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Tourism NT Annual Report 2023-24



Purpose

The annual report of Tourism NT provides a record of performance and achievements for the 2023-24 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 annual 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

The 2023-24 annual report informs industry and stakeholders about Tourism NT's activities and achievements for the 2023-24 financial year. It is tabled by the Minister in Parliament.

The annual report provides information for government agencies and the wider public about the range, purpose and success of activities undertaken by Tourism NT.

Cover:
Helicopter tour over
Kings Canyon

Above:
Night sky at Watarrka
National Park



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Letter to the Minister

Dear Minister

I am pleased to present you with the 2023-24 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.

Suzana Bishop

Chief Executive Officer
Department of Tourism and Hospitality

30 September 2024



Introduction

From the Chair and Deputy Chief
Executive Officer

2023-24 overview

We are pleased to introduce Tourism NT's Annual Report for 2023-24. It has been a year of transformation as the tourism sector stabilises and adjusts to a 'new normal' after the hyper-growth experienced in the post-pandemic rebound years, resulting in a stabilisation of domestic and international visitation for the Northern Territory.

During 2023-24, the Territory welcomed 1.6 million overnight visitors, generating an estimated \$2.6 billion in expenditure. Although these figures represent slight decreases compared to the previous year, spending levels have remained higher than pre-pandemic levels, with interstate holiday visitation increasing by 2.4%. While still recovering, international holiday visitors to the NT increased by 43%, with full recovery anticipated by the end of 2025.

We acknowledge our industry partners' dedication and hard work during a challenging adjustment period. Despite ongoing obstacles, their efforts have helped maintain the Northern Territory's appeal as a unique travel destination.

During the year, the NT's Tourism Industry Strategy 2030 was updated to reflect changes in the current operating environment, contemplating current global themes influencing the sector and includes revised targets that consider the impacts of COVID-19. The NT Aboriginal Tourism Strategy 2020 – 2030 was also revised, led by the strong leadership of the Aboriginal Tourism Committee. Both strategies acknowledge Aboriginal tourism as a key priority and opportunity for future growth of the Territory tourism industry.

The Territory experienced positive momentum from the cruise sector during 2023-24, with a record 105 cruise and expedition ships visiting Darwin, carrying approximately 44,000 passengers. This marked the Territory's most significant cruise season, substantially boosting the local economy and reinforcing the Northern Territory as an attractive destination for cruise travellers.

Aviation remains a significant challenge for the NT as the airlines emerge from COVID-19 and competition for air services globally is fiercely contested. Aviation attraction, capacity and affordability was further constrained in the last year by the Darwin airport runway works reducing operational hours, requiring payload restrictions and additional costs to airline operations.

In response to the challenges, the Territory Aviation Attraction Scheme (TAAS) was established. This scheme has and will continue to play a crucial role in driving aviation growth and affordability in the Territory via increasing seat capacity and competition on key routes. In the last year, Virgin Australia commenced new services to Uluru from Brisbane and Melbourne, Jetstar committed to adding 54,000 seats into the Territory network for the calendar year 2024, and Qantas announced a new route from Singapore to Darwin commencing in March 2025, adding 60,000 seats to the current service provided by Singapore Airlines.

Domestic marketing leveraged a combination of paid, earned, owned and partner media, engaging with national trade, airline and wholesale partners to maximise reach. A standout initiative was the "Summer Done Differently" campaign, designed to inspire Australians to explore the Territory during the quieter summer months. Delivering 210 pieces of media coverage, the campaign ultimately contributed to a 24% year-on-year increase in domestic holiday visitation to the NT during the traditional low season.



Michael Bridge



Scott Lovett

International marketing efforts focused on reactivating Tourism NT's global presence, supporting operators returning to the international scene and reconnecting with key markets, including the United States, the United Kingdom, Germany, Japan and New Zealand. Tourism NT implemented campaigns targeting short-haul and key source markets, supported international trade events such as the Australian Tourism Exchange and participated in familiarisation visits to boost international engagement with the Territory.

Tourism NT collaborated to attract working holidaymakers to the Territory, further complemented through the Australian "Get Paid to Do This" campaign, generating 5,703 visitors to the Territory. This award-winning initiative targeted young travellers in Australia and internationally, encouraging them to the Northern Territory for work and adventure.

We recognise the challenging operating conditions for our tourism sector, particularly in the recovery of international markets. However, the team at Tourism NT continues to strive to deliver results across marketing, business events and industry development. Notable achievements include growth in the interstate holiday market, where visitation increased by 2.4%, with Queensland becoming the leading interstate source market for the Territory. Our focused campaigns, industry support programs and business events initiatives have contributed to this resilience, driving demand and attracting new visitors.

For 2024-25, our focus remains on rebuilding the visitor economy towards achieving sustainable growth for the tourism sector. The inclusion of Parks and Wildlife, NT Major Events and Activate Darwin in the new department will provide aligned opportunities to work together in promoting experiences for visitors and Territorians.

A stylized, handwritten signature in blue ink, appearing to read 'Michael Bridge'.

Michael Bridge

Chair, Board of
Commissioners

30 September 2024

A stylized, handwritten signature in black ink, appearing to read 'Scott Lovett'.

Scott Lovett

Deputy Chief Executive Officer
Department of Tourism and
Hospitality

30 September 2024

2023-24 overview

Visitors to the Northern Territory



1.6m

Total visitors

▼ 2.9%



\$2.64b

Overnight spend

▼ 0.5%



\$1,655

Average spend per trip

▲ 2.5%



433,000

Interstate holiday visitors

▲ 2.4%



\$990m

Interstate holiday spend

▼ 8.4%



\$2,289

Interstate holiday spend per trip

▼ 11%



222,000

Intra-Territory holiday visitors

▼ 24%



\$134m

Intra-Territory holiday spend

▼ 13%



\$606

Intra-Territory holiday spend per trip

▲ 14%



150,000

International holiday visitors

▲ 43%



\$268m

International holiday spend

▲ 93%



\$1,789

International holiday spend per trip

▲ 35%

Social media – consumer



426,310  5.5%

*Northern Territory –
Australia
@northernterritoryaustralia
Facebook followers



389,971  1.5%

@NTaustralia
Instagram followers



16,093  0.5%

@NT_Australia
X (formerly Twitter) followers



6,440

@NTaustralia
TikTok channel launched 28 June 23

Social media – corporate



22,096  5.9%

Tourism NT
@TourismNorthernTerritory
Facebook followers



13,681  18.5%

Tourism NT
LinkedIn followers

Participation in Aboriginal cultural activities during trip



33%

Interstate holiday visitors



71%

International holiday visitors**

* Domestic only

** Both international and interstate
holiday visitors to the NT could have
participated in an Aboriginal cultural
activity anywhere in Australia.



Bitter Springs, Elsey National Park



About Tourism NT

Our vision

Our strategic plan

Our structure

Our leadership

Our vision

Deliver 2.8 million overnight visitors to the Northern Territory, with an associated spend of \$5.3 billion, by 2030.

As one of the Territory's largest employing industries, estimated to employ directly and indirectly 16,300 Territorians or 11% percent of the total Northern Territory workforce, growing the tourism industry is vital to rebuilding the Territory economy.

Our strategic plan

Tourism NT's activities throughout 2023-24 were guided by the NT's Tourism Industry Strategy 2030 (Strategy). The Strategy, co-developed with industry, was released in 2019 and sets the direction of tourism in the Territory over the next decade. The Strategy was reviewed during the year to ensure it remained relevant in the current operating environment, and to update targets and priorities, with the final document released in September 2023.

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 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.

During the year, Tourism NT operated within the Tourism, Hospitality and Services division of the Department of Industry, Tourism and Trade (now Department of Tourism and Hospitality). Tourism NT incorporates the functional areas of Industry Development, Marketing and NT Business Events.

Our leadership

As at 30 June 2024, Tourism NT's strategic direction and objectives were guided by the former Minister for Tourism and Hospitality; 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

During the past year, the travel sector stabilised and settled into a 'new normal' after a period of hyper-growth in the 'rebound' years post-pandemic.

In 2023-24, the Northern Territory welcomed a total of 1.6 million domestic and international overnight visitors, which represented a slight decrease (2.9%) from the previous year.

Visitors spent an estimated \$2.6 billion, overall maintaining the high spend levels reached during recovery hyper-growth periods. In 2023-24 there has only been a marginal drop (by 0.5 percent, \$13 million) versus 2022-23 – the year which was exceptional as it delivered the highest year on year increase to date (2022-23 was up on the previous year by 18.0 per cent, up \$414 million).

