

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY WRITTEN
QUESTION**

Mr Higgins to the Minister for Tourism and Culture:

Annual Report – Department of Tourism and culture

- 1. When does the Department expect to release its Strategic Plan and how will the Department's direction depart from the plans under the previous Government?**
- 2. What is the outcome or key performance indicator associated with cross cultural training? (page 24)**
- 3. Does the Department have a contingency in place to secure a million-dollar naming rights sponsor for the Mitchell Street Mile given that Lottoland will no longer be trading in the Northern Territory? (page 62)**
- 4. Can the Department detail its role in acquiring the hosting rights of the Sheffield Shield Final in Alice Springs? (page 63)**
- 5. How much will the free community WiFi services to 46 Aboriginal communities cost to implement and what are the ongoing costs? (page 66)**
- 6. What percentage of the Department's Aboriginal workforce come from remote or traditional communities? (page 68)**
- 7. For the reporting year 2016-17, what are the Department's final calculated holiday visitor numbers? (page 68)**
- 8. Is legislative change required for the rollout of driverless vehicle technology in the Territory? (page 70)**
- 9. How much of departmental resources is being committed to the development of the 10-year master plan for the Territory Wildlife Park? Does TWP have a previous Master Plan it is currently working to? (page 75)**
- 10. Is the loss of the Malaysian Airlines direct service to and from Kuala Lumpur expected to impact negatively on international visitor numbers? What is being done to ensure current international connections are maintained and other services are added?**

- 11. Is the Department expected to operate at a loss on a continuing basis? (page 90)**
- 12. Once non-liquid assets are deducted, are the Department's liabilities unfunded? (page 95)**
- 13. Please advise why the department allows visitors from overseas on tourist or student visas to film the Territory Wildlife Park and the Alice Springs Desert Park when the Federal Government does not allow this practice for Kakadu and Uluru National Parks?**
- 14. What is the reason the Film Industry budget has been reduced?**
- 15. Why is the Government proceeding with the Warren Park project when 80% of Rugby League Clubs are disengaged and have serious concerns with the development proceeding in line with their petition tabled in the Legislative Assembly?**
- 16. What is the future of Blatherskite Park in Alice Springs?**

Annual Report – Heritage Advisory Council

- 1. In 2015-16 a total of 22 projects were funded to a value of \$271,725 from the NT Heritage Grants Program. An almost identical amount, \$271,517, for 16 projects, was provided from the grants program in 2016-17. Can you please advise if there is a set budget for assistance provided to owners of heritage places not in Government hands and how the funding is prioritised?**

- 2. Can you please provide more detail on the recommendations made to the Minister on page 11 of the report (as follows), including the interest of the Heritage Advisory Council in the projects:**
 - Stuart Park - Tree replacement program**
 - Pee Wee's Restaurant - Alterations to restaurant, landscaping**
 - Northern Gas Pipeline - Construction of Northern Gas Pipeline**

Annual Report – Darwin Waterfront Corporation

- 1. Are there any plans to link Stokes Hill Wharf to the sea wall pathway?**
- 2. Have any discussions been had with the City of Darwin in regard to handover of any land or responsibility of the Corporation?**
- 3. What discussions have been held with the Larrakia Development Corporation with respect to their plans to develop a cultural precinct adjacent to the Darwin Waterfront Development?**

Annual Report – Tourism NT 2016

1. **Of the reported 1.91 million visitors to the NT, how many were FIFOs? How many were leisure visitors and how many were business visitors?**
2. **Of the 47 cruise ships that visited, how many passengers took local tours?**
3. **How much was specifically spent on international marketing for the financial year? How many international leisure visitors resulted from this spend?**
4. **What was the budget per international office? How much was spent in each international office on marketing the NT? What was the outcome in visitation terms?**
5. **How much was specifically spent on domestic marketing for the financial year? How many domestic leisure visitors resulted from this spend?**
6. **What is the level of awareness of the NT as a destination to visit internationally and domestically? What has the conversion rate been for leisure visitors in both international and domestic markets?**
7. **What was the conversion rate of the Instagram followers? How many leisure visitors resulted from this initiative?**
8. **What was the conversion rate of the Facebook campaign? How many leisure visitors resulted from this initiative?**
9. **Of the total leisure visitors, how many were visiting friends and relatives?**
10. **What NT Tourism product was featured in ATC overseas campaigns? Why were these chosen and others excluded?**
11. **What discussions have been held with the Federal Government to increase visitation to Kakadu National Park and what has been agreed and achieved?**
12. **How many leisure visitors resulted from the ‘Oceans to the Outback’ campaign?**
13. **What is the product development to meet the experiences being sought by the Chinese leisure market?**

