

ESTIMATES COMMITTEE

Question Taken on Notice

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Date: 17 June 2026

From: Member for Nightcliff

To: Minister Boothby

Portfolio: Tourism and Hospitality

Agency: Department of Tourism and Hospitality

Subject: Specific Budget allocated in 2026-27 to each of the 7 Action Plans

QUESTION:

Can you detail the specific budget allocated in 2026–27 to each of the 7 action plans?

ANSWER:

The premise of the question assumes that each of the 7 action plans has a discrete budget allocation. That is not how the Northern Territory Visitor Economy Strategy 2032 has been designed.

The Strategy is a whole-of-visitor economy strategy comprising 5 strategic action plans and 2 regional action plans that provide the framework for achieving the Strategy's objectives. Every program and resource within the Department of Tourism and Hospitality is aligned to delivering the outcomes of the Strategy. However, the action plans are not established as 7 separately funded programs with individual budget allocations. Rather, they are delivered through an integrated mix of departmental programs, capital investment, policy development, destination marketing, industry development, events, parks management, advocacy and cross-government collaboration.

Tourism and Events NT leads and directly delivers initiatives under the Perception and Experiences action plans, while supporting delivery of the People and Workforce, Infrastructure and Investment, and Access and Connectivity action plans through advocacy, coordination and partnerships.

The Top End and Central Australia regional action plans are delivered in partnership with Tourism Top End, Tourism Central Australia and stakeholders across the visitor economy.

As a whole-of-government strategy, delivery also relies on significant investment and activity by other Northern Territory Government agencies, the Australian Government, local government, industry and private sector partners.

This includes, for example:

- the Department of Logistics and Infrastructure through tourism road and transport infrastructure
- the Department of Trade, Business and Asian Relations through aviation route development and investment and international student attraction
- the Department of Lands, Planning and Environment through natural resource management and land planning

- the Department of People, Sport and Culture through investment in sporting, cultural and community infrastructure
- Australian Government agencies, including Tourism Australia, Parks Australia and Austrade, through national marketing, park management and tourism initiatives.

For 2026-27, the Department of Tourism and Hospitality's principal investment supporting delivery of the Strategy includes:

- \$103.264 million for the Tourism, Events and Screen Production output
- \$59.550 million for the Parks and Wildlife output, including an additional \$5 million ongoing to maintain parks and reserves, including the Silkwood estate
- \$10 million in additional capital funding over two years (2026-27 and 2027-28) for upgrades to parks and reserves.

These investments contribute across multiple action plans simultaneously. For example, destination marketing supports the Perception action plan; industry development programs contribute to Experiences and People and Workforce; parks investment contributes to Experiences, Infrastructure and Investment, and Access and Connectivity; while major events contribute to both Perception and Experiences. Accordingly, departmental funding is intentionally integrated across the Strategy rather than allocated to individual action plans.