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# Tourism NT Annual Report 2021-22



**NORTHERN  
TERRITORY**  
TOURISM NT





## Purpose

The annual report of Tourism NT provides a record of performance and achievements for the 2021-22 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 2021-22 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:**  
Purple skies over Kata Tjuṯa,  
Uluru-Kata Tjuṯa National Park

**Above:**  
Swimming at Ellery Creek Big  
Hole, Tjoritja / West MacDonnell  
National Park



# Contents

<b>Letter to the Minister</b>	<b>3</b>	<b>Our governance</b>	<b>44</b>
<b>Introduction</b>	<b>4</b>	Board of Commissioners	45
From the Chair and Deputy Chief Executive Officer	4	Aboriginal Tourism Committee	49
2021-22 overview	6	Marketing Steering Committee	52
<b>About Tourism NT</b>	<b>8</b>	Finance, Risk and Audit Committee	53
Our vision	8	Accountability and standards	54
Our strategic plan	8	<b>Financial report</b>	<b>56</b>
Our structure	8	<b>Appendices</b>	<b>58</b>
Our leadership	8	Procurement contracts awarded	58
<b>Our Visitors</b>	<b>10</b>	Grant and funding recipients	60
Visitation	10	<b>Contacts</b>	<b>68</b>
Key deliverables	10		
<b>COVID-19 rebound and recovery</b>	<b>12</b>		
<b>Performance</b>	<b>16</b>		
Grow investment in the Northern Territory's remarkable assets, product and regions	16		
Strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences	21		
Through strategic marketing activities grow the value of the holiday and international student market in the Northern Territory	23		
Leverage and build events to drive visitation	32		
Develop ongoing access to and within the Northern Territory	36		
Increase recognition of the value of tourism to the Northern Territory	40		





Boat cruise, Nitmiluk National Park





## Letter to the Minister

Dear Minister

I am pleased to present you with the 2021-22 annual report on the performance and achievements of Tourism NT, which has been prepared in accordance with the provisions of section 28 of the Public Sector Employment and Management Act 1993 and section 12 of the Financial Management Act 1995.

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

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

**Shaun Drabsch**

Chief Executive Officer

Tourism NT

Department of Industry, Tourism and Trade

30 September 2022





# Introduction

From the Chair and the Deputy Chief  
Executive Officer

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2021–22 overview

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## Message from the Chair and Deputy Chief Executive Officer

It is with pleasure that we introduce Tourism NT's Annual Report for 2021-22 which details the actions undertaken to support and grow the tourism sector in this past year.

It has been a transitional year for tourism in the Northern Territory, moving through the various COVID-19 related restrictions that impacted visitation, into a period of rapid growth as borders lifted and consumers from unrestricted markets raced to book their Northern Territory holiday experiences.

Before launching into the detail of the 2021-22 year, we would like to take a moment to acknowledge two matters of importance. The first is the tourism industry's perseverance in facing and adapting to the evolving challenges. It is incredibly encouraging to see the continued resilience of our tourism operators and partners, without which, there will be no tourism economy in the Northern Territory.

Secondly, we wish to express our recognition of the immense community support we received. During the time of restricted cross-border travel, the success of Tourism NT's efforts were often dependent on Territorians travelling within the Territory and backing local businesses. The results speak for themselves and we are so humbled to see the people of the Northern Territory rally behind our tourism industry when it was needed the most.

Tourism is a critical sector to the Northern Territory economy. Return of the industry to the pre-pandemic growth trajectory is vital to delivering on income, employment, regional development and liveability objectives and is aligned to the NT Government's vision to deliver a \$40 billion economy by 2030. While it is promising to see domestic holiday visitation and expenditure levels tracking towards a strong recovery, international visitation is yet to return to pre-COVID levels.

Our focus over the past twelve months has been to drive the recovery of our visitor economy with a range of initiatives, including:

- Visitor Experience Enhancement Program
- Roadhouse to Recovery grants
- Tourism Evening Experiences grants
- International Marketing Restart grants
- Territory Tourism Voucher scheme
- Aboriginal Tourism grants
- Tourism Town Asset grants.

Important actions from the NT's Tourism Industry Strategy 2030 (Strategy) were achieved with the delivery of the final two Destination Management Plans (DMPs) for the Greater Darwin and East Arnhem Land regions, along with the launch of the Drive Tourism Strategy and the Cruise Tourism Strategy, which outline the prioritisation of investment in infrastructure and activities aligned to our 2030 objectives.

We continue to work towards our vision for the Northern Territory to be the undeniable leader in the Aboriginal tourism sector. This was reinforced with a second round of the Aboriginal Tourism grant program, Tourism NT's appointment of a Director Aboriginal Tourism, and formalisation of a new Chair and members to the Aboriginal Tourism Committee (ATC). We thank the ATC members for their service this year, and Mr Paul Ah Chee for his outstanding leadership since his appointment as ATC Chair.

Marketing the Territory this year involved being responsive with quick to market tactical marketing campaigns to drive immediate visitation to the Northern Territory when markets were impacted by interstate COVID-19 lockdowns and travel restrictions. These included a national 'Seek Different' brand campaign, drive and events campaigns, social media influencer activities and a number of cooperative partnership sales to incentivise immediate visitation.





Michael Bridge



Scott Lovett

Further marketing was undertaken to stimulate visitation recovery including a brand campaign encouraging Australians to reconnect with family and friends in the Northern Territory, and a focus on working holidays and youth markets. Tourism NT partnered with five major media production companies to distribute and showcase the Northern Territory's unique offerings across the country. With the reopening of Australia's borders to international travel, Tourism NT was ready to go, reinstating international campaigns with major trade and airline partners to increase demand, convert travel and support the re-establishment of international air routes back into the Northern Territory.

In response to workforce shortages, Tourism NT delivered a Working Holiday Maker campaign in Australia, United Kingdom and Germany to target and attract international backpackers and working holiday makers to the Northern Territory.

To continue to progress regional development, Tourism NT worked with industry and government stakeholders to drive destination development agendas set out in the six Destination Management Plans. One collaborative across Government effort of note was the result of Qantas opening its E190 staff base in Darwin, creating new Territory jobs, long-term prospects for increased flight connectivity, and economic development opportunities.

There is considerable work ahead to support tourism's rebound, with the upcoming 12 months focused on taking the Territory's domestic and global appeal to the next level through industry development activities and strengthening demand.

Sustainable tourism is at the heart of the Northern Territory's long-term goals. We are working on a range of initiatives to make it easier for our industry and consumers to make sustainable choices, contributing to the Government's net zero by 2050 target, an important commitment to our collective future.

We will continue to support industry towards the Tourism 2030 objectives through the implementation of targeted grant programs to improve the visitor experience and drive the implementation of Tourism NT's suite of strategies and plans.

It is heartening to see the benefits of tourism recovery starting to be felt across our industry and regions, with government and industry working collectively to ensure the Territory emerges from the economic hardship of COVID-19 as quickly as possible. Our sector is once again gaining momentum and our 2030 target of a \$3.01 billion visitor economy is still well within our sights. Our recovery is in progress, our strategic actions are in place and we are moving forward.

We sincerely thank all staff and Tourism NT's Board of Commissioners for their effort and passion in leading the recovery of the Northern Territory's tourism industry.

It may have been a turbulent year, however with the continuous support of our industry partners, people and visitors, not only is the future bright, it is also more resilient with some exciting plans ahead.



**Michael Bridge**

Chair, Board of  
Commissioners

30 September 2022



**Scott Lovett**

Deputy Chief Executive Officer  
Department of Industry,  
Tourism and Trade

30 September 2022



# 2021-22 Overview



**1.31m**

▲ 6%

Total visitors



**\$2.15b**

▲ 46%

Overnight spend



**1,642**

▲ 37%

Average spend per trip



**694,000**

▲ 14%

Domestic holiday visitors



**\$1.1b**

▲ 55%

Domestic overnight holiday spend



**\$1,603**

▲ 37%

Domestic holiday average spend per trip

## Social media – Consumer



**378,962**

▲ 4%\*

Northern Territory – Australia  
@northernterritoryaustralia  
Facebook followers



**378,942**

▲ 10%

@NTaustralia  
Instagram followers



**14,787**

▲ 18%

@NT\_Australia  
Twitter followers

## Social media – Corporate



**20,375**

▲ 20%

Tourism NT  
@TourismNorthernTerritory  
Facebook followers



**10,053**

▲ 14%

Tourism NT  
LinkedIn followers

## Participation in Aboriginal cultural activities during trip



**31%**

Interstate holiday visitors



**8%**

Intra-Territory holiday visitors

\*Domestic only









# About Tourism NT

[Our vision](#)

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[Our strategic plan](#)

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[Our structure](#)

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[Our leadership](#)

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## Our vision

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

As one of the Territory's largest employing industries, estimated to have employed 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 strengthening the Territory economy.

## Our strategic plan

Tourism NT's activities throughout 2021-22 were guided by the NT's Tourism Industry Strategy 2030 (Strategy). The Strategy, released in 2019, set 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 take into consideration the current operating environment, and refresh priorities and actions to ensure alignment to achieving the 2030 target.

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

Six priority objectives are identified in the strategy:

- grow investment in the Northern Territory's remarkable assets, product and regions
- strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences
- through strategic marketing activities grow the value of the holiday and international student 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:

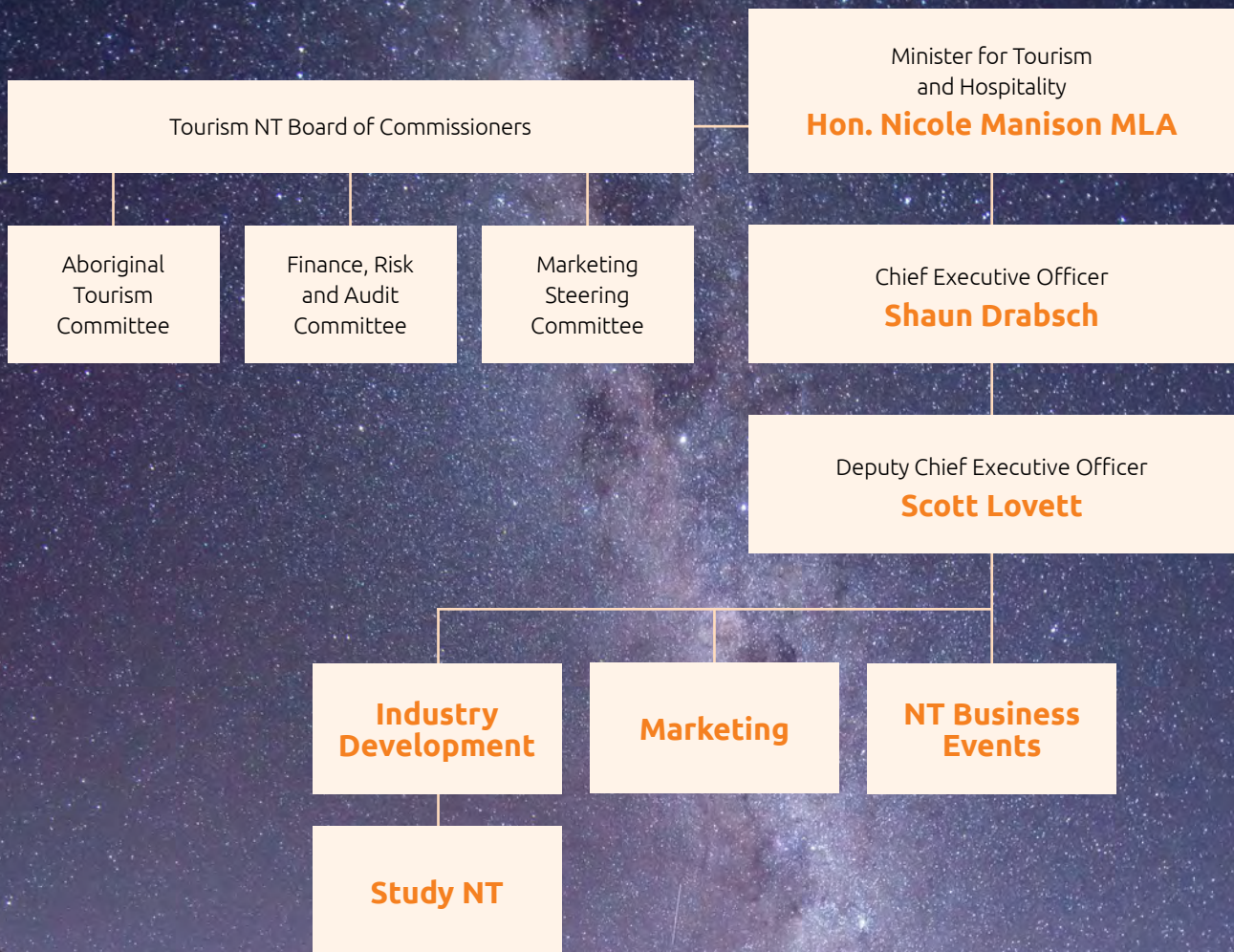
- marketing the Northern Territory as a desirable destination
- encouraging and facilitating the sustainable growth of the tourism industry in the Northern Territory
- advising the Minister on all matters relating to tourism in the Northern Territory.

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

## Our leadership

As at 30 June 2022, Tourism NT's strategic direction and objectives were guided by the Minister for Tourism and Hospitality, the Hon. Nicole Manison MLA; the Board of Commissioners, chaired by Michael Bridge; and the Aboriginal Tourism Committee. Reporting to the Chief Executive, the Deputy Chief Executive Officer is responsible for implementing the strategic direction set by the Board and managing the day-to-day operational, administrative and marketing functions of Tourism NT.









# Our Visitors

## Visitation

### Key deliverables

### Regional holiday visitor snapshot

## Visitation

Total domestic and international overnight visitation to the Northern Territory increased by six percent to 1.31 million for 2021-22. Visitors spent an estimated \$2.15 billion, up 46 percent (\$673 million) more than in 2020-21, illustrating that the NT is starting to recover from the devastating impacts of COVID-19 on the tourism industry which impacted across the globe.

After two years of varying federal and state based restrictions, the freedom to travel was restored with the opening of the Northern Territory borders on 20 December 2021 to fully vaccinated interstate travellers and Australia's international border re-opening on 21 February 2022.

Due to the lack of departing international travellers to survey over the pandemic, data collection by Tourism Research Australia for the International Visitor Survey temporarily ceased from the end of March 2020 until March 2022. Full recovery of international visitation to pre-COVID-19 levels is expected to be slow due to a lack of consumer confidence in travelling long-haul, high costs of air tickets and lead-times in re-establishing distribution mechanisms. The geo-political instability surrounding the Ukraine-Russia conflict has also affected demand for travel from source markets in Europe, as well as global supply chain impacts on consumers by way of rising costs.

Holiday travel during 2021-22 comprised 55 percent of all trips, totalling 715,000 holiday visitors, up 17 percent, with expenditure increasing 58 percent to \$1.13 billion. Holiday travel is the primary target of Tourism NT's marketing and promotional activity and therefore the following section reports on the performance of the holiday market.

Victoria was the main source market with 110,000 holiday visitors, New South Wales was the second largest source market with 83,000 holiday visitors, followed closely by Western Australia at 70,000, then Queensland (64,000) and South Australia (63,000). Domestic holiday visitation was driven by the interstate market, which rose 64 percent to 397,000 holiday visitors, while intra-Territory holiday visitors declined

19 percent to 297,000. Domestic holiday visitors spent \$1.11 billion in the Territory during 2021-22, an increase of 55%.

Holiday visitors increased in the Top End, up 19 percent to 547,000, while holiday visitation to Central Australia increased 10 percent to 202,000.

Looking in more detail at the regions, the Katherine Daly region experienced growth of 38 percent to 192,000 holiday visitors. The Greater Darwin region showed visitation growth of 26 percent to 397,000 and the Kakadu Arnhem region experienced an increase in holiday visitors to 120,000. The Lasseter region, which includes Uluru, experienced a 46 percent increase in holiday visitation to 156,000 visitors despite air access being constrained due to limited flights. Alice Springs MacDonnell region also had an increase in holiday visitors, up 18 percent to 110,000. Barkly was the only region that showed a decline in holiday visitors to 34,000.

