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# Destination Management Plan Big Rivers Region 2020 Summary



## Key Partners







Front Cover:  
*Escarpment Walk – Judbarra/ Gregory National Park*

Back Cover:  
*Katherine Hot Springs - Katherine*

This Page:  
*Canoeing Nitmiluk Gorge – Nitmiluk National Park*





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*Bitter Springs – Elsey National Park*





# Destination Management Plan role and process

The Department of Industry, Tourism and Trade has invested in **destination management planning** as part of a suite of actions following the development and release of the *NT's Tourism Industry Strategy 2030*. Destination management ensures that tourism is cohesively integrated into the economic, social, cultural and ecological fabrics of a community, by considering tourism growth holistically, through a regional lens and over a long-term timeframe.

This plan has been developed through extensive consultation with stakeholders whose contributions were collected through direct engagement or survey response throughout the consultation process. Stakeholder feedback has informed the guiding principles for development of the Region's tourism industry and supported analysis and design of the Destination Management Plan (DMP). A full copy of the DMP is available online at [tourismnt.com.au](http://tourismnt.com.au)

The Big Rivers Region (the Region) DMP identifies key strengths and assets across the Region. The plan considers visitation demand insights, existing planning and priorities for destinations in the Region and stakeholder input. Actions have been identified to activate opportunities, address gaps and prioritise product development seeking to meet visitor demand while encouraging the development of a sustainable tourism sector for the Region.

Destination management requires alignment and collaboration across the public, private and community sectors. It involves stakeholders from both the tourism and general industry sectors contributing to the development of priority experiences in the Region.

Strategically planned and implemented tourism experiences can be an economic driver, contributing to the growth and development of a Region through job creation, investment attraction, and infrastructure development. Equally important are the social benefits delivered from tourism, such as added vibrancy and the lifestyle benefits that attract visitors and residents alike.

The Big Rivers Region DMP is a 10 year plan which will be periodically reviewed to ensure the document is relevant in an ever changing external environment.

**NOTE: (Oct 2020)**

1. *Due to COVID-19 implications, it is expected that the short to medium term trends in the Australian tourism industry will be impacted, creating disruption and changes to visitor demand and preferences. Accordingly, it will be critical to review the implications to this plan of shifting trends across the life of the DMP.*
2. *The tourism trends outlined in this plan are based on information and data prior to COVID-19. Due to COVID-19, it is expected that in the short to medium term, this data will not reflect the actual situation.*





## Big Rivers Region overview

The Big Rivers Region begins south of Kakadu National Park encompassing Pine Creek, then extends over 500km south to Kalkaringi and stretches across the width of the Territory between the Western Australia and Queensland borders. The Region is significant in scale, covering over 360,000km<sup>2</sup> and accounting for an area greater than that covered by Germany. The Region consists of a number of varied natural environments including vast rivers, tropical forests, rocky escarpments and savannah plains.



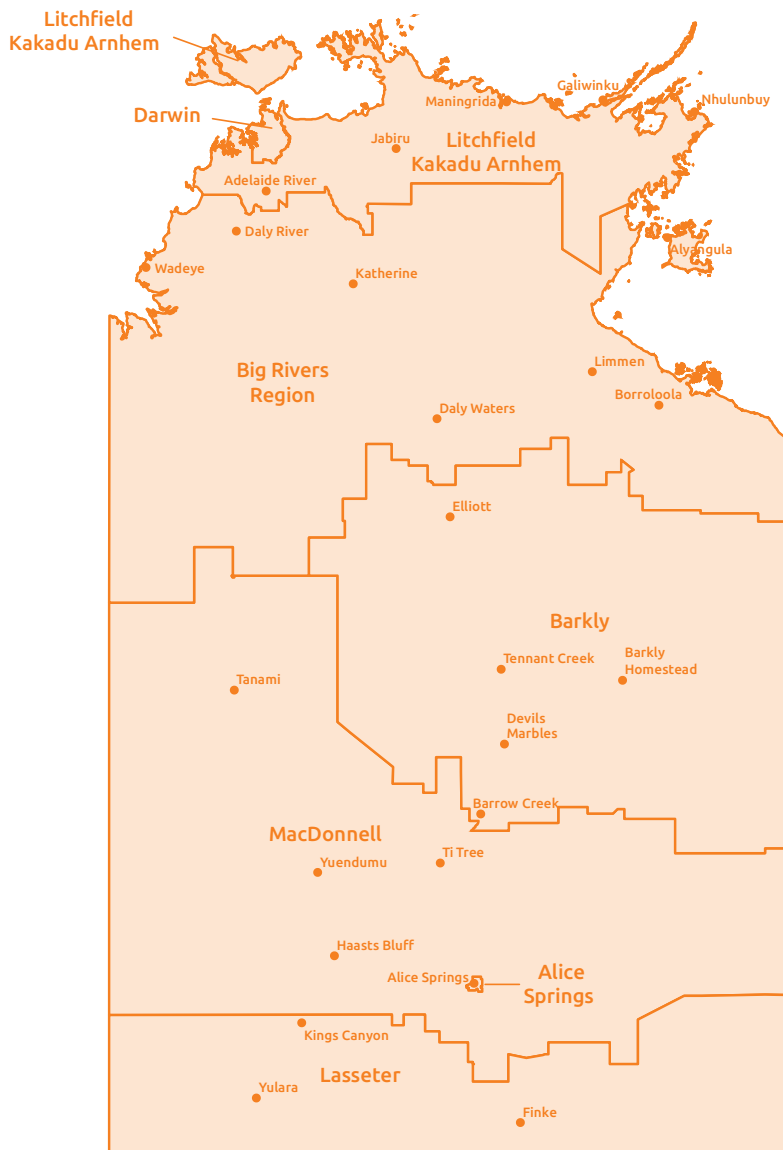


Figure 1 - NT Tourism regions  
Source: TRA, *Tourism Region Maps, NT*.

