

# 2014-15 Highlight Summary

## TOURISM VISION 2020



Activities undertaken across the sector in line with Tourism Vision 2020 has seen a turn-around to positive growth for the Northern Territory in 2014-15.



# 2014-15 Highlight Summary

# TOURISM VISION 2020

'Grow the NT visitor economy

to \$2.2 billion by 2020 as

measured by overnight expenditure.'

2014-15 Summary of Highlights, records the key activities undertaken in 2014-15 which contributed towards the whole-of-sector tourism strategy, *Tourism Vision 2020: Northern Territory's Strategy for Growth* (released in September 2013).

This report is not meant to be an audit across the NT Government and the tourism industry, but a summary of key actions and achievement in 2014-15 which contributed towards reaching the tourism sector's goal to:

'Grow the NT visitor economy to \$2.2 billion by 2020 as measured by overnight expenditure.'

The highlights are summarised under each of the four strategic requirements outlined in *Tourism Vision 2020*:

- » Grow Value
- » Address Supply Constraints
- » Improve the Visitor Experience
- » Improve Business Sustainability

#### Contributors to this report include:

- » Northern Territory tourism industry e.g. accommodation establishments, touring providers, NT Airports and other tourism businesses.
- » Industry groups e.g. Australian Hotels Association.
- » Regional Tourism Organisations: Tourism Top End, Tourism Central Australia
- » Northern Territory Government e.g. Tourism NT, Parks and Wildlife Commission of the Northern Territory, Department of Business.
- » Commonwealth Government e.g. Tourism Australia, Parks Australia.

#### Disclaimer

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# 2014-15 Highlight Summary

## TOURISM VISION 2020

### Demand



**\$1.87B**  
SPEND



**7%**



ON TRACK  
TO REACH  
**2020**  
TARGET OF



**\$2.2B**



**9 NIGHTS**  
AVERAGE  
LENGTH OF  
**STAY**



**1.3**  
NIGHTS



**\$1,373**  
AVERAGE  
**TRIP**  
SPEND



**\$78**

SOURCE TOURISM RESEARCH AUSTRALIA'S NATIONAL AND INTERNATIONAL VISITOR SURVEY, YEAR ENDING JUNE 2012 COMPARED TO YEAR ENDING JUNE 2015

### Supply



**1.97M**  
AIRLINE  
**SEATS**  
[INBOUND]



**14%**



ON TRACK  
TO REACH  
**2020**  
TARGET



**5% MORE**  
CAPACITY NEEDED

SOURCE BUREAU OF INFRASTRUCTURE, TRANSPORT AND REGIONAL ECONOMICS YEAR ENDING JUNE 2012 COMPARED TO YEAR ENDING JUNE 2015



**7724**  
ESTIMATED  
**ROOMS**



**6%**



ON TRACK  
TO REACH  
**2020**  
TARGET

WITH

**OVER 1,000**  
ROOMS IN THE PIPELINE

SOURCE TOURISM NT ESTIMATE AS AT 25 AUG 15, YEAR ENDING JUNE 2012 COMPARED TO YEAR ENDING JUNE 2015 | NOTE: ALL RESULTS ARE COMPARED TO YEAR 2020 TARGETS WERE SET.



# FOUR STRATEGIC REQUIREMENTS

TOURISM VISION 2020



**Click your way throughout the document**

This is an interactive PDF. Feel free to jump to the required information by using the weblinks or buttons.



**TOURISM VISION 2020**

**GROW VALUE**

Increase the desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

*Work with Tourism Australia and gateway destinations to maximise our investment in identified priority international markets, with a focus on growing the NT's share of high growth markets.*

Grow the visitor economy by focusing on niche market and product segments with the 'greatest propensity to travel.

*Increase NT brand and product presence across digital channels, creating desire for the destination and connecting consumers with experiences they want to purchase in real time.*

Develop a long-term comprehensive strategic approach to major events, festivals and regional events that leverages the NT Brand, activates infrastructure, energises local communities and drives visitation and yield.

