



# TURBOCHARGING TOURISM

An Immediate Action Plan to stimulate the  
Northern Territory economy and  
accelerate tourism growth

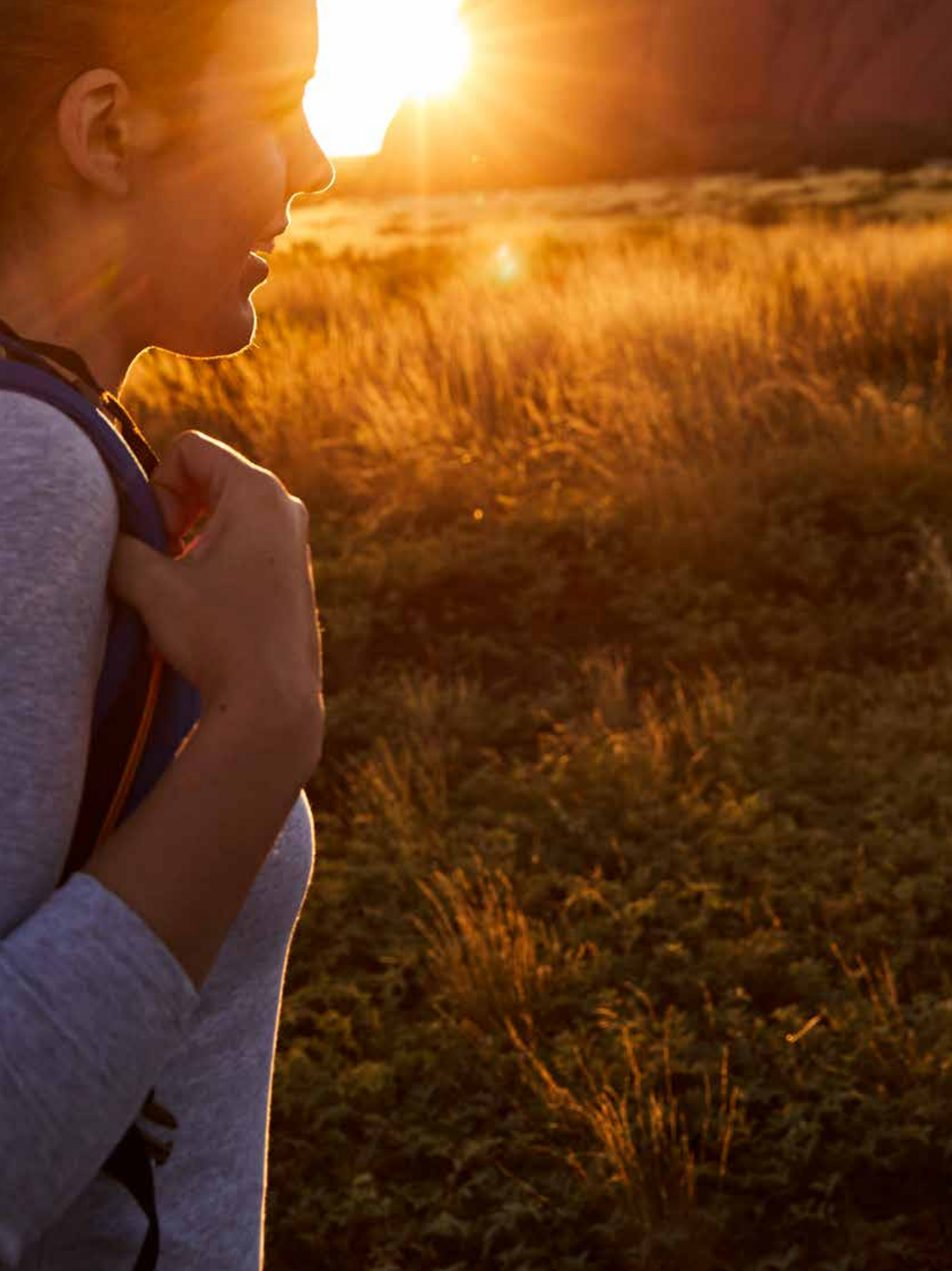






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# FOREWORD

## A MESSAGE FROM THE MINISTER FOR TOURISM AND CULTURE

The Northern Territory Government is delivering a \$103 million tourism stimulus package over the next two years, to attract more visitors, create more jobs and put more money back in the pockets of Territorians.

Tourism is a cornerstone of the NT economy, supporting thousands of small and medium size businesses and over 17 000 direct and indirect jobs across a range of sectors including tourism, hospitality, retail, arts and culture and transport.

As the construction phase of INPEX transitions to the operational phase and the Territory heads into a tough economic time, now more than ever, we need to be investing in industries that drive growth and bring more money into the economy.

For every dollar we invest in tourism marketing, \$37.60 is returned back into the economy.

We have a number of important projects underway that will bring more visitors here from overseas and interstate, including our \$100 million Arts Trail initiative, \$100 million Darwin CBD revitalisation and our \$90 million investment in Alice Springs.

These large-scale projects will be game-changers – they will bring more visitors and more people to live in the Territory, creating jobs and flowing benefit through the economy.

But we know that we also need to take action right now to drive tourism – we need to ramp up our efforts to attract more visitors here.

The Northern Territory Government's *Turbocharging Tourism* Action Plan will deliver an immediate boost to the Territory economy and support the long-term growth of the tourism industry.