As holiday travel remains the primary remit of Tourism NT's marketing and promotional activity, this next section reports on the performance of the holiday travelling market.

Combined domestic and international holiday visitation for 2023-24:

- resulted in 804,000 holiday visitors to the Territory (down by 1.7%) and;
- delivered total holiday expenditure of \$1.4 billion to the broader Northern Territory visitor economy (up by 1.3%).

Overall, domestic holiday visitation decreased by 8.2% to 654,000 travellers. This decrease was driven by a decline in intra-Territory holiday visitation as fewer Territorians holidayed within the NT (down 24%). Domestic holiday visitor spend decreased by \$111 million to \$1.12 billion in the Territory during 2023-24 (down 9%) compared to the same period last year.

Total interstate visitors increased by 2.7% for the year, along with interstate holiday visitors rising by 2.4%, despite the overall 0.9% decline in the national interstate holiday market over the same period. Queensland (29%) and New South Wales (26%) represented the largest interstate source markets for the Northern Territory, with Queensland overtaking both New South Wales and Victoria.

International visitation has yet to return to pre-pandemic levels. 2023-24 was only the second full year of international visitation since borders reopened in February 2022.

International visitation to the Territory in 2023-24 was up 36% to 202,000, driven by international holiday visitors up 43% to 150,000 visitors.

The top 5 international holiday source markets for the Northern Territory were:

1. United States (23,000 visitors)
2. United Kingdom (20,000 visitors)
3. Germany (18,000 visitors)
4. Japan (11,000 visitors)
5. New Zealand (10,000).

Regionally, holiday visitors to Central Australia increased by 27% to 364,000, closing the gap to contribute a more significant proportion of overall visitation to the Northern Territory. Top End visitation decreased by 18% to 408,000 during 2023-24 due to a reduction of intra-Territory travellers.

The growth in holiday visitors to the Centre can be attributed to increases in both interstate (up 6.2%, 186,000 visitors) and international travellers to the Centre region (up 54%, 107,000 visitors). The Centre was a significant drawcard for intra-Territory holiday visitors which despite the overall downward trend, significantly increased (up 78%, 70,000 visitors).

The continuing cost of living pressures have impacted overall traveller behaviour. The average length of stay for interstate visitors has shortened to 6.5 days (shorter by 1.2 days). In contrast, intra-Territory visitors have maintained the previous period's average length of stay of 3 days.

On the other hand, international visitors have been staying longer in the Territory, with the average length of stay more than doubling to 23.4 days (up by 12.4 days).

Average spend per traveller has slightly declined across traveller groups, with only intra-Territory increasing on the previous period at \$1,319 (up 18%).

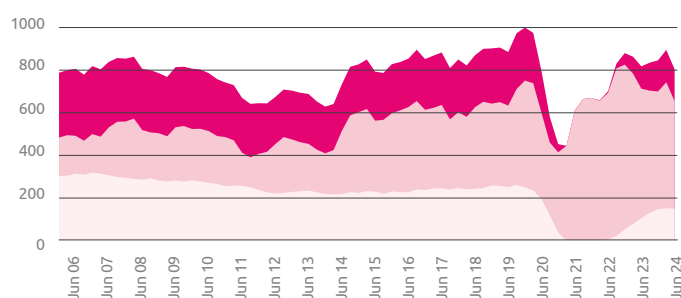
Overall, domestic holiday visitor markets across Australia have predominantly recovered to pre-pandemic levels, including holiday recovery from the Northern Territory, with visitation reaching 103% of pre-COVID levels. However, international holiday visitation across all states is still in recovery, impacted predominantly by aviation access to Australia and cost of living factors.

While travel intenders may encounter several challenges that impact household discretionary incomes, along with the geopolitical instability, the introduction of new aviation routes into the Territory and the ongoing recovery of international markets should see the Territory tourism sector strengthen in the future years. Notably, a significant upside in international visitation recovery is anticipated during 2024-25.

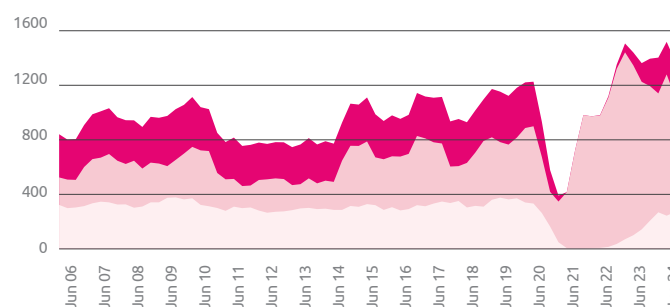
Key deliverables

	2023-24		% Achieved Budget
	Budget	Actual	
Holiday visitors¹			
Domestic	910,000	654,000	72%
International	140,000	150,000	107%
Holiday visitor expenditure			
Domestic	\$1.968B	\$1.124B	57%
International	\$168M	\$268M	160%

Holiday visitors ('000s)

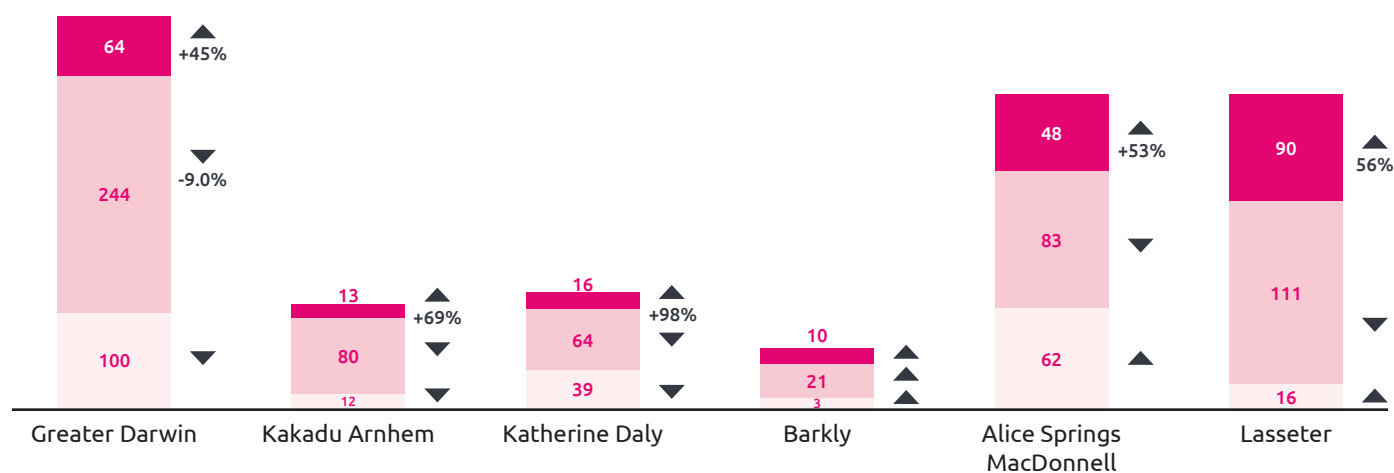


Holiday visitor expenditure (\$ '000s)



● Combined ● Domestic overnight ● International

Regional holiday visitors ('000s)



◆ Change on 2022-23 ● International ● Interstate ● Intra-Territory

Note: Percentage change not provided in cases of insufficient sample.

