

## LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

### WRITTEN QUESTION

Mr. Higgins to the Minister for Tourism and Culture:

#### Arts Trail Website

1. Was a business case conducted before going ahead with the new Arts Trail website <http://www.artstrail.nt.gov.au/>?
2. Who was consulted about the new website?
3. How much will this new website cost?
4. What is the expected return on investment for this website?
5. What are the ongoing costs of this website?
6. Who built this website and is it a local Northern Territory business?

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1. The Government is investing \$100 million to develop and enhance a culturally significant Arts Trail which will create tourism and arts jobs and deliver economic opportunities to communities throughout the Territory. The Arts Trail website is and will continue to be an important source of information for the community on this major project as it rolls out. Online communications are a standard tool of contemporary communications ensuring communities across the Territory are able to access up-to-date information about key Government commitments like the Arts Trail.
  2. The Department of Tourism and Culture's Arts Trail Working Group approved the design and content for the website.
  3. The website content was developed by the Department of Tourism and Culture. The website's design and development cost \$4312.
  4. Over the next four years, this website will provide a centralised place for current information on the Arts Trail initiative.
  5. The ongoing maintenance cost is \$1056 per year, for hosting fees and maintenance.
  6. The website was built by Darwin based company Mojo Collective.