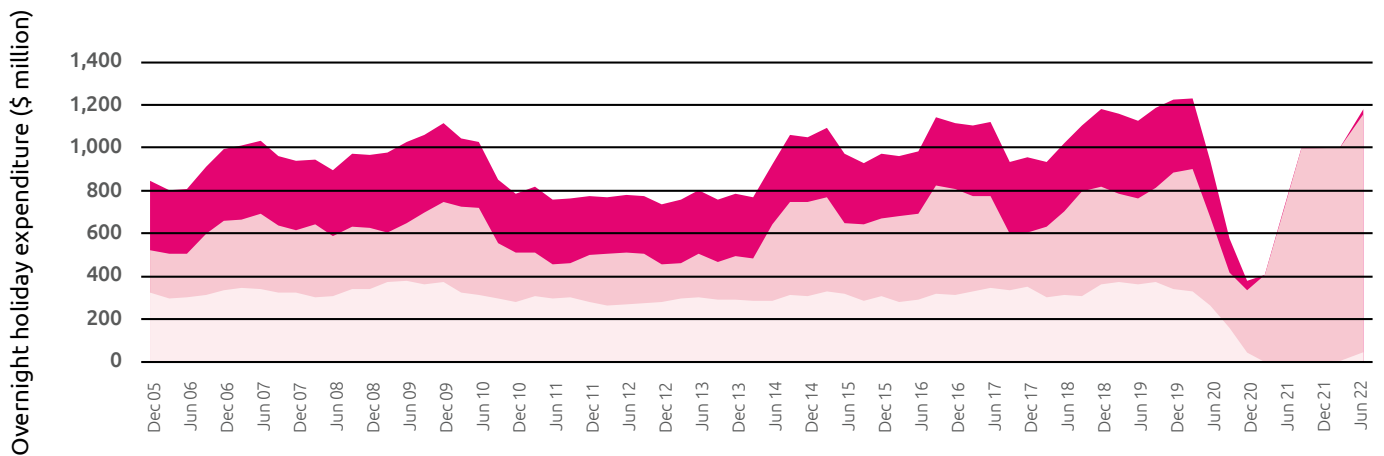
## Key deliverables

	2021-22		% Achieved (estimate)
	Budget	Actual	
Holiday visitors			
Intra-Territory	280,000	297,000	106%
Interstate	173,000	397,000	229%
Holiday visitor expenditure			
Intra-Territory	\$144 m	\$170.7 m	119%
Interstate	\$253 m	\$942.1 m	372%

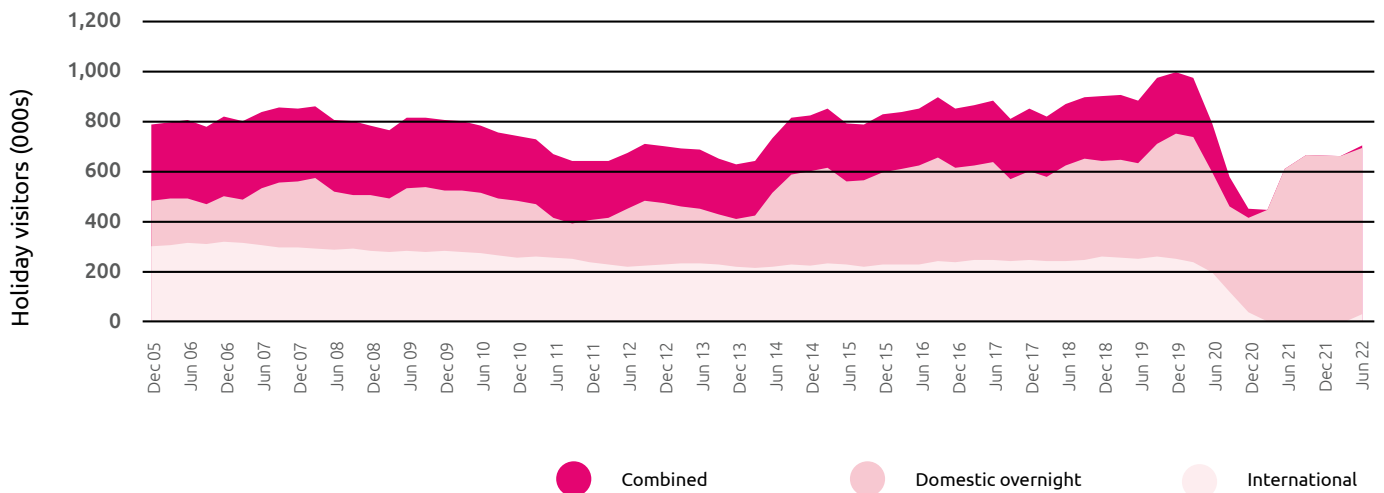
During the pandemic Tourism NT temporarily adjusted its key deliverables to refocus on domestic markets only, as the closure of Australia's international border resulted in the previous deliverable around international visitation no longer being meaningful. From 2022-23 Tourism NT will revert to its previous key deliverables, namely domestic and international holiday visitors and holiday expenditure.



## Holiday visitor expenditure



## Holiday visitors



Combined



Domestic overnight

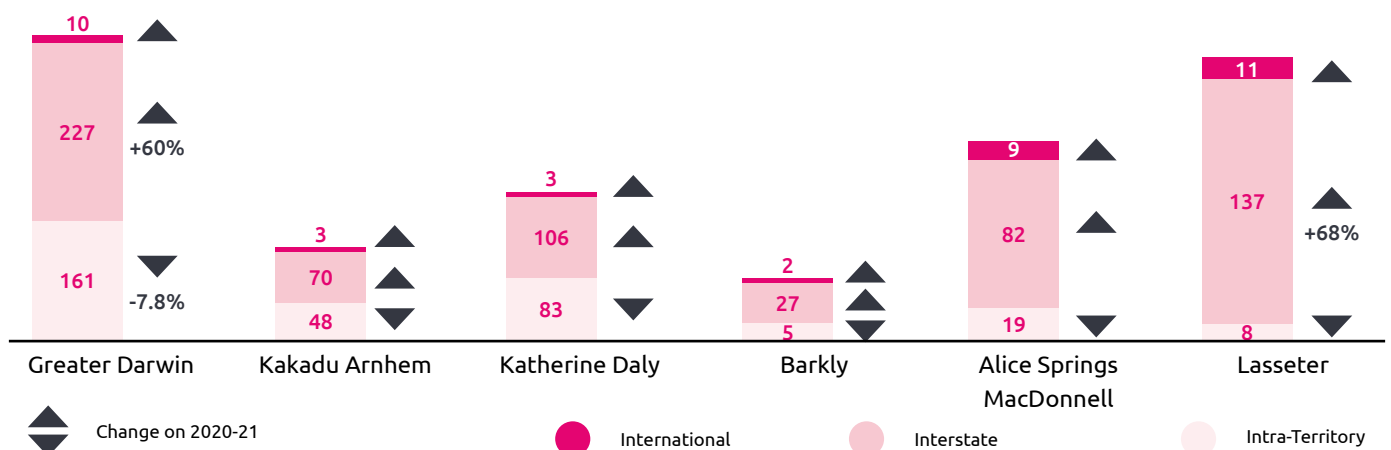


International

2021-22 holiday visitors ('000s)

## Regional holiday visitor snapshot

Visitors to NT tourism regions by origin



Note: International Visitor survey ceased from end of March 2020 until March 2022.



# COVID-19 rebound and recovery

After a difficult 2020 calendar year, the 2021 peak tourism season provided some hope that the worst of COVID-19 impacts were over, however snap lockdowns in Darwin and Alice Springs in June and August 2021 resulted in waves of mass booking cancellations and disrupted travel plans. This was followed by the Northern Territory Government's declaration of COVID-19 hotspots for major tourism source markets such as Greater Sydney, Victoria, Brisbane and Adelaide, at various times throughout the remainder of 2021. In recognition of the difficult environment for tourism businesses due to the lack of interstate visitors, Tourism NT implemented a tactical marketing campaign to drive intra-Territory visitation and delivered Round 4 of the Territory Tourism Voucher scheme. This initiative worked in tandem with other Northern Territory Government programs to support the sector, including the Visitation Reliant Support Program and Tourism Survival Fund.

The Northern Territory Government supported the sector to bounce back from the impact of COVID-19 by partnering with industry, prioritising product development and encouraging travellers to visit the Territory. As part of the Northern Territory Government's Tourism Comeback Plan, a suite of measures were implemented to boost visitation and stimulate the local economy, including a \$5 million NT Summer Sale interstate incentive scheme and \$1 million to promote the Red Centre.

## 'Quick to market' campaigns – COVID-19 recovery activities

In response to ongoing COVID-19 outbreaks in southern Australia that were affecting leisure visitation to the NT in the second half of 2021, a number of tactical marketing campaigns were implemented to drive immediate visitation to the Northern Territory. Campaigns included the delivery of a national 'Seek Different' brand campaign and sector specific drive and events campaigns to further appeal to the domestic travel market and generate significant immediate demand for the Territory.

Three national campaigns were brought forward from their initial start dates and ran from August to October 2021. The campaigns targeted domestic travel intenders in unaffected COVID-19 areas, such as QLD and WA, and had the flexibility and ability to target Victoria, NSW and SA as restrictions were lifted in those states.

The 'Seek Different' campaign was designed to create a point of difference for the destination and emotionally connect to consumers' individual needs. To generate significant awareness it was advertised on television, digital channels, in cinemas and on social media. To appeal to domestic travel intenders

interested in road trips, the 'Nothing like your normal road trip' drive campaign was designed to inspire Australians to fly-drive or self-drive on their next holiday to the Territory.

An events campaign promoted events held in August and September and directed target audiences towards the events page on [northernterritory.com](http://northernterritory.com) via a digital media buy. The campaign showcased the Beer Can Regatta, Darwin Laksa Festival, Million Dollar Fish, National Aboriginal Torres Strait Islander Art Awards, Red CentreNATS, Alice Springs Desert Festival and Desert Mob.

To generate further visitation to the Northern Territory during this period, cooperative sales campaigns with Experience Oz, Britz, Holidays of Australia, Imagine Holidays, Webjet and Luxury Escapes were implemented. The quick to market campaigns delivered significant awareness for the Territory and drove over 10,000 visitors to book their Northern Territory holiday.

## Territory Tourism Voucher scheme round 4

The Territory Tourism Vouchers were back for the 2021-22 year, with Round 4 occurring from 4 October 2021 to 31 January 2022. The scheme offered travel vouchers valued at up to \$200, redeemable on a dollar for dollar basis, which could be used on tourism experiences in the Top End, Red Centre, Katherine and Barkly regions.

The voucher provided an incentive to support the tourism industry and experience the Northern Territory's great lifestyle, by encouraging Territorians to purchase bookable tourism products. The voucher scheme was delivered in partnership with Tourism Top End, Tourism Central Australia and Katherine Visitor Centre (Katherine Town Council). The vouchers were able to be used on multiple tourism experiences, if booked in the one transaction, with any unused funds returned to the funding pool for Territorians on the waitlist.

To encourage bookings in all regions and spread the economic benefit, Territorians who travelled further afield were once again able to apply for an additional \$200 bonus claim, redeemable on a dollar for dollar basis for those who travelled 400kms or more to the product booked as part of a single journey.

Round 4 of the Territory Tourism Voucher initiative involved the redemption of 22,939 vouchers and generated nearly \$9 million in gross sales to Territory operators, from a total of \$3.5 million invested.





## COVID-19 tourism operator call-out

Tourism NT reached out to Northern Territory tourism businesses in a COVID-19 industry call-out in September 2021, to check in to see how businesses were holding up through the crisis and to understand what potential supports may be needed by businesses in the future. In addition, the calls provided an update to tourism businesses in the Northern Territory on the range of support packages available from the Northern Territory Government. The information provided focused on the two new tourism support packages available at the time to businesses: the Tourism Survival Fund and Visitation Reliant Support Program. Information about round 4 of the Territory Tourism Vouchers was also provided and businesses were asked if they experienced challenges in relation to staff retention, staff shortages, skills shortages and attracting skilled workforce. Their responses were captured in a survey format.

The activity was conducted over a two week period in September 2021 with a total of 542 businesses telephoned or emailed. The call-outs connected with 309 businesses and a total of 274 tourism businesses participated in the survey. Top line results showed that 8 percent of contacted tourism businesses had suspended operations, with Top End businesses more likely to have suspended their operations (9 percent) than those in the Centre (5 percent). One percent of businesses in both the Top End and Centre had closed and were not planning to reopen in 2022.

Survey results showed that awareness of round 4 of the tourism vouchers was high at 80 percent. Operators in the Top End were more likely to be aware at 87 percent, compared to 65 percent in the Centre. Awareness of support packages available across the Territory was at 70 percent, with operators across both the Top End and Centre having similar levels of awareness of the packages available.

## Out of 274 operators surveyed



**22**

Operators suspended operations



**112**

Operators had issues with staff retention



**124**

Operators experienced staff shortages



**81**

Operators limited their operating hours due to staffing issues



**120**

Operators had trouble attracting skilled staff



**58**

Operators needed help with training staff

Source: Survey data

# Tourism comeback plan



## \$5 million interstate incentive scheme – NT Summer Sale

The NT Summer Sale returned in 2021-22 following a successful first year of the program. As state border closures continued to weigh on consumer travel confidence to plan and book a holiday, it was essential for Tourism NT to incentivise demand over the summer period. The timing of the sale capitalised on consumer trends showing increased searches for holidays to the Northern Territory, research indication of pent up travel demand and the need to drive visitation over the Territory's traditional low tourist season.

From 1 October 2021 – 31 March 2022, Tourism NT partnered with mainstream Australian shop front retailers Holidays of Australia (NT Now) and Helloworld Travel (Viva Holidays) to deliver the \$5 million NT Summer Sale campaign. The campaign offered fully vaccinated consumers \$200 off for every \$1,000 spent on a Northern Territory booking made through the campaign partners (up to a maximum of \$1,000 discount). Discounts were valid on eligible flights, accommodation, tours, attractions or hire vehicles.

The campaign ran nationally, targeting areas that were not COVID-19 hotspots, with flexibility for adjustments throughout the campaign period as hotspots were lifted. Industry were encouraged to get involved by downloading the Industry Toolkit to access campaign materials for use in their own promotions.

To encourage agents to sell as many Northern Territory holidays as possible an incentive was offered, with every eligible booking made by an agent delivering an entry into a draw to win one of fifteen Northern Territory prize packages valued at \$5,000 each. Overall the NT Summer Sale delivered over \$4.9 million in Northern Territory booking value.

The reduced eligibility for the scheme and reduced number of travel partners willing to be involved given the additional complexity of the incentive were contributing factors in the reduced sales compared to 2020-21.



## \$1 million to promote the Red Centre

The \$1 million allocation to promote the Red Centre as part of the Northern Territory Government's Tourism Comeback Plan supported the region through the promotion of compelling packages and reasons to include more of the Red Centre as part of the Territory itinerary. Activities included:

- a dedicated national media focus of road trips to and around the Red Centre and events including Parrtjima, Desert Mob, Desert Song Festival and West Macs Monster
- media partnerships with 'Year 13' to encourage young Australians to apply for jobs and explore the Red Centre, Network 10's 'The Living Room' and publication network 'Mamamia' showcasing Red Centre tourism operators and experiences
- dedicated cooperative sales partnerships with AAT Kings and NT Now promoting Red Centre travel packages
- a major social media influencer activation promoting the Red Centre.





### Roadhouse to Recovery Round 2

The Northern Territory Government announced a \$5 million investment in the second round of Roadhouse to Recovery, providing remote and regional Territory roadhouses, wayside inns and caravan parks up to \$150,000 to improve their visitor experience. For each \$1 invested by a tourism operator, the government agreed to fund \$3, up to a maximum of \$150,000, to support the enhancement of drive market infrastructure.

The Roadhouse to Recovery grant program was developed to improve the on-ground drive visitor experience in the Northern Territory and encourage visitors to stay in remote regions longer.

A total of 39 remote roadhouses, wayside inns and caravan parks across the Territory collectively received \$4.9 million to upgrade their facilities. The Northern Territory Government invested more than \$3.5 million for 28 projects in the Top End, and more than \$1.3 million for 11 projects in the Territory's Central region. Operators committed to invest more than \$3.4 million\*, with the program forecast to generate more than \$8.4 million of work for local tradespeople and businesses.

\*Note: Final operator investment in their project will only be known at project acquittal.

### International Restart Support Fund

Tourism NT recognised the importance of tourism businesses getting back into the international market once international borders reopened. Due to COVID-19, international tourist numbers across Australia declined and the need to re-establish Northern Territory brand awareness is key to returning international visitors.

The Northern Territory Government provided a marketing support fund opportunity for Territory tourism businesses to undertake international promotional and marketing activities between March and 30 June 2022. Support was provided in 3:1 grant funding to 16 businesses across the Northern Territory to implement an export plan, launch international online campaigns or undertake in-market visits to support the reopening or retargeting of international markets.



# 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, products and regions

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

Through strategic marketing activities grow the value of the holiday and international student 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.