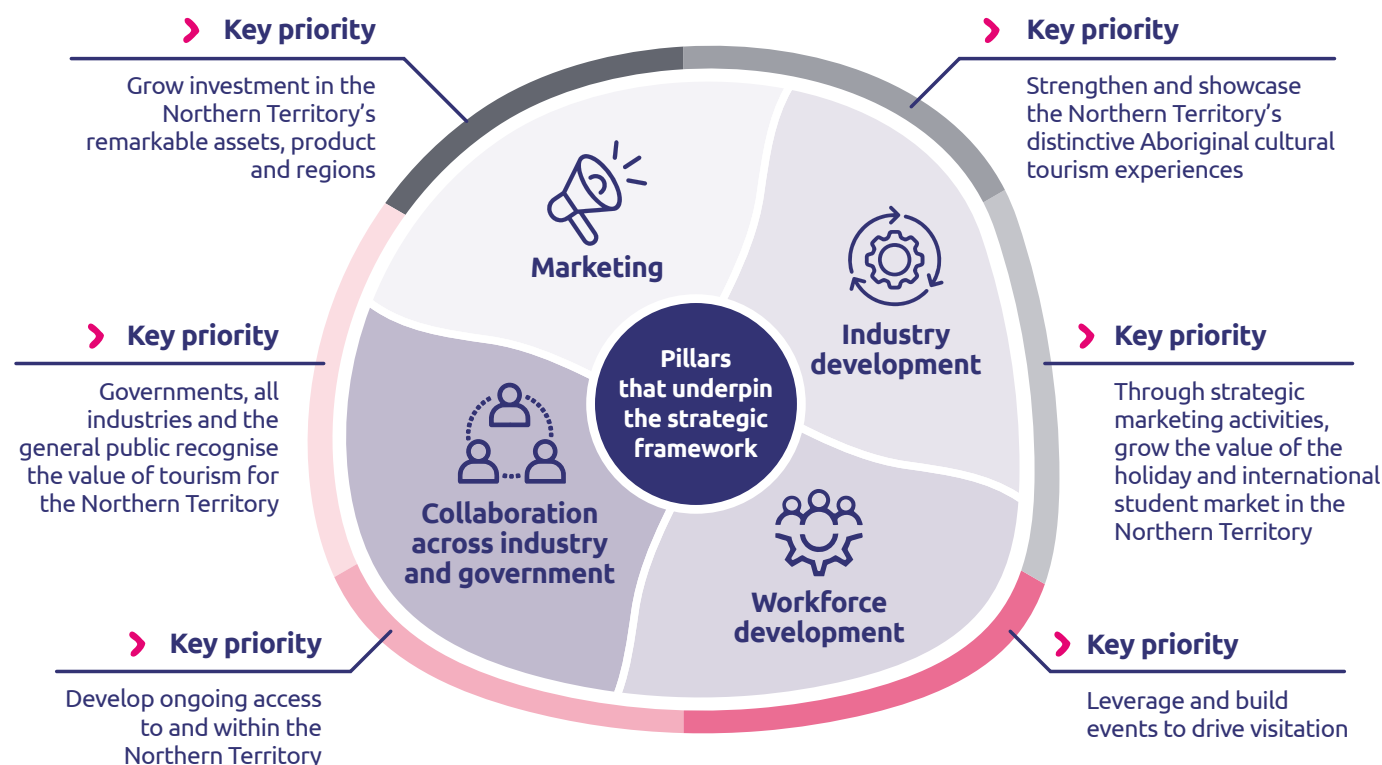






Performance

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



East Point Reserve, Darwin

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

Key achievements

Choose Tourism grant

Tourism NT partnered with the Industry Skills Advisory Council NT and Balance Advertising and Marketing to deliver a tourism career awareness campaign to promote and grow awareness amongst youth, First Nations Australians and people with disabilities across the NT regarding the different career options available in tourism. The tourism career awareness campaign drove our priority cohort to consider 'Where can I get a job like that?', highlighting the benefits of a role in tourism. The campaign secured 18,218,868 impressions, reached 946,898 people and delivered 166,820 clicks to the dedicated Choose Tourism landing page.

Funded by the Australian Government, the Choose Tourism careers program delivered an advertising campaign across digital, radio and TV, a dedicated Choose Tourism career webpage, three industry videos promoting tourism careers and training, and a dedicated tourism section at the Vocational Education and Training Expos in Alice Springs and Darwin, with a combined attendance of 2,200 people.

Grant programs

The Visitor Experience Enhancement Program (VEEP) round 7 supported 49 projects, with \$2.9 million in grant funding awarded. The successful projects comprise 34 from the Top End with funding totalling \$2.07 million, 14 projects from Central Australia totalling \$768,157 and one project across both regions totalling \$57,896 in grant funding.

Tour Guide Ready round 3 program supported tour operators to upskill tour guides and attract new guides to the Territory. 28 guides were supported across 13 companies in 2023-24.

Domestic education tourism

In the past year, 2 familiarisation programs (famils) were delivered providing teachers and education agents an opportunity to experience the Territory's education tourism offering. A focus on diversifying the interstate school excursion mix saw a higher proportion of teachers from states beyond Victoria experience the NT as part of the famils.

The Save and Learn grant program provides funding for school group excursions to the Territory, depending on meeting minimum stay and operator engagement requirements. This year, the program was expanded to include Northern Territory schools for the first time. 64 school group tours were supported during the year, accounting for 2,397 visitors to the NT and an estimated \$2,894,234 in visitor expenditure.

Tourism Business Development Program

The Tourism Business Development program was delivered in partnership with Tourism Top End and Tourism Central Australia. It aims to help tourism businesses identify areas of development and provide a clear path to help operators succeed and grow. Over 400 one-on-one meetings were undertaken with businesses during the year, with 5 workshops delivered focusing on digital marketing, accessible tourism and communications.

Distribution development

Tourism NT supported connecting tourism businesses with trade partners, including 9 businesses contracted with online distributors, 8 additional businesses contracted with international distributors, 3 new food and drink businesses working in distribution and 13 businesses supported through the distribution development grant program. The Territory's accessible tourism offerings were showcased through a familiarisation tour with specialist travel trade. 16 businesses were upskilled through ATEC's Tourism Trade Ready Program, and businesses entering international distribution participated in a 'Pitch Your Product' event at ATEC Explore NT, offering new trade connections.

Destination Management Plans (DMPs)

Destination Management Plans identify key strengths and assets across six regions of the Territory, focusing on the development priorities for sustainable growth of each region. These are overseen by regional project implementation teams, led by Tourism NT. Key outcomes of the DMPs achieved during 2023-24 include:

- refreshed DMPs for Lasseter, Alice Springs and MacDonnell Ranges, Barkly and Big Rivers regions
- a tender was released for final design and construction of the Aboriginal and Torres Strait Islander Art Gallery of Australia in Alice Springs
- completion of extensive restoration works at the Hermannsburg Historic Precinct
- a detailed design and construction tender was awarded to seal the remaining 140km of the Mereenie Loop that will create a fully sealed road network connecting Central Australia's key visitor sites
- \$13.2 million in funding was committed by the National Water Grid Authority to improve Yulara's long-term water security and support First Nations' economic participation

Performance



- Uluru-Kata Tjuta National Park Board provided in-principle approval for developing and operating a new accommodated multi-day walk
- Watarrka National Park multi-day walking trail – trail corridor alignment approved
- facilitated investment process underway to identify a commercial gap for accommodation investment in Katherine
- upgraded accessibility at Katherine Visitor Information Centre and development of a recreational vehicle service centre for the drive market
- Tennant Creek Streetscaping – project design finalised, with work commenced to create a welcoming entrance and town centre
- proponent selected for developing and operating a new upscale Darwin Convention Centre Hotel
- construction tender awarded for the Larrakia Cultural Centre, with a ceremonial event to mark development commencement
- continued support for a tourism development function located within Developing East Arnhem Limited focused on regional sector growth.

Forward focus

The Tourism Town Asset Program will provide \$300,000 in grant funding to assist NT local governments in undertaking projects to create welcoming public spaces and improve the on-ground visitor experience. One-off funding of up to \$100,000 is available per council, with councils providing a 25% cash or in-kind co-contribution.

Provide ongoing support for the Aboriginal and Torres Strait Islander Art Gallery of Australia as it moves through its development, construction and operational phases.

Continue to support high tourism impact infrastructure investment in Darwin, including the Northern Territory Art Gallery, Larrakia Cultural Centre and the Darwin Convention Centre Hotel.

Support completion of the iconic Watarrka and Uluru-Kata Tjuta multi-day walking trails and work with trade, distribution and industry partners to maximise tourism outcomes.

Continue to support tourism businesses in developing their understanding of working with tourism trade and provide opportunities to connect with buyers.

Continue to support tourism businesses through the Tourism Business Development Program delivered in partnership with the Regional Tourism Organisations (RTOs), increase professional services support to participating businesses and align with RTOs Digital Coach programs.

Nationally promote the NT Learning Adventures program and Save and Learn funding. Provide upskilling workshops for tourism businesses interested in developing their education tourism offering.

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

Key achievements

Aboriginal Tourism Committee (ATC)

The ATC continued strengthening 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. The ATC engaged in 8 meetings, with consultation and workshop sessions held to advise on strategic policy and initiatives.

Northern Territory Aboriginal Tourism Strategy 2020-2030 Update

With guidance from the ATC, a review of the Strategy was completed, examining external factors requiring reassessment of the actions, priorities, and adjustments to long-term goals and measures. The refreshed strategy was released in June 2024.

Aboriginal tourism grant programs

\$1.382 million was awarded to 24 NT-based majority-owned Aboriginal businesses and organisations. The grant programs include Aboriginal Tourism Development Support round 2 and Aboriginal Tourism Grant rounds 5 and 6.

Northern Territory's Strategic Indigenous Tourism Projects

Secured \$6 million over 2 years of co-investment for the Northern Territory's Strategic Indigenous Tourism Projects with support from the National Indigenous Australians Agency and the ATC.