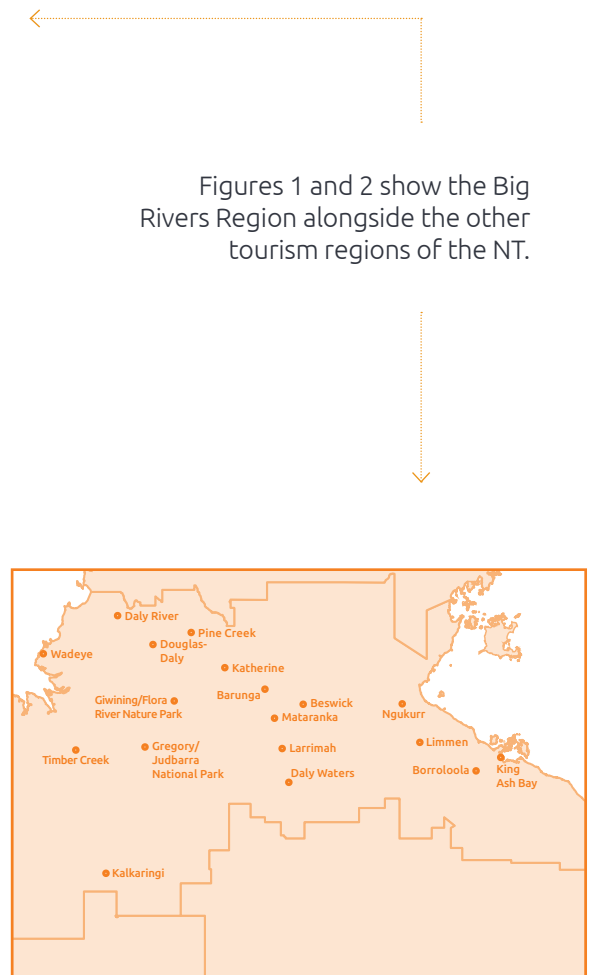
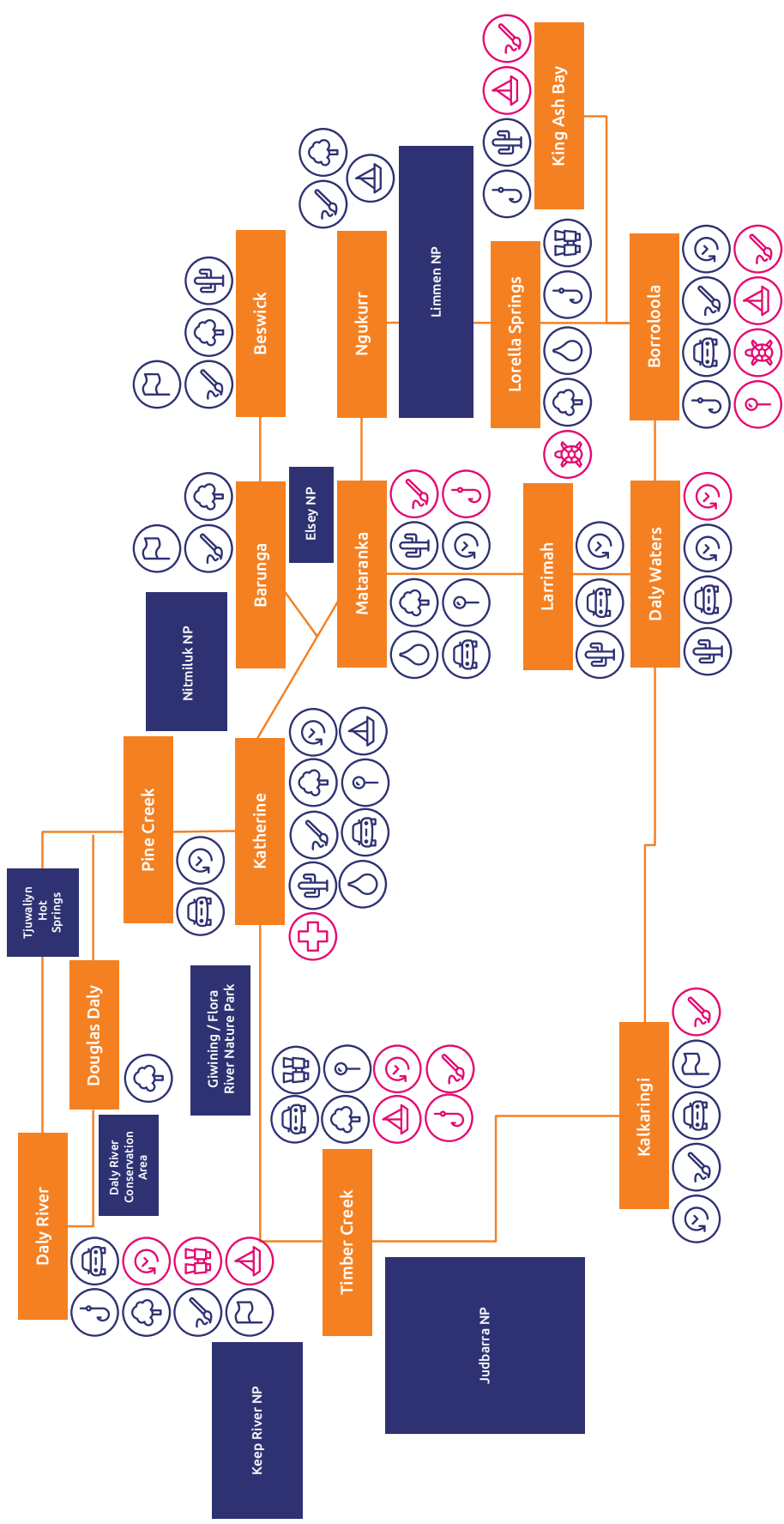


Figure 2 – Big Rivers Region - Inset map  
(not to scale)

## Tourism in the Region

The Region offers attractive tourism opportunities, including experiences available through the notable Nitmiluk (Katherine Gorge) National Park (Nitmiluk National Park), as well as many other experiences built around unique natural environments, sporting and recreational activities, Aboriginal culture and pioneering history.