14. **What new product has been achieved as a result of the establishment of the Aboriginal Tourism Advisory Council?**
15. **Of the 47 cruise ship stops, how many were during the wet season? Is there a plan to extend the covered walkway beyond the Waterfront?**
16. **How many more inbound visitors resulted from the Brisbane Airport takeover?**

Answers Annual Report – Department of Tourism and culture

1. The Department released its Strategic Plan in early November 2017. The Department has been brought together to see a greater level of coordination and efficiency. Where appropriate, themes from former agency plans were integrated.
The Department will undertake the process of setting its objectives and key performance indicators in support of the new strategy. It is envisaged that this process be concluded in the first half of 2018.
2. The Department stipulates that all staff should participate in cross cultural training. Cross cultural training is offered to employees on a regular basis and is promoted to all new staff upon commencement. The Department's Learning Management System records indicate that 64% of staff have completed cross cultural training.
3. The current naming rights sponsorship agreement for the Mitchell Street Mile is between Athletics NT and Lottoland (Ltd).
The Department made contact with Athletics NT on 12 December 2017 seeking clarification on the status of the Lottoland million-dollar naming rights sponsorship. Athletics NT made contact with Lottoland on 13 December 2017. Lottoland advised Athletics NT that, from its perspective, there is no change from their end in relation to the three year 2017-2019 Mitchell St Mile million dollar naming rights sponsorship agreement it has with Athletics NT.
Therefore, the Department does not require a contingency to secure an alternative naming rights sponsor.
4. The Victorian Bushrangers won the right to host the final by finishing first in the competition ladder. The Victorian Bushrangers were unable to host the Sheffield Shield final in Melbourne, as the Melbourne Cricket Ground was required for AFL.
In discussions with Cricket Australia and Cricket Victoria, the Department was able to negotiate for the Victorian Bushrangers to endorse Alice Springs as the home venue, in part due to the success of previous Sheffield Shield games.

- This opportunity is unlikely in the future, due to the Victorian Bushrangers having redeveloped Junction Oval in Melbourne for such fixtures.
5. The estimated project cost for 2016-17 and 2017-18 is \$633 000. The estimated ongoing cost for the service is \$273 000.
 6. The Department does not currently have a system in place to identify whether an Aboriginal employee is from a remote or traditional community. There are programs in place in the Department to support the employment of remote Aboriginal employees such as the Flexible Employment Program (FEP) and the Aboriginal Apprenticeship Program.
The FEP has a particular focus on providing employment opportunities to Aboriginal people that live in remote or traditional communities. Currently 65 people are on a FEP contract.
Four Aboriginal apprentices currently employed through the Parks and Wildlife Division live and work remotely, either in or adjacent to an Aboriginal community.
 7. Final numbers for 2016-17 were for 887 000 holiday visitors to the NT overall. The latest visitation figures are available at: <http://www.tourismnt.com.au/en/research/latest-visitor-data>.
 8. **This question was answered by the Department of Infrastructure, Planning and Logistics**
Driverless technology is very new and can be deployed via an exemption under the *Motor Vehicles Act* however, as the technology becomes more mainstream, changes to legislation will be required as it is not efficient to provide exemptions for all driverless cars. The purpose of undertaking the trials via the exemption is to understand the technology better and how it will impact on the Territory. This will inform any changes that may be needed to legislation. It is imperative that Governments are in front of the changes expected in the transport sector to be able to continue to effectively manage and govern.
 9. The Department has committed \$0.15 million for the development of a 10 year Territory Wildlife Park (TWP) Master Plan. The TWP does not have a current plan that it works to, the most recent Master Plan was developed in 1999.
 10. It is expected the majority of visitors who previously travelled on Malaysia Airlines will find other ways to travel to the Territory, including on SilkAir and Jetstar Asia from Singapore. The number of point-to-point travellers between Kuala Lumpur and Darwin was low. The service changes for Malaysia Airlines were a commercial decision. It is understood that a primary cause of this situation was the weakness of the Malaysian Ringgit to the American Dollar in recent years.
The reintroduction of daily Qantas services between London Heathrow and Singapore from 25 March 2018 will dramatically improve access into the Territory from the key traditional markets in Europe and is anticipated to boost international arrivals into the Territory by returning it to a one-stop destination. Supporting existing international aviation carriers and stimulating new services for routes with evidence of sustainable demand is a key priority for Government, with a key focus at present on attracting a new direct non-stop service between China and Darwin. Work includes preparing and presenting business cases and route development forecasts, working with

