

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**

**WRITTEN QUESTION**

Mr Westra van Holthe to Minister for Tourism.

**New7Wonders of Nature Campaign**

**In relation to Territory Governments involvement in the New7Wonders of Nature campaign and for the period from 1 July 2011 until present:**

**1. How much was spent on any program or activity associated with participation or support of the campaign;**

The Northern Territory Government did not make any financial contribution to the New7 Wonders of Nature campaign or conduct any campaign in partnership with New7 Wonders of Nature.

In the period under review Tourism NT continued its own promotion of Uluru (Ayers Rock) as a Northern Territory tourism destination via on-line and social media. It also conducted a promotion of Uluru in selected shopping centres in Sydney and Melbourne offering opportunity for potential tourists to be photographed against a backdrop of Uluru.

**2. What was the scope of activity undertaken for the campaign**

A Northern Territory Government media release dated 29 March 2011 advised that Uluru was a candidate in the final round of voting for the competition and encouraged support for the nomination of Uluru as one of the New7 Wonders of Nature.

**3. What organisations received financial contributions or in-kind support in association with the campaign.**

The Northern Territory Government has not made any financial contribution or provided in-kind support for the New7 Wonders of Nature campaign.