

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**

**WRITTEN QUESTION**

Mr Higgins to the Minister for Tourism and Culture:

**Tourism**

Would you please advise:

1. Why the taxpayer investment in the “Oceans to the Outback” campaign is considered “commercial-in-confidence”?
2. *What the conclusions were of the cost-benefit analysis of the proposed Museum of the Northern Territory at Myilly Point?*
3. *Whether a copy of that report can be provided to me?*
4. Which major events the NT Major Events Company are currently considering for bids?
5. Which airlines the Northern Territory Government has cooperative marketing arrangements with currently?
6. Which airlines and/or routes is the NTG negotiating or investigating for future connections with airports within the NT?

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1. “Oceans to Outback” campaign is a trade based retail campaign targeting United Kingdom customers to come to the Northern Territory (NT) via South Australia or to South Australia via the Northern Territory.

The campaign is a joint venture between South Australian Tourism Commission and Tourism NT with two trade / retail partners involved in the 2017-18 campaign, those being Singapore Airlines and Austravel.

The results of the campaign are based on passenger numbers, bookings and revenue, all of which are commercial in nature and therefore competitively guarded by our retail / trade partners. Disclosure of these commercial results will undermine Tourism NT's ability to negotiate competitive campaign funding and would erode trust with the partners in question.

2. The economic assessment found that the project has benefits at least equal to, or better than, its costs. This excludes wider project benefits including urban regeneration, digital network opportunities, and social and cultural benefits.
3. The Economic Summary of the Museum of the Northern Territory is provided at Attachment A.
4. NTMEC are currently reviewing a number of bids. It is important that NTMEC keeps bid activity confidential, so as to retain a competitive advantage. Accordingly NTMEC is not in a position to divulge this information.

NTMEC is also focusing on the development of its existing calendar of events in order to grow them and for those events to become truly iconic events for the Territory.

5. The Department of Tourism and Culture has cooperative marketing arrangements with a wide range of airline partners with a presence in the NT, e.g. the Virgin Group, Donghai Airlines and Qantas. Details of all cooperative marketing arrangements are commercial-in-confidence.

6. The Department maintains ongoing relationships with over forty airlines, including those with a physical presence in the NT, those present in the NT through code share and other arrangements (e.g. Emirates Airlines) and those not yet present in the NT. Specific details of airline and route priority targets are not discussed publicly, as this could alert competitor destinations and other airlines and could stimulate competitive responses such that opportunities for NT development are lost.

To provide information about the current aviation focus, a strategic intent document has been developed and is publicly available: <http://www.tourismnt.com.au/en/strategies/aviation>. This document will be updated annually in consultation with the Board of Tourism NT.