

Barkly Region

Destination Management Plan ANNUAL REPORT CARD 2021

Overview

The Barkly Region Destination Management Plan (DMP) is a plan for the region that focuses on development priorities for the sustainable growth of tourism over 10 years. The DMP was released in 2020 and will be reviewed every two years to ensure action plans and the prioritisation of product development opportunities align within the context of the current environment, including demand.

The annual scorecard measures the progress of outcomes and includes key performance metrics for the region such as visitor numbers, expenditure, satisfaction rating, online feedback/ reviews and digital data.

Read more about Destination Management Plans here:

tourismnt.com.au/research-strategies/destination-management-plans



Nyanjiki Lookout Karlu Karlu / Devils Marbles Conservation Reserve



Arlpwe Art and Cultural Centre – Warrabri / Ali Curung

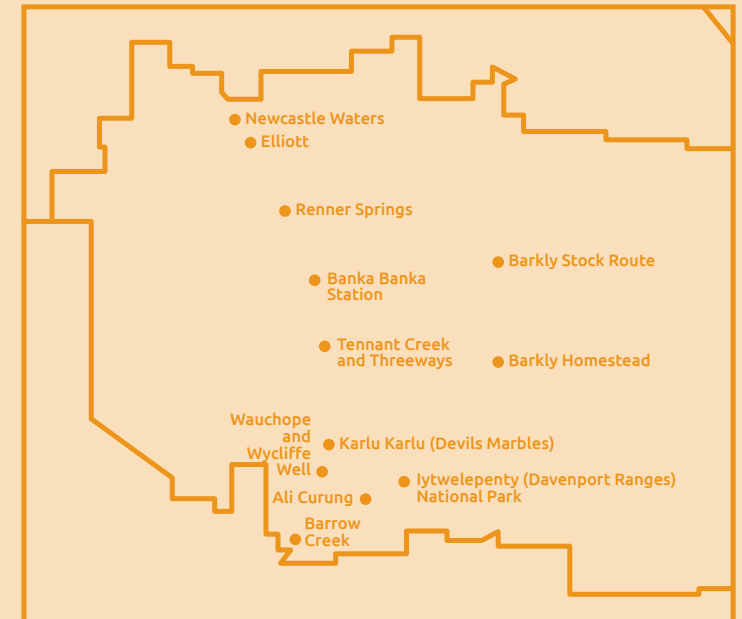


Nyinkka Nyunyu Art and Culture Centre, Tennant Creek

Barkly Region

The Barkly region is known for its agricultural experiences, history and heritage, geological features and Aboriginal culture. It is a genuine outback destination and its history has shaped the region.

Compared to other regions in the NT, it is a lesser known tourism destination. Barkly is most frequently visited by travellers touring between regions of the NT, establishing the region as a transit hub in the Territory.



Website visitation statistics

<https://northernterritory.com/tennant-creek-and-barkly-region>

Tennant Creek and Barkly region **90,726** ↑106%
 Unique visitors **43,710** ↑87%

It is expected that in the short to medium term, increased digital traffic will have a delayed impact on actual visitation numbers, due to COVID-19 and movement restrictions that prevailed in the Northern Territory over the reporting period.

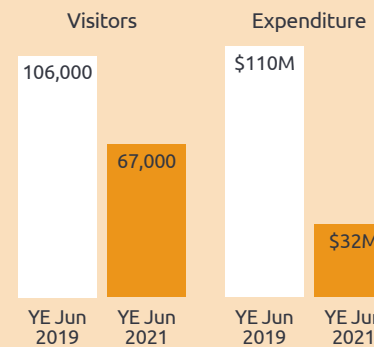
Achievements January - December 2021

- Commenced a streetscape design for Tennant Creek as part of the Turbocharging Tourism initiative.
- Commenced civil works at Kunjarra/ The Pebbles.
- Guided local industry on event funding through NT Major Events and utilising Australian Tourism Data Warehouse (ATDW) to market upcoming events in the region.
- Delivered Barkly Digital Profile program to increase positive digital presence across the region.
- Parks related product development priorities identified in the DMP provided to Department of Environment, Parks and Water Security for consideration and inclusion in the NT Parks 2022-2052 year masterplan.
- Developed minimum tourism amenity standards for towns in the Northern Territory to set best-practice standards to cater for visitors.
- Delivered the Northern Territory Drive Tourism Strategy 2021-2030 to support investment in road infrastructure and linkage of tourism priorities.
- Aligned Tourism NT grant program outcomes with DMP priorities and accessibility criteria.
- Delivered Book Now grant programs to facilitate packaging of tourism experiences in the region.
- Supported industry in reviewing and understanding ReviewPro and other online visitor satisfaction reports.
- Undertook an accessibility project to assist tourism operators on the steps required to become more inclusive and cater for a greater range of visitors.
- Advocated for increased investment in communications infrastructure in the region through the round 5A bid of the Australian Government's Mobile Black Spot program.
- Developed a tourism roads priorities document articulating priority infrastructure works in the region that greatly impact tourism.

Visitation and expenditure in the Barkly Region

67,000 Visitors ↓37%
\$32M Expenditure ↓71%

The sample size is too small to provide a breakdown on purpose - holiday, visiting friends and family, business and other.



