

A man and a woman wearing hats and outdoor gear are standing on a wooden walkway, looking out over a lush green landscape with a river and a sunset sky. The woman is in the foreground, wearing a brown hat and a green jacket. The man is behind her, wearing a grey hat and a grey shirt. They are both looking towards the right, where a river flows through a dense forest under a colorful sunset sky.

~ Tourism NT
~ Annual Report
~ 2020-21

Purpose

The annual report of Tourism NT provides a record of performance and achievements for the 2020-21 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 2020-21 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:
Nitmiluk (Katherine) Gorge,
Nitmiluk National Park

Right:
Yellow Water Billabong,
Kakadu National Park





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Letter to the Minister

Dear Minister

I am pleased to present you with the 2020-21 annual report on the performance and achievements of Tourism NT, which has been prepared in accordance with the provisions of section 28 of the *Public Sector Employment and Management Act 1993* and section 12 of the *Financial Management Act 1995*.

Pursuant to my responsibilities as the Accountable Officer under the *Public Sector Employment and Management Act 1993*, the *Financial Management Act 1995* and the *Information Act 2002*, I advise that to the best of my knowledge and belief:

- a) proper records of all transactions affecting Tourism NT are kept and all employees under my control observe the provisions of the *Financial Management Act 1995*, its regulations and applicable Treasurer's Directions
- b) procedures within Tourism NT afford proper internal control and these procedures are recorded in the Accounting and Property Manual which has been prepared in accordance with the requirements of the *Financial Management Act 1995*
- c) there is no indication of fraud, malpractice, major breach of legislation or delegation, or major error in, or omission from, the accounts and records
- d) in accordance with Section 15 of the *Financial Management Act 1995*, the internal audit capacity was adequate and the results of all internal audit matters were reported to me
- e) the financial statements included in this annual report have been prepared from proper accounts and records and are in accordance with the Treasurer's Directions
- f) all Employment Instructions issued by the Commissioner for Public Employment have been satisfied
- g) in respect to my responsibilities pursuant to Section 131 of the *Information Act 2002*, I advise that to the best of my knowledge and belief, processes have been implemented to achieve compliance with the archives and records management provisions prescribed in Part 9 of the *Information Act 2002*.



Shaun Drabsch

Chief Executive Officer
Department of Industry, Tourism and Trade

29 October 2021





≡ Introduction

From the Chair

From the Deputy Chief Executive Officer

2020–21 overview

From the Chair

On behalf of the Tourism NT Board of Commissioners, I am pleased to share Tourism NT's Annual Report for 2020-21.

The impacts of COVID-19 will be lasting and felt for many years by the tourism industry, both globally and within Australia. While significant changes to our industry and operating circumstances continue to occur, our community remains resilient and confident of the Northern Territory's ability to rebound.

Planning for our industry's recovery began in 2020 with the important work of the NT's Tourism Rebound Taskforce. Comprised of tourism experts, the Taskforce was established to provide the Northern Territory Government with a national and international perspective on our pathway to recovery, offering industry expertise in accommodation, hospitality, drive tourism, aviation and touring. The insights provided by the Taskforce informed the call to action outlined in the Territory Economic Reconstruction final report, delivered to the Northern Territory Government in December 2020. Identified as a critical industry to rebuild the Territory's economy, the economic and social benefits of tourism in the Northern Territory is firmly recognised by the Territory Economic Reconstruction Committee and the Northern Territory Government.

The successful implementation of immediate support packages through the NT Government's \$2 million Immediate Tourism Resilience Plan in 2020-21 has secured further support for industry in the 2021 Budget. Additional rounds of key programs such as the Territory Tourism Voucher, Visitor Experience Enhancement Program, Roadhouse to Recovery and Aboriginal Tourism grants were secured and will be integral to the future development of our industry.

A new challenge arose in 2021, as local tourism businesses and operators faced acute workforce shortages as a result of border closures. The hospitality and tourism industries were significantly affected, with businesses under-resourced and unable to operate at pre-COVID-19 levels due to labour shortages. The Northern Territory Government's \$2 million Critical Worker Support Package was developed in response, with the aim to attract additional workers to the Territory, or encourage visitors to stay for work, while boosting skills and job opportunities for Territorians. The time-limited Work Stay Play program provided eligible businesses with \$1,500 for each new employee acquired and ensured the supply of the critical services our hospitality and tourism industries provide.

Although international borders remain closed, the agency has worked closely with the Federal government to develop opportunities to both attract and retain skilled workers, international students and working holiday makers. Significant advocacy work was undertaken, resulting in the Australian government's announcement in May 2021 that student visa holder restrictions would be lifted. This temporary measure permitted international students to work beyond their usual limitations in a number of industries, including the tourism and hospitality sector to address the workforce challenges. New visa pathways were also established for working holiday makers, with temporary visa holders working in, or intending to work in tourism and hospitality, able to apply to extend their visa and stay in Australia for up to 12 additional months. The temporary visa helped alleviate skill shortages throughout the 2021 peak tourism season, but there is much work to be done to address the ongoing barriers of attracting skilled workers and support tourism skills development more broadly to address the specific needs of the Territory.

On the marketing front, Tourism NT implemented a dynamic program of campaign activities to drive visitation from Australian jurisdictions as border arrangements permitted throughout the year. The Northern Territory led the nation with the introduction of a voucher program to stimulate intra-territory travel and was the first jurisdiction to incentivise interstate travel with the promotion of the NT Summer Sale campaign, delivering \$15.5 million in booking value to the NT between October 2020 and March 2021. The new

Seek Different brand campaign, launched in February 2021, increased awareness among domestic markets of the NT's advertising to 45.7% and elevated consideration of the NT as a holiday destination among domestic target audiences. While marketing efforts were significantly impacted by the COVID-19 operating environment, I am proud of what the Agency has managed to achieve in terms of visitation and spend against some significant headwinds.

Throughout 2020-21, Tourism NT has made important steps towards achieving objectives of the Northern Territory Aboriginal Tourism Strategy 2020 -2030. The NT's Aboriginal Tourism Committee was established to guide implementation of the Strategy and help the agency to achieve its mission to develop a sustainable Aboriginal tourism sector by 2030. Over the course of the year the Committee has supported essential work in skills development and encouraged private and targeted government investment to enable the development of prosperous Aboriginal tourism enterprises across the Territory. I would like to thank Helen Martin for her dedicated leadership throughout her tenure as Chair of the Aboriginal Tourism Committee, and her valued input as a commissioner of the Tourism NT board.

I thank the Board of Commissioners and particularly Andrew Hopper, Deputy CEO of the Department of Industry, Tourism and Trade for his leadership and contribution to our industry. I would also like to thank the broader Tourism NT team for their commitment to servicing our community and meaningful work to ensure priorities of both the government and our industry are achieved.



Michael Bridge

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

29 October 2021

From the Deputy Chief Executive Officer

It is with pleasure that I present this year's annual report, reflecting on the achievements of Tourism NT in 2020-21.

The machinery of government changes in August 2020 saw the formation of the Department of Industry, Tourism and Trade. Tourism has been identified as a key industry for future development in the Northern Territory, with Tourism NT playing an important role in assisting the Northern Territory Government to achieve a \$40 billion economy by 2030. Collectively the Tourism, Services and Hospitality division focuses on the provision of promotion and support services to increase the desirability of the Territory as a travel destination for leisure tourism, business events and international study.

Study NT transitioned from the Department of Trade, Business and Innovation's Business and Workforce unit to Tourism NT as a result of the department changes. The Northern Territory is perfectly placed to welcome international students and support their future employment pathways, with the synergy opening up a number of exciting opportunities for our international markets and study sectors when borders reopen. International education and training is a valuable contributor to the Northern Territory economy, with an economic contribution of \$172 million in 2019-20 and the average expenditure of each international student being \$40,969. The two agencies strategic goals align well, with Study NT able to leverage the marketing expertise and brand assets of Tourism NT to promote the Territory as a unique study destination. Working in partnership with education providers, businesses and local communities, our workforce is committed to inspiring more people to visit and stay in the Northern Territory.

As the head of the division, I would like to thank all staff for the significant work undertaken to deliver on government priorities and help operators navigate the ongoing impacts of the COVID-19 crisis. The Northern Territory Government's \$2 million Immediate Tourism Resilience Plan has funded critical industry programs to support local tourism businesses during what continues to be a most challenging time for our sector.

Growth in intra-Territory travel expenditure was achieved in 2020-21 through the Territory Tourism Vouchers initiative, providing much needed financial support to operators to ensure the industry remains afloat. Rolled out in partnership with our Regional Tourism Organisations, the NT's tourism and hospitality sectors received economic benefits by packaging hospitality offerings with redeemable tourism product, in turn establishing ongoing partnerships and benefits. Rounds 1-3 returned \$26.7 million in bookings across the Territory, which is a great reflection of Territorians appetite to back our industry and book a local tourism experience.

In addition to the Territory Tourism Vouchers initiative, domestic marketing focused on driving visitation from those regions across Australia willing and able to travel to the NT with a rolling series of campaigns including the Seek Different brand campaign, NT Summer Sale campaign and a dedicated Drive Campaign 'Nothing like a normal road trip', leveraging the growing interest in drive holidays among our domestic market target audiences.

Aligned to the changing COVID-19 related travel trends and the growth in the drive tourism market, further support was also made available to operators through the Roadhouse to Recovery grants. The upgrades will benefit businesses and travellers alike, with operators across the Territory receiving \$4 million in grants through round 1 of the program and encouraging regional visitor dispersal to the NT's many wayside inns, roadhouses and caravan parks.

We know that drive tourism is vital to the Territory's visitor economy, with drive visitors currently representing more than 40 per cent of all visitation to the NT. Tourism NT invested in the development of a Drive Tourism Strategy in 2020-21, as part of a suite of actions from the NT's Tourism Industry Strategy 2030 (Tourism 2030). Comprehensive industry and government consultation was undertaken to prioritise and advocate for the delivery of required investments in key drive routes. Aligning with opportunities and targets identified in Tourism 2030, Tourism NT's regional Destination Management Plans and the Territory Economic Reconstruction final report, the Strategy identifies infrastructure upgrades to critical tourism enabling roads that will enhance access and leverage the Northern Territory as a unique drive destination for the holiday market.

Looking to the year ahead, Tourism NT's delivery of industry adaption and innovation opportunities will continue to be a critical support mechanism for our sector. Our success in delivering lasting results for the Territory's visitor economy will be determined by our ability to entice domestic holiday travellers and promote the many reasons to visit, live and study in the Northern Territory, while working to prepare the destination for the resumption of international leisure travel.

I give my thanks to the Tourism NT Board of Commissioners for their commitment and dedication to lead the agency's strategic direction. Our rebound as a competitive industry will be guided by the strategic actions and priority objectives of Tourism 2030, as our agency works to reinstate access to and within the Northern Territory and provide economic benefits for local businesses and Territorians.



Andrew Hopper

**Deputy Chief Executive Officer
Department of Industry, Tourism and Trade**

29 October 2021

2020-21 Overview



1.23m

Total visitors

▼ 37%*



610,000

Domestic holiday visitors

▼ 4%*



\$1.48b

Overnight spend

▼ 9%*



\$716m

Domestic overnight holiday spend

▼ 6%*



\$1,196

Average spend per trip

▼ 9%*



\$1173

Domestic holiday average spend per trip

▼ 3%*

*Visitation comparisons are made with reference to the pre-pandemic operating environment, i.e. 2020-21 compared to 2018-19.

Social media



363,477 10%*

Northern Territory – Australia
@northernterritoryaustralia
Facebook followers

17,170 43%

Tourism NT
@TourismNorthernTerritory
Facebook followers



34,795 15%

@NTAustralia
Instagram followers



12,465 9%

@NT_Australia
Twitter followers



7,546 8%

Tourism NT
LinkedIn followers

* Domestic only

Participation in Aboriginal cultural activities during trip



32%

Interstate holiday visitors



9%

Intra-Territory holiday visitors

About Tourism NT

Our vision

Our strategic plan

Our structure

Our leadership

Our vision

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

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

Our strategic plan

Tourism NT's activities throughout 2020-21 were guided by *NT's Tourism Industry Strategy 2030*. The Strategy sets the direction of tourism in the Territory over the next decade, and was co-developed with industry as part of the Northern Territory Government's Turbocharging Tourism initiative. The strategy will be reviewed every three years to refresh priorities and identify further actions to reflect new tourism considerations as necessary.

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

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

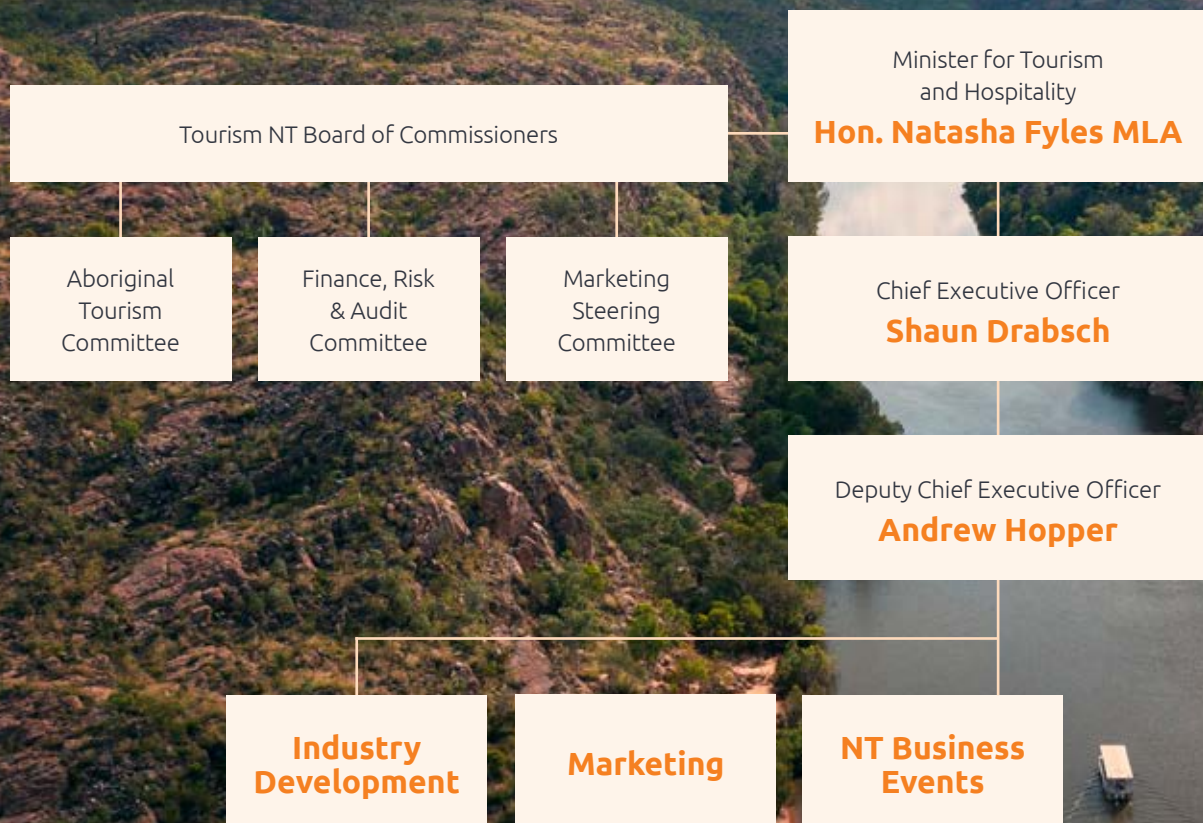
Tourism NT is a statutory authority constituted by the Northern Territory Government under the *Tourism NT Act 2012*, responsible for:

- 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.

Tourism NT operates within the Tourism, Hospitality and Services division of DITT. Tourism NT incorporates the functional areas of Industry Development, Marketing and NT Business Events.

Our leadership

Guiding Tourism NT's strategic direction and objectives are the Minister for Tourism and Hospitality, the Hon. Natasha Fyles MLA, the Board of Commissioners, chaired by Michael Bridge, and the Aboriginal Tourism Committee. Reporting to the Chief Executive, the Deputy Chief Executive Officer is responsible for implementing the strategic direction set by the Board and managing the day-to-day operational, administrative and marketing functions of Tourism NT.



Our visitors

Visitation

Key deliverables

Regional snapshots

Visitation

Total overnight visitation to the Northern Territory decreased by 37 percent to 1.23 million for 2020-21. Visitors spent an estimated \$1.48 billion, more than \$1.0 billion less than in 2018-19, illustrating the devastating impacts of COVID-19 on the tourism industry right across Australia and within the Northern Territory.

COVID-19 continues to effect visitation to the NT through travel restrictions, lockdowns, strong border controls and a rapid on/off approach to hotspot declarations and border closures/openings which has impacted consumer confidence. The closure of the Australian international borders in March 2020, and the subsequent impact on state/territory borders, brought tourism to a stand-still. As Australians react to the national Government's reopening roadmap for the country, the majority of Australian jurisdictions continue to adhere to a suppression strategy until enough Australians are vaccinated. Demand is expected to return slowly during 2022-23, in line with the Government's roadmap for reopening borders, as well as restoration of aviation access and consumer confidence.

Due to the lack of departing international travellers to survey because of COVID-19, data collection by Tourism Research Australia for the International Visitor Survey temporarily ceased from the end of March 2020. Consequently, the rest of this commentary reports on the performance of domestic (interstate and intra-Territory) visitors only.

Holiday travel during 2020-21 comprised 50 percent of all domestic visitation, totalling 610,000 holiday visitors, down 3.7 percent. New South Wales was the main source market with 84,000 holiday visitors, a decline of 47 percent from 2018-19. South Australia was the second largest source market with 47,000 holiday visitors, followed closely by Queensland at 46,000. Domestic holiday visitation was driven by the intra-Territory market, which rose 67 percent to 368,000 holiday visitors while interstate holiday visitors declined 41 percent to 242,000. Domestic holiday visitors spent \$716 million in the Territory during 2020-21, a decrease of 6.0 percent.