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

### Highlights

More than \$1.5 million in grant funding awarded to 54 Territory businesses through round 5 of the Visitor Experience Enhancement Program, with businesses providing a matched cash co-contribution to upgrade and improve their visitor experiences

Delivered the final two Destination Management Plans (DMPs) for the Northern Territory, being the Greater Darwin region and East Arnhem Land region DMPs

\$4.9 million awarded to 39 remote roadhouses, wayside inns and caravan parks across the Territory through round 2 of the Roadhouse to Recovery grant program which assisted businesses to upgrade facilities to improve the drive visitor experience

Initiated a facilitated tourism sector forum at Yulara for operators in the Lasseter region to discuss key issues

More than \$800,000 in funding awarded as part of the Territory Government's Tourism Town Standards Asset Program to assist regional councils to upgrade streets and visitor centres to improve the visitor experience

Supported 216 operators through the Tourism Business Development Program's seven pillar framework. In addition, 14 industry initiatives were delivered that supported 168 operators

More than \$168,000 in funding was awarded to Territory tourism operators to develop new evening attractions, supporting Northern Territory operators to develop new and/or seasonal tourism offerings that deliver tourism benefits to the regions



## Destination Management Plans

DMPs are informative documents for regional stakeholders to guide management and investment decisions within the destination over a ten year timeframe. There are six DMPs covering the Northern Territory underpinning a holistic approach to tourism growth, future development and investment as we head towards 2030, enabling a coordinated approach to tourism between business, government, the tourism industry and communities.

During the 2021-22 financial year, Tourism NT released both the East Arnhem Land region DMP and the Greater Darwin region DMP.

Tourism NT tasked the regional economic development company, Developing East Arnhem Limited, with developing the East Arnhem Land region DMP in consultation with stakeholders. The East Arnhem Land region DMP actions will be overseen by a project implementation team including representatives from Tourism NT, Developing East Arnhem Limited, regional tourism organisations, land councils and regional stakeholders.

The Greater Darwin region DMP marked the final DMP for the Northern Territory and covers an area of 30,000 square kilometres. More than 60 stakeholders participated in development of the DMP, with consultation taking place across the Tiwi Islands, Palmerston, Coomalie and Darwin regions.

Tourism NT continued working with project implementation teams on the implementation of DMPs for the Big Rivers region and three Central Australia regions of Alice Springs and MacDonnell Ranges, Lassetter and Barkly. 2021 annual report cards were delivered for all four regions highlighting key activities and achievements and measuring progress against objectives.

## Tourism Business Development Program

Tourism NT's Tourism Business Development Program (the program) was developed in 2019 to assist tourism businesses to grow and improve their effectiveness in an ever-changing marketplace. The first two years of the program coincided with COVID-19, which impacted key outcomes. In 2022 delivery pivoted towards targeted support programs to assist the tourism industry to recover from the effects of the pandemic.

Tourism NT, in partnership with the Regional Tourism Organisations (RTOs) supported 216 operators in accordance with the program's seven pillar framework. In addition, 14 industry initiatives were delivered that supported 168 operators. The Territory's two RTOs, Tourism Top End and Tourism Central Australia, each received \$75,000 in funding to continue the co-delivery of the program.

To address tour guide shortages, Tourism NT collaborated with Charles Darwin University to deliver a \$120,000 Tour Guide Ready Program to train more guides. A total of 36 new tour guides completed the five week intensive course (14 in the Top End and 22 in Central Australia). In March 2022, a second tour

guide program was launched, the Express Tour Guide Ready Program, which subsidised key tour guide training costs for operators who conduct tours in Kakadu National Park.

A Tourism Support Guide 2022-23 was completed and a PowerApps portal was developed to streamline data collection, identify industry gaps and improve functionality of the program.

## Visitor Experience Enhancement Program (VEEP) Round 5

The Northern Territory Government funded a fifth round of VEEP grants in 2021-22. VEEP provides tourism businesses with matched funding to undertake projects that will improve visitor experiences through upgrades or improvements, and in turn attract positive online reviews and recommendations. Overall, the program has provided more than \$7.5 million to 293 businesses through five funding rounds and has attracted more than \$17.6 million in private investment.

Projects funded in Round 5 include, in Central Australia, improvements to the pool and camp kitchen at the Heritage Caravan Park and upgrades to the Todd Tavern. In the Top End, local and visitors will enjoy better seating and shade at the Tiwi Islands Welcome Centre and upgraded displays at the Katherine Museum.

## Tourism Evening Experiences Program

The DMPs in place across the Northern Territory highlight the need to further develop night time tourism experiences and extend the breadth of experiences available, increase length of stay and support regional dispersal. A Tourism Evening Experiences Program was developed to assist industry with grants to deliver these new experiences.

More than \$168,000 in funding was awarded to Territory tourism operators through the program. Examples of new experiences funded include Cooina Lodge at Kakadu to develop a Kakadu Dining under the Stars experience, a twilight tour of the Old Gaol's dark history at the Women's Museum of Australia in Alice Springs and a new evening show 'A Day in the Life of a Ringer' at Yarraman Territory in Virginia.

## Tourism Town Standards Asset Program

To assist regional and town councils in undertaking projects that improve the visitor experience, the Northern Territory Government funded the Tourism Town Standards Assets Program (TTSAP). The TTSAP was designed to focus on enhancing and improving thoroughfares and central public facilities to create welcoming public spaces across the Territory's regions.

Ten projects across the Territory received a share of more than \$800,000 in funding, including Welcome to Country and interpretive signage for the Tiwi Islands, the Endeavour Square Project in Nhulunbuy, an information kiosk in Batchelor, and a public art display for a roundabout in Alice Springs.



### **Turbocharging Tourism upgrades: Hermannsburg Historic Precinct and Tennant Creek**

Stage 1 works funded under the Northern Territory Government's Turbocharging Tourism investment were completed at the Hermannsburg Historic Precinct, including building, landscaping and water tank upgrades and contemporary interpretation displays portraying the rich history and stories of the Lutheran Mission and local Arrernte people.

A tender was awarded for stage two upgrades to the Hermannsburg Historic Precinct. Funded with \$1.55 million from the Australian Government, this stage includes more building and restoration, design, interpretation and infrastructure works and is due for completion in November 2022.

In Tennant Creek, Tourism NT continued to work with stakeholders to implement the \$5.5 million Turbocharging Tourism project, with the streetscape design near completion and due for tendering in November 2022. Kunjarra (The Pebbles) civil works have been completed including site carpark upgrades and amenities restoration.

### **Kakadu**

After several years of consultation, the Kakadu Tourism Master Plan 2020 -2030 was released in 2021 with implementation managed by Parks Australia. Tourism NT is a stakeholder to the Plan's delivery and continues to focus on forward planning for tourism in Kakadu National Park. Tourism NT has been consulted by Parks Australia consultants on the design brief for the World Heritage Visitor Centre in Jabiru and a mountain bike plan.

The departments of Infrastructure, Planning and Logistics; Chief Minister and Cabinet; Industry, Tourism and Trade; and Parks Australia meet regularly to ensure major visitor nodes within the Park open as soon as possible for the tourism season, and to ensure systematic roll out of identified actions from the Tourism Master Plan, Kakadu Roads Strategy and the Australian Government's \$351 million commitment to the future of Kakadu and Jabiru.

Tourism NT makes submissions regarding tourism in Kakadu through Alistair Shields, the Northern Territory Government representative to the Kakadu Board of Management and through the Kakadu Tourism Consultative Committee (KTCC) which meets four times a year. KTCC meetings involve information sharing, presentations and an opportunity for input on issues from tourism operators in Kakadu National Park.





Guide with students at Simpsons Gap

## Education tourism sector

Tourism NT worked 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.

Tourism NT supported the sector through the NTLA Save and Learn funding program, incentivising schools to hold their excursions in the Northern Territory. In 2021-22, 31 school groups travelled to the Northern Territory through the program, and on average, each school group brought 40 students. The average spend per excursion in 2021-22 was \$99,470.

COVID-19 continued to present multiple issues for the education tourism sector throughout the year, and resulted in the cancellation of many groups who had intended to visit. Tourism NT worked closely with local and interstate operators, NT Department of Health and other state and territory governments to problem solve and alleviate concerns in this sector as much as possible.

## Distribution Development

To connect tourism operators to new trade distribution partners and build bookable itineraries, Tourism NT hosted 15 product managers from various travel wholesalers and online travel agencies in both the Top End and Red Centre. The familiarisation programs aimed to introduce new, emerging and existing products to be included in distribution chains.

Tourism NT identified product and packaging gaps for tourism operators in the Northern Territory and facilitated two separate workshops in Alice Springs and Darwin to support and enable tourism operators with the themes of 'Adapt your product for distribution' and 'Price your product for sustainability and growth'.

In an effort to develop industry digital sales and distribution capability for Territory tourism businesses, Tourism NT provided grant funding to support 10 accommodation businesses to implement booking systems. Additionally Tourism NT supported the online booking capability for seven Aboriginal tourism businesses through the Book Now for Aboriginal Tourism Businesses grant program.

To build tourism business capability, Tourism NT facilitated a Digital Restart Blitz hosted by Tourism Tribe, encouraging businesses to obtain booking systems, increase online presences and enhance the customer journey.

Full details of grant recipients are available in the appendices.



## Forward focus

Reviewing and updating the NT's Tourism Industry Strategy 2030 to ensure it reflects the impacts and opportunities borne by COVID-19 as well as changes to Tourism NT's structure

Continuing to facilitate the coordinated delivery of the 10 year DMPs for the six tourism regions across the Northern Territory

Delivering targeted grant programs to enhance destination and product offering for visitors across all regions including Tourism Town Assets, Tourism Evening Experiences, Roadhouse to Recovery, Sustainability and Accessibility grants

Supporting the re-development of visitor information facilities in Tennant Creek and Alice Springs, as well as investigating the feasibility of potential new visitor information facilities at Yulara

Increasing the support to interstate school excursions through the NT Save and Learn program

Continuing implementation of the recommendations of the independent Turbocharging Tourism review

Working with industry to enhance the Territory's accessible product offering and promote the Territory as an inclusive and accessible destination

Delivering a tiered program of support to assist operators to progress through distribution development opportunities for their business

Partnering with industry and key stakeholders to facilitate the funding and development of priority projects identified in DMPs, Drive Tourism Strategy, Aboriginal Tourism Strategy, Cruise Tourism Strategy and Long-term Business Events Strategy

Working with stakeholders to finalise delivery of stage two of the \$5 million Turbocharging Tourism project at Hermannsburg Historic Precinct, with the completion of upgrades and restoration of historic buildings and interpretation works



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

## Aboriginal Tourism Committee

Established in 2020, the Aboriginal Tourism Committee (ATC) strengthens Aboriginal representation and advocacy of the Northern Territory's Aboriginal tourism sector. Reporting to the Tourism NT Board of Commissioners, the ATC plays a key role in guiding the implementation of the Northern Territory's Aboriginal Tourism Strategy 2020-2030 to support the development of a sustainable Aboriginal tourism sector over the next 10 years. The ATC contributes to developing a prosperous Aboriginal tourism sector across the Northern Territory, enabling individuals to create meaningful employment and business opportunities while maintaining and sharing Aboriginal cultural heritage.

In November 2021, the Minister for Tourism and Hospitality appointed five new ATC members including a new Chair, Mr Paul Ah Chee. The ATC engaged in six meetings, consultation and workshop sessions throughout the financial year to provide advice on strategic policy and initiatives including the City of Darwin's tourism vision and Discover Darwin website, the NT Parks Masterplan and commencing work to develop an Aboriginal Tourism Cultural Framework. In June 2022, the ATC presented on its work at the Australian Indigenous Tourism Conference held in Cairns.

## Aboriginal Tourism Grant Program Round 3

The Northern Territory Government funded a third round of the Aboriginal Tourism Grant Program which supported Aboriginal owned (greater than 50% Aboriginal owned) and operated businesses and organisations who had a significant Northern Territory tourism focus.

Priority was given to applications that met the activities or outcomes identified in the Northern Territory Aboriginal Tourism Strategy 2020-2030 and the NT's Tourism Industry Strategy 2030. Grants supported tourism enhancement infrastructure upgrades and tourism planning and interpretation development projects.

A total of \$201,265 in grant funding was awarded to 12 businesses to develop and enhance Aboriginal tourism interests and products across the Northern Territory. Grant funding was provided to 10 businesses and organisations from the Top End in the amount of \$164,944, with two businesses from Central Australia awarded a total of \$36,321.

Full details of funded projects are available in the appendices.

## Highlights

Released the first Northern Territory Aboriginal Tourism Strategy 2020-2030 annual report card

The Aboriginal Tourism Committee welcomed a new Chair, Mr Paul Ah Chee, and four Committee members

Aboriginal owned and operated businesses and organisations received a total of \$331,871 from Tourism NT grant funds. This included the Aboriginal Tourism Grant Program round 3, which provided \$201,265 to 12 Aboriginal owned and operated businesses to develop and enhance their tourism interests and products

Released an Aboriginal Tourism Businesses in the Northern Territory Factsheet, which provides insight into the value of Aboriginal tourism including the number, location and employment levels of Aboriginal businesses as at June 2021

A dedicated Director Aboriginal Tourism was appointed in November 2021

## Inaugural Aboriginal Tourism Forum

The Northern Territory's Aboriginal Tourism Strategy 2020-2030 recommends an annual forum to improve awareness, knowledge and participation of the Aboriginal tourism sector. The Northern Territory's inaugural Aboriginal Tourism Forum (Forum) was planned for April 2022, however was postponed at the request of the ATC due to ongoing COVID-19 restrictions. The Forum is now planned for the end of 2022.

## Performance

### Industry support

Tourism NT provides ongoing support to Aboriginal tourism operators with respect to planning, funding, operations and skills development, utilising data and insights obtained through the Business Enterprise Program and assistance of inter-agency government stakeholders. Tourism NT supported Aboriginal tourism operators to access both government and non-government grant programs, including submissions to the Central Land Council to access funds from the Aboriginal Benefit Account NT Indigenous Economic Stimulus Package.

In addition to the Aboriginal Tourism Grant Program, the Book Now for Aboriginal Tourism Businesses grant program supported the development of online booking capability for seven Aboriginal tourism businesses from Papunya, Ntaria, West MacDonnell Ranges, Tanami, Alice Springs, Kakadu and Darwin, valued at \$22,215.

During 2021-22, Aboriginal owned and operated businesses and organisations received a total of \$331,871 from Tourism NT grant funds (including the Aboriginal Tourism Grant Program Round 3, Book Now for Aboriginal Tourism Businesses grant program, Roadhouse to Recovery round 2 and VEEP round 5).

### Aboriginal tourism sector data

Tourism NT continues to promote an understanding of Aboriginal tourism business counts by working with the Australian Bureau of Statistics and making administrative improvements in data collections to further an understanding of the Aboriginal tourism sector in the Northern Territory. In June 2021, there were 143 Aboriginal tourism businesses in the Northern Territory. This work has received national interest from Tourism Research Australia and other State and Territory tourism organisations, with the Northern Territory being the first to develop a methodology and partner with the Australian Bureau of Statistics in publishing Aboriginal tourism business count results.

In addition, Tourism NT has championed data collection through Tourism Research Australia's (TRA) international and domestic visitor surveys (IVS/NVS) to broaden Aboriginal visitor experiences captured in these surveys from three experience types to seven, from March 2022. This improvement will ensure the diversity of the Aboriginal experiences on offer is captured in national data collections.

### Marketing

Each of Tourism NT's campaigns represent and showcase the Northern Territory's distinctive Aboriginal culture through events, experiences and attractions.

Tourism NT's 'Seek Different', events and drive awareness campaigns specifically promote the Territory's leading Aboriginal cultural experiences to a national audience throughout the year via television, cinema, out of home, digital channels, print and social media. Public relations and cooperative marketing activities are used to further promote Aboriginal tourism and generate preference for the Northern Territory as the leading destination that allows travellers to connect with Aboriginal culture.

This holistic marketing focus led to an increase in consideration for the Northern Territory being a place to connect with Aboriginal culture, with a score of 8.03 (out of 10) as measured via the Market Tracking Survey.

