

24 October 2025

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SUBMISSION: Tourism NT Amendment (Integration Of NTMEC) Bill 2025

Hospitality NT strongly supports the Bill before the Legislative Assembly to merge Tourism NT and the Northern Territory Major Events Company into a single, integrated entity – Tourism and Events NT.

The Bill represents a positive structural reform that is expected to enhance the efficiency and impact of the expenditure of public funds and resources. Combining destination marketing, event attraction, and major event delivery within a single organisation will allow for more cohesive strategy development, stronger branding, and more efficient investment in growing visitor numbers and visitor spend.

For industry, this reform promises a clearer point of engagement, faster decision-making, and improved alignment between marketing campaigns and event programming.

Hospitality NT does not recommend any major amendments. However, as the new structure is implemented, the ongoing monitoring and evaluation framework needs to ensure the continuation strong industry engagement.

The Bill concerns administrative efficiency and agency governance, not individual rights. On that basis, Hospitality NT considers it has sufficient regard for the rights and liberties of individuals.

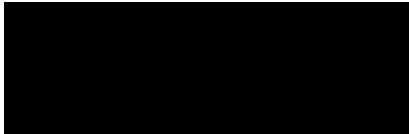
Hospitality NT notes that the Bill maintains appropriate oversight and ministerial accountability through existing reporting mechanisms and financial management legislation, and that Parliamentary scrutiny of performance, expenditure, and outcomes will continue for the new agency as it does at present.

Hospitality NT supports the establishment of the Tourism and Events NT Advisory Board as outlined in the Bill. It is critical that this Board includes appropriate representation from the hospitality sector. Our members—hotels, restaurants, cafes, bars, breweries and distilleries are the primary interface with visitors; we provide the accommodation, dining, and experiences that define a trip. Our perspective is therefore essential for ensuring the Board's strategic decisions are grounded in the operational reality of delivering the visitor experience and directly address the needs of the businesses that drive a significant portion of the tourism economy.

Hospitality NT welcomes this reform as a timely step in strengthening the Territory's visitor economy. A unified agency will deliver a stronger brand voice, better use of public resources, and therefore economic benefits for Territory businesses and communities.

We look forward to working collaboratively with the government and the new agency to ensure this potential is fully realised.

For further information on this submission, please contact Hospitality NT on 08 8981 3650 or admin@hospitalitynt.com.au



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