Starting immediately and rolling out over this and the following financial year, *Turbocharging Tourism* will deliver an additional:

- \$26.57 million for smarter and more targeted tourism marketing, allowing us to better promote our attractions, roll out marketing campaigns with key airlines, target niche markets and lure lucrative business events to the Territory
- \$56.24 million for new tourism infrastructure and related tourism programs creating more memorable experiences for our visitors, particularly in our parks and reserves
- \$20.78 million to further enhance our existing festivals, events and other tourism experiences, to cement the Territory's reputation as a vibrant and exciting place to live, work and visit.

*Turbocharging Tourism* will accelerate the development of new tourism attractions, lengthen visitor stays and encourage further regional exploration. It will allow us to entice more people here with attractive packages and incentives, working in conjunction with our key partners, including airlines that service our key interstate and international markets. It will allow us to start making an impact in important emerging markets like China.

Under our plan, we will also work more closely with our tourism industry, supporting it to grow and capitalise on this increased and unprecedented investment.

*Turbocharging Tourism* will provide a critical boost to the Territory economy when it most needs it, supporting thousands of local businesses and jobs – I look forward to working with the tourism industry to roll out this bold and exciting plan.



The Hon. Lauren Moss MLA

Minister for Tourism and Culture

# EXECUTIVE SUMMARY

## OVERVIEW

In 2018, as INPEX transitions to the operational phase and more workers move away to work on other projects, the Territory economy will undergo significant challenges.

The Territory Government is focused on supporting industries that can help sustain the economy during this transition, including tourism.

The Territory's tourism industry delivers \$2.4 billion into the economy each year, accounts for 13 per cent of all employment in the Territory and contributes 10 per cent to the Gross State Product (GSP). It plays an important role in smoothing out the boom and bust cycles that characterise the Territory economy and delivers high returns on investment within a short timeframe.

*Turbocharging Tourism* is the Northern Territory (NT) Government's \$103 million action plan that will deliver results in the short to medium-term. Rolling out immediately over the next two financial years, the action plan will attract more visitors to the Territory and enhance what we have to offer them.

Unlike other stimulus measures that circulate existing money within the Territory, tourism brings new money in, with the benefits flowing right through the economy as visitors spend money in cafes, restaurants, hotels, art galleries, taxis, hairdressers and even doctors.

Tourism delivers a significant Return on Investment (ROI) and on average the NT gains \$37.60 for each \$1 spent on interstate and international tourism marketing. This is formulated using existing visitor data and trade partner figures. A key strategy of the *Turbocharging Tourism* action plan is to use **SMART marketing** to increase this return on investment.



### *Turbocharging Tourism* our objectives

Grow visitor numbers to improve our competitiveness in terms of airline scheduling and price



Grow our holiday market and capitalise on the opportunity that will arise from extra rooms and beds entering the marketplace due to changes in the NT workforce



Fill the gap to make up for the expected drop in the visiting friends and relatives (VFR) market following changes in the Northern Territory workforce



Maintain share of voice and market share of visitation through **SMART marketing** to compete with other tourism destinations



SMART marketing refers to marketing that is Specific, Measurable, Achievable, Realistic and Timed. The *Turbocharging Tourism* capitalises on the SMART approach with a funding boost that will deliver the resources needed to respond with agility and capitalise on situations and market fluctuations that will have maximum impact.

## **\$ RETURN ON INVESTMENT (ROI)**

NTG investment in tourism provides significant ROI.

ON AVERAGE, THIS PROVIDES THE NT WITH A ROI OF \$37.60 PER \$1 SPENT ON INTERSTATE AND INTERNATIONAL TOURISM MARKETING, BUT MORE IS POSSIBLE THROUGH 'SMART MARKETING'



\*2016-17 National and International Visitor Survey and trade partner figures used to calculate Marketing ROI.



# ALIGNMENT WITH OTHER FRAMEWORKS

## OUR PLAN ALIGNS WITH THE ECONOMIC DEVELOPMENT FRAMEWORK

The Economic Development Framework identifies tourism as one of the five key sectors that will drive the Territory economy forward.

We offer unique natural and cultural experiences, but tourism is a highly competitive global industry. To grow our local tourism industry, government and industry must work together to improve existing products and to identify, develop and promote opportunities for new products and offerings. We must meet or exceed visitor expectations and continually strive to improve the visitor experience.

The key determinants of tourism's impact on the NT economy are:

- how many visitors come here
- how long visitors stay
- how much visitors spend
- how far visitors disburse into the NT from gateways
- the profits retained in the Territory by tourism operators.

## OUR PLAN ALIGNS WITH THE POPULATION PLAN

To grow our economy, we need to promote the Territory as an attractive place to live, work, study, visit, research and raise families.

Our destination marketing approach is integral to building recognition, trust and advocacy for the Territory. It promotes the NT as a vibrant, entertaining, beautiful and welcoming place full of opportunity and community, and aligns with our goal to increase our population, build our workforce and grow the economy.





## OUR PLAN ALIGNS WITH THE NT TOURISM 2020 VISION

The key target set in the *Tourism Vision 2020: Northern Territory's Strategy for Growth* is a \$2.2 billion visitor economy by 2020, as measured by overnight visitor expenditure. At present, visitor expenditure in the Territory is at \$2.4 billion, however as the construction phase of INPEX transitions to the operational phase, we need to bring more visitors here to ensure we continue to meet the target, and fill the resulting increased room and airline capacity. We also need to remain competitive as a region both domestically and globally by ensuring the supply of tourism product, local services, access and infrastructure meets the expectations of our target markets.