A snapshot of the key tourism destinations and experiences in the Region is shown in Figure 3, which also highlights the range of potential experiences to be addressed throughout the Region, as identified during stakeholder consultations (these are marked in pink). The snapshot highlights the potential for the Region to expand its current tourism offerings by enhancing or adding to the existing experiences and developing a sustainable tourism industry.



- |  |  |  |                            |
|--|--|--|----------------------------|
|  | Fishing                                    |  | Arts and culture           |
|  | Natural attractions                        |  | Wellness                   |
|  | History and heritage                       |  | Swimming and hot springs   |
|  | Services (fuel, accommodation, food, etc.) |  | Boat/river cruise          |
|  | Bird watching                              |  | Wildlife                   |
|  | National Park                              |  | Existing product           |
|  | Outback experience                         |  | Proposed/potential product |
|  | Festival                                   |  |                            |

Figure 3 - Big Rivers Region tourism experiences





Marksie's Stockman's Camp - Katherine



## Value of tourism in the Region

The Region's estimated resident population in 2019 totalled 24,899 residents, representing 10.1% of the NT population.<sup>1</sup> Like much of the Territory, population attraction and retention is a key challenge for the Region, with a stagnant population trend from 2011 to 2016, at an increase of only 0.8% for the period.<sup>2</sup> The regional centre of Katherine's residential population in 2019 was 10,623.

There are 952 registered businesses in the Region, representing about 6.5% of all NT registered businesses. The value of all goods and services of the Region (GRP) is \$1.92 billion, comprising 8.2% of the Territory's total economic value. According to economy.id, the leading industries in the Region in 2018/19 by value include:

- **Mining (\$586.7 million)**
- **Construction (\$291.3 million)**
- **Public administration and safety (\$190.6 million)**
- **Agriculture, forestry and fishing (\$150.5).<sup>3</sup>**

Tourism Research Australia which considers the broad economic impacts of tourism across the economy, highlights that the tourism industry added \$155.8 million to the Region's economy in 2017/18, establishing tourism as a leading industry for the Region.<sup>4</sup> Furthermore, in 2017/18, the Region directly employed 1,133 people in the tourism industry, roughly 10% of the working population.<sup>4</sup>

## Visitor market profile

Tourism contributed \$155.8 million to the Region's GRP in 2017/18, a 10.1% increase from the previous year.<sup>4</sup> Tourism consumption in the Region was \$321 million, with the categories for goods and services with the highest spend being:

- **Long distance passenger transportation**
- **Takeaway and restaurant meals**
- **Fuel**
- **Accommodation.**

Tourism consumption data confirms the central role of the drive market to tourism in the Region. Further details of visitor consumption are provided in Appendix F of the full DMP document.



**90%**

of which were  
domestic visitors<sup>5</sup>

**78%**

of visitors are  
the self-drive market<sup>4</sup>

This emphasises the critical  
importance of road access,  
road infrastructure and  
vehicle services for tourism in  
the Region



### International Visitors to the Region

**89%**

also visited Greater  
Darwin Region<sup>5</sup>

**46%**

also visited the  
Kakadu and Arnhem  
Land Region<sup>5</sup>

Highlighting the  
importance and  
opportunity to build  
the industry, through  
collaboration across  
regions

### Domestic Visitors to the Region

**69%**

also visited Greater  
Darwin Region<sup>5</sup>

**32%**

also visited the Kakadu and  
Arnhem Land Region<sup>5</sup>

**37%**

also visited the  
Barkly Region<sup>5</sup>

**20%**

of visitors to the Greater  
Darwin Region then  
travelled to the Region<sup>5</sup>

### Business Travellers to the Region

**40%**

of the total market -  
almost all were domestic  
travellers<sup>5</sup>

On average length of

**4.6 nights**

in 2019<sup>6</sup>



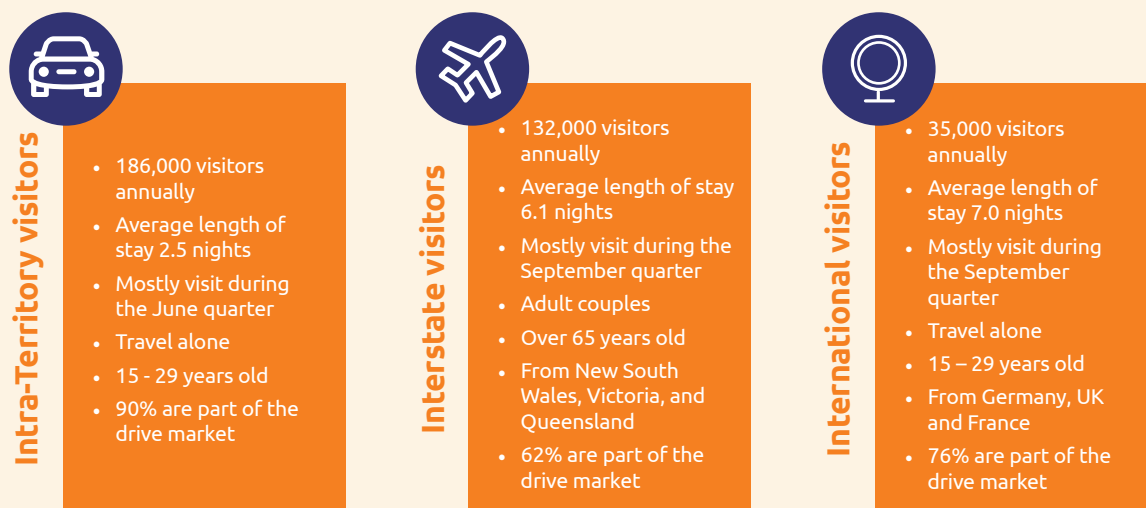


Figure 4 - Summarises key characteristics of the intra-Territory, interstate and international visitors to the Big Rivers Region

Source: Tourism NT, Regional Profile: Katherine Daly, Year ending June 2016-2018

## Trends in regional tourism

Regional tourism has gained popularity in recent years, with travellers increasingly seeking authentic cultural and nature-based tourism experiences. The Region can leverage its unique cultural and natural assets to capitalise on this trend to develop its tourism industry.