**ADDRESS SUPPLY CONSTRAINTS**

Ensure a supply of commercial accommodation to both support and induce the growth in visitor demand.

*Support the growth of sustainable aviation services to the Territory.*

Ensure visitor needs for access are considered in transport planning, including for roads, public transport and cruise ship facilities.

*Deliver a viable and efficient workforce that meets industry demand and supports a globally competitive tourism sector.*

**IMPROVE VISITOR EXPERIENCE**

Ensure visitor services across the Territory are provided in a coordinated manner reflective of current and emerging consumer behaviour.

*Build the experience base of our destination to meet visitor expectations and drive growth.*

Develop new experiences within the national parks estate (NT Government and Parks Australia) that reflects the needs of the visitor economy.

*Grow the visitor economy by building on the NT's reputation of the delivery of quality authentic Indigenous cultural experiences.*

**IMPROVE BUSINESS SUSTAINABILITY**

Adopt a partnership approach between industry and Government to grow the visitor economy.

*Build a vibrant, sustainable and profitable industry to deliver on the NT brand promise.*

# GROW VALUE

TOURISM VISION 2020

Increase the desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

- » Developed the “How to do the NT” brochure, presenting the regions across the Northern Territory, and distributed to key domestic markets via print.
- » Promoted the Territory through the “Mates of the Territory” program which ran over twelve months. High profile celebrities including *Today* show host Lisa Wilkinson and Layne Beachley advocated the Northern Territory through social media.
- » Hosted the *Today* Show for a live broadcast from Kakadu in May.
- » Leveraged relationships with Melbourne Football Club to host a three day Club conference in Alice Springs through corporate travel packages.
- » Sponsored Melbourne Football Club, Adelaide United Football Club, Parramatta Eels National Rugby League Club, Business Chicks, V8s.
- » Showcased the very best of the Northern Territory in the Martin Place activation space with an iconic ‘outback watering hole’. The space featured exciting and visual displays of food and beverages.
- » Featured the NT on an episode of Top Gear which attracts a global audience of 350 million viewers in over 200 countries. Sightings and associated news coverage generated a buzz in social media, especially Twitter and raised the awareness and profile of the NT to an audience not traditionally targeted by tourism leisure marketing activities.
- » Commenced scoping for the refurbishment of the historic Chan building in the centre of Darwin as a world-class visual arts museum.
- » Implemented the ‘Do the NT’, ‘Do the Top End’ and ‘Do the Red Centre’ initiatives in all marketing material.
- » Established an Interagency Tourism Coordination Forum to ensure common understanding of funded and proposed tourism initiatives and projects in central Australia. Nine Territory and local government agencies attended the inaugural forum, with future meetings to be held quarterly.
- » Continued to provide cooperative marketing opportunities with operators to deliver targeting marketing campaigns such as the Kakadu and Katherine campaigns as well as Stage 1 Characters campaign.

# GROW VALUE

TOURISM VISION 2020

Work with Tourism Australia and gateway destinations to maximise our investment in identified priority international markets, with a focus on growing the NT's share of high growth markets.

- » Reached a three year marketing agreement between the Northern Territory Government and Silk Air promoting the NT into emerging Asian markets and traditional markets including the United Kingdom, Germany and France.
- » Invested funds towards a number of cooperative campaigns with Malaysia Airlines, Tourism Australia and other partners. These included: a campaign to drive Malaysian visitors to Darwin and the Top End; a digital campaign to advertise special NT packages directed at the French youth market; and a campaign to promote Malaysia Airlines airfares to Darwin in the United Kingdom.
- » Collaborated and supported Tourism Australia's global campaign "Restaurant Australia" via various in-market activations and high profile opportunities with celebrity chefs including Jimmy Doherty from the UK and Eric Ripert from the US which were filmed in the NT.
- » Showcased Central Australia by hosting 34 Chinese travel agents to learn what the region has to offer, to help them sell more NT holidays to Chinese visitors.
- » Continued to run the Greater China mission in October 2014, introducing seven NT tourism operators to a range of trade and media representatives across five cities including Hong Kong, Guangzhou, Shanghai, Beijing and Taipei. The mission provided the opportunity to build relationships and promote growth in Chinese visitation to the Territory.
- » Supported seven tourism operators on a ten day mission to Europe and the United Kingdom. This visit included attendance at ITB Tourism Trade Fair in Berlin (the world's largest trade fair), along with a hosted dinner with trade partners in Paris and attendance at the PATA Exchange in London. Those who attended the event gained invaluable insight into the NT's position in the global market place, and a number of new contracts were secured with key trade partners.
- » Showcased the Northern Territory to representatives from major Chinese companies to attract more high spending Chinese visitors and develop our reputation as a unique business events destination. The visit included a tour of the state-of-the-art facilities available at the Darwin Convention Centre.
- » Aligned the China Engagement Plan with formal national policies such as the Free Trade Agreement, Australia's Northern Development White Paper and the China Maritime Silk Road Strategy.