industry on route development packages, cooperative marketing with airlines and other activity to stimulate airline interest in destinations such as attending aviation route trade events.

11. The Department is expected to operate at a loss on a continuing basis as no agency is funded for non-cash items such as depreciation and non-cash repairs and maintenance.
In 2017-18 BP3, the budgeted loss of \$15.308 million represents depreciation \$15.273 million and the expense of an externally funded grant \$0.035 million.
12. At a Department level 3.7% or \$0.45 million of liabilities are unfunded predominately relating to recreation leave.
13. Any individual or organisation wishing to film at one of the NT parks for commercial purposes must apply for a Film permit through the Department. The permit application form seeks information from the applicants on their working visa status. This is verified by the Department.
Students, tourists or other members of the public wishing to film for non-commercial use within parks or reserves do not require a permit. Most filming by these park users is done by smart phone and is usually shared through a variety of social media platforms. This information sharing is a highly effective form of destination marketing and complements the Department's social media marketing activities.
14. The budget for the film industry has not been reduced. The NT Government is investing \$9 million over four years into supporting and growing the film industry in the Territory.
15. Warren Park is an important project that adds value to the long term future of Rugby in Darwin and the NT.
The tender for Warren Park was released on 15 September 2017, after extensive consultation with NRLNT (the relevant peak sporting body) and other key stakeholders. The Government has engaged a consultant with financial expertise to work with NRLNT and individual clubs on their financial planning and continues to engage with NRL, NRLNT and clubs to address concerns. Once completed Warren Park will be home for rugby league in the Top End and will benefit the whole rugby league community.
16. Blatherskite Park in Alice Springs is the current site for the Alice Springs Show, Red Centre Nats and Masters Games.
The future of Blatherskite Park in Alice Springs depends on a number of factors and will ultimately be decided upon by the Blatherskite Park Trustees in consultation with the NT Government and the Alice Springs Town Council (ASTC).
The ASTC has made a commitment to fund a Sports Masterplan to help guide the development of facilities throughout Alice Springs including Blatherskite Park and its surrounds. The NTG continues to support Blatherskite Park through a number of grants program, including a \$150 000 annual grant through the Department to support facility upgrades at the park.

Answers Annual Report – Heritage Advisory Council

1. In 2015-16, \$312 000 was allocated for 'Grants and Subsidies'. This represented the budget available to assist the owners of heritage places not in Government hands, through the NT Heritage Grants Program and the Rates Relief Program. Actual expenditure was \$271 725 for the NT Heritage Grants Program and \$22 345 for Rates Relief.
In 2016-17, \$302 000 was allocated for 'Grants and Subsidies'. Actual expenditure for 2016-17 was \$271 517 for the NT Heritage Grants Program and \$34 822 for Rates Relief.
2. The recommendation made by the Heritage Council in each of these cases is as follows:
Stuart Park: On 3 June 2016:
The Heritage Council resolved to recommend to the Minister that work be allowed to proceed in accordance with the application. The Heritage Council further resolved that the Alice Springs Town Council provide suitable interpretation about the original plantings.
Pee Wee's Restaurant: On 13 July 2016:
The Heritage Council recommended approval of the proposed work.
Northern Gas Pipeline: On 10 February 2017:
The Heritage Council resolved to recommend that the Minister approve the proposed works, subject to satisfactory compliance with the recommendations contained within the Jemena report dated November 2016.

