

Food and drink



What is our aspiration?

- Showcase the Territory as a desirable destination to experience unique flavours
- Enhance the Territory's point of difference in bush foods and connection to Aboriginal culture



What are our goals?

- To create awareness of the Territory's unique/showcase food and drink offerings
- To promote high quality food and drink products and experiences to visitors
- Increasing satisfaction and advocacy for NT food and drink

Food connects land, heritage and people, offering an authentic taste of place. It's a driver of storytelling, builds community and the local economy.

Tourism Australia's *Restaurant Australia* campaign profiled Australia's food and wine offering through people, produce and place. The campaign exceeded expectations, highlighting a global appetite to experience destinations through the lens of local produce, passionate producers and restaurateurs.

While other destinations have embraced the opportunity, the Northern Territory has not fully developed its food tourism story. By profiling the Territory's local produce, fresh dishes and producer

stories, the narrative of the Territory as a destination with exceptional food and drink experiences has the potential to shine. These attributes, delivered through cafés, restaurants, breweries, markets, retailers, farm gate experiences along with festivals and events can create a compelling visitor experience.

The Northern Territory's multicultural composition, including 65,000 years of continuous living culture along with residents from over 100 nationalities, particularly Greek and Asian immigrants, sets the scene for a food and drink tourism offering unlike any other.





Product strengths

- Our outdoor markets connect growers and makers selling their produce alongside with ready to go dishes with many cultural influences
- Festivals and events dig deeper into the connection of foods to culture and storytelling
- Barramundi and mangoes are known for having a strong NT connection, along with growing reputations around crocodile, buffalo and camel
- Bush food and bush food inspired products create an opportunity where the Territory can stand out from competitors. Examples include Green Ant Gin, Kakadu Plum (powder, yoghurt, frozen), magpie goose, bush tomatoes, rosella
- Emphasis on the uniqueness of bush superfoods and leveraging wellness trends
- An expanding craft brewing scene, now incorporating One Mile Brewing Co, Beaver Brewery, Six Tanks Micro Brewery, Earth Sanctuary, Alice Springs Brewing Co
- The Territory's passionate local food-related personalities

What are we doing and how to get involved

- Partnering with Hospitality NT to showcase Territory produce and build the food story through activities such as Signature Dish which looks to capture imagery and stories of Territory themed dishes from venues across the regions
- Heroing NT ingredients in Tourism NT hosted trade and consumer events. Consider how you can raise the profile of locally sourced produce in your tourism business
- Social media hashtags connecting the NT to content platforms such as #restaurantaustralia
- Encouraging development of new visitor experiences
- Improving visitor satisfaction with food and drink offerings through insights gained from review platforms such as ReviewPro and Tripadvisor
- Encourage food and drink experience listings through the Australian Tourism Data Warehouse. The Food and Drink category offers sub-category filters of bars, breweries, cooking schools/lessons/workshops, produce, restaurant and café, wineries
- Feature NT food and drink in trade and media familiarisation programs
- Support food festivals and events through media and public relations activity
- Territory Taste magazine marketing activity, profiling food, tourism and local produce in the NT, including stories and recipes
- Build connection between agriculture and seafood industries and tourism businesses, similar to NT Seafood Council's 'NT Caught Venues' listing, engagement at NT Producers Pavilion at the Territory Taste Festival
- Develop a library of food and drink related stories – share your story with us
- Encourage frontline staff to proudly profile the use of NT produce at venues and other businesses



Events

- A Taste of Kakadu festival
- Italian Festival
- Territory Taste Festival
- Malak Marketplace
- Mindil Beach Sunset Markets
- Parap Markets and Rapid Creek Markets
- Greek Glenti
- Adelaide River Rosella Festival

To discuss opportunities and ideas around developing the NT's food and drink visitor experience contact the Department of Industry, Tourism and Trade.

Georgina Tsorvas
Sector Development Officer
georgina.tsorvas@nt.gov.au
Tel: 08 8999 5194

Leanne Paige
Director, Sector and Distribution Development
Leanne.paige@nt.gov.au
Tel: 08 8999 6321

www.tourismnt.com.au/development/sector-strategies