## NORTHERN TERRITORY MASTERBRAND

The NT Masterbrand project will develop a unified, whole of Territory brand approach through a cohesive and defining brand strategy. It will promote a consistent and strong message about the NT as a destination.

Extending beyond a mere logo, the new brand will inspire Territorians, consumers and interstate and international businesses, to think differently about the NT, and encourage more people to visit, study, live, invest and do business here.

The NT Masterbrand and aligned Tourism NT brand will enable the NT Government and private enterprise to tell the Territory's story to the rest of the world in a succinct and compelling way.



# STATE OF THE INDUSTRY

The Economic Development Framework's independent analysis identified tourism as an industry with significant global growth and demand in which the NT has a comparative advantage, given our unique natural and cultural experiences for both national and international visitors.

The Territory economy is directly impacted by how many visitors come here, how long they stay, how much they spend, and the profits retained in the NT by tourism operators. In the year ending September 2017, results from Tourism Research Australia's National and International Visitor Surveys indicated that 1.8 million visitors moved through the NT, of which 48 per cent were from interstate, 36 per cent from intrastate and 16 per cent from overseas. Visitors to the NT during this time spent an average of \$1 254 per trip.

At year ending September 2017, the NT had 2.8 per cent of Australia's interstate market share and 3.6 per cent of the international market share. We need to do more to increase our share of both markets. Meanwhile, fast growing markets create new opportunities. Demand from Asia is the common driver of future growth globally and for the NT, as Asian travellers seek space, nature, holidays, luxury and genuine cultural experiences.

The NT economy relies more heavily on the tourism industry than any other state or territory in Australia, in terms of tourism's direct share of NT's gross state product (GSP). In 2015-16, tourism contributed 10.4 per cent to the NT's total GSP. Our tourism sector is a major employer, generating jobs for more than 17 000 Territorians, which equates to 13 per cent of total employment across the NT. Of these jobs, 83 per cent are within small businesses, which by their nature and size, have localised, tangible impacts on families and communities in the NT.

To achieve growth in the tourism industry, government and industry need to work together to improve existing products and to identify, develop and promote opportunities for new tourism infrastructure and exciting new experiences. Together we must continually strive to improve the visitor experience and remove barriers perceived by industry and consumers to ensure visitor expectations are met or exceeded.

It is also critical to keep the NT at the forefront of consumers' minds and promote compelling reasons to visit here. Marketing activities ensure national and international visitors are aware of what the NT has to offer and how special it is. In an environment where other jurisdictions and countries are competing for visitors, together we need to ensure the NT is at the top of people's travel wish lists.







## COMPLEMENTARY INVESTMENTS

The NT Government's \$1.75 billion infrastructure program for 2017-18 is a substantial investment in major civil and construction projects, infrastructure, and repairs and maintenance that delivers broad benefits with flow-on effects for both liveability and tourism.

While *Turbocharging Tourism* will deliver results and increase visitation in the short to medium term, the NT Government is also investing in initiatives to actively grow tourism for the long-term. These projects are critical as part of our forward plan for tourism in the Territory. Current key projects include:

### **\$90 million+ in Alice Springs**

- Revitalising Alice Springs CBD
- Iconic National Indigenous Art Gallery
- Iconic National Indigenous Cultural Centre
- Alcoota Megafauna Exhibition in Todd Mall
- Hermannsburg Visitor Experience Action Plan.

### **\$100 million+ investment in Darwin**

- Revitalising Darwin CBD
- Redevelopment of State Square
- Arts and Cultural Precinct at Myilly Point
- Water Theme Park.

### **\$30 million for gallery extensions**

- Katherine
- Tennant Creek
- Arnhem Land.

### **\$10 million in Nitmiluk National Park over four years**

- Jetty upgrades
- Visitor centre upgrade
- Access to support a new glamping experience
- Extending Leliyn/Edith Falls campground.

### **\$5 million to create demand in emerging markets**

- Focus on China and India, with direct flights from China a key focus.

### **Continued tourism marketing, focusing on high yielding, niche sector markets**

- Business Events Attraction Strategy
- Cruise Ship Strategy including attracting more ships into Darwin
- Integration of new and iconic NT events into mainstream marketing.



## OPPORTUNITIES

While Government expenditure is an important enabler, all tiers of government, and the private sector, have an equally important role to play in owning, delivering and building what the Territory has to offer.

There are many factors outside our control that can influence decisions to visit, for example, political or global issues. Our competitors in Australia and internationally work with these same situations. However, as these elements vary unexpectedly, the key is having the resources to take advantage of market situations outside the normal tourism supply chain. This is where the tourism stimulus boost can add exceptional value.

The \$103 million *Turbocharging Tourism* stimulus package allows the Department of Tourism and Culture to be agile to maximise opportunities that have a limited shelf life or a small window, or buffer a negative impact or barrier, to ultimately achieve the best outcomes for the Territory.

The extra capital invested in our parks and cultural assets, festivals and events through the *Turbocharging Tourism* action plan will improve amenities for Territorians who are the top advocates for our places, experiences and regions.

Ensuring the NT experience meets the expectations of our visitors is a shared responsibility. The NT tourism sector is unique given its predominant make up of small businesses. The NT Government will work closely with industry to help it grow and mature, and improve visitor experiences. A new, long-term Tourism Industry Development Strategy that is co-designed, co-developed and co-owned will strengthen connections, communication, coordination and planning within, and across the sector.

