporting flexible work-from-home arrangements, where possible, and through regular communication updates.

## Value of Tourism

A 'Value of Tourism' video and social media strategy was developed at the beginning of 2020 to promote tourism as a fundamental pillar of the Territory's economy and its contribution across a range of industries.

Activity was temporarily paused due to COVID-19, however ultimately released over Tourism NT's social media channels in June 2020 to support Territory businesses and tourism recovery.

## Modified Tourism: Towards 2030 Conference

The annual *Tourism: Towards 2030* conferences, typically held in Darwin and Alice Springs in March, were cancelled this year due to COVID-19. Tourism NT adapted the content by converting presentations into a 14 week webinar training series called 'Power Up', aimed to support businesses during the shutdown period.

Hosted in partnership with Tourism Central Australia and Tourism Top End, webinar presenters included Google, ReviewPro, and global thought leader and author Nigel Collin. Additional webinar topics included business spring cleaning, grant application support, sales and distribution, accessible travel and understanding social media.

### Brolga Awards and Australian Tourism Awards

The 2019 Brolga Northern Territory Tourism Awards were attended by more than 280 people, with a record 85 entrants, at the Alice Springs Convention Centre in November. The event featured local food and entertainment, and new Territory designed and produced trophies were awarded. Nitmiluk Tours took home six awards, including the Minister for Tourism’s Perpetual Trophy. Nitmiluk National Park also won the major tourism attraction category for the second year in a row.

The Northern Territory secured four gold and two bronze awards at the Qantas Australian Tourism Awards held in Canberra in March 2020, including three gold awards to Nitmiluk Tours and a gold award to Venture North Australia. There were 21 Brolga winners amongst the 60 Territory representatives who attended the national awards, with Nitmiluk National Park and Crowne Plaza Alice Springs Lasseters taking home bronze awards.

### Forward Focus

Continue collaborative communication as the tourism sector rebuilds from the COVID-19 pandemic

Articulate the importance of tourism to the Northern Territory

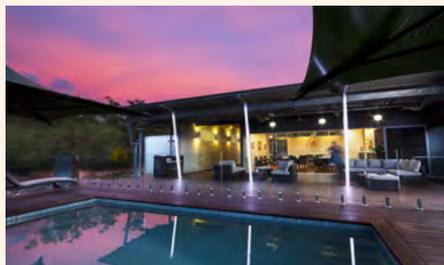
Continue a strong focus on industry engagement through key corporate channels including Tourism NT’s corporate website, Facebook and LinkedIn

Present a rescheduled *Tourism: Towards 2030* conference in March 2021



Australian Tourism Awards gold winner: Nitmiluk Tours

Australian Tourism Awards gold winner: Nitmiluk Cicada Restaurant



Australian Tourism Awards gold winner: Cicada Lodge



Australian Tourism Awards gold winner: Venture North Safaris

# Our Governance

Board of Commissioners

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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 is governed by a Board of Commissioners who report to the Minister, in accordance with the *Tourism NT Act 2012*.

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, whilst meeting its legislative, financial and governance obligations. The Tourism NT leadership team is responsible for implementing strategies which are recommended by the Board.

The Board is guided by a charter which sets out the role and responsibilities of the Commissioners. A copy of the charter and the *Tourism NT Act 2012* can be sourced from Tourism NT's corporate website.

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.

## Term and remuneration

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

The Chair is remunerated at \$82,363 per annum and the Commissioners at \$44,349 per annum. The Chief Executive Officer is not entitled to additional remuneration as a Board member.

## Interaction with industry

The Tourism NT Board engaged with the Northern Territory tourism industry through the following activities and functions:

- attended and delivered regional presentations of the *NT's Tourism Industry Strategy 2030* held in Alice Springs, Yulara, Tennant Creek, Katherine, Nhulunbuy and Darwin
- joined regional presentations unveiling the new Tourism NT brand 'Different in every sense' and creative marketing elements
- attended the launch of the *Long-Term NT Business Events Strategy*
- attended the 2019 Brolga Northern Territory Tourism Awards in Alice Springs
- addressed attendees at the *Northern Territory Aboriginal Tourism Strategy 2020 - 2030* launch in Katherine, Darwin and Alice Springs
- participated in weekly webinars coordinated by Tourism Central Australia and Tourism Top End updating industry and relevant stakeholders on issues relating to the impacts of COVID-19
- met with Developing East Arnhem who provided an overview of East Arnhem projects and regional development
- attended the Aboriginal Economic Development Forum.