## Forward focus

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Provide secretariat support to the ATC

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Produce two Aboriginal tourism business case studies to showcase and encourage Aboriginal entrepreneurs and communities to consider tourism opportunities, as well as provide business development information

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Establish a dedicated Aboriginal Tourism Forum

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Develop an Aboriginal cultural knowledge awareness toolkit for the tourism industry

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Delivery of an expanded Aboriginal Tourism Grant Program to enhance the offerings of Aboriginal tourism businesses

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Support the development and implementation of the National Indigenous Australians Agency's National Indigenous Tourism Mentoring Program within the Northern Territory

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Deliver and implement an Aboriginal cultural tourism framework to support the ongoing development and investment in Aboriginal tourism sector development

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In partnership with the National Indigenous Australians Agency, progress identified Indigenous Tourism Fund co-investment opportunities

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Continue to work with Tourism Australia in strengthening the Northern Territory's Discover Aboriginal Experiences

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Continuing to showcase Aboriginal culture through marketing activities that position the Northern Territory as the premier destination for authentic Aboriginal cultural tourism experiences

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Continuing to support development of the National Aboriginal Art Gallery in Alice Springs

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Collaborate with the ATC to lead a Northern Territory delegation to the 2023 World Indigenous Tourism Summit

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

## Highlights

Implemented a number of tactical marketing campaigns to drive immediate visitation to the Northern Territory. Campaigns included the delivery of a national 'Seek Different' brand campaign, drive and events campaigns, social media influencer activities and a number of cooperative partnership sales to incentivise immediate visitation

Stimulated visitation recovery by developing a national brand campaign encouraging Australians to reconnect with family and friends in the Northern Territory

Hosted the 2022 Symposium for Leading Education Recruitment bringing together international education agents and industry which included coordinating and hosting a three-day Top End familiarisation tour and a Territory international education and training showcase

Delivered campaigns focused on drive, events, tour promotion, working holidays, international students and youth to create further demand

Partnered with six major media productions including The Bachelor, The Living Room, The Today Show, Studio 10, Reel Destinations and Mamamia to distribute the Northern Territory's unique offerings in an engaging manner to a mass audience

Reinstated international marketing campaigns with major trade and airline partners to increase demand, convert travel and support the re-establishment of international air routes back into the Northern Territory

Worked with Tourism Top End, Tourism Central Australia and Hospitality NT to deliver a dedicated \$2.6 million working holiday maker campaign to attract short-term hospitality and tourism workers to the Northern Territory

Implemented personalised always-on awareness and conversion marketing activity, resulting in a 122% visitation increase to [northernterritory.com](https://northernterritory.com), an increase of 296% in leads to Territory tourism operators and a 49% increase in digital banner leads to trade partners (airline, online travel agents and holiday packages) from those dreaming of or planning an NT holiday



### National 'Seek Different' awareness campaign: Reconnect somewhere different this year, catch up in the Territory

A second iteration of the 'Seek Different' national awareness campaign was implemented from February to June 2022. At this time Australia was emerging from months of extended lockdowns and demand from Australians was to catch up with friends and family again; therefore the campaign creative message was reformed with this consumer sentiment in mind and aimed to have target audiences consider reconnecting with family and friends in the Northern Territory.

The campaign was predominantly video-led with content appearing on Channel 9 TV, digital channels including Nine publishing, catch-up TV, The Brag media publisher, YouTube, Facebook and Instagram. A variety of cooperative partnerships with Inspiring Vacations, Wotif, NT Summer Sale partners, Welcome to Country and AAT Kings were also implemented and aligned with the 'Seek Different' messaging.

Industry were able to leverage the campaign messaging through a toolkit comprising key messages, campaign imagery, video assets and social media templates.

The campaign led to 46.4% of the Australian population being aware of the Northern Territory's advertising (6.4% above target) and increased consideration of the Northern Territory as a location that will enable you to connect with Aboriginal culture, connect with Outback Australia, learn from locals and enliven your sense of place to reconnect with family and friends.



### Touring promotion campaign

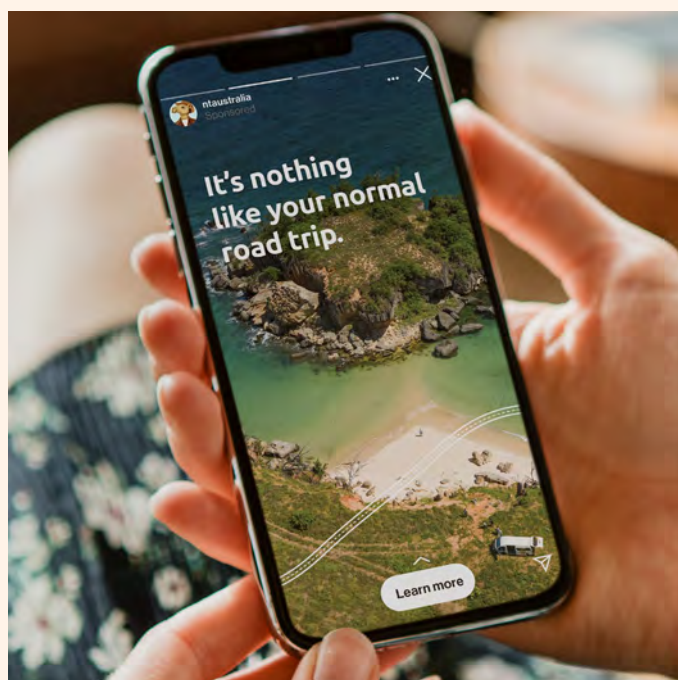
From April to June 2022, a national touring campaign was live. The campaign aimed to support and promote single and multi-day guided tours in the Northern Territory. Australians aged 50+, with an interest in including guided tours in their travel itinerary, were targeted as this demographic showed the greatest intention to travel to the Northern Territory.

An expression of interest was sent to the Northern Territory guided tour industry to provide information on the campaign and an opportunity to be involved.

The marketing campaign was implemented in three stages, with stage one being the development of a qualified database of Australians (through a competition) showing interest in a Northern Territory holiday. In stage two, digital coupons were developed with touring deals and value additions, and in stage three deals and offers were communicated to the qualified database for booking conversion and travel in 2022.

The campaign's competition exceeded all performance expectations and resulted in 46,358 entries that were retargeted with touring coupons, deals and offers.





## Drive campaigns

Tourism NT's drive campaigns support the overarching Drive Tourism Strategy priority of growing the value of the drive tourism sector. This is achieved through the promotion of multi-day drive itineraries focusing on icons, destinations and journeys.

The primary focus of Tourism NT's drive campaigns are to market 4 – 7 day loop drive itineraries out of Darwin and Alice Springs targeting the fly-drive market. Additional focus is placed on maintaining market share of the traditional and high yielding long-drive traveller.

As part of Tourism NT's 'quick to market' strategy, the first burst of the 2021-22 year was launched in August under the banner 'It's a road trip but different'. A second burst was delivered from February to April 2022 and was designed to target the high yield fly-drive and long-drive domestic markets. The creative position was 'It's nothing like your normal road trip' keeping in line with the 'Different in event sense' brand position whilst also weaving in 'Reconnect in the Northern Territory' messaging. Promotion of the campaign occurred on digital channels and saw over 50,000 visits to [northernterritory.com/drive](https://northernterritory.com/drive) and over 5,000 downloaded itineraries and drive guides educating audiences on Northern Territory road trips.

In April 2022, five of Australia's leading influencers and content creators promoted the Red Centre to a combined social media audience of over 350,000 followers. The activity targeted the drive market with the group promoting self-drive journeys from Uluru and Kings Canyon, along the Mereenie Loop through to West MacDonnell Ranges and Alice Springs. The Red Centre road trip featured a range of talent chosen for their engaged following and creative passion points. Each influencer delivered creative pieces, social media coverage and content for broader marketing purposes. Broadcast of content including music and videos were used across social media platforms and other marketing campaigns to promote the Red Centre.

## Bachelor Finale in the Red Centre

The Red Centre was showcased as the ultimate destination for romance in the season finale of Channel 10's *The Bachelor*, with the region being the only destination featured in the series. In early September 2021 Tourism NT, in partnership with Network 10, sponsored *The Bachelor*'s final episode with viewers seeing Jimmy Nicholson take his final two contestants on a series of romantic dates exploring the landscapes of Uluru and Alice Springs. Featured experiences include a hot air balloon ride over the West MacDonnell Ranges, sunset at Uluru and the towering cliffs of Simpsons Gap near Alice Springs.

With an average 712,000 viewership throughout the season, the sponsorship included a television and digital media campaign promoting a competition to win a romantic visit to the Red Centre for two. Targeting 25+ year old domestic travel intenders, the campaign and competition was in market throughout September 2021, with consumers encouraged to explore romance and adventure itineraries available throughout the Northern Territory.



### Optimising communications to consumers

A key part of Tourism NT's strategy is to provide consumers, considering a visit to the Northern Territory, a personalised and improved experience when interacting with [www.northernterritory.com](http://www.northernterritory.com). This encourages consumers to progress through the marketing funnel from considering the Northern Territory as a travel destination, to planning and booking a holiday. Throughout 2021-22, a series of marketing campaigns, strategies and content development activities were implemented across digital channels, electronic direct mail and social media to provide users with an optimised experience when searching for trip activities, holiday experiences and travel deals for the Northern Territory.

Overall the optimised communications strategy saw visitation to [northernterritory.com](http://northernterritory.com) increase by 122% compared to June 2021, 23,897 Northern Territory itinerary downloads, 86,383 deal banner clicks to partner sales and 34,075 operator engagements (clicks to websites, emails).

### The Living Room – Top End and Red Centre

The Territory was televised into households across the nation throughout 2021-22 on prime-time Friday evenings as part of a partnership with Network 10's popular lifestyle show *The Living Room*. The partnership was developed to highlight the Territory's unique drive experiences and to position the Northern Territory front of mind as consumers started to plan their holiday experience.

From July to September 2021, a Top End drive holiday experience was broadcasted across four episodes featuring Dr. Chris Brown and Miguel Maestre, on various road trips, highlighting the Top End's natural assets including crocodiles, waterfalls and national parks.

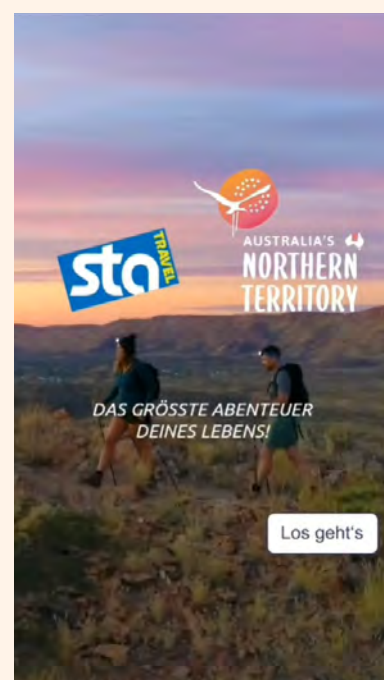
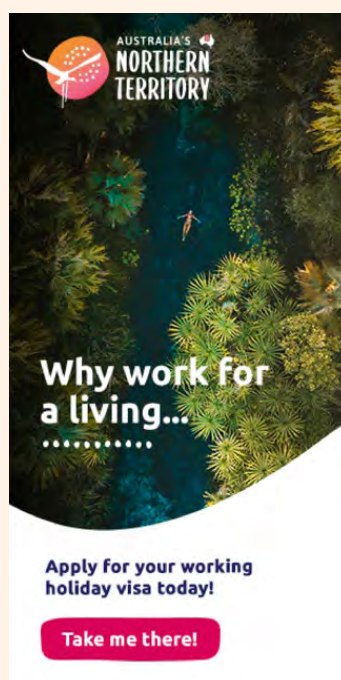
Due to the success of the 2021 episodes, *The Living Room* team returned to the Territory in 2022 to showcase Alice Springs and surrounds. Three episodes aired on Network 10 and featured the Kangaroo Sanctuary, Pyndan Camels, West MacDonnell National Park (Tjoritja), Earth Sanctuary, Heli-mountain biking and Standley Chasm.

### Northern Territory workforce boost

In February 2022, the Northern Territory Government announced a \$12.8 million package in an effort to fill critical workforce shortages across the Territory by targeting workers through significant incentives. The push included \$2.6 million to deliver the Working Holiday Maker campaign and \$3 million towards international leisure marketing campaigns, following the re-opening of international borders. The campaigns targeted specific markets and supported airline partnerships, travel trade activity and a range of other marketing activities with Tourism Australia.

Tourism NT executed a number of campaigns in Australia, the United Kingdom and Germany to target and attract international backpackers and working holiday makers to the Northern Territory. Building the workforce and gearing up for the Territory's peak season was crucial this year. The Working Holiday Maker campaign targeted prospective working holiday makers in the United Kingdom and Germany, while 'Work Hard, Play Hard' targeted the youth market in Australia.





## Work Hard, Play Hard – Australia

Tourism NT worked with Tourism Top End, Tourism Central Australia and Hospitality NT to deliver a dedicated working holiday maker campaign to attract short-term hospitality and tourism workers.

Partnering with The Job Shack NT, Territory businesses looking for workers were able to advertise vacant positions at no cost on [www.jobshacknt.com.au](http://www.jobshacknt.com.au). As an added incentive, working holiday makers that secured employment in the tourism or hospitality sector via The Job Shack NT, may have been eligible for a \$500 NT Work Perks incentive, to be spent on a tourism experience in the Northern Territory. As at 30 June 2022, 157 workers had been placed in jobs across the Territory via The Job Shack NT portal.

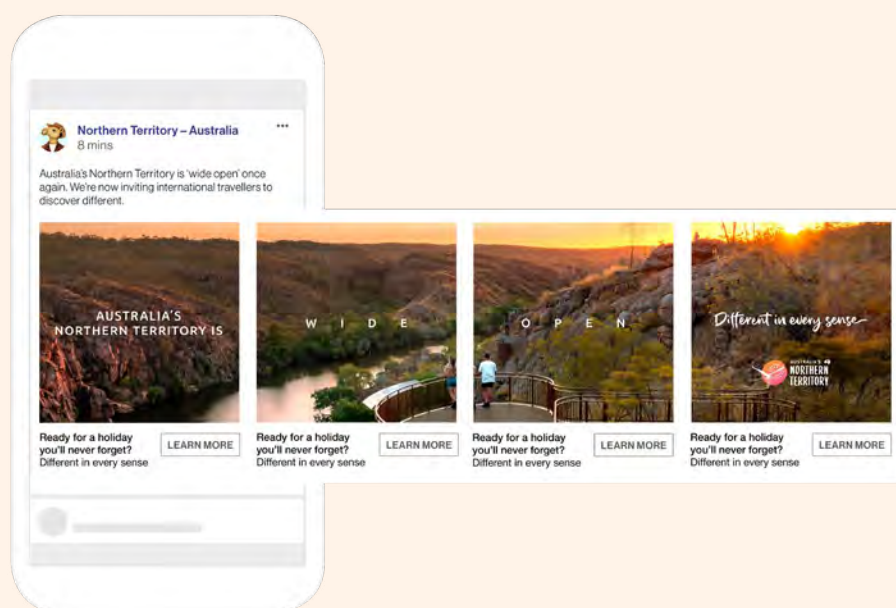
## United Kingdom campaign

The 'Holiday for a Living' campaign was launched in the United Kingdom in March 2022, to entice youth and potential backpackers by positioning Australia's Northern Territory as the quintessential 'Aussie' destination to work and play in Australia.

From March to June 2022, the campaign saw two phases that firstly reintroduce the destination to youth travellers, then target travellers considering a backpacking holiday with compelling partner deals. The campaign adopted a multi-media approach to target the youth market effectively through display, audio and paid social media platform advertisements. Trade partners offered pre-packaged touring, accommodation and job support packages to travellers.

## Germany campaign

The campaign 'Dein Job: SpaB haben!' ('Your Job: A Great Time!') launched in Germany in March 2022 targeting youth and backpackers in Germany looking to visit Australia. 'Dein Job: SpaB haben!' promoted and repositioned Australia's Northern Territory to the German youth and backpacker market, focusing on working holiday maker opportunities that the Northern Territory had on offer. Similar to youth campaign initiatives in the United Kingdom, the campaign was delivered through a digital media campaign and audiences were retargeted with attractive tactical trade partner deals.



### Reintroduction of international marketing

From February 2022, Tourism NT reinstated a suite of international leisure tourism marketing campaigns, following two years of maintaining a reduced presence in key source markets as a result of the COVID-19 impacted operating environment. Activity was up-weighted in a scalable manner, working with Tourism Australia and key industry stakeholders to stimulate travel from returning source markets.

The marketing initiatives aimed to increase awareness of the Territory and encourage international visitors back to the region, whilst also inspiring longer stays, exploring attractions and increasing spend. The activities were carried out in the United Kingdom, France, Germany, Italy, Singapore and North America.

### Welcoming back international visitors – reopening marketing campaigns

To support the resumption of travel to Australia and leverage pent-up travel demand, Tourism NT in cooperation with Tourism Australia and other state tourism organisations around Australia participated in the 'One Voice' initiative to re-introduce Australia to source markets in North America, the United Kingdom, Germany, France, Italy and Switzerland.

