

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Finocchiaro to the Minister for Small Business, Minister for Jobs and Training, Minister for Corporate and Digital Development, Minister for Public Employment, Minister for Veterans Affairs, Minister for Recreational Fishing – for all agencies falling under the Ministers' portfolios.

AGENCY ADMINISTRATION

Notes:

The following questions can be answered from existing Agency data as at 31 March 2021. Please include a note if a response is affected by Machinery of Government changes following the General Election in August 2020.

You have previously referred questions requiring a Whole of Government response to the Minister responsible at a time that enables a response within the same timeframe as the remainder of the questions.

Further, you have previously inserted the question at the beginning of each answer.

My Office would be very grateful if these practices are continued.

STAFFING

1. (a) Please advise the number of staff employed in the following categories as at 31 March 2021:

Category	Total Full Time Equivalent
1. Ongoing Full Time	549.78
2. Ongoing Part Time	27.72
3. Fixed Term Full Time	121.20
4. Fixed Term Part Time	12.87
5. Casual Contract	4.76
6. Executive Contract	40.32
Total	756.65

- (b) Please provide, for each of the six categories above: the relevant position classifications and the number of staff employed against each classification.

Category	Classification	Total Full Time Equivalent
1. Ongoing Full Time	AO2	5.00
	AO3	19.70
	AO4	43.50

Category	Classification	Total Full Time Equivalent
	AO5	57.25
	AO6	106.05
	AO7	69.85
	P1	1.50
	P2	23.00
	P3	22.65
	PH2	1.00
	PH7	1.00
	SAO1	55.00
	SAO1X ¹	1.00
	SAO2	39.00
	SP1	24.38
	SP2	8.00
	T1	5.00
	T2	13.50
	T2R	1.00
	T3	21.40
	T4	20.00
	T5	8.00
	T6	3.00
Total		549.78

Category	Classification	Total Full Time Equivalent
2. Ongoing Part Time	AO1	0.77
	AO2	0.60
	AO3	2.58
	AO4	2.70
	AO5	0.80
	AO6	5.90
	AO7	1.54
	EO2	0.80
	P1	0.45
	P2	3.62
	P3	2.80
	SAO1	0.60
	SP2	0.93
	T1	0.39
	T3	1.47
	T4	0.60
	T5	0.27
	T6	0.90
Total		27.72

Category	Classification	Total Full Time Equivalent
3. Fixed Term Full Time	AO2	3.00
	AO3	6.00
	AO4	15.80

¹ SAO1X = are paid the same as an SAO1, however SAO1X have the ability to claim overtime.

Category	Classification	Total Full Time Equivalent
	AO5	8.00
	AO6	19.72
	AO7	11.98
	AQ4SA	1.00
	GRADT	1.00
	P1	8.00
	P2	7.50
	P3	2.00
	SAO1	6.00
	SAO2	2.00
	SP1	3.00
	SP2	2.00
	T1	1.00
	T2	12.20
	T2R	1.00
	T3	9.00
	T4	1.00
Total		121.20

Category	Classification	Total Full Time Equivalent
4. Casual Contract	SI ²	3.01
	T2	1.00
	T3	0.75
Total		4.76

Category	Classification	Total Full Time Equivalent
5. Executive Contract	EO1C	11.82
	EO2C	14.00
	EO3C	9.00
	EO4C	4.50
	EO6C	1.00
Total		40.32

2. Please advise the number of staff held against the following categories as at 31 March 2021.

Category	Number
Resigned	57
Made Redundant	0
Terminated	3
Unattached	19
Classified Redeployee	0
Supernumerary	109

² SI = On-Site Survey Interviewers.

3. **Please advise the number of staff who identify as Aboriginal and Torres Strait Islander as at 31 March 2021.**

A whole-of-government response to Question 3 will be provided by the Office of the Commissioner for Public Employment.

4. **(a) Please advise the number of Frontline staff as FTE as at 31 March 2021 and as a percentage of the Agency total employment.**

Although many of our roles interface directly with clients/public, we do not distinguish these roles as 'frontline service' delivery.

(b) Please advise how the Agency determines which staff fall under the category of Frontline.

Not Applicable.

5. **Please advise how many staff have been engaged through employment agency arrangements, for what purpose, for what duration and at what cost as at 31 March 2021. Please use the table format presented below for your response.**

Number Engaged	Purpose	Duration	Cost (\$)
Five	Stimulus temporary labor hire	1 July to 22 November 2020	90,109

6. **Please advise how many locums have been employed, for what purpose, for what duration and at what cost as at 31 March 2021. Please use the table format presented below for your response.**

Not Applicable.

7. **(a) How many positions were advertised during the period 1 July 2020 to 31 March 2021?**

113 positions were advertised during the period 1 July 2020 to 31 March 2021.

(b) Of the total number advertised above, how many positions had Special Measures applied?

110 positions were advertised with Special Measures applied.

(c) Please break down the levels of positions that had Special Measures applied.

Classification Level	Total Positions Advertised
Administrative Officer 3	4
Administrative Officer 4	6
Administrative Officer 5	7
Administrative Officer 6	16
Administrative Officer 7	16
Executive Contract Officer 1	3
Executive Contract Officer 2	3
Professional 1	3
Professional 2	6
Professional 2 / Professional 3	1
Professional 3	8
Senior Administrative Officer 1	10
Senior Administrative Officer 2	5
Senior Professional Officer 1	4
Senior Professional Officer 2	1
SI ³	1
Technical 1	1
Technical 2	6
Technical 2 – RDO ⁴	1
Technical 3	5
Technical 4	3
Total	110

OUTSOURCING

8. For the period 1 July 2020 to 31 March 2021, detail any decision(s) to outsource, contract out or privatise functions that have traditionally been carried out by the Agency.

Is consideration being given to outsource, contract-out or privatise in financial year 2021/22? If so, provide details.

For the period beginning 1 July 2020 and ending 31 March 2021, the following function has been outsourced:

- Temporary labour hire for the Economic Stimulus Programs - contracted to Red Appointments Pty Ltd at a total cost of \$90,109.

Outsourcing, contracting out or privatising functions that have traditionally been carried out by the Agency for 2021-22 are yet to be determined.

³ SI = On-Site Survey Interviewers

⁴ Technical 2 & Technical 2 – RDO = are the same in terms of payment; Technical 2 – RDO just work additional hours per week so accrue a Rostered Day Off.

LEGAL EXPENSES

9. What has been the expenditure on legal advice or related expenses for the period 1 July 2020 to 31 March 2021? Provide details on:
- The matter(s) (designate which ones are finalised and which ones are ongoing)
 - The amount paid by matter
 - The amount paid to each outside legal firm or barrister engaged

The Department of Industry, Tourism and Trade spent \$526,930 on external legal advice from 1 July 2020 to 31 March 2021 and the payments were made to the firms/ barristers below:

Legal Provider	Details	Amount (\$)	Status
Ashurst Australia	Legal advice related to the Uterne Solar Farm	10,765	Finalised
Chad Jacobi	Legal Services for a court case	59,449	Ongoing
	Legal advice for renewals and exemptions under the <i>Petroleum Act 1984</i>	3,260	Ongoing
	Legal advice for the <i>National Gas (Northern Territory) Act 2008</i> and Gas Law	2,145	Finalised
Karen Christopher	Legal advice on stimulus program terms and conditions and compliance/due diligence	42,625	Finalised
	Legal services regarding terms and conditions for the Innovation Challenges Program	10,920	Ongoing
Clayton Utz (Darwin)	Legal services to prepare deed to engage international representative to Indonesia	4,545	Finalised
Cozens Johansen Lawyers	Legal advice for intellectual property issues with Intyalheme Centre for Future Energy	3,782	Ongoing
	Legal services regarding the drafting of an intergovernmental agreement for the Australian Apprenticeship Support Network	3,091	Finalised
Dunstone	To provide legal representation for a court case	2,067	Finalised
Hutton McCarthy	Legal services for the Greyhound Investigation	71,900	Ongoing
	Legal services for a court case	31,875	Finalised
HWL Ebsworth Lawyers	Legal advice on a grant acquittal breach	5,040	Finalised
	Legal advice on General Data Protection Regulation (GDPR) application and compliance	6,000	Finalised
	Legal advice on Alice Springs Convention Centre close out	13,200	Ongoing
	Legal services for Business and Domain name and Trademark application and renewals	23,610	Ongoing
	Legal services for quarterly Trademark monitoring	13,182	Ongoing
	Legal services for reviews of Australian Tourism Data Warehouse (ATDW) licence and shareholders agreements	9,450	Finalised

Legal Provider	Details	Amount (\$)	Status
	Legal services for review of Holiday of Australia (HOA) Coop agreement	2,160	Finalised
	Legal services for review of Singapore Data Sharing agreement	3,960	Finalised
	Legal services for review of Talent Release form	779	Finalised
	Legal services for review of User Generated Content Terms	6,000	Finalised
	Legal services for a court case	5,160	Ongoing
	Legal services for review of Territory Voucher Program	8,075	Finalised
JKW Law Practice	Legal services for preparation of accommodation head lease agreements with third party leasee	6,235	Finalised
Jonathan Martyn Bortoli	Legal services for the drafting of paperwork in accordance with the Biosecurity <i>Livestock Act 2008</i>	1,250	Ongoing
	Legal advice for prosecutions against the <i>Animal Welfare Act 1999</i>	1,500	Ongoing
	Legal advice for prosecutions against the <i>Animal Welfare Act 1999</i>	6,250	Finalised
Mary Chalmers Barrister	Legal services to assist the Liquor Commission in determining the validity of objections to an application	12,500	Finalised
	Legal services for the variation to conditions of Barkly Region licenses	7,000	Finalised
Minter Ellison Lawyers	Legal services relating to the National Citrus Canker Program	10,395	Ongoing
Moda Law	Legal services to review Fisheries contract with Parks Australia	880	Finalised
Stephen Lloyd	Legal representation for a court case	51,590	Finalised
Tom Anderson	Legal advice relating to the rehabilitation of former Rum Jungle mine site	5,600	Finalised
Ward Keller Pty Ltd	Debt recovery fees	147	Ongoing
	Debt recovery fees	634	Finalised
Whygo Pty Ltd	Legal services for a court case	259	Ongoing
WJN Wells QC	Legal services for a court case	74,750	Ongoing
Office of Parliamentary Counsel	Instrument drafting services	4,900	Ongoing
Total		526,930	

PROCUREMENT / CONSULTANCIES

10. For the period 1 July 2020 to 31 March 2021, please detail expenditure on each report and consultancy (excluding annual reports) that have been obtained from outside the NTPS. For each report/consultancy detail:
- Purpose
 - Cost
 - Person or entity engaged
 - Whether the person or entity has their principal place of business in the Northern Territory or elsewhere (if elsewhere, please provide the address of the principal place of business of the person or entity)
 - Whether a report has been tabled in the Legislative Assembly as a result of the report or consultancy
 - Outcomes or key performance indicators for the report or consultancy
 - Whether tenders or expressions of interest were invited prior to work on the report or consultancy being undertaken

Expenditure on reports/consultancies (excluding annual reports) obtained outside the NTPS between 1 July 2020 to 31 March 2021 for the Department of Industry, Tourism and Trade consisted of:

(a) Purpose	(b) Cost (\$)	(c) Person/Entity engaged	(d) Principal place of business in the NT (Y/N)	(d) Principal place of business if not NT	(g) Tenders or expressions of interest were invited prior to work (Y/N)
Review of essential system services in regulated systems	18,895	Acil Allen Consulting Pty Ltd	N	VIC	Y
Independent monitor review - McArthur River Mine	301,403	Advisian Pty Ltd	N	QLD	Y
Develop a framework which will advance the on-going social and financial sustainability of Northern Territory Incorporated Associations	10,150	BDO Audit (NT)	Y	-	Y
Preparation of funding bid	825	Charles Darwin University	Y	-	No. Tier 1 Quote

(a) Purpose	(b) Cost (\$)	(c) Person/Entity engaged	(d) Principal place of business in the NT (Y/N)	(d) Principal place of business if not NT	(g) Tenders or expressions of interest were invited prior to work (Y/N)
Analysis regarding the economic contribution of international education and training to the Territory economy	10,000	Deloitte Access Economics Pty Ltd	N	VIC	No. Tier 1 Quote
Guidance for public sector staff in undertaking public sector innovation	20,805	Deloitte Consulting Pty Ltd	Y	-	Y
Development of a Procurement Confidence Survey - contract cancelled due to COVID-19	2,232	Deloitte Private	Y	-	Y
To conduct a Strategic Plan and Risk Assessment Review	27,115	Deloitte Private	Y	-	Y
Assisting with the Business Innovation Program leveraging the principles of the Doblin Innovation Model	3,682	Deloitte Private	Y	-	No. Tier 1 Quote
Develop three Destination Management Plans (DMP) for the Barkly Region, Lasseter Region and Alice Springs - MacDonnell Region of the Territory	6,350	Deloitte Private	Y	-	Y
Research delivered for establishing Angel investor networks in the Territory	5,796	Deloitte Private	Y	-	Y
Develop a methodology for calculating owner reimbursement costs for the National Citrus Canker Eradication Program	169,863	Deloitte Risk Advisory Pty Ltd	N	NSW	Y
Drafting of update to the <i>Petroleum Regulations 2020</i>	5,550	Richard Dennis	N	SA	Y
Development of a StudyNT global alumni relations strategy and implementation plan 2020-2025	5,000	Gretchen Dobson	N	NSW	No. Tier 1 Quote
Advise on geochemical matters to progress rehabilitation design for the former Rum Jungle Mine site	5,796	Dr Jones Environmental Excellence	N	QLD	Y