Answers Annual Report – Darwin Waterfront Corporation

1. The Darwin Waterfront Corporation plans to have a weather-proof walkway from the seawall to Stokes Hill Wharf completed in the next couple of financial years. This link would be particularly useful for cruise ship passengers and visitors. There is currently no capital funding for this project, but preliminary design and costings have been obtained.
2. Some officer-level discussions have commenced regarding municipality issues between the Darwin Waterfront Precinct and City of Darwin. There is no council resolution in relation to municipal boundaries and the NT Government has not indicated that the current status of the Waterfront as an unincorporated area should change.
3. The Darwin Waterfront Corporation has not discussed the new concept for a cultural precinct at the Waterfront with the Larrakia Development Corporation. The Department of the Chief Minister and Department of Trade, Business and Innovation are taking the lead on development of the Stokes Hill and Navy Fuel Installation sites.

Answers Annual Report – Tourism NT 2016

1. FIFO numbers are tracked by Tourism Research Australia through the National Visitor Survey only. This means that only domestic market figures are available. In 2016-17, there were 1.6 million domestic overnight visitors to the NT. Of those, 81 000 were estimated to be on a FIFO trip. Of the 1.91 million visitors to the NT in 2016-17, 1.17 million were leisure visitors (i.e. travelling for holiday and/or visiting friends or relatives) and 625,000 travelled for business reasons.
2. There is no formal calculations with regards to passenger activity when guests are on shore. Gangway to gangway tours are sold on vessel by the shore excursion department and participation varies ship by ship. Cruise ships are estimated to deliver \$ 18.8 million in benefit to the local economy with 88 979 passengers and crew associated with the 47 cruise ships visiting Darwin.
3. \$10.175 million was spent specifically on international marketing activities, generating an estimated \$34.69 in international holiday visitor spending for every dollar spent on advertising and promotion. This was a higher return compared to the three year average of \$31.19. International holiday visitor spend in 2016-17 was \$363 million.
- 4.

INTERNATIONAL MARKETS	Total	Marketing	All purpose visitation
2016-17	Spend (\$M)	Spend (\$M)	
UK / IRELAND / SCANDI / NETHERLANDS	\$1.65	\$1.12	63 000
AMERICAS	\$1.80	\$1.39	63 000
GERMANY/SWITZ/AUSTRIA	\$1.50	\$1.10	46 000
JAPAN	\$0.55	\$0.40	21 000
ITALY/SPAIN	\$0.35	\$0.21	17 000
GREATER CHINA	\$1.95	\$1.71	18 000
FRANCE	\$0.50	\$0.41	14 000
SINGAPORE	\$0.30	\$0.24	5 000
INDIA (no in market representation)	\$0.31	\$0.31	<1 500

The above table indicates 8 regions/markets that Tourism NT has international representatives in. Each area has on ground representation but not strictly speaking a physical office. Tourism NT representatives can cover more than one market as is the case with the UK / Ireland / Scandinavia/Netherlands, Germany/Switzerland/Austria and Italy/Spain. The Total spend indicated in the table is the total AUD\$ spent on the region/market in 2016/17. The Marketing spend column is the AUD\$ spent on just marketing activity from the total amount allocated to the region/market. The all purpose visitation indicated is the total visitation to the NT from that market, unfortunately deriving a visitation number purely from the marketing spend is not possible as the marketing spend contains many different costs.

4. \$12.609 million was spent specifically on domestic marketing in 2016-17. These activities generated an estimated \$60.83 in domestic visitor holiday

spending for every dollar spent on advertising and promotion. This was a slightly higher return compared to the three year average of \$60.72. Domestic overnight holiday visitor spend in 2016-17 was \$780 million. Domestic leisure spend was \$945 million.

5. According to Tourism Australia's 2017 Consumer Demand Project, the NT was ranked as fifth out of all eight states and territories for consideration for travelling to, in the next four years. It was also ranked fifth for experience awareness. The NT has improved in ranking across a number of markets, with a more positive picture in 2017 for China, India, the UK, Italy and Taiwan compared to 2016.