# GROW VALUE

TOURISM VISION 2020

Grow the visitor economy by focusing on niche market and product segments with the greatest propensity to travel.

- » Continued to hold the Conventions Walkabout (October 2014) which allowed more than 250 event planners from around Australia to meet with Territory business events operators and industry partners, aimed at attracting more business events to the Territory.
- » Sponsored and promoted bird watching in the NT at British Birdwatching Fair held in August 2014. The Fair attracts 25,000 visitors and 300 exhibitors from around the world. As part of the sponsorship, the Territory was identified on all event promotional material and posters, and featured on the Fair's website as well as a range of niche magazines that have millions of readers.
- » Introduced the Darwin Cruise Week 2015 to take advantage of the arrival of six large cruise ships to Darwin over five days. Local partnerships with retailers were developed (displaying signage and stickers in shop windows) and free daily activities were provided at the Waterfront and in the Smith Street mall.
- » Provided sponsorship to Business Chicks, a corporate networking group with 35,000 members. This sponsorship allows the NT to be exposed to many of the key decision makers for business events Australia wide. Additionally, Business Chicks announced that their inaugural conference would be held in Uluru.
- » Developed the Australian School Education Tourism Activation Plan, to be released in July 2015. The plan aims to position the NT as a preferred education tourism destination in Australia.
- » Launched a new television campaign featuring Tennant Creek and the Barkly region promoting a stopover in Tennant Creek to experience the culinary delights with the 'Undercover Chef'.
- » Attracted several business events including the 52nd Australian – Japan Business Conference and the Joint Meeting of the 8th Biennial Scientific Meeting of the Asia Pacific Paediatric Endocrine Society.
- » Continued to undertake international education marketing activities in partnership with Charles Darwin University to attract students to Darwin. With over 1,000 international students, this also attracts friends and family to visit students and explore the Darwin region.
- » Continued to attract visitors travelling to participate and/or spectate in sports including the Red Back mountain bike race in Alice Springs, Run Larapinta in Alice Springs, Alice Springs Master Games, AFL and rugby league games in Darwin and Alice Springs.
- » Launched a Darwin Welcomes Delegates Program which supports businesses in promoting Darwin as an ideal business events and visitor destination for future visits. The program offers the provision for a personalised landing page to display 'delegate deals' and advise on upcoming conferences.

# GROW VALUE

TOURISM VISION 2020

Increase NT brand and product presence across digital channels, creating desire for the destination and connecting consumers with experiences they want to purchase in real time.