(a) Purpose	(b) Cost (\$)	(c) Person/Entity engaged	(d) Principal place of business in the NT (Y/N)	(d) Principal place of business if not NT	(g) Tenders or expressions of interest were invited prior to work (Y/N)
Jobs First Plan	2,280	Echo Whiskey	Y	-	No. Tier 1 Quote
Study Australia Onshore Sentiment Survey - Territory edit	250	Edified Pty Ltd	N	VIC	No. Tier 1 Quote
Indonesian VET Capability - delivery of content and provider workshop	8,000	Education Export Services	Y	-	No. Tier 1 Quote
Virtual VET Delegation - management and facilitation	12,000	Education Export Services	Y	-	No. Tier 1 Quote
Education Agent Training Course - platform maintenance including content update	8,660	Education Export Services	Y	-	No. Tier 1 Quote
Education Agent Training Course - promote course and manage agent engagement and seek feedback	7,000	Education Export Services	Y	-	No. Tier 1 Quote
To develop an initial directions paper on opportunities to grow the drones industry in the Territory	87,800	Ernst & Young	Y	-	Y
Study on electric highway linking the Territory's electricity systems	525,886	Ernst & Young	N	NSW	No Exemption
Development of a regional model	13,500	Hatch Solutions Pty Ltd	Y	-	No. Tier 1 Quote
Delivery of efficiency and functional audit for the National Citrus Canker Eradication Program	28,050	Hatch Solutions Pty Ltd	Y	-	Y
Development of a departmental organisational structure	13,500	Hatch Solutions Pty Ltd	Y	-	No. Tier 1 Quote
Development of a Strategic Risk Register	2,915	Hill Professional Services	Y	-	No. Tier 1 Quote
Strategic Planning 2021-2023	8,421	Hill Professional Services	Y	-	No. Tier 1 Quote
Rum Jungle geomorph and water quality	26,883	Hydrobiology Qld Pty Ltd	N	QLD	Y

(a) Purpose	(b) Cost (\$)	(c) Person/Entity engaged	(d) Principal place of business in the NT (Y/N)	(d) Principal place of business if not NT	(g) Tenders or expressions of interest were invited prior to work (Y/N)
Scoping study for the future development of the Battery Hill Mining Centre site located in Tennant Creek	101,235	Jacobs Group (Australia) Pty Ltd	Y	-	Y
Deliver a strategy that analyses the nature of the existing drive market and identifies gaps and opportunities for further drive tourism market development	100,427	KPMG Australia	Y	-	Y
Scoping study for a common user seafood processing facility in Darwin	87,119	KPMG Australia	Y	-	Y
Supply and Delivery of Job Evaluation System	2,220	Mercer Consulting (Australia) Pty Ltd	N	NSW	Y
Undertake an Impact Assessment Project on the Australian Government's Australian Standards for the Export of Livestock 3.0 (ASEL 3.0) introduced in 2020	31,800	Northern Territory Livestock Exporters Association	Y	-	Y
Review of essential system services in the Territory	15,213	PowerWater	Y	-	Y
Development of a detailed business case for Adelaide River Off-Stream Water Storage (AROWS)	368,437	Price Waterhouse Coopers	Y	-	Y
Risk management services	40,511	SJ Kelk & Associates	Y	-	Y
Facilitation of a workshop to review the Marine Ranger Program	13,006	Savvy Community Development Consultants	Y	-	No. Tier 1 Quote
Review of mine safety regulatory activities in the Territory	8,699	Simon Luigi John Ridge	N	WA	Y
	2,107,274				

11. Please advise the number of contracts awarded to business entities with a principal place of business in the NT and outside the NT for the period 1 July 2020 to 31 March 2021 as follows:

Business entities awarded Territory Government contracts are classified as Territory Enterprises or non-Territory Enterprises within the Territory Government's procurement framework instead of being classified based on principal place of the business.

The number of contracts awarded to Territory Enterprises or non-Territory Enterprises for the period 1 July 2020 to 31 March 2021 is as follows:

Number of Territory Enterprises	Number of non-Territory Enterprises
19	21

12. For each of the contracts awarded to business entities with a principal place of business outside the Northern Territory, please advise the selection criteria on the applicable contract or tender.

Contract	Business Entity	Location	Selection Criteria
Renewal of EventsAIR Software Subscription for a period of 12 months	Centium Software Pty Ltd	Eight Mile Plains, QLD	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Darwin - Provision of Maintenance Service of Laboratory Equipment at Berrimah Veterinary Laboratory for a period of 12 months	A.E. Atherton & Sons Proprietary Limited	Alphington, VIC	Price, local content, past performance, and scope specific
APOLLO Essentials and ER Mapper Software and Maintenance for a period of 12 months	Hexagon Geospatial	Melbourne, VIC	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption.

Contract	Business Entity	Location	Selection Criteria
Darwin - Supply and Delivery of a high-throughput automated magnetic-particle purification instrument for the extraction of RNA/DNA in a 96 well format	Thermo Fisher Scientific Australia Pty Ltd	Scoresby, VIC	Price, local content, past performance, and scope specific. Market research found only one instrument was identified that would meet the requirements and on local companies were identified
Darwin - Provision of 2021 AMIE Trade Show	Talk2 Media & Events Pty Ltd	Melbourne, VIC	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Supply of Kingdom Suite License Renewal for a period of 24 months	IHS Global Pte Ltd	Asia Square Tower 1, Singapore	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Darwin - Provision of Ultrafine Fraction Laboratory Soil Testing Project	Labwest Hair Tissue Analysis	Malaga, WA	Not Applicable – This is an Australia-wide project managed by CSIRO. Under the agreement with CSIRO, agency is required to use the same laboratory for this project
Darwin - Provision of Unicard IdentityONE Subscription and Servicing for a period of 36 months	Unicard Systems Pty. Limited	St Leonards, NSW	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Darwin - Supply and Delivery of a Microtome for Berrimah Veterinary Laboratory - Histology Laboratory	Leica Microsystems Pty Ltd	Macquarie Park, NSW	Price, past performance, timeliness, and scope specific. Market research found no local companies were identified
Subscription to the CAB Abstracts Citation Database for period of 12 months	Wolters Kluwer Australia Pty Limited	Sydney, NSW	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Darwin - Supply and Delivery of Plate Based Real-time PCR Instrument	Thermo Fisher Scientific Australia Pty Ltd	Scoresby, VIC	Price, local content, past performance, and scope specific

Contract	Business Entity	Location	Selection Criteria
High Voltage Direct Current Transmission System Study	Port Jackson Partners Limited	Sydney, NSW	Not Applicable - Procurement covered by section 5 of <i>Procurement Act 1995</i> exemption
Provision of Adobe Analytics, Audience Manager and Adobe Target for a period of 12 months	Adobe Systems Pty Ltd	Sydney, NSW	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Provision of Tourism and Transport Forum Membership for a period of 12 months	TTF Australia - Tourism and Transport Forum	Sydney, NSW	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Delivery of Northern Australian Biosecurity Surveillance Network Masterclass 2021 for Veterinarians	The Trustee For The Wolus Family Trust	Melbourne, VIC	Price, local content, innovation, past performance, capacity, timeliness, and scope specific. No Territory Enterprise which supply this service was identified
Floor space for an expo	Amda Foundation Limited	Geelong, VIC	Not Applicable - Procurement Rule 6.3.4 Public procurement exemption
Darwin - Supply and Delivery of OI Instruments FS3700 Automated Chemistry Analyser	Walker Scientific Pty Ltd	Joondalup, WA	Price, local content, past performance, capacity, timeliness, and scope specific
Provision of Tourism Marketing Representation Services in the United Kingdom and Germany for a period of 24 months	Emotive Travel Marketing Ltd	Kent, UK	Past performance, whole of life, local development, innovation, and supply specific
Panel Contract for the Provision of Scanning and Digitisation of Hardcopy Seismic Sections, and Well Logs and for Data Transcription From Legacy Media for a period of 12 months	The Data Image Group Pty Ltd; Murarrie Qld Geocom Services Australia Pty Ltd; Duncraig WA KDM Spectrumdata Pty Ltd; Mount Hawthorn WA	WA	Past performance, whole of life, local development, and capacity

Contract	Business Entity	Location	Selection Criteria
Darwin - Provision of Scientific Research on Tropical Oyster Reproductive Conditioning	James Cook University	Cairns, QLD	Past performance, whole-of-life, local development, timeliness, and capacity
Provision and Maintenance of Lookatme Digital Asset Management System for a period of 12 months	Media Equation Pty Ltd	Docklands, VIC	Whole-of-life, local development, capacity, innovation, and supply specific

13. For Tier 3, Tier 4 and Tier 5 procurement activities, how many public tenders were advertised during the period 1 July 2020 to 31 March 2021?

For Tier 3, Tier 4 and Tier 5 procurement activities, eight (8) public tenders were advertised during the period 1 July 2020 to 31 March 2021.

14. For Tier 3, Tier 4 and Tier 5 procurement activities, how many contracts or tenders were awarded without undertaking a public tender process during the period 1 July 2020 to 31 March 2021?

For Tier 3, Tier 4 and Tier 5 procurement activities, five (5) contracts or tenders were awarded without undertaking a public tender process during the period 1 July 2020 to 31 March 2021.

15. For each instance identified in the question above, where a public quotation process was not undertaken, including for those with a Certificate of Exemption:
- What is the description of the goods and services contracted?
 - What is the value of the goods and services contracted?
 - What was the reason for not using the public tender process or for requiring a Certificate of Exemption?
 - Who recommended the course of action in c) above?
 - Who approved the course of action in c) above?

(a) Description of Goods and Services Contracted	(b) Contract Value	(c) Reason for not using the public tender process or requiring a Certificate of Exemption	(d) Who recommended the course of action in (c)	(e) Who approved the course of action in (c)
Provision and Maintenance of Lookatme Digital Asset Management System for a period of 12 months	\$42,977*	Additional deliveries of the goods or services by the original supplier or authorised representative of goods or services that were not included in the initial procurement activity, where a change of suppliers can't be made and would cause significant inconvenience	Not Applicable	Executive General Manager Marketing, Tourism
Provision of Coordination and Logistical Support for the NT Training Awards for a period of 12 months	\$62,667*	Limited suppliers due to technical requirements	Not Applicable	General Manager, Business and Workforce
Provision of Conservation and Land Management Training, Facilities, Accommodation and Meals for a period of 12 months	\$326,275	Limited suppliers due to technical requirements	Not Applicable	Executive Director Mines
Darwin - Provision of Scientific Research on Tropical Oyster Reproductive Conditioning	\$25,527*	Limited suppliers due to technical requirements	Not Applicable	Director, Fisheries and Aquaculture
High Voltage Direct Current Transmission System Study	\$1,325,425	Services of specialist advice within short timeframes	Not Applicable	Former Minister for Business and Innovation

*Procurements used processes of a higher tier (i.e., Tier 3).

FOCUS GROUPS / POLLING / SURVEYS

For the period 1 July 2020 to 31 March 2021:

16. Please detail expenditure on opinion polls and focus groups, including costs and entities that conducted the work.
17. Detail all surveys undertaken in relation to the focus groups and opinion polls above, including their, form, the cost and what inducements were provided to incentivize participation.
18. Please provide copies of each survey and the results of each survey.

Total expenditure on research, surveys and polling was \$360,959 from 1 July 2020 to 31 March 2021.

Title	Provider	Spend	Form	Incentive
Survey Monkey subscription	Survey Monkey	\$1656 Annual Subscription All Included in Annual Subscription	Online survey and feedback collection	No Incentive
Online services – business focus group	Internal	\$0	Face-to-face focus group session	No Incentive
NT Business Survey – covid-19 (8 October 2020)	NT Business engagement. Data and research	\$0	Online survey to local businesses	No incentive
NT Business Survey – COVID-19 (5 March 2021)	NT Business engagement. Data and research	\$0	Online survey to local businesses	No incentive
October Business Month	EventsAIR	\$0	Online Survey	\$150 Top End Tourism Voucher
NT Training Awards – Ambassadors Weekend	Survey Monkey (AA&P)	\$0	Online Survey	No incentive
NT Training Awards – Judges Survey	Survey Monkey (AA&P)	\$0	Online Survey	No incentive
NT Training Awards – Gala Dinner	Survey Monkey (AA&P)	\$0	Online Survey	No incentive
Barkly Futures Forum	Survey Monkey	\$0	Online Survey	No incentive
Study Northern Territory Education	Survey Monkey	\$0	Online Survey	No incentive

Title	Provider	Spend	Form	Incentive
Agent Training Course Survey				
Plant Biosecurity: European honey bee (Updated)	Survey Monkey	\$0	Online Survey	No incentive
Emergency response support register	Survey Monkey	\$0	Online Survey	No incentive
DITT functional structure: staff feedback	Survey Monkey	\$0	Online Survey	No incentive
Market Tracking Survey	Instinct and Reason	\$148,000	<p>A monthly online survey through a market research panel (Dynata) n=1000 of Australian residents</p> <p>An online deep dive survey of non-considerers (respondents not considering the NT as a holiday destination) n=3000, also using Dynata</p>	Small incentives offered for panel participants, in a form of reward points per person per survey towards a gift card. Unable to disclose.
Quarterly Industry sentiment Poll	Strategic Research - Survey Monkey Tourism NT	\$828 Annual Subscription	Online survey of tourism businesses. Conducted September quarter 2020 and December quarter 2020	No incentive
US/UK/ Germany consumer research	Hall and Partners	\$116,050	<p>Quantitative: Online survey of youth travellers; Luxury travellers and other Australian considerers. N = 600 for each market. 20 minute survey</p> <p>Qualitative: Concept testing included 10 minute survey. Evaluation of 6 concept</p>	Incentive provided through Panel incentives, unable to disclose.