Yet caution should be applied when considering opportunities in visitation trends, with several barriers to building the tourism industry remaining for the Region, including competition with capital cities in attracting visitors, the significant investment in both time and expense required to visit the Region and seasonality limitations.

Over the next 10 years the tourism industry in the Region could focus its efforts on leveraging its natural, cultural and historical assets to maximise the benefits from current travel trends. Investment in festivals and relevant events also presents an opportunity to build value in the tourism market.

Several common experiences and attractions support linkages across the Big Rivers Region and are shared with other regions in the NT, as shown in Table 1. These common experiences act both as unique attractions for the Region, and importantly as a common link between NT DMP regions to encourage visitation further afield.

**Table 1 - Common experiences and attractions in the NT regions**

Route	Greater Darwin	East Arnhem Land	Kakadu	Big Rivers	Barkly	Alice and MacDonnell	Lasseter
World War II history	●			●	●	●	
Pioneering history	●		●	●	●	●	●
Aboriginal cultural tourism and the NT Arts Trail	●	●	●	●	●	●	●
The Ghan train journey	●			●		●	
Drive journeys	●	●	●	●	●	●	●
Bird watching	●	●	●	●	●	●	●
Parks and natural attractions	●	●	●	●	●	●	●
Sporting & adventure activities	●			●		●	●
Hiking	●		●	●		●	●

### Legend

● Nature-based offerings ● Aboriginal cultural offerings ● Transport journey offerings ● History and heritage offerings





# Destination management planning for the Big Rivers Region

A comprehensive study of the current and potential state of the tourism industry for the Big Rivers Region was undertaken. This study has focused on understanding the current market; available and potential tourism experiences in the Region; opportunities for sustainable growth in the industry; and industry stakeholder priorities.

This analysis has highlighted the potential to leverage the Region's unique attractions, which are well aligned to the drivers of visitation in both the domestic and international market, as well as the opportunity to develop industry capability to support sustained advancement into the future. In addition, targeted efforts are required to address the barriers to visitation, including limited destination awareness and a highly competitive national and international travel market. The analysis also identified success and opportunities to be leveraged, including the strength of hospitality and awareness of opportunities for adventure focused experiences in the NT.

## Guiding principles

Stakeholder input to destination management planning for the Region has identified that approaches to tourism development efforts should be guided by the following principles:

- **Delivering positive experiences**
- **Sharing and caring for visitors**
- **Telling and communicating the stories of the Region**
- **Visitors feeling welcome and safe**
- **Delivering authentic experiences**
- **Tailoring experiences to visitor needs.**

## Comparative advantages

The Big Rivers Region has unique strengths that motivate visitation to the Region and can be leveraged to further support the development of the Region's tourism industry. Comparative advantages for the Region include:

### Accessibility and attractiveness of drive touring in the Region;

Katherine and the Big Rivers Region are at the centre of the road connections to WA, QLD, Darwin and Alice Springs, making it a vital intersection for drive tourism.

### The quality, quantity and diversity of natural attractions of the Region;

includes eight national parks and reserves and five major river systems. It is known for its diversity in the landscapes, the outback swimming options and the abundance of wildlife.

### Authentic Aboriginal cultural attractions and experiences;

the Barunga Festival attracts over 4,000 people each year, the culturally significant Kalkaringi Freedom Day Festival, Aboriginal community experiences, the NT Arts Trail, and Aboriginal cultural tours attract a significant proportion of visitors to the Region.

### The quality and uniqueness of the historical and heritage experiences in the Region;

visitation and industry stakeholder feedback highlights that the range of unique community events in the Region are a key attraction for visitors and residents alike.

### The hospitality, sense of adventure and the uniqueness of the Region;

visitors and industry stakeholders highlight the warmth and hospitality of the people they met on their journey as the best part of the visitor experience, and visitors associate the Region with a unique and adventurous experience.



## Destination awareness

Despite the presence of high-quality tourism experiences such as Nitmiluk (Katherine) Gorge (Nitmiluk Gorge) and unique tourism offerings across the Region, several indications suggest limited awareness of the destination. Major trade partners in international source markets indicated a need for enhanced destination awareness broadly across the Region, as well as at individual sites such as the Katherine Hot Springs, recognising the limited capacity of local tourism operators to invest in the required marketing activities. National operators feedback, whilst focused on improving access and strengthening product offerings, also recommended further investment in destination marketing. Engagement with stakeholders revealed an ambition to establish and market a unique identity for the Region.

Feedback from stakeholders in the Region regarding visitor attractions and their satisfaction with experiences focused on:

- Driving and touring experiences
- Nature based experiences (parks, rivers, fishing, hot springs)
- Cultural experiences (Aboriginal culture, arts, outback/farming culture, history and heritage).