Northern Territory Aboriginal Tourism Accelerator Program

Delivered the first Northern Territory Aboriginal Tourism Accelerator Program with 7 Aboriginal Territorians completing the 6-month face-to-face tourism development program. This program aims to grow the number of Aboriginal tourism product in the Territory, strengthening the Territory's tourism positioning.

Aboriginal Tourism Forum

In November 2023, an Aboriginal Tourism Forum in Alice Springs was delivered with 110 registrations and 60% of delegates identifying as Aboriginal. 42% of delegates responded to the evaluation survey, with the majority rating the forum as highly valuable.

Forward focus

Work in partnership with the National Indigenous Australians Agency and partners to progress the Strategic Indigenous Tourism Fund co-investment projects.

Deliver \$2.7 million in grant funding to support development and activating bookable Aboriginal cultural tourism product and experiences.

Deliver the second Northern Territory Aboriginal Tourism Accelerator Program in collaboration with Indigenous Business Australia, providing Aboriginal Territorians with opportunities for tourism skills development.

Deliver the third Northern Territory Aboriginal Tourism Forum in Darwin, including participation support for regional and remote Aboriginal Territorians.

Continue to showcase the Northern Territory's Aboriginal tourism experiences through marketing platforms by establishing a Tourism NT Aboriginal music library to support the integrity of marketing assets.

Deliver a 'sharing your culture with visitors' campaign, aimed at Aboriginal Territorians to increase participation in the tourism industry across the NT.

In partnership with ATC representatives, lead an Aboriginal tourism delegation to the Australian Indigenous Tourism Conference to strengthen leadership in the Aboriginal tourism sector.

Contribute to national strategic First Nations visitor economy and trade advisory groups related to Australian strategic policy priorities that support the development of the NT's Aboriginal tourism sector.

Develop and deliver the NT Aboriginal Tourism Cultural Tourism Framework and practical resources.

Develop and deliver a tailored trade-ready initiative supporting Aboriginal tourism operators to participate in the Australian Tourism Exchange and Australian Tourism Export Council events.

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

Key achievements



UK/Europe trade mission

In February, Tourism NT and Visit Victoria hosted a trade mission to the UK and Germany with 12 Northern Territory operators and 11 Victorian operators. The mission began in Manchester with an event for front-line agents, followed by two events in London: one for agents and a smaller, full-day event for product managers. The delegation then visited Frankfurt and Garmisch-Partenkirchen, meeting with over 400 trade partners, including product managers and front-line agents from across Europe.

Key international trade events

Australian Tourism Exchange (ATE) 2024

In May 2024, Tourism NT attended ATE in Melbourne, the largest international tourism trade event in the southern hemisphere. This global event brought together Australian tourism businesses and global distribution partners for scheduled business-to-business appointments and networking events over 4 days. ATE 2024 was attended by a record number of buyers, with over 700 participants from 30 countries. The Northern Territory was represented by 32 operators, the largest contingent to date, including 8 operators attending for the first time.



Australian Tourism Export Council (ATEC) events

In October 2023, ATEC's Meeting Place event in Adelaide brought together over 500 tourism industry leaders, with 8 Northern Territory operators participating in business-to-business appointments, training sessions and networking. Following this, in April 2024, ATEC and Tourism NT hosted the successful inaugural ATEC Explore event in Darwin, which attracted 32 sellers and 52 buyers, including several Chinese inbound tour operators. As part of ATEC Explore, buyers participated in familiarisation trips to Katherine, Kakadu, Litchfield and the Red Centre.



New Zealand roadshow event

Domestic and New Zealand trade training program

1,500 travel agents were trained, inspired and incentivised throughout the year, providing guidance and motivation to promote the NT. The training was delivered via quarterly themed webinars hosted by Tourism NT and NT operators and culminated in select agents travelling to the Territory for NT Round Up in April 2024. NT Round Up saw 23 travel agents in the Top End meeting 22 NT operators and experiencing the best of the Territory first-hand.

International trade training

Over 13,500 trade professionals were trained across the UK, Europe, USA, Canada, Japan, China and Singapore, and Australian-based Inbound Tour Operators (ITOs) during 2023-24. Training methods included virtual webinars, face-to-face sessions, roadshows, meetings, familiarisation trips and trade events. These sessions focused on educating trade partners about Northern Territory destinations, tourism product, accessibility and seasonality.

Familiarisations (famils)

Tourism NT facilitated 38 international trade famil trips, a 100% increase from the previous year. The program hosted 335 delegates, including 101 product managers, 45 ITOs, and 189 frontline agents from the UK, Germany, France, Italy, Japan, the USA, China and Singapore. Feedback revealed that 100% of delegates felt more confident selling the NT, with 70% reporting increased bookings or yield and 62% securing new products due to their trip.



Backpacker campaign

International press office

As part of Tourism NT's international press office activities, 23 media visits to the Top End and Red Centre generated 388 pieces of coverage with a value of AUD \$10,164,338 across Europe, the USA, China, Japan and Singapore. These visits have significantly enhanced our media presence across these key markets raising positive awareness about the NT and its wide range of experiences.

Backpacker campaigns

Tourism NT collaborated with youth travel specialist Real Aussie Adventures in the UK and Germany to further attract working holidaymakers to the Northern Territory. These campaigns aimed to persuade young people planning a trip to Australia to include the NT in their itinerary, resulting in over 1,000 working holidaymakers. Complementing these international efforts, the Australian campaign "Get Paid to Do This" targeted young travellers already in Australia, encouraging them to head north for work and travel experiences, generating 5,703 visitors.



Summer Done Differently

'Summer Done Differently' was an integrated marketing campaign to inspire Australians to seek a different kind of summer and to book travel between September 2023 and March 2024, with enticing NT summer travel deals. The campaign launched on 4 July 2023 and concluded at the end of October. The campaign had a nationwide media strategy across TV, innovative outdoor placements, social media, news partnerships and programmatic digital media buys, complemented by an integrated PR/media and organic social media plan. Summer Done Differently included an innovative partnership with media personality Abbie Chatfield to develop an AI trip planner called Chat NT.

The campaign delivered 34,000 clicks to partners from the web hub and 210 pieces of media coverage, including 2 significant broadcast partnerships with Channel 9's Today Show and Getaway. Notably, there was a 24% year-on-year increase in domestic holiday visitation to the NT from October 2023 to March 2024.



Gather Round

From 4 - 7 April 2024, Tourism NT leveraged the excitement of Adelaide's AFL Gather Round with a series of cheeky ads.

Gather Round sees all AFL teams convene in Adelaide over 4 days of matches, attracting a lot of national visitation and media attention. Tourism NT took this opportunity to show off the Northern Territory by placing clever AFL-infused ads in strategically positioned placements, including out-of-home ads at Adelaide Airport and surrounding AFL grounds, print ads in the sports section of the Adelaide Advertiser and the iconic game day AFL Record. Over the weekend, the ads reached a total of 1.5 million Australians.

International education

Study NT led an overseas mission to Vietnam and Indonesia, with 7 NT international education and training providers attending each country, meeting with education agents, prospective students and families, and government representatives to promote the NT as an ideal study destination.

A new standalone Study NT website was launched with an agent marketing toolkit. Digital marketing campaigns were delivered in India, Bangladesh, China, Vietnam, the Philippines, Indonesia and Latin America, funded by a \$0.5 million boost to its international marketing budget.

Study NT engaged with international education agents through hosting familiarisation tours. Agents worldwide experienced the Northern Territory for the first time, meeting with education and training providers and students, experiencing the Territory lifestyle.



Forward focus

Ensure a smooth transition of the Study NT function to the Department of Trade, Business and Asian Relations.

Connect and engage with consumers to increase the sharing of NT messaging via bought, earned, and owned media, including social media, eDMs and website traffic.

Work with industry to enhance the Territory's accessible and sustainable product offering to promote the Territory as an inclusive and accessible destination for visitors.

Grow, activate and leverage Tourism NT's data acquisition, storage capabilities and networks, including first-party data acquisition and measure the resulting impact on advertising performance.

Develop a suite of targeted marketing initiatives that deliver a nuanced perspective of tourism experiences for the regions – specifically, the diverse offerings and barriers across the seasons, such as summer.

Increase awareness of the Northern Territory as a tourism destination through brand differentiation and distinctiveness via continual messaging, advertising and channel promotion improvement.

Establish a yearly regional marketing campaign for East Arnhem Land to increase awareness and drive regional bookings among key visitor markets.