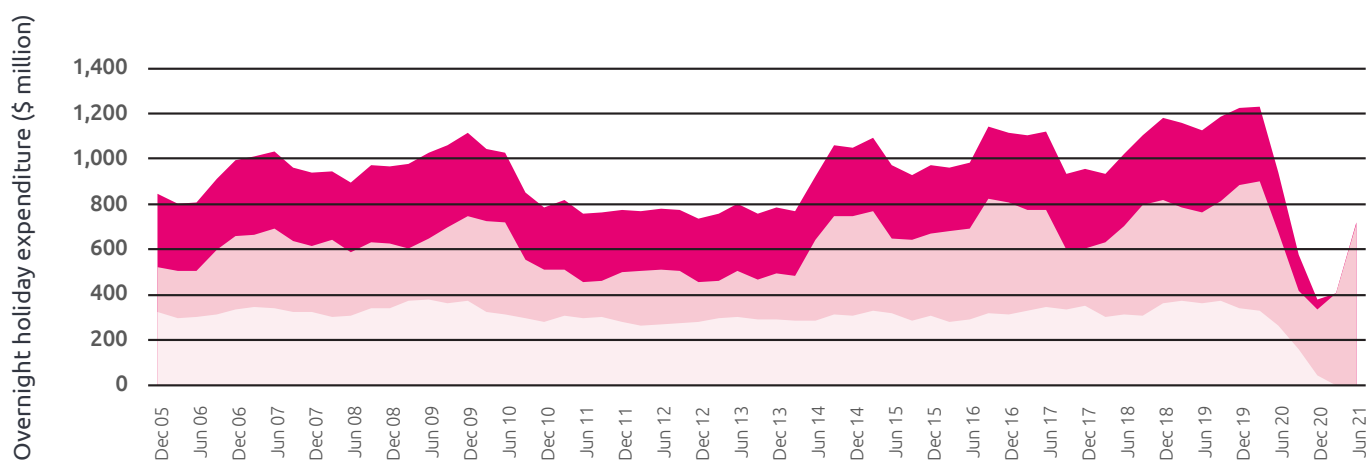
Domestic holiday visitors increased in the Top End, up 5.0 percent to 461,000 holiday visitors, while visitation in Central Australia declined by 20 percent to 184,000 holiday visitors.

Looking in more detail at the regions, the Katherine Daly region experienced growth of 12 percent to 139,000 domestic holiday visitors, with Litchfield Kakadu Arnhem also seeing 3.0 percent growth to 173,000. The Lasseter area, which includes Uluru, experienced a 40 percent decline in holiday visitation to 107,000 visitors, with air access to the region heavily constrained due to interstate lockdowns and concerns from the nearby Aboriginal community of Mutitjulu. Alice Springs MacDonnell region, along with Barkly and Darwin, all experienced declines in domestic holiday visitors.

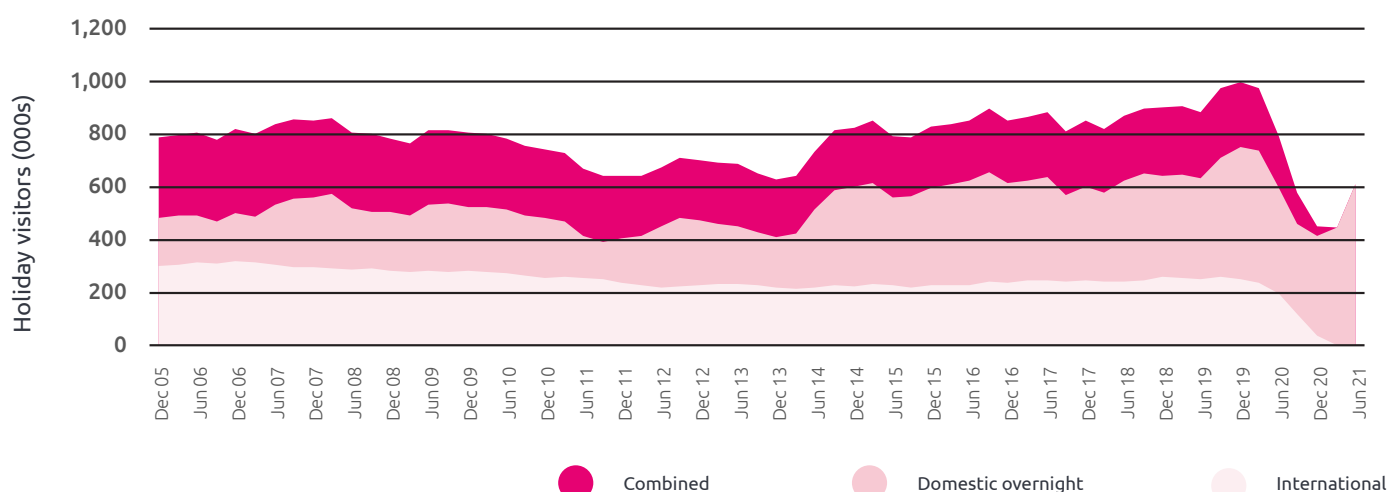
Key deliverables

	2020-21		2021-22
	Budget	Actual	Budget
Holiday visitors			
Intra-Territory	235,000	368,000	280,000
Interstate	200,000	242,000	173,000
Holiday visitor expenditure			
Intra-Territory	\$84.2 million	\$252 million	\$144 million
Interstate	\$327.8 million	\$464 million	\$253 million

Holiday visitor expenditure



Holiday visitors



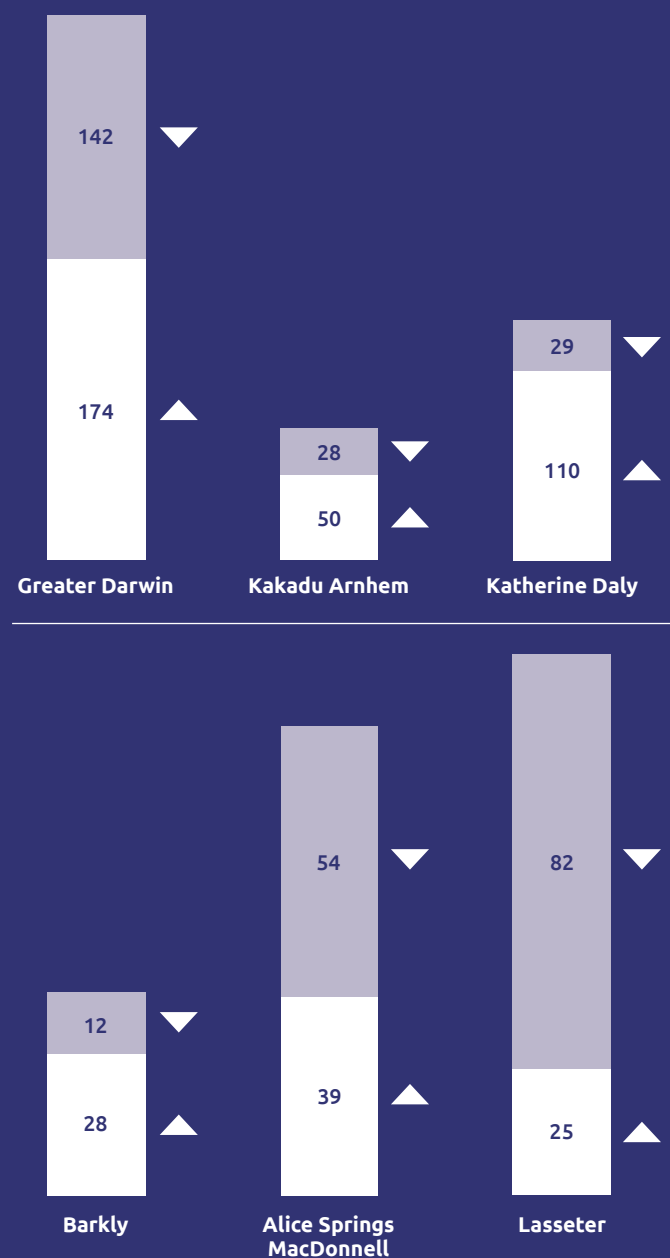


Regional snapshots

Visitors to NT tourism regions by origin

Interstate
 Intra-Territory
 Change on 2020-21

2020-21 holiday visitors ('000s)



Larapinta Trail,
West MacDonnell Ranges

Note: visitation comparisons are made with reference to the pre-pandemic operating environment, i.e. 2020-21 compared to 2018-19.

COVID-19 rebound and recovery

\$2 million Immediate Tourism
Resilience Plan

Territory Economic Reconstruction Commission

The Territory Economic Reconstruction Commission (TERC) was developed to provide expert advice to the Northern Territory Government on how to maximise the Territory's economic rebound in the wake of the global COVID-19 crisis. TERC was tasked with producing an interim report by late July 2020, setting out immediate priorities to capitalise on the Territory's competitive advantages, attract more private investment and create more local jobs. The TERC recommendations and Territory Economic Reconstruction final report was released in December 2020. The report offers a blueprint for the Territory's economic rebound – with an ambitious goal of establishing a \$40 billion economy by 2030 – in which tourism is identified as a priority industry and critical to growing our economy. TERC also identified regional growth, and Aboriginal economic development and empowerment, as key to the Territory's future success.

The Tourism Rebound Taskforce was established in May 2020 to provide strategic and practical advice on a potential recovery road map for the local tourism industry. The nine member panel was chaired by Tourism NT's Chair of the Board of Commissioners, Michael Bridge, with the Taskforce's recommendations carefully considered by the Northern Territory Government. Given the importance of the tourism industry to the Territory economy, the Taskforce's strategic input informed the work of the TERC.

Tourism NT is making progress in achieving the recommendations set out by the TERC, in addition to activities already underway, with implementation plans in place to ensure recommendations are achieved and prioritised. Key tourism recommendations of the Territory Economic Reconstruction final report include:

- prepare business cases for key Aboriginal cultural tourism icons and take projects to market
- work with Traditional Owners and the Australia Government to develop the Territory's World Heritage icons: Kakadu and Uluru Kata-Tjuta National Parks
- develop commercial opportunities in the Territory's National Parks
- accelerate drive tourism.

Collaborative and responsive communications

With the COVID-19 situation continually evolving, the Northern Territory Government introduced border control measures for entry to the Northern Territory for all visitors travelling from a declared COVID-19 hotspot or public exposure site throughout 2020 and into 2021. Visitors travelling from a declared hotspot were required to quarantine at the Centre for National Resilience in order to prevent community transmission of the disease. All arrivals into the Northern Territory were required to complete a Border Entry Form, with visitors asked to be aware of their responsibilities and remain informed of declared hotspots while in the NT. Senior members of staff regularly reported to the Territory's Emergency Operation Centre to ensure information flow from all levels of government was streamlined to the sector.

With information rapidly changing as the health situation evolved, Tourism NT staff continued to undertake phone calls and regular engagement with industry and stakeholders to provide timely support and advice in response to hotspot declarations. In June 2021, the Northern Territory Government's Security and Emergency Management Committee made the decision under the Northern Territory pandemic plan to lock down Darwin, Palmerston, Darwin rural areas and Alice Springs following confirmation of COVID-19 positive cases in the Northern Territory. Territorians affected by the lockdown were directed not to travel, with non-Territorians permitted to leave the Territory. The Department of Industry, Tourism and Trade's (DITT) Incident Response Team was re-established to provide information, advice and assistance to industry, as well as support the efforts of the Territory's Emergency Operations Centre and its 24 hour hotline providing businesses with further information about lockdown arrangements. Flexible work from home arrangements were put in place for staff, where possible, to support the sector and deliver timely communications to industry.

Business and workforce

Support initiatives for local tourism and hospitality businesses were introduced in 2020-21 through the Northern Territory Government's \$2 million Critical Worker Support Package.

In December 2020, the Northern Territory Government implemented two new grant programs to help struggling small businesses continue trading over the typically low tourism season. Complementing payments received by the \$50 million Small Business Survival Fund throughout the year, the Territory Small Business Survival Payment and the Not-for-Profit Tourism Attraction Payment were established to help businesses keep trading and Territorians in jobs during the pandemic.

The Work Stay Play attraction incentive was launched in May 2021 to address workforce shortages in the hospitality and tourism industry, with the package aimed to attract critical workers to the Territory, or encourage visitors to stay for work, and to boost skills and job opportunities for Territorians. Eligible NT businesses could apply for up to \$1,500 for each new eligible worker, with a total claim amount of \$60,000, and register job vacancies for free on the Territory Jobs Board. A range of free short courses were made available across the Territory to enable residents and local workers to quickly upskill and transition from unemployment into working for the tourism and hospitality sector. Territorians were encouraged to access the Territory Jobs Board with new vacancies posted regularly.

In June 2021, the Northern Territory Government announced a Territory Small Business Lockdown Payment for businesses affected by the COVID-19 lockdown. The one off payment of \$1,000 was designed to support small businesses that either ceased trading or suffered a revenue loss of 50% or greater during the lockdown.

\$2 million Immediate Tourism Resilience Plan

Announced to minimise impacts to the tourism industry from the crises faced, the Northern Territory Government's \$2 million Immediate Tourism Resilience Plan funded critical industry initiatives to address business survival, revival and growth, and mobilise intra-Territory travel and support.

Case Study: Territory Tourism Voucher initiative

The Northern Territory Government delivered a \$5.2 million Territory Tourism Voucher initiative during 2020-21 to encourage Territorians to explore the NT and support local tourism businesses in response to COVID-19 and subsequent border closures.

The Territory Tourism Voucher scheme offered Territorians a travel voucher worth up to \$200, redeemable on a dollar for dollar spend basis to match the Northern Territory Government's contribution. The program saw three rounds delivered throughout 2020-21 and generated more than \$26 million in sales, from a total funding pool of \$15.2 million.

The voucher scheme was delivered in partnership with Tourism Top End, Tourism Central Australia and Katherine Visitor Centre (Katherine Town Council). The vouchers could be used across the Northern Territory on multiple tourism experiences. To encourage dispersal and spread the economic benefit of the Territory voucher campaign into the regions, during the second and third rounds of the voucher release residents were offered a bonus of up to \$200 if their chosen experience involved travelling over 400 kilometres from their place of residence and was undertaken as part of a single journey (not including the return leg).

To ensure Tourism NT could process a large volume of bonus claims, a new digital automation solution was introduced in 2021. This reduced the time to process a Territory Tourism Voucher bonus claim

from 12 minutes to 16 seconds, allowing Tourism NT to process and deliver faster bonus claim payments.

Vouchers could be used on multiple tourism experiences if booked in the one transaction, with any unused funds returned to the pool for Territorians on the waitlist. Territorians who received a voucher were required to book within 14 days, with all travel to be completed by a set date.

Hospitality venues benefitted from the vouchers by packaging their offerings with a bookable tourism product such as a 'Stay and Meal' deal. This encouraged partnerships between hospitality and tourism operators, delivering long-term benefits for both.

A dedicated website was built to facilitate registration and promote the initiative via www.territoryvoucher.nt.gov.au. The voucher initiative was supported by a marketing campaign developed by Tourism NT, titled 'Never have I ever...' encouraging Territorians to book a local tourism experience they had never got around to enjoying for themselves. A dedicated marketing campaign was prepared to support the registration and redemption of the Territory vouchers, however due to the over subscription of registrants within hours of the program opening during round 1 the marketing campaign was not required. Targeted e-newsletters were distributed to Territorians that opted in, coordinated through Tourism NT, Tourism Top End, Tourism Central Australia and the Katherine Visitor Information Centre, to inform voucher holders of product and experiences on offer.

Summary*



\$26.7m

total gross sales



\$388.53

average booking value per voucher



69,026

vouchers redeemed



1:1.75

return on investment (\$)

*Territory Tourism Voucher initiative rounds 1-3

Roadhouse to Recovery grant program

The Northern Territory Government announced a \$4 million investment providing Territory roadhouses, wayside inns and caravan parks up to \$150,000 to improve their visitor experience in 2021. For each \$1 invested by tourism operators, the government agreed to fund \$3, up to a maximum of \$150,000, to support and implement enhancements to their business.

The Roadhouse to Recovery grant program was developed to assist regional and remote wayside inns, roadhouse operators and caravan parks to undertake infrastructure projects to improve the on-ground visitor experience in the Northern Territory and encourage visitors, particularly the drive market, to stay in remote regions longer. The COVID-19 stimulus program was developed to provide small business support in response to domestic travel and tourism trends that identified an increased popularity of drive holidays resulting in greater utilisation of wayside inns and roadhouses.

A total of 35 remote roadhouses, wayside inns and caravan parks across the Territory received almost \$4 million to upgrade their facilities. In the Top End, 21 businesses received grants, with the Northern Territory Government funding more than \$2.4 million for the projects. The successful recipients co-contributed an additional \$2.5 million. In Central Australia there were 14 successful applicants, who together contributed more than \$900,000 with the Government co-investing \$1.5 million for these facility upgrades.



The Territory is the answer

Following the announcement of borders re-opening in the Northern Territory in July 2020, a new national marketing campaign, 'The Territory is the answer' was launched. The campaign used current consumer sentiment and uncertainties amongst Australians to capture their imagination and convert interest towards visiting the NT for a holiday.

A series of TV advertisements were specifically designed to attract Australian travellers looking for incredible experiences in their own backyard. This was achieved by highlighting the Territory's iconic, bucket-list experiences that many Australians had been dreaming of over the past few months – wide open spaces, fresh air, adventure and the opportunity to connect with friends, new and old.

Spearheaded by TV advertising, 'The Territory is the answer' national campaign ran until October 2020 and included print, digital, email marketing, out of-home and radio advertising, social media, public relations and consumer activations. To support the campaign a unique special tourism addition of the NT News was inserted into News Corp mastheads nationally.

2.8 million Australians viewed one of the four TV advertisements and those who did see the ads reported that they were more likely to book a holiday to the NT sooner rather than later.