## Board of Commissioners



Michael Bridge



Andrew Hopper



Simonne Shepherd



Trish Angus



Mick Burns



Robert Jennings



Helen Martin



Dale McIver



Denis Pierce

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### Michael Bridge Chairperson

Michael was reappointed as Chair of the Board of Commissioners in September 2019. Michael was CEO of Airnorth for 17 years, having overseen the company's growth from a small charter company to Australia's second oldest continuously operating airline brand. He has years of experience on Boards including as Chair; including the Regional Aviation Association of Australia and the Aviation Industry Superannuation Trust. He currently serves on the Board of the Civil Aviation Safety Authority (CASA), Northern Territory Major Events Company and is Chair of national labour-hire group, CGH.

Eligible meetings: 5 Attended: 5

### Andrew Hopper Acting CEO of Department of Tourism, Sport and Culture / Tourism NT

*Position held from March 2020*

Andrew has extensive experience in leading the planning and delivery of major national and international projects and events. As Acting CEO Andrew manages the Department's divisions across a comprehensive range of industry sectors in addition to direct supervision for the Tourism and Events division including oversight of Tourism NT, Communications and Media, NT Business Events and the Arafura Games, leading tourism planning, stakeholder engagement, strategic governance and operational excellence to drive visitation results across a diverse region. Andrew is a Board Director of the Northern Territory Major Events Company.

Eligible meetings: 5 Attended: 5

### Simonne Shepherd Former CEO of Department of Tourism, Sport and Culture

*Position held through to March 2020*

Simonne has held numerous executive roles including ACT Tourism and Destination NSW and a senior advisory role to the Department of Culture and Tourism in Abu Dhabi. Simonne has strong existing relationships within the Australian Government tourism agencies through long standing membership on the Australian Standing Committee on Tourism.

Eligible meetings: 4 Attended: 4

### Trish Angus Commissioner

Trish was born in Katherine and is of Jawoyn heritage. She held senior executive public sector positions in the areas of health, housing, local government and community services for more than 20 years in the Northern Territory. Trish has experience working in the Australian Defence Force, Aboriginal community controlled organisations, and extensive governance experience, including board and committee memberships across a range of sectors. She is currently a Director of the CareFlight Board and member of its Audit and Risk Committee, a Director of Voyages Indigenous Tourism Australia Board and Chair of its Audit and Assurance Committee, Director of the Venture Housing Board, and a member of the Northern Territory Heritage Council.

Eligible meetings: 5 Attended: 4

### Mick Burns Commissioner

Mick has lived in the Territory since 1981, with involvement in a wide range of industries, businesses and developments. He has successfully owned and operated hotels since 1985 and constructed Crocosaurus Cove in 2009, which he still operates today. A past President (NT) and national board member of the Australian Hotels Association for over 10 years, Mick was awarded national and life membership in recognition of his service. He owns and operates the Darwin Crocodile Farm housing approximately 50,000 saltwater crocodiles. Mick is a former Chair of the Tiwi Bombers Football Club and currently represents the tourism sector on Team Territory.

Eligible meetings: 5 Attended: 5

### Robert Jennings Commissioner

*Position held from 1 October 2019*

Robert is the CEO of Alice Springs Town Council and was previously CEO of the Katherine Town Council for four and a half years. Robert has served as an Executive Officer in local government across three states and territories, is a member of the Northern Territory Planning Commission, member of Team Central Australia and non-voting Alice Springs Town Council representative on the Tourism Central Australia Board. Robert is a qualified architect and economist with an extensive international background. He has a personal commitment to integrity, excellence, innovation and service to the Council, the Alice Springs community and its region.