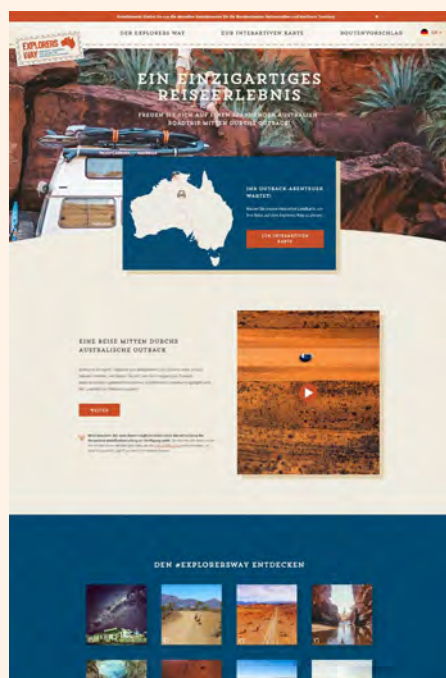
Between February and June 2022, in partnership with a series of key distribution partners in the United Kingdom and North America, Tourism NT launched the 'Wide Open' campaign. The campaign was designed to inform consumers the Northern Territory was open for business, re-introduce Australia and the Northern Territory to audiences most likely to travel and drive urgency to book now.

### Global Singapore Airlines campaign

In support of Singapore Airlines' direct air access into Darwin International Airport and the return of international arrivals, Tourism NT and Singapore Airlines launched a tactical marketing campaign across key priority markets of Germany, Italy, France and the United Kingdom.

The campaign re-introduced the Northern Territory as a unique holiday destination and positioned Darwin as the international gateway. In market from May 2022 and continuing into August 2022, the full-service campaign contained dedicated Northern Territory print, digital media, out of home and video based advertising in line with Tourism NT's 'Seek Different' brand messaging.





Sponsorizzato da Northern Territory

### Avventura in puro stile Northern Territory

Se cerchi una vacanza diversa dalle altre, allontanati dalle zone più battute e scegli il Northern Territory.



Sponsorizzato da Northern Territory

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## Explorers Way campaign – Germany

Following the success of a digital campaign conducted in 2020-21 promoting Explorers Way, Tourism NT launched a subsequent campaign in January 2022, in partnership with the South Australian Tourism Commission, encouraging travellers from Germany to plan their road trip journey through the heart of Australia's outback. The 'Journey like no other' campaign aimed to position Explorers Way as the most iconic self-drive experience in Australia and was promoted through digital media to high value travellers, aged 40-59 years, ready to travel overseas and holding an interest in outdoor experiences.

The campaign was launched prior to the re-opening of international borders with an intention to ensure the target market was firmly considering the Northern Territory as a travel destination once international travel restrictions were lifted. As at June 2022, the campaign had generated a total of 333 visitors, with an expected visitor expenditure in the Territory of \$465,201.

## Tripadvisor Global campaign

As part of an ongoing partnership with global travel platform Tripadvisor, Tourism NT reinstated its media buy, which prior to the 2019 bushfires/ COVID- 19 was performing well and meeting targets.

The success of this media buy was measured by the return of consumers researching Northern Territory products and destination content in a globally competitive and cluttered media environment. All targeted international consumers had a propensity to travel long haul and were considering Australia, New Zealand and some Southeast Asian destinations for a holiday.

As at the end of June 2022, 1,824 people had booked Northern Territory experiences and tours via the campaign through the platform from relevant international markets.



Study NT Student Ambassador Awards

### Study NT Student Ambassador Program and Study in Australia's Northern Territory Scholarships

The Study NT Student Ambassador Program was delivered with recruitment of 26 international students to undertake a 12-month program offering personal and professional development, valuable work and volunteer experiences, and networking opportunities. Ambassadors come from all over the world and share their study journey and work with Study NT to promote the Territory as an ideal study destination.

To support the attraction of talented international students to the Northern Territory, 12 Study in Australia's Northern Territory Scholarships were awarded to international students to study in the NT.

### International student Volunteer Awards and Wellbeing Grants

Study NT sponsored Volunteering NT/SA's inaugural Study NT International Student Volunteer of the Year Award, as part of the NT Volunteer of the Year Awards, recognising the important contribution that student volunteers make to our community.

The International Student Wellbeing grant program provides individual grants up to \$10,000 for local community groups, businesses, education and training providers, and not-for-profit organisations to support student wellbeing and enhance the international student experience. In 2021-22 Study NT supported 14 International Student Wellbeing grant applications, totalling \$100,000 in funding.





Driving on a dirt road in Kakadu National Park

## Forward focus

Create always-on and personalised communications to drive consumers through the marketing funnel

Grow brand and regional differentiation awareness by promoting the Northern Territory's distinct attributes to core target markets continuously throughout the year

Drive demand and interest for the Northern Territory's tourism experiences, attractions and products in a highly competitive environment

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

Address perception barriers of the low season and stimulate travel outside of peak season

Work with media partners that deliver the best return on investment (ROI) in terms of high impact awareness, engagement and conversion in a competitive market

Work with all relevant trade, airline and wholesale partners that deliver the best ROI and first party data delivery, support the Northern Territory industry in distribution and deliver consistent and transparent reporting

Incentivise and educate new and existing travel agents to sell the Northern Territory effectively

Grow first party data and implement a plan for activation

Develop international education marketing partnerships to promote the Northern Territory in key international student source markets including India, Nepal, Vietnam, the Philippines and China

# Priority: Leverage and build events to drive visitation

## Highlights

Tourism NT launched two national event marketing campaigns during 2021-22, encouraging domestic travellers to take a trip to the Territory and raise awareness of the Territory's different and immersive events

Leveraged NT Major Events Company (NTMEC) events including BASSINTEGRASS through a competition preceding the event and another on the day, and by inviting Australian media publications and six social media influencers to showcase the Top End's experiences, attractions and Darwin's largest music festival to their extensive following

Competitively attracted business events to the Northern Territory, receiving 67 applications through the NT Business Events Support Fund

Secured two significant international association events, the World Aquaculture Society and World Community Development conferences announced for Darwin, scheduled in 2023

## Events campaigns

Some of Australia's most unique festivals and events are in the Northern Territory. To leverage on this strength, Tourism NT launched two bursts of national event marketing campaigns throughout 2021-22, encouraging domestic travellers to visit the Territory and experience these enthralling events. The national campaigns ran from August to September 2021, and again in 2022 from March to June. The campaigns targeted domestic travel intenders, aged 25+, with an interest in culture.

The objective of the campaigns were to create awareness for the Northern Territory as a destination for immersive events that are different and connected to the culture and land. The core aim of the campaign was to use specific events to grab attention and engagement, which would then be directed through to all Northern Territory events across the year.

Highlighted events included:

- Beer Can Regatta
- Darwin Laksa Festival
- Million Dollar Fish
- National Aboriginal and Torres Strait Islander Art Awards
- Red CentreNATS
- Alice Springs Desert Festival
- Desert Mob

- Darwin Festival
- Barunga Festival
- Desert Song
- Parrtjima
- Taste of Kakadu.

The key message of the campaigns was 'Events that bring the different'. Holidaymakers across Australia were targeted with inspirational advertisements and content via social media, search and digital advertising on online websites. Consumers that showed an interest in holidaying in Australia were targeted with deals from accommodation, vehicle hire and experience partners.

The Northern Territory tourism industry and event organisers were encouraged to capitalise on the opportunity and ensure products were packaged with travel retailers to take advantage of all the traffic being driven to [northernterritory.com/events](https://northernterritory.com/events) by aligning with the campaign's key messages to highlight respective products and events.

Overall, the two bursts of activities drove over 60,000 clicks to [northernterritory.com](https://northernterritory.com) and over 4,000 conversions (clicks on deal banners, event guide downloads or clicks for more event information).









### **BASSINTHEGRASS competition and activation**

In the lead up to the Northern Territory's biggest and arguably best music festival, BASSINTHEGRASS, Tourism NT partnered with NTMEC, the Big Bus Company and Virgin Australia to conduct a national campaign and social media influencer activation. The activation aimed to create preference and demand for Darwin, by inviting Australian media publications and six of Australia's most engaging social media influencers to showcase the Top End's experiences, attractions and Darwin's largest music festival BASSINTHEGRASS to their extensive following and unveil a specially wrapped Big BASSINTHEGRASS bus.

The renowned BigBus Darwin, recognised for transporting tourists around sites in Darwin, was wrapped in iconic Top End imagery including the print of one of the Territory's most famous icons, a saltwater crocodile. On the day of the festival, the bus was parked at the entrance to BASSINTHEGRASS 2022, where festivalgoers were encouraged to post a picture for the chance to win VIP tickets to the 2023 event. The Big BASSINTHEGRASS bus remained wrapped for the month following the event and offered tours across Darwin, capturing attention and inspiring more Darwin holiday consideration.

Additionally, in the months leading up to the event, a competition for two people to win a trip to the Top End with

business class flights and VIP tickets to BASSINTHEGRASS was run. The competition was distributed across each partner's owned channels including social media, electronic direct mail and through a dedicated media buy from Tourism NT. The competition saw a total of 50,078 entries, significantly growing Tourism NT's first party database and ability to promote future Northern Territory holiday and event offers to the audience.

### **Business events industry tradeshow**

As signs of business recovery became clearer in early 2022, Tourism NT took advantage of the improved consumer confidence by participating in the industry's key annual tradeshow, the Asia-Pacific Incentives and Meetings Event (AIME), which returned to Melbourne in March 2022 after a one year hiatus. NT Business Events partnered with five industry partners, representing all key business events regions, along with representatives from Tourism Top End and Tourism Central Australia to provide expert destination advice to walk-up planners. The Northern Territory stand activation centred on planners engaging with the senses through an immense 6 x 3m light-box artwork as well as tasting Northern Territory inspired grazing boards and viewing a range of cultural items on display including a didgeridoo from Top Didj, punu (wood carving) from Maruku Arts, woven baskets from Tjanpi Desert Weavers and hand-painted ceramics from Santa Teresa.



## NT Business Events Support Fund

A key opportunity identified in the Turbocharging Tourism Program and highlighted in the NT's Tourism Industry Strategy 2030 is to attract more business events to the Northern Territory. This recognises the role business events can play in providing a reason to visit, prompting visitation to regional areas, and encouraging repeat visitation and positive word-of-mouth, and more specifically, recognises the high-value nature of business event delegates as visitors.

The NT Business Events Support Fund (NTBESF) continued to assist the local business events industry to competitively attract business events to the Northern Territory with 67 applications submitted in 2021-22. Whilst the sector continued to be impacted by COVID-19, the NTBESF allowed the Northern Territory to maintain its competitiveness in a domestic marketplace saturated with stimulus offers from most other Australian destinations. Since the launch of the NTBESF in early 2018, the fund has attracted 379 applications and committed over \$4.8 million to 126 confirmed business events, generating \$92 million in estimated delegate expenditure through to 2025, with visitation from over 34,000 delegates.

## International business events

Developing an international market for business events is a key action of the long-term business events strategy as well as engaging with Tourism Australia's bid fund program. Whilst uncertainty around borders continued to impact decision making in the domestic marketplace, the local business events industry welcomed two significant international association decisions, securing the World Aquaculture Society (WAS) conference and the World Community Development (WCD) conference, both due to be staged in Darwin in 2023.

The WAS conference is expected to attract over 1,000 delegates generating \$3.4 million in estimated delegate expenditure and the successful bid was submitted with support from the Northern Territory Government's NT Fisheries unit. The WCD conference will be hosted in partnership with the Australian Community Worker's Association and is expected to attract over 500 delegates, generating an estimated \$1.7 million in delegate expenditure.

NT Business Events developed these bids in partnership with key stakeholder, Darwin Convention Centre, with both bids enhanced through successful applications to Tourism Australia's Bid Fund Program.



Sounds of Silence dinner, Uluru

## Forward focus

Raise awareness and increase consideration of the Northern Territory as a competitive, distinctive and meaningful destination for business events through delivery of familiarisation programs

Effectively administer the NTBESF in order to support the local business events industry to convert leads

Generate qualified and high yielding domestic and international business events leads through targeted and engaging in-market activities including trade events and strategic partnerships

Create engaging and emotive content to feature on key social media platforms and in trade media that position the Northern Territory as 'Different in every sense for business events'

Develop an industry reporting framework to more accurately reflect the total value of the local business events sector and contribution to the Northern Territory economy

Conduct delegate surveying to measure economic contribution to regions and identify opportunities to improve and align business events offerings

Increase customisation of bidding activities to attract new business event opportunities to the Northern Territory in a highly competitive marketplace

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

## Highlights

Following ongoing advocacy from the Northern Territory Government and Tourism Central Australia, funding for the sealing of Mereenie Loop was announced in 2021-22

Supported development of a Qantas Embraer 190 (E190) staff base in Darwin which is expected to create up to 200 Territory jobs

Developed the Tourism Town Standards guidelines to provide direction for local governments on requirements to improve town presentations and enhance the visitor experience for the drive market

Delivered a dedicated Drive Tourism Strategy which identifies key product and marketing opportunities and aligns to opportunities and initiatives in the six regional DMPs

Launched the Northern Territory Cruise Tourism Strategy 2022-2025, which reflects emerging trends in the cruise industry prior to COVID-19 and the steps to be taken over the next three years to regrow the industry, delivering an action in the NT's Tourism Industry Strategy 2030

## Aviation

For the first three quarters of 2021-22, a substantial part of Tourism NT's aviation work was to provide airline stakeholders with information and administrative support associated with the Territory's domestic border closures and restrictions. This was crucial due to the ongoing changes to travel policies, exacerbated by unplanned flight schedule disruptions and cancellations due to workforce absenteeism issues. The aviation landscape started to stabilise in early 2022, when Australia announced a firm international border reopening date along with removal of most interstate travel restrictions.

Despite the challenging aviation environment, the Northern Territory's aviation sector saw a number of milestones achieved including the opening of a new Qantas base for E190 aircraft and the launch of Singapore Airlines' flights between Singapore and Darwin.

As part of its recommencement of the 'Kangaroo route' between Australia and the United Kingdom and with its previous hubs in Perth and Singapore not being ready for international air arrivals, Qantas moved its Sydney and Melbourne services to route over Darwin. Sydney-Darwin-London flights commenced from 1 November, and Melbourne-Darwin-London from 27 November. The Melbourne service returned to its Perth hub from 23 May, and the Sydney service to Singapore from 19 June 2022, as was originally planned when the routes commenced.

Following the decision to open Australia's borders to select vaccinated international visitors in December 2021, the Territory saw its first regularly scheduled commercial flight from Southeast Asia since March 2020 when Jetstar Asia resumed its Darwin-Singapore service.

In February 2022, Qantas opened a new aircraft base for its E190 aircraft. This was the result of collaborative efforts between a number of Northern Territory Government departments, including Tourism NT, and Qantas. The three-year project is expected to boost employment by creating up to 200 Territory jobs, and has already resulted in the launch of new Qantas routes being Darwin-Dili and Darwin-Canberra.

In March 2022, Singapore Airlines launched non-stop flights between Singapore and Darwin. This route provides a one-stop flight connection between Darwin and Singapore Airlines' global route network including Asia, Europe and North America.

Tourism NT's forward focus is to rebuild demand to pre COVID-19 levels, supported by new opportunities made possible by new capacity and the evolving aviation landscape globally.



## Aviation: Jetstar and Froomes partnership

To drive demand to support the growth of domestic aviation connections, Tourism NT in cooperation with Jetstar developed the 'It's Newsworthy' marketing content series and five day Jetstar sale promotion. The activity ran from May to June 2022 and aimed to use engaging content to cut through the competitive tourism advertising market and gain mass reach.

The campaign engaged media personality, writer, presenter, recording artist and comedian Lucinda Price, also known as Froomes, to host a seven part content series to create awareness of the Territory in the lead up to a five day flight sale with Jetstar. With a social media following of over 47,000, Froomes showcased Northern Territory experiences and news of the flight sale across Tourism NT, Jetstar and Froomes' social media pages. This was supplemented by an exclusive News Corporation initiative to generate further coverage.

The Jetstar sale ran from 2 to 6 June 2022, with discounted Territory fares to Darwin and Uluru. The sale was further promoted through a dedicated media buy across television, radio, digital display and paid social media. Overall, the content partnership and marketing promotion resulted in over 7,000 people booking, contributing an on-ground visitation expenditure of \$9.4 million to the Northern Territory.

## Drive

In September 2021, Tourism NT launched the Northern Territory Drive Tourism Strategy 2021 - 2030 to identify key product and marketing opportunities to further develop the Northern Territory offering as a drive destination for the

holiday market. Implementation of the Drive Tourism Strategy will increase coordination between regions and stakeholders on infrastructure and marketing activities, to improve length and quality of visitor stay, aligning with opportunities and initiatives identified in the DMPs.

The Drive Tourism Strategy outlines key product, marketing and development opportunities to key and emerging drive markets with a focus on the development of key drive routes, identifying infrastructure gaps as well as product linkage across the sectors. The strategy is overseen by a Project Implementation Team (PIT) with the first PIT meeting held in March 2022.

Tourism NT delivered improvements to regional signage including refurbishment of Red Centre Way structures and signs, upgrades to Luritja Road signage on the way to Watarrka and contributing to the Department of Infrastructure, Planning and Logistics' Northern Territory major highway signage working group. To reduce the cost of development and increase consistency in interpretive and welcome signage across the Territory, Tourism NT developed a creative template and style guide for road signage.

