

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Higgins to the Minister for Tourism and Culture:

Tourism

1. What are the details of the \$14.65 million investment in boosting co-operative marketing to support sustainable airline services?
2. What are you doing to reduce airfares to, from and within the Northern Territory given that you have co-operative arrangements with Qantas and Virgin Australia?
3. Can you provide a breakdown of the spending on increasing the number of national and international business events, both for this financial year and the next?
4. Have KPMG been engaged to advise on the work referred to in the previous question?
5. Was the Northern Territory tourism promotion during the Big Bash League fixture held at Traeger Park, Alice Springs earlier this year done in-broadcast by Network Ten or put together and paid for by NTG?
6. Was this promotion visible and able to be leveraged by viewers in international markets such as India and the UK?
7. How many additional leisure visitors, year on year, have arrived from interstate since the Turbocharging Tourism initiative was announced?
8. Why was the \$103 million allocated to “turbocharge” Tourism prior to the development of a strategic plan by Tourism NT?
9. Please give a breakdown of the new Turbocharging Tourism spending on the Darwin and Alice Springs CBDs?
10. Please give a breakdown of the new Turbocharging Tourism spending on “national sports events”?
11. Do you have a major sports events strategy?

12. You have previously stated in response to a question that the specific return on investment for each tourism grant is impossible to measure given the nature of some of the grants. What is the methodology used to approve Tourism grants?
13. How much was spent on promotional destination marketing during the broadcast on the Seven Network of the AFL match between the Melbourne and Adelaide football clubs at Traeger Park in Alice Springs?
14. Please provide a list of tourism operators who attended the ITB Berlin trade show?
15. What is the expected return on investment for the National Iconic Art Trail?
16. Was a cost-benefit analysis conducted for the National Iconic Art Trail investment?
17. Regarding the \$5.6 million allocated for the Central Australia walking trail, what is the expected return on investment for this project?
18. Have the proposed tourism entrance statements been erected in Tennant Creek?
19. Has the Limmen Bight Marine Park been finalised? What consultation has been done on this decision?
20. Is the Chinese Spring Festival the same as the Chinese New Year celebration and how many family groups do you expect will travel to Darwin in this budget year?
21. What was the cost of the 'Oceans to the Outback' campaign for 2017/18 and what is budgeted for 2018/19?
22. Is it correct that only 388 people came to the NT as a result of this investment?
23. In Budget Paper 3 - page 205, it states that \$2.120 million is allocated to promote events to create immediacy and urgency in travel bookings. What events are these and what dates have they been and will they be held?

ANSWERS

1. The \$14.65 million Turbocharging Tourism investment was split as follows: \$10.85 million to increase cooperative marketing support with airline partners, allowing for the support of new routes and increased marketing activities around existing routes. \$3.8 million to deliver marketing packages to drive more sales and encourage people to travel sooner. The \$10.85 million airline component has, and will continue to, facilitate additional cooperative marketing campaigns with domestic and international airlines with co-promoted sale fares stimulating interest and bookings to the Northern Territory. The airlines and the commercial arrangement are commercial-in-confidence.
2. While airfares are a commercial decision for airlines, Tourism NT has co-operative marketing agreements with a range of airline partners. These agreements aim to stimulate demand, which in turn can stimulate increased supply with the aim of increasing competition and generating downward pressure on pricing. Examples of this approach are evident with the introduction of the new Virgin Australia flights from Brisbane to Alice Springs, and the new Jetstar service from Brisbane to Uluru.
3. In 2017-18, \$105 000 was spent across five events administered from NT Business Events Support Fund (including Delegate Boosting funding).

As part of Turbocharging Tourism, \$2.33 million has been allocated to attract more national and international business events. Of this, \$2.21 million has been allocated to the Business Events Support Fund, with the remaining \$120 000 allocated to resource the initiative.
4. Yes.
5. The agreement between the Northern Territory Government (NTG), Cricket Australia (CA) and the South Australian Cricket Association (SACA) involved the NTG providing SACA with an existing television advertisement promoting the Red Centre. The advertisement was displayed on the oval's big screen during the Big Bash League (BBL) and Women's BBL matches, at no additional cost to the NTG. The agreement also required commentators on CA's broadcasters' main channel (Channel 10) to promote the Northern Territory as a destination at least once during each match (with CA using its best endeavours to ensure the feed is distributed to international media partners) at no additional cost to the NTG.
6. CA were responsible for the televised broadcast and distribution for the BBL internationally. The match was broadcast to the United Kingdom and India. BBL is used as an opportunity to drive awareness for the NT in markets. BBL is broadcast into over 130 countries.