Title	Provider	Spend	Form	Incentive
			experience offerings UK n = 320; USA n = 320 and Germany n= 315. All considering travelling to Australia in next 4 years	
The Stakeholder Satisfaction Survey	KANTAR (Colmar Burnton)	\$24,389	Online Survey; Telephone survey and Focus Groups. Online survey and Telephone took 16to 20 min on average. With n=303. Focus group of 8 in-depth interviews with 1 hour each was also conducted	\$500 prize draw to boost response. This approach was successful in achieving the strongest response to the survey over five waves since 2012. In-depth interviews – \$100 voucher per participants provided as reimbursement.
Tourism Research Australia	Austrade SLA contribution	\$173,245	IVS/NVS survey	Nil
Round 2 Voucher Research	McGregor Tan	\$6000	Round 2 voucher research - Aviation	Nil

Answer to Question 18

NT Business Survey – COVID-19

Have Your Say Northern Territory

Survey COVID-19 Impacts

About your business

Which industry sector does your business belong to?

(Choose any one option)

- Accommodation and food services
- Administrative and support services
- Agriculture, forestry and fisheries
- Arts and recreation services
- Construction
- Education and training
- Electricity, gas, water and waste services
- Financial and insurance services
- Health care and social assistance
- Information media and telecommunications
- Manufacturing
- Mining
- Other services
- Professional, scientific and technical services
- Public administration and safety
- Rental, hiring and real estate services
- Retail trade
- Transport, postal and warehousing
- Tourism
- Wholesale trade
- Other (please specify)

Where is your business based?

(Choose any one option)

- Darwin
- Palmerston
- Litchfield
- Coomalie
- East Arnhem
- Katherine
- West or Vic Daly
- Barkly
- Roper Gulf
- Alice Springs
- Central Australia (outside Alice Springs)
- Nhulunbuy
- Tennant Creek

How many people are currently employed by the business?

NT Business Survey – COVID-19

Have Your Say Northern Territory

(Choose any one option)

- None
- 1-4
- 5-9
- 10-19
- 20-199
- 200+

How has your business been affected by COVID-19?

The following questions relate to your business' experiences from when the COVID-19 pandemic began until now.

To what extent has COVID-19 impacted your business?

(Choose any one option)

- Very negative
- Slightly negative
- No impact
- Slightly positive
- Very positive

How has your workforce changed compared to the same time last year?

(Choose any one option)

- Employing more people
- No change in staff
- Employing fewer people

How does your business turnover compare to the same time last year?

(Choose any one option)

- Down more than 30%
- Down more than 15%
- Down less than 15%
- About the same
- Up less than 15%
- Up more than 15%
- Up more than 30%

How have you changed the way you do business in response to COVID-19? (you may select multiple options)

(Choose all that apply)

- No change
- Changed hours of operations
- Increased online presence
- Expanded goods or services provided
- New service delivery approaches (e.g. home delivery)
-

NT Business Survey – COVID-19

Have Your Say Northern Territory

- Flexible work arrangements (i.e. working remotely)
- Decreased goods or services provided
- Adapted business model
- Other (please specify)

What investment in equipment, building and infrastructure has your business made this year?

(Choose any one option)

- Less than planned
- About the same as planned
- More than planned
- None planned

To what extent did Government support or programs influence your spending on physical infrastructure?

(Choose any one option)

- Not at all
- Slightly
- Moderate influence
- Strong influence
- Very strong influence. Would not have undertaken without Government support

How has your business been affected by COVID-19?

To what extent have the following been challenging to your business in responding to COVID-19?

Questions	Much more of a challenge than usual	More of a challenge than usual	Some as usual	Less of a challenge than usual	Much less of a challenge than usual
A. Sales (demand)					
B. Managing cash flow					
C. Cost of goods and services used by the business (i.e. inputs/materials)					
D. Overhead costs					
E. Staying informed					
F. Keeping staff					
G. Attracting staff					
H. Keeping customers safe					
I. Keeping staff safe and healthy					

What support has your business accessed and how helpful was it?

Questions	Very helpful	Helpful	Did not access	Not helpful	Very unhelpful
A. Information and updates about COVID-19					

NT Business Survey – COVID-19

Have Your Say Northern Territory

B. JobKeeper (Australian Government)					
C. Small Business Survival Fund (\$50 million)					
D. Business Hardship Register (concessions for payroll tax, rates, utilities, rents)					
E. Business Rebound and Adaptation Program (\$20 million)					
F. Business Improvement Grant (\$20 million)					
G. myDarwin or equivalent program					
H. Territory Tourism vouchers (\$15.2 million)					
I. Home Improvement Scheme (\$100 million)					
J. Immediate Works Grant (\$15 million)					
K. Immediate Tourism Resilience Grant (\$2 million)					
L. Business Growth Program					
M. Territory Jobs Hub					
N. Arts, Creative and Screen Industry Sector COVID Support Program (\$2 million)					
O. Sport and Active Recreation Response and Resilience Program (\$1.3 million)					
P. Credit deferrals (non-government, i.e. banks, suppliers, etc.)					
Q. Free Upskill or Reskill Short Courses					
R. KPMG Business Resilience					
S. Deloitte Trade Export or Innovation Program					
T. PWC Indigenous Consulting Business Resilience					
U. EY Business Online Health Check Tool					
V. Business Enterprise Centre (BEC) Business Resilience program					
W. Rental assistance (non-government)					

Please identify what support has been most helpful to your business and a brief description of why. If questions 10 or 11 did not list an option you would like to rate, please provide details below.

What does your business's future look like?

What do you see as the greatest challenge/s to your business over the next 3-6 months? (you may select multiple options)

NT Business Survey – COVID-19

Have Your Say Northern Territory

(Choose all that apply)

- Sales (demand)
- Managing cash flow
- Cost of goods and services used by the business
- Overhead costs
- Staying informed
- Keeping or attracting staff
- COVID safety measures
- Getting supplies (supply chain)
- Other (please specify)

In the next twelve months, does your business expect a change in:

Questions	Increase	Decrease	No change
Profitability			
Staffing levels			
Capital investment			
Sales			
Prices - Sales prices (your prices)			
Prices - Input prices (your supplier's prices)			

What do you see as the greatest challenge/s to your business over the next 12-18 months? (you may select multiple options)

(Choose all that apply)

- Sales (demand)
- Managing cash flow
- Cost of goods and services used by the business
- Overhead costs
- Staying informed
- Keeping or attracting staff
- COVID safety measures
- Getting supplies (supply chain)

If there is an outbreak of COVID-19 in the Territory, how prepared is your business to respond?

(Choose any one option)

- Well prepared
- Somewhat prepared
- Somewhat unprepared
- Not prepared at all
- Don't know

In the next 12 months, do you intend to undertake spending on equipment, building or infrastructure as part of your business adapting to COVID?

(Choose any one option)

- No
- Yes – minor spending
- Yes – moderate alterations
- Yes – major alterations
- Don't know

What does your business's future look like?

In the next 12 months, to what extent would you find the following support helpful to your business?

Questions	Very helpful	Helpful	Not helpful	Very unhelpful	Don't know

NT Business Survey – COVID-19

Have Your Say Northern Territory

A. Information and updates about COVID-19					
B. Financial planning assistance					
C. General business advice or planning support					
D. Improving online presence (website) or building e Commerce capability					
E. Assistance to improve business systems					
F. Training for staff					
G. Programs to get more people through the door					
H. Help to access new markets					
I. Support to rebuild supply chains					
J. Diversifying business activities					
K. Supporting business resilience					

Would you like to be contacted by a small business champion? If yes, please provide email address below.

NT Business Survey – COVID-19 - 2021

Have Your Say Northern Territory

Survey COVID-19 Impacts - 2021

About your business

Which industry sector does your business belong to?

(Choose any one option) (Required)

- Agriculture, forestry and fisheries
- Mining
- Manufacturing
- Wholesale trade
- Electricity, gas, water and waste services
- Retail trade
- Transport, postal and warehousing
- Construction
- Rental, hiring and real estate services
- Information media and telecommunications
- Professional, scientific and technical services
- Public administration and safety
- Financial and insurance services
- Accommodation and food services
- Health care and social assistance
- Other services
- Administrative and support services
- Arts and recreation services
- Other (please specify)

Where is your business based?

(Choose any one option) (Required)

- Darwin
- Palmerston
- Litchfield
- Coomalie
- East Arnhem (including Nhulunbuy)
- Katherine
- West or Vic Daly
- Roper Gulf
- Alice Springs
- Central Australia (outside Alice Springs)
- Barkly (including Tennant Creek)

How many people are currently employed by the business?

(Choose any one option) (Required)

- None (including sole trader with no staff)
- 1-4
- 5-20

NT Business Survey – COVID-19 - 2021

Have Your Say Northern Territory

...

- 20+
- Other (please specify)

How has your business been affected by COVID-19 and how have you responded?

The following questions relate to your business' experiences from when the COVID-19 pandemic began until now.

To what extent has COVID-19 impacted your business?

(Choose any one option) (Required)

- Very negative
- Slightly negative
- No impact
- Slightly positive
- Very positive
- Other (please specify)

How has your workforce changed compared to the same time last year?

(Choose any one option) (Required)

- Employing more people
- No change in staff
- Employing fewer people

How does your business turnover compare to the same time last year?

(Choose any one option) (Required)

- Down more than 30%
- Down between 15-30%
- Down less than 15%
- About the same
- Up less than 15%
- Up between 15-30%
- Up more than 30%

How have you changed the way you do business in response to COVID-19?

(Choose all that apply) (Required)

- No change
- Changed hours of operations
- Increased online presence
- Expanded goods or services
- Flexible work arrangements (ie. working remotely)
- New service delivery approaches (eg. Home delivery)
- Decreased goods or services provided
- Adapted business model
- Other (please specify)

NT Business Survey – COVID-19 - 2021

Have Your Say Northern Territory

What investment in equipment, building and infrastructure has your business made this year?

(Choose any one option) (Required)

- less
 same
 more
 None planned

To what extent have the following been challenging to your business in responding to COVID-19?

(Required)

Questions	Much less of a challenge than usual	Less of a challenge than usual	Same as usual	More of a challenge than usual	Much more of a challenge than usual
Sales (demand)					
Managing cash flow					
Cost of goods and services used by the business					
Overhead costs					
Staying informed					
Keeping staff					
Attracting staff					
Keeping customers safe					
Keeping staff safe and healthy					

Government support programs

What support has your business accessed and how helpful was it?

Questions	Very unhelpful	Not helpful	Did not access	Very helpful	Helpful
Information and updates about COVID-19					
JobKeeper (Australian Government)					
Small Business Survival Fund (\$50 million)					
Business Hardship Register (concessions for payroll tax, rates, utilities, rents)					
Business Rebound and Adaptation Program (\$20 million)					
Business Improvement Grant (\$20 million)					
myDarwin or equivalent program					
Territory Tourism Vouchers (\$15.2 million)					
Home Improvement Scheme (\$100 million)					
Immediate Works Grant (\$15 million)					
Immediate Tourism Resilience Grant (\$2 million)					
Business Growth Program					

NT Business Survey – COVID-19 - 2021

Have Your Say Northern Territory

Territory Jobs Hub					
Arts, Creative and Screen Industry Sector COVID Support Program (\$2 million)					
Sport and Active Recreation Response and Resilience Program (\$1.3 million)					
Credit deferrals (non-government, ie. banks, suppliers etc.)					
Free Upskill or Reskill Short Courses					
KPMG Business Resilience					
Deloitte Trade Export or Innovation Program					
PWC Indigenous Consulting Business Resilience					
EY Business Online Health Check Tool					
Business Enterprise Centre (BEC) Business Resilience program					
Rental assistance (non-government)					

To what extent did Government support or programs meet your business needs in responding to the impacts of COVID-19?

(Required)

Questions	Very helpful	Helpful	No effect	Not helpful	Very unhelpful
Supporting sales					
Managing cash flow					
Reducing business costs					
Supporting investment					
Attracting or keeping staff					
Adapting business model					
Maintaining operations					

If you answered *Very Unhelpful* or *Unhelpful* to the previous question, please provide detail as to why

Please identify what support has been most helpful to your business :

(Choose all that apply) (Required)

- Supporting sales
- Managing cashflow
- Reducing business costs
- Supporting investment
- Attracting or keeping staff
- Adapting business model
- Maintaining operations

Please provide a brief description of why the support in Question 13 has been helpful to your business :

NT Business Survey – COVID-19 - 2021

Have Your Say Northern Territory

What does the future look like for your business?

What do you see as the greatest challenges to your business in the next 12 months?

(Choose all that apply) (Required)

- Sales (Demand)
- Getting Supplies (Supply chain)
- Keeping or attracting staff
- Managing cashflow
- COVID Safety Measures
- Staying informed
- Overhead costs
- Costs of goods and services used by the business
- Other (please specify)

In the next twelve months, does your business expect a change in:

(Required)

Questions	Decrease	No change	Increase
Profitability			
Staffing levels			
Investment			
Sales			
Prices			
Supplier prices			







To what extent would you find the following support helpful to your business?