Awareness from the domestic market is tracked through the Market Tracking Study (MTS) conducted by Instinct and Reason. For 2016-17, total advertising awareness of the Tourism NT marketing efforts remained high with 41% of the market aware. Further to this, data derived from the MTS shows that 30% of the Australian population are considering a trip to the NT in the future and 12% intend to visit over the next 12 months.

The return on investment (ROI) from the domestic holiday market was estimated at \$60.83 for every dollar spent and for the international holiday market \$34.69. For all holiday visitors this was \$42.92. This ROI calculation was prepared independently by Instinct and Reason.

- 7&8. Different channels play different roles in moving the consumer through the purchase (conversion) funnel. The primary role of paid advertising through Instagram and Facebook is to target leisure visitors who are not currently considering the NT as a holiday destination to convert them to be open to a holiday in the NT. This is achieved by showing them the array of activities available, providing aspiration and information making it easy and enticing for them to plan a holiday. Conversion of a visitor comes at a later stage through other channels that facilitate actual bookings. The role of organic posts through Instagram and Facebook is to create advocacy and word of mouth from visitors who are currently in the NT or who have recently visited. The impact of social media on advertising awareness is tracked through the Market Tracking Study conducted by the research agency Instinct and Reason. For 2016-17, social networking was the channel that enabled advertising awareness to grow to 17% from 9% in 2013-14.

9. In 2016-17, there were an estimated 1.17 million leisure* visitors to the NT. (*leisure = holiday and/or visiting friends and relatives (VFR)). The proportion of VFR travel to total leisure was 26% or 303 000 visitors.

10. Tourism Australia does not work directly with tourism products in their destination campaigns. Tourism Australia campaigns are focussed on destinations, eg. their Aquatic and Coastal campaign featured Katherine Gorge and Nitmiluk National Park as the NT component of the campaign. Tourism Australia does work with international trade partners in trade and cooperative campaigns. The trade partners then feature the contracted NT product relevant to the market and campaign focus. Outside of destination and trade campaign activities Tourism Australia may work with international media to feature destinations and on occasion some product. When requested, Tourism NT may be asked to supply a list of internationally

experienced NT products (see below list) within the region the media journalist wants to feature. The journalist will then decide and contact a product of their choice directly or through Tourism Australia.

NT Operators involved with Tourism NT international activities
AAT Kings (Red Centre)
AAT Kings (Top End)
Adina Apartment Hotel Darwin
Adventure Tours Australia (Top End)
Alice Plaza Market
Alice Springs Convention Centre
Alice Springs Desert Park
Alice Springs Reptile Centre
Alice Springs School of the Air
Alice Springs Telegraph Station & Trail Station Cafe
Alice Wanderer Centre Sightseeing
Anaconda Camping Supplies
Anbinik Kakadu Resort
ATG Downunder
Ayers Rock Helicopters
Bamurru Plains
Border Store
Bowali Visitors Centre
Char Restaurant at Admiralty
Chiefley Alice Springs Resort
Chow
Cicada Lodge
Confucius Palace Dumplings
Cooinda Lodge
Cornucopia Museum Cafe
Crocosaurus Cove
Crown Plaza Alice Springs Lassetters
Curtin Springs Station
Dan Ecenarro (Dan the Man - Musician)
Darwin Barra & Crab
Darwin Central Hotel
Darwin Explorer Tours
Darwin Harbour Cruises
Davidson's Arnhemland Safaris
Doubletree by Hilton Alice Springs
Doubletree by Hilton Darwin
Earth Sanctuary World Nature Centre
Emeral Springs Road House