- » Launched [www.virtualjourneys.travelnt.com](http://www.virtualjourneys.travelnt.com) in March 2015 which provides immersive videos from a first person user point of view to show the user how to experience the NT and create own journeys.
- » Ran a dedicated “Hypermeet” – showcasing time-lapse photography of the Red Centre on Instagram through sharing images on the accounts of three of Australia’s premier timelapse photographers alongside members of the community using the #NTAustralia.
- » Google Trekker –partnered with Google to use Google’s Street View camera platform to get footage of unique and incredible NT locations. This footage will be published on Google maps next year. The Google Trekker camera was used to take panoramic photos as staff walked through the Territory’s famous and remote natural landmarks.
- » Ran a “Dinner for Ten” promotion in Germany to encourage German customers to seek more information about the NT via [www.australiasoutback.de](http://www.australiasoutback.de) as well as from trade partners to plan their own adventure. The promotion reached 4.6 million on Facebook with over 8,000 likes. It also generated 10,000 positive comments.
- » Implemented the Digital Activation Kick-Starter program in August 2014 to enhance Territory tourism business’ online business performance and social media presence. The program provided reimbursements for 22 small to medium-sized tourism business for a range of digital products and services.
- » Refined the Visitor Information Centre website presentation and improved social media activities to ensure responsiveness to feedback and industry issues.

# GROW VALUE

TOURISM VISION 2020

Develop a long-term comprehensive strategic approach to major events, festivals and regional events that leverages the NT Brand, activates infrastructure, energises local communities and drives visitation and yield.

- » Committed \$150,000 through Festivals NT to the Darwin International Film Festival over the next three years.
- » Continued to support festivals through the event sponsorship program showcasing Indigenous arts and culture including the Barunga Festival, Walking with Spirits, Darwin Aboriginal Art Fair, the Alice Springs Beanie Festival and the Alice Desert Festival.
- » Invested \$2.25 million in a special two year events program in the lead up to the 75th anniversary of the bombing of Darwin.
- » Increased the number of sporting events hosted in the NT including Parramatta Eels NRL Premiership game in Darwin and AFL Melbourne Demons premiership game in Darwin and Alice Springs. Darwin also hosted the annual Hottest 7s International Rugby in January 2015.
- » Partnered with the Adelaide United Football Club to deliver an Aboriginal and Torres Strait Islander Football Development Program in Central Australia.
- » Continued to host sporting events such as the Alice Springs Master Games and Mitchell Street Mile which attracts participants and spectators during shoulder seasons.
- » Successfully pitched for Darwin to host the BNP Paribas Davis Cup quarterfinals tie in July 2015 which attracts over 40% of spectators from interstate and overseas.
- » Sponsored events such as the *The Borella Ride* which re-enacted the journey that Albert Borella undertook in February and March across the Territory. These initiatives provide new opportunities to increase visitation over shoulder seasons and regional dispersal.
- » Advertised events held across the Northern Territory on local television stations and WIN Cairns and continued to actively promote events through the [travelnt.com](http://travelnt.com) consumer website, visitor information centre websites and social media activity.
- » Upgraded the Hidden Valley Race Track and extended the Alice Springs Drag Strip to be able to host national events.
- » Received increased interest in the second round of the Northern Territory Arts Grants Program, supporting local artists and community arts, with the opportunity to be included in upcoming performances and festivals.

# ADDRESS SUPPLY CONSTRAINTS

TOURISM VISION 2020

Ensure a supply of commercial accommodation to both support and induce the growth in visitor demand.

- » Completion of new developments during the year increased the supply of short term accommodation including:
  - › Elan Soho Suites delivered 301 rooms in October 2014.
  - › Quest Berrimah delivered 88 rooms in September 2014.
  - › Darwin Waterfront Stage 2 delivered 12 serviced apartments in the first half of 2015.
  - › Hidden Valley Tourist Resort opened 40 new rooms in the late 2014.
- » Commissioned an accommodation study to help identify and inform the accommodation needs for Darwin going forward.
- » Opened Expressions of Interest in December for the development of a prime block of land along Whitaker Street in Alice Springs. Early concepts for release include a hotel and tourism precinct, restaurants and retail space.
- » Commenced preparation of the Luxury Darwin Hotel Expressions of Interest including canvassing prospective investors.
- » Oversighted by the Construction and Development Advisory Council, conducted a review of red tape in the construction and development sector, and recommended significant reform to simplify processes and reduce regulatory costs.
- » Worked with business to access grant programs to re-invest in existing products including accommodation e.g. funding for the development of four outstations and five safari tents in East Arnhem Land through Lirrwi Tourism.
- » Granted leases on the Larrapinta Trail to allow tour companies to establish new long term safari camps.