Other tourism support

Tourism NT continued to roll out its New Visitor Experience Program, supporting Territory based tourism operators to deliver new tourism visitor experiences. Announced in 2020, the one-off grant program funded 17 local tourism businesses across the Territory with applicants required to provide matching co-contributions. With projects required to be completed by the end of 2020, the program provided an economic boost for the local tourism industry and the delivery of enhanced visitor experiences that diversify tourism offerings.

≡ 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

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

Tolmer Falls,
Litchfield National Park



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

Highlights

Commenced implementation of Destination Management Plans for the Alice Springs and MacDonnell Ranges, Barkly, Big Rivers (Katherine and surrounds) and Lasseter regions, and development of the East Arnhem Land Destination Management Plan

\$1.5 million awarded to over 60 Territory businesses through round 4 of the Visitor Experience Enhancement program (VEEP), with businesses providing a matched cash co-contribution

\$4 million awarded to over 52 Territory businesses through round 1 of the Roadhouse to Recovery grant program, with the Northern Territory Government providing \$3 for each \$1 invested by the business

Completed stage 1 upgrades of the Hermannsburg Historic Precinct, with \$3.5 million invested in refurbishment and landscaping

Litchfield National Park road infrastructure upgrades completed in December 2020, sealing the loop road and bridge over the Finnis River

20km of shared walking and mountain bike trails and construction of the new Baruwei Lookout at Nitmiluk National Park completed, with improved stair access, interpretative signage and viewing platform

2020 Study NT Student Ambassadors held the Reconnect Festival at the Darwin Waterfront in July 2020 to alleviate international students sense of disconnect from each other and the community. Over 200 international students attended the festival and participated in live music, cultural performances and enjoyed different cuisines, all while reconnecting with their peers, community groups, local businesses and employers

Study NT continued to support international students throughout the COVID-19 pandemic through the \$5 million NT Government Worker and Wellbeing Fund, promoting the Territory Jobs Board to international students and helping connect them to employment opportunities

In June 2021, Study NT provided Kindness Shake a \$5,000 grant to support the Lockdown Meals of Kindness program, during the Greater Darwin lockdown

Destination Management Plans

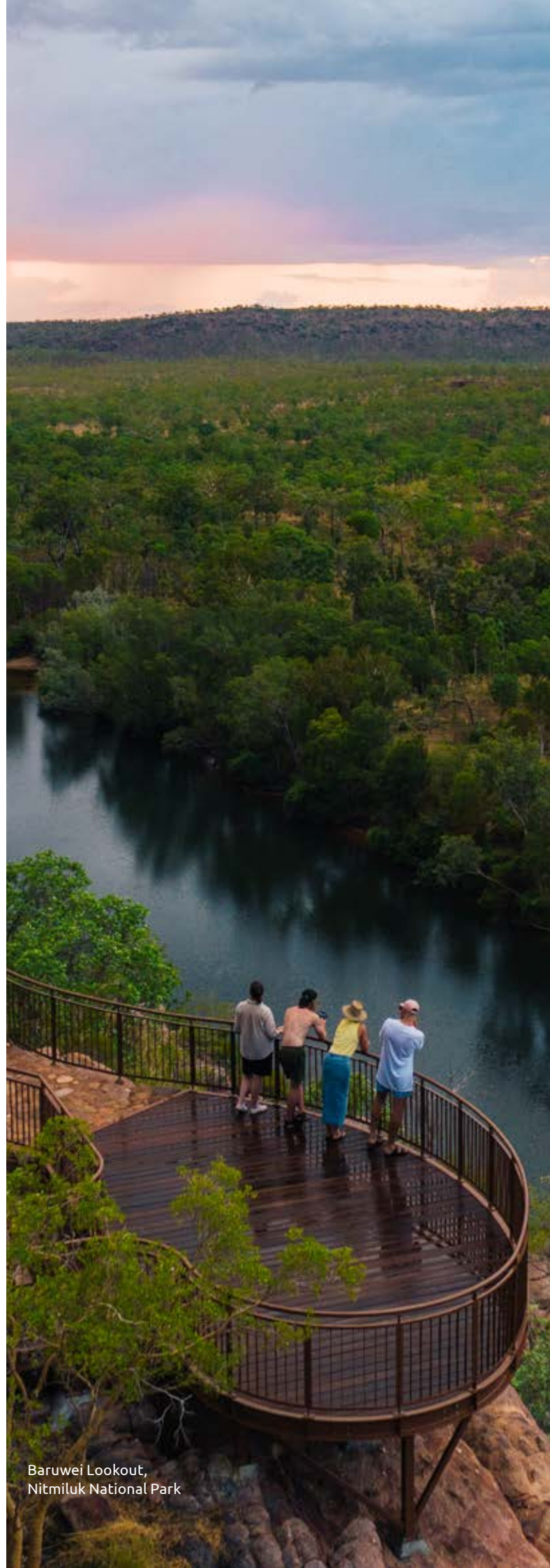
Destination Management Plans (DMPs) are informative documents for regional stakeholders to guide management and investment decisions within the destination over a ten year timeframe. Tourism NT has invested in destination management planning as part of a suite of actions following the development and release of the *NT's Tourism Industry Strategy 2030*.

During 2020-21, Tourism NT commenced implementation of DMPs for the Big Rivers region and three Central Australian regions of Alice Springs and MacDonnell Ranges, Lasseter and Barkly. Project implementation teams were created to deliver, monitor and evaluate the agreed actions of DMPs in the four regions. The teams comprise of representatives from Regional Tourism Organisations, regional councils and Land Councils, as well as interagency and cross-sectoral government representatives who will work together to streamline product development and future investment.

Building on priority projects identified in DMPs, a portfolio of product opportunities has been developed in each region. The portfolio will act as an evolving priority matrix and inform a formalised framework for the articulation and development of investment initiatives in the region.

Action plans have also been devised to identify strategic actions to address each region's needs and support the sustainable development of tourism. Project implementation teams meet twice a year to ensure consistent execution of the strategic actions and accountability, while following the DMP guiding principles and encouraging broader stakeholder input and support.

A further two DMPs are in development for the East Arnhem Land and Greater Darwin regions. Substantial stakeholder consultation was conducted across the public, private and community sectors throughout 2020-21 to prepare and deliver the East Arnhem Land DMP. Developing East Arnhem Limited has assisted Tourism NT to identify priority product development opportunities in the East Arnhem region to support the sustainable development of tourism, with key opportunities and competitive advantages of the region to be reflected in the DMP, due for release in 2021.



Baruwei Lookout,
Nitmiluk National Park

Case Study:

Business Enterprise program

Tourism NT's Business Enterprise program (the program) was developed to assist tourism businesses to grow and improve their effectiveness in an ever-changing marketplace. The first year of the program coincided with the COVID-19 pandemic, which impacted key outcomes and required pivoting towards the delivery of targeted industry support programs in 2020-21. The Territory's two Regional Tourism Organisations (RTOs) – Tourism Top End and Tourism Central Australia – each received \$150,000 in funding to co-deliver the 20 month program through to June 2021.

Tourism NT business enterprise officers delivered four targeted industry support initiatives throughout the year:

- **Tourism Fast-Track**

Established under the Territory Government's \$2 million Immediate Tourism Resilience Plan, the Tourism Fast-Track program was developed, and subsequently extended, to help businesses and operators navigate the challenges of COVID-19, with a focus on addressing business survival, revival and growth. 64 NT businesses completed this support program (29 in Central Australia, 35 in the Top End).

- **KPMG business support**

Immediate and targeted business support was provided to tourism businesses to understand their operating situation, navigate support measures and other considerations relating to reactivating businesses. Private appointments were available to the end of October 2020. 93 NT businesses completed this support program (15 in Central Australia and 78 in the Top End).

- **Power Up tutorials**

Tourism NT continued to collaborate with the RTOs to deliver free weekly Power Up tutorials to support industry upskilling and address topics of relevance to help operators navigate the impacts of COVID-19. A total of 221 tourism operators attended the 13 tutorials, with recordings being made accessible on RTO websites for future reference.

- **Hospitality NT customer service pilot**

Trialled a targeted customer service training program with hospitality businesses located in Darwin to test if this approach could aid transformation of customer service in the Territory's hospitality sector. 22 Darwin businesses engaged in this program, with 10 of these businesses

Since its inception, the program has evolved, with improvements made (as required) with consultation of RTOs as key delivery partners. Improvements to the annually-updated Tourism Business Support Guide made it more user friendly for industry, industry partners and Tourism NT staff. In early 2021, Tourism NT invested in the development of a Power Apps portal to streamline data collection and reporting processes, while improving the functionality of the program through increased quality and quantity of datasets. In turn, this will also improve connectivity with other key stakeholders.

In June 2021, Tourism NT conducted a review to identify improvements to deliver impactful industry support more effectively, gain a broader understanding of stakeholders' views of the program and program material, as well as improve stakeholder awareness of the program and its relevance to their services. The program goals around data-driven industry development remain key.

Through the program, Tourism NT business enterprise officers attended and supported numerous tourism industry events, acting as a resource for industry, supporting partners of the tourism industry and strengthening connectivity with Tourism NT.

Being visible, present and available for industry enquiries is an important part of the business enterprise officers' role, to ensure stakeholder satisfaction and gather broad consumer insights to balance targeted data collection. Presenting at industry events also maximises the reach and awareness of the program and its connection to industry. Tourism NT's business enterprise officers represented the department at many events in 2020-21, including:

- Litchfield Regional Tourism Association meetings
- October Business Month, 2020
- Towards 2030 Tourism Conference, Darwin and Alice Springs, 2021
- industry health-check call out, 2020
- inaugural annual ReviewPro dashboard mail-out, 2020
- product update meetings
- Barkly Futures Forum, 2021
- Tourism Top End's Welcome to the Dry event
- Territory Engagement and Delivery Managers meetings
- Darwin Regional Small Business Champions team meetings
- monthly and quarterly RTO general meetings
- industry partner updates
- Uluru-Kata Tjuta National Park and Kakadu National Park Tourism Consultative Committee meetings
- Barkly Tourism Action Group
- West MacDonnell Ranges Region Industry Group.

Visitor Experience Enhancement Program (VEEP) round 4

Implemented through the TURBO2 initiative, the Northern Territory Government funded a fourth round of VEEP in 2020-21. The program has been instrumental in providing support to local tourism operators to allow for upgrades or improvements to their visitor experiences, and in turn attract positive online reviews and recommendations. Overall, the program has provided \$6 million through four funding rounds, with additional private investment of \$15 million, with a total of 239 businesses awarded grants for projects.

Red Centre highlights for Round 4 included upgrades to Wintersun Caravan Park, a new commercial kitchen at the Royal Flying Doctor Service tourism facility, a new ticketing space for Julalikari Bush Foods Experience and a new canopy at World Expeditions' camp for those trekking the Larapinta Trail. Upgrades in the Top End included improvements to Aquascene Fish Feeding in Doctors Gully, Top End Safari Camp's pool, deck and bar, the establishment of a barramundi feeding pond at Point Stuart Wilderness Lodge, upgrades to lodge rooms at Bamurru Plains and an extension to Hanuman Darwin's alfresco dining area, benefitting visitors and locals alike.

Full details of funded businesses are available in the appendices.

Hermannsburg Historic Precinct upgrades

Stage one upgrades to the Hermannsburg Historic Precinct were completed in April 2021, with \$1.4 million in major refurbishment and landscaping works undertaken. The upgrades were facilitated through the Territory Government's \$3.5 million Turbocharging Tourism investment to deliver much-needed restoration works at the historical precinct established by Lutheran missionaries in 1877.

Significant refurbishment was undertaken on nine of the existing 16 buildings within the heritage site, including stonework restoration, timbers and roofing renewal and utility upgrades. Landscaping upgrades have enabled better visitor movement around the precinct with the works including the re-establishment of a small section of the market garden which existed in the late 1800s. Upgrade works also included restoration of the historic Kaporilja water tank.

The development of a contemporary interpretation design plan by Navin Officer Heritage Consultants (NOHC), in partnership with the Australian Government, was also an important aspect of the restoration works to the precinct. NOHC is regarded as a national expert in heritage interpretation, with the new display materials portraying the rich history and stories of the Lutheran Mission and the local Arrernte people.



Revitalisation of the visitor experience in Tennant Creek

Tourism NT continued to work with stakeholders to implement the \$5.5 million Turbocharging Tourism project to revitalise and improve the visitor experience in Tennant Creek. Regular project meetings were held to review and appoint streetscape project implementation, with the tender awarded to Susan Dugdale and Associates in April 2021 to upgrade signage and tourism infrastructure.

Identified as a key asset of the region in the Barkly DMP, Tourism NT commissioned a feasibility plan to investigate the potential development of the 91 hectare historic Battery Hill Mining Centre site, including contemporary visitor information facilities.

Kakadu Tourism Master Plan 2020 – 2030

Parks Australia undertook extensive stakeholder engagement to deliver the Kakadu Tourism Master Plan 2020 – 2030, a roadmap to guide tourism development in Kakadu for the next ten years. Tourism NT provided insights and assisted with the collation of industry feedback throughout the public consultation period from 21 October 2020 to 13 November 2020, with over 150 people engaging in workshops, forums and meetings held in Darwin and Jabiru.

The Masterplan recognises the importance of Kakadu Traditional Owners, government, commercial operators and other key stakeholders working collaboratively to ensure sustainable tourism growth of Kakadu National Park. A number of initiatives have been identified as fundamental to growing tourism in Kakadu and enhancing the visitor experience over the next decade, including the Kakadu World Heritage Visitor Centre, Twin Falls access and viewing platforms, entrances and access roads to Kakadu, new service hubs at Mary River, South Alligator and East Alligator, new accommodation and visitor experiences, Cahills Crossing viewing platforms, Jim Jim Falls plunge pool viewing and Mary River mountain biking.

Performance

Litchfield National Park upgrades

Construction works for the Litchfield Central Valley project progressed in 2020-21, enabled through the Northern Territory Government's \$17.5 million Turbocharging Tourism investment. The major project is aimed to encourage more people to visit Litchfield National Park by improving the camping, recreation and walking experiences on offer and help disperse visitors by providing capacity to accommodate an additional 400 visitors per day or approximately 60,000 visitors per year.

Stage 3 of the Litchfield Central Valley project was awarded to local company Ostojic Group in July 2021 with progress made towards the construction of 10 campsites within campground one with drop toilets and an information shelter, a 4WD access track and a loop road to the campsites.

The Central Valley development will open up new visitor experiences including camping and swimming spots, facilities and infrastructure to further enhance the experience for locals and tourists. The first campground is due to open in August 2021. Once construction of stage 3 and 4 upgrades are complete, Central Valley will add 32 new campsites across three separate campgrounds to Litchfield National Park.

In addition, construction works to seal the complete loop road through Litchfield National Park and upgrade road infrastructure over the Finnis River were completed in December 2020, with the Ostojic Group awarded the Litchfield Park Road stage two contract through the Department of Infrastructure, Planning and Logistics (DIPL).

NT Mountain Bike Master Plan

Tourism NT continued implementation of the NT Mountain Bike Master Plan in 2020-21 to develop mountain bike offerings and improve visitor experiences across the Northern Territory. Meetings were held with the mountain bike reference group and a targeted mountain bike marketing campaign was delivered to grow awareness of the Northern Territory's trail assets and drive visitation to the Easter in the Alice event.

The Nitmiluk National Park trail project was completed, offering more than 20km of shared walking and mountain bike trails. Supported by the \$5.4 million Turbocharging Tourism investment package, the trails were designed and constructed collaboratively with Jawoyn Traditional Owners, incorporating sheltered bike hubs with repair stations, signage and seating. Showcasing the natural assets of Nitmiluk National Park and Katherine Gorge, these new





trails provide options for riders of all abilities and contribute to the Northern Territory's growing reputation as a mountain bike destination.

Consultation and planning continued with Traditional Owners on the Red Centre Adventure Ride to create the first multi-day bike trail in the region.

Education tourism sector

Tourism NT continued to work with industry, stakeholders and schools under the NT Learning Adventures (NTLA) program to promote the Northern Territory as the Australian school excursion destination of choice. Tourism operators that met the needs of interstate schools featured in NTLA's activities. Tourism NT maintains support to operators to develop their education tourism offering, building the network of relevant NTLA experiences aligned with the Australian curriculum.

A refreshed edition of the NTLA guide was launched in January 2021, providing a platform for operators to showcase their product to the sector. An important planning tool for education agents, school excursion organisers and teachers, the guide highlights the Northern Territory as a must-do learning destination.

A range of targeted activities to build market engagement and awareness were undertaken, including; cooperative advertising opportunities, school electronic direct mails (eDMs), an education tourism photoshoot and a familiarisation tour aimed at diversifying the domestic source market mix.

Tourism NT continued to support the sector through the NTLA Save and Learn funding program, incentivising schools to choose the Northern Territory. A boosted \$3,000 rebate was provided to schools that travelled up until 30 March 2021 under the \$2 million Immediate Tourism Resilience Package.

Food and drink sector development

Tourism NT worked closely with Hospitality NT to deliver a range of programs and encourage the development of new visitor experiences in 2020-21. The department supported the annual Hospitality NT Gold Plate Awards to showcase the best of the Territory's restaurant and dining establishments, the unique food and drink offerings, and promote best practice across the sector. In August 2020, 500 hospitality owners, operators, staff and supporters came together to celebrate the sector's excellence with the 2020 awards ceremony showcasing the vibrant and diverse nature of the NT's restaurants and dining scene.

Bush foods and bush food inspired products are an area where the Territory can showcase its unique and creative cuisine offerings. In August 2020, Tourism NT and

Performance

Hospitality NT presented the Creative Cuisine workshop, promoting ethically harvested bush foods from Aboriginal businesses including Maningrida Wild Foods, Gunbalanya Meats and Central Australian catering and bush food supplier Kungkas Can Cook.

Tourism NT championed local ingredients at trade and consumer events, speaking with industry to raise the profile of locally sourced produce in tourism businesses. Following the success of the Darwin event in 2019, Tourism NT supported the Katherine Food Tour in 2021 hosted by Hospitality NT, connecting chefs and industry experts with local producers and suppliers.