Eligible meetings: 3 Attended: 3

### Helen Martin Commissioner

Helen is the Business Director of Banubanu Wilderness Retreat on Bremer Island off the coast of Nhulunbuy. Helen is current Chair of the Aboriginal Tourism Committee, Vice Chair for the East Arnhem Land Tourism Association (EALTA executive member) and member of the Northern Australia Agenda Advisory Group. Helen is a previous member of the Gove Community Advisory Committee and Centre for Appropriate Technology, and spent 17 years working in the Commonwealth Government.

Eligible meetings: 5 Attended: 5

### Dale McIver Commissioner

*Position held through to September 2019*

Dale is a born and raised Territorian and has resided in Alice Springs her entire life. She has worked in the tourism industry for over 20 years. Dale is the Director of Alice Event Management and Consultancy, and former Chair of Tourism Central Australia. She is a member of the Board of Australian Regional Tourism and the Central Australian Chamber of Commerce Board.

Eligible meetings: 2 Attended: 2

### Denis Pierce Commissioner

As Group Managing Director South Pacific and Managing Director Australia with ATS Pacific, an inbound travel management company, Denis led the company through sustained revenue growth and into a public listing, demonstrating his ability to grow returns from global markets. Denis is current Chair of the Australian Tourism Export Council and a former Board member of Tourism New South Wales and Tourism Tropical North Queensland. Denis provides strategic advice services to Tourism Australia and its Signature Experiences program.

Eligible meetings: 5 Attended: 4

### Key Achievements

- Oversight of the non-infrastructure elements of the Northern Territory Government's additional \$62.8 million TURBO2 stimulus investment package
- Continued liaison and promotion to government, industry and stakeholders of the benefits, initiatives and positive outcomes achieved through tourism stimulus funding
- Supported the Aboriginal Tourism Advisory Council with implementation of key pillars in the *Northern Territory Aboriginal Tourism Strategy 2020 - 2030* and ensured progression of important Aboriginal tourism matters
- Oversaw the inaugural Aboriginal Tourism Grant Program supporting Aboriginal enterprises with projects to assist business sustainability, development of new products and improve existing experiences
- Supported the launch of the *Long-Term Business Events Strategy*, including growth targets and strategic decisions
- Endorsed the execution and launch of the *NT's Tourism Industry Strategy 2030*
- Endorsed the new tourism marketing brand project 'Different in every sense'
- Encouraged implementation of the New Visitor Experience Program to support the Territory's tourism industry and operators to bounce back from the impacts of the Australian bushfires and COVID-19, as part of the Northern Territory Government's \$2 million Immediate Tourism Resilience Plan launched in February 2020
- Facilitated weekly meetings from March - May 2020 to determine adaptation and assistance needed for the tourism industry towards recovery
- Advocated round three of the Visitor Experience Enhancement Program, delivering improved visitor experiences in the Northern Territory
- Implemented a tourism recovery roadmap to track domestic and international marketing recovery phases
- Representation on Team Territory reporting to the Territory Economic Recovery Commission
- Assembled the Tourism Rebound Taskforce at the direction of the Chief Minister and the Minister for Tourism, Sport and Culture – assigned to provide strategic and practical advice to inform response and recovery recommendations for the Northern Territory's tourism industry – holding five meetings including briefings from the Northern Territory's Chief Health Officer and Qantas
- Endorsed the Tourism Rebound Taskforce report and recommendations, and provided a presentation to the Chief Minister and the Minister for Tourism, Sport and Culture
- Lobbied the development, key messaging and advocacy plans related to current and future funding for Kakadu and Uluru-Kata Tjuta national parks
- Ongoing liaison with stakeholders including but not limited to Tourism Central Australia, Tourism Top End, Chamber of Commerce NT, Hospitality NT, airline partners Qantas, Virgin Australia, Jetstar Australia, Jetstar Asia, SilkAir, Donghai Airlines and NT Airports
- Supported the implementation of 'Time to be a Territorian' and 'Never have I ever' Territory tourism rebound campaigns
- Advanced the Tourism Voucher Scheme to support Territory tourism operators