# ADDRESS SUPPLY CONSTRAINTS

TOURISM VISION 2020

Support the growth of sustainable aviation services to the Territory.

- » Expanded or commenced a number of air service operations to the NT. These included:
  - › Malaysian Airlines - retained services despite a challenging year to see the airline's continuing commitment and celebrating its one year anniversary of services to Darwin.
  - › Silk Air announced two additional Darwin to Singapore services with three of the six weekly flights also linked with Cairns.
  - › Virgin Australia - increased connections through launch of the Adelaide-Alice-Darwin route. Operating three times a week, the flights will also increase connections from Europe and Asia through to Alice Springs via Darwin.
  - › Intra-territory: Virgin Australia Darwin-Alice Springs; Airnorth replacing Qantas Link on Darwin-Gove route; conducted an Expression of Interest for a spine service linking Darwin with the Centre via Katherine and Tennant Creek.
- » Released the *Propelling the Territory Forward as Australia's Northern Gateway: Issues Paper* and undertook consultations to inform the development of the NT Aviation Industry and Services Strategy 2020.
- » Continued to work with the Australian Government on a range of policy matters including:
  - › considering the impact on the viability and sustainability of existing Northern Territory aviation services in any proposed regulatory changes;
  - › reducing the cost and regulatory burden of security, border control and processing requirements on international air passengers in the Northern Territory;
  - › establishing policies that support the development of northern Australia and its aviation sector and associated industries
  - › capitalising on the Australian Government's White Paper commitment to improve aviation access across northern Australia, working together with the business stakeholder group.
- » Continued to work with alliance airline partners to secure code-share/ interline connectivity.

# ADDRESS SUPPLY CONSTRAINTS

TOURISM VISION 2020

Ensure visitor needs for access are considered in transport planning, including for roads, public transport and cruise ship facilities.

- » Secured roads infrastructure funding as part of the 2015-16 budget to upgrade key road links that support tourism experiences across the NT. These included:
  - › \$39 million to enhance facilities and access in Litchfield National Park with sealing the road between the 2WD and 4WD campgrounds, sealing 14km of Litchfield Park Road to complete the Litchfield Loop and constructing the Lower Finniss River bridge;
  - › \$25 million to complete the sealing of the Mereenie Inner Loop;
  - › \$3 million to upgrade Gimbat Road in Kakadu, including the Kambolgie Creek crossing.
  - › \$20 million towards improving the Tjukururu Road and Plenty Highway as part of the Outback Way project.
  - › \$10 million towards the rural arterial roads program to widen and/or upgrade areas along the Tanami Road, Arnhem, Tablelands and Carpentaria Highways.
- » Launched the *NT Cruise Sector Activation Plan 2015-2020* to set out a range of activities to drive the sector in the areas of cruise ship attraction, infrastructure and facilities and experience development.
- » Secured funding for the construction of a \$1.2 million shaded walk for cruise ship passengers to the Darwin Waterfront.
- » Recorded strong satisfaction from cruise ship passengers with the ease of getting around Darwin (93%) according to results from the Darwin cruise ship survey conducted between March and April 2015. The cruise terminal facilities also created a positive first impression of Darwin with 93% satisfied with the overall performance of the terminal.

# ADDRESS SUPPLY CONSTRAINTS

TOURISM VISION 2020

Deliver a viable and efficient workforce that meets industry demand and supports a globally competitive tourism sector.