Emu Run Tours
Erlunda Road House
Ghan, Great Southern Railway, The
Grand Touring Luxury Transport (Acacia Luxury Transport)
Gunbalanya Air Charters
Hanuman Alice Springs
Hanuman Darwin
Hilton Darwin
Kakadu Air Services
Kakadu Cultural Tours
Kakadu Lodge Jabiru
Karrke
Katherine Aviation
Katherine Outback Experience
Kings Canyon Resort
Kings Canyon Resort - Under a desert moon
Kings Creek Station
Knotts Crossing Resort
Litchfield Café
Lord's Kakadu and Arnhemland Safaris
Mantra on the Esplanade
Mantra Pandanas
Maruku Arts
Mary River Wilderness Retreat
Mataranka Homestead
Mayses Café
Mercure Darwin Airport Resort
Mercure Kakadu Crocodile Hotel
Mindl Beach Sunset Markets
Museum and Art Gallery of the Northern Territory
New Asia Pacific Travel
Nitmiluk Chalets
Nitmiluk Tours
North Tours Australia
Oaks Elan Darwin
Offroad dreaming
On TourNT
Outback Ballooning
Outback Cycling (Central Australia)
Outback Float Plane Adventures
Outback Tour Services
Outbush

Pee Wee's at the point
Piccolos
Professional Helicopter Services Pty Ltd
Pudakul Aboriginal Cultural Tour
Reality Bites Catering (Star of Alice Café)
Regent Court Australia
RFDS Bombing of Darwin Harbour - Darwin Tourist Facility
Royal Flying Doctor Service (Alice)
Sail Darwin!
Sea Darwin
SEIT Outback Australia
Skycity Darwin
Spectacular Jumping Crocodile Cruise
Standley Chasm
Tali at Lasseters
The Kangaroo Sanctuary
Thrifty Rent A Car
Tinkerbee Culture and Language Consulting Services (Kumalie Riley)
Top Didj and Art Gallery
Uluru Camel Tours
Uluru Chinese Touring
Uluru Segway Tours
Value Inn
Venture North Australia
Vibe Hotel Darwin Waterfront
Voyages Ayers Rock - Desert Garden
Voyages Ayers Rock - Sails in the desert
Voyages Ayers Rock Resort
Voyages Ayers Rock Resort - Field of Light
Voyages Ayers Rock Resort - Sounds of Silence
Voyages Ayers Rock Resort - Touring
Wangi Falls Café
Wayoutback Australian Safaris
Wharf One Food & Wine
Wildman Wilderness Lodge
Yaye's Café
Yellow Water Cruises

11. In relation to the future of Jabiru, the Traditional owners, ERA, the Commonwealth and NT Governments all agree that Jabiru should continue

after the closure of the Ranger Uranium Mine as the West Arnhem region's centre for tourism, and government administration.

The Chief Minister, Treasurer and Minister for Infrastructure, Planning and Logistics and the Minister for Tourism and Culture have all had discussions with their counterparts, including the Prime Minister, the Federal Minister for infrastructure and Transport and the Federal Minister for Trade and Tourism in relations to increased investment in Kakadu. Discussions remain ongoing. It is expected that a new lease for Jabiru will be finalised at a full Council meeting of the NLC in mid-2018. This lease will provide certainty for residents and businesses in Jabiru and Kakadu.

The Government, in partnership with the Commonwealth Government, has commissioned expert reports on future economic and population modelling scenarios. These reports have now been delivered and are assisting in decision making regarding Jabiru.

12. Singapore Airlines reported 317 tickets were booked, directly with the airline to Darwin during the campaign period (1 April – 14 May 2018), a 20% decrease compared to same period previous year. However, Trailfinders reported a 60% increase in Singapore Airline sales to Darwin during the campaign period plus 47 tickets to Darwin on other airline carriers. A total of 388 passengers came to Darwin.
13. The following product development initiatives have been undertaken to build and enhance the NT's capability to meet the needs and expectations of the Chinese traveller:
 - a) **Cultural Awareness Training:** this comprises a series of workshops for tourism businesses to gain a better understanding of the Chinese traveller and their expectations. Over the past 12 months, three one-day workshops have been conducted, two in Darwin and one in Alice Springs. The program covers topics and insights such as:
 - The Concept of Face
 - Understanding Chinese Lifestyle
 - Chinese Banking and Payment SystemsIndividuals completing this workshop attain a personal accreditation and then the business they work for or operate can progress to obtain Business Level 1 Accreditation. A total of 76 individuals in the NT's tourism industry have attained their personal accreditation and 19 businesses have attained their Level 1 Business Accreditation.