Stakeholders also described the intangible attractions of the Region using language like: *Adventures; sense of the unknown; unique; roughness; remoteness; diverse; unpredictable; personal connections; and storytelling.*

The feedback from stakeholders aligns closely with Tourism NT's recently revised brand for the NT promoting a narrative focused on uniqueness; multi-sensory experience; freedom and possibility; and cultural and personal connections. This alignment presents an opportunity to leverage the refreshed NT tourism brand to establish a distinct articulation for the Region, to further emphasise its unique comparative advantages, key experiences and intangible attractions.

## Approach to developing visitor experiences in the Region

Several opportunities exist to develop the tourism industry in the Region, through a focus on product development, destination development and capacity building over the next 10 years. To support a strengths-based approach to development, the DMP works to leverage the Region's unique comparative advantages and strengths in the visitor market, while concurrently developing systems and investing in the structures that enable the tourism industry to develop sustainably. Recent recognition of the size and diversity of the accessible tourism market is an example of how an opportunity to progress the Region will utilise multiple tools to meet market needs.

To meet these needs, this DMP utilises the following tools to support sustainable growth.

To best leverage the value of the Region's assets and effectively engage target visitor markets.



**Strategic product packaging and marketing**



**Facilitate collaborative Action**

To maximise the efficient and effective use of resources in the Region to advance tourism outcomes.

To build the quality and quantity of tourism product in the Region.



**Investments attraction initiative**



**Capacity building activities**

To establish resilience and capability in the industry to deliver quality tourism experiences and support continuous improvements



## Industry gaps and opportunities

While the Region is highly valued for its natural, cultural, and history and heritage attractions, there are opportunities to strengthen the tourism industry, and further develop the quantity and quality of tourism

product in the Region. An analysis of the opportunities and gaps identified in the Region's tourism industry, and approaches to maximising these opportunities or minimising gaps is summarised in Table 2.

**Table 2 – Current opportunities and gaps in the Big Rivers Region tourism industry**

		Approach to addressing opportunities and gaps
Opportunities to progress	Build on the Tourism NT brand and leverage market opportunities to develop and promote a clear regional identity	Strategic product packaging and marketing
	Build on visitor demand and satisfaction with the services of Parks and Wildlife NT in the Region	Facilitate collaborative action
	High demand for Aboriginal and nature-based tourism amongst Australian and international visitors	Capacity building activities
	Leverage attractiveness and brand awareness of Nitmiluk Gorge	Strategic product packaging and marketing
	Capacity for product development leveraging the natural, cultural and historical assets of the Region	Investment attraction initiatives & capacity building activities
	Maximising strategic planning, investment in tourism and infrastructure, government services, and stakeholder capacity in the Region	Facilitate collaborative action
	Establish quality offerings from fresh food to unique culinary experiences focused on provenance	Investment attraction initiatives & capacity building activities
	Build visitor numbers during the shoulder season to expand visitation across the year	Strategic product packaging and marketing & capacity building activities
	Promote the Region in conjunction with other States including the Savannah Way and the Ghan	Strategic product packaging and marketing
	Engagement with new or underdeveloped markets (Defence and Agriculture)	Capacity building activities & facilitate collaborative action
Gaps to address	Perception of visitor experiences in the Region representing poor value for money	Investment attraction initiatives & capacity building activities
	Coordinated land access for prospective investors and developers on Aboriginal and pastoral land	Investment attraction initiatives
	Mechanisms for engagement and collaboration between government, Land Councils, industry and prospective investors	Facilitate collaborative action
	Limited connectivity and coordination between industry operators across the Region	Facilitate collaborative action
	Limited business development capacity amongst industry operators, including identifying and applying for funding, marketing and product packaging	Capacity building activities
	Strategic coordination and delivery of infrastructure supporting tourism (signage, vehicle turning points, vehicle parking, rest stop, waste services, river access points, internet and communications)	Facilitate collaborative action
	Poor satisfaction ratings and perceptions of the accommodation standard in Katherine	Investment attraction initiatives & capacity building activities
	Limited existing capacity and the lack of planning and strategic consideration for supporting accessible tourism in the Region	Capacity building activities
	Quality and quantity of visitor amenities that meet the needs of the current market demand	Investment attraction initiatives & capacity building activities



# Action plan

To ensure the sustainable development of the Region's tourism industry, a focus on capacity building, collaborative action, strategic product packaging and marketing and investment attraction is recommended.

A plan for the activation of these four tools through strategic actions in partnership with multiple stakeholders in the Region is outlined below.

## Capacity building activities

The capability of the tourism industry to deliver quality tourism experiences and support the sustainable growth of the industry in the Big Rivers Region is a key element for development of the Region as a tourism destination. Current capability of operators is varied across the Region, and as industry operators are predominantly small and medium sized enterprises, they are susceptible to common challenges of small business, including limited resources and capability to deliver the broad range of activities that support industry development outcomes.

### Why is this a priority?

- 65% of the Big Rivers Region's tourism businesses only consist of their owners or four or fewer employees<sup>7</sup>
- ReviewPro positivity ratings for value in the Region are ranked at a moderate value of 72%
- NT destination satisfaction survey data identified feedback that opportunities exist to improve accommodation, destination awareness, value for money and food options.