- » Implemented a new tourism internship program, managed by Group Training Northern Territory. This 18 month program aims to provide opportunities to work within the NT tourism industry and gain skills that will lead to on-going employment and a career path within the industry.
- » Increased the pool of suitable workers for NT tourism businesses through the Skilled Regional Nominated (Provisional) (Subclass 489) visa and Skilled Nominated (Subclass 190) visa. These visas allow the NT Government to nominate highly skilled professionals and tradespeople for skilled occupations.
- » Concessions were made available through the Northern Territory Designated Area Migration Agreement (DAMA) to allow eligible Northern Territory employers to sponsor overseas workers with some concessional arrangements using the Temporary Work (Skilled) Subclass 457 visa. These concessions included access to some occupations (such as chefs, cooks, hotel service manager and tour guides) that are not available through the 457 visa, minimum English language requirements and salary levels.
- » Worked directly with tourism business to provide visa/ sponsorship information, identified skills gaps and lobbied for migration solutions.
- » Continued to deliver the annual NT Workforce Attraction Program nationally and internationally targeting skilled workers in demand such as hotel staff, cooks and service staff.
- » Launched an *Indigenous Employment Strategy* in December 2014 to create training and employment opportunities for aboriginal Territorians in parks.

# IMPROVE VISITOR EXPERIENCE

TOURISM VISION 2020

Ensure visitor services across the Territory are provided in a coordinated manner reflective of current and emerging consumer behaviour.

- » Strengthened partnerships with the Regional Tourism Organisations and Visitor Information Centres with \$2 million in funding, which sees the continued provision of regional marketing and visitor information services across the Northern Territory.
- » Installed public access WiFi at Watarrka National Park, Wangi Falls (in Litchfield National Park) and Karlu Karlu – Devils Marbles Conservation Reserve.
- » Initiated projects including improving information facilities at Alice Springs Airport, particularly near carousel area and re-establishing the hop-on hop-off bus service in Alice Springs servicing nine local attractions.
- » Supported initiatives for over ten businesses in areas outside of Darwin through the NT Government's Regional Economic Development Fund. These included a number of businesses accessing funds to develop/update business plans or enhance their marketing material. Another initiative was the Red Centre runway which showcased Alice Springs designers, milliners and retailers during NT Fashion Week.
- » Installed queuing technology at the Visitor Information Centre in Alice Springs to vastly improve visitor management during peak times.
- » Developed a Central Australia Arts Trail booklet to make it easier for visitors interested in art to find operators. An associated App is currently being developed to complement the booklet.
- » Completed the \$60 million Terminal Expansion Project at the Darwin International Airport. The expansion provides a bigger, more efficient terminal that offers visitors a better customer experience and supports airline and retail partners to build their businesses.
- » Refurbished and redesigned the News Travel and Australian Way retail outlets at the Alice Springs Airport.

# IMPROVE VISITOR EXPERIENCE

TOURISM VISION 2020

Build the experience base of our destination to meet visitor expectations and drive growth.

- » Supported 29 tourism operators to improve infrastructure and products from the \$1.3 million pool of NT and Australian Government funding. Significant additional funding was committed by the NT Government to expand this program in 2015-16.
- » Commenced the Darwin City Centre Master Plan project initiatives which will improve the attraction of Darwin as a place, to not only live and work, but to visit and stay longer.
- » Provided a designated team of business development officers to support over 800 small and medium tourism enterprises across NT to assist start-up, emerging and established businesses.
- » Supported new regional tourism opportunities through funding and coordination of projects including the development of the road along the South East Arnhem Land track from Ngukurr to Gapuwiyak as a 4 x 4 tourist route.
- » Worked with tourism operators in specific regions with complementary experiences to leverage visitation and increase length of stay by clustering products. For example, three accommodation establishments in Kings Canyon promote each other and the Karrke Aboriginal Cultural Experience Tour to maximise experiences in Watarrka.
- » Unveiled a range of events and a new interactive website to commemorate the 40th Anniversary of Cyclone Tracy. The program of events included exhibits, talks and tours of the Northern Territory Archive Service.
- » Continued to increase the NT archive online collection with information that can be used to enhance the visitor experience by offering unique historical accounts that add value to existing heritage and history experiences.
- » Continued to provide ongoing support towards the maintenance of interpretive information along tourist routes; eg, Red Centre Way, Explorers Way and Savannah Way.

# IMPROVE VISITOR EXPERIENCE

TOURISM VISION 2020

Develop new experiences within the national parks estate (NT Government and Parks Australia) that reflects the needs of the visitor economy.