In 2021-22, Tourism NT developed the Tourism Town Standards guidelines to provide direction for local governments on requirements to improve presentation of their towns. To support the implementation of these guidelines, Tourism NT delivered the Tourism Town Asset Program to support local governments to enhance and upgrade streetscapes, and funded access to an education program for local governments on their role in tourism and economic development.



Qantas CEO Alan Joyce announcing the opening of Qantas' E190 base at Darwin International Airport

© Jenni Collier - Campaign Edge Sprout



Cruise ship in Darwin harbour

### Cruise

There were ongoing and significant disruptions to cruise tourism as a result of COVID-19 during 2021-22. Expedition cruise vessels which traverse the north Australian coast over the winter season and have a considerably smaller passenger capacity than cruise liners were able to operate in the Northern Territory in 2021-22 with substantial conditions. Initially, a Northern Territory Chief Health Officer (CHO) Direction limited the number of passengers and crew on board a vessel to 150 persons, which was raised to 350 persons from February 2022 until 24 June 2022 when the passenger cap was removed entirely. There were 36 expedition vessel visits to the Territory from 1 July 2021 to 30 June 2022.

The Australian Government lifted the Biosecurity declaration on 17 April 2022 enabling the cruise industry to safely resume in Australia. Following the removal of the Northern Territory CHO Direction capacity limits on 24 June 2022, the Northern Territory is once again able to welcome international cruise ships to Top End waters, reigniting a multi-million dollar industry. The first large international vessel is scheduled in October 2022.

In May 2022, Tourism NT launched the Northern Territory Cruise Tourism Strategy 2022-2025 (NT Cruise Tourism Strategy) which reflects emerging trends in the cruise industry prior to COVID-19 and the steps to be taken over the next three years to regrow the industry.

The NT Cruise Tourism Strategy provides a roadmap to ensure cruise tourism continues to grow and support the Northern Territory's tourism aspirations as well as contributing to the objectives in the NT's Tourism Industry Strategy 2030. Tourism NT is leading the implementation of the NT Cruise Tourism Strategy, working collaboratively with the Cruise Tourism Working Group and key stakeholders including cruise lines and related services, government, local tourism and retail associations, and tour operators.





## Forward focus

Assist airline partners through cooperative marketing activities to rebound to pre-pandemic passenger levels, focusing on actions that deliver the best ROI

Continue to actively engage airline partners to establish and maintain a route development opportunity pipeline

Encourage competition on key aviation routes to drive affordability and choice for consumers

Establish solutions for tourism reliant routes, such as Alice Springs to Ayers Rock Airport, and other Australian gateways to Central Australia

Continue implementation of the Drive Tourism Strategy including investment in drive infrastructure through a range of grant programs

Conduct drive tourism research to ascertain current drive visitor satisfaction and journey experience to inform product development; along with developing base line data to support implementation of the Drive Tourism Strategy with progress metrics

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

Implement the NT Cruise Tourism Strategy with the aim of reactivating the cruise sector, nurturing the increased interest from expedition cruise lines and supporting the return of international cruising

Work with telecommunications providers, the Northern Territory Government Department of Corporate and Digital Development and the Australian Government to improve communications network access in remote and regional communities and improve tourism related telecommunications infrastructure

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



Australian Tourism Awards gold winner:  
Katherine Outback Experience

### Highlights

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

Hosted the third Tourism: Towards 2030 conference, in April 2022, in Darwin and Alice Springs. Presenters delivered market insights, national perceptions, industry trends, encouragement and practical advice to the tourism industry

The Tourism NT Industry Sentiment Poll for the June quarter 2022 showed that Northern Territory operator sentiment for both their business outlook and regional outlook was very positive for the next 12 months

Delivered the second NT's Tourism Industry Strategy 2030 annual report card highlighting progress against strategic priorities and actions, the impact of COVID-19 on visitation and the Northern Territory Government responses to support the tourism industry

Northern Territory tourism operators secured two gold, one silver and one bronze award at the Qantas Australian Tourism Awards held on the Sunshine Coast in March 2022





### Brolga Awards and Australian Tourism Awards

The 2021 Brolga Northern Territory Tourism Awards were attended by more than 250 guests, including 42 entrants, at the Darwin Convention Centre in November 2021. The event featured local food and entertainment. Award winners from the Top End included Katherine Outback Experience, Darwin Festival 2020, Venture North and Tourism Top End. The award winners from Central Australia were Trek Larapinta, Uluru Camel Tours and Standley Chasm Angkerle Atwatye. The Tourism Minister's Perpetual Trophy was awarded to Fay Miller AM, a stalwart for tourism in the Katherine region since the late 1980s.

Northern Territory operators secured two gold, one silver and one bronze award at the Qantas Australian Tourism Awards held on the Sunshine Coast in March 2022. Katherine Outback Experience and Darwin Convention Centre were awarded gold, Venture North Safaris took home a silver award and Uluru Camel Tours a bronze award.

### Tourism: Towards 2030 conference

The third annual Tourism: Towards 2030 conference was staged in April 2022 with a full day program of presenters delivering market insights, national perceptions, industry trends, encouragement and practical advice to the tourism industry. The conference was delivered in both Darwin and Alice Springs offering the tourism industry an opportunity to network with like-minded operators.

Change leadership expert Nigel Collin hosted and moderated the conference for the second year. Keynote address 'Marketing Beyond a Crisis' was presented by Adam Ferrier, founder of Thinkerbell. Conference speakers included Bede Fennell, Executive General Manager Corporate Affairs at Tourism Australia; Margy Osmond, CEO of the Tourism and Transport Forum; Stephen Thompson, Executive General Manager Australia Sales, Qantas; Carla Giuca, head of the Visitor Economy Capability and Workforce Branch, Austrade; and Tony Quarmby, Tourism NT's Executive Director Marketing.

## Performance

### Tourism businesses in the NT

Tourism NT subscribes to and conducts economic and industry monitoring to evaluate 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 2021-22, Tourism NT produced a summary presenting a count of all actively trading tourism businesses in the Northern Territory sourced from TRA's Tourism Businesses in Australia report. In June 2021, there were 1,443 tourism businesses providing employment in the Northern Territory. This represents a growth of over 100 businesses from June 2020, with growth predominantly in micro businesses. Of Australian states and territories, the Northern Territory, along with Tasmania, had the largest proportion of employing tourism businesses as a share of total employing businesses, at 22 per cent.

### 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 specific and general.

The second annual report card for the NT's Tourism Industry Strategy 2030 was published in July 2021 covering COVID-19 impacts and support programs as well as key progress against the strategic objectives.

### ReviewPro and October Business Month

ReviewPro is an artificial intelligence (AI) driven guest intelligence solution that analyses online reviews and collates the data on a macro and micro level. Using key data sets, Tourism NT tracks the consumer satisfaction of the Northern Territory tourism industry from over 700 operators.

To educate the tourism industry on the importance of consumer satisfaction, ReviewPro benchmarks have been embedded into the Tourism Enterprise framework. This was the key focus at Tourism NT's 'Creating Advocacy Through Review Responses' October Business Month events in 2021. Annual performance reports are provided to Northern Territory operators to obtain a deeper understanding of their online reputation performance providing actionable insights to increase guest satisfaction, review rankings and revenue. Reports are used by operators as supporting evidence of consumer feedback when applying for Tourism NT grants. Key data sets are also shared with industry partners including the RTOs, Hospitality NT and Parks and Wildlife.

### Industry Sentiment Poll

Tourism NT's Industry Sentiment Poll, undertaken quarterly, provides insights into the forward sentiment of Northern Territory tourism operators for the upcoming 12 months, from a regional and business outlook perspective. For the June quarter 2022, Northern Territory operator sentiment for both their business and regional outlook was positive over the next 12 months. However, operators continued to experience challenges with staffing issues, predominantly in the hospitality sector. These included staff shortages (62 percent) and staff retention (30 percent), with 51 percent noting they had to limit their operation due to staff shortages.

The Australian Government has announced that for 2022-23 only, there will be a 30 per cent increase to the number of places available to working holiday makers from countries with which Australia has a capped Work and Holiday (subclass 462) visa arrangement. This one-off cap increase commenced from 1 July 2022.

## Forward focus

Present the fourth 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 2022 Brolga Northern Territory Tourism Awards

Increase ways for local organisations and operators to leverage and extend Tourism NT's marketing activities

Continue to deliver the Tourism Business Enterprise Program which provides facilitated support to individual businesses

Work with the Local Government Association of the Northern Territory to promote tourism as an economic development opportunity for local governments to champion

Produce annual report cards on key actions and outputs of the NT's Tourism Industry Strategy 2030, six DMPs, Drive Tourism Strategy, Cruise Tourism Strategy 2022-2025, Aboriginal Tourism Strategy 2020-2030 and Long-term Business Events Strategy

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

Complete the review of the current five year funding agreements with the RTOs and Katherine Town Council and negotiate new agreements for the 2022-23 year







# Our governance

Board of Commissioners

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Aboriginal Tourism Committee

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Marketing Steering Committee

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Finance, Risk and Audit Committee

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Accountability and standards

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## Board of Commissioners

### 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](http://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 (however, 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 Northern Territory tourism industry through the following activities and functions:

- held regular meetings with government ministers, relevant departments and continued engagement with Tourism Central Australia and Tourism Top End to encourage industry to access COVID-19 support programs
- met with the ATC and supported progress of pillars in the Northern Territory Aboriginal Tourism Strategy 2020 – 2030
- met with the Central Land Council to discuss tourism opportunities with regional Aboriginal communities
- meetings held with stakeholders including Airport Development Group (formerly known as NT Airports), Hospitality NT, Tourism Australia and City of Darwin to discuss tourism related matters
- provided input into the department's new international engagement strategy
- attended the Tourism: Towards 2030 conferences in Alice Springs and Darwin, providing an opportunity to meet with operators
- received presentations from the Northern Territory Government Major Projects Commissioner, Territory Investment Commissioner, Infrastructure Commissioner and Senior Director for the National Aboriginal Art Gallery
- attended the 2021 Northern Territory Brolga Awards, 2022 Parrtjima – A Festival in Light and Merlin Darwin Triple Crown events to witness firsthand the positive benefits events contribute to the tourism and hospitality sectors
- hosted senior aviation representatives to discuss Central Australian route opportunities
- provided a keynote address at Tourism Top End's annual general meeting.



# Board of Commissioners

(As at 30 June 2022)



**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 Chair and shareholder of national labour-hire group, CGH, which employs more than 3,500 staff through its 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.



**Paul Ah Chee**  
**Commissioner (from January 2022)**

Paul is an Aboriginal man from Alice Springs who has been engaging with the tourism industry over the last 24 years. A founding member of the NT Aboriginal Tourism Advisory Council, Paul's contribution to the tourism sector was recognised with a NT Chief Minister's Award for Excellence in 2009, and in recognition for his contribution to the Indigenous community received the Centenary Medal in 2003. Paul is on the Central Australia Economic Revitalisation Committee, the Arid Lands Environment Centre Board of Management, the Redtails AFL football team committee and has previously been a member of the Desert Knowledge Australia Board. Paul's goal is to assist by providing opportunities and pathways for individuals or groups to become economically self-sufficient and the ability to make choices about their future and day-to-day living. He also has a passion and strong connection to the creative industry, specifically in music.



**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 a 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 Chair 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.

# Board of Commissioners



**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 is a former Chair of the Tiwi Bombers Football Club and works closely with a number of remote Aboriginal communities.



**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).



**Michaela Webster**  
**Commissioner (from October 2021)**

Michaela has over 30 years' experience in growth and transformation, most recently as Chief Commercial and Chief Operating Officer of The G'day Group, Australia's largest and fastest growing regional accommodation provider. Michaela played an integral role in the group's rise to a \$1 billion company, and its significant investment in local tourism economies across Australia including the development of Australia's largest independent park network G'day Parks. She continues to provide support and advice to the organisation. The G'day Group own and operate Discovery Darwin, Kings Canyon Resort and Glen Helen Lodge in addition to several properties located throughout the Territory, including MacDonnell Range Holiday Park. Independent parks Wintersun Cabin and Caravan Park in Alice Springs, Outback Caravan Park in Tennant Creek, Larrimah Wayside Inn and Riverview Tourist Village in Katherine are also part of the G'day Parks network. Michaela is a current board member of Southern Cross Care SA, NT and VIC; was named Telstra SA Business Woman of the Year (Corporate) and previously held senior roles at Westfield Australia, Westfield UK and led the growth of one of Australia's largest private companies, Peregrine Corporation. Michaela is a former board member of the Australian Refugee Association and mentors young entrepreneurs.





**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 initiative. 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.



**Scott Lovett**  
**Deputy CEO Department  
of Industry, Tourism and Trade  
(from November 2021)**

Scott has over 25 years of experience in the tourism, hospitality and events industry. As Deputy Chief Executive Officer for the Department of Industry, Tourism and Trade, he has responsibility for Tourism NT, Study NT, Licensing NT (racing, gaming and liquor) and Screen Territory. Scott previously led a multi-disciplinary team for the department as General Manager Strategy and Policy, heading economic analysis, strategic

infrastructure development, project development, regulatory reform, industry strategy and strategic engagement activities for the NT. A passionate advocate for regional development, Scott has previously held senior roles within Tourism NT, the Department of the Chief Minister and former Department of Trade, Business and Innovation. Prior to joining the public sector Scott held senior roles in convention centres, venues, event production houses and hotels across Australia. He is Deputy Chair of the Australian Cruise Association and board member of Uluru-Kata Tjuta National Park and the NT Major Events Company. He is a past board member at Desert Knowledge Australia, the Australian Association of Convention Bureaux and Meetings Events Australia. Scott was raised in regional Queensland and Adelaide, holds a Master of Business Administration from Deakin University and is a graduate in Tourism and Hospitality from the globally renowned Regency Hotel School.

## Board of Commissioners 1 July 2021 – 30 June 2022

Role	Member	Meetings attended	Meetings held
Chair	Michael Bridge	6	6
Commissioner	Paul Ah Chee (appointed 1 Jan 2022)	3	3
Commissioner	Trish Angus	6	6
Commissioner	Mick Burns	6	6
Commissioner	Robert Jennings (tenure completed 30 Sept 2021)	2	2
Commissioner	Denis Pierce	6	6
Commissioner	Michaela Webster (appointed 1 Oct 2021)	4	4
CEO	Shaun Drabsch	5	6
Deputy CEO	Andrew Hopper (to November 2021)	3	3
Deputy CEO	Scott Lovett (from November 2021)	3	3

Other Board members during the year included Andrew Hopper, Deputy CEO of the Department, prior to his departure in November 2021 and Robert Jennings, CEO Alice Springs Town Council, until the end of September 2021.

### Key achievements

- Advocated for appropriate budget allocation to support the agency and tourism sector via implementation of marketing campaigns
- Oversaw the working holiday maker campaign which was initiated to increase domestic and international visitation and entice workers following COVID-19 impacts and lockdowns
- Oversaw implementation of a range of tourism industry grant programs to support the sector
- Examined the impacts of COVID-19 against strategic elements and targets outlined in the NT's Tourism Industry Strategy 2030, the framework developed with industry and government to support sustainable growth of the Northern Territory tourism sector
- Endorsed DMPs for East Arnhem Land and Greater Darwin regions
- Supported round 4 of the Territory Tourism Voucher scheme implemented to assist Territory tourism operators and sustain jobs
- Recommended the development of Aboriginal tourism videos to be used for educational and promotional purposes
- Instigated provision of an independent report outlining effective outcomes of the government's positive Turbocharging Tourism funding investment. Aside from the immediate benefits of the initial program investment, the report noted that a large number of initiatives will have additional benefits anticipated to accrue over the medium and long term including:
  - infrastructure projects to be completed beyond the current reference period
  - business events secured and yet to be held
  - legacy impacts of visitor experience enhancement program funded projects
  - marketing campaigns that will have moved prospective visitors along the consumer journey
- Campaigned for Qantas' E190 staff base in Darwin. In addition to creating Territory jobs for support crew and maintenance teams, the base will deliver better air connectivity for the Northern Territory
- Successfully lobbied for the return of expedition cruises, resulting in the resumption of cruise ships into the Northern Territory
- Facilitated a review of regional tourism organisations in the Northern Territory
- Supported Study NT's increased marketing focus to grow the number of international students choosing to study in the Territory
- Supported the NT Business Events Support Fund which has been instrumental in attracting and securing business events for the Territory
- Encouraged the Book Now Digital Support Program, providing improved ability for visitors to book products and experiences which has resulted in a significant uptake of online booking systems by tourism businesses
- Strengthened the relationship with local government through DMPs and the Local Government Association of the NT partnership via the Tourism Town Asset Program
- Consolidated the partnership with NT Major Events Company to build visitation outcomes for events.