Leads:	Partners:	Actions:	Outcomes:
DITT	TTE, Hospitality NT, ISACNT	1. Department of Industry, Tourism and Trade (DITT) in collaboration with Tourism Top End (TTE), Industry Skills Advisory Council NT (ISACNT) and Hospitality NT to complete an assessment and deliver a suite of targeted skills development and capacity building training services to tourism operators in the Region (including Regional and Town Councils).	<ul style="list-style-type: none"> <li>• Enhanced skill and capacity of tourism operators to meet current industry standards.</li> </ul>
TNT	TTE, Hospitality NT	2. Tourism NT to continue to invest in ReviewPro or similar data collection tools and work collaboratively with TTE and Hospitality NT to support the development of industry standards using data insights.	<ul style="list-style-type: none"> <li>• Enhanced awareness of tourism operators of visitor experiences and satisfaction</li> <li>• Improved satisfaction of visitors to the Region</li> <li>• Annual visitor satisfaction score card.</li> </ul>
TNT	ATC	3. Tourism NT in partnership with the NT Aboriginal Tourism Committee (ATC) and industry to continue to implement the <i>Aboriginal Tourism Strategy</i> to build capacity across the Aboriginal tourism sector.	<ul style="list-style-type: none"> <li>• Increased quantity and improved quality of Aboriginal tourism products.</li> </ul>
Arts NT	ATC, Art Centres, TNT	4. Arts NT in partnership with the ATC to evaluate the NT Arts Trail with the aim to identify approaches to deliver this initiative.	<ul style="list-style-type: none"> <li>• Action plan to maximise the outcomes from the NT Arts Trail.</li> </ul>
TNT	TTE, Hospitality NT	5. Tourism NT to work with industry to implement self-assessment and rectify accessibility barriers in their operations.	<ul style="list-style-type: none"> <li>• Enhanced accessibility of tourism experiences in the Region</li> <li>• Increase visitation, consumption and experiences in the Region.</li> </ul>
TTE		6. TTE to provide face to face support to areas outside of regional centres to expand membership base and business support.	<ul style="list-style-type: none"> <li>• Enhanced skill and capacity of tourism operators to build the Region's tourism industry.</li> </ul>



## Facilitation of collaborative action

A wide range of stakeholders are contributing to the outcomes of the tourism industry in the Big Rivers Region. Systems and processes which enable effective coordination and collaboration across stakeholder cohorts will enhance the likelihood of efficient use of resources, through realisation of opportunities to share resources, obtain information that supports effective planning, and reduction in duplication and waste.

### Why is this a priority?

- One of the primary motivating factors of domestic and international travellers is destination safety and security – a matter impacted by decisions across many government departments
- Multiple stakeholders are required to coordinate services and infrastructure essential to the domestic drive market in the Region, such as waste and signage
- Industry stakeholders engaged in consultation have expressed a desire to have greater engagement with a wide range of stakeholders involved in tourism outcomes.

Leads:	Partners:	Actions:	Outcomes:
TNT	PIT	1. Tourism NT to establish a Project Implementation Team (PIT) to deliver, monitor and evaluate the agreed actions of the DMP.	<ul style="list-style-type: none"> <li>• Coordinated implementation of the DMP.</li> </ul>
TNT	PIT	2. Tourism NT in partnership with the PIT to prioritise communications infrastructure to address 'black-spots' in Region.	<ul style="list-style-type: none"> <li>• Increased investment in communications infrastructure across the NT</li> <li>• Improved visitor safety and ability to share and promote the Region via social media.</li> </ul>
DCM&C	TNT ATC, NLC	3. Department of the Chief Minister & Cabinet (DCM&C), Tourism NT, ATC and the Northern Land Council (NLC) to work collaboratively to review and address barriers to the coordination of Aboriginal land access in the Region.	<ul style="list-style-type: none"> <li>• Action plan to improve the coordination of Aboriginal land access in the Region.</li> </ul>
TNT	PIT	4. PIT to work within their agencies to coordinate grant programs to increase efficiency and ensure leveraging of common goals.	<ul style="list-style-type: none"> <li>• Reduced confusion within industry on the multiple grant programs</li> <li>• Enhanced outcomes for the funding available.</li> </ul>
Regional and Town Councils	TNT, DIPL, DCM&C, DTFHC	5. Regional Councils to prioritise maintaining thoroughfares and central public facilities in an effort to create 'welcoming public spaces' across the Region. Tourism NT, Department of Infrastructure, Planning and Logistics (DIPL), DCM&C and Department of Territory Families, Housing and Communities (DTFHC) to provide support to funding applications that will increase community safety, pride and a welcoming feel.	<ul style="list-style-type: none"> <li>• Enhance visitor perceptions of safety and security</li> <li>• Enhance visitor experience.</li> </ul>



## Strategic product packaging and marketing

The comparative advantages of the Region align closely to the top reasons for visitation to both Australia and regional destinations in Australia, particularly nature based, cultural and unique tourism opportunities. There are several barriers limiting the dispersal of domestic and international visitors to regional destinations in Australia, some of which may be alleviated through targeted marketing activities and campaigns building the value of tourism offerings in the Region.

### Why is this a priority?

- In 2017/18 only 10% (35,000) of visitors to the Region were international, resulting in a high reliance on the domestic tourism market
- Issues of value for money have been identified in the NT destination satisfaction survey and ReviewPro data
- National operators and trade partners have suggested greater investment in destination marketing to increase awareness of the Region in a competitive national and global market.

Leads:	Partners:	Actions:	Outcomes:
TTE	TNT	1. TTE to facilitate packaging of tourism experiences in the Region with Territory and interstate products.	<ul style="list-style-type: none"> <li>• Enhanced number and range of experience packages for the Region</li> <li>• Increase visitation, consumption and experience in the Region</li> <li>• Enhanced skill and capacity of tourism operators to develop product packages.</li> </ul>
TNT	PIT, DIPL	2. Tourism NT to deliver a <i>'Drive Strategy'</i> building a strategic approach to investment in road infrastructure and linkage of tourism priorities. The PIT to be part of the consultation and have ongoing input into the delivery.	<ul style="list-style-type: none"> <li>• Increase visitation, consumption and experience by the drive market in the Region</li> <li>• Action plans for the coordination of waste, signage and infrastructure.</li> </ul>
TNT	TTE	3. Tourism NT, TTE and industry to support destination awareness and promote the Region's identity.	<ul style="list-style-type: none"> <li>• Enhanced regional identity awareness amongst visitor markets</li> <li>• Increase visitation, consumption and experiences in the Region</li> <li>• Enhanced skill and capacity of tourism operators to market and promote tourism experiences.</li> </ul>
Heritage NT	National Trust, TNT, PIT	4. Tourism NT to support the history and heritage sector to realise the tourism potential of historical sites. Heritage NT and National Trust to continue to assist communities in maintaining and protecting key heritage assets in the Region.	<ul style="list-style-type: none"> <li>• Increase visitation, consumption and experience in the Region.</li> </ul>
TNT		5. Leveraging the broader NT brand and destination marketing activities, develop and define a regional identity.	<ul style="list-style-type: none"> <li>• Definition and articulation of a regional identity</li> <li>• Increased awareness of the Region's identity.</li> </ul>