(Required)

Questions	Very helpful	Helpful	Not helpful	Very unhelpful	Don't know
Financial planning assistance					
General business advice or planning support					
Training for staff					
Help to access new markets					
Information and updates about COVID-19					
Improving online presence (website) or building e-commerce capability					
Assistance to improve business systems					
Programs to get more people through the door					
Support to rebuild supply chains					
Diversifying business activities					
Supporting business resilience					

OBM 2020 Post Event Survey

Type of question	
Checkbox valid response with 'other option'	Participant can select multiple options and provide additional options if they click 'other'
Dropdown box with valid responses	Participant can only select one option from the drop down box
Text Multi Line	Participant can provide feedback in a large text box
Drop down box yes/no	Participant can select yes or no from the drop down box
Radio buttons rating 1 – 5	Participant can select one number on a scale of 1 – 5 (1 being extremely disappointed, 5 being exceeded expectations)

 Registered but not attending Checkbox Valid Response With 'Other' Option (I could not find the venue, I did not get a reminder, I forgot, Something at work came up, Something personal came up)
 Region Dropdown Box With Valid Responses Specified (Alice Springs, Darwin, Katherine, Nhulunbuy, Tennant Creek)
 Booking Portal Dropdown Box With Valid Responses Specified (I found it easy, It was a bit tricky, It was very difficult)
 Booking Portal - device Dropdown Box With Valid Responses Specified (Computer/Laptop, Phone, Tablet)
 Booking portal - feedback Text Multi Line
 Page Break Button Label: Next page (1/3)

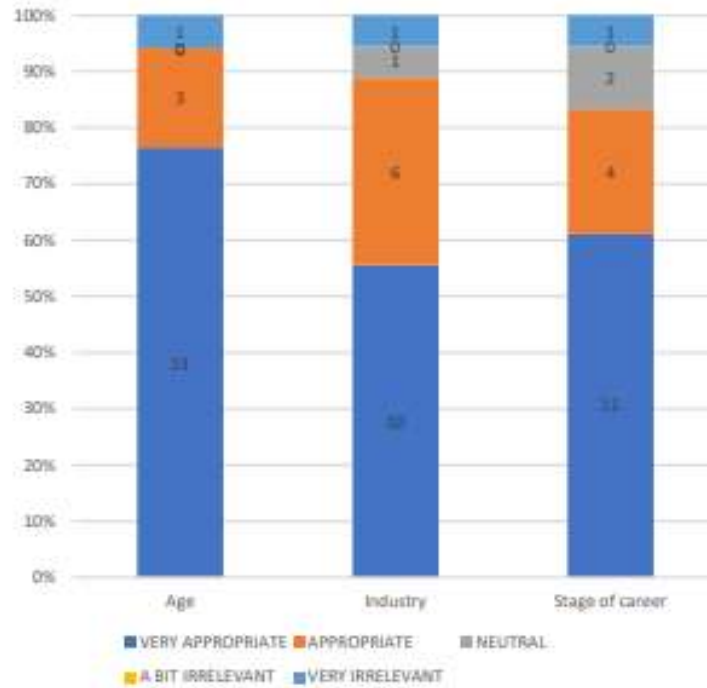
- Event Format** Radio Buttons Rating 1-5
- Event Format - further feedback** Text Multi Line
- Event Time** Checkbox Valid Response With 'Other' Option (Between 7-9am, Between 9am-5.30pm, Between 12-2pm, Between 5-7pm)
- Event Venue** Dropdown Box Yes/No
- Event Venues - further feedback** Text Multi Line
- Event Content** Radio Buttons Rating 1-5
- Event Content - further feedback** Text Multi Line
- Event Presenters** Radio Buttons Rating 1-5
- Event Presenters - further feedback** Text Multi Line
- Favourite Presenter** Text Multi Line
- What would you like to see in next years program?** Checkbox Valid Response With 'Other' Option (Alternative venues, Events that are informative and entertaining, Interactive workshops, Interstate speakers, Less events, Local speakers, More events)
- **Page Break** Button Label: Next page (2/3)
- Making attendance easier** Checkbox Valid Response With 'Other' Option (More booking options, not just online, More online content (webinars, podcasts, live streaming), More suitable location/venues (please elaborate below), More suitable time of year (please el
- Expo - did you attend** Radio Buttons Yes/No
- Expo - generate leads** Radio Buttons Yes/No
- Expo - in 2021** Radio Buttons Yes/No
- Expo** Text Multi Line
- Did OBM help you...** Checkbox Valid Response With 'Other' Option (Change the direction of your career, Clarify what your business/career might look like in five years, Connect with like-minded business people, Learn skills that will help advance your business/caree
- Further comments/additional feedback** Text Multi Line
- Would you recommend OBM to a friend?** Radio Buttons Yes/No
- Contact again in 3 Month** Radio Buttons Yes/No

2020 NT Training Awards – Ambassador Weekend Evaluation

Survey Results

Q1. Overall, did you find the learning content of the weekend appropriate to your age, industry, stage of career?

The majority of the respondents have indicated that they felt the content is **appropriate**.



	VERY APPROPRIATE	APPROPRIATE	NEUTRAL	A BIT IRRELEVANT	VERY IRRELEVANT	TOTAL RESPONSES	WEIGHTED AVERAGE
Age	76.47%	17.65%	0.00%	0.00%	5.88%	17	1.41
Industry	55.56%	33.33%	9.56%	0.00%	5.56%	18	1.67
Stage of career	61.11%	22.22%	11.11%	0.00%	5.56%	18	1.67

Q2. What was the most enjoyable part of the weekend? (eg, networking, meeting new people, learning new skills etc)

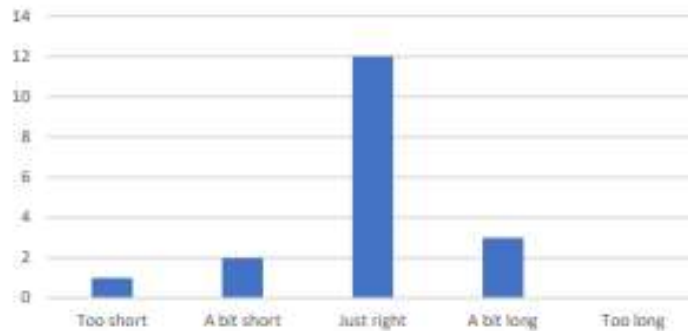
Meeting new people, guest speakers, learning new skills

Q3. What skills did you learn on the weekend that you will be able to apply in the future, both personally and professionally? (please list 3)

Confidence, communication skills, public speaking and networking

Q4. How would you rate the length of the weekend (please tick one)

66% (12 out of 18) respondents indicated the length of the weekend was just right.



ANSWER CHOICES	RESPONSES
Too short	5.56% 1
A bit short	11.11% 2
Just right	66.67% 12
A bit long	16.67% 3
Too long	0.00% 0

Total Respondents: 18

Q5. By the end of the weekend, did you feel prepared for your final judging interview?



ANSWER CHOICES	RESPONSES
Yes	94.44% 17
No	0.00% 0
If no, what further preparation would have helped?	11.11% 2
Total Respondents: 18	

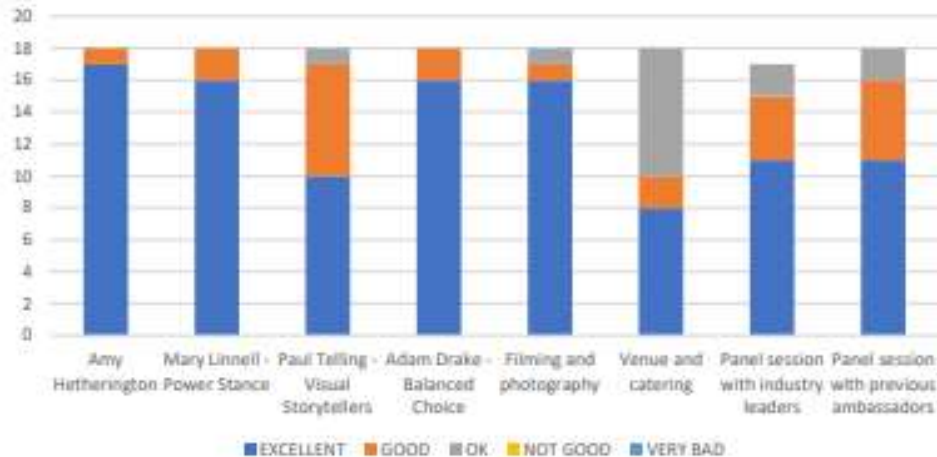
Q6. Has your understanding of the Training Awards process deepened? Do you have a better understanding of the next stages going forward?

100% of the respondents have said YES, their understanding of the Training Awards process have deepened & they now have a a better understanding of the next stages going forward.

Q7. Has the weekend helped you feel more confident to talk about yourself and the Awards as an ambassador for the NT?

100% of the respondents have said YES, they feel more confident to talk about themselves and the awards as an ambassador for the NT after the weekend.

Q8. On a scale of 1 to 5, with 1 being excellent and 5 being needs improvement, please rate the following aspects of the 2020 Ambassador weekend.



	EXCELLENT	GOOD	OK	NOT GOOD	VERY BAD	TOTAL	WEIGHTED AVERAGE
Amy Hetherington	94.44% 17	5.56% 1	0.00% 0	0.00% 0	0.00% 0	18	1.06
Mary Linnell - Power Stance	88.89% 16	11.11% 2	0.00% 0	0.00% 0	0.00% 0	18	1.11
Paul Telling - Visual Storytellers	55.56% 10	38.89% 7	5.56% 1	0.00% 0	0.00% 0	18	1.5
	88.89%	11.11%	0.00%	0.00%	0.00%		

Adam Drake - Balanced Choice	16	2	0	0	0	18	1.11
Filming and photography	88.89%	5.56%	5.56%	0.00%	0.00%	18	1.17
Venue and catering	44.44%	11.11%	44.44%	0.00%	0.00%	18	2
Panel session with industry leaders	64.71%	23.53%	11.76%	0.00%	0.00%	17	1.47
Panel session with previous ambassadors	61.11%	27.78%	11.11%	0.00%	0.00%	18	1.5

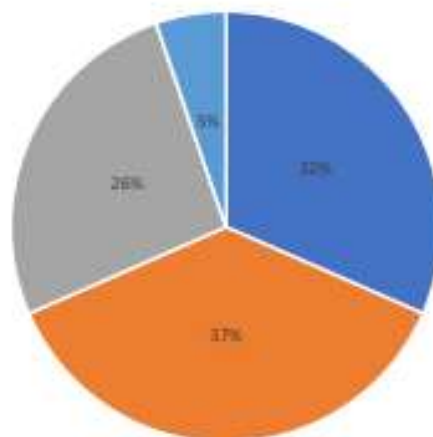
Q9. What topics do you think would be useful to be included in future programmes?

Many are happy with the weekend overall. However, suggestions include:

- How to transition between jobs and industries & how to get promoted
- Leadership skills
- Creativity workshop
- More emphasis on public speaking
- More Aboriginal/indigenous judging and guest speakers
- Future skills – i.e. digital world including how to create LinkedIn profile, do a camera interview, etc

Q10. How easy was it for you to get time off to attend this weekend (personal and work commitments) with 1 being easy/no problems and 5 being very difficult.

Majority of the respondents did not have too much difficulty or found it very easy to attend the weekend.



ANSWER CHOICES	RESPONSES	
1 - Very easy	33.33%	6
2 - Somewhat easy	38.89%	7
3 - Ok	27.78%	5
4- Not too bad	0.00%	0
5 - Difficult	5.56%	1
Total Respondents: 18		

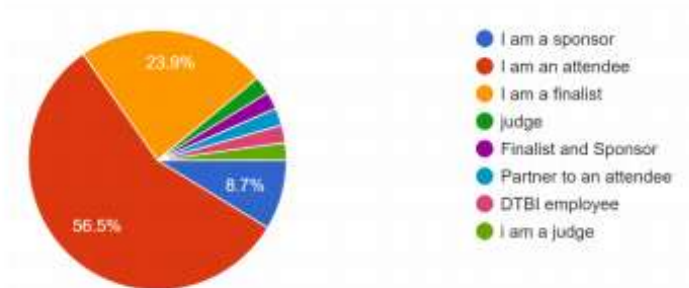
- 1 - Very easy
- 2 - Somewhat easy
- 3 - Ok
- 4 - Not too bad
- 5 - Difficult

2020 NT Training Awards – Gala Dinner

Survey Results

Please select from the below which one applies to you?

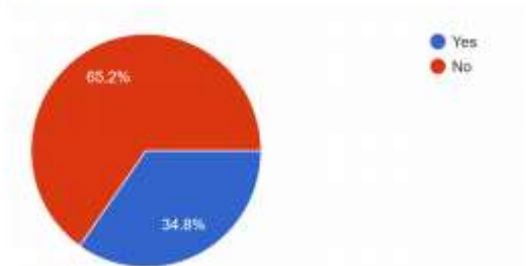
46 responses



The majority of the survey responses came from attendees, followed by finalists and then sponsors.

Was this your first year attending the NT Training Awards Gala Dinner?

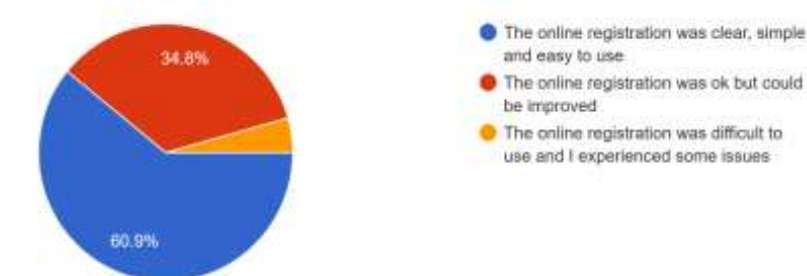
46 responses



The majority of the survey responses (65.2%) came from repeat attendees.