### Forward focus

Continue to provide strategic direction and advice to the Minister and Tourism NT, focusing on recovery to pre-pandemic levels for the Northern Territory tourism industry

Support the ATC through implementation of key pillars outlined in the NT Aboriginal Tourism Strategy 2020 – 2030 and the additional focus on finalising an Aboriginal Cultural Tourism framework

Oversee Tourism NT's continued delivery of priority objectives in the NT's Tourism Industry Strategy 2030

Guidance over funding allocation promoting the Northern Territory's cultural and unique experiences through destination marketing and targeted activities to domestic and international audiences

Support NT Business Events and Study NT's focus on international markets, to increase the number of business events held and attracting international students to study in the Territory

Provide encouragement to grow domestic school group excursions through the NT Save and Learn program

Work in partnership with industry and stakeholders to market and entice visitors to come to the Northern Territory, supporting revitalisation of the sector and tackling workforce shortages

Lobbying investment into tourism assets and completion of infrastructure and road projects



# Aboriginal Tourism Committee

(As at 30 June 2022)

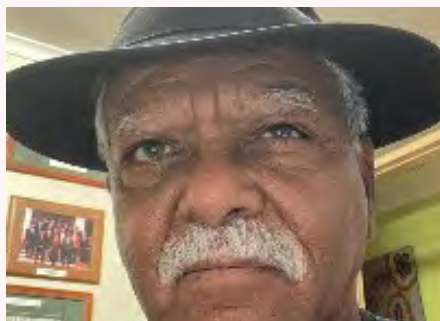


**Mr Paul Ah Chee**  
**Chair (from January 2022)**

Paul is an Aboriginal man from Alice Springs who has been engaged with the tourism industry over the last 24 years. A founding member of the NT Aboriginal Tourism Advisory Council, Paul's contribution to the tourism sector was recognised with a NT Chief Minister's Award for Excellence in 2009, and in recognition for his contribution to the Indigenous community he received the Centenary Medal in 2003.

Paul is on the Central Australia Economic Revitalisation Committee, the Arid Lands Environment Centre Board of Management, the Redtails AFL football team committee, the Tourism NT Board of Commissioners and has previously been a member of the Desert Knowledge Australia Board.

Paul's goal is to assist by providing opportunities and pathways for individuals or groups to become economically self-sufficient and the ability to make choices about their future and day-to-day living. He also has a passion and strong connection to the creative industry, specifically in music.



**Mr David Curtis Senior**  
**(from November 2021)**

David is a Traditional Owner from Tennant Creek, owner of Jungarayi 2000 Photography.

A member of the Julalikari Council Aboriginal Corporation board, David was the General Manager of the Julalikari Council Aboriginal Corporation from 1990 to 1996 and was a commissioner for the Aboriginal and Torres Strait Islander Commission (ATSIC) for the NT Central Zone from 1996 to 1999.



**Ms Mona Liddy (from November 2021)**

Mona is a senior Wagiman elder from the upper Daly River region, Mona is the current Chairperson of Tjuwaliyn-Wagiman Aboriginal Corporation and a Northern Land Council (Full Council) member - Pine Creek. Mona has worked in the Federal and NT Governments, and non-government sectors. She has over 40 years work experience in health, Aboriginal social and cultural issues, education and training, housing, social and economic welfare in regional and remote communities.

With strong traditional cultural connection to her land and waters, she plays a significant role particularly working with Aboriginal communities to create and deliver new experiences that create sustainable economic, social and cultural outcomes.

She served as a committee member on government and non-government organisations such as the Ooloo Water Advisory Committee, Board Director of Territory Natural Resource Management, Daly River management Committee, Daly River Aboriginal Reference Group Chair, Indigenous Water Policy North Australia Group, the Tropical Rivers and Coastal Knowledge and member of the Tjuwaliyn Hot Springs Joint Management committee.

Mona's qualifications include a Bachelor of Applied Science (Indigenous Community Management and Development) from Curtin University WA, and Diploma of Government (Project Management Specialisation).

# Aboriginal Tourism Committee



**Mr Peter Pangquee**  
(from November 2021)

Peter is an Aboriginal man who grew up in Darwin, he is Marrathiel on his father's side and Yankunytjatjara on his mother's side. Peter is currently an Alderman on the City of Darwin Council and is the City of Darwin Council member on the Executive Board of Management of Tourism Top End, is a member of the Development Consent Authority (Darwin) and executive member of the Local Government Association of the Northern Territory.

Previously Peter has held management positions with the Department of Health in Aboriginal and Torres Strait Islander Health workforce and cultural engagement and is a Registered Aboriginal Health Practitioner.

Peter was the inaugural Chair of the National Aboriginal and Torres Strait Islander Health Practice Board of Australia and the Principal Aboriginal Health Practitioner Advisor to the NT Department of Health.

Peter holds a Bachelor of Applied Science (Aboriginal Community Management and Development).



**Ms Nova Pomare (from November 2021)**

Nova is a Central Arrernte woman from Alice Springs and the General Manager of Standley Chasm Angkerle Atwatye which has a 90% Aboriginal workforce.

A former board member of Tourism Central Australia, Nova has also been an ambassador and speaker at the Northern Territory's Aboriginal Economic Development Forum and has held previous roles in finance and bookkeeping, recruitment and services sectors.

Nova holds a Diploma of Leadership Management and a Certificate III in Financial Services.



**Ms Jane Runyu-Fordimail**

Jane is a Jawoyn woman and the former Chief Executive Officer of Nitmiluk Tours and Cicada Lodge. With extensive experience operating successful Aboriginal tourism businesses in the Katherine region, Nitmiluk Katherine's businesses excellence continues to be recognised with numerous tourism awards including several NT Brolga Awards as well as winning three categories in the 2020 Qantas Australian Tourism Awards.

Currently a Director of the Jawoyn Association and a member of the Nitmiluk (Katherine Gorge) National Park Board, Jane was one of the first Jawoyn to be appointed to the Nitmiluk Tours Board in 1993.

Jane is a previous NT Aboriginal Tourism Advisory Council member and holds Certificates in Tourism and Business Management.





### Mr Randle Walker

Randle is the Chief Executive Officer of Centrecorp Aboriginal Investment Corporation (CAIC), a position he has held for the past 12 years, as well as a member of the Alice Springs Major Business Group.

Previously the President of the Certified Practising Accountants (CPA) Northern Territory, Randle has also held positions with Tourism Central Australia, Central Australia Chamber of Commerce and the Alice Springs Regional Economic Development Committee.

Randle's finance and governance experience and skills are extensive and benefit community groups including 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 2021 – 30 June 2022

Member	Meetings attended	Meetings held	Consultations and workshops attended	Consultations and workshops held
<b>Chair: Paul Ah Chee</b> (commenced January 2022)	3	3	2	3
<b>Mona Liddy</b> (commenced November 2021)	3	3	3	3
<b>Peter Pangquee</b> (commenced November 2021)	3	3	3	3
<b>Jane Runyu-Fordimail</b>	2	3	0	3
<b>David Curtis</b> (commenced November 2021)	1	3	0	3
<b>Nova Pomare</b> (commenced November 2021)	3	3	3	3
<b>Randle Walker</b>	3	3	2	3

Other ATC members during the year included Maree Meredith until 13 July 2021, Nigel Browne until 21 July 2021, Jimmy Frank until 27 August 2021 and Rayleen Brown until 25 October 2021.

Aerial view of East Point Reserve, Darwin

# Marketing Steering Committee

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

The Marketing Steering Committee met prior to each Board meeting and membership included two commissioners.

Matters addressed included:

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

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

## Marketing Steering Committee Members 1 July 2021 – 30 June 2022

Role	Member	Meetings attended	Meetings held
Chair	Denis Pierce - Commissioner Tourism NT Board	6	6
Member (From Oct 2021)	Michaela Webster – Commissioner Tourism NT Board	3	3
Advisor	Tony Quarmby - Executive Director Marketing	6	6
Advisor (Final meeting Oct 2021)	Andrew Hopper – Deputy Chief Executive Officer	1	2
Advisor (From Jan 2022)	Scott Lovett – Deputy Chief Executive Officer	3	3
Committee Secretariat	Provided by Marketing, Tourism NT	6	6



## 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 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
- 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 Committee Members 1 July 2021 – 30 June 2022

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	1	1
Committee Secretariat	Leah Morrison – Manager Executive Services	3	3
Guest	Josie Silipo – Manager Risk and Audit, Governance	3	3
Guest	Valerie Smith – Executive Director Industry Development	2	3
Guest	Tony Quarmby – Executive Director Marketing	1	3

# Accountability and standards

## Planning Framework

**Government policy**



**Operating environment  
and industry scan  
Cabinet decisions**



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



**Performance measurement  
and key deliverables**



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

## Information management

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

Details of information held by Tourism NT, including an outline of how to make an application under the Act, can be found on the Tourism NT corporate website.

Tourism NT received nil FOI applications during 2021-22.

## 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 endorsed by the Tourism NT Board.

## Business planning including risk assessments

Business plans are prepared by members of the leadership team and include a statement of the projects and actions that each business unit needs to complete in order to achieve 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 a part of the Tourism, Services and Hospitality division of the Department of Industry, Tourism and Trade.

Tourism NT had a direct annual budget of \$58.7 million in the 2021-22 financial year largely funded through NT Government appropriation. The actual expenses incurred by Tourism NT for 2021-22 totalled \$53.7 million.

## Revenue

Tourism NT received \$0.5 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 \$53.7 million in 2021-22. This included \$9 million for employee expenses and \$15 million on grant programs such as the Visitor Experience Enhancement Program, Roadhouse to Recovery, the Territory Tourism Voucher scheme and funding supplied to Regional Tourism Organisations. Additionally \$5.5 million was spent on contributions to cooperative marketing campaigns.

The majority of Tourism NT's expenditure relates to administrative expenses of \$24.2 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

	2020-21 \$'000	2021-22 \$'000
<b>Income</b>		
<i>Grants and subsidies revenue</i>		
Current	538	65
<i>Appropriation</i>		
Output	56,909	55,580
Commonwealth	0	0
Sales of goods and services	140	149
Goods and services received free of charge	0	0
Foreign exchange gain	0	63
Other income	189	242
<b>TOTAL INCOME</b>	<b>57,776</b>	<b>56,099</b>
<b>Expenses</b>		
Employee expenses	9,229	8,977
<i>Administrative expenses</i>		
Purchase of goods and services	23,020	24,147
Repairs and maintenance	0	0
Depreciation and amortisation	119	99
Non cash write offs	2,897	0
Other administrative expenses	49	-3
Foreign exchange loss	31	0
<i>Grants and subsidies expenses</i>		
Current	14,409	7,941
Capital	3,112	7,032
Cooperative marketing contributions	5,995	5,457
<b>TOTAL EXPENSES</b>	<b>58,861</b>	<b>53,650</b>
<b>NET SURPLUS / (DEFICIT)</b>	<b>-1,085</b>	<b>2,449</b>







# Appendices

## Procurement contracts awarded

Type of procurement	Tender number	Title of requisition	Count	Sum of contract value \$
Consultancy - Generic	Q21-0113	Consultancy – Economic Impact of International Education and Training in the Northern Territory from 2021 until 2023	1	135,328
	21-1279	Consultancy – Regional Tourism Organisation Review for Visitor Information Centres Partnership Agreements	1	86,592
	22-0126	Consultancy – Master Plan for Visitor Services at Newcastle Waters Historic Township	1	87,420
<b>Consultancy – Generic Total</b>			<b>3</b>	<b>309,340</b>
Services	21-0616	Darwin – 2021 Brolga Northern Territory Tourism Awards Gala Event	1	92,495
	22-0181	Provision of Keynote Speaker – Tourism Towards 2030 Conference	1	16,829
<b>Services Total</b>			<b>2</b>	<b>109,324</b>
Services – Period Contract	NS21-0070	Darwin - Provision of Australian Tourism Data Warehouse Licence for a Period of 12 Months	1	808,236
	NS21-0115	Darwin - Provision of Tourism and Transport Forum Membership for a Period of 12 Months	1	25,410
	Q21-0367	Subscription To Aviation Business Intelligence Data for a Period of 12 Months	1	27,500
	NS21-0184	Darwin - Provision of Australian Tourism Data Warehouse Hubspot Licence for a Period of 12 Months	1	28,393
	NS22-0250	Provision of ReviewPro Destination Software Online Reputation Management System for a Period of 24 Months	1	120,288
<b>Services – Period Contract Total</b>			<b>5</b>	<b>1,009,827</b>
Supply	22-040	Sydney – Australian Tourism Exchange Stand Build 2022	1	59,755
<b>Supply Total</b>			<b>1</b>	<b>59,755</b>
<b>Grand Total</b>			<b>11</b>	<b>1,488,246</b>







# Grant and funding recipients

## Tourism NT grant programs

### 1. Visitor Experience Enhancement Program

The Visitor Experience Enhancement program seeks to enable the tourism industry to improve its customer experience, so that more visitors have positive experiences and will recommend the Territory to others.

Grants of up to \$50,000 per business were available, with a requirement for a matching co-contribution from the business.

Recipient	Total
00Seven Jet Ski Adventures	\$5,542
Airborne Solutions	\$14,099
Airport Development Group Pty Limited	\$20,077
Alice Lodge Backpackers	\$15,000
Alice Springs Reptile Centre Pty Ltd	\$5,520
Arirki Aboriginal Corporation	\$4,190
Bluestone Motor Inn	\$7,823
Board of the Museum and Art Gallery of the NT	\$10,388
Buku Larrnggay Mulka Incorporated	\$50,000
Bulabula Arts	\$14,717
Bullo River Cattle Station	\$3,749
Char Darwin Pty Ltd	\$15,882
Charlies of Darwin	\$8,093
Chriden Pty Ltd	\$9,576
Club Eastside	\$25,000
Coolalinga Tourist Park	\$12,594
Crab Claw Resort	\$41,246
Crocodylus Park	\$20,000
Darwin Boomerang Motel/Caravan Park	\$4,980
Darwin Explorer Pty Ltd	\$4,012
Darwin Resort	\$21,960
Darwin Ski Club	\$3,136
Darwin Trailer Boat Club Inc	\$9,730
Deva Short Stay Pty Ltd	\$23,334
Djiliwa Group Pty Ltd	\$25,000
Doctors Gully Investments Pty Ltd	\$20,000
Doubletree By Hilton Esplanade Darwin	\$25,000
Gardens Park Golf Links	\$44,000
G'Day Mate Tourist Park	\$9,414

Note: Payments reflected in the following grant tables may include payments made to businesses who were successful in more than one round of the same grant program, with payments for each round occurring within the 2021-22 financial year due to the timing of project finalisation.

Recipient	Total
Groote Eylandt Lodge Pty Ltd	\$12,500
Halikos Pty Ltd T/A Novotel Darwin CBD	\$12,500
Hilton Darwin	\$16,917
Howard Springs Tavern	\$46,216
Iliadmede Pty Ltd T/A Todd Tavern	\$25,000
Indigofera Ecotours	\$7,750
Julalikari Council Aboriginal Corp	\$39
Kakadu Lodge	\$20,000
Lord's Kakadu and Arnhemland Safaris	\$1,185
Mataranka Supermarket	\$20,000
Mercure Hotel Darwin Airport	\$65,000
Mercure Kakadu Crocodile Hotel	\$32,940
Mole Creek Pty Ltd (Humpty Doo Hotel Unit Trust)	\$20,000
Nitmiluk Tours Pty Ltd	\$7,500
Noonamah Tourist Park	\$40,321
NT Bird Specialists	\$6,457
NT Soaring Pty Ltd	\$25,000
Oasis Hotel	\$20,000
Outback Tour Services Pty Ltd	\$44,092
Overlandoz	\$6,000
Palm Court Budget Motel	\$50,000
Pyndan Camel Tracks	\$3,244
Red Centre Adventures	\$41,205
Reidy Investments Pty Ltd	\$50,000
Remote Tours Pty Ltd	\$20,725
Riverview Tourist Village	\$20,000
Royal Flying Doctor Services Of Australia	\$20,000
Salsa Holdings (NT) Pty Ltd	\$22,754
Sealink Northern Territory Pty Ltd.	\$4,925
Spring Tide Safaris	\$4,140
Sundance Farm Pty Ltd	\$20,000
Tamsing Pty Ltd	\$10,000
The Darwin Sailing Club Incorporated	\$7,953
The Heritage Caravan Park	\$45,061
The Historical Society of Katherine NT	\$18,182





Evening at Glen Helen Gorge, Tjoritja / West MacDonnell Ranges National Park

Recipient	Total
The Tap On Mitchell	\$15,000
Threeways Roadhouse	\$10,000
Timber Creek Hotel	\$15,875
Timothy Walker T/A Bike You	\$25,000
Tiwi Enterprises Ltd	\$7,433
Tiwi Island Retreat Pty Ltd	\$25,000
Top End Safari Camp Pty Limited	\$20,000
Top End Tandems	\$1,192
Uluru Audio Guide	\$2,873
Uluru Segway Tours	\$25,000
Unique Minibus Services Pty Ltd	\$17,500
Vatu Sanctuary	\$17,500
Venture North Safaris	\$15,802
Vision Sportfishing	\$16,692
Wagait Beach Bush Retreat	\$21,489
White Fox Enterprises	\$6,302
Winmarti Tours	\$1,000
World Expeditions Services Pty Ltd	\$35,232
World Expeditions Travel Group Pty Ltd	\$9,960
Yarraman Territory Pty Ltd	\$8,276
Yknot Charters	\$12,575
<b>TOTAL</b>	<b>\$1,548,364</b>

## 2. Tourism Evening Experiences grant program

The Tourism Evening Experiences grant program provided funding to assist tourism operators to develop evening experiences in NT regions. Priority was given to applicants who demonstrated the greatest need for visitor enhancement and aligned their tourism evening experience to a tourism strategy or plan.