### Forward Focus

Pursue, promote and support revitalisation and recovery for the Northern Territory tourism industry

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Support the new Aboriginal Tourism Committee and its continued implementation of *Northern Territory Aboriginal Tourism Strategy 2020 - 2030* strategic pillars

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Monitor progress, delivery and performance against the six priority elements of the *NT's Tourism Industry Strategy 2030*

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Oversee performance of the *Long-Term Business Events Strategy*

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Endorse Destination Management Plans for implementation across Northern Territory regions

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Endorse the renewed cruise market activation plan

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Endorse the delivery of a dedicated drive market strategy

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Oversee implementation of additional rounds of the Tourism Voucher Scheme

## 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 Steering Committee met three times during the year, with an additional out-of-session paper regarding COVID-19 activity. Membership comprised two Tourism Board Commissioners.

### Matters addressed included:

- budget expenditure
- brand and reputational risks
- industry engagement
- exploring new markets
- strategic direction of the Northern Territory's tourism marketing
- major domestic and international marketing campaigns, including awareness and conversion activity
- marketing reporting framework, outcomes and results.

### Marketing Steering Committee Members July 2019 – June 2020

Role	Member	Eligible meetings	Meetings attended
Chair	Denis Pierce – Commissioner Tourism NT Board	3	3
Member	Helen Martin – Commissioner Tourism NT Board	3	3
Advisor	Tony Quarmby – Executive General Manager Marketing, Tourism NT	3	3
Committee Secretariat	Provided by Marketing, Tourism NT	3	3

## 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 met prior to each Board meeting and membership comprised two Tourism Board Commissioners.

### Matters addressed included:

- endorsing the implementation and strengthening of Tourism NT’s policies, procedures and risk management plans
- finalising the risk register, acquittal and funds recovery process
- reviewing and updating the Board charter, FRAC charter, Board Code of Conduct, Marketing Steering Committee charter
- financial information reporting
- Northern Territory Business Events Support Fund assessment template.

### FRAC Committee Members July 2019 – June 2020

Role	Member	Eligible meetings	Meetings attended
Chair	Trish Angus – Commissioner Tourism NT Board	5	5
Member	Mick Burns – Commissioner Tourism NT Board	5	5
Member	Cathy Fong – Manager Corporate Governance, Department of Tourism, Sport and Culture	5	4
Advisor	Andrew Hopper – Acting CEO Department of Tourism, Sport and Culture	5	5
Committee Secretariat	Provided by Business Services, Tourism NT	5	5

# Accountability and Standards

## Planning Framework

### Government Policy

e.g. Economic Development Framework



### Operating Environment and Industry Scan Cabinet Decisions



### Department of Tourism, Sport and Culture Strategic Plan

#### NT Tourism's Industry Strategy 2030



### Turbocharging Tourism Action Plan



### Performance Measurement and Key Deliverables



### Tourism NT Annual Report 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 Department of Tourism, Sport and Culture (DTSC) Chief Executive Officer is the decision-maker in relation to FOI applications received. A specialist records management unit in DTSC services the requirements in this area, including adherence with the *Information Act 2002*. Further information can be found in DTSC's 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. Four FOI applications were received during 2019-20.

## 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 *NT's Tourism Industry Strategy 2030* strategic requirements, Turbocharging Tourism targets and key strategy initiatives. Division Risk Assessments are prepared by division management for endorsement by the Finance, Risk and Audit Committee.

## Staff Performance and Development Plans

Performance and Development Plans are developed annually, as a collaboration between line managers and staff. They are intended to outline tasks that staff need to achieve during the financial year to contribute to their unit's Business Plan.

# Financial Report

As at 30 June 2020, Tourism NT was a division of the Department of Tourism, Sport and Culture.

Tourism NT had a direct annual budget of \$41.2 million in the 2019-20 financial year, largely funded through Northern Territory Government appropriation. The actual expenses incurred by Tourism NT for 2019-20 totalled \$41.3 million.