## Investment attraction initiatives

The Big Rivers Region has several proven tourism product offerings motivating visitation to the Region, and has many product opportunities that are yet to be developed, or which could be enhanced to enable a higher quality product offering through private-led investment.

### Why is this a priority?

- Identified as a core priority in the *NT's Tourism Industry Strategy 2030*, targeted investment in the NT's product and regions will drive significant increases in visitation and stimulate further investment in experiences
- ReviewPro positivity ratings for value in the Region are ranked at a moderate value of 72%
- NT destination satisfaction survey data identified feedback that opportunities exist to improve accommodation, destination awareness, value for money and food options in the Region
- Comparative advantages and opportunities to be developed in the Region are closely aligned to visitor demands (unique, nature-based, cultural tourism opportunities).

Leads:	Partners:	Actions:	Outcomes:
DITT	DCM&C, TTE, Hospitality NT, TNT, PIT	1. Building on opportunities identified in the DMP, DITT and DCM&C in partnership with TTE, Hospitality NT, Tourism NT and industry, to develop a portfolio of product opportunities and engage across the public and private sector to establish a pipeline and investment prospectus.	<ul style="list-style-type: none"> <li>• Establishment of a structured approach to tourism investment attraction and coordination in the Region</li> <li>• Increased tourism investment in the Region.</li> </ul>
TNT	PIT	2. The PIT to develop and maintain a formalised framework for the articulation and development of investment initiatives in the Region.	<ul style="list-style-type: none"> <li>• A prioritisation matrix to inform the DITT and DCM&amp;C investment pipeline framework.</li> </ul>
TNT	PIT	3. Align industry support and grant funding program outcomes with DMP priorities.	<ul style="list-style-type: none"> <li>• Increased quantity and quality of tourism experiences in the Region</li> <li>• Prioritised Tourism NT grants programs aligning with DMP priorities.</li> </ul>
TNT	PIT	4. The PIT and Government agencies to consider accessibility, when providing comment, or allocating funding to investment initiatives, grant rounds or infrastructure implementation.	<ul style="list-style-type: none"> <li>• Enhanced accessibility of tourism experiences in the Region</li> <li>• Increase visitation, consumption and experiences in the Region.</li> </ul>
TNT	PIT	5. PIT to facilitate improved processes within the respective organisations to expedite investment opportunities.	<ul style="list-style-type: none"> <li>• Increased tourism investment in the Region.</li> </ul>



# Product development opportunities

In consultation with stakeholders, priority product development opportunities have been identified to support the sustainable development of tourism in the Region. A complete list and assessment of these opportunities is detailed in Appendix A of the full DMP. With consideration of industry insights, prioritisation of high impact and attainable opportunities that will facilitate the broadest impacts on the development of the Region's tourism industry across the Region are listed in Table 3.

**Table 3 - Priority product development opportunities in the Big Rivers Region**

	Product opportunities	Product status	Level of stakeholder support	Current status	Estimated scale of investment	Possible action
Katherine	Establish quality accommodation offerings	Existing	Extensive	Study in progress	High	Market assessment
	Develop quality night time experiences	New	Concentrated	Identified opportunity	Medium-High	Market assessment/ grant/ funding application
Nitmiluk National Park	Develop multi-day high-end walking options (guided and FIT) for Jatbula trail	Existing	Concentrated	Partially implemented	Medium - high	Market analysis
	Night time experiences in Nitmiluk National Park	Existing	Concentrated	Identified opportunity	Medium-High	Market assessment/ grant/ funding application
	Implement Leliyn (Edith Falls) master plan developments	Existing	Extensive	Designs in progress	High	Business case
Limmen National Park	Develop additional infrastructure	New	Concentrated	Identified opportunity	Medium - high	Business case
	Enhance access to additional natural attractions in the Park	New	Concentrated	Identified opportunity	Medium - high	Business case
Mataranka	Implement Elsey master plan developments	Existing	Broad	Design in progress	Medium – High	Business case
Numbulwar	Develop tourist drive route linkage to East Arnhem Land	New	Concentrated	Identified opportunity	Medium - High	Business case
Keep River NP	Enhance access to Keep River NP natural attractions (e.g. Bungle Bungle like formation)	New	Concentrated	Identified opportunity	Low-Medium	Market assessment
Timber Creek	Establish a fishing tour operator	New	Concentrated	Identified opportunity	Medium - high	Market analysis
Victoria River	Establish a river cruise near Victoria River Roadhouse	New	Concentrated	Identified opportunity	Medium - high	Business Case
<b>Legend</b>						
		<b>Level of stakeholder support</b>			<b>Estimated scale of investment (\$AUD)</b>	
Nature-based offerings		<b>Concentrated</b>	Local community, individual or single Govt. agency		<b>High</b>	+1 million
Drive – journey offerings		<b>Broad</b>	Community + others, or multiple agencies		<b>Medium</b>	0.1 – 1 million
Quality facilities		<b>Extensive</b>	Community, Govt., multiple agencies and/or industry		<b>Low</b>	0 – 100,000