How was your experience purchasing tickets online?

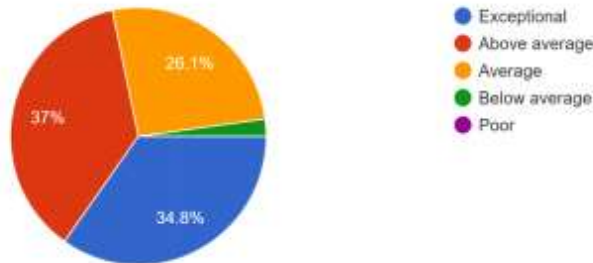
46 responses



Explanations and suggestions on how to improve the negative rating in this is highlighted in the last question of the survey.

What overall rating would you give the event?

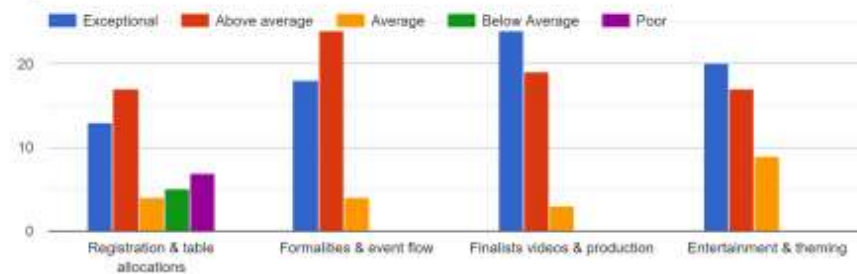
46 responses



71.8% of responses indicated a positive rating, 26.1% indicated a neutral rating.

How well was the event organised?

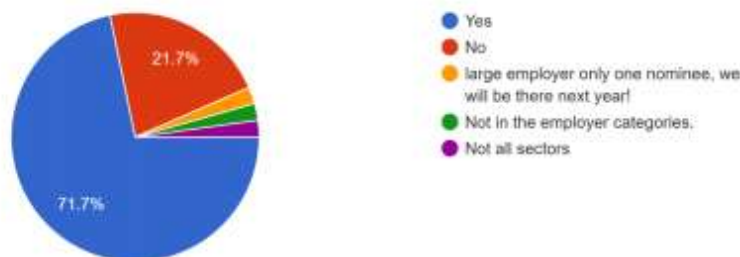
46 responses



Responses received are mostly positive across all subjects with some average ratings in all and some negative ratings in the registration & table allocations. The problems in this are also highlighted in the last question of the survey.

Do you think the awards and finalists represented the VET sector accurately?

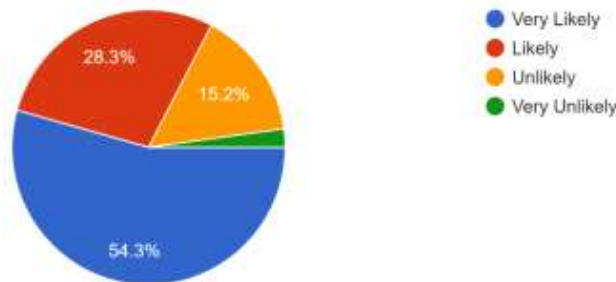
46 responses



The majority of responses received was a yes with a couple of responses highlighting the employer categories needs to be worked on.

How likely is it that you would recommend the event to a friend or colleague?

46 responses



82.6% of the 46 responses received said they would likely recommend the event to a friend or colleague and 17.4% said it would be unlikely.

If you have any suggestions for the 2021 NT Training Awards please let us know.

26 responses

The majority of the negative feedback was about the seating arrangement, booking for the seats and food & beverage staff, coordination and options. One suggested changing the dress code to smart business instead of formal. The positive feedback include compliments to the music, emcee's support for nervous public speakers, roaming mic.

- Get a better event coordinator and have a bar to buy your own drinks.
- Ability to book tables as a general entry could be a little smother
- Should let the runner up have a speak too
- Good format. Great MC. Loved the roaming mic idea.
- Suggest a more relevant Darwin dress style ,like 'Smart Business' not Formal, to uncomfortable
- It was so predictable who would win! The event felt rigged to indigenous, disability and Karen sheldon 😊
- I think it would have been good to hear what each finalist specialized in so their name and companies were featured more. Their achievements could have been highlighted more. Sitting in a room chatting didn't show their true profession only what they thought about the future, which made them look uncomfortable.
- While the event itself is great and its all about the individuals which is inspiring I believe the the employer categories are a joke. Same winners every year. some are global companies competing against actual Territory owned companies.
- My feedback is purely because for 2 years in a row our table allocation has been mucked up and we ended up not sitting together as an organisation. We purchased 28 tickets as we had two finalists this year, Our RTO and trainer of the year. So us all sitting together was a priority for us. Our trainer of the year had 2 friends that booked tickets and they were apart of the table that was no where near everyone else. When they called to make sure they were sitting at the same table . Also we had 2 staff members that could not drink wine or beer due to allergies. They were happy to purchase spirits at their own cost. But this year

that was not even an option for the guests. The online registration process for booking large numbers of guests was difficult. In the end Caitlyn booked these for me. She was extremely helpful. However some where there is a breakdown of how tables are allocated when there are larger numbers of group bookings

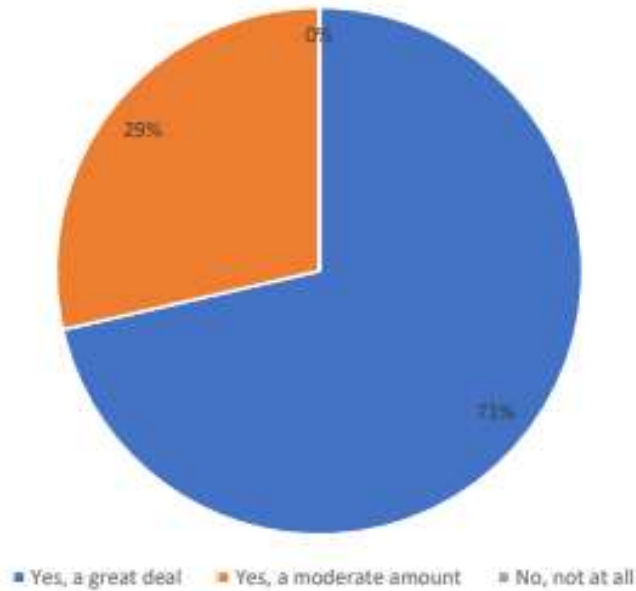
- The website ticket purchasing and table allocation functions wasn't able to work with combinations of 'types' tickets, for example judges tickets, discounted tickets, regular priced tickets. This made organizing two tables with various ticket 'types' rather difficult to do independently. Caitlin Temple at the NTG was an excellent contact and was very helpful in ensuring the varying ticket types were appropriately allocated.
- Groups that book together, need to be seated together. Table service for drinks and clearing meals away was quite slow and staff were not always able to answer questions on what the food and drink was
- Needed more staff for drinks. It took about 20 mins before our table had beer
- Allow it easier for group bookings and the ability to book tables outright
- I noticed that a lot of people left immediately at the end and not many stayed for the band. I am not sure how you engage people to stay for that. Perhaps having a music intermission half way, the music was excellent.
- Table allocation was terrible- our organisation's tables were separated when we were assured we would be seated beside. Food and beverage coordination, information and service on the evening was far below standard. One gluten free attendee had her meal taken away from her half through eating it because they thought they had given her the wrong meal- completely unacceptable. We also did not receive any drinks service for the first 45 mins after we were seated.
- Just to include organisations the same as individual finalist are treated.
- MC - less clapping from the audience - entirely overdone. But a lovely sparkly girl. Excellent job in supporting nervous public speakers delivering their speeches Opening entertainment didn't happen as per program, to my knowledge. F&B staff were difficult to get the attention of.
- Get the tables right. We were seated at a table number that didn't exist.
- Just to include the organisational finalists in the same way as individual finalist
- There needs to be a wider variety of beverages available to accommodate those that cannot or do not drink Beer and Wine.
- If the group is booked together they need to be together as this has happened 2 years in a row & we had alerted the organiser to this problem & it still was stuffed up. Need to have drink options for all.

Summary: Most of the negative feedback was about the seating arrangement, booking for the seats and food & beverage staff, coordination and options. One suggested changing the dress code to smart business instead of formal. The positive feedback include compliments to the music, emcee's support for nervous public speakers, roaming mic.

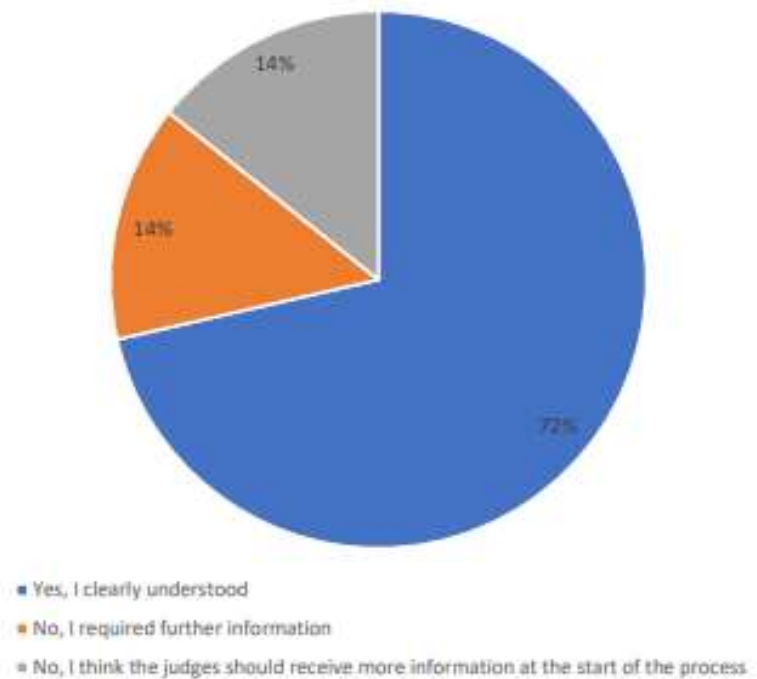
2020 NT Training Awards- Judges Survey

Survey Results

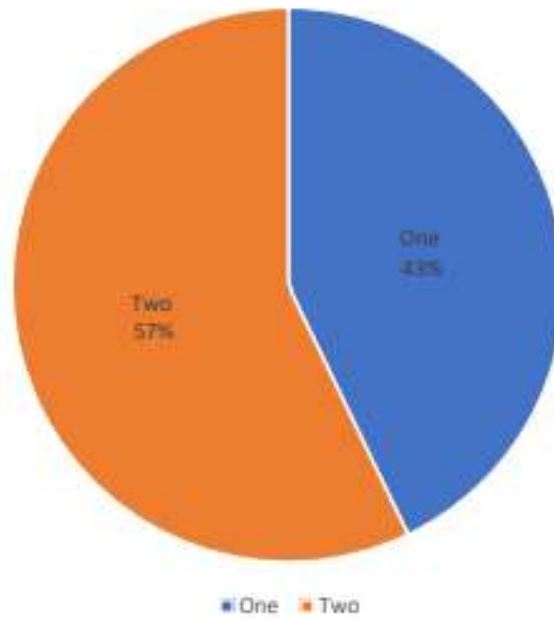
Q2. Did you find that the Judging Coordinator kept you informed throughout the judging process?



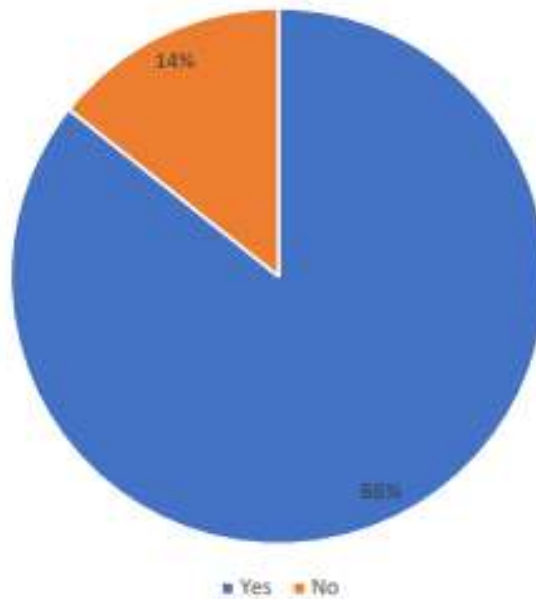
Q3. Did you clearly understand what was expected of you as a judge?



Q4. Did you judge one or two categories?

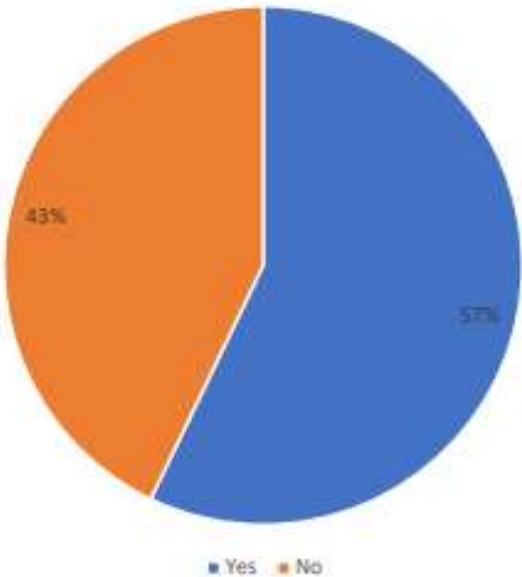


Q5. Did you find the Shortlisting meetings effective? That is, the process was easy to follow and you were provided with enough information and time to form a decision?