Distribution development

In 2020, Tourism NT launched the new Book Now Digital Support program to improve online bookability of tourism businesses in the NT, offering up to \$5,000 in matched funding. The 12 month program and grant initiative was designed to help tourism businesses evaluate their online presence and make it easier for consumers to book.

Fifty Territory tourism businesses initially signed up to round 1 of the program, with a support officer working with operators one-on-one to address individual business needs. Initiatives of the program included support sessions to develop and deliver agreed outcomes, booking systems solutions, customer journey mapping, toolkits, regional workshops, and networking and relationship building to increase NT businesses distribution. Of the 50 businesses accepted, 27 completed action plans and accessed the grant component of Book Now.

A series of workshops were also developed as part of the Book Now program open to all NT tourism businesses, including a workshop on choosing a booking system and the

importance of knowing your customer, as well as workshops covering the fundamentals of digital marketing, harnessing social media, Search Engine Optimisation (SEO) and conversion, plus practical content creation. Workshops were held in December 2020 and February 2021, in Darwin, Katherine, Nhulunbuy, Litchfield and Alice Springs, and streamed online for tourism businesses in rural areas or operators unable to attend the workshops across the five locations.

Full details of funded businesses are available in the appendices.

Catch every booking

Tourism NT partnered with the Northern Territory Guided Fishing Industry Association and NT Fisheries to deliver a targeted version of the Book Now program, with a focus on fishing tour operators. This dedicated campaign enticed fishing operators to implement a booking system and become instantly bookable on their own website. For those businesses already with a booking system, this campaign incorporated a review, to monitor if they were using their booking system to its best capacity, as well as an Update to Australian Tourism Data Warehouse (ATDW) and image audit.

The fishing campaign featured 13 fishing operators, with three introducing new booking systems and two were encouraged to introduce calendar availability rather than only taking instant payments. It also increased the number of participating fishing operators instantly bookable at Tourism Top End from two to four.

The campaign created further awareness of the recreational fishing sector and reached potential visitors who will undertake or have an interest in fishing in the NT, as well as directing this awareness to the 13 fishing tour operators involved.

Fishing charter at Tiwi Island Retreat



Performance

Case study: International student arrivals pilot



\$3.1m

contributed to the Territory economy

In November 2020, Study NT partnered with Charles Darwin University (CDU) to deliver Australia's first and only international student arrivals pilot. Sixty three international students from China, Vietnam, Hong Kong, Indonesia and Japan, enrolled to study at CDU, participated in the pilot.

The students travelled from Singapore to Darwin on a charter flight and quarantined at the Howard Springs Quarantine Facility for the mandatory 14 days. Students received a care package on arrival and daily phone calls from CDU. CDU hosted a series of online activities for students during their quarantine, which included fitness, cultural and academic sessions.

Overall students rated their experience at the Howard Springs Quarantine Facility as excellent and feedback included:

"It was great. Honestly, I don't know how you could improve on it. It was extremely well organised, and you managed to get us to Darwin safely and comfortably. I am impressed and thankful for your help!"

– international student from Hong Kong

"It was good and is a nice memory for me. CDU supported everything very well, made me feel welcomed."

– international student from Vietnam



StudyNT Student Ambassadors at the 2020 Reconnect Festival at the Darwin Waterfront Precinct

Study NT Student Ambassador program

Each year, the Study NT Student Ambassador program recruits up to 25 international students to undertake a 12 month program. The program offers students personal and professional development, valuable work and volunteer experience and networking opportunities.

Ambassadors share their study journey and work with Study NT to promote the Territory as an ideal study destination. Ambassadors are selected from all Territory international education and training providers, and come from all over the world. In 2020 students were from Bangladesh, Brazil, China, El Salvador, India, Indonesia, Italy, Nepal, Peru, the Philippines, Slovakia, Sri Lanka, Thailand and Vietnam. The 2020 Ambassadors promoted the Territory through the creation of social media content, organised and hosted events and activities and shared their study journey at virtual delegations and events.

International Student Wellbeing grant program

The International Student Wellbeing grant program provides up to \$10,000 in funding to local community groups, businesses, international education and training providers and not-for-profit organisations to support student wellbeing and enhance the international student experience.

In 2020-21 Study NT provided \$200,000 in grant funding to 32 activities, with over 4,000 international students attending activities such as health and wellbeing programs, employability skills training, sporting events and Aboriginal cultural workshops.



Employability

Australian work experience opportunities are a key factor in attracting international students to study in the Territory. To help fill the gap in the tourism and hospitality industry due to COVID-19 travel restrictions, Study NT, in partnership with Hospitality NT, held two Hospitality Jobs Connect events in March and April 2021. The events connected almost 100 international students with tourism and hospitality employers in the Territory.

In addition to the Hospitality Jobs Connect events, Study NT partnered with the Chamber of Commerce to develop an employer guide, a myth buster fact sheet and implemented a social media campaign, to 'bust' myths and educate employers on the benefits of engaging international students and graduates in the workplace.

Northern Territory Government annual welcome reception

The Northern Territory Government's annual welcome reception was held on Wednesday 3 March 2021 at Parliament House. The reception demonstrates the NT Government's commitment to international students, providing a clear message of welcome and offers the opportunity for community cultural organisations to connect with international students. In 2021, four international students were awarded their Study in Australia's Northern Territory scholarship certificates at the event to celebrate their achievements.

NT Vocational Education and Training (VET) capability statement and Indonesia virtual ministerial trade delegation

After the Indonesia-Australia Comprehensive Partnership Agreement (IA-CEPA) came into force on 5 July 2020, Study NT worked with Edex Pty Ltd to develop the NT VET Capability Statement (the Statement). The Statement provides an overview of the key focus areas for Indonesia, the work skills training capacity and experience of NT training providers.

The Statement was officially launched at a virtual ministerial trade delegation on 19 November 2020 by Assistant Minister for International Education, Mark Monahan MLA. The virtual event attracted over 100 registrations from the Indonesian government, businesses and polytechnics seeking to upskill their workforce and develop a deeper understanding of Australia's national competency-based training.



Domestic social media marketing campaigns

In partnership with the Department of the Chief Minister and Cabinet's Boundless Possible Facebook page, a social domestic media campaign was created and ran in August 2020 and January 2021 to promote the Territory as a warm and culturally diverse destination of choice for eligible students studying in Brisbane, Melbourne and Sydney. Overall, the domestic campaign showed strong impression delivery, with Melbourne performing best. Video play results exceeded expectations, with 218,086 views.

International social media marketing campaigns

An international social media campaign into Vietnam was created and went live during January 2021. The campaign targeted Ho Chi Minh, Hanoi and Da Nang. Video content produced by Vietnamese Study NT Student Ambassadors was used to increase awareness of the NT as a study destination of choice. Impression delivery was exceptional and advertisements reached 206,625 people. Engagement performed above average overall against the industry benchmark and video plays exceeded expectations, with 448,889 views.

Northern Territory International Education and Training Industry Group (NTIETIG)

Study NT provides secretariat to the NTIETIG whose role is to provide strategic advice on key issues relating to the international education and training sector in the NT. The NTIETIG is comprised of all NT international education and training providers, key industry bodies, relevant Government representatives and key stakeholders. The group met quarterly through the year.

Forward focus

Work with Aboriginal land owners and Land Councils to identify and progress tourism opportunities

Continue to develop and finalise Destination Management Plans for the Greater Darwin and East Arnhem Land regions, planned for release in 2021-22

Continue the facilitation of Project Implementation Team meetings to monitor and evaluate the agreed actions of each DMP, delivering identified new experiences and product opportunities

Engage RTOs to deliver round 4 of the Territory Tourism Voucher Scheme, while managing funding agreements and requirements and providing operational support

Finalise round 4 of the VEEP grants, and delivery of round 5 grants to support the enhancement of visitor offerings

Finalise round 2 of the Aboriginal tourism grant program, and delivery of the round 3 grants to continue to support the development of Aboriginal tourism

Finalise round 1 of the Roadhouse to Recovery grant program and deliver round 2

Continue to support tourism operators through the Business Enterprise program, with a renewed focus on industry engagement and business development

Continue to deliver the \$5.5 million Turbocharging Tourism project within Tennant Creek

Deliver stage 2 upgrades at Hermannsburg Historic Precinct

Investigate future plans for the visitor information facilities at the Battery Hill Mining Centre

Finalise tourism standards for Territory towns and roadside stop infrastructure facilities

Implement tourism priorities and recommendations made by the Territory Economic Reconstruction final report

Support development of the Red Centre Adventure Ride in the West MacDonnell Ranges and the multi-day hike in Watarrka National Park

Continue to implement the Book Now Digital Support program



Priority:

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

Highlights

Established the Aboriginal Tourism Committee in July 2020, with four meetings held during the financial year

NT Aboriginal tourism sector represented by Aboriginal Tourism Committee Chair Helen Martin as Deputy Chairperson on the newly formed National Indigenous Tourism Advisory Group (NITAG)

Supported 14 Aboriginal tourism businesses with more than \$220,000 in grant funding to enhance their unique cultural offerings through round 2 of the Aboriginal tourism grant program

Baseline reporting data established in 2021, confirming the total gross value added (GVA) contribution of NT Aboriginal businesses was \$25 million in 2019-20¹

¹ Calculated on the 40 Aboriginal businesses that conform to the Australian Bureau of Statistics count of business framework (custom data request).



Cultural tour with Maruku Arts, Yulara

Aboriginal Tourism Committee established

The Aboriginal Tourism Committee (ATC) was established to strengthen Aboriginal representation and advocacy of the NT's Aboriginal tourism sector. Reporting to the Tourism NT Board of Commissioners, the ATC plays a key role in guiding the implementation of the *Northern Territory's Aboriginal Tourism Strategy 2020 – 2030* to support the development of a sustainable Aboriginal tourism sector over the next ten years. The ATC contributes to developing prosperous Aboriginal tourism enterprises across the Territory, enabling individuals to create meaningful employment and business opportunities while maintaining and sharing their cultural heritage.

The ATC met four times throughout the financial year in various locations across the NT, to enable members to gain a comprehensive understanding of regional and remote opportunities.

Achievements in the first year of the Committee included:

- supporting business and feasibility planning for Aboriginal tourism sector businesses across the NT
- ATC being represented on a study tour to Western Australia to investigate the Camping with Custodians program, regional and remote art centres, Aboriginal tour guiding and Aboriginal tourism businesses governance structures
- representation at national and Territory forums discussing the Aboriginal tourism sector
- supporting the initiation of a skills development forum to establish a coherent model for Aboriginal skills development for the tourism industry
- championing the establishment of an identified Aboriginal position for the Director Aboriginal Tourism role.

Aboriginal Tourism grant program

A key component of the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030, the Aboriginal Tourism 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.

Fourteen Aboriginal owned and operated Territory tourism businesses shared in a total of \$223,500 of funding through round 2 of the Aboriginal Tourism grant program, which will aid businesses to further develop their cultural tourism offerings.

There were eight successful projects from the Top End, totalling more than \$130,500 in grant funding and a further six successful projects from Central Australia receiving more than \$92,900. Projects were located in Ali Curung, Arnhem Land, Daly River, Darwin, Hermannsburg, Kakadu, Plenty, Tiwi Islands, Titjikala, Watarrka and the West MacDonnell Ranges regions.

Successful projects involved small infrastructure development upgrades which enhance the Aboriginal tourism offering, contributions towards planning documentation (i.e. business, feasibility and master plans) and interpretation development projects and activities.

Full details of funded projects are available in the appendices.

Research projects

Tourism NT conducted a research project in 2020 to better understand the Aboriginal tourism sector and the visitors who engage in Aboriginal experiences. Based on a three year average, the project identified that 459,000 visitors to the NT participated in Aboriginal experiences and spent an average of 6.4 nights in the Territory. Other valuable insights to drive sustainable growth of the sector include the types of cultural activities participated in, regions where Aboriginal experiences took place, visitor demographics and the NT's share of the Australian market in relation to Aboriginal experience visitors.

Utilising Tourism NT's administrative data and Australian Bureau of Statistics business counts data, Tourism NT published a factsheet providing data insights of Aboriginal tourism businesses in the NT. The Aboriginal business factsheet provided operators and industry with an accurate count and summary of all actively trading businesses in the Northern Territory, confirming in June 2020 there were 109 Aboriginal tourism businesses in the Northern Territory.



Dedicated annual forums

As identified in the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030, Tourism NT delivers quarterly and annual forums to improve awareness, knowledge and participation of the Aboriginal tourism sector. In 2020-21, three video forums were established to communicate experience offerings and assist tourism businesses in decision making and funding opportunities. In addition, regular stakeholder engagement and communications were distributed via targeted eDMs to the sector. The NT's inaugural Aboriginal tourism conference, planned for May 2021, was postponed at the request of the ATC.

Industry support

Tourism NT provides ongoing support to Aboriginal tourism operators regarding planning, funding, operations and skills development, utilising data and insights obtained through the business enterprise program and with assistance of inter-agency government stakeholders.

COVID-19 has had a significant impact on the Aboriginal tourism sector, with an estimated -27% drop in GVA experienced in 2019-20 compared to 2018-19. In 2020-21, Aboriginal tourism businesses received a total of \$591,850 from Tourism NT grant funds (including the Aboriginal Tourism grant program round 2, Roadhouse to Recovery round 1, Book Now program and VEEP round 4), providing much needed support to the sector.

The agency utilised data provided by ReviewPro to better understand visitor sentiment and improve the online reputation of the NT's tourism sector. A dedicated NT Aboriginal tourism group was established within the ReviewPro system to monitor visitor satisfaction in the sector and benchmark performance.

In 2020, a trial partnership was established with not-for-profit organisation Welcome to Country to increase NT Aboriginal tourism businesses connection with travel distribution through its online booking platform and to ensure businesses are listed on the ATDW platform. The partnership exposed businesses to potential visitors and audiences of the national digital platform, which was established to promote Aboriginal businesses and improve Aboriginal and Torres Strait Islander employment and economic outcomes. Tourism NT entered a new marketing partnership with Welcome to Country in 2021 to amplify and create bespoke NT arts and culture experiences specific to the Arts Trail campaign via its online bookable guide.



Above: Tour at Ayers Rock Resort, Yulara

Below: Maruku Arts cultural tour, Yulara

Tourism NT further supported the development of online booking capability of Aboriginal tourism operators through its Book Now Digital Support program, with five Aboriginal operators enrolled in the program as at 30 June 2021. Three Aboriginal tourism businesses completed the action plan and accessed the grant component of Book Now.

Case studies

Identified as a key activity in the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030, Tourism NT has developed a suite of case studies to showcase Aboriginal tourism product and the NT's Aboriginal tourism sector. The case studies are intended to provide information and support for Aboriginal tourism entrepreneurs and operators thinking of starting up a business.

In 2020-21, Tourism NT produced a written case study and accompanying video to showcase the learnings of Jane Runyu-Fordimail, Nitmiluk Tours CEO, during her three decades with the business. Nitmiluk Tours has grown to become one of the most successful tourism operations in the Northern Territory and indeed Australia, recognised at the highest-level with Nitmiluk Tours winning three gold awards at the 2019 Australian Tourism Awards. The case study discusses the importance of business and cultural mentorship and planning for future growth.

Product development

In June 2021, Tourism NT hosted a familiarisation visit to the Western Australia Kimberley region to explore opportunities for the Northern Territory to develop further Aboriginal cultural experiences, in alignment with the initiatives of the Northern Territory Aboriginal Tourism Strategy 2020 -2030. The delegation investigated Tourism WA's 'Camping with Custodians' program, visiting three sites to ascertain if a similar model might be suitable to be implemented in the NT. Six Traditional Owner delegates were selected to attend the trip based upon Tourism NT's knowledge of regional enthusiasm to develop a campground product and industry recommendations from the Aboriginal tourism sector.



Animal Tracks Safari,
Kakadu National Park

Marketing Aboriginal tourism

Each of Tourism NT's campaigns represent and showcase the diverse Aboriginal cultures of the Northern Territory through events, art centres and galleries, experiences and attractions.

The 2021 Territory Arts Trail marketing campaign specifically promoted the Territory's leading Aboriginal cultural experiences to a domestic audience, incorporating creative from Tourism NT's Seek Different brand campaign. In market from 15 April to the end of May 2021, the campaign was launched across digital channels on NewsCorp, The Australian, nine.com.au, 9 Travel, video content promoted on social channels, through programmatic advertising, as well as print advertising in Vault Magazine. The Territory Arts Trail campaign targeted domestic travel intenders with a primary market aged 50+ years and secondary audience aged 25-49 years with an interest in arts and culture.

Forward focus

Finalise round 2 of the Aboriginal Tourism grant program, and delivery of the round 3 grants to continue to support the development of Aboriginal tourism

Deliver a quarterly online Aboriginal business forum for tourism operators

Continue to support the work of the Aboriginal Tourism Committee

Deliver an Aboriginal tourism conference in Darwin and Alice Springs

Enhance the Aboriginal tourism sector report in ReviewPro to compare progress of the sector against national leading product

Develop a framework for a potential NT cultural campground program, with input from the Aboriginal Tourism Committee and Tourism NT Board

Support the development of an Aboriginal tourism training model for the Northern Territory to match Aboriginal skills availability to product requirements

Ensure appropriate national and international marketing campaigns include an Aboriginal tourism focus and produce assets for improved marketing of the sector

Continue to measure and report on the performance of the Aboriginal tourism sector

Recruit an Aboriginal applicant to the identified Director Aboriginal Tourism role

Priority: Through strategic marketing activities, grow the value of the holiday market in the Northern Territory

Highlights

Achieved 3.54 million page views for Tourism NT product through the Australian Tourism Data Warehouse (ATDW) website and launched a new integration with Google My Business, allowing all future updates to the ATDW listing to sync over to Google

northernterritory.com has seen an increase of 94% of visitors to the website, reached a 606% increase in digital banner leads to trade partners (airline, online travel agents and holiday packages) and an increase of 117% in leads to Territory tourism operator websites, a 15% increase in traffic by owned marketing channels and a 66% increase in time spent on the website

Launched the new Seek Different brand campaign in February 2021, increasing awareness in domestic markets of the NT's advertising to 46.7% and greater consideration of the NT as a holiday destination

First destination in Australia to incentivise local travel with 3 rounds of Territory Tourism Vouchers generating over \$26 million in sales

First state or territory to incentivise interstate travel with the NT Summer Sale delivering \$15.5 million in booking value to the NT between October 2020 and March 2021

Engaged and supported industry to promote and sell the Northern Territory through a new trade training platform



Karlu Karlu (Devils Marbles)

Seek Different brand campaign

The new Seek Different brand campaign was launched in Australia in February 2021 with the intent of resonating with target audiences in the COVID-19 operating environment. The campaign aimed to cut through the advertising clutter, as well as inspire Australians to put the NT on their travel list.