### SMALL BUSINESSES



OF TOURISM BUSINESSES IN THE NT EMPLOY LESS THAN 19 PEOPLE (AS AT JUNE 2016).

Source: Australian Bureau of Statistics Catalogue Number 8165.0.

# 1 STRATEGY

*Turbocharging Tourism* is an action plan to stimulate the economy by accelerating tourism growth. Extended over two years, it will see an unprecedented \$103 million investment in local jobs and our economy.

## STRATEGY THREE POINT PLAN



## ONE

### INCREASE VISITATION THROUGH SMART MARKETING - \$26.57 MILLION BOOST



\$10.85 million towards cooperative marketing with key domestic and international airlines, driving visitation and supporting sustainable airline services



\$3.8 million towards cooperative marketing packages that will drive sales and get people here sooner



\$1.6 million to boost our domestic and global appeal through destination marketing



\$2.35 million to promote our unique attributes including natural encounters, food experiences and adventures such as biking and hiking



\$1.9 million to make Darwin and the NT the pilgrimage destination for Australian military history



\$1.63 million to develop and promote our arts and cultural attractions and experiences



\$2.33 million to attract more national and international business events



\$2.12 million to promote festivals and events to create immediacy and urgency in travel bookings

## TWO

### ENHANCING TOURISM INFRASTRUCTURE (\$56.24 MILLION)



\$12.1 million for new swimming spots, 4WD tracks, campgrounds and picnic areas in Litchfield National Park, working with key stakeholders



\$9.9 million to improve the visitor experience at George Brown Darwin Botanic Gardens, including enhanced facilities for festivals and events and a new multi purpose visitor and event centre



\$5.5 million to continue work with Jawoyn Traditional Owners on expanding walking tracks in Nitmiluk National Park



\$5.5 million to revitalise and improve the visitor experience in Tennant Creek



\$12 million to continue work with Traditional Owners and key stakeholders on opening up new adventure cycling tracks in the Red Centre, reinforcing its global reputation for mountain biking



\$3 million to preserve and enhance Hermannsburg Historical Precinct, further establishing it as the cornerstone attraction for the West MacDonnell Ranges

\$2.5 million to expand Parttjima - a Festival in Light in Alice Springs



\$5.7 million to work with joint management partners to develop walking and cycling experiences and options for boutique accommodation in Central Australia



Our commitment to achieve a \$2.2 billion tourism visitor economy by 2020 relies on a bold action plan that will deliver results to stimulate the Northern Territory economy now, and grow tourism in the long-term.

## DEVELOPING EXPERIENCES (\$20.78 MILLION)

\$12.1 million to invigorate our festival and events scene, positioning the Territory as a festival and events destination:

- \$4 million to enhance existing and develop new festivals and events
- \$2 million for a two year Festival Support Program
- \$2.4 million to activate the Darwin and Alice Springs CBDs
- \$1.8 million to support arts and cultural organisations to provide unique experiences
- \$1.9 million for national sports event attraction



\$3 million for the new Visitor Experience Enhancement Program to support improved visitor experiences



\$4.5 million to maintain and enhance park product and visitor amenities, providing more positive experiences



\$1.16 million to improve visitor experience and safety at Supercars and Red CentreNATS

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# THREE

## INDUSTRY DEVELOPMENT



Fast-track tourism planning initiatives to address immediate challenges



Co develop, with industry, a Tourism Industry Development Strategy that outlines Government and industry responsibilities and actions over the next ten years

## KEY ACTION

# ONE

INCREASE VISITATION THROUGH  
SMART MARKETING - \$26.57 MILLION  
BOOST



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INCREASE VISITATION THROUGH  
SMART MARKETING  
\$26.57  
MILLION  
BOOST





# \$10.85M

## **INCREASE COOPERATIVE SMART MARKETING WITH OUR AIRLINE PARTNERS TO INCREASE VISITATION AND SUPPORT SUSTAINABLE AIRLINE SERVICES**

Our domestic and international airline partners are important suppliers for the NT. The \$10.85 million boost allows us to respond to market opportunities and ensures we have the resources to stimulate interest and bookings from high-growth markets such as China and South East Asia.

Working collaboratively with existing partner airlines to build demand and improve route planning will also help to encourage lower airfares.

The NT Government has been working for a direct flight from China to Darwin and in December 2017 Donghai Airlines issued a statement committing to a direct Darwin service from Shenzhen, China, by mid-2018. This investment ensures the Territory is positioned to drive awareness and encourage and welcome visitors from this market.

Airline cooperative campaigns are critical for the Territory as they provide opportunities to package holidays and experiences with many local businesses, which increases bookings and contributes to business forward planning and sustainability. Our cooperative airline marketing program must maintain the momentum generated over the past two years, boosting awareness of the Territory as a leisure and business events destination. Direct and one-stop air connections are particularly important and will continue to be promoted using SMART marketing.

# \$3.8M

## **WORK WITH OUR PARTNERS TO DELIVER COOPERATIVE SMART MARKETING PACKAGES TO DRIVE MORE SALES AND GET PEOPLE TO TRAVEL SOONER**

This will allow us to be responsive to, and leverage, new situations that arise. A recent example was the Territory's ability to mobilise with key distribution, airline and media partners to leverage Tourism Australia's marketing campaign – the hyped, mock movie, *Dundee, The Son of a Legend Returns Home* – capitalising on USA traveller interest in Australia.

We will work with our cooperative tourism sales and package partners to create additional and more attractive holiday packages, particularly targeting interstate visitors and those from our key target markets including the United Kingdom, USA, New Zealand, Europe and China.