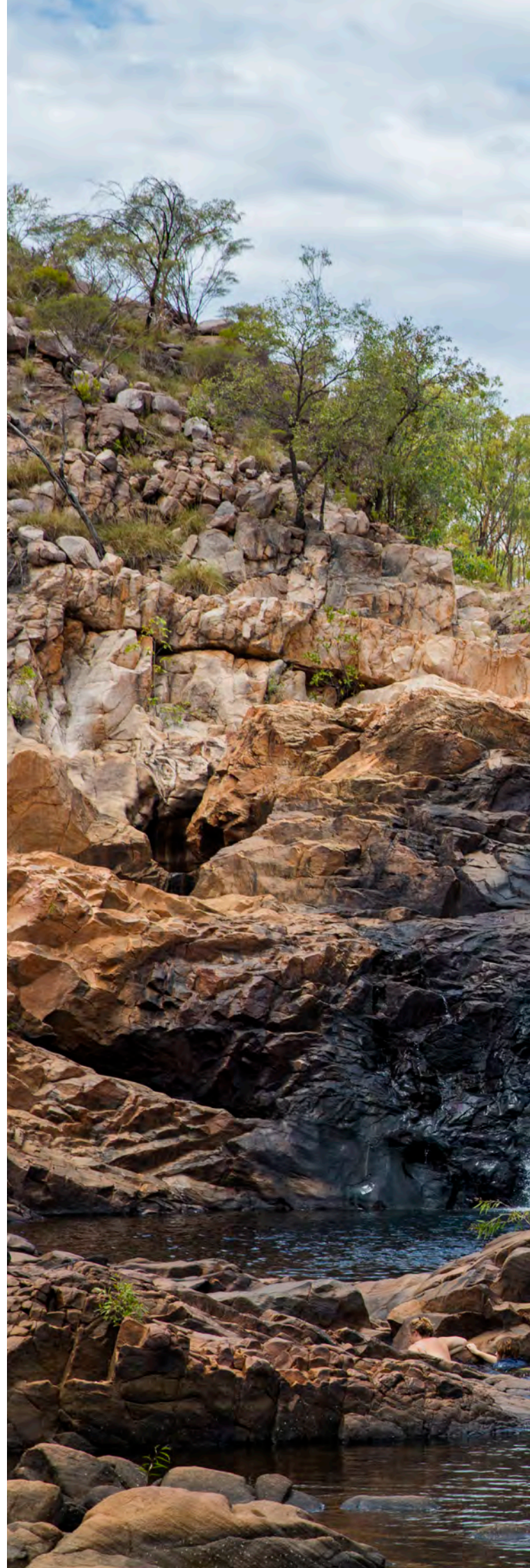


# Implementation

Tourism NT will lead the Project Implementation Team (PIT) which will be responsible for implementation of the DMP. The PIT consists of representatives from:

- **Tourism Top End**
- **Northern Land Council**
- **Katherine Town Council**
- **Roper Gulf Regional Council**
- **Victoria Daly Regional Council**
- **Department of the Chief Minister & Cabinet**
- **NT Department of Infrastructure, Planning and Logistics**
- **NT Department of Industry, Tourism and Trade**
- **NT Department of Environment, Parks and Water Security**
- **NT Department of Territory Families, Housing and Communities**

The PIT will meet each year in April and October to ensure consistent execution of the strategic actions while following the DMP's guiding principles.







*Leliyn (Edith Falls) – Nitmiluk National Park*



# Reporting and reviews

The 10 year timeframe for the DMP establishes a need for regular monitoring and evaluation of the effectiveness of the plan in supporting industry growth. This will include annual progress reports and an annual review score card. Detailed reviews of the DMP will be completed every two years to ensure the action plans and priority product development opportunities align with the Region's growth.

An annual report will advise the approaches to maximise opportunities or to reduce the gaps identified in the Region. It will be critical to review shifting visitor trends, industry development requirements and stakeholder needs during the life of the DMP.



## Acronyms

ATC	Aboriginal Tourism Committee
CLC	Central Land Council
DCM&C	Department of the Chief Minister and Cabinet
DIPL	Department of Infrastructure, Planning and Logistics
DITT	Department of Industry, Tourism and Trade
DMP	Destination Management Plan
DTFHC	Department of Territory Families, Housing and Communities
ISACNT	Industry Skills Advisory Council NT
NLC	Northern Land Council
PIT	Project Implementation Team
TNT	Tourism NT
TTE	Tourism Top End

## References

- <sup>1</sup> **Page 9** Profile.id, RDA Northern Territory: Katherine Town Council LGA, Victoria Daly Regional Council LGA, Roper Gulf Regional Council LGA, West Daly Regional Council.
- <sup>2</sup> **Page 9** Profile.id, Katherine Town Council LGA.
- <sup>3</sup> **Page 9** Economy.id, Big Rivers Region: Value added.
- <sup>4</sup> **Page 9** Tourism Research Australia, Regional Tourism Satellite Account 2017-18: Katherine Daly.
- <sup>5</sup> **Page 10** Tourism NT, Katherine Daly Regional Report, 2017-19.
- <sup>6</sup> **Page 10** Tourism Research Australia, Domestic Business Visitors, 2019.
- <sup>7</sup> **Page 15** Tourism Research Australia, 2019, Tourism Businesses in Australia.

A full copy of the Big Rivers Region DMP can be found on [tourismnt.com.au](http://tourismnt.com.au)

### For further information

Tourism NT  
Email: [Tourism.Development@nt.gov.au](mailto:Tourism.Development@nt.gov.au)  
Phone: 08 8951 8518









**NORTHERN  
TERRITORY**  
TOURISM NT

**[tourismnt.com.au](http://tourismnt.com.au)**

GPO Box 1155  
Darwin NT 0810 Australia  
Tel: +61 8 8999 3900