## Revenue

Tourism NT received \$500,000 in own source revenue and \$300,000 in miscellaneous revenue relating to the return of prior year's unspent grants. The majority of the remaining income was provided by the Northern Territory Government as output appropriation.

## Expenses

Tourism NT incurred expenses of \$41.3 million in 2019-20. This included \$9 million for employee expenses and \$11.2 million on grant programs such as the Visitor Experience Enhancement Program, intra-Territory campaign and funding supplied to Regional Tourism Organisations. Additionally \$5.8 million was spent on contributions to cooperative marketing campaigns.

The majority of Tourism NT's expenditure relates to administrative expenses. In 2019-20, administrative expenses of \$28.4 million were used to position the Territory and its tourism products 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.

## Tourism NT operating statement

	2018-19	2019-20
	\$'000	\$'000
<b>Income</b>		
<i>Grants and Subsidies Revenue</i>		
Current	20	145
<i>Appropriation</i>		
Output	51,359	40,146
Commonwealth	0	0
Sales of Goods and Services	464	489
Goods and Services received free of charge	754	83
Foreign Exchange gain	6	27
Other Income	317	263
<b>Total Income</b>	<b>52,920</b>	<b>41,153</b>
<b>Expenses</b>		
Employee Expenses	8,850	8,970
<i>Administrative Expenses</i>		
Purchase of Goods and Services	28,428	20,078
Repairs and Maintenance	20	0
Depreciation and Amortisation	195	115
Other Administrative Expenses	778	183
Foreign Exchange loss	0	0
<i>Grants and Subsidies Expenses</i>		
Current	3,500	4,995
Capital	1,617	1,136
Cooperative Marketing Contributions	10,126	5,831
<b>Total Expenses</b>	<b>53,514</b>	<b>41,308</b>
<b>Net Surplus / (Deficit)</b>	<b>(594)</b>	<b>(155)</b>

# Appendices



Jim Jim Falls, Kakadu National Park

# Procurement Contracts Awarded

Type of Procurement	Tender Number	Title of Requisition	Count	Sum of Contract Value \$
<b>Consultancy – Period Contract</b>	D20-0095	Darwin - Provision of Research Services for Northern Territory Marketing Survey for a Period of 12 Months	1	148,000
<b>Consultancy – Period Contract Total</b>			<b>1</b>	<b>148,000</b>
<b>Consultancy Generic</b>	Q19-0327	Katherine - Consultancy - Destination Management Plan - Big Rivers Region	1	122,363
	Q19-0348	Consultancy - Update to the Northern Territory Cruise Sector Activation Plan	1	54,269
	Q19-0378	Consultancy - Destination Management Plans - Three (3) Central Australia Regions - 1 - Barkly Region 2 - Lasseeter Region 3 - Alice Springs Region.	1	115,735
	Q19-0461	Consultancy - Provision of Tourism Market and Consumer Research for the United Kingdom, Germany and United States of America	1	105,500
	Q19-0463	Darwin - Consultancy - Youth and Education Tourism Strategy	1	50,435
<b>Consultancy Generic Total</b>			<b>5</b>	<b>448,302</b>
<b>Services</b>	19-0227	Alice Springs - Supply of Venue and Catering for the 2019 - Brolga Northern Territory Tourism Awards Gala Event	1	34,250
	19-0228	Alice Springs - Provision of Theming and Production Services for the 2019 Brolga Northern Territory Tourism Awards	1	60,469
	19-0845	Darwin - Upgrade of Northernterritory.com - V3	1	103,931
	19-0850	Darwin - Provision of Storage and Distribution of Promotional and Miscellaneous Items for a Period of 36 Month	1	70,248
	19-0960	Alice Springs - International Managers Meeting 2019 - Accommodation and Meeting Room Hire	1	19,514
	19-1078	Inbound NT and Adventure NT Workshops in Alice Springs	1	16,000
	19-1418	Provision of Venue Hire & Catering for Inbound NT & Adventure NT 2019 Gala Dinner	1	23,964
	19-1478A	Provision of Stand build	1	55,908
	20-0894	COVID 19 - Bookeasy Development Project - Multiple Vouchers - Territory Businesses	1	22,000
<b>Services Total</b>			<b>9</b>	<b>406,284</b>
<b>Services – Period Contract</b>	20-0063	Darwin - Provision of Asset Management for a Period of 12 Months	1	52,800
	20-0577	Provision of a Customer Relationship Management (CRM) System License, Ongoing Maintenance and Support to Suit Destination Marketing Organisations for a Period of 36 Months	1	128,344
	D19-0297	Darwin - Panel Contract For Delivery of Public Relations Services for a Period of 24 Months	1	862,400
	Q19-0255	Darwin - Provision of Registered Intellectual Property Portfolio Management Services for a Period of 24 Months	1	169,950
	Q19-0279	Provision of Services - Development and Implementation of Digital CMS Integrated Advanced Translation System for a Period of 12 Months	1	39,600
	Q19-0313	Provision of Public Liability Insurance for a Period of 12 Months	1	11,258
<b>Services – Period Contract Total</b>			<b>6</b>	<b>1,264,352</b>
<b>Grand Total</b>			<b>21</b>	<b>2,266,938</b>