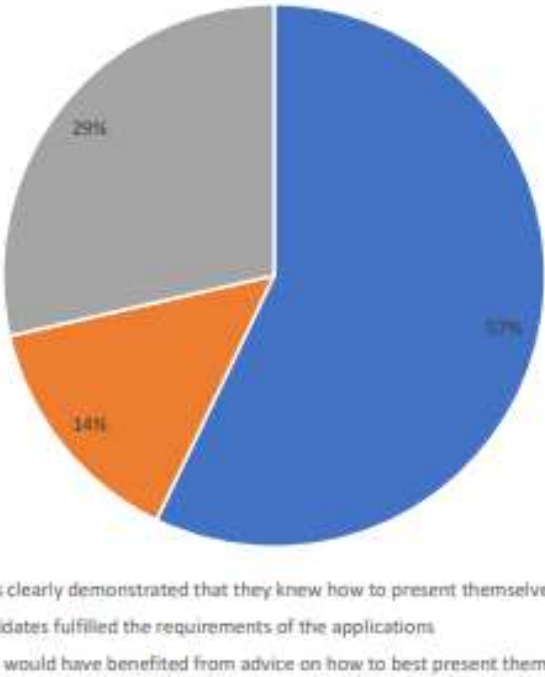


1 person said 'no' because they were ill and couldn't attend. Therefore they were not able to say whether it is or isn't effective.

Q6. Did you find the finalists' interviews effective? That is, the process was easy to follow and you were provided with enough information and time to form a decision?

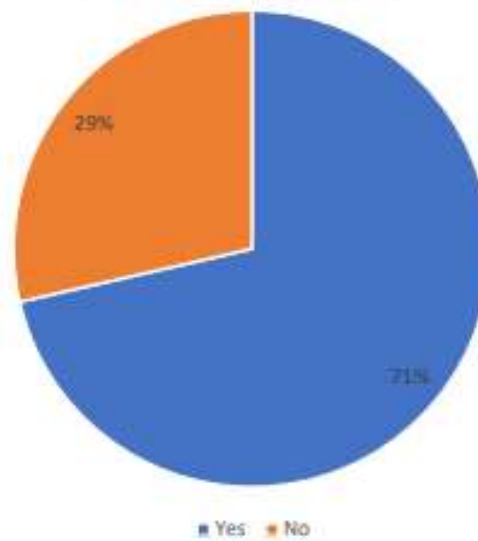


Q7. How would you rate the overall quality of the nominations?



Q8. Would you be interested in judging the NT Training Awards in 2021?
100% Of the 2020 judges said they would be interested in judging the 2021 NT Training Awards.

Q9. If yes, would you be happy to judge more than one category?



Q10. Please provide any additional comments regarding the judging process:

- Reaching a decision was difficult
 - o More information about the ambassadors' weekend & opportunities to be involved with that
 - o Better framework/guide on selecting winner for a more consistent outcome.
- Pass feedback to VET co-ordinators/employers that have told young people they are "not smart enough" to complete a Cert III, etc.
- Candidates weren't prepared to do their 3-minute speech
- More communication to candidates on what it means to be the VET Ambassador for the NT on a national level.

Barkly Futures Forum



Department of
INDUSTRY, TOURISM
AND TRADE

Copy of Barkly Futures Forum

Ⓞ PAGE TITLE

The Barkly Futures Forum was developed to provide businesses with an opportunity to explore five key growth sectors within the Barkly region - agribusiness, creative arts, social services, tourism, and the energy, mining and resources sector. The event was also to provide emerging, small and medium businesses with a platform to speak directly to business leaders, government representatives and other experts, about game-changing economic activity in the region and how they can prepare in order to take advantage of these opportunities.

This survey is seeking your feedback as a participant of the Barkly Futures Forum on; what you took away from the forum, and if the forum were to be repeated, what your business would like to see included. This will ensure that Barkly voices are heard in the development of future forums in the region.

1. What were your top three takeaways from the Forum? 0

2. If the Forum were to be run again, what would you like to see included? 0

3. Did you make any networking connections at the Forum? If so, how many? 0

4. Were there any barriers to you attending the event? If so, what were they? 0

5. If you would like to participate in the next Barkly Futures Forum as a speaker or on the working group, please provide your business name and contact details below so that the forum team may contact you. 0

Study Northern Territory Education Agent Training Course Survey



Department of
INDUSTRY, TOURISM
AND TRADE


Study Northern Territory Education Agent Training Course Survey

⊕ PAGE TITLE

The Department of Industry, Tourism and Trade is seeking feedback on the Study Northern Territory Education Agent Training Course, developed to provide education agents with relevant and up-to-date information about Australia's Northern Territory.

The data collected through the survey will be used to guide and improve the training course. Thank you in advance for your feedback.

By completing this anonymous survey you acknowledge that personal data may be collected and stored by SurveyMonkey Inc (and others) on services outside Australia and will not be in the control of the Department of Industry, Tourism and Trade. The information will be subject to SurveyMonkey's privacy policies.

1. How did you hear about the Study Northern Territory Education Agent Training Course? (multiple answers are ok).  0

- Direct email
- ICEF Virtual ANZA 2020
- StudyNT webinar
- StudyNT eNewsletter
- SYMPLED2020
- Word of mouth
- Other (please specify)

Study Northern Territory Education Agent Training Course Survey



Department of
INDUSTRY, TOURISM
AND TRADE

Study Northern Territory Education Agent Training Course Survey

🔒 PAGE TITLE

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1. How did you hear about the Study Northern Territory Education Agent Training Course? (multiple answers are ok) 0

- Direct email
- ICEF Virtual ANZA 2020
- StudyNT webinar
- StudyNT eNewsletter
- SYMPLED2020
- Word of mouth
- Other (please specify)

QMP 013

2979 – MTS Domestic Tracking Survey
Online version
Year 8
Wave 3 – September 2020

Ads in	Ads out	Ads remaining
"Ad1_Always_On_Facebook" "Ad2_Good_For_Drives" "Ad3_Parrtjima_Banner" "Ad4_Elevator_TVC"		

Introduction

Thank you for agreeing to participate in this online survey.

It should only take around 8 minutes to complete.

All instinct and reason's research is conducted under the Market and Social Research Privacy Principles, which ensures confidentiality of your information. The results will be aggregated; your individual information will not be able to be identified.

When you are completing the survey, please ensure that you read all instructions carefully for each question before selecting your answer.

At the end of the survey, please ensure that you click 'submit' to ensure your responses are collected. If you have any questions or comments regarding this survey, please email survey@instinctandreason.com

Please click 'Next' to start the survey.

QMP 013

Section A – Screening questions

[ASK ALL]

A1. Please enter your age in years...
 years

IF AGE 17 OR BELOW, END SURVEY

PROGRAMMER NOTE: CODE RESPONSE INTO THE FOLLOWING AGE GROUPS

Under 18 years	TERMINATE
18-24	CHECK QUOTAS
25-29	
30-34	
35-39	CHECK QUOTAS
40-44	
45-49	
50-54	
55-59	CHECK QUOTAS
60-64	
65-69	
70-84	
Prefer not to say	DO NOT TERMINATE

[ASK ALL]

A2. Are you:

DO NOT ROTATE	S/R
Male	<input type="radio"/> 1
Female	<input type="radio"/> 2

[ASK ALL]

A3. Have you travelled interstate for **at least two nights or more** in the last two years for a holiday (not visiting friends or relatives as the main reason)?

DO NOT ROTATE	S/R	
Yes	<input type="radio"/> 1	
No	<input type="radio"/> 2	TERMINATE
Don't know / unsure	<input type="radio"/> 3	TERMINATE

QMP 013

[ASK ALL]

A4. In which state do you live?

DO NOT ROTATE	S/R	
NSW	O ₁	
Victoria	O ₂	
Queensland	O ₃	
South Australia	O ₄	
Tasmania	O ₅	
Western Australia	O ₆	
ACT	O ₇	
Northern Territory	O ₈	TERMINATE
NZ (North island)	O ₁₀	TERMINATE
NZ (South island)	O ₁₁	TERMINATE
Outside Australia and New Zealand	O ₉	TERMINATE

[ASK ALL]

B1. Which of these destinations would you consider visiting **anytime in the future** for a holiday of two nights or more (not visiting friends or relatives as the main reason)?
Please tick all that apply

ROTATE CODES 1-9	M/R	
New South Wales	<input type="checkbox"/> ₁	
Victoria	<input type="checkbox"/> ₂	
Queensland	<input type="checkbox"/> ₃	
South Australia	<input type="checkbox"/> ₄	
Western Australia	<input type="checkbox"/> ₅	
Tasmania	<input type="checkbox"/> ₆	
Northern Territory	<input type="checkbox"/> ₇	
Australian Capital Territory	<input type="checkbox"/> ₈	
Short distance International holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> ₉	
None	O ₉₉	

QMP 013

Section B – Marketing opportunity model

For this next part, we'd like to ask you a few more questions about where you would consider travelling on a domestic holiday...

[ASK ALL, ONLY SHOW CODES SELECTED IN B1]

B2. Which of the following destinations would you consider visiting for a holiday of two nights or more in **the next year** (not visiting friends or relatives)?

[ONLY SHOW CODES SELECTED IN B2, IF NONE IN B2 SKIP TO A5.1]

B4. Which of the following destinations would you consider visiting for a holiday of two nights or more in the **next three months** (not visiting friends or relatives)?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B3. For the destinations you are considering visiting in the next year, which have you actively **sought information about**?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B5. Which of the following destinations have you **booked** some or all components of a holiday you intend to take in the next year (not visiting friends or relatives)?

	B2.	B4.	B3.	B5.
ROTATE CODES 1-9	M/R	M/R	M/R	M/R
New South Wales	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Victoria	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Queensland	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
South Australia	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Western Australia	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Tasmania	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
Northern Territory	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
Australian Capital Territory	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈
Short distance International holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉
None	<input type="checkbox"/> ₀₀	<input type="checkbox"/> ₀₀	<input type="checkbox"/> ₀₀ <small>[Haven't sought information yet – Not DK/Can't remember]</small>	<input type="checkbox"/> ₀₀ <small>[Did/Have not booked – Not DK/Can't remember]</small>

QMP 013

Section A2 – Previous domestic holidays

We'd now like to ask you about any recent domestic holidays you may have had...

[ASK ALL]

A5.1. Which of these destinations have you visited during **June '20, July '20 or August '20** for two nights or more for a holiday (not visiting friends or relatives as the main reason)? Please tick all that apply

[ONLY SHOW DESTINATIONS INDICATED IN A5.1, IF NONE SELECTED IN A5.1 AUTOCODE NONE TO A5.2]

A5.2. Which was the destination for your most recent holiday in the months of during **June '20, July '20 or August '20** (not visiting friends or relatives as the main reason)? If you went to more than one destination on the same holiday, please refer to the destination where you spent the majority of your time

ROTATE CODES IN BLOCKS AS COLOUR CODED	A5.1.	A5.2.
	M/R	S/R
Sydney/Wollongong/Newcastle	<input type="checkbox"/>	<input type="checkbox"/>
New South Wales regional areas	<input type="checkbox"/>	<input type="checkbox"/>
Melbourne	<input type="checkbox"/>	<input type="checkbox"/>
Victorian regional areas	<input type="checkbox"/>	<input type="checkbox"/>
SE Queensland - Brisbane/Gold Coast/Sunshine coast	<input type="checkbox"/>	<input type="checkbox"/>
Far North Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Central/northern Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Outback Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Adelaide	<input type="checkbox"/>	<input type="checkbox"/>
Other South Australia	<input type="checkbox"/>	<input type="checkbox"/>
Perth	<input type="checkbox"/>	<input type="checkbox"/>
Other Western Australia	<input type="checkbox"/>	<input type="checkbox"/>
Hobart	<input type="checkbox"/>	<input type="checkbox"/>
Rest of Tasmania	<input type="checkbox"/>	<input type="checkbox"/>
Northern Territory	<input type="checkbox"/>	<input type="checkbox"/>
Australian Capital Territory	<input type="checkbox"/>	<input type="checkbox"/>
Short distance international holiday (less than four hours flying time like Fiji and Bali or New Zealand)	<input type="checkbox"/>	<input type="checkbox"/>
Medium distance international holiday (four to eight hours flying time like Singapore, Thailand, Japan)	<input type="checkbox"/>	<input type="checkbox"/>
Long distance international holiday (more than eight hours flying time like Europe)	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	

QMP 013

Section C – Historical planning & booking

[ASK IF CODES 1 TO 18 IN QAS.2]

C7. Thinking about your last holiday, what inspired/motivated you to choose [INSERT CODE FROM A5.2] for this holiday? *Please tick all that apply*