Targeted audience groups including the drive market, backpackers and people interested in niche activities and sectors that the NT has a competitive advantage in, such as cruise, mountain biking or birding, will also remain a key feature.

# \$1.6M

## **BOOST THE DOMESTIC AND GLOBAL APPEAL OF THE NORTHERN TERRITORY AND ENCOURAGE PEOPLE TO LIVE AND VISIT**

In line with the new Masterbrand for the NT, due for release in 2018, we will engage with industry on refreshing the tourism brand and the messaging, look and tone of our destination marketing, which will be integrated and repositioned across all marketing platforms.

We will create a strong and cohesive sense of the NT identity while continuing to promote the unique identities of the Territory's regions. This will ensure consumers understand and are motivated to visit the array of locations the Territory has to offer through partner itineraries, deals and packages.





## \$2.35M

**PROMOTE THE UNIQUE ATTRIBUTES OF THE NORTHERN TERRITORY INCLUDING NATURAL ENCOUNTERS, FOOD EXPERIENCES AND ADVENTURES SUCH AS BIKING, WALKING AND HIKING**

Investment into adventure activity hot spots will help off-set the limitations of access and seasonality of tourism products (e.g. tours) that can restrict visitors experiencing regional areas, such as Litchfield and Kakadu, outside of the peak tourism period. Dedicated and targeted campaigns will be created in key markets that will drive awareness of the new additions to the tourism landscape and attract visitors to the Territory outside these peak periods.

More resources will be made available to deliver bigger and better events in the Territory, identified as having significant potential to drive visitation outside peak periods. These events will attract media and new partnerships that will secure increased capacity, investment and attendance.

The high-yield, lucrative and recently expanded wedding sector will be activated too as the NT is uniquely positioned to offer perfect winter weddings, when the weather is unpredictable and unsettled down south. Development of an NT wedding industry strategy and ground-up promotion of the sector will increase the share of voice and attract more wedding parties.





**\$1.9M**

**PROMOTE DARWIN AND THE NORTHERN TERRITORY AS THE PILGRIMAGE DESTINATION FOR AUSTRALIAN MILITARY HISTORY**

The NT is under recognised as one of Australia's most influential and historic military locations. With its significant military history, current functioning strategic role for the defence forces, and military tourism model already in place, Darwin and the NT is the ideal and appropriate choice to become the pilgrimage destination for all Australians to remember and commemorate the sacrifices of so many Australians and our allies across history.

An extensive event program will be developed to underpin a military history event to commence in 2019. The event will support the objective of making Darwin the ultimate pilgrimage destination while also showcasing the exceptional existing military history experiences available in Darwin and across the NT. There will be a focus on increased promotion of Darwin's military history raising its status internationally and cementing it as the 'go to' destination for all Australian military commemorative and heritage events.

**\$1.63M**

**INCREASE PROMOTION AND DEVELOPMENT OF THE NORTHERN TERRITORY'S RICH ARTS AND CULTURAL ATTRACTIONS AND EXPERIENCES**

Arts Trail marketing activities will position the NT as a world class arts and cultural destination by promoting our current art galleries, museums and keeping places. We aim to build awareness, intention to travel and immediate visitation prior to the roll out of arts grants, programs and infrastructure that the NT Government is heavily investing in over the upcoming years.

The Museum and Art Gallery of the Northern Territory's (MAGNT) Tjunguntja exhibition will tour in 2019 and spark further excitement around our landmark Arts Trail. This outstanding exhibition of established Aboriginal product will travel to Alice Springs and build local, national and international audiences as it embarks on a national tour, in partnership with the National Gallery of Australia.









**\$2.33M**

**INCREASE THE QUANTITY OF NATIONAL AND INTERNATIONAL BUSINESS EVENTS HELD IN THE NORTHERN TERRITORY**

With the additional resources we will be aggressively pursuing business events both domestically and from Asia, to create long-term, high-yielding expenditure across a range of industries that will help maintain NT operators' bottom lines. Securing just one additional 500 delegate business event for the Territory delivers over \$2 million in incremental visitor spend.

The \$2.33 million investment will increase the NT's share of the business events market and provide planners with invaluable support to consider our vibrant and engaging destination. We will also target business events that align with the Territory's economic and social strengths which include health, primary industries, mining, oil and gas, renewable energy, education and defence.

**\$2.12M**

**PROMOTE EXISTING AND ICONIC NORTHERN TERRITORY FESTIVALS AND EVENTS TO CREATE IMMEDIACY AND URGENCY IN TRAVEL BOOKINGS**

Many of our target markets are searching for experiences they can brag about – the oldest, the largest, the biggest. The NT possesses a range of completely unique and iconic events that have the potential to tap into this growing consumer travel trend.

With nearly a 100 small yet significant events across regional areas, the \$2.12 million funding boost will provide an opportunity to leverage these iconic Territory events, which contribute millions to the economy through investment, jobs, visitation and product development.

Investment into event marketing will offer visitors numerous attractive, Instagrammable moments, encourage regional dispersal and advocate the NT Masterbrand.