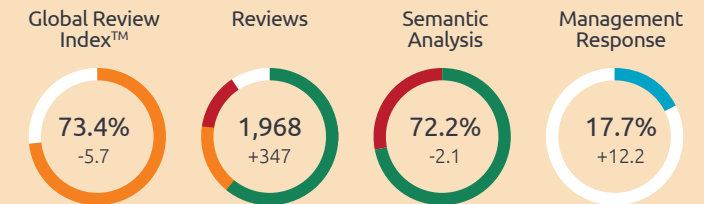
Visitation to the region has been greatly impacted by the pandemic, including the restriction to travel and low levels of consumer confidence.

Comparisons are year on year, unless otherwise stated.

Visitor satisfaction rating

Based on establishments – attractions, hotels, caravan parks and wayside inns (not food and hospitality providers) – ReviewPro data

Summary



Increase in positive reviews on:

- Security ↑7.0
- Service ↑1.6
- Staff ↑0.7
- Camping ↑2.1

Decrease in positive reviews on:

- Experience ↓0.7
- Room ↓2.3
- Cleanliness ↓6.1
- Bathroom ↓21.3

GRI has seen a decrease of -5.7%. The semantic analysis indicates a large increase in positive security reviews which is positive for the region, which has recently experienced challenges. However, large decreases are indicated in bathrooms and cleanliness, likely due to the skills challenges and shortages in accommodation across the region.

Progress on priority product development opportunities

Old Police Station Waterhole - Iytwelepenty / Davenport Ranges National Park

	Product opportunity	Progress achieved
Newcastle Waters	Develop off highway campground facilities with historic/ cultural product offering.	Consultation with Traditional Owner groups and the local community commenced.
Banka Banka Station	Enhance accommodation options and services.	Roadhouse to Recovery round 1 funding supported upgrades to cabins, a commercial kitchen and additional powered sites.
Tennant Creek	Develop off highway campground facilities with historic/ cultural product offering.	Consultation with Traditional Owner groups and the local community commenced.
	Develop mining history experiences and products.	Battery Hill underground mine tour recommenced operations.
	Enhance Nyinkka Nyunyu Art and Culture Centre infrastructure and establish Aboriginal cultural tours and immersion.	Design phase commenced, anticipated completion in March 2022.
	Establish contemporary visitor information centre facilities.	Further funding required to undertake development on the Battery Hill Mining Centre (BHMC) site and land as informed by the BHMC scoping study.
	Establish state of the art facilities at BHMC site (informed by existing scoping study).	Further funding required to undertake development on the BHMC site and land as informed by the BHMC scoping study.
	Establish and improve quality accommodation offerings in Tennant Creek.	An accommodation report and investment prospectus for Tennant Creek was developed. Roadhouse to Recovery round 1 funding supported upgrades and security improvements at Outback Caravan Park.
	Enhance visitor amenities at Lake Mary Ann with possible accommodation offerings.	A new children's playscape and picnic facilities were installed.

	Product opportunity	Progress achieved
Karlu Karlu	Enhance the overnight facilities at Karlu Karlu in consultation with the Traditional Owners.	Inclusion in NT Parks 2022-2052 year master plan as a tourism priority. Commenced a concept plan for a new area, additional camping ground/ commercial camping ground.
	Barkly region	Develop Stuart Highway WWII and pastoral history journey experience.
	Develop night time tourism experiences.	Grant/ funding program developed and released in early 2022.
	Increase and/ or revitalise regional events (including sporting events).	Guided local industry on event funding through NT Major Events and utilising Australian Tourism Data Warehouse to market upcoming events in the region.
	Improve regional and remote art centre/ Arts Trail product in the region.	NT Arts Trail marketing campaign in April 2021 showcased Aboriginal culture through events, experiences and attractions.



Future focus

- Complete stage 2 planning for the Newcastle Waters township visitor services.
- Implement the beautification of Patterson Street, Peko Road and Davidson Walk as guided by the streetscape design as part of the Turbocharging Tourism Project.
- Commence a scope to develop a Stuart Highway WWII and pastoral history journey planning document for the full length of the highway.
- Consider a new camping ground area at Karlu Karlu/ Devils Marbles Conservation Reserve by Department of Environment, Parks and Water Security with Traditional Owners as guided by a concept plan.
- Provide funding to industry to enhance the visitor experience while holidaying in the Northern Territory.
- Deliver, in partnership with Charles Darwin University, a Tour Guide Ready program.
- Promote Overland Telegraph Line 150th Anniversary 'joining the line' events to be held in August 2022.
- Deliver on repairs, maintenance and infrastructure upgrades to the Visitor Information Centre and associated buildings located at the Battery Hill Mining Centre.
- Support regional councils and local government in applications and activities for funding to enhance public facilities, amenities and roadside stops infrastructure in the region.
- Deliver a grant funding opportunity to tourism operators to develop night time experiences.
- Build tourism operators' awareness of visitor experiences and satisfaction through dissemination of ReviewPro data.
- Continue to support ongoing upgrades of wayside inns and services to cater to the drive market demand.
- Support the coordination of waste, signage and infrastructure as identified in the Drive Tourism Strategy action plan.
- Continue to develop a sustainable Aboriginal tourism sector as identified in the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030.

For further information please contact Tourism NT's Industry Development team on tourism.development@nt.gov.au or 08 8951 8518