

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**

**WRITTEN QUESTION**

Mr Higgins to the Minister for Tourism and Culture:

**Big Bash Fixture, Alice Springs**

1. Please provide a breakdown of the \$650,000 allocated to secure the Big Bash fixture between the Adelaide Strikers and Perth Scorchers at Traeger Park, Alice Springs on Saturday 13 January 2018.
2. What was the total spend on advertising and marketing for this match? Please include a breakdown of interstate versus intrastate spend.
3. What portion of the \$5 million 'pivot to India' allocation was spent on marketing for this match?
4. What was the total cost associated with the hosting of the Big Bash fixture between the Adelaide Strikers and the Perth Scorchers at Traeger Park, Alice Springs on Saturday 13 January 2018? Please give a breakdown of these costs?

## Answers

1. The Sponsorship Agreement is for \$1.25 million over two years (2018 and 2019) with the Northern Territory Government paying Cricket Australia \$625,000 plus GST to deliver one Big Bash League match and two Women's Big Bash League matches in Alice Springs per year. Cricket Australia and the Adelaide Strikers are responsible for all costs associated with hosting the matches.
2. As per the Sponsorship Agreement, Cricket Australia and the Adelaide Strikers are responsible for delivering advertising and marketing for BBL, as well as associated costs.

The match was broadcast nationally, with a total audience reach of 1.33 million. The match was also broadcast internationally.

The Northern Territory was promoted from a tourism perspective during the match, in line with this Government's focus on ensuring our festivals and events are being leveraged to promote the Territory and attract more visitors here, including during shoulder and off-seasons.

The Department of Tourism and Culture also promoted the Big Bash via social media, which included engagement with the relevant cricketing profiles that were here. DTC will review potential activity from this year's match to ensure it is built on for next year.

3. The \$5 million investment over two years to attract more visitors from emerging markets including china and India was not allocated towards the BBL. The \$5 million has been allocated to a range of initiatives including;
  - research into the Asian market and its travellers' needs,
  - efforts to gain direct flights from China; and
  - a grants program to assist local businesses to be more Asian-market focused.

Hosting the BBL in Alice Springs complements our efforts to attract more visitors from Asian markets, with the match broadcast to over 130 countries including India.

4. As per the Sponsorship Agreement, Cricket Australia and the Adelaide Strikers cover all costs associated with hosting the match. The Northern Territory Government was only obliged to deliver first aid officers for the public at a total cost of \$300.