'Seek Different' campaign essence:

We are all individuals, whether we're seen as couples, groups or even movements.

We all seek to be different in our own way.

Some of us do little things. Others, do bigger things.

Because different reflects who we are and who we want to be.

And nowhere lets you be who you are and find what you seek like the Northern Territory.

You see, the Northern Territory isn't trying to be different. It just is.

So if you seek different, then this is the holiday for you.

The Northern Territory. Different in every sense.

The campaign was predominantly video lead with content airing across national TV, cinema, on demand platforms and digital channels including social media. A unique partnership with Channel 10's 'The Project' helped launch the campaign with NT content featured on the popular program for three weeks during March 2021.

Industry were able to leverage the campaign messaging through a toolkit comprising key messages, campaign imagery, video assets and social media templates. Trade partners including Kayak, Tripadvisor, Big4, NT Now, AAT Kings, Welcome to Country, Travello and Qantas also aligned cooperative marketing campaigns with the Seek Different messaging.

The campaign led to 46.7% of the Australian population being aware of the NT's advertising (6.7% above target) and increased consideration of the NT as a location that: will enliven your senses, where you will learn from locals, where you are free to be yourself and where you will feel more Australian; a place to seek different.

As at 30 June 2021, the campaign creative has won 11 international awards, including the Golden City Gate Award in Berlin for first prize in Tourism Destinations – Region and the New York Festival's Film and TV Awards Gold Medal 2021.



Case Study: NT Summer Sale campaign

In 2020, as the Territory moved towards the traditionally low tourist season, Tourism NT launched its biggest summer conversion-based tourism campaign ever, running from 1 October to 31 March 2021.

Designed to incentivise visitor demand for the NT over the summer period, the \$5 million NT Summer Sale campaign partnered with Australian shop front travel retailers, including Holidays of Australia, Helloworld and Flight Centre, to drive sales.

Consumers were offered up to \$1,000 off a NT holiday booking made between 1 October 2020 and 31 March 2021 with travel to also take place within these dates. The sales promotion was based on a set discount of \$200 for every \$1,000 spent on a NT booking made through the partners (up to a maximum of \$1,000 discount), and was valid for bookable flights, accommodation, tours and attractions or vehicle hire.

A six month national marketing campaign promoted NT Summer Sale and included paid media, publicity, owned social media promotion and an EDM strategy. It featured destination content and hero packages from all participating partners. The key messages included:

- travel to the NT now, taking advantage of the incentive
- advantages of travelling to the NT during summer; cheaper prices, fewer people at iconic spots, summer storms, billabongs and waterholes are full and wildlife rampant, season 6 of the Million Dollar Fish competition
- support the Australian economy by travelling regionally
- the NT is safe but adventurous, full of nature and open spaces and unique Aboriginal cultural experiences – it is Different in every sense.

Identified key wholesale and retail partners also contributed to the marketing of NT Summer Sale via owned assets or a combination of owned assets and a cooperative paid media campaign.

To encourage agents to sell as many NT holidays as possible the campaign offered agents an incentive of \$50 for every booking over \$1,000 and was promoted via a trade marketing campaign. In addition, a NT familiarisation competition was offered to any agent who sold five or more separate NT bookings.

The NT Summer Sale delivered over \$15.5 million in booking value for the NT, 10,000 passengers and over 13,000 tourism products booked. NSW was the highest performing source market at 30% followed by Queensland and South Australia. Victoria was heavily impacted by travel restrictions over the sale period.



\$15.5m

in booking value for the NT



10,000+

visitors secured for the NT



13,000+

tourism products booked

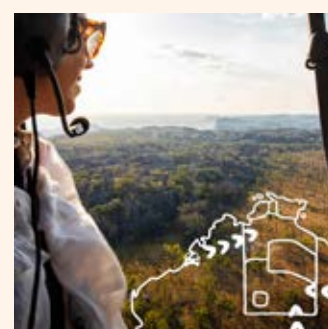
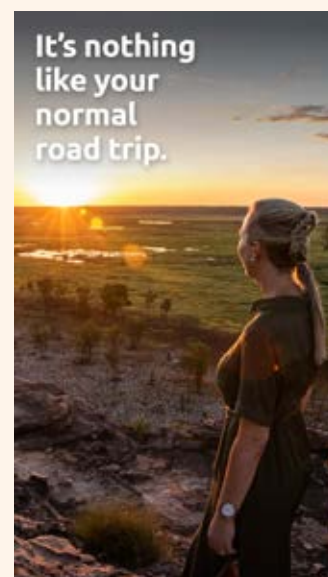


Drive campaign

Tourism NT's 2020-21 Drive campaign was designed to inspire Australians to fly-drive or self-drive on their next holiday and make the Northern Territory their travel destination. The drive market has always been a large and important market for Tourism NT and this has only increased with COVID-19 restrictions impacting travel habits, making Australians more likely to want to holiday in Australia and also spend more time with their own travel party rather than travelling in larger groups where social distancing is more difficult.

The national campaign 'Nothing like a normal road trip' commenced on 7 April 2021 and ran until 31 May 2021. Audiences identified as interested in drive holidays were targeted with video, imagery and written content to help inspire them to visit the NT and help plan their drive holiday. Drive travellers at a number of caravan and camping shows around the country were presented with a collective NT stand (operated by Tourism Top End and Tourism Central Australia) and implemented a competition to collect drive market data through a QR code. Targeted marketing activity was achieved via national radio advertising, press ads in News Limited papers Escape section, digital advertising across news.com, Traveller and Nine Digital, via a programmatic video media buy that included YouTube and a paid social media buy. Consumers and industry were directed to www.northernterritory.com/drive to view updated drive itineraries and a dedicated NT drive guide. Audiences who showed an interest in a drive holiday were retargeted with specific drive deals from Expedia and Big 4 and via partners such as Nitmiluk Tours, Kakadu Tourism, car and motorhome companies and other local accommodation operators.

The competition proved extremely popular, outperforming all KPIs and delivering 50,000 entries. Overall the campaign delivered over 32 million impressions of digital media in the Australian market, over 224,000 clicks to northernterritory.com and over 4,000 conversions (clicks on deal banners or itineraries for more drive information).



Performance

User Generated Content digital solution

Responding to consumer demand for more authentic imagery, Tourism NT rolled out a User Generated Content (UGC) digital solution across northernterritory.com and owned digital channels. The solution allows Tourism NT to source and manage user rights from popular social media channels such as Instagram, Facebook, Pinterest, Twitter etc. Tourism NT found UGC to be an effective tool to drive engagement and achieve marketing outcomes, delivering the following results:

- an increase of average time on search page by 25% on northernterritory.com for pages with UGC content
- 35% of all Instagram content now sourced from the UGC solution
- an estimated 6-10 media orders per month for UGC content.

Northernterritory.com ultimate guides

To drive more traffic to northernterritory.com, Tourism NT produced a series of 'ultimate guides' aiming to answer as many questions about travelling to the NT as possible, based on consumer searches on popular search engines. Content includes information about camping, weather and seasons in the different NT regions, wildlife and more. Tourism NT has seen a 2,250% increase in leads to NT tourism operators from www.northernterritory.com directly attributable to this content.



10 Travlr Summer campaign

From 15 November to 30 April 2021, Tourism NT partnered with global travel platform 10 Travlr to deliver a Summer campaign aimed at changing travellers' perceptions about holidaying in the Territory during the warmer months. The activity saw the Territory's experiences promoted nationally via Network 10 and supported with a 10 Travlr sales campaign. The activity was anchored by hosts Lincoln Lewis and Liv Phyland.

The campaign was supported by social media influencer activity with 'Backyard Bandits', hosted by prominent AFL commentator Abbey Holmes. The primary goal of the activity was to change travellers long held perceptions, which was achieved with the TV show reaching 961,000 people nationally. The secondary goal was to convert interest into travel and this conversion resulted in 296 passenger bookings to the NT during the summer period.



Locals Tips

In its fourth year, Tourism NT released four new Locals Tips episodes across its owned channels, showcasing locals tips as part of the successful 'Get Outsiders' content series.

This year's videos featured local guides from the regional areas of Kakadu, Litchfield, East Arnhem Land and the Tiwi Islands, exploring Aboriginal culture, art centres, nature, and adventure experiences throughout the Top End. The episodes were launched in early June 2021 and viewed more than 220,000 times throughout the month. The videos will also feature across Qantas' in-flight entertainment from September 2021.



MasterChef with Jetstar

Thanks to a partnership between Tourism Australia and Tourism NT and with support from Voyages, local produce, authentic bush foods and natural assets of the Northern Territory's Red Centre were showcased across the nation on 28 and 29 June 2021 on Channel 10's hit cooking series, MasterChef Australia.

One of the highest rating shows on Australian television, the episodes featured MasterChef contestants creating dishes featuring local bush foods overlooking Bruce Munro's Field of Light at Uluru and the majestic Simpsons Gap in the West MacDonnell Ranges. One of the episodes featured Rayleen Brown, founder of Kungkas Can Cook providing advice to contestants as a special guest judge, as well as a moving Welcome to Country smoking ceremony performed by local Arrernte women.

To convert interest in the MasterChef episodes into travel Tourism NT leveraged Jetstar's national seasonal sale with flights to the NT on sale from 25 to 29 June 2021, and flights to Uluru up to 1 July 2021. The partnership generated approximately 780 seats sold to Ayers Rock Airport through the Jetstar sale, with an estimated economic impact of \$950,000.

The production brought more than 60 cast and crew to the Red Centre for filming and each episode was viewed by over 830,000 Australians, with total viewership of the two episodes in excess of 1.7 million.



Taste of Australia

Alice Springs and Uluru were centre stage for Channel 10's Taste of Australia with Hayden Quinn, as he travelled through the Red Centre with the episode culminating in a cook-up featuring one of Australia's most iconic backdrops – Uluru. Airing in April 2021 at prime-time on a Sunday night, the Territory was streamed across the nation, putting the NT front of mind as consumers started to plan their southern state winter escapes.



Travel Guides

Hosted by Tourism NT in September 2020, and airing in April 2021, Travel Guides showcased a Red Centre trip to remember. The Channel 10 show reached a prime-time national audience when it aired and was one of the highest rated holidays of the season by the cast members. The cast travelled to Alice Springs, Uluru and Kings Canyon in the week long filming effort, injecting further dollars into the local economy.

Domestic and New Zealand trade training program

In August 2020, an online trade training program was launched to future proof training delivery to key distribution partners and minimise the costs associated with agent training. The program was particularly effective as border closures had restricted travel and face to face training. Online training was offered quarterly and included webinars, online modules and incentives. The program was advertised to trade media throughout the year to attract new and registered agents to complete the program. Over the course of the year 1,904 Australian and New Zealand agents were trained at a cost of \$66 per attendee.

Qantas points promotion

Launched in April 2021 in partnership with Qantas, Tourism NT implemented a first of its kind promotion in the tourism space, offering triple Qantas points for Frequent Flyers on flight, hotel and holiday bookings to the NT. The promotion delivered over 1,700 flight bookings, 445 hotel bookings and 14 holiday bookings.



Uluru camel tours,
Uluru-Kata Tjuta National Park

International trade events

During 2020-21 international trade events changed significantly due to the global pandemic, with many either being cancelled or moved onto virtual platforms. Despite this, Northern Territory operators and tourism businesses engaged with key international buyers at Tourism Australia-led events such as ATE21 (Australian Tourism Exchange 2021) and a series of virtual events led by Tourism Australia and Tourism NT. By attending these events, Northern Territory delegations raised awareness of the Territory's unique destination experiences and met with hundreds of buyers from some of the Territory's largest international markets, including North America, the United Kingdom (UK) and Europe, and the emerging markets of China, South East Asia and India.

Tourism Australia's ATE21 event in April 2021 shifted to include domestic buyers, and was for the first time delivered as

a hybrid event: in-person for Australian buyers (domestic and inbound) held in Sydney; and virtual for international buyers from all priority markets which allowed NT operators to engage directly with buyers from all over the world. A total of 21 NT operators participated in ATE21.

Tourism Australia's Marketplace events provided opportunities for NT and Australian suppliers to gain key insights into various international markets as the COVID-19 situation developed across the globe. It was an avenue to increase awareness of the Territory and promote it as an exciting travel destination, with a broad range of product on offer and one to one virtual appointments available across each market. NT operators participated in the North America (October 2020), UK/Europe (November 2020), China (December 2020) and Japan (February 2021) virtual Marketplace events.

Tourism NT conducted combined trade events with the South Australian Tourism

Commission in the UK (February 2021) and Germany (March 2021), running 'Ocean to Outback' themed virtual product manager sessions, helping NT operators to maintain their direct connections with UK and German product buyers from key distribution partners in each market.

Tourism NT's annual Inbound NT event, normally held in the Northern Territory and inviting key inbound tour operator partners, was postponed due to COVID-19 and uncertain domestic travel conditions.

National Geographic Traveler content partnership – Mainland China

To keep the NT top of mind as an Australian holiday destination of choice over the long term, Tourism NT delivered a content partnership in June 2021 to position the Northern Territory as a vibrant destination and increase brand awareness across both traditional media, and prominent Chinese social platforms such as Douyin, Wechat and Weibo. Targeting High Value Travellers (HVT) and Free and Independent Travellers (FIT) between the ages of 25 to 49 years, the campaign tied into Tourism NT's launch of the Different in every sense brand globally and aimed to convert consumers more likely to travel in the early international recovery stage. Consumers were directed to find out more information via the nt.com/cn website or Tourism NT's Chinese social media accounts.

Delivered through high quality editorial content in the National Geographic Traveler (NGT) magazine, Tourism NT visually portrayed a full story of Aboriginal culture, arts, food and adventure to provide over 900,000 print readers a deeper understanding and awareness of the uniqueness of the Northern Territory.

On Weibo, the Different in every sense video post achieved over 200,000 views, and nearly 800 engagements - three times the average figure for NGT posts. On WeChat, the NT headline article also achieved 40% more views than other NGT posts featuring Australian destinations, and similarly on Douyin, the Different in every sense video nearly doubled the average engagement NGT achieves for its destination posts.

Lonely Planet content partnership – North America, UK, Singapore

From May to June 2021, Tourism NT delivered a campaign in partnership with Lonely Planet to drive destination awareness and position the NT as a must visit destination within Australia when international travel resumes. The target audience was holiday intenders with knowledge of Australia that have not yet experienced the NT, geo-targeted to the English speaking markets of North America, the UK and Singapore.

The campaign was executed at the perfect time to maintain destination awareness for the NT, leveraging Tourism Australia advertising spend. Tourism NT positioned the NT globally using the new brand – a destination that is Different in every sense – and a safe place to visit with wide open spaces and enough room for everyone. The campaign showcased the NT as an exciting and immersive destination for travel that is different from the rest of Australia and that Australia is not just a once in a lifetime place to visit.

During the campaign period, the articles reached over 1.3 million people across the Lonely Planet network, with over 3,300 clicks through to www.northernterritory.com across all targeted markets, and a reach of over 382,000 people across Lonely Planet's social channels. The online articles will remain searchable as fresh content on LonelyPlanet.com when international travel commences.

Global digital awareness campaigns

In June 2021, Tourism NT promoted its brand campaign 'Seek Different' across key source markets the UK, Germany, North America, China and Japan. The campaigns were developed to ensure the Northern Territory remains competitive in each market, to entice returning travellers to continue dreaming of the NT and ensure the Territory is considered as a destination by high value travellers (HVT), when international travel to Australia resumes.

Each market developed brand-focused integrated digital advertising campaigns that were tailored for local audiences, and remain ongoing until September 2021.

The campaigns introduced new brand assets into priority international markets, bringing the brand campaign Different in every sense to life and repurposing creative developed for the domestic market. Revised content included localising a range of 15 and 30-second videos with subtitles, and creative or imagery options based on the requirements of each market.



Name a joey global social media campaign

Tourism NT developed a creative campaign in May 2021 to bring the Different in every sense brand to life through unique destination content. Partnering with The Kangaroo Sanctuary, a well-known NT tourism business, Tourism NT drove engagement with the Northern Territory's wildlife, natural assets and tourism product across the world. The campaign aimed to build demand, brand awareness and expand to target new audiences with a travel affinity and interest in Australia, conservation and animals. Utilising paid social media advertising to serve consumers visual content that was purely awareness driven, the partnership with The Kangaroo Sanctuary was a great fit. Followers were encouraged to suggest a name for a new baby joey, with fresh videos and photos posted across the month. A budget of up to \$5,000

was allocated to each series of posts, to drive awareness and acquisition of new fans to our social channels across North America, UK, Germany, China, Japan and Singapore. The campaign achieved a fan acquisition of 3,320 new followers across Tourism NT's key markets, thousands of consumers entered, over 1,100 comments in North America, more than 100,000 engagements in Singapore, impressions exceeding 370,000 in Germany and more than 3 million impressions in China.