# Grant and funding recipients

Recipient	Total \$
A Good Rest BandB	9,553
Adelaide River Tours Pty Ltd	2,000
Alice Springs Golf Club Inc	20,000
Alice Springs Reptile Centre Pty Ltd	10,625
Alice Springs Town Council	4,138
Angkerle Aboriginal Corporation Inc (Standley Chasm)	11,364
Arafura Helicopters Pty Ltd	3,855
Aurora Alice Springs	20,000
Barramundi Adventures Darwin	15,000
Blimey Charlie Pty Ltd (Mataranka Roadhouse)	22,509
Central North Enterprises Pty Ltd (United Wycliffe Well)	16,304
Cooinda Lodge Kakadu	20,000
Corroboree Park Tavern	5,000
Daly Waters Pub	20,000
Darwin City Hotel	8,018
Dinah Beach Cruising Yacht Association	6,873
Djiliwa Group Pty Ltd (Outback Caravan Park Tennant Creek)	25,000
Djilpin Arts Aboriginal Corporation	15,000
Dundee Beach Holiday Park Pty Ltd	20,000
Elkira Court Motel	9,031
Erlunda Desert Oaks Resort Pty Ltd	6,375
Glen Helen Lodge	15,000
Halikos Pty Ltd T/A Novotel Darwin CBD	12,500
Hermannsburg Potters Aboriginal Corporation	2,825
Julalikari Council Aboriginal Corporation	3,655
Knotts Crossing Resort	12,500
Latitude 23 Art and Food Co (Alice Springs Desert Park Café)	20,000
Mercure Alice Springs Resort	15,000
Mercure Darwin Airport Resort	15,000

## Visitor Experience Enhancement Program\*

The Visitor Experience Enhancement Program is an initiative of the Turbocharging Tourism stimulus package to assist the tourism industry to undertake projects that will improve the on-ground visitor experience in the Territory.

Recipient	Total \$
Mercure Kakadu Crocodile Hotel	7,355
Nancar Hideout	3,750
Oasis Hotel	20,000
Oasis Tourist Park	20,000
Outback Elite Tours	6,116
Outback Motorcycle Adventures	17,500
Paravista Motel	7,500
Pine Tree Motel	20,000
Ramada Suites Zen Quarter Darwin	25,000
Remote Tours Pty Ltd	7,526
Simone Dam and Carrah Trust Pty Ltd (Camels Australia)	20,000
Skippers at Dundee Pty Ltd	35,000
Squeaky Windmill NT	10,000
Sugarbag Safaris	4,502
Sundance Farm Pty Ltd	20,000
Super Croc Pty Ltd T/A Crocos and Crocosaurus Cove	15,000
Transmetro Corporation Ltd (Metro Advance Apartments Darwin)	12,500
Travelodge Mirambeena Resort Darwin	25,000
Trustee For HKR Resources Trust (Larrimah Wayside Inn)	20,000
Tumbling Waters Holiday Park	12,500
Uluru Camel Tours	15,000
Uno Management Services Pty Ltd (Charlotte's Web Darwin Chocolate Factory)	1,556
Venture North Safaris	5,558
Wayoutback Desert Safaris	5,114
World Expeditions Services Pty Ltd	22,727
<b>Total</b>	<b>726,328</b>

\*Recipients of the Visitor Experience Enhancement Program, New Visitor Experience Program and Aboriginal Tourism Grant Program funding received 50 percent of their allocated funding prior to 30 June 2020, with projects set to be delivered within the 2020-21 financial year.

## New Visitor Experience Program\*

The Northern Territory Government developed a new grant program in 2020 for Territory based tourism operators to deliver new tourism visitor experiences.

Part of the Northern Territory Government's \$2 million Immediate Tourism Resilience Plan, the New Visitor Experience Program aims to support the Territory's tourism industry and operators to bounce back from the impacts of the Australian bushfires and COVID-19 crisis.

Recipient	Total \$
Alice Springs Brewing Co Pty Ltd	18,456
Angkerle Aboriginal Corporation Inc (Standley Chasm)	8,500
Blimey Charlie Pty Ltd (Mataranka Roadhouse)	7,034
Daly Waters Pub	25,000
Djiliwa Group Pty Ltd (Outback Caravan Park Tennant Creek)	19,500
Finke River Adventures	25,000
Gove Yacht Club Inc trading as Gove Boat Club	6,284
Halikos Hospitality Pty Ltd (Crab Claw Resort)	25,000
Katherine Regional Arts Inc	8,525
Laurelle Halford T/A DIY Tourguide Australia	7,650
Noonamah Tourist Park (NT) Pty Ltd	25,000
Ooseven Jet Ski Adventures	17,440
Outer Edge Photography	2,388
R Woods and TL Woods	4,500
TL Duncan and KA Savidge	7,500
Top of Town Café trading as Outback Caravan Park	16,250
<b>Total</b>	<b>224,026</b>

## Aboriginal Tourism Grant Program\*

The Aboriginal Tourism Grant Program was designed to support Aboriginal owned (greater than 50 percent Aboriginal owned) and operated tourism business enterprises.

13 recipients throughout the Territory were awarded grants through the inaugural program in 2020, with projects located in the MacDonnell Ranges and Alice Springs, Watarrka, Uluru, Borrooloola, Litchfield, Daly River, Tiwi Islands, Darwin and Kalkarindji regions.

Recipient	Total \$
Akeyulerre Incorporated	10,000
Angkerle Aboriginal Corporation Inc (Standley Chasm)	9,091
Gurindji Aboriginal Corporation RNTBC	7,500
Ikuntji Artists Aboriginal Corporation	6,925
Ironbark Aboriginal Corporation	5,153
Karrke Pty Ltd	10,000
Keringke Arts Aboriginal Corporation	9,091
Mabunji Aboriginal Resource Indigenous Corporation	2,814
Munupi Arts and Crafts	5,825
Northern Territory Indigenous Tours	8,591
Uluru Family Tours	7,500
Walkatjara Art	10,000
Watjah Guided Tours	9,000
<b>Total</b>	<b>101,489</b>

### NT Business Events Support Fund

As part of the \$2 million Immediate Tourism Resilience Plan, the Northern Territory Government doubled its Turbocharging Business Events Support Fund incentive to secure more business events for the Territory and support the tourism industry and local jobs.

Business events planners or organisations, at the consideration or bidding stage, could apply for financial assistance of \$200 per delegate for eligible applications received by 31 May 2020 for business events staged by 30 June 2021.

Recipient	Total \$
Various	221,286

### Intra-Territory Campaign

Payments to facilitate the commencement of the Tourism Voucher Scheme, with the balance of round one to be paid in the 2020-21 financial year.

Recipient	Total \$
Tourism Central Australia	318,000
Tourism Top End	742,000
<b>Total</b>	<b>1,060,000</b>

### Brolga Awards

As part of their prize, winners of select individual categories of the Brolga Awards were awarded grant funding towards business development, marketing or to further enhance their visitor offering.

Recipient	Total \$
Arnhem Land Coastal Camp Pty Ltd	5,000
Marksie's Stockman's Camp Tucker Night	5,000
Royal Flying Doctor Services of Australia, Central Operation	10,000
Uluru Segway Tours	5,000
Uno Management Services Pty Ltd	5,000
<b>Total</b>	<b>30,000</b>

### Industry Support

Recipient	Total \$
Northern Territory Major Events Company Pty Ltd	183,500
Australian Hotels Association NT	100,000
Business Enterprise Centre (Darwin Region) Inc	120,000
Welcome To Country Ltd	50,000
Developing East Arnhem Ltd	140,000
<b>Total</b>	<b>593,500</b>

### Regional Tourism Organisations and Visitor Information Centres

Funding primarily supports the four key Northern Territory regions to provide visitor information services, and also assist Tourism Top End and Tourism Central Australia to deliver intra-Territory marketing and agreed projects.

Recipient	Total \$
Battery Hill Mining Centre	32,000
Katherine Town Council	294,847
Tourism Central Australia	1,112,655
Tourism Top End	819,019
<b>Total</b>	<b>2,258,521</b>

### Other Grants

Recipient	Total \$
Maruku Arts	11,250
Barkly Regional Council (Capital Grant)	300,000
Various (including Cooperative Marketing)	6,435,610
<b>Total</b>	<b>6,746,860</b>



# ☰ Contacts



Bitter Springs,  
Elsley National Park

## National Contacts

### Darwin

(Head Office)

Level 8, Charles Darwin Centre,  
19 Smith Street Mall, Darwin NT 0800

#### Postal Address

GPO Box 1155, Darwin NT 0801

#### Email

generalservices.tourismnt@nt.gov.au

### Alice Springs

Level 1, Alice Plaza,  
Cnr Todd Mall and Parsons Street,  
Alice Springs NT 0870

### Sydney

Level 29, 420 George Street,  
Sydney, NSW 2000

## International Representatives

### The Americas

(also representing Canada)

#### Myriad Marketing

5800 Bristol Parkway Suite  
660 Culver City, CA 90230 USA

**Telephone** +1 424-309 0879

**Email** tcarvajal@myriadmarketing.com

### Central Europe

(representing Germany,  
Switzerland, Austria)

#### Lieb Management

Bavariaring 38, 80336 München  
GERMANY

**Telephone** +49 89 6890 638 716

**Email** andreas@lieb-management.de

### United Kingdom

(also representing Ireland, the  
Netherlands and Scandinavia)

#### Trade Marketing Agency Emotive Travel Marketing Ltd

6th Floor Australia House Strand,  
London WC2B 4LG, UK

**Telephone** +44 20 7438 4642

**Email** fsainsbury@tourismnt.australia.com

### China

(including Taiwan and Hong Kong)

#### Travel Link Marketing Room

603 -Lido Office Tower, Building No. 6  
Jiantai Road  
100004 Beijing CHINA

**Telephone** +86 137 6062 9692

**Email** lifenghua@tlmchina.com

### Japan

#### AVIAREPS Japan Ltd

11-16 Yotsua Sanei-cho, Shinjuku-ku  
Tokyo 160-0008 JAPAN

**Telephone** +81 3 3225 0008

**Email** mtanaka@aviareps.com

### Singapore

#### Pacific Leisure Marketing Pty Ltd

73 Araba Street #02-01, 199770  
SINGAPORE

**Telephone** +65 6292 7675

**Email** grace@pacleisure.com

## Tourism NT

GPO Box 1155  
Darwin, NT, 0801, Australia

Corporate website  
[tourismnt.com.au](http://tourismnt.com.au)

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