Continue to promote a proactive safety message for the NT with an ongoing advertising campaign, Safety in the NT Circuit Breaker. This initiative highlights positive experiences and aims to dispel travel misconceptions.

Promote and support opportunities for tourism businesses to attend relevant national and international tourism industry events and forums to increase product distribution.

Develop a suite of targeted marketing initiatives that deliver a nuanced perspective of tourism experiences for the region – specifically, the diverse offerings across the seasons and stories of Aboriginal cultures to enhance Aboriginal cultural tourism product awareness and promotion.

Promote and support opportunities for Aboriginal tourism businesses to attend relevant national and international tourism industry events and forums to raise the profile of the Aboriginal tourism sector, such as NT Muster, the Australian Tourism Exchange and Australia Tourism Export Council events.

Priority: Leverage and build events to drive visitation

Key achievements

NT Business Events Support Fund (NTBESF)

Since the launch of the NTBESF in early 2018, the fund has invested over \$8.5 million for 216 confirmed business events staged through to 2026, generating \$164 million in estimated delegate expenditure. Applications to the NTBESF grew by 13% on the previous year.

Asia-Pacific Incentives and Meetings Event (AIME)

Supported local business events industry partners to exhibit at the annual AIME in Melbourne, enabling them to connect and engage with domestic and international business event planners during pre-scheduled meetings and networking events. This year, AIME included a stand activation in partnership with the Darwin Aboriginal Art Foundation, showcasing how the NT is different in every sense for business events.

Influenced conversion

NTBE influenced the conversion of 80 domestic and international conferences that will be staged through to 2026 with a future estimated delegate expenditure of \$65 million to be injected into the Territory economy.



NTBE AIME 2024



FabALICE

International Congress and Convention Association

The Northern Territory, specifically Darwin, secured its first International Congress and Convention Association ranking, providing the NT with a global credential to attract more international conferences.

Delegate expenditure

Business events delivered \$50 million in estimated delegate expenditure during 2023-24 through 68 domestic and international conferences held across the Northern Territory.

Events campaign

In 2023-24, Tourism NT positioned events as a key selling point in our always-on marketing campaign, driving awareness and encouraging trip planning around the Territory's diverse event offerings. We promoted 3-day event itineraries, our events calendar, and event operator listings on NT.com, supported by paid media across social platforms, digital channels, search advertising and a partnership with NewsCorp. A standout initiative was the promotion of fabALICE as part of a broader media and influencer activation showcasing the Red Centre, which celebrated the 30th anniversary of Priscilla: Queen of the Desert. The campaign, featuring prominent drag queens from RuPaul's Drag Race, boosted global awareness of the Northern Territory as a premier events destination, showcasing fabALICE on an international stage and driving interstate visitation. This influencer program and ongoing event promotion solidified the NT's reputation as a vibrant hub for unique, must-attend events.



Buggy Ride, Finnis River Lodge

Forward focus

In partnership with the NT Major Events Company and industry, build distributable product packages for all major events, with an emphasis on the low and shoulder season.

Continue to administer the NT Business Events Support Fund with competitive bid fund offers that increase conversion of business events opportunities to support the local business events industry.

Partner with RTOs to deliver industry capacity-building programs that increase the NT's competitiveness and encourage delegates to stay longer, spend more and disperse regionally.

In partnership with industry, continue to exhibit at domestic and international tradeshows that facilitate lead generation and provide the opportunity to deliver authentic and engaging NT brand activations.

Increase the pursuit of international association conferences with a strong alignment with the NT and Australia's priority industry sectors that can leverage the NT Business Events Support Fund and Tourism Australia's Bid Fund Program.

Develop a refreshed business events strategy to guide sustainable growth of the sector through to 2030.



Carnival Splendor cruise ship, Darwin Harbour

Priority: Develop ongoing access to and within the Northern Territory

Key achievements

Territory Aviation Attraction Scheme

The Territory Aviation Attraction Scheme (TAAS) was launched in July 2023. Designed to attract domestic (interstate) and international aviation services to the Northern Territory, since its launch, the program has secured 7 new services across Darwin, Alice Springs, and Uluru. The successful implementation of the TAAS is expected to have long-term benefits to the Territory by improving visitor access, creating more airline choice and competition, and restoring the Territory's lifestyle.

Virgin Australia

Supported by the TAAS and in collaboration with Virgin Australia, Voyages Indigenous Tourism and Tourism Australia, Tourism NT successfully launched new flights that commenced on 6 June 2024 to Uluru from Brisbane and Melbourne. Marketing activity creating awareness and conversion for the new flights included the creation of new Wonderful Places Uluru Virgin Australia branded content, an out-of-home advertising campaign, an Uluru tactical sale, a Webjet Uluru flight sale, Helloworld Uluru holiday packages and a media and influencer launch event. The launch event delivered over 400 pieces of media coverage in publications, including The Daily Telegraph, Pedestrian, News.com.au and 7 News, delivering KPIs for the number of seats sold via the tactical sale.

Qantas partnership

Tourism NT partnered with the Qantas Group to deliver additional airline seats on key routes across the Jetstar and Qantas network. This resulted in increased weekly services during periods of high demand from Darwin to Sydney, Brisbane, Adelaide and Perth as well as Sydney to Uluru. Darwin to Melbourne saw an upgraded aircraft from an A2320 to a larger A321ceo aircraft and an Airbus A321neo LR, the newest aircraft in Jetstar's fleet, between Darwin, Bali and Adelaide. The agreement, signed in March, saw 54,000 low fare seats added within the 2024 calendar year, an increase of 12%.

Qantas also announced the commencement of a Darwin-Singapore service, from March 2025. The service will operate 5 days a week and add 60,000 seats on the route, providing a seamless connection to London on QF1 and other destinations across Europe and Asia.

Singapore Airlines

Tourism NT partnered with Singapore Airlines in the UK, Germany, Singapore and India to launch targeted campaigns that capitalised on increasing daily flights from Singapore to Darwin. These campaigns aimed to raise awareness and engage high-value travellers, inspiring and educating them about the diverse experiences available in the Northern Territory. The campaigns created a sense of urgency to book immediately and generated positive results, continuing to drive a healthy forward booking momentum into Darwin.

Cruise

105 cruise and expedition ships visited Darwin throughout 2023-24, carrying approximately 44,000 passengers, making it the Territory's most significant cruise ship season ever. The season included 11 maiden voyages and 2 new ships homeporting in Darwin: Silver Cloud and Seabourn Pursuit.

Tourism NT hosted the annual cruise forum in Darwin, presenting the 'sea of opportunity' to local stakeholders. Key cruise lines and ground handlers facilitating onshore experiences in the Northern Territory presented at the forum, engaging with up to 90 local businesses. The event coincided with the Australian Cruise Association board meeting, which allowed for greater collaboration between key industry representatives from around Australia. Tourism NT represented the Territory at the Seatrade Cruise Global Conference, meeting with 15 cruise lines to discuss itinerary planning processes and destination development considerations.

Drive study

Tourism NT conducted a drive study to better understand the Northern Territory drive tourism market, specifically market segments and attitudes and behaviours towards drive-related tourism. The study saw 1,300 participants complete an online survey, 180 international self-drive visitors participated in

a face-to-face intercept survey, and further research was compiled through focus groups and online forums. Based on the findings, key recommendations include developing a tourism telecommunications advocacy document to address connectivity challenges and increasing fly-drive packages through key distribution partners to enhance the drive tourism experience.

Drive campaigns

Tourism NT partnered with Tourism Holdings Limited (THL) to undertake a trade familiarisation trip for 10 agents and wholesalers. In collaboration with the South Australian Tourism Commission, Tourism NT executed trade cooperative campaigns in the UK and Europe, highlighting the Explorers Way route between Darwin and Adelaide. These campaigns generated 1,184 passenger bookings to the NT during the campaign period.

Additionally, Tourism NT promoted road trips as a key selling point in our always-on marketing approach, highlighting the Territory's iconic drive experiences. As part of our brand consideration campaign, we featured Red Centre, Top End, and whole-of-Territory road trip itineraries and articles to assist travellers in planning and converting their interest into bookings. This campaign resulted in 36,800 article and itinerary views, with 4,400 travel packages booked by those retargeted with drive deals and travel offers.

Forward focus

Drive messaging will be incorporated into 'always on' activity and marketing during the year with an extended and more consistent approach. To influence conversion, an integrated marketing campaign will be delivered with paid media, earned PR activity, owned content, social media activity and trade partnerships, including THL, Campermate, Holidays of Australia and Roads Less Travelled.

Ensure a smooth transition of the international and domestic air services function and responsibility of the Territory Aviation Attraction Scheme to the Department of Trade, Business and Asian Relations.