- » Released an Expression of Interest in September 2014 inviting entrepreneurs, investors, traditional owners and tourism operators to put forward fresh ideas for new tourism and recreation initiatives on parks or reserves in the Territory. Success to date include:
  - › Trees Adventure high ropes course planned for Howard Springs Nature Park
  - › Concession granted for a mobile food van at Howard Springs Nature Park
  - › Concessions granted to Ethical Adventures for exclusive access and camping in Litchfield National Park
  - › Operational agreements entered into for Goodhand Outback Experience in Mary River National Park
  - › Concession granted to iSpry Marketing to establish pop-up markets at George Brown Darwin Botanic Gardens.
- » Granted concession to Outback Cycling for operation of Alice Springs Telegraph Station Historic Precinct and mountain biking activity on the reserve.
- » Opened mountain bike trails to the public in Charles Darwin National Park and committed funding towards the development of a network of mountain bike trails throughout Alice Springs including Alice Springs Desert Park and the Alice Springs Telegraph Station.
- » Granted concession for tours to land helicopters in Litchfield National Park.
- » Refined park policies including the events and functions policy to better handle public events across the parks estate and the recreational hunting policy to better manage recreational hunting across the estate.
- » Introduced a standard events policy for Uluru-Kata Tjuṯa National Park which provides clear guidance to proponents seeking to hold a standard event in the Park. This policy complements the major events policy.
- » Entered into a second commercial activity licence arrangement with Outback Cycling to provide a new tourism experience in the Uluru-Kata Tjuṯa National Park.

# IMPROVE VISITOR EXPERIENCE

TOURISM VISION 2020

Grow the visitor economy by building on the NT's reputation of the delivery of quality authentic Indigenous cultural experiences.

- » Provided financial support to seven Indigenous tourism products through the \$1.3 million pool of NT and Australian Government funding. Recipients included Tiwi Enterprises, Angkerle Atwatye (Standley Chasm), Injalak Arts Centre and Dhimurru Aboriginal Corporation.
- » Developed the NT Learning Adventures Program to assist tourism operators to align tourism experiences with real educational outcomes. The program provides hands-on experience for students to discover the amazing geology and rich Aboriginal history and culture in the Territory.
- » Partnered with Tourism Australia to produce the Indigenous short film – *Aboriginal Australia: Our Country is waiting for you*. The film features a number of cultural experiences and will be shown on television, online and in cinemas across Australia, China, Germany, Indonesia, Malaysia, South Korea, the United Kingdom and the United States.
- » Established the new Indigenous Tourism Advisory Council consisting of representatives from the industry, land councils and Tourism NT. The aim of the council is to develop sustainable and prosperous Indigenous tourism across the Northern Territory.
- » Supported the delivery of a new cruise from Darwin to Gove on board a working cargo ship. This support has allowed for the cargo ship company, Sea Swift to work with Traditional Owners to share their stories on the tours and engage with local tour operators in Gove.
- » Highlighted all there is to see and do in East Arnhem Land through a marketing campaign in May 2015. Package accommodation deals with flights were also developed in partnership between airlines and local operators.
- » Featured East Arnhem Land and Darwin through Channel 7s breakfast show, 'Sunrise' during five days of live weather crosses. The broadcast encouraged viewers to think about linking East Arnhem Land and Darwin as a holiday package.
- » Showcased Aboriginal art as part of a four day business delegation to South Korea with representatives from Aboriginal art centres across Central Australia.
- » Continued to manage the Northern Territory component of Tourism Australia's and Indigenous Business Australia's Indigenous Tourism Champions Program. In its fourth year, 17 operators took part in the program across the three categories.
- » Opened up potential cruise ship stops in East Arnhem after the French ship L'Austral included a stopover in Yirrkala in March 2015.

# IMPROVE BUSINESS SUSTAINABILITY

TOURISM VISION 2020

Adopt a partnership approach between industry and Government to grow the visitor economy.