# TWO

## ACCELERATE TOURISM EXPERIENCES THROUGH INFRASTRUCTURE AND EXPERIENCE DEVELOPMENT - \$56.24 MILLION BOOST

### Enhancing tourism infrastructure (\$56.24 million)



\$12.1 million for new swimming spots, 4WD tracks, campgrounds and picnic areas in Litchfield National Park, working with key stakeholders



\$9.9 million to improve the visitor experience at George Brown Darwin Botanic Gardens, including enhanced facilities for festivals and events and a new multi purpose visitor and event centre



\$5.5 million to continue work with Jawoyn Traditional Owners on expanding walking tracks in Nitmiluk National Park



\$5.5 million to revitalise and improve the visitor experience in Tennant Creek



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\$3 million to preserve and enhance Hermannsburg Historical Precinct, further establishing it as the cornerstone attraction for the West MacDonnell Ranges



\$2.5 million to expand Parrtjima - a Festival in Light in Alice Springs



\$5.7 million to work with joint management partners to develop walking and cycling experiences and options for boutique accommodation in Central Australia

### Creating More Memorable Experiences (\$20.78 million)

\$12.1 million to invigorate our festival and events scene, positioning the Territory as a festival and events destination:

- \$4 million to enhance existing and develop new festivals and events
- \$2 million for a two year Festival Support Program
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\$3 million for the new Visitor Experience Enhancement Program to support improved visitor experiences



\$4.5 million to maintain and enhance park product and visitor amenities, providing more positive experiences

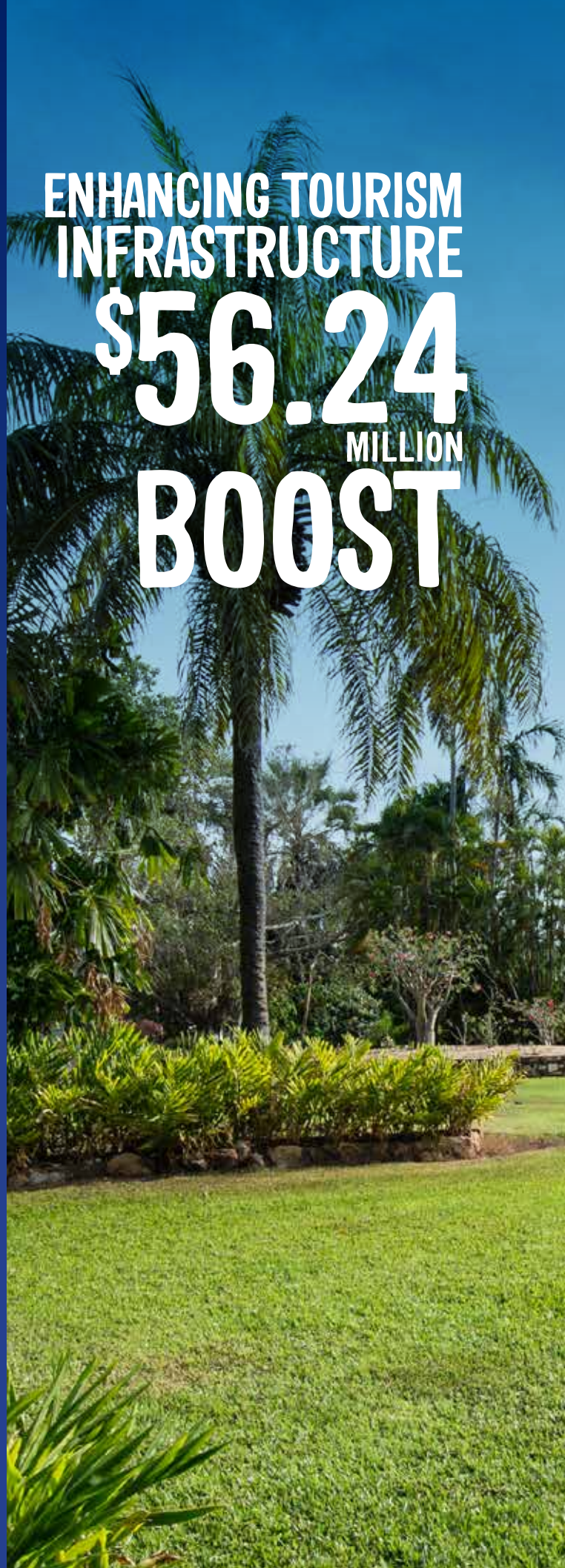


\$1.16 million to improve visitor experience and safety at Supercars and Red CentreNATS

# ENHANCING TOURISM INFRASTRUCTURE

# \$56.24

# MILLION BOOST





# \$12.1M

## **WORK WITH KEY STAKEHOLDERS TO DEVELOP ADVENTURE OPPORTUNITIES IN LITCHFIELD NATIONAL PARK**

Consistent with the Litchfield Park Plan of Management, we will work with key stakeholders to develop and expand adventure opportunities including five stunning new swimming spots, 4WD tracks, new campgrounds and picnic areas. These developments will reduce the environmental impact on other areas within Litchfield National Park already open to visitors.

The \$12.1 million boost will enable this project to progress with relevant partners.

# \$9.9M

## **INCREASE THE POPULARITY AND USAGE OF THE GEORGE BROWN DARWIN BOTANIC GARDENS, BY IMPROVING EVENT FACILITIES AND ESTABLISHING A VISITOR AND EVENT CENTRE**

The George Brown Darwin Botanic Gardens boasts an outstanding horticultural collection, high quality amenity and spaces and close proximity to the central business district and other cultural institutions.

The \$9.9 million boost will provide a new Visitor Centre that will serve as an interpretive focal point within the Gardens and a base for community and corporate functions. More broadly it will form a part of the unique suite of cultural experiences aimed at revitalising Darwin's central business district and provide a seamless linkage with the cultural sector including MAGNT, Mindil Beach and the proposed new precinct at Myilly Point. Funds will also be used to improve facilities in support of the numerous events staged in the precinct.