Forward focus

Continue to drive demand and interest for the Northern Territory's tourism experiences, attractions, and product in a constantly challenging environment

Grow brand differentiation and awareness through promoting the Northern Territory's distinct attributes to our core target markets

Connect and engage with consumers to encourage sharing of Northern Territory messaging via bought, earned and owned media

Address expected low visitation due to seasonality and no international visitation by continuing to focus on messaging to stimulate travel outside of the peak season (including international markets when borders reopen)

Develop, launch and report on round 4 of the Territory Tourism Voucher scheme

Increase traffic to northernterritory.com through retargeting, search engine ranking and marketing efforts



Barunga Festival

Priority: Leverage and build events to drive visitation

Highlights

Launched a national campaign to promote headline events and showcase the diverse calendar of events available in the NT

Leveraged NT Major Events Company events to develop exclusive marketing content and activations, including a new partnership between BASSINTHEGRASS and TikTok and The Ghan and Parrtjima – A Festival in Light

Retained approximately 60% of business events impacted by COVID-19 that have now rescheduled to be staged in the NT through to 2025

Competitively attracted business events to the NT, receiving 66 applications through the NT Business Events Support Fund

NT Business Events had two significant international association wins with the International Foster Care Organisation conference announced for Darwin in 2022 and the Society for Ecological Restoration's 10th World Congress announced for Darwin in 2023

Events campaign

The Northern Territory was one of the only destinations in Australia to host mass participation events during 2020-21. An events campaign was launched in the domestic market to leverage and highlight the diverse events in the NT, to encourage drive market visitation and create regional dispersal.

The campaign had two focuses; to promote headline events that the target audience would choose to travel for, and showcase the diverse calendar of events available in the NT. Highlighted events included:

- Parrtjima – A Festival in Light (Alice Springs 9 – 18 April 2021)
- Wide Open Space Festival (Alice Springs region 30 April – 2 May 2021)
- Barunga (Katherine region 11 – 13 June 2021)
- Darwin Aboriginal Art Fair (Darwin 6 – 8 August 2021)

The national campaign commenced on 31 January 2021 and ran until 11 August 2021. Awareness activity targeted audiences with reasons to visit the NT for events that met their identified interests. Audiences that showed interest were then retargeted with conversion offers from trade partners Webjet and NT Now. Awareness activity was undertaken across digital platforms and various publishers including News Corp, Pedestrian, Starts at 60, Facebook and Instagram.

The campaign delivered over 18 million impressions of digital media in the Australian market, over 107,000 clicks to www.northernterritory.com and over 21,000 conversions (clicks on deal banners or for more event information).



Parrtjima – A Festival in Light

The Ghan and Parrtjima – A Festival in Light activation

In April 2021, Tourism NT transformed The Ghan into a moving painting for its journey from Darwin to Alice Springs for Parrtjima – A Festival in Light 2021. Rail carriages of The Ghan saw Arrente artist Chantelle Mulladad's vibrant design 'Crossroads' enlarged and wrapped around three carriages of the world-famous train. To complement the external wrap, an immersive light installation lit up the inside of one of The Ghan's carriages, offering travellers the opportunity to experience an exclusive and engaging visual display ahead of Parrtjima – A Festival in Light.

The activation resulted in 48 pieces of coverage across national print, online, social and podcast media, including the Australian Financial Review, Vogue Australia, Escape and news.com.au.

BASSINTHEGRASS and TikTok partnership

In support of Darwin's biggest ever BASSINTHEGRASS music festival, Tourism NT partnered with NT Major Events Company to take the popular Australian band, Lime Cordiale, on the road capturing their journey and capping it off with a scenic performance in Nitmiluk National Park.

Lime Cordiale delivered a sunset soaked performance overlooking the iconic Nitmiluk Gorge exclusive to TikTok, generating 31,500 organic views. The unlikely combination of the iconic location and performance by the pop rock group fitted in perfectly with Tourism NT's 'Seek Different' brand and allowed it to reach new audiences on TikTok; delivering the beauty of the Northern Territory to millions of young people across Australia and New Zealand. Tourism NT's journey content videos filmed with Lime Cordiale reached 1.85 million young Australians, with 150,470 full views across all three journey videos and 427,600 engagements in total.





NT Business Events function at Cullen Bay Sandbar

Industry engagement

With signs of business confidence returning in early 2021, NT Business Events (NTBE) partnered with key stakeholders to deliver in-market and in-person networking events with association and corporate planners in order to reconnect with the marketplace and stimulate domestic demand. In collaboration with the Darwin Convention Centre, networking events were held in the key association markets of Canberra, Melbourne and Sydney to encourage large domestic associations, and those with strong links to their international bodies, to consider Darwin and the Darwin Convention Centre for their business events in the next 12-24 months. NTBE partnered with key business events stakeholder, Voyages Indigenous Tourism Australia to host networking events in the key corporate and incentive markets of Brisbane, Melbourne and Sydney with the objective of encouraging domestic decision makers, who would traditionally go offshore, to consider Uluru and Ayers Rock Resort for short-lead opportunities over the next 12 months.

Attraction and delivery of business events

NTBE delivered a record three familiarisation programs to the incentive and Professional Conference Organiser (PCO) markets in April 2021, generating immediate outcomes for industry.

NTBE partnered with industry on high-end incentive famils in Central Australia and across the Top End as well as the annual Alice Springs Showcase. All programs were timed to take advantage of an increase in marketplace confidence. The incentive famils were designed to attract attendance from influential planners who typically take programs offshore and showcased high-calibre experiences to encourage consideration of the NT. The programs featured accommodation experiences that were incorporated for the first time in business events famils, including Kings Creek Station and a collaboration between Katherine Outback Experience and Flash Camps NT to offer distinctive alternatives to traditional accommodation options. Each program was delivered over four nights and five days, with 12 incentive planners from key east coast markets welcomed across both famils, whilst eight planners joined the Alice Springs Showcase.

NT Business Events Support Fund

The NT Business Events Support Fund continued to support the local business events industry by competitively attracting business events to the NT with 66 applications made in 2020-21. This result was achieved in direct competition to almost every other jurisdiction launching targeted stimulus measures for business events in response to the impacts of COVID-19. Since its inception in early 2018, the fund has attracted 262 applications and committed over \$3.3 million to 94 confirmed business events, generating \$63 million in estimated delegate expenditure through to 2025 and visitation from 25,510 delegates.



International business events

Developing an international market for business events forms a key action in the Long-term Business Events Strategy (LTBES). In partnership with key stakeholder Darwin Convention Centre, NTBE announced two significant international association wins with the International Foster Care Organisation (IFCO) conference in 2022 and the Society for Ecological Restoration's (SER) 10th World Congress for 2023. IFCO is expected to attract over 600 delegates and will generate an estimated \$2 million in delegate expenditure. The conference will be hosted in partnership with the Foster and Kinship Carers Association of the Northern Territory. The SER congress is expected to attract over 800 delegates, generating an estimated \$2.7 million in delegate expenditure. Both bids were also supported through engagement with Tourism Australia's Bid Fund program, another key action in the LTBES.

Forward focus

Leverage NTMEC events for the benefit of the Northern Territory tourism industry and deliver marketing awareness activity to promote headline events in the NT that target audiences will travel to experience

Continue to deliver on the objectives of the Long-term Business Events Strategy 2030 including increased number of business events staged in the Northern Territory and maximising delegate attendance resulting in increased delegate expenditure

Increase awareness and consideration of the NT as a competitive destination for domestic business events through delivery of familiarisation programs

Support the NT business events industry to convert leads via administering the NT Business Events Support Fund

Generate qualified and high yielding business events leads through targeted and engaging trade activities including trade events and strategic partnerships

Deliver engaging and emotive marketing content via digital platforms and trade media that position the NT as 'Different in every sense for business events'

Develop and implement a reporting framework for the NT business events sector that will accurately reflect the value of business events to the Northern Territory economy to ensure appropriate levels of ongoing funding

Priority: Develop Ongoing Access to and Within the Northern Territory

Highlights

Continued work to reinstate domestic flights and introduced a new aviation route between Darwin and Canberra

Developed the 2021-22 Tourism Road Priorities document to articulate priority infrastructure works that greatly impact tourism, visitor numbers and visitor experiences in the Northern Territory

Identified key product and marketing opportunities to develop the Northern Territory offering as a "drive destination for the holiday market and undertook comprehensive industry and government consultation to develop a dedicated Drive Tourism Strategy

Supported mobile network providers in the round 5A bid of the Australian Government's Mobile Black Spot program



Aviation

2020-21 remained an unsettled period for modern aviation, affecting industries and communities in the NT and globally. The continuing impacts of COVID-19 have seen Australia's borders remain closed and international travel to and from Australia strictly controlled; changes to domestic border policies have also been introduced to prevent the spread of COVID-19. The evolving situation has seen Tourism NT continuously adapt to overcome challenges and capitalise on opportunities as they arise.

Tourism NT worked closely with airline partners to assist with hotspot declarations, service resumption strategies and forward planning. Four domestic cooperative marketing campaigns were delivered with aviation partners to support Northern Territory air routes. Through this collaboration Tourism NT successfully positioned the NT as a safe and inspiring domestic holiday destination, which led to a steady recovery in domestic aviation demand. By June 2021, domestic capacity reached 77% of pre-COVID levels. In addition to the reinstatement of flights that ensured ongoing access to and within the NT, Darwin saw the introduction of a new route from Canberra. This improved accessibility between Darwin and ACT/ regional NSW, for inbound travellers and Territorians alike.

A strategic framework and aviation route development plan has been developed to support and facilitate the return of international airline services, with activation aligned to Australia's international border policies.

Drive market

The drive market is crucial in facilitating regional dispersal and access to the Northern Territory's unique visitor experiences. Drive-related tourism currently represents 40 per cent of visitation to the NT, with growth in this market supported through consumer marketing and communications to increase desirability for travel to the Northern Territory, inspiring more people to visit, stay longer and spend more.

Tourism NT developed a dedicated Drive Tourism Strategy (the Strategy) in 2021 to identify key product and marketing opportunities to develop the Northern Territory offering as a drive destination for the holiday market. Due for release in September 2021, implementation of the Strategy will increase coordination between regions and stakeholders for both infrastructure and marketing activities to improve length and quality of visitor stay, aligning with opportunities and initiatives identified in Tourism NT's Destination Management Plans.

Tourism NT undertook comprehensive industry and government consultation to develop the Strategy. Assistance was provided by the DIPL to ensure tourism benefits are considered in relation to the delivery of new road infrastructure. Tourism NT also worked with DIPL to gain further insights into the Electric Vehicle (EV) market and provided input from a tourism perspective into the department's EV Strategy and Implementation Plan, to be released in July 2021.

Delivering on the Territory Economic Rebound final report recommendation to accelerate drive tourism, rapid implementation of the Strategy's product and marketing opportunities will allow the Territory to capitalise on new post-COVID-19 trends and domestic tourism growth.

Tourism road priorities listing

Tourism NT produced the 2021-22 Tourism Road Priorities document for internal use to articulate priority infrastructure works that greatly impact tourism, visitor numbers and visitor experience in the Northern Territory. Extensive research was undertaken into the current status of NT road infrastructure and conditions. The considerable investment, scoping and access requirements of major infrastructure works means that future developments can only be realised in the medium (3-5 years) to long term (6-10 years).

Delivery of the Tourism Road Priorities document is a TERC recommendation. The listing is aimed to inform DIPL on tourism road priorities within the Northern Territory and assist in developing business cases for currently unfunded roads. It provides a broad overview of tourism road development opportunities to help support sustained growth of the Territory's tourism sector.

Key priorities outlined in the document closely align with the Drive Tourism Strategy, Destination Management Plans and NT's Tourism Industry Strategy 2030 outcomes. The document reflects priority infrastructure projects and outcomes identified in the *Kakadu Tourism Masterplan 2020 – 2030* and *Kakadu National Park Roads Strategy*, and references a number of other strategic and policy documents including DIPL's *10 Year Infrastructure Plan 2019-2028*.

Cruise and expedition ships

Cruise and expedition shipping plays an important role in the Northern Territory's tourism industry, historically generating up to \$60 million expenditure in the NT. This encompasses crew and passengers spend and contribution to the local economy, along with cruise companies expenditure servicing vessels in the Territory.

In response to the COVID-19 pandemic, the Australian Government banned international cruise ships capable of carrying 100 passengers or more from entering Australia. The sector faced significant challenges as a result, with cruise operations ceasing. As at 30 June 2021, limited expedition cruising had recommenced in the Northern Territory under restrictions detailed in the Chief Health Officer (CHO) directions. Cruise ship operations in the Northern Territory remain suspended at this point in time.

Tourism NT worked collaboratively with the Department of Health to determine a way for the expedition ships to recommence in accordance with public health directions, and to streamline communications to inform and support cruise lines and the broader tourism industry.

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.

In 2021, Tourism NT undertook research to support mobile network providers in the round 5A bid in the Australian Government's Mobile Black Spot program to deliver improved coverage outcomes and benefits to the Northern Territory. The program is supported by co-contributions from state and local governments, mobile telecommunications providers and private investments.

Tourism NT also supported Parks Australia to identify priority locations where improved telecommunications connectivity is required in Kakadu National Park. Improvements to mobile coverage or providing WiFi (to enable visitors to pay for park access) is a key component of the *Kakadu Tourism Master Plan 2020 – 2030* and is important to improve visitor safety, enable access to visitor information, enable visitors to buy park passes and promotion of the park through user generated content via social media. The Northern Territory Government has committed to a tripartite arrangement with the Australian Government and a select telecommunications provider, with each party contributing \$2.5 million to improve telecommunications access.

Forward focus

Build, secure and retain an aviation route network and capacity that prioritises the Territory's economic development

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

Work with Tourism Australia to implement a collaborative approach to international airline negotiations for when travel restrictions are lifted

Launch and implement the Drive Tourism Strategy, establishing a Project Implementation Team to deliver, monitor and evaluate actions

Prioritise and advocate for the delivery of required investments in key driving routes

Deliver four domestic cooperative marketing campaigns with aviation partners to support Northern Territory air routes

Work with travel trade to address new experiences, opportunities and product for visitors using rail to access the Northern Territory

Work collaboratively with the cruise sector to support the commencement of cruise and expedition shipping in the Northern Territory, following CHO directions

Develop a telecommunications infrastructure priority plan in support of the Mobile Blackspot program

Commence a process to turn off WiFi hotspots, transferring sites to local operators or moving to a user pays system, in recognition that alternate telecommunications have become available in recent years



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

Highlights

Delivered multiple industry events providing operators with the opportunity to hear from and engage with Tourism NT staff and stakeholders

Presented the second Tourism Towards 2030 conference in March 2021, delivered in Darwin and Alice Springs

Produced the 2020 stakeholder satisfaction study to obtain feedback from tourism stakeholders in the Territory on Tourism NT's performance. Tourism NT was awarded a 2020 Chief Minister's Awards for Excellence for its efforts and crisis communication support as part of the former Department of Tourism, Sport and Culture's Incident Response Team

Delivered the inaugural *NT's Tourism Industry Strategy 2030* annual report card

Tourism Towards 2030 conference

The second Tourism Towards 2030 conference was staged in March 2021 and delivered market insights, national perceptions and practical advice to the tourism industry. The conference was delivered in both Darwin and Alice Springs.

Change leadership expert Nigel Collin was MC of the conference. Nigel's 'Game of Inches' process works on the basis that effective change is made up of small achievable steps rather than any one-off single event. Conference speakers included Philippa Harrison, Managing Director of Tourism Australia, Margy Osmond, CEO of the Tourism and Transport Forum, Stuart Lamont, CEO of the Caravan Industry Association of Australia, Tony Quarmby, Tourism NT's Executive Director Marketing, and Scott and Clair Crowley, of Push Adventures.

Optional pre-conference masterclasses were held in both Darwin and Alice Springs. Attendees had the opportunity to learn how to develop a distribution strategy in a session presented by the Tourism NT distribution development team, and hear updates on tourism awards for 2021 in a presentation by Garry Watson (previous National Chair of Judges).



Air boat tour, Bamurru Plains

Industry roadshow

Tourism NT delivered the industry roadshow in September 2020, hosting tourism information sessions in Alice Springs, Yulara, Tennant Creek, Katherine and Darwin. Tourism industry partners were invited to hear updates from Tourism NT on key projects, as well as discuss challenges facing the industry and ask any questions of the team. Key updates included destination management, strategic marketing activity, Territory Tourism Voucher round 1 overview and learnings and the launch of the Book Now Digital Support program.

October Business Month 2020

Tourism NT partnered with October Business Month in 2020 to deliver a series of seminars called Tourism Connect. The business to business style event was delivered by Tourism NT staff from the business enterprise program, distribution development, destination management and marketing divisions. The team presented industry with the latest information and tools to help operators develop tourism business enterprise knowledge and skills. The October Business Month Territory Grown Roadshow 2020 was delivered in Nhulunbuy, Tennant Creek, Alice Springs, Katherine and Darwin.

Brolga Awards and Australian Tourism Awards

The Australian Tourism Industry Council (ATIC) announced that the Australian Tourism Awards and its associated national awards program would not proceed in 2020. To be in the running to win an Australian Tourism Award, entrants must first enter and win via their state and territory award programs. With the absence of a national award program, Tourism NT did not proceed with the 2020 Brolga Northern Territory Tourism Awards.

Stakeholder satisfaction study 2020

The stakeholder satisfaction study is a biennial study undertaken to obtain feedback from tourism stakeholders in the Territory on Tourism NT's performance.

The 2020 study found that 91% of stakeholders were satisfied with Tourism NT overall in the last 12 months, the highest sentiment of all study findings and a positive result amid the challenging operating environment throughout 2020. Sentiment had increased 5% on 2018, with the top driver of overall satisfaction being Tourism NT's response to helping operators throughout the COVID-19 pandemic.

The study found that the majority of stakeholders see the role that Tourism NT plays as critical to making the Territory a desirable visitor destination. As stakeholders value the personal interaction with Tourism NT to better understand the barriers and enablers affecting operators, this has been identified as an area for improvement and ongoing investment for 2021 and beyond.