Learning outcomes include an understanding of China and Chinese culture and how to interact with Chinese clients in a respectful and sensitive way, enabling the tourism operator to form stronger and longer lasting customer relationships.
 - b) **Grant Funding Support:** a one-off grant of \$5000 has been made available for tourism businesses that have attained Business Level Accreditation 1 to use towards the development of Chinese collateral or amenity for their product. Five operators have enhanced their product for the China market by producing visitor welcome packs, room service menus, Chinese-language maps, signage, upgraded welcome videos and corporate brochures.
 - c) Chinese-language **guide certification** for Kakadu National Park – 40 Chinese speaking guides have been progressed through the Kakadu Knowledge for Guides certification program in collaboration with Charles Darwin

University. This initiative has boosted the NT's capability to cater for Chinese groups to be accompanying and serviced by their guides to the NT and through Kakadu National Park. In 2018, 20 Chinese guides will be targeted for certification for Uluru/Kata Tjuta National Park.

- d) Tourism Infrastructure Development Funding (2015-16 and 2016-17):
- To Atrip, a specialist Darwin-based Chinese inbound tour operator, for the development and marketing of a Chinese Cultural Training Hub offering translation services (tour guide audio translation, menu translation), tour guide training, a Mandarin hotline for hotels, a mobile Mandarin visitor centre, permanent Mandarin talking posters in key areas, cultural awareness training, travel centre (educational itineraries and programs) - \$95 000.
 - To NT wedding photography studio to develop a new 'Top End Pre-wedding Photography' package for the China market, build a tri-lingual, interactive booking website with China friendly payment options; develop portfolio and Chinese/English collateral; secure exhibition booths at 2 x Asian Bridal exhibitions; place advertisements in 2 x Asian Bridal Magazines. Package includes high-end accommodation in regional areas of the NT - \$40 000.
 - To North Australia Tours, a specialist Darwin-based Chinese inbound tour operator, for the development of Chinese language tourism resources and marketing including travel information in Chinese (airport, scenic spots, hotels, and information centre), self-drive guidebook in Chinese (traffic regulations, road sign, and notice), website update, Wechat marketing - \$33 500.
- e) Chinese Spring Festival – a well-developed Spring Festival program in a destination can be an effective tactic to stimulate family group travel. With this, Tourism NT is currently working across different stakeholder groups such as the City of Darwin, Darwin City and Waterfront Retailers Association, the Chung Wah Society, the Australia-China Friendship Society (NT) and the Confucius Institute to aggregate information on events that are being planned during Darwin's 2018 Chinese Spring Festival. This information will be used to build awareness among specialist Chinese inbound operators and travel agencies about Darwin's rich Chinese heritage and offerings during the 2018 Spring Festival.
14. The Aboriginal Tourism Advisory Council (ATAC) was established in 2015 to provide strategic advice to the NT Government on how to increase the number and sustainability of Aboriginal tourism businesses in the NT. The Terms of Reference for ATAC refer to it as "...identifying new Aboriginal tourism products and regions that will cater for demand identified through market led research."
- Through its extensive deliberations, the ATAC has recognised and recommended priority areas within the NT where support for the establishment of improved Aboriginal managed tourism businesses is warranted. This was most notably demonstrated with the recent release of the Hermannsburg Visitor Experiences Master Plan and five point Action Plan, an initiative aimed at both economic and social outcomes for the Hermannsburg community.
- ATAC is also playing an active role in the development of models for improved skills training for Aboriginal people in the tourism sector, and has been

instrumental in the decision to develop in 2018 an Aboriginal Tourism Strategic Plan for the NT.

15. There were a total of 36 cruise ship visits between October 2016 and April 2017 (Wet season). October 2016 - 6 ships, November 2016 - 4 ships, December 2016 – 1 ship, January 2017 - 3 ships, February 2017 - 8 ships, March 2017 - 9 ships, April 2017 - 4 ships.

The covered walkway at the Waterfront has been very well received by cruise passengers and has enhanced activity to the Waterfront precinct. The development planned by Landbridge to the cruise ship terminal will further enhance access.

16. Total passengers booked on domestic flights to the NT with Virgin Australia over the campaign period was 10 186. Of that, 1 672 booked sale fares.