- » Maintained strong partnerships with the regional tourism organisations and visitor information centres, ensuring industry members are well represented at Government forums, professionally supported and given opportunities to showcase their products or services.
- » Facilitated the establishment of the Local Tourism Advisory Committee (LTAC) in Katherine in February 2015 to enable local tourism operators to help shape annual tourism marketing in their region. LTACs in Tennant Creek and Nhulunbuy continued to operate.
- » Advocated Northern Territory tourism interests through formal submissions and presentations to the Territory and Commonwealth governments to influence policy development.
- » Developed a Tiwi Islands Investment Prospectus highlighting potential for long-term leases on selected green-field sites, including for tourism. The project aims to progress commercial development on the Tiwi Islands in a manner that is supported by and benefits the Traditional Owners and residents of the Tiwi Islands.
- » Commenced the development of an NT Investment Prospectus designed to attract investment from the Asia market.
- » Released a new investment guide aimed at attracting potential investors to the East Arnhem region in August 2014 after the decision by Rio Tinto to cease operations of the Gove Alumina refinery.
- » Continued to manage the INPEX Social Impact Management Plan to minimise impacts on Darwin tourism industry (i.e. non-accommodation providers).
- » Delegation presented at the Guangzhou International Financial Expo as part of a six day trade and investment mission to encourage private sector corporates to invest in the Northern Territory.
- » Opened the first pop-up Territory Business Centre to provide business support services to Tiwi Island businesses.
- » Continued representation in the National Tourism Signage Reference Group and in Australian Standards committee reviewing tourist sign standards and practices.
- » Premiered competition winners' documentaries of three exciting Territory based visual artists on ABC iView as part of a new joint initiative - Art X \*North.
- » Held the new event Trading Ideas: Creative Investment between the Northern Territory and Asia Pacific at the Darwin Entertainment Centre in late 2014 to provide opportunities to share local, national and international knowledge and experience on the arts.
- » Implemented the Commercial Development Policy to allow for tourism investment in the Northern Territory Parks and Wildlife estate.

# IMPROVE BUSINESS SUSTAINABILITY

TOURISM VISION 2020

Build a vibrant, sustainable and profitable industry to deliver on the NT brand promise.

- » Determined the economic contribution of attendees from outside of Darwin attending the Darwin Cup Carnival.
- » Celebrated with the winners of the 28th anniversary of the Brolga Awards. In all, five individuals and 22 businesses took out awards for their service to the tourism industry including Sea Darwin Eco Tours in the category of Ecotourism and Ibis Styles Katherine for standard accommodation.
- » Amended the NT Government's tourism accreditation policy, providing all operators the opportunity to be involved in Tourism NT's marketing and other activities.
- » Implemented Stage 1 of licensing reform through the Northern Territory Government priority of cutting red tape. This reform progressively allows licences, including tourism related licences, to be issued over the counter at Territory Business Centres saving time (up to two days) for tourism employees and businesses.
- » Ceased licensing requirements for travel agents from 1 July 2014 as part of a national reform.
- » Delivered tourism specific workshops (eg. how to write grant applications) in Darwin and Alice Springs.
- » Introduced an online application process for the issuing of Commercial Tour Operator permits.
- » Contributed over \$500,000 through the Business Growth Program, the Smarter Business Solutions Program and the Indigenous Business Development Program to business owners, Indigenous enterprises and not-for-profit organisations with tourism focus.
- » Commenced the Commercial Passenger Vehicle (CPV) review to identify opportunities to reduce red tape in areas such as annual roadworthy checks and commercial standards for CPVs. These changes will assist CPV operators with managing their business more efficiently.
- » Held business event workshops in Darwin and Alice Springs aimed at equipping operators with the market insights necessary to win new corporate business. Elizabeth Rich, former CEO for the Business Events Industry Council of Australia was brought in to facilitate the two workshops.
- » Commenced a review with Parks Australia on filming and photography in Kakadu National Park that provides easier access to imagery to promote the park.
- » Continued to provide tourism market research updates to assist industry decision making.