Grants of up to \$14,500 per business were available.

Recipient	Total
Barramundi Adventures Darwin	\$7,000
Batchelor Holiday Park	\$7,250
Cooinda Lodge Kakadu	\$7,250
De Lago Resort On Lake Bennett	\$4,750
Earth Sanctuary World Nature Centre	\$7,250
Gardens Park Golf Links	\$7,250
Gorge View Bush Retreat	\$7,250
Ooraminna Station Homestead	\$7,250
The Road Transport Historical Soc Inc	\$5,313
Tumbling Waters Holiday Park	\$5,771
Walk Darwin	\$3,500
Women's Museum of Australia Incorporated	\$7,250
Yarraman Territory Pty Ltd	\$7,250
<b>TOTAL</b>	<b>\$84,334</b>

## Appendices

### 3. Roadhouse to Recovery grant program

Funding was made available to assist regional or remote wayside inns, roadhouses or caravan park operators to improve their visitor experience.

Grants of up to \$150,000 per business were available, with a requirement for a matching co-contribution from the business.

Recipient	Total
Aileron Hotel and Roadhouse	\$55,925
Ausmobar Pty Ltd	\$35,845
Banyan Farm	\$30,989
Barrow Creek Hotel	\$135,000
Batchelor Holiday Park	\$51,986
Blimey Charlie Pty Ltd (Mataranka Roadhouse)	\$147,675
Borrooloola Hotel Motel Pty Ltd	\$69,025
Carmellack Pty Ltd	\$150,000
Central North Enterprises Pty Ltd	\$56,049
Cooinda Lodge Kakadu	\$150,000
Corroboree Park Tavern	\$150,000
Daly River Inn	\$155,880
Daly Waters Pub	\$150,000
De Lago Resort on Lake Bennett	\$75,000
Discovery Holiday Parks Glen Helen	\$150,000
Djiliwa Group Pty Ltd	\$55,000
Douglas Daly Holiday Park	\$13,464
Dundee Beach Holiday Park Pty Ltd	\$75,000
Dunmarra Wayside Inn	\$134,201
Erlunda Desert Oaks Resort Pty Ltd	\$191,606
Gemtree Roadhouse and Caravan Park	\$85,614
Gomiss Pty Ltd T/A Ti Tree Roadhouse	\$37,194
Gove Yacht Club	\$32,991
Heartbreak Hotel	\$71,250
Jane Biddlecombe Trust	\$114,938
Jel Holdings Pty Ltd T/A Batchelor Holiday Park	\$51,986
Kings Creek Station	\$132,720
Leaders Creek Fishing Base	\$59,704
Litchfield Park Café	\$75,000
Litchfield Tourist Park	\$150,000
Mainoru Outstation Store	\$126,682
Mataranka Cabins and Camping	\$67,493
Mcmurtrie Company Marketing Pty Ltd	\$74,000
Oasis Tourist Park	\$150,000
Oceanview Developments Pty Ltd	\$149,573
Ooraminna Station Homestead	\$75,000

Recipient	Total
Point Stuart Wilderness Lodge	\$67,260
Renner Springs Desert Inn	\$60,000
Roper Bar Park and Store Pty Ltd	\$58,567
Roylands Pty Ltd	\$215,933
Tamsing Pty Ltd	\$72,785
Tarlton Downs Pty Ltd	\$139,222
The Lodge of Dundee	\$75,000
The Purple Mango Cafe and Brewery	\$150,000
Threeways Roadhouse	\$75,000
Ti Tree Farm Garden	\$52,308
Tilmouth Well Roadhouse	\$33,315
Timber Creek Hotel	\$60,000
Tumbling Waters Holiday Park	\$150,000
Vatap Pty Ltd	\$105,092
Wirib Store and Tourism Park	\$57,981
Zed Hospitality Australia Pty Ltd	\$75,000
<b>TOTAL</b>	<b>\$4,934,251</b>



## 4. New Visitor Experience Program

The Northern Territory Government delivered a new grant program in 2020 for Northern Territory based tourism operators to deliver new tourism visitor experiences. Fifty percent of the grant funding was provided on the award of the grant and final fifty percent was paid upon completion of the project.

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.

Grants of up to \$50,000 per business were available, with a requirement for a matching co-contribution from the business.

Recipient	Total
Top of Town Café trading as Outback Caravan Park	\$16,250
Halikos Hospitality Pty Ltd (Crab Claw Resort)	\$25,000
Daly Waters Pub	\$25,000
Katherine Regional Arts Inc	\$8,525
Noonamah Tourist Park	\$25,000
Outer Edge Photography Pty Ltd	\$2,388
R Woods and T.L Woods	\$4,500
<b>TOTAL</b>	<b>\$106,663</b>

## 5. Aboriginal Tourism grant program

The Aboriginal Tourism Grant Program Round 3 supported Aboriginal owned (greater than 50% Aboriginal owned) and operated businesses and organisations who had a significant NT tourism focus.

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.

Grants of up to \$20,000 per business were available.

Recipient	Total
Arlpwe Artists Aboriginal Corporation	\$4,500
Culture College Arnhem Land Aboriginal Corporation	\$20,000
Dhimurru Land Management Aboriginal Corporation	\$9,674
Gapuwiyak Culture And Arts	\$10,000
Gundjeihmi Aboriginal Corporation	\$19,950
Hermannsburg Potters Aboriginal Corporation	\$3,020
Ikuntji Artists Aboriginal Corporation	\$6,925
Iltja Ntjarra Many Hands Art Centre	\$19,991
Injalak Arts And Crafts Aboriginal Corporation	\$18,182
Ironbark Aboriginal Corporation	\$5,153
JL's Outback Experience	\$9,504
Liya Wanhurr Aboriginal Corporation	\$9,952
Luwungunji	\$18,117
Mabunji Aboriginal Resource Indigenous Corporation	\$4,150
Menge Aboriginal Corporation	\$10,000
Mercure Kakadu Crocodile Hotel	\$9,995
Merrepen Arts	\$2,240
Milintji Developments Pty Ltd	\$7,500
Miriam Rose Foundation	\$8,010
Nyinyikay Dha Wuba Aboriginal Corporation	\$26,384
Patsy Evans T/As Limmen River Store	\$18,180
Tangentyere Council Aboriginal Corporation	\$16,330
Tapatjatjaka Art and Craft Aboriginal Corporation	\$8,749
Tarntipi Homelands Aboriginal Corporation	\$9,605
Tiwi Design Aboriginal Corporation Incorporated	\$8,250
<b>TOTAL</b>	<b>\$284,360</b>

## Appendices

### 6. Tourism Town Asset Program

The Tourism Town Asset Program provided funding to assist Regional and Town Councils to undertake projects that improve the on-ground visitor experience in the NT. The focus of this program was to enhance and improve main streets and/or town centres for the benefit of visitors.

Grants of up to \$100,000 per council were available with recipients expected to provide a cash, or a combination of a cash and in-kind contribution.

Recipient	Total
Alice Springs Town Council	\$33,000
Barkly Regional Council	\$50,000
Central Desert Shire Council	\$50,000
Coomalie Community Government Council	\$38,246
Katherine Town Council	\$49,889
Nhulunbuy Corporation Ltd	\$50,000
Tiwi Islands Regional Council	\$49,768
Victoria Daly Regional Council	\$32,244
West Arnhem Regional Council	\$5,025
<b>TOTAL</b>	<b>\$358,171</b>

### 7. International Restart Support Fund

Due to COVID-19, international tourist numbers across Australia have declined and the need to re-establish NT brand awareness is key to returning international visitors. The International Restart Support Fund provided funding to support tourism businesses promotional and marketing activities between March and 30 June 2022.

Recipient	Total
Adventure Tours Australia Group Pty Ltd	\$9,176
Breeze Holiday Parks – Katherine	\$15,000
Darwin Convention Centre	\$15,000
Emu Run	\$10,125
Get Lost Travel Pty Ltd	\$15,000
Goodhand Outback Experience	\$15,000
Lirrwi Yolngu Tourism Aborigination	\$15,000
Mary River Wilderness Retreat	\$15,000
NT Bird Specialists	\$13,622
Outback Fishing Charters	\$5,625
Territory Expeditions	\$7,275
Travellers Autobarn	\$5,250
Uluru Segway Tours	\$2,057
Voyages Indigenous Tourism Pty Ltd	\$13,774
Wetland Cruises	\$9,000
World Expeditions Services Pty Ltd	\$15,000
<b>TOTAL</b>	<b>\$180,904</b>



## 8. Book Now Digital Support Program

The Book Now Digital Support programs for accommodation and Aboriginal tourism provided 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
Angkerle Aboriginal Corporation	\$4,500
Ayeye Atyenhe Art	\$4,091
Bluestone Motor Inn	\$309
Buffalo Boat Hire	\$4,923
Chartair Pty Ltd	\$1,350
Cookes Tours	\$1,570
Darwin City Hotel	\$1,238
Davidsons Arnhemland Safaris Pty Ltd	\$2,090
Douglas Daly Holiday Park	\$807
Dundee Beach Holiday Park Pty Ltd	\$2,500
Earth Sanctuary World Nature Centre	\$1,368
Emu Run Experience	\$2,250
Gemtree Roadhouse and Caravan Park	\$2,125
Indigenous Land Corporation	\$1,100
Ironbark Aboriginal Corporation	\$3,398
Kakadu Rock Art Tours	\$3,287
Katherine Aviation Pty Ltd	\$1,313
Katherine Outback Experience Pty Ltd	\$2,500
Mercure Kakadu Crocodile Hotel	\$2,424
Ntaria Supermarket	\$1,910
Oasis Tourist Park	\$912
Palm Court Budget Motel	\$1,057
Papunya Community Store	\$1,613
Roper Bar Park and Store Pty Ltd	\$1,406
Roylands Pty Ltd	\$2,500
Skippers at Dundee Pty Ltd	\$1,731
Southern Cross Tours and Travel NT Pty Ltd	\$2,475
Tamsing Pty Ltd	\$1,324
Tilmouth Well Roadhouse	\$1,910
Top Didj and Art Gallery	\$1,011
Tumbling Waters Holiday Park	\$900
Uluru Audio Guide	\$1,786
Uno Management Services Pty Ltd	\$2,500
Vatap Pty Ltd	\$2,500
Walk a While Foundation Limited	\$440
Walk Darwin	\$413

Recipient	Total
Wetland Cruises	\$2,255
Wild Honey Travels	\$2,088
Wildcard Luxury Cruises	\$4,545
Yugul Mangi Development Aboriginal Corporation	\$955
<b>TOTAL</b>	<b>\$83,022</b>

## 9. 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	\$426,581
<b>TOTAL</b>	<b>\$426,581</b>

## 10. Territory Tourism Voucher scheme

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

The voucher, on offer while travel restrictions prevented interstate trips, provided 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 travelled a little further afield were able to apply for an additional \$200 bonus claim redeemable on a \$1 for \$1 basis if they travelled over 400 kilometres to the product booked as part of a single journey (not including their return leg).

Recipient	Total
Tourism Top End (includes Katherine)	\$3,035,765
Tourism Central Australia	\$343,302
Bonus Claims (various)	\$101,070
<b>TOTAL</b>	<b>\$3,480,137</b>

## Appendices

### 11. 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	\$290,074
Tourism Central Australia (for both Alice Springs and Tennant Creek)	\$1,140,777
Tourism Top End	\$805,761
<b>TOTAL</b>	<b>\$2,236,612</b>

### 12. Cooperative Marketing and Industry Support

Tourism NT promotes the Northern Territory as unique holiday destination through cooperative marketing activity with wholesalers, online travel agents and airlines to capitalise on the high domestic awareness of the NT, packaging NT itineraries and experiences and creating a sense of urgency by encouraging consumers to 'book now' with enticing deals.

Recipient	Total
Australian Hotels Association	\$155,545
Charles Darwin University – Tour Guide Training pro-gram	\$58,000
Developing East Arnhem Limited	\$80,000
Digital Coaching International	\$6,663
Karrke Pty Ltd	\$60,000
Keep Australia Beautiful NT	\$20,000
Northern Territory Indigenous Tours	\$2,000
The Road Transport Historical Society Inc	\$30,000
Tourism Central Australia	\$87,500
Tourism Top End	\$35,000
Cooperative marketing (various)	\$5,456,750
Industry development (various)	\$688,000
Save and Learn program (various interstate schools)	\$27,273
<b>TOTAL</b>	<b>\$6,706,731</b>

## 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
Alyson de Groot	\$4,000
Amiable Communications	\$1,500
Arafura Dragons Paddlers Club	\$4,000
Australian Red Cross	\$1,090
Bayside International College – BIC English	\$2,500
Chamber of Commerce NT	\$19,750
Charles Darwin University	\$7,000
Darwin High School	\$2,500
Global Cultural Exchange Company	\$7,500
Hot Game Magnet	\$2,500
International College of Advanced Education	\$4,851
Kindness Shake Incorporated	\$19,672
Made Concepts Pty Ltd	\$4,991
Nepalese Association of Northern Territory Inc	\$8,975
NT Legal Aid Commission	\$5,000
Ppia NT Incorporated	\$5,000
Two Two One Mental Health Charity	\$5,580
<b>TOTAL</b>	<b>\$106,408</b>



## 2. Study in Australia's Northern Territory Scholarship program

The Study in Australia's Northern Territory scholarships are joint scholarships with education providers for talented international students to study in the Northern Territory.

Recipient	Total
Alana Kaye Training	\$7,500
Australian Campus Management Pty Ltd	\$18,000
Australian Institute of Electro Technology P/L	\$7,159
Charles Darwin University	\$9,750
International House Sydney	\$9,225
<b>TOTAL</b>	<b>\$51,634</b>

## 3. Sponsorships and Partnerships

Sponsorships and partnerships are undertaken with organisations that can help support and grow the international education market in the Northern Territory. For example, this year Study NT partnered with the Australian Trade Commission to deliver the Study Australia Partnership, which comprises each State/Territory study body and the Australian Government. The partnership takes a 'brand Australia' approach to marketing and promotional efforts in key markets.

Recipient	Total
Australian Trade Commission – Study Australia Partnership	\$40,000
Chamber of Commerce NT	\$6,250
Kindness Shake Incorporated	\$34,000
Volunteering SA and NT Inc	\$5,000
<b>TOTAL</b>	<b>\$85,250</b>

## 4. Cooperative Marketing Fund

This fund provided one-off, temporary marketing support for international education and training providers, to enable them to get back into the international market quickly, post-COVID. The fund was used to undertake social media and digital marketing campaigns, international education agent engagement and participation in and holding face-to-face events in key international markets.

Recipient	Total
Active Transition Training Pty Ltd	\$15,000
Alana Kaye Training	\$15,000
Australian Campus Management Pty Ltd	\$15,000
Australian City International College Pty Ltd	\$13,584
Australian Institute of Electro Technology P/L	\$15,000
Charles Darwin University	\$7,500
GTNT Group	\$11,213
International College of Advanced Education	\$7,084
International House Sydney Training Services P/L	\$7,379
Sydney City College of Management Pty Ltd	\$11,250
<b>TOTAL</b>	<b>\$118,010</b>

## 5. International Student Accommodation Grant

The International Student Accommodation Grant assists students with their relocation to the Northern Territory, and helps grow the number of international students choosing to study in the Northern Territory. Study NT provided funding to International House Darwin (located at the Charles Darwin University campus) and UniLodge Darwin to support international students' first four weeks of rent at either facility.

Recipient	Total
International House Darwin	\$12,600
Unilodge Darwin	\$12,940
<b>TOTAL</b>	<b>\$25,540</b>



# Contacts

## National Contacts

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Swimming at Florence Falls, Litchfield National Park



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Consumer website  
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