7. There was an increase in interstate visitation to the Northern Territory for the year ending March 2018, which reached 874 000 domestic overnight interstate visitors, representing growth of +7.7 per cent or an additional 62 000 visitors compared to year ending March 2017. Given the Turbocharging Tourism initiative was only announced in February 2018, these most recent National Visitor Survey statistics are for the period before Turbocharging Tourism initiatives were rolled out. Visitation figures for year ending June 2018, will be publicly released in October 2018 and these ongoing figures will be important indicators of impact of Turbocharging Tourism campaigns.

Source: National Visitor Survey March 2018 results, Tourism Research Australia, Canberra, June 2018.

8. Tourism NT's current strategic plan, Tourism 2020, outlines four key priority areas; grow value, address supply side constraints, improve the visitor experience and improve business sustainability. Turbocharging Tourism was announced as a stimulus activity to address the new economic outlook. The elements of the Turbocharging Tourism action plan are aligned to the existing key priority areas of Tourism 2020.

As part of Turbocharging Tourism, the NT Government is co-developing a Tourism Industry Development Strategy that outlines Government and industry responsibilities and actions over the next ten years. An Aboriginal Tourism Development Plan is also being developed in conjunction with the Aboriginal Tourism Advisory Committee, the tourism industry, and consumer demand research.

9. Under Turbocharging Tourism, we are positioning the Territory as a vibrant festivals and events destination. As part of this, we are investing a further \$2.4 million to activate our CBDs through the successful Live Darwin and Live Alice/Mparntwe initiatives. This is on top of our 2017-18 investment of \$1.520 million for Live Darwin events, including the highly successful Street Art Festival and \$450 000 for Live Alice/Mparntwe events.
10. Monies have been allocated through Turbocharging Tourism for national sporting events including the Big Bash League Cricket (\$625 000). Funds have been allocated for events the Northern Territory Major Events Company are considering, based on meeting certain assessment criteria that maximise visitation and return on investment.
11. Through Turbocharging Tourism, \$300 000 funding was allocated in support of developing a Territory Event Development Strategy which will include major sporting events. The Strategy will ensure we are maximising visitor potential for all of our major events. This is to be delivered in October 2018.
12. Each Visitor Experience Enhancement Program grant was assessed through the publicly available criteria for the program which can be found at: <http://www.tourismnt.com.au/en/industry-toolkit/grants-and-funding/current-programs/visitor-experience-enhancement-program>

13. \$100 000 was spent on the Seven Network package. An additional \$20 000 media spend was allocated towards online and social media platforms to promote the Northern Territory as the Heart of the Nation to a national audience during the broadcast of the AFL game in Alice Springs. This also included a partnership with Webjet to offer conversion opportunities.
14. Northern Territory (NT) Operators who participated in the NT delegation were: Wayoutback Australian Safaris, SEIT Outback Australia, Kakadu Tourism, plus national operators including AAT Kings, Journey Beyond (Great Southern Rail) and TFE Hotels.
15. The Vibrant Arts Policy identifies the importance of developing our cultural experiences to grow the value of the tourism sector, as well as to support jobs and social wellbeing in our communities. The Government's \$100 million Arts Trail investment will provide jobs and economic development opportunities in communities across the Territory, as well as attracting more tourists and encouraging them to disperse across our regions.

Tenders for Business cases for Arts Trail gallery extensions in Tennant Creek (Nyinkka Nyunyu Culture Centre) and Katherine (Mimi Arts and Godinymayin Yijard Rivers Arts and Culture Centre (GYRACC) are currently being assessed and it is anticipated work will be commencing in August 2018. Consultation and early planning work has been undertaken with the respective arts organisations and will continue as the projects develop. Early planning is underway for the National Aboriginal Art Gallery in Alice Springs, with economic modelling to be undertaken once the Project Implementation Team has been appointed.