ROTATE CODES 1 TO 20	M/R
Internet sites	<input type="checkbox"/> ₁
Social networking sites	<input type="checkbox"/> ₂
Word of mouth	<input type="checkbox"/> ₃
Recommendation from family and friends	<input type="checkbox"/> ₄
Information from travel agents/tour operators	<input type="checkbox"/> ₅
Travel documentaries /travel programs	<input type="checkbox"/> ₆
Been there before	<input type="checkbox"/> ₇
Haven't been before/ always wanted to go	<input type="checkbox"/> ₈
Special/ cheap offer	<input type="checkbox"/> ₉
Trip Advisor	<input type="checkbox"/> ₁₀
Wanted to see more of Australia	<input type="checkbox"/> ₁₁
Wanted to see the real Australia	<input type="checkbox"/> ₁₂
Advertising materials (online, bill board, TV etc.)	<input type="checkbox"/> ₁₃
Cheap airline ticket	<input type="checkbox"/> ₁₄
Good package deal	<input type="checkbox"/> ₁₅
Travel magazines/blogs	<input type="checkbox"/> ₁₆
To attend an Event – organised sporting events	<input type="checkbox"/> ₁₇
To attend an Event – personal events (wedding, funeral)	<input type="checkbox"/> ₁₈
To attend an Event – festivals, fairs or cultural events	<input type="checkbox"/> ₁₉
Other [Please specify]	<input type="checkbox"/> ₀₇
Don't know/can't remember	<input type="radio"/> ₀₈

[ASK IF CODES 1 TO 18 IN QAS.2]

C3. On this last holiday of 2 nights or more in [INSERT CODE FROM A5.2], which one of the following best describes who you travelled with? *Please tick all that apply*

DON'T ROTATE CODES	S/R
By myself	<input type="checkbox"/> ₁
Adult couple	<input type="checkbox"/> ₂
Family group	<input type="checkbox"/> ₃
Friends &/or relatives	<input type="checkbox"/> ₄
Business associates	<input type="checkbox"/> ₅
Other [Please specify]	<input type="checkbox"/> ₆
Don't know/can't remember	<input type="checkbox"/> ₇

QMP 013

[ASK NT VISITORS, CODE 15 QA5.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO D1]

A5.1b Can you confirm which of these areas you visited on your recent Northern Territory holiday? Please tick all that apply

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> 1
Kakadu	<input type="checkbox"/> 2
Arnhem Land	<input type="checkbox"/> 3
Katherine	<input type="checkbox"/> 4
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> 5
Alice Springs	<input type="checkbox"/> 6
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> 7
Don't know/ not sure	<input type="radio"/> 00

[ASK NT VISITORS, CODE 15 QA5.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C8. Did you encounter any issues in regards to your last Northern Territory holiday? Please choose one only

DO NOT ROTATE	S/R	
Yes	<input type="radio"/> 1	GO TO C9
No	<input type="radio"/> 2	GO TO D3

[ASK IF CODE 1 IN QCB; OTHERS GO TO QD3]

C9. Please describe the issue or issues you encountered...
Please type in your response in the box below.

[ASK NT VISITORS, CODE 15 QA5.1, I.E. NT VISITOR THIS WAVE]

D3. Just to confirm, how many days did your Northern Territory holiday last in total?

RECORD LENGTH IN DAYS

QMP 013

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C12. How likely are you to return to the Northern Territory for a holiday in the next two years? Please choose one only

DO NOT ROTATE	S/R
Extremely likely 10	<input type="radio"/> 10
9	<input type="radio"/> 9
8	<input type="radio"/> 8
7	<input type="radio"/> 7
6	<input type="radio"/> 6
5	<input type="radio"/> 5
4	<input type="radio"/> 4
3	<input type="radio"/> 3
2	<input type="radio"/> 2
1	<input type="radio"/> 1
Not at all likely 0	<input type="radio"/> 0

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C14. How likely are you to recommend the Northern Territory as a place to holiday? Please choose one only

DO NOT ROTATE	S/R
Extremely likely 10	<input type="radio"/> 10
9	<input type="radio"/> 9
8	<input type="radio"/> 8
7	<input type="radio"/> 7
6	<input type="radio"/> 6
5	<input type="radio"/> 5
4	<input type="radio"/> 4
3	<input type="radio"/> 3
2	<input type="radio"/> 2
1	<input type="radio"/> 1
Not at all likely 0	<input type="radio"/> 0

C14i Using the box below, can you explain why you are rated your likelihood to recommend a Northern Territory holiday [INSERT RESPONSE FROM A7i] out of 10?
Please type in your response in the box below

QMP 013

Section D – Holiday preferences

[ASK ALL]

D1. Now, which of the following would you consider to be your favourite types of holiday?
Please tick all that apply

	D11.
ROTATE CODES 1-21	M/R
Beach holiday	<input type="checkbox"/> 1
City Break	<input type="checkbox"/> 2
Cruise	<input type="checkbox"/> 3
Sightseeing	<input type="checkbox"/> 4
Gourmet food and wine tasting	<input type="checkbox"/> 5
Party/ celebration trips	<input type="checkbox"/> 6
Romantic getaways	<input type="checkbox"/> 7
Attending events [such as sports or festivals]	<input type="checkbox"/> 8
Camping/ motor home	<input type="checkbox"/> 9
Self-drive	<input type="checkbox"/> 10
Activity based holiday (e.g. scuba diving, skiing, rock climbing, trekking)	<input type="checkbox"/> 11
Theme parks/ fun parks	<input type="checkbox"/> 12
Pampering/ spa	<input type="checkbox"/> 13
Wildlife	<input type="checkbox"/> 14
Shopping	<input type="checkbox"/> 15
Exploring local indigenous culture/ sites/ history	<input type="checkbox"/> 16
Exploring national parks	<input type="checkbox"/> 17
Visiting (or returning to) familiar places	<input type="checkbox"/> 18
Visiting places I've never been before	<input type="checkbox"/> 19
Travelling with my family	<input type="checkbox"/> 20
Other [Please specify]	<input type="checkbox"/> 21
Don't know/ can't remember	<input type="radio"/> 28

QMP 013

For the next couple of questions, we would like you to imagine that the next holiday you were going to take was to be to the Northern Territory.

[ASK ALL]

D2. If you were going to visit the Northern Territory for your next domestic holiday, how long a trip would you take? *Please enter the length in days*
 days

[ASK ALL]

B6. And if you were going to visit the Northern Territory for a holiday of two nights or more (not visiting friends or relatives), which destinations would you most likely visit? *Please tick all that apply*

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> ₁
Kakadu	<input type="checkbox"/> ₂
Arnhem Land	<input type="checkbox"/> ₃
Katherine	<input type="checkbox"/> ₄
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> ₅
Alice Springs	<input type="checkbox"/> ₆
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> ₇
Don't know/ not sure	<input type="radio"/> ₀₀

[ASK ALL]

B6b. If you were to visit [*PIPE IN SINGLE AREA FROM B6, ROTATING SO ALL ARE COVERED], what do you expect you would be able to do there? (Please include activities you can do for free and activities you would pay for)? *Please type in your response in the box below.*

QMP 013

Section F – Campaign metrics

[ASK ALL]

F1. Have you recently read, seen or heard anything about holidays in the Northern Territory in the last three months? *Please choose one only*

DO NOT ROTATE	S/R	
Yes	O ₁	GO TO F2.3
No	O ₂	GO TO F2.2
Don't know / unsure	O ₃	GO TO F2.2

[ASK CODE 1 IN F1; OTHERS GO TO F2.2]

F2.3 Where have you recently read, seen or heard anything for a holiday for the Northern Territory in the last three months?

ROTATE CODES 1 TO 16	M/R
Holiday blogs	<input type="checkbox"/> ₁
Word of mouth	<input type="checkbox"/> ₂
Recommendation from family and friends	<input type="checkbox"/> ₃
TV advertising for a destination	<input type="checkbox"/> ₄
Newspaper advertising for a destination	<input type="checkbox"/> ₅
Newspaper articles featuring a travel destination	<input type="checkbox"/> ₆
Radio advertising for a destination	<input type="checkbox"/> ₇
Billboard advertising a destination	<input type="checkbox"/> ₈
Travel magazines	<input type="checkbox"/> ₉
Information from travel agents/tour operators	<input type="checkbox"/> ₁₀
Travel documentaries /travel programs	<input type="checkbox"/> ₁₁
Promotional email alerts	<input type="checkbox"/> ₁₂
Online advertising –includes internet sites/social networking sites	<input type="checkbox"/> ₁₃
Outdoor (trains, buses/ and bus stops etc)	<input type="checkbox"/> ₁₄
northernterritory.com	<input type="checkbox"/> ₁₅
Other (Please specify)	<input type="checkbox"/> ₁₆
Don't know/can't remember	<input type="checkbox"/> ₁₇

QMP 013

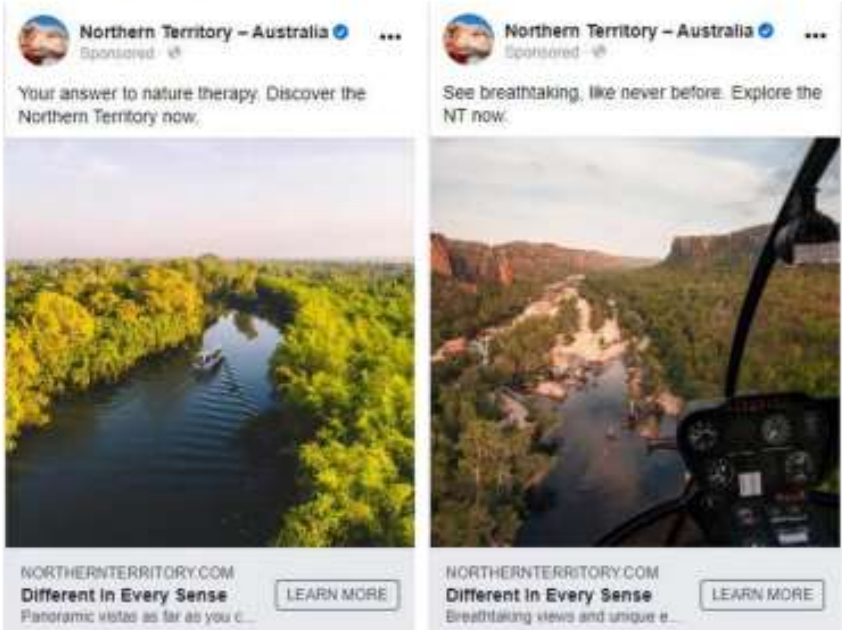
[ASK CODE 1 IN F1; OTHERS GO TO F2.2]

F2.4 What have you recently read, seen or heard about holidays in the Northern Territory in the last three months? Please type your answer in the box below. If you have not heard anything, please type 'nothing' in this question

[ASK ALL]

F2.2 Have you recently read, seen or heard the following communications about holidays in the Northern Territory? Please choose all you have seen

SHOW ALL ADS ON SINGLE PAGE SCROLLING DOWN

		Yes	No
Ad1	<p>ROTATE "Ad1_Always_On_Facebook"</p>  <p>(CLICK ON IMAGE TO ENLARGE)</p>	1	2
Ad2	<p>ROTATE</p>	1	2

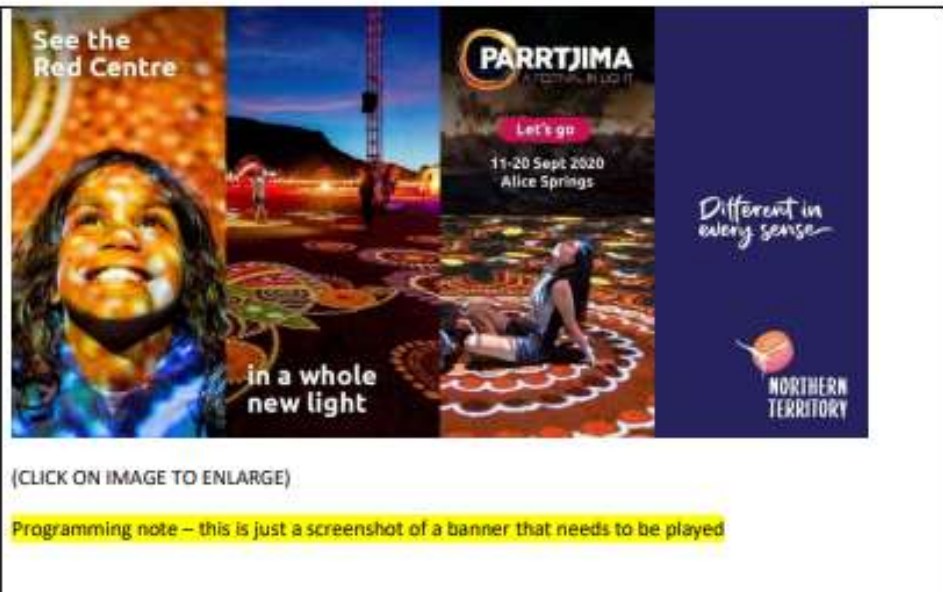

QMP 013

"Ad2_ Good_For_Drives"



(CLICK ON IMAGE TO ENLARGE)

Ad 3	"Ad3_ Parrtjima_Banner"	1	2
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	 <p>(CLICK ON IMAGE TO ENLARGE)</p> <p>Programming note – this is just a screenshot of a banner that needs to be played</p>	
<p>Ad 4</p>	<p>"Ad4_Elevator_TVC"</p>  <p>(CLICK ON VIDEO TO WATCH)</p>	

QMP 013

	Programming note – this is just a screenshot of the video that needs to be played		
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[ASK F6, F4 AND F7 SHOWING ONE AD RANDOMLY SELECTED FROM F2.2. THE SAME RANDOMLY SELECTED AD IS TO BE SHOWN AT EACH QUESTION]

- F6. We are now going to look at one of the four ads we've shown in a little more detail. It doesn't matter whether or not you've seen it before. So...