# \$5.5M

## **CONTINUE WORKING WITH THE JAWOYN TRADITIONAL OWNERS ON OPPORTUNITIES TO EXPAND KEY WALKING TRACKS AND LINKED VISITOR FACILITIES**

The NT Government works closely with the Jawoyn Traditional Owners at Nitmiluk National Park. Discussions will continue on opportunities to support immersive multi-day walking experiences combining Aboriginal culture and nature, as well as linked visitor facilities such as mountain bike trail networks in new areas of this spectacular park.



# \$5.5M

## REVITALISE AND IMPROVE THE VISITOR EXPERIENCE IN TENNANT CREEK

A new interpretative display, from the Tennant Creek town centre to Battery Hill Mining Centre will share the story of Tennant Creek's social and mining histories and stimulate interest in visiting other sites of interest in the area. Upgrades to the visitor centre will create a central hub to feed into interpretative and interactive experiences. This investment will also improve facilities for tourist vehicle and caravan arrivals, including new parking and amenities encouraging coach and caravan stop-overs.

# \$12M

## REINFORCE THE RED CENTRE AS THE GLOBAL MOUNTAIN-BIKING DESTINATION BY OPENING NEW ADVENTURE CYCLING TRACKS

Discussions will continue with Traditional Owners and other stakeholders on opportunities to enhance the Red Centre Adventure Ride by establishing new culturally appropriate, adventure cycling tracks through Tjoritja / West MacDonnell National Park.

The Red Centre Adventure Ride will be a distinctive, compelling experience that is competitive with other iconic trails in other parts of Australia and internationally.

The \$12 million boost will support the development of the trail, providing significant employment and income opportunities for the region, generated by trail users and their spending. It will also create job opportunities for local Aboriginal communities.

# \$3M

## ESTABLISH WEST MACDONNELL REGION'S CORNERSTONE ATTRACTION, THE HERMANNSBURG HISTORICAL PRECINCT AS A MUST-SEE AND DO EXPERIENCE

This investment will help to restore and showcase the Hermannsburg Historical Precinct, with much-needed infrastructure upgrades and contemporary, culturally appropriate interpretative signage.

Restoring this National Heritage listed precinct, coupled with further conservation work will maximise tourism growth in Ntaria (the Hermannsburg region) and business opportunities in the community.

The \$3 million boost supports the recently announced Hermannsburg Visitor Experience Masterplan and speeds up delivery of the Five Point Visitor Experience Action Plan to maximise tourism opportunities in the region.



# \$2.5M

## EXPAND PARRTJIMA – A FESTIVAL IN LIGHT IN CENTRAL AUSTRALIA

Building on the success of Parrtjima – A Festival in Light in Alice Springs, this investment will broaden the festival's reach with displays and design elements positioned in the Todd Street Mall. Delivered as part of CBD activation initiatives, Parrtjima will leverage enthusiasm and momentum to encourage increased visitation to the region, with the potential for ongoing attention and success similar to Field of Light at Uluru and Sydney's Vivid festival.

# \$5.7M

## WORK WITH TRADITIONAL OWNERS AND JOINT MANAGEMENT PARTNERS TO DEVELOP NEW AND EXCITING VISITOR ATTRACTIONS WITHIN OUR PARKS

Our Parks are precious assets for both Territorians and visitors. This funding will support continued discussions with Traditional Owners and joint management partners on opportunities to develop exciting and culturally appropriate visitor attractions, including new walking tracks.

It will also support marketing and promotion of our park products, as well as appropriate commercial opportunities, in consultation with Traditional Owners.



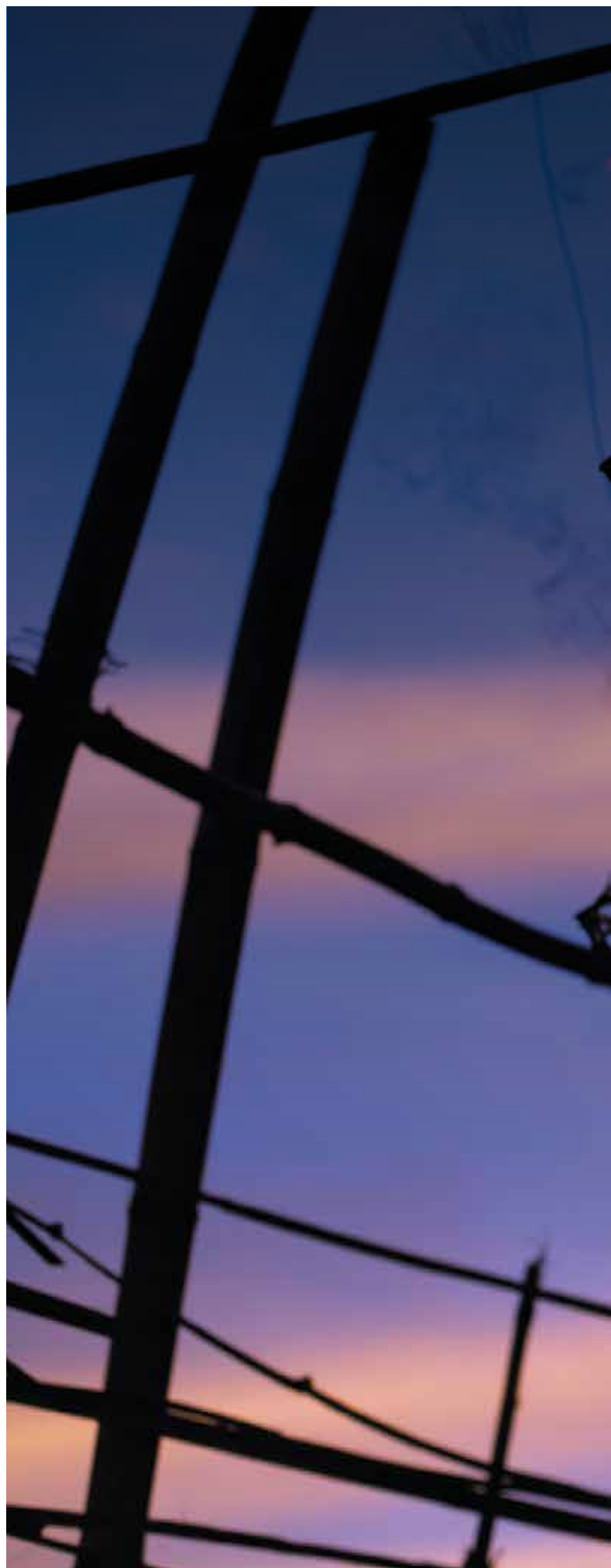
# MEMORABLE EXPERIENCES \$20.78 MILLION BOOST