Undertake a cruise intercept survey to provide data measuring strategic goals and actions outlined in the Cruise Strategy to inform a forward-looking view of the sector for NT.

Proactively promote drive, rail and cruise packages through travel distribution partners to increase demand to embark and disembark through Darwin to increase dispersal and length of stay.

Facilitate cruise passenger access to more locations throughout the Northern Territory via pre and post cruise itineraries to support the development of remote coastal Aboriginal communities with aspirations to engage with expedition cruise ships.

Utilise strong relationships formed through the drive tourism strategy project implementation team to advocate for the timely completion of major drive infrastructure projects, including the sealing of the Mereenie Loop, set to begin construction in 2025.

Develop Aboriginal tourism product and experiences and grow Aboriginal participation in the tourism sector along the Central Australia Loop Drive and Explorers Way through extensive consultation, community visits and business planning.

Continue to support NRMA in the role out of the Electric Fast Charger Network, creating the opportunity for electric vehicle touring in the Northern Territory.

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



Key achievements

NT's Tourism Industry Strategy 2030

The NT's Tourism Industry Strategy 2030 update (T2030 update) was released in September 2023. The T2030 Update saw a revision of visitor and expenditure targets, new supply-side targets for aviation, accommodation and workforce and the introduction of three new themes for focus in the current and subsequent phases of the Strategy: resolving aviation access, committing to sustainability practices and reducing seasonality. A roadshow of engagement sessions was held throughout the NT and with our national partners nationwide to inform the review. To grow the sector, the T2030 Update relies on industry and government working together towards sustainable tourism development in the Northern Territory.

Brolga Northern Territory Tourism Awards

Territory tourism businesses were recognised at the 2023 Brolga Northern Territory Tourism Awards. The gala event-themed "Festival of Festivals" was held in Darwin with 426 attendees present to celebrate our tourism industry. The newly introduced category – the Northern Territory People's Choice Tripadvisor / Shiji ReviewPro Award, was won by the Top Didj Cultural Experience and Art Gallery from Katherine.

Sustainable tourism

Tourism NT worked in partnership with industry to promote sustainable travel experiences by developing operator case studies to support media interest, promote sustainable travel itineraries, and host sustainability-focused domestic and international media familiarisations.

Developed a sustainable tourism toolkit and worked with Austrade to support the delivery of industry-focused education programs to support operators in adopting sustainable business practices.

Supported Magnum Serviced Apartments to pilot a sustainability program for the accommodation sector in the NT. The My Green Butler program aims to increase energy efficiency and generate cost savings by adopting consumer and business-focused sustainability initiatives.



Tourism Towards 2030 Conference

The 2024 Tourism Towards 2030 Conference was delivered in Darwin and Alice Springs in February 2024. The event was well received by industry, with 368 attendees across both locations. With a focus on 'leaps in innovation', speakers addressed key areas such as international recovery, trends and demand, embracing artificial intelligence, travel's future and activating innovation.

Tourism NT also participated in October Business Month events in Katherine, Darwin, Nhulunbuy, Tennant Creek and Alice Springs.

Australian Tourism Awards

The Australian Tourism Awards were held in Darwin in March 2024. Territory businesses awarded on the night included:

- Darwin Convention Centre, Gold winner Business Event Venues
- Katherine Outback Experience, Gold winner for Tourist Attractions and Bronze winner for Accessible Tourism
- Darwin Festival, Bronze winner Major Festival and Events
- NT Bird Specialists, Bronze winner Tour and Transport Operators.

Forward focus

The 2024 Brolga Northern Territory Tourism Awards will be held in Alice Springs on 9 November; the night will see Northern Territory tourism businesses celebrated as the 'Centre of Attention'. Tourism NT continues to support the industry in submitting quality submissions and undertake steps to review and enhance the awards program.

Present an informative and relevant 2025 Tourism Towards 2030 Conference in Alice Springs and Darwin.

Deliver a range of initiatives to support the NT tourism industry in progressing the Northern Territory's standing as a sustainable tourism destination. Programs will support operators in developing a sustainable vision for their business, baseline measurements of key waste and energy metrics, and other sustainability-focused actions and deliverables supporting accreditation.

Work across government and with key stakeholders to address tourism workforce shortages and develop workforce campaigns for the NT, including those targeted at Working Holiday Makers.

Articulate the importance of tourism to the Northern Territory by providing accurate and timely measurement data, as well as forward-looking and strategic insights critical to the visitor economy, with a focus on innovation.



Simpsons Gap, West MacDonnell Ranges





Our governance

Board of Commissioners

Aboriginal Tourism Committee

Marketing Steering Committee

Finance, Risk and Audit Committee

Accountability and standards

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 Board is guided by a charter which sets out the role and responsibilities of the commissioners. The charter and Tourism NT Act 2012 can be sourced here [Board of Commissioners | Tourism Northern Territory](#)

Commissioners are appointed by the Minister and selected to ensure the Board comprises the optimum mix of skills, knowledge and experience necessary to fulfil its role and achieve its objectives. 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 while meeting its legislative, financial and governance obligations.

Commissioners are appointed for a period not exceeding two years and can be reappointed. Remuneration is provided in accordance with the provisions of the Assembly Members and Statutory Officers (Remuneration and other Entitlements) Act 2006. Further information can be found here [Statutory boards | NTG Central](#)

Activities and industry engagement

A snapshot of the 2023-24 Tourism NT Board's activities:

- ongoing engagement with the RTOs Tourism Central Australia and Tourism Top End, with two joint RTO meetings held annually
- joined the Tourism Towards 2030 conferences in Alice Springs and Darwin, interacting with tourism operators and stakeholders
- convened board meetings in Tennant Creek, Jabiru, and Yulara; hosting industry functions enabling direct networking opportunities with tourism and industry stakeholders

- attended the official opening of the Yulara Visitor Information Centre
- continued support with the ATC's implementation of key pillars outlined in the NT Aboriginal Tourism Strategy 2020 – 2030
- presented at tourism industry webinars in April and June 2024
- endorsed the NT's Tourism Industry 2030 Strategy Update
- attended Facing North in Canberra, a collaborative initiative between the Darwin Major Business Group and NT Government, showcasing the Territory's diverse economic and tourism opportunities
- met with Tourism NT's international managers as part of NT Global Connect
- received a briefing from the Major Projects Commissioner and Investment Commissioner on NT economic projects
- Darwin Waterfront Corporation updated the board on its redevelopment plans
- received in-person presentations from the Tourism and Transport Forum, City of Darwin, Uluru-Kata Tjuta National Parks and Parks Australia
- attended the 2023 Brolga Northern Territory Tourism Awards, celebrating achievements of the industry.

Board of Commissioners

(As at 30 June 2024)



Michael Bridge
Chairperson

An experienced leader, Michael was CEO of Airnorth for 19 years. He is Chair of the NT Major Events Company and Chair and shareholder of national labour-hire group, CGH. Michael is an ambassador for the Australian Aviation Hall of Fame, Business Events Northern Territory, the Museum and Arts Galleries of the NT and a former board director of the Civil Aviation Safety Authority, the Regional Aviation Association of Australia and the Aviation Industry Superannuation Trust.



Paul Ah Chee
Commissioner

An Aboriginal descendent from Alice Springs, Paul is current Chair of the Aboriginal Tourism Committee and founding member of the NT Aboriginal Tourism Advisory Council. Paul's years of tourism experience and contribution to the tourism sector was recognised with a Northern Territory Chief Minister's Award for Excellence in 2009. Paul received the Centenary Medal in 2003 for his contribution to the Aboriginal community.



Trish Angus
Commissioner

Trish was born in Katherine and is of Jawoyn heritage. She has health and management qualifications and held senior executive NT public sector positions across government and was awarded the Public Service Medal in 2013. Trish has extensive governance experience across a range of sectors and is a board director for Voyages Indigenous Tourism Australia, Venture Housing, Menzies School of Health Research and Indigenous Business Australia's nominee independent director of the Tennant Creek Foodbarn Partnership. Trish retired from the CareFlight Board in August 2023.



Mick Burns
Commissioner

Mick is a long-term Territorian with extensive cross-industry experience. He is a director of various hospitality businesses and senior Vice President of Hospitality NT. Mick is a past President (NT) and past national board member of the Australian Hotels Association and life membership awardee. Mick is a director of Crocosaurus Cove Pty Ltd and owns and operates Darwin Crocodile farming interests.