What would you say is the key message this communication was trying to tell you about the Northern Territory? Please type in your response in the box below.

- F4. Which of the following statements best describes the response you had to this communication in terms of considering the Northern Territory as a holiday destination? Please choose one circle only (CLICK TO ENLARGE/PLAY)

	[DO NOT ROTATE]	S/R
Makes me want to book an NT holiday	<input type="radio"/>	O ₁
Makes me seriously consider visiting the NT for a holiday	<input type="radio"/>	O ₂
Increases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₃
It has no effect on me either way	<input type="radio"/>	O ₄
Decreases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₅
I won't visit the NT as a result of this communication	<input type="radio"/>	O ₆
		Not sure
		O ₉₉

- F7. How much do you agree or disagree that this communication...?

[ROTATE CODES]		Strongly disagree					Strongly agree					Not sure	
1	Told me something new about the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
2	Piques my interest in the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
3	Portrays a holiday relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
4	Provides enough information to be confident booking a holiday to the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
5	Makes me want to go to the NT now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
6	Portrays a value for money holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
7	Is confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
8	Is something I am getting tired of seeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
9	Stands out compared to other holiday advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉
10	Is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	O ₉₉

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Section G – Brand Values

[ASK ALL]

G1. How strongly do you agree *The Northern Territory is a place* ... (please choose one only on each row)

[ROTATE CODES 1 – 7]		Strongly disagree					Strongly agree					Not sure
1	That is unconventional / different	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
2	That will enliven your senses	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
3	Where you will learn from locals	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
4	Where you are free to be yourself	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
5	Where you will feel more Australian	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
6	Where you will connect with Aboriginal culture	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
7	Where you will connect with Outback Australian culture	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁

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[ASK ALL]

G2. How strongly do you agree that the following statements describe a holiday in the Northern Territory? Please choose one circle on each row

The Northern Territory feels like it's a place...?

	[ROTATE CODES 1 – 15]	Strongly disagree					Strongly agree					Not sure
1	That's welcoming	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
2	That's fun loving	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
3	For adventure	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
4	For Aboriginal culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
5	That is more appealing than going overseas	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
6	For Australian culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
7	For nature and wildlife	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
8	That offers adventure with a little bit of luxury	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
9	That would make my friends / family envious of me if I went	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
10	That is great or romantic getaways	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
11	To explore and learn	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
12	For authentic experiences	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
13	That is vast and a place of open spaces	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
14	To go to sooner rather than later	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉
15	That delivers (on expectations or experiences)	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₉₉

QMP 013

[ASK ALL]

G2a. Once travel restrictions are lifted, how strongly do you agree that a holiday in The Northern Territory is...? Please choose one circle on each row

[ROTATE CODES 1 – 3]		Strongly disagree					Strongly agree					Not sure
1	A safe place to travel because it is free of COVID-19	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
2	Safer than travelling to other states or territories in Australia	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
3	Safer than travelling overseas	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁

[ASK ALL]

[ALWAYS SHOW NT, AND 2 OTHER STATES AT SELECTED AT RANDOM]

G3. Thinking about holidays you might take in the future, how would you share your holiday experiences on social media? Please select as many as apply per row

Please think about your potential social media usage for each of the following destinations...

[ROTATE A-H]	I would share beforehand; I would want others to know that I was going there	I would share while I was there; I would want others to see what I am up to	Share after I went; I would want others to see what I experienced	I wouldn't share anything about this destination on social media
A. NT	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
B. QLD	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
C. NSW	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
D. WA	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
E. TAS	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
F. ACT	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
G. VIC	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
H. Short distance international holiday	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄

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Section H – Impact of COVID 19

[ASK ALL]

H1. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in Australia (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₃
None of these	O ₉₉

H2. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in the Northern Territory (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₃
None of these	O ₉₉

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H3. How likely are you to take a holiday of at least one night stay or more in the Northern Territory in the next 12 months (not a day trip)? Please choose only one

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

QMP 013

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H4. What about in the next one to two years? *Please choose only one*

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

[ASK ALL]

H5. How strongly do you agree or disagree with the following statements related to COVID-19?

[ROTATE CODES A – E]		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not sure
A	I'm maintaining a positive attitude on the pandemic situation	O ₁	O ₂	O ₃	O ₄	O ₅	O ₉₉
B	I think I'll be able to manage the pandemic situation in an economic sense	O ₁	O ₂	O ₃	O ₄	O ₅	O ₉₉
C	I won't be able to afford a holiday for a while when the pandemic is finished	O ₁	O ₂	O ₃	O ₄	O ₅	O ₉₉
D	I will prioritise taking a holiday <u>of at least one night stay or more</u> in Australia when the pandemic is over (not a day trip)	O ₁	O ₂	O ₃	O ₄	O ₅	O ₉₉
E	I will be taking a holiday <u>of at least one night stay or more</u> in the Northern Territory	O ₁	O ₂	O ₃	O ₄	O ₅	O ₉₉

QMP 013

	when the pandemic is over (not a day trip)						
--	--	--	--	--	--	--	--

[ASK ALL]

H6. Will you take more, or fewer, Australian domestic holidays than normal once the State and Territory borders are opened and you are allowed to travel (of at least one night stay or more, not including day trips)?

	S/R
Many more	O ₅
More	O ₄
About the same	O ₃
Fewer	O ₂
Much fewer	O ₁

[ASK ALL]

H7. After travel restrictions are lifted (a post COVID-19 holiday) how many holidays will you be likely to take in the first 12 months (of at least one night stay or more, not including day trips)?

	S/R	
1 holiday	O ₁	
2 holidays	O ₂	
3 holidays	O ₃	
4 holidays	O ₄	
5 or more holidays	O ₅	
I don't intend to go on holiday in the first 12 months after restrictions are lifted	O ₆	SKIP TO Q H17

QMP 013

[ASK H8A TO CODES 1-5 AT H7, ASK H8B TO CODES 2-5 AT H7, ASK H8C TO CODES 3-5 AT H7]

H8. For the first holiday you take; will that be ...

H8.1 For the second holiday you take; will that be ...

H8.2 For the third holiday you take, will that be ...

[ONLY ASK A MAXIMUM OF THREE]

	H8a. First holiday you take?	H8b. Second holiday you take?	H8c. Third holiday you take?
An international holiday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
A domestic holiday	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Don't know	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉

[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H9. Are any of the following nature based places ones you would consider when you can travel again?

ROTATE	Yes	No
• The Kimberleys	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Uluru	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Great Barrier Reef	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
Flinders Ranges	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Kangaroo Island	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Ningaloo Reef	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆

[ASK ALL LOCATIONS SELECTED 'YES' AT H9]

H10. How will you get to [insert destination(s) from H9]?

Fly	<input type="checkbox"/> ₁
Drive	<input type="checkbox"/> ₂
Drive and Fly	<input type="checkbox"/> ₃
Train	<input type="checkbox"/> ₄
Bus/coach	<input type="checkbox"/> ₅

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[ASK IF CODE 1 OR 3 AT H10 (FLY OR DRIVE AND FLY). ASK OF ALL LOCATIONS SELECTED 'YES' AT H9]]

H11. Why wouldn't you drive only to [insert destination(s) from H9]?

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[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H12. Were you intending to visit the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 1 OR 2 AT H12]

H13. Are you still intending on coming to the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 3 OR 99 AT H12]

H14. Are you intending to come to the NT in 2021 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

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[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H15. What transport will you use to get to your main (longest) post COVID-19 domestic holiday?

Drive your own vehicle	<input type="checkbox"/> 1
Fly and hire a vehicle	<input type="checkbox"/> 2
Fly only	<input type="checkbox"/> 3
Train	<input type="checkbox"/> 4
Bus/coach	<input type="checkbox"/> 5
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H16. How far will you travel for your main (longest) post COVID-19 domestic holiday?

Within your own state no more than 3 hours	<input type="checkbox"/> 1
Within your own state 3+ hours	<input type="checkbox"/> 2
Interstate no more than 3hrs	<input type="checkbox"/> 3
Interstate 3+hrs	<input type="checkbox"/> 4
Don't know	<input type="checkbox"/> 99

[ASK ALL]

H17. What was your total spend per person last year on all Australian domestic holidays in total (at least one night stay or more, not including day trips)?

Less than \$1,000	<input type="checkbox"/> 1
\$1,000-\$2,000	<input type="checkbox"/> 2
\$2,000-\$4,000	<input type="checkbox"/> 3
\$4,000-\$8,000	<input type="checkbox"/> 4
\$8,000+	<input type="checkbox"/> 5
I didn't take an Australian domestic holiday last year	<input type="checkbox"/> 99

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[ASK CODES 1-5 AT H17 AND CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8; OTHERS GO TO DEMOGRAPHIC SECTION]

H18. Comparing to your main (longest) Australian domestic holiday last year, are you planning to spend more or less on your post COVID-19 domestic holiday per person (at least one night stay or more, not including day trips)?

More	<input type="checkbox"/> 1
Less	<input type="checkbox"/> 2

[ASK IF CODE 1 AT H18]

H18a. How much more?

10%	<input type="checkbox"/> 1
20%	<input type="checkbox"/> 2
30% or greater	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODE 2 AT H18]

H18a. How much less?

10%	<input type="checkbox"/> 1
20%	<input type="checkbox"/> 2
30% or greater	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

QMP 013

Section 2 – Demographics

[ASK NON-NT VISITORS, IF NT VISITOR, CODE 15 IN Q5.1, AUTOCODE YES AND DO NOT SHOW]

F7. Just to check, have you ever been to the Northern Territory for a holiday in your lifetime? *Please choose one only*

	S/R
Yes	O ₁
No	O ₂

Finally a few questions about you to make sure we've got a good mix of people in our survey

[ASK ALL]

Z3. What is your household's total yearly income before tax?

	S/R
Less than \$29,999	O ₁
Between \$30,000 and \$59,999	O ₂
Between \$60,000 and \$79,999	O ₃
Between \$80,000 and \$99,999	O ₄
Between \$100,000 and \$149,999	O ₅
\$150,000 or more	O ₆
Prefer not to say	O ₉₉

[ASK ALL]

Z4. Which of these best describes your household?

	S/R
Sole occupant under 30 years	O ₁
Sole occupant 30 years or over – not retired	O ₂
Sole occupant – retired	
Share accommodation	O ₃
Family with children at home – youngest under 16	O ₅
Family with children at home – youngest 16 or older	O ₆
Couple without children living at home – not retired	
Retired couple without children living at home	
Other (please specify)	O ₉₈
Prefer not to say	O ₉₉

[ASK ALL]

Z5. What is your postcode?

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[ASK ALL]

Z7: Could we talk to re-contact you to participate in group discussions or further research about the Northern Territory? *Please type in your email in the box below.*

	S/R
Yes	<input type="radio"/> 1
No	<input type="radio"/> 2

Thank you very much for your time today.

QMP 013

2979 – MTS Domestic Tracking Survey
Online version
Year 8
Wave 6 – December 2020

Ads in	Ads out	Ads remaining
"Ad1_Travlr_TV_Cutdown 01" "Ad2_Travlr_TV_Cutdown 04"		
Nb. Only two ads shown this month.		

Introduction

Thank you for agreeing to participate in this online survey.

It should only take around 8 minutes to complete.

All instinct and reason's research is conducted under the Market and Social Research Privacy Principles, which ensures confidentiality of your information. The results will be aggregated; your individual information will not be able to be identified.

When you are completing the survey, please ensure that you read all instructions carefully for each question before selecting your answer.

At the end of the survey, please ensure that you click 'submit' to ensure your responses are collected. If you have any questions or comments regarding this survey, please email survey@instinctandreason.com

Please click 'Next' to start the survey.

When you are completing the survey, please ensure that you read all instructions carefully for each question before selecting your answer.

It's very important that participants provide considered and accurate responses. As part of our quality controls, we undertake quality data checks once it has been submitted, responses maybe removed if they do not pass the quality control.

QMP 013

Are you happy to answer this survey honestly?

Choose one only / DO NOT ROTATE	S/R	
Yes	1	CONTINUE
No	2	THANK AND CLOSE
Prefer not to say	99	THANK AND CLOSE

Section A – Screening questions

[ASK ALL]

A1. Please enter your age in years...

years

IF AGE 17 OR BELOW, END SURVEY

PROGRAMMER NOTE: CODE RESPONSE INTO THE FOLLOWING AGE GROUPS

Under 18 years	TERMINATE
18-24	CHECK QUOTAS
25-29	
30-34	
35-39	CHECK QUOTAS
40-44	
45-49	
50-54	
55-59	CHECK QUOTAS
60-64	
65-69	
70-84	
Prefer not to say	DO NOT TERMINATE

[ASK ALL]

A2. Are you:

DO NOT ROTATE	S/R
Male	O ₁
Female	O ₂

[ASK ALL]

A3. Have you travelled interstate for **at least two nights or more** in the last two years for a holiday (not visiting friends or relatives as the main reason)?

DO NOT ROTATE	S/R	
Yes	O ₁	
No	O ₂	TERMINATE
Don't know / unsure	O ₃	TERMINATE

QMP 013

[ASK ALL]

A4. In which state do you live?

DO NOT ROTATE	S/R	
NSW	<input type="radio"/> 1	
Victoria	<input type="radio"/> 2	
Queensland	<input type="radio"/> 3	
South Australia	<input type="radio"/> 4	
Tasmania	<input type="radio"/> 5	
Western Australia	<input type="radio"/> 6	
ACT	<input type="radio"