## \$12.1m

### ENHANCE EXISTING AND DEVELOP NEW FESTIVALS AND EVENTS

The \$12.1 million funding boost will reinvigorate our festival and events scene and position the Territory as a festival and events destination. Funding includes:

- \$4 million in funding to enhance existing and develop new festivals and events in the NT to attract tourists
- \$2 million for a two-year festival support program to improve visitation to the NT over the entire festival period
- \$2.4 million to support CBD activation programs in Darwin and Alice Springs including the Live Darwin and Live Alice Mparntwe Arts grants program, the street art festival and laneways series featuring local musicians and activations
- \$1.8 million in grant funding for arts and cultural organisations to deliver unique experiences for visitors and locals
- \$1.9 million for initiatives to attract national sports events to the Territory.







## \$3M

### **ESTABLISH AN INDUSTRY DEVELOPMENT FUND TO SUPPORT IMPROVED VISITOR EXPERIENCES**

Under this new initiative, the Visitor Experience Enhancement Program, businesses will be able to apply for grants to enhance areas of their businesses that will significantly improve visitor reviews and positive perceptions of their product or experience.

The first round of grants (\$1 million) are available now for projects to commence before 30 June 2018.

\$2 million is allocated for projects in the 2018-2019 financial year.

## \$4.5M

### **MAINTAIN THE PARK PRODUCT AND VISITOR AMENITY TO ENSURE A POSITIVE VISITOR EXPERIENCE**

The Territory's 87 parks and reserves covering close to 5.05 million hectares and containing spectacular natural, cultural, geological, historical, tourism and recreational values, offer significant benefits to the community and visitors alike. Some 33 Territory parks are jointly managed with the Traditional Owners.

The \$4.5 million boost allows for continued maintenance, upkeep and improvement works within our parks to enhance visitor experiences.

## \$1.16M

### **GRANTS TO ORGANISERS TO IMPROVE VISITOR EXPERIENCE AND SAFETY AT SUPERCARS AND RED CENTRENATS EVENTS**

This investment will support free public transport for patrons to and from the Darwin Supercars major event, as well as repairs and maintenance, to maintain attendance levels of over 40 ,000 people each year.

The renovation of the Central Australian Drag Racing Association facility to meet national guidelines will also both encourage and improve visitation to the Alice Springs region for events including the Red CentreNATS.

# THREE

## INDUSTRY DEVELOPMENT



Fast-track tourism planning initiatives to address immediate challenges



Co develop, with industry, a Tourism Industry Development Strategy that outlines Government and industry responsibilities and actions over the next ten years





## FAST-TRACK TOURISM PLANNING INITIATIVES TO ADDRESS IMMEDIATE CHALLENGES

The \$103 million stimulus boost is a game changer for the Territory. Our destination marketing approach, and marketing deliverables will be reviewed with local industry as a matter of urgency.

The renewed marketing approach will align with the long-term goals determined by the new NT Masterbrand anticipated for release in 2018. This is a significant project that will position the Territory for the future and complement other population growth and investment strategies being developed by the Territory Government.

The program being delivered under the \$26.57 million boost to increase visitation to the NT through SMART marketing will begin immediately.

## CO-DEVELOP WITH INDUSTRY, A TOURISM INDUSTRY DEVELOPMENT STRATEGY THAT OUTLINES GOVERNMENT AND INDUSTRY RESPONSIBILITIES OVER THE COMING DECADE

In parallel to the Australian Government's long-term tourism strategy, *Tourism 2020* and its revision for 2030, the NT Government has committed to evolving the NT tourism vision into an industry-led, co-owned and co-developed strategy. This ensures that tourism in the Territory is operating with a shared vision, shared priorities and with shared accountability.





## TIMEFRAME



The *Turbocharging Tourism* action plan will be delivered over the next two years as part of the 2017-18 and 2018-19 financial years.



## MORE INFORMATION

[www.turbochargingtourism.nt.gov.au](http://www.turbochargingtourism.nt.gov.au)









# TURBOCHARGING TOURISM

[www.turbochargingtourism.nt.gov.au](http://www.turbochargingtourism.nt.gov.au)