Denis Pierce
Commissioner

Denis has over 40 years of multi-national tourism industry experience. As group managing director South Pacific and managing director Australia with ATS Pacific, Denis led the company through sustained revenue growth and into a public listing. Denis is a director of the Linchpin Company and current Chair of the Australian Tourism Export Council.



Michaela Webster
Commissioner

Michaela is an experienced director and former C-Suite executive with unique skills across tourism marketing, operations and ESG. She is a board member of Southern Cross Care SA, NT and VIC, the Helpmann Academy, Art Gallery of South Australia and a Bedford Group advisor. Michaela provides support to the G'day Group with growth and transformation related projects.

Board of Commissioners



Shaun Drabsch
CEO Department of Industry, Tourism and Trade

A keen development economist, Shaun has more than three decades of executive appointments spanning the public and private sectors. Roles have included senior economic advisor to a Queensland Premier, Assistant Coordinator General in Queensland and Chief of Staff to a federal Minister. Shaun has a passion for stimulating new investment supported by a deep knowledge of government processes, land tenure and corporate governance.



Scott Lovett
Deputy CEO Department of Industry, Tourism and Trade

Scott's areas of responsibility include Tourism NT, Licensing NT and Screen Territory. An experienced and passionate advocate for regional development and strategic thinking, Scott has held senior roles across both the private and public sectors. He is a current board member of Uluṟu-Kata Tjuṯa National Park and NT Major Events Company and former deputy Chair of the Australian Cruise Association.



Edith Falls, Nitmiluk National Park.

Board of Commissioners

1 July 2023 – 30 June 2024

Role	Member	Meetings attended	Meetings held
Chair	Michael Bridge	5	5
Commissioner	Paul Ah Chee	5	5
Commissioner	Trish Angus	5	5
Commissioner	Mick Burns	5	5
Commissioner	Denis Pierce	4	5
Commissioner	Michaela Webster	5	5
CEO	Shaun Drabsch	4	5
Deputy CEO	Scott Lovett	5	5

Forward focus

Oversee Tourism NT’s ongoing delivery of priority objectives in the NT’s Tourism Industry Strategy 2030.

Guidance of the division’s industry development activities, domestic and international marketing campaigns, pursuit of business events, and growing the number of domestic education school group excursions.

Offer advice and strategic support to RTOs, tourism businesses and industry associations.

Advocate for investment into tourism assets, infrastructure and priority road projects, including federal government advocacy for infrastructure delivery in Kakadu National Park and master planning for a new visitor centre in Uluru-Kata Tjuta National Park.

Drive the continued recovery of key international source markets.



Tarntipi Bush Camp, Tiwi Islands

Aboriginal Tourism Committee

(As at 30 June 2024)



Mr Paul Ah Chee Ngala
Chair

An Aboriginal descendent from Alice Springs, Paul is current Chair of the Aboriginal Tourism Committee and founding member of the NT Aboriginal Tourism Advisory Council. Paul's years of tourism experience and contribution to the tourism sector was recognised with a Northern Territory Chief Minister's Award for Excellence in 2009. Paul received the Centenary Medal in 2003 for his contribution to the Indigenous community.



Ms Mona Liddy

Mona is a Wagiman Elder from the upper Daly River region, Chairperson of Tjuwaliyn Wagiman Aboriginal Corporation, Northern Land Council Pine Creek member and owns a private consultancy business. Mona's previous roles include Community Engagement Coordinator, Cultural Advisor, Program Management Support Officer and Aboriginal Community Advisor. She has also served on a range of committees and reference groups.



Mr Peter Pangquee

Peter is a Marrithiyel man who grew up in Darwin and is currently a City of Darwin Councillor, a Tourism Top End executive board member, a Development Consent Authority (Darwin) member and Local Government Association of the Northern Territory executive member. An experienced manager, Peter was the inaugural Chair of the National Aboriginal and Torres Strait Islander Health Practice Board of Australia.



Ms Nova Pomare

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 held previous roles in the finance and bookkeeping, recruitment and services sectors.



Mr James Morgan

James is a Biniŋ man with connections to Burrungkuy (Nourlangi Rock). The sole trader of Yibekka and Kakadu Rock Art Tours, he is also contracted by Parks Australia to manage a Kakadu National Park campground and was a Yellow Waters cruise guide. In 2021, he managed the Kakadu ranger guide program, achieving 100% Aboriginal participation for the first time in the program's history.



Mr Randle Walker

Randle is the Chief Executive Officer of Centrecorp Aboriginal Investment Corporation, as well as a member of the Alice Springs Major Business Group. An experienced finance and governance executive, Randle is a former President of the Certified Practising Accountants Northern Territory and has held positions with Tourism Central Australia, the Central Australia Chamber of Commerce and the Alice Springs Regional Economic Development Committee.

Aboriginal Tourism Committee



Aboriginal Tourism Committee members 1 July 2023 – 30 June 2024

Member	Meetings attended	Meetings held	Consultations and workshops attended	Consultations and workshops held
Chair: Paul Ah Chee	4	4	5	6
Mona Liddy	3	4	4	6
Peter Pangquee	4	4	5	6
Nova Pomare	4	4	6	6
James Morgan	4	4	4	6
Randle Walker	3	4	4	6



Mindil Beach, Darwin



Museum and Art Gallery Northern Territory

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 matters arising from Tourism NT Board meetings.

The Marketing Steering Committee met prior to each Board meeting and membership included 2 Commissioners.

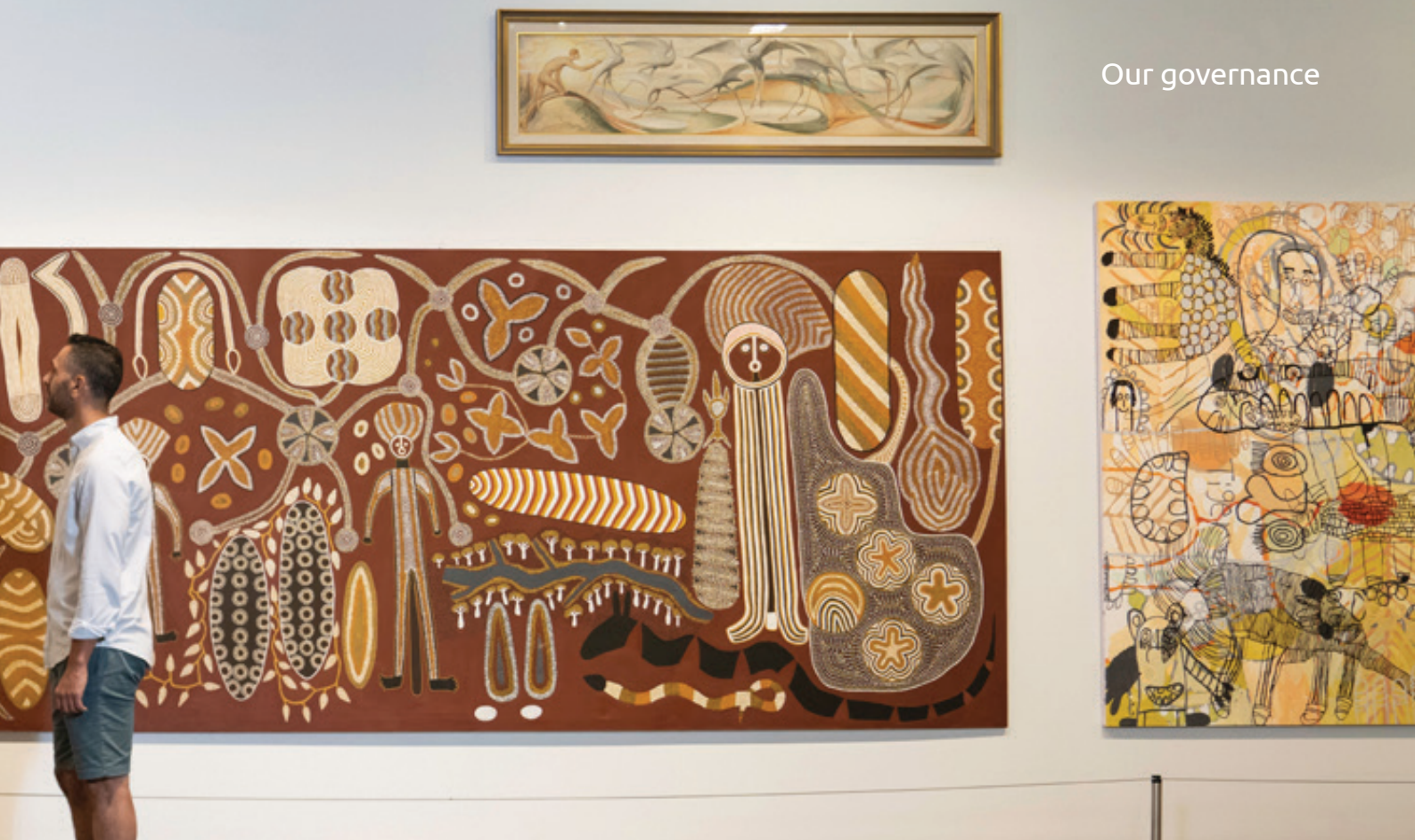
Matters addressed included:

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

- major domestic and international marketing campaigns, including awareness and conversion activities
- 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 2023 – 30 June 2024

Role	Member	Meetings attended	Meetings held
Chair	Denis Pierce – Commissioner Tourism NT Board	5	5
Member	Michaela Webster – Commissioner Tourism NT Board	5	5
Advisor	Tony Quarmby – Executive Director Marketing	5	5
Advisor	Scott Lovett – Deputy Chief Executive Officer	5	5
Committee Secretariat	Provided by Tourism NT Marketing staff	5	5



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 2 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 2023 – 30 June 2024

Role	Member	Meetings attended	Meetings held
Chair	Trish Angus – Commissioner Tourism NT Board	5	5
Member	Mick Burns – Commissioner Tourism NT Board	5	5
Advisor	Scott Lovett – Deputy Chief Executive Officer	5	5
Committee Secretariat	Leah Hudson (July - October)/ Annaliese Moran (November - June) – Manager Executive Services	5	5
Guest	Josie Silipo (July - May)/ Mary Joseph (June - June) – Manager Risk and Audit, Governance, DITT	2	5
Guest	Valerie Smith – Executive Director Industry Development	5	5

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
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 Chief Executive Officer is the decision-maker in relation to FOI applications received. A specialist records management unit in Department of Industry, Tourism and Trade (DITT) serviced the requirements in this area, including ensuring 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 2023-24.

Tourism NT's 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, the 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 Tourism NT Board endorses the operational plan.

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 operational plan, strategies, including the 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

As at 30 June 2024, Tourism NT was part of the Tourism, Services and Hospitality division of the Department of Industry, Tourism and Trade.

Tourism NT had a direct annual budget of \$61.6 million in the 2023-24 financial year, largely funded through NT Government appropriation. Actual expenses incurred by Tourism NT for 2023-24 totalled \$63.8 million.

Revenue

Tourism NT received \$1.1 million in grants, own source revenue and miscellaneous revenue relating to the return of prior year unspent grants. The majority of the remaining income was provided by the Northern Territory Government as output appropriation.

Expenses

Tourism NT incurred expenses of \$63.8 million in 2023-24. This included \$10.4 million for employee expenses and \$12.3 million for grant programs including the Visitor Experience Enhancement Program, Aboriginal Tourism Grant Program, other industry support grant programs and funding supplied to Regional Tourism Organisations. Additionally, \$6.5 million was spent on contributions to cooperative marketing campaigns.

The majority of Tourism NT's expenditure relates to administrative expenses of \$32.8 million utilised to position the Territory and its tourism product in key target markets to stimulate interest in, and desire to, travel to the Northern 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	2022-23	2023-24
	\$'000	\$'000
Income		
<i>Grants and subsidies revenue</i>		
Current	236	354
<i>Appropriation</i>		
Output	52,328	60,451
Commonwealth	0	0
Sales of goods and services	177	231
Goods and services received free of charge	0	0
Foreign exchange gain	0	0
Other income	463	561
TOTAL INCOME	53,204	61,597
Expenses		
Employee expenses	9,484	10,371
<i>Administrative expenses</i>		
Purchase of goods and services	30,712	32,757
Repairs and maintenance	0	0
Depreciation and amortisation	68	1
Noncash write offs	0	1,665
Other administrative expenses	3	142
Foreign exchange loss	28	14
<i>Grants and subsidies expenses</i>		
Current	6,513	8,974
Capital	5,088	3,293
Cooperative marketing contributions	6,025	6,575
TOTAL EXPENSES	57,921	63,792
NET SURPLUS / (DEFICIT)	(4,717)	(2,195)





Appendices

Procurement contracts awarded

Type of procurement	Tender Number	Title of requisition	Count	Sum of total estimated value
Consultancy (Generic)	23-0446	Review of 4 Tourism Destination Management Plans - under across government panel contract AGC21-0265	1	87,991.20
	23-0551	Review of Northern Territory Aboriginal Tourism Strategy - under across government panel contract AGC21-0265	1	104,463.00
	23-1029	Consultancy - Aboriginal Cultural Tourism along drive routes	1	85,250.00
	24-0169	Consultancy - Identify Aboriginal cultural tourism experiences for expedition cruise ships along the NT coastline - under across government panel contract AGC21-0265	1	77,000.00
	NS23-0179	Consultancy - development of an Aboriginal cultural wellness and bushfood tourism opportunities toolkit	1	100,000.00
	Q23-0174	Consultancy - provision of an Aboriginal cultural tourism framework and Aboriginal drive market toolkit	1	165,000.00
Services	23-0565	Provision of professional conference organiser service for the 2023 Aboriginal Tourism Forum	1	35,200.00
	23-0707	Provision of concept design, construction, installation, maintenance, removal and storage of a stand display for the Asia-Pacific Incentives and Meetings Event (AIME) 2024 trade show	1	86,254.60
	23-0912	Provision of two keynote speakers - 2024 Towards 2030 Conference	1	55,328.90
	23-0924	Supply and delivery of an Indigenous Fashion Show at the 2024 AIME trade show	1	27,500.00
	23-0947	Provision of travel and accommodation logistic services for the Northern Territory Aboriginal Tourism Business Accelerator Program	1	33,000.00
	23-0956	Provision of influencer campaign for Study NT	1	43,946.10
	24-0152	Provision of welcome reception for international students to the Northern Territory 2024	1	23,100.00
	NS23-0026	Darwin - Provision of Venue, Catering & Audio-Visual Requirements for the 2023 Northern Territory Training Awards Gala Dinner	1	124,439.55
	NS23-0054	AIME 2024 registration and exhibition space	1	156,750.00
	NS23-0164	Showcase famil 2024 – accommodation in Alice Springs	1	47,438.00
	NS23-0225	Provision of Insider Guide advertising	1	62,657.83
	NS23-0236	Provision of stand build at the Australian Tourism Exchange in Melbourne 2024	1	84,922.43
	NS24-0007	Australian Tourism Exchange famil - Kakadu, Arnhem Land and Cobourg Peninsula charter	1	22,600.00
	Q23-0286	Provision of cruise ship shuttle services for the cruise ship season (October 2023 - June 2024)	1	108,000.00

Type of procurement	Tender Number	Title of requisition	Count	Sum of total estimated value
Services – Period Contract	23-0256	Provision of Adobe experience cloud support, maintenance and development for a period of 12 months	1	81,000.00
	NS23-0088	Provision of the renewal of User Generated Content (UGC) platform Stackla for a period of 12 months	1	48,074.00
	NTG23-0196	Provision of the supply, implementation, support and maintenance of marketing technologies for Tourism NT for a period of 36 months	1	2,042,754.00
	NTG23-0299	Provision of full tourism representation for Tourism NT in Japan for a period of 24 months	1	258,720.00
	NTG23-0334	Provision of research services for a Northern Territory marketing survey for a period of 12 months	1	185,802.00
	NTG24-0013	Panel Contract - provision of public relations services for a period of 24 months	1	1,892,000.00
	NTG24-0025	Provision of full tourism representation services for Tourism NT in the Americas for a period of 36 months	1	1,672,221.00
	Q23-0167	Provision of tourism representation services for Tourism NT in Singapore for a period of 24 months	1	247,200.00
	Q23-0257	Unlocking Aboriginal tourism development funding initiative - panel contract for a period of 12 months	1	21,120.00
	Q23-0426	Provision and maintenance of Lookatme digital asset management solution for a period of 36 months	1	151,338.00
Supply	NS24-0119	Supply of 2024-25 membership - Tourism and Transport Forum Australia	1	31,869.89
Supply – Period Contract	23-0485	Provision of a bespoke custom-made trophy for the Brolga Northern Territory Tourism Awards for a period of 36 months	1	39,418.75
Grand Total			32	8,202,359.25

Grant and funding recipients

Tourism NT grant programs

The Tourism NT Grants Appendix 2023-24 can be found online at <https://tourismnt.com.au/about-us/who-we-are/annual-report>

The Grants Appendix 2023-24 contains a full list of grants, contributions and subsidies awarded by Tourism NT in the last financial year.



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