A team of subject experts will undertake the stakeholder engagement as well as financial and economic analysis with final reports to be completed in October 2018. Further support has been offered to Nganampa Corporation to develop a business case for the National Indigenous Cultural Centre.

16. The Vibrant Arts Policy highlights the economic value of investing in our arts and cultural offerings, in terms of developing the creative economy and the value of the tourism sector. The NT Government's \$100 million Arts Trail investment will create jobs and deliver economic benefit across the Territory, with business cases being developed for the various major infrastructure projects being delivered as part of the Arts Trail.

17. The \$5.6 million Central Australia walking trail investment will develop a long term tourism asset that will continue to deliver social and economic benefits over many years, with minimal ongoing investment or operating costs. The proposed walk will have a focus on delivering significant social and economic benefits to remote Aboriginal communities through direct employment in construction and operation of the walk and associated camps, along with ancillary tourism products. The walking trail project is in line with local, national and international trends in multi-day walking experiences. The project has already received one informal unsolicited proposal from one of Australia's leading walking experience operations to offer matching expenditure for funding to invest in and operate on the walking trail. The Department of Tourism and Culture is undertaking consultations with traditional owners.
18. The Department of Infrastructure, Planning and Logistics (DIPL) is the project lead for the tourism entrance statements for Tennant Creek. DIPL has advised of the revised tender and construction dates for the Tennant Creek Entry Statement project, with Tender advertisement expected 2 August 2018. Estimated completion date for Stage 1 is December 2018. Delays were experienced due to underground services on the southern approach and preliminary civil works on the northern approach.
19. Limmen Bight Marine Park was declared a park under s12 of the *Territory Parks and Wildlife Conservation Act* in July 2012, to protect the area's rich marine habitat. In conjunction with traditional owners, Aboriginal rangers and other key stakeholders, the Department of Tourism and Culture is developing a comprehensive Plan of Management for the Park after this was put on hold by the previous Government. The initiative aims to safeguard the Limmen Bight through sustainable fisheries management, banning seabed mining and developing tourism and local job opportunities.

The Plan of Management is being developed through a comprehensive consultation process to deliver sensible, science-based and well consulted management arrangements. Consultation is underway with traditional owners, NT Seafood Council, Amateur Fishermen's Association of the Northern Territory, local communities and commercial operators. The Department aims to release the Draft Plan for public comment in March 2019, for presentation to the Legislative Assembly in September 2019.

20. Yes, the Spring Festival is a celebration for Chinese New Year. There are two significant Golden Week holidays in the Chinese holiday calendar. One is Spring Festival Golden Week (15 to 21 February 2018) and National Day Golden Week holiday (1 to 7 October 2018). The International Visitor Survey (IVS) tracks individual numbers to the Northern Territory (NT), rather than the number of family groups. The IVS for year ending March 2018 recorded Chinese visitation to the NT had increased by 5.9 per cent. With the commencement of direct flights from Shenzhen to Darwin (Donghai Airlines), an increase of Chinese visitation data to the NT is expected, however, it is not possible to quantify exact numbers at this time.
21. The financial details of this campaign are commercial-in-confidence. A decision on whether the campaign runs again in 2018-19 will depend on the outcome of the current 2017-18 campaign review. The initial measures indicate visitation growth to Darwin Airport both via trade sales and direct with Singapore Airlines. They also show an increase in NT market share, room nights and passengers through the trade partner Austravel. Media value also indicates £160,000+ of added value from The Times.
22. No this is not correct. Passenger sales are commercial-in-confidence under the cooperative marketing agreement, however there was a 45% increase in incremental passengers over the period as a result of the campaign.
23. \$2.12 million has been allocated to:
 - promoting the calendar of existing and iconic Northern Territory Festivals and events to Territorians to encourage and drive intra-Territory travel; and
 - promoting the Darwin Festival (9 to 26 August 2018) and Alice Springs Parrtjima – A Festival in Light (28 September to 7 October 2018) to urge, inspire and drive intrastate and interstate visitation.