Performance

2020 Chief Minister's Awards for Excellence

Tourism NT was awarded a 2020 Chief Minister's Award for Excellence through the former department's work in establishing and contributing to the Tourism, Sport and Culture's Incident Response Team. The award recognised the department's achievements throughout the NT's response to COVID-19. The Incident Response Team was responsible for providing information, advice and assistance to local businesses and organisations, as well as supporting the efforts of the Territory's Emergency Operations Centre. The team's work was essential to ensure time-sensitive information was streamlined through government agencies and divisions and in turn communicated to industry.

Tourism 2030 annual report card

Tourism NT undertakes ongoing reporting and reviews of its strategies and strategic documents, with progress monitored and publicly reported. The department maintains responsibility for reporting and review mechanisms, with reporting occurring annually against an agreed set of metrics, both action specific and general (visitor arrivals and expenditure).

The first annual report card for the *NT's Tourism Industry Strategy 2030* was published in September 2020.

Tourism businesses in the NT

Tourism NT subscribes to and conducts economic and industry monitoring evaluating the value of tourism to the Northern Territory economy and the stability of the Territory's tourism industry through the number of tourism businesses.

In 2020-21, Tourism NT produced a summary presenting a count of all actively trading businesses in the Northern Territory sourced from Tourism Research Australia's Tourism Businesses in Australia report. In June 2020, there were 1,337 employing tourism businesses in the Northern Territory. Of Australian states and territories, the NT, along with Tasmania, had the largest proportion of employing tourism businesses as a share of total employing businesses, at 23 per cent.



Push Adventures, Tourism Towards 2030 conference



Forward focus

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

Work collaboratively with local governments to promote tourism and encourage the development of supportive tourism policies

Present the third annual Tourism Towards 2030 conference and deliver industry initiatives such as October Business Month workshops in all identified regions

Encourage participation and support of the 2021 Brolga Northern Territory Tourism Awards

Work across government and with key stakeholders to address tourism workforce shortages

Investigate new technologies to measure and monitor travel patterns, visitor expenditure and visitor sentiment

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

Produce the 2021 audit of the NT's Tourism Industry Strategy 2030 against a set of general and action specific metrics

Our governance

Board of Commissioners

Aboriginal Tourism Committee

Marketing Steering Committee

Finance, Risk and Audit Committee

Accountability and standards



Board of Commissioners

Board of Commissioners

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

The 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 the corporate website tourismnt.com.au.

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 (can be reappointed). 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 and Deputy Chief Executive Officer are not entitled to additional remuneration as board members.

Interaction with industry

The Tourism NT board engaged with the NT tourism industry through the following activities and functions:

- held regular meetings with regional tourism organisation (RTO) boards, plus additional meetings with all RTO members, including attending RTO members meetings
- attended the National COVID-19 Commission's northern Australia tourism forum; discussion topics included current status of the industry and mid-term forecasts, commercial realities and potential transitional support and industry led initiatives
- welcomed and addressed the new Aboriginal Tourism Committee
- met with industry and stakeholders including airlines, hospitality and hotel businesses, cruise industry operators, Hospitality NT, Chamber of Commerce and Tourism Australia
- joined specially convened RTO meetings; held in Alice Springs in October 2020 and in Darwin in June 2021 to discuss relevant matters including the tourism voucher program, RTO 5 year funding agreements, marketing, consumer shows, business enterprise program and strengthening industry partnerships
- attended the Destination Darwin tourism visioning workshop convened by City of Darwin in Nov 2020
- attended a Territory brand and population advisory committee meeting
- met with the NT's Aboriginal Land Councils in Alice Springs in November 2020 to provide an overview of the *NT's Tourism Industry Strategy 2030*, *Aboriginal Tourism Strategy 2020 – 2030* and Aboriginal tourism across the NT. Outcomes included preparing a memorandum of understanding agreement with the four Land Councils
- meetings held with NT Rebound, Team Territory and TERC members to discuss prospective opportunities for the Territory's economic growth in the tourism sector and the competitive challenges to grow jobs and businesses towards 2030.

Board of Commissioners

Michael Bridge Chairperson

Michael was reappointed as Chair of the Board of Commissioners in September 2019. Michael was CEO of Airnorth for 19 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; some examples include 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), NT Major Events Company and is Chairman and shareholder of national labour-hire group, CGH. The CGH Group employs more than 3,500 staff through their network of offices. Michael is an ambassador for the Australian Aviation Hall of Fame, Business Events Northern Territory and the Museum and Arts Galleries of the NT. Michael holds an airline transport pilot's license and is a Fellow of the Australian Institute of Company Directors.

Trish Angus Commissioner

Trish was born in Katherine and is of Jawoyn heritage. Trish has a Masters in Tropical Health and nursing qualifications. 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 NT and was awarded the Public Sector Medal in 2013. Trish's employment and professional experience includes working in the Australian Defence Force, public hospitals and Aboriginal community controlled organisations. She has extensive governance experience, including board and committee memberships across a range of sectors including being a member of the Independent Review Panel of the NT Government's Alcohol Policy in 2017 and member of the 2020 Menzies Research Centre Quinquennial Review Team. Trish is currently a Director of the CareFlight Board and member of

their Audit and Risk Committee, Director of Voyages Indigenous Tourism Australia Board and Chairperson of their Audit and Risk Committee, Director of the Venture Housing Board, and Indigenous Business Australia's nominee Director of the Tennant Creek Foodbarn Partnership.

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 hospitality venues since 1985 and is a current Director of various hospitality businesses. Mick is a Director of Crocosaurus Cove Pty Ltd which was constructed in 2009. A past President (NT) and national board member of the Australian Hotels Association (AHA) for over 10 years, Mick was awarded national and life membership in recognition of his service; and is current Vice President of Hospitality NT, maintaining his involvement in the industry. He owns and operates the Darwin Crocodile Farm housing approximately 70,000 saltwater crocodiles and is an industry member of a working group on behalf of the Crocodile Farmers Association of the NT. Mick represents the tourism sector on Team Territory, is a former chair of the Tiwi Bombers Football Club and works closely with a number of remote Aboriginal communities.

Robert Jennings Commissioner

Robert was appointed to the Board on 1 October 2019. He is current 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 and 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. He previously worked in the private sector for a national



Michael Bridge



Trish Angus



Mick Burns



Robert Jennings



Helen Martin



Denis Pierce



Shaun Drabsch



Andrew Hopper

sustainable development company and as a Registered Architect. 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 and to the Alice Springs community and its region.

Helen Martin Commissioner

Helen is the Business Director of Banubanu Wilderness Retreat on Bremer Island off the coast of Nhulunbuy. Helen is an executive member of the East Arnhem Land Tourism Association, member of the Australian and New Zealand Leadership Forum (ANZLF) Indigenous Business Sector Group: Technology, Trade and Investment workstream, member of the ANZLF Indigenous Tourism workstream group, Deputy Chair of the National Indigenous Tourism Advisory Group, IBA appointed Director for Ikara Wilpena Enterprises SA and former Chair of the Aboriginal Tourism Advisory Council. 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.

Denis Pierce Commissioner

Denis has over 40 years of multi-national experience in the tourism and travel industry. 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. In his current role as Director of the Linchpin Company, Denis provides strategic advisory services to Tourism Australia's Signature Experiences, distribution development and partnership management teams. He is current Chair of the Australian Tourism Export Council and a member of the national 11 person advisory panel Tourism Restart Taskforce, formed under the auspices of the

Australian Chamber of Commerce and Industry. Denis is a former board member of Tourism NSW, Tourism Tropical North Queensland and International College of Management (Sydney).

Shaun Drabsch CEO Department of Industry, Tourism and Trade

Shaun has more than two decades of executive appointments spanning the public and private sectors. Roles have included Senior Economic Advisor to former Queensland Premier Peter Beattie, Assistant Coordinator General in Queensland and Chief of Staff to a Federal Minister for Broadband, Communications and the Digital Economy. In each of these roles Shaun led the development and implementation of economic policy and industry growth initiatives. A keen development economist, Shaun has a passion for stimulating new investment to support stronger, more prosperous communities. He has significant experience in delivering projects in the agriculture, resources and tourism sectors, as well as deep knowledge of parliament, cabinet and budget processes, land tenure and corporate governance. Shaun has an honours degree in economics, is a PhD candidate in the field of infrastructure

project governance, an Executive Fellow of the Australia New Zealand School of Government and a graduate of the Australian Institute of Company Directors.

Andrew Hopper Deputy CEO Department of Industry, Tourism and Trade

As Deputy CEO for the department, Andrew's responsibilities include oversight of Tourism NT, Licensing NT, Screen Territory and the hospitality sector. Andrew has extensive experience in leading the planning and delivery of major national and international projects and events. Most recently he has led tourism planning, stakeholder engagement, strategic governance and operational excellence to drive visitation results across a complex region. His effective knowledge of Northern Territory tourism and business environments, coupled with strong leadership qualities has garnered respect from both public and private sectors. Andrew is a board director of the NT Major Events Company and the Museum and Art Gallery of the Northern Territory. His qualifications include completion of a MBA at Macquarie School of Management and graduate of the AICD Company Director's course.

Board of Commissioners 1 July 2020 – 30 June 2021

Role	Member	Meetings attended	Meetings held
Chair	Michael Bridge	5	5
Commissioner	Trish Angus	5	5
Commissioner	Mick Burns	5	5
Commissioner	Robert Jennings	3	5
Commissioner	Helen Martin	5	5
Commissioner	Denis Pierce	5	5
Commissioner	Shaun Drabsch	1	1 ²
Deputy CEO	Andrew Hopper	5	5

² As a result of machinery of government changes in August 2020.

Key achievements

- convened a strategic priorities board meeting to review 2019-20 results against the *NT's Tourism Industry Strategy 2030*. Meeting outcomes provided a clear direction of 2020-21 priorities with actions and targets for focus by tourism staff
- supported the new Aboriginal Tourism Committee to guide implementation of the *Northern Territory's Aboriginal Tourism Strategy 2020 – 2030* to develop a sustainable Aboriginal tourism sector over the next 10 years
- continued liaison and promotion to Government, industry and stakeholders of the benefits, initiatives and positive outcomes achieved through tourism stimulus funding
- played an active role in tourism grant programs to support Territory tourism businesses including the Territory tourism voucher scheme, round 4 of the Visitor Experience Enhancement Program, Roadhouse to Recovery, and round 2 of the Aboriginal Tourism grant program supporting Aboriginal enterprises with projects to assist business sustainability, development of new products and improve existing experiences
- reviewed and endorsed the Destination Management Plans for Alice Springs and MacDonnell, Barkly, Big Rivers and Lasseter regions
- representation on Team Territory reporting to the Territory Economic Recovery Commission
- 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 industry and stakeholders including regional tourism organisations, Chamber of Commerce, Hospitality NT, airlines, NT Airports and Tourism Australia
- supported the delivery and implementation of the national 'Seek Different' marketing brand campaign and 'The Territory is the answer' recovery marketing campaign to drive awareness and demand for Territory visitation from interstate travellers when it was safe to resume travel
- endorsement of the division's business plan and finance and risk management review.

Forward focus

Continue to pursue, promote and support the revitalisation and recovery for the Northern Territory tourism industry

Support the Aboriginal Tourism Committee and their ongoing implementation of the *Northern Territory Aboriginal Tourism Strategy 2020 – 2030* strategic pillars

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

Oversee performance of the Long-Term Business Events Strategy

Endorse the destination management plans for the Greater Darwin and East Arnhem regions

Monitor progress of the NT Drive Tourism Strategy

Oversee implementation of additional rounds of the Territory Tourism Voucher initiative, Roadhouse to Recovery program and Aboriginal Tourism grant program

Continue to advocate Territory and Federal Governments for assistance packages to support the Northern Territory tourism industry

Aboriginal Tourism Committee

Helen Martin Chairperson

Helen is the Business Director of Banubanu Beach Retreat on Bremer Island off the coast of Nhulunbuy. Helen is also a member of the Tourism NT Board of Commissioners, Deputy Chairperson on the National Indigenous Tourism Advisory Group (NITAG), Vice Chair for the East Arnhem Land Tourism Association (EALTA executive member), and member of the Northern Australia Agenda Advisory Group. Helen was former Chair of the NT Aboriginal Tourism Advisory Council and previous member of the Centre for Appropriate Technology and Gove Community Advisory Committee.

Dr Maree Meredith

Maree is the Deputy Director for Flinders University's Poche Centre for Indigenous Health. In 2018 she was the first PhD graduate of the Flinders Poche Centre for Indigenous Health. Her current research centres on how Aboriginal art centres are critical to maintaining and improving health and happiness in remote Indigenous communities and how western health systems should embrace and learn from the unique positive holistic health benefits and social networking created by remote art centres. Maree has worked extensively in the field of international and Aboriginal development in the Northern Territory with the Centre for Remote Health, Central Land Council and AusAID (Australian Agency for International Development). Maree has a strong background in research, policy and practice and is a previous member of the NT Aboriginal Tourism Advisory Council.

Rayleen Brown

Rayleen is the owner/operator of Kungkaskan Cook, an Alice Springs based company that has been delivering catering/café and tourism product for the last 20 years, particularly specialising in bush tucker and bush tucker talks. She is a passionate advocate of the harvesting and sale of Central Australia bush tucker in support of Aboriginal women working on country.

Rayleen has an extensive background in Aboriginal tourism in Central Australia and is the NT member of the First Nations Bushfood and Botanical Alliance.

Nigel Browne

Nigel has been CEO for the Larrakia Development Corporation (LDC) since 2013 after serving as a Director on the Board since 2005 and as Chair from 2010 to 2013. LDC has been pivotal in the proposed development of the \$63 million Larrakia Cultural Centre project envisioned at the Darwin Waterfront precinct. He is a member of the Ministerial Forum on Northern Development Indigenous Reference Group. Nigel's previous professional roles include Crown Prosecutor for the Office of the Department of Public Prosecutions, Lawyer for Aboriginal Lands within the Department of Justice and policy advisor for the Chief Minister's office. He has held board positions with the Northern Australian Aboriginal Justice Agency, Law Society (NT) and Australia Day Council (NT). Nigel is a Larrakia and Wulna man who has resided in the Top End for his entire life.

Jimmy Frank

Jimmy is a Warumungu/Arrernte man and has lived in Tennant Creek for most of his life. He has been involved with the Nyinkka Nyunyu Arts and Culture Centre in Tennant Creek since its inception, and is currently employed as the Cultural Liaison Officer at the Centre. Jimmy has worked in the arts, tourism and cultural industry since the age of 19; he is an accomplished carver having travelled nationally and internationally showcasing Warumungu culture. Jimmy is currently advising the NT Government on the Nyinkka Nyunyu Arts Trail infrastructure project.

Jane Runyu-Fordimail

Jane is the CEO and Cultural Services Manager for Nitmiluk Tours and Cicada Lodge. She is a current Director of the Jawoyn Association and member of the Nitmiluk National Park Board. Jane gained broad local government experience



Helen Martin



Dr Maree Meredith



Rayleen Brown



Nigel Browne



Jimmy Frank



Jane Runyu-Fordimail



Randle Walker

Our governance

through her former role with the Roper Gulf Shire. Jane's extensive experience as an operator of a successful Aboriginal tourism business in the Katherine region has been recognised through numerous tourism awards including several NT Brolga Awards. Jane is a previous member of the NT Aboriginal Tourism Advisory Council.

Randle Walker

Randle has been CEO of the Centrecorp Aboriginal Investment Corporation (CAIC) for 12 years. Centrecorp has a diverse portfolio of investments in car dealerships, commercial properties, shopping centres, car hire franchises, a real estate agent, a commercial building company and a funeral business. The commercial returns from these investments are used to fund social programs for the benefit of Aboriginal people of Central Australia. Randle is a Member of the Alice Springs Major Business Group, a former President of CPA NT and has previously held positions with Tourism Central Australia, Central Australia Chamber of Commerce and Alice Springs Regional Economic Development Committee. His finance, governance experience and skills are extensive and benefit community groups including as Chair of the MacDonnell Regional Council Audit Committee, auditor for a range of community clubs and organisations, and Chair of the Alice Springs Meeting Place Foundation.

Aboriginal Tourism Committee members 1 July 2020 – 30 June 2021

Role	Member	Meetings attended	Meetings held
Chair	Helen Martin - Commissioner Tourism NT Board	4	4
Deputy Chair	Dr Maree Meredith	4	4
Member	Rayleen Brown	3	4
Member	Nigel Browne	3	4
Member	Jimmy Frank	1	4
Member	Jane Runyu-Fordimail	2	4
Member	Randle Walker	4	4



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 prior to each Board meeting and membership included two commissioners.

Matters addressed included:

- budget expenditure
- brand and reputational risks
- industry engagement
- strategic direction of the Northern Territory's tourism marketing initiatives
- COVID-19 marketing response activities
- major domestic and international marketing campaigns, including awareness and conversion activity
- marketing reporting framework, outcomes and results.

Marketing Steering Committee members 1 July 2020 – 30 June 2021

Role	Member	Meetings attended	Meetings held
Chair	Denis Pierce – Commissioner Tourism NT Board	4	4
Member	Helen Martin – Commissioner Tourism NT Board	4	4
Advisor	Tony Quarmby – Executive Director Marketing	4	4
Advisor	Andrew Hopper – Deputy Chief Executive Officer	3	4
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 included two Tourism board commissioners. The Deputy Chief Executive Officer attended meetings as an advisor.

Matters addressed included:

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

FRAC members July 2020 – 30 June 2021

Role	Member	Meetings attended	Meetings held
Chair	Trish Angus - Commissioner Tourism NT Board	3	3
Member	Mick Burns – Commissioner Tourism NT Board	3	3
Advisor	Andrew Hopper – Deputy Chief Executive Officer	3	3
Guest	Cathy Fong – Manager Corporate Governance	3	4
Guest	Josie Silipo – Manager Risk and Audit, Governance	4	4
Committee Secretariat	Leah Morrison – Manager Executive Services	4	4



Berry Springs Nature Park

Accountability and standards

Planning Framework

Government policy

e.g. Territory Economic Reconstruction final report



Operating environment and industry scan Cabinet decisions



Department of Industry, Tourism and Trade Strategic Plan NT Tourism's Industry Strategy 2030



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 DITT Chief Executive Officer is the decision-maker in relation to FOI applications received. A specialist records management unit in DITT services the requirements in this area, including adherence with the Information Act 2002. Further information can be found in the DITT annual report.

Details of information held by Tourism NT, including an outline of how to make an application under the Act, can be found on the Tourism NT corporate website. Tourism NT received nil FOI applications during 2020-21.

Tourism NT operational plan

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

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

Financial report

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

Tourism NT had a direct annual budget of \$61.3 million for the 2020-21 financial year largely funded through NT Government appropriation. The actual expenses incurred by Tourism NT for 2020-21 totalled \$58.9 million.

Revenue

Tourism NT received \$0.9 million in grants; own source revenue and 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 \$58.9 million in 2020-21. This included \$9.2 million for employee expenses and \$17.5 million on grant programs including the Visitor Experience Enhancement Program, intra-Territory campaign and funding supplied to Regional Tourism Organisations. Additionally, \$6 million was spent on contributions to cooperative marketing campaigns.

Roadhouse to Recovery grants were budgeted to be expended in 2020-21, however payments will span two financial years.

The majority of Tourism NT's expenditure relates to administrative expenses of \$23 million used to position the Territory and its tourism product in key target markets to stimulate interest in, and desire to, travel to the Territory through consumer activity and partnerships with travel and trade distribution partners.

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

Tourism NT operating statement	2019-20 \$'000	2020-21 \$'000
Income		
<i>Grants and subsidies revenue</i>		
Current	145	538
<i>Appropriation</i>		
Output	40,146	56,909
Commonwealth	0	0
Sales of goods and services	489	140
Goods and services received free of charge	83	0
Foreign exchange gain	27	0
Other income	263	189
TOTAL INCOME	41,153	57,776
Expenses		
Employee expenses	8,970	9,229
<i>Administrative expenses</i>		
Purchase of goods and services	20,078	23,020
Repairs and maintenance	0	0
Depreciation and amortisation	115	119
Non cash write offs	0	2,897
Other administrative expenses	183	49
Foreign exchange loss	0	31
<i>Grants and subsidies expenses</i>		
Current	4,995	14,409
Capital	1,136	3,112
Cooperative marketing contributions	5,831	5,995
TOTAL EXPENSES	41,308	58,861
NET SURPLUS / (DEFICIT)	-155	-1,085

≡ Appendices



Tiwi Island Retreat

Procurement contracts awarded

Type of procurement	Tender number	Title of requisition	Count	Sum of contract value \$
Consultancy - Generic	Q21-0142	Consultancy - Destination Management Plan for Greater Darwin region	1	137,950
	Q20-0272	Darwin - Consultancy - Drive Tourism Strategy	1	99,500
Consultancy – Generic Total			2	237,450
Services	21-0193	AIME 2022 - Event registration and exhibitor space	1	75,735
	20-0934	Darwin - Provision of 2021 AIME trade event	1	75,735
Services Total			2	151,470
Services – Period Contract	D20-0161	Provision of tourism marketing representation in the United Kingdom and Germany for a period of 24 months	1	1,208,709
	Q20-0405	Provision and maintenance of Lookatme digital asset management system for a period of 12 months	1	42,977
	Q20-0513	Darwin - Provision of a social media management platform for a period of 24 months	1	119,990
	20-1581	Provision of Adobe Analytics, Audience Manager and Adobe Target for a period of 12 months	1	226,469
	20-1611	Provision of Tourism and Transport Forum Membership for a period of 12 months	1	25,410
Services – Period Contract Total			6	1,623,555
Supply	20-1256	Darwin - Alice Springs - Supply delivery and installation of a stand display for the AIME 2021 trade event	1	87,184
Supply Total			1	87,184
Grand Total			10	2,099,659

Grant and funding recipients

Tourism NT grant programs

1. 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
A Good Rest B&B	\$9,553
Alatai Holiday Apartments	\$25,000
Alice Lodge Backpackers	\$15,000
Alice Springs Expeditions	\$30,425
Alice Springs Reptile Centre	\$10,625
Alice Springs Town Council	\$4,137
Angkerle Aboriginal Corporation Inc – Standley Chasm	\$11,363
Arafura Blue Water Charters	\$4,500
Arafura Helicopters	\$3,855
Aririki Aboriginal Corporation – Spectacular Jumping Crocodile Cruises	\$4,190
Aurora Alice Springs	\$20,000
Baillies Longitude 131	\$14,500
Bamurru Plains	\$15,000
Barramundi Adventures Darwin	\$15,000
Bluestone Motor Inn	\$7,823
Borroloola Hotel Motel	\$20,000
Central North Enterprises – United Wycliffe Well	\$15,759
Charlotte's Web Darwin Chocolate Factory	\$1,556
Cooinda Lodge Kakadu	\$20,000
Coolalinga Tourist Park	\$15,000
Corroboree Park Tavern	\$5,000
Crab Claw Resort	\$20,000
Crocodylus Park	\$20,000
Daly Waters Pub	\$20,000
Darwin Bluewater Charters	\$6,000
Darwin Boomerang Motel/Caravan Park	\$4,980
Darwin City Hotel	\$8,018
Darwin Explorer Pty Ltd	\$656
Darwin Ski Club	\$8,918
Desert Palms Resort	\$40,000
Dinah Beach Cruising Yacht Association Incorporated	\$6,487
Djilpin Arts Aboriginal Corporation	\$15,000
Doctors Gully Investments - Aquascene	\$20,000
Dundee Beach Holiday Park	\$20,000
East Arnhem Fishing Adventures	\$5,870
Recipient	Total

Elkira Court Motel	\$9,031
Erlunda Desert Oaks Resort	\$6,375
G'day Mate Tourist Park	\$12,500
Gardens Park Golf Links	\$40,000
Glen Helen Lodge	\$10,720
Goodhand Outback Experience	\$20,000
Groote Eylandt Lodge	\$12,500
Hanuman Restaurant (Darwin)	\$20,000
Hermannsburg Potters Aboriginal Corporation	\$2,825
Humpty Doo Hotel Motel	\$20,000
Indigofera Ecotours	\$4,750
JL's Outback Experience	\$1,876
Julalikari Council Aboriginal Corporation	\$20,000
Kakadu Lodge	\$20,000
Kakadu Tourism	\$7,355
Katherine Motel	\$20,000
Katherine Outback Experience	\$20,000
Katherine River Lodge Motel	\$40,000
Litchfield Cafe	\$17,500
Litchfield Motel	\$10,000
Lords Kakadu and Arnhemland Safaris	\$4,695
Marksie's Stockman's Camp Tucker Night	\$1,407
Mataranka Roadhouse	\$22,509
Mataranka Supermarket	\$20,000
Mercure Alice Springs Resort	\$15,000
Merrepen Arts	\$4,162
Metro Advance Apartments and Hotel Darwin	\$12,500
Nancar Hideout	\$3,750
Nitmiluk Tours	\$7,500
Noonamah Tourist Park	\$20,000
NT Bird Specialists	\$3,544
Oasis Tourist Park	\$20,000
Offshore Boats	\$5,500
Outback Motorcycle Adventures	\$17,500
Outback Spirit	\$20,000
Overlandoz	\$6,000
Paravista Motel	\$7,500
Recipient	Total

Pine Tree Motel	\$20,000
Point Stuart Wilderness Lodge	\$10,914
Pyndan Camel Tracks	\$4,123
Riverview Tourist Village	\$20,000
Royal Flying Doctor Service of Australia	\$20,000
Rum Jungle Bungalows	\$3,000
Safari Lodge Motel	\$4,840
Savannah Way Motel	\$11,871
Sea Darwin	\$23,865
Sealink Northern Territory	\$4,925
Streeter Pearl Lugger Cruises	\$4,505
Sugarbag Safaris	\$4,502
Tangentyere Council Aboriginal Corporation	\$2,459
Threeways Roadhouse	\$10,000
Timber Creek Motel	\$15,875
Tiwi Design Aboriginal Corporation Incorporated	\$15,605
Tobermorey Station	\$16,673
Top End Safari Camp	\$20,000
Top End Tandems	\$2,854
Travelodge Mirambeena Resort Darwin	\$25,000
Tumbling Waters Holiday Park	\$12,500
Uluru Audio Guide	\$1,378
Uluru Camel Tours	\$15,000
Vatu Sanctuary	\$17,500
Venture North Safaris	\$5,558
Winmarti Tours	\$1,000
World Expedition Services	\$21,944
World Expeditions Travel Group	\$9,960
TOTAL	\$1,297,065

2. New Visitor Experience program

The Northern Territory Government developed a new grant program in 2020 for Northern 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 aimed 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	\$18,456
Angkerle Aboriginal Corporation – Standley Chasm	\$8,500
Finke River Adventures	\$25,000
Gove Yacht Club Inc trading as Gove Boat Club	\$6,284
Mataranka Roadhouse	\$7,034
Ooseven Jet Ski Adventures	\$17,440
TOTAL	\$82,714

3. Roadhouse to Recovery grant program

Funding was made available to assist remote wayside inns, roadhouses and remote caravan park operators to improve their visitor experience. Grants of up to \$150,000 were available in round 1 to support infrastructure improvements.

The NT Government provided \$3 for every \$1 spent by eligible businesses, up to a maximum of \$150,000.

Recipient	Total
Banka Banka Station	\$74,000
Banyan Farm	\$30,989
Barrow Creek Hotel	\$60,000
Bark Hut	\$75,000
Borrooloola Hotel Motel	\$69,025
Central North Enterprises – United Wycliffe Well	\$60,000
Corroboree Park Tavern	\$75,000
Daly River Inn	\$34,226
Daly Waters Pub	\$75,000
Dunmarra Wayside Inn	\$59,201
Emerald Springs Roadhouse	\$60,000
Erlunda Desert Oaks Resort	\$41,606
Hi Way Inn	\$75,000
Kings Creek Station	\$60,000
Kulgera Roadhouse	\$59,516
Litchfield Motel	\$69,916
Mainoru Outstation Store	\$60,000
Mataranka Cabins and Camping	\$67,493
Mataranka Roadhouse	\$72,675
Outback Caravan Park Tennant Creek	\$75,000
Point Stuart Wilderness Lodge	\$26,749
Renner Springs Desert Inn	\$60,000
Roper Bar Park and Store	\$58,567
Territory Manor Motel and Caravan Park	\$30,092
The Lodge of Dundee	\$75,000
Threeways Roadhouse	\$75,000
Ti Tree Farm Garden	\$52,308
Ti Tree Roadhouse	\$37,194
Tilmouth Well Roadhouse	\$18,911
Timber Creek Hotel	\$60,000
Tobermorey Station	\$33,363
Wirib Store and Tourist Park	\$57,981
TOTAL	\$1,838,812



Uluru-Kata Tjuta National Park

4. Aboriginal tourism grant program

The Aboriginal Tourism grant program was designed to support Aboriginal owned (greater than 50% Aboriginal owned) and operated tourism business enterprises.

Priority was given to projects that met the activities or outcomes specified in the *Northern Territory's Aboriginal Tourism Strategy 2020 – 2030* and the *NT's Tourism Industry 2030 Strategy*.

One off funding of up to \$20,000 was available per business.

Recipient	Total
Akeyulerre Incorporated	\$10,000
Angkerle Aboriginal Corporation Inc	\$9,091
Arlpwe Artists Aboriginal Corporation	\$6,409
Batton Hill Bush Camp	\$10,597
Bundirrik Cultural Services	\$10,725
Dhimurru Land Management Aboriginal Corporation	\$9,674
Gapuwiyak Culture and Arts	\$10,000
Gurindji Aboriginal Corporation	\$7,500
Hermannsburg Potter Aboriginal Corporation	\$3,019
JL's Outback Experience	\$9,504
Karrke Pty Ltd	\$10,000
Keringke Arts Aboriginal Corporation	\$9,091
Mabunji Aboriginal Resource Indigenous Corporation	\$2,814
Menge Aboriginal Corporation	\$10,000
Mercure Kakadu Crocodile Hotel	\$9,995
Merrepen Arts	\$2,240
Milintji Developments Pty Ltd	\$7,500
Munupi Arts and Crafts	\$5,825
Northern Territory Indigenous Tours	\$8,591
Nyinyikay Dha Wuba Aboriginal Corporation	\$6,534
Tapatjatjaka Art and Craft Aboriginal Corporation	\$8,749
Tarntipi Homelands Aboriginal Corporation	\$9,606
Uluru Family Tours	\$6,454
Watjah Guided Tours	\$9,000
TOTAL	\$192,918

5. NT Business Events sponsorships, partnership marketing and other grants

NT Business Events partner with industry to position the Northern Territory as a competitive, distinctive and meaningful destination to stage business events.

Recipient	Total
Various	\$456,636
TOTAL	\$456,636

6. Territory Tourism Voucher initiative

The Territory Tourism Voucher initiative offers Territorians aged 18+ a Territory Tourism Voucher worth up to \$200 if they contribute \$200 of their own money.

The voucher provides an incentive to support the tourism industry and to experience the great Territory lifestyle by encouraging Territorians to purchase bookable NT tourism product.

To encourage bookings in all regions Territorians who travel a little further afield were able to apply for an additional \$200 bonus claim redeemable on a \$1 for \$1 basis for those who travel over 400 kilometres to the product booked as part of a single journey (not including their return leg).

Recipient	Total
Tourism Central Australia	\$892,817
Tourism Top End	\$8,384,866
Bonus claims (various)	\$296,636
TOTAL	\$9,574,319

7. 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
Katherine Town Council	\$293,004
Tourism Central Australia (Alice Springs and Tennant Creek)	\$1,197,878
Tourism Top End	\$813,900
TOTAL	\$2,304,782

8. Industry support

University of Melbourne – this is a three year project that aims to investigate the changing face of cultural tourism in Central Australia. It will examine pathways towards sustainable Aboriginal employment in and around Uluru-Kata Tjuta National Park. Tourism NT is one of nine partners contributing to this project.

Charles Darwin University – a pilot program designed to fast track training models for tour guides in Central Australia.

Recipient	Total
Business Enterprise Centre (Darwin Region) Incorporated	\$25,000
Charles Darwin University	\$50,000
Developing East Arnhem Ltd	\$140,000
Northern Land Council	\$20,700
The University of Melbourne	\$60,000
TOTAL	\$295,700

9. Business Enterprise program

The Business Enterprise program provides funding to both Tourism Top End and Tourism Central Australia to deliver business support and growth programs for tourism businesses across the Northern Territory.

Recipient	Total
Tourism Central Australia	\$75,000
Tourism Top End	\$75,000
TOTAL	\$150,000

10. Book Now Digital Support program

The Book Now Digital Support program provides funding to tourism businesses to evaluate their online presence and make it easier for consumers to book experiences.

Recipient	Total
Agri Muster Pty Ltd	\$1,154
Barramundi Adventures Darwin	\$4,998
Central Craft	\$2,312
Chartair Pty Ltd	\$1,350
Cookes Tours	\$1,570
Darwin City Hotel	\$1,237
Davidsons Arnhemland Safaris Pty Ltd	\$2,090
Dundee Beach Holiday Park Pty Ltd	\$2,500
Earth Sanctuary World Nature Centre	\$1,952
Emu Run Experience	\$2,250
Gemtree Roadhouse and Caravan Park	\$2,125
Katherine Aviation Pty Ltd	\$1,312
Katherine Outback Experience	\$2,500
Litchfield Motel	\$1,324
Mercure Kakadu Crocodile Hotel	\$2,424
Pyndan Camel Tracks	\$2,500
Skippers at Dundee	\$1,731
Southern Cross Tours and Travel NT Pty Ltd	\$2,475
The Artist Expedition Society	\$350
Top Didj and Art Gallery	\$1,011
Uluru Audio Guide	\$1,786
Uno Management Services Pty Ltd	\$2,500
Vatap Pty Ltd	\$2,500
Walk Darwin	\$1,112
Wetland Cruises	\$2,255
Wild Honey Travels	\$2,088
Yknot Charters	\$375
TOTAL	\$51,781

11. Other grants

Recipient	Total
Various (cooperative marketing)	\$5,994,572
Tourism Central Australia (Mates Rates)	\$1,250,000
Various (Save and Learn program)	\$29,091
TOTAL	\$7,273,663

Study NT grant programs

1. International Student Wellbeing grant program

The International Student Wellbeing grant program provides funding to local businesses, student groups and other organisations to deliver events and activities that enhance the wellbeing of international students studying in the Northern Territory.

Recipient	Total
Alana Kaye Training	\$3,300
Alyson De Groot	\$10,000
Amiable Communications	\$5,400
Arafura Dragons Paddlers Club	\$8,930
Australian Red Cross Society	\$21,784
Bayside International College	\$22,360
Charles Darwin University	\$20,000
Gail Power	\$2,500
Global Cultural Exchange Company	\$10,000
Ignite Potential	\$20,000
Kindness Shake Incorporated	\$23,726
North Ayurveda	\$7,300
NT Legal Aid Commission	\$20,000
PPIA NT Incorporated	\$6,500
Topend Events and Promotions	\$9,450
Two One Mental Health Charity	\$8,820
UMNT Incorporated	\$6,580
TOTAL	\$206,650

2. Study in the NT scholarships

Study in the NT scholarships are joint scholarships with education providers for talented international students to study in the Northern Territory.

Recipient	Total
Alana Kaye Training	\$7,500
Charles Darwin University	\$6,000
International House Sydney	\$2,500
TOTAL	\$16,000

3. Other grants

Recipient	Total
International Education Associations of Australia (Council of International Students Australia Pilot Program)	\$10,000
Edified Pty Ltd (Student Sentiment Survey)	\$2,500
NT Cattleman's Association (Webinar Grant)	\$7,273
TOTAL	\$19,773



Rock art gallery tour at Ubirr,
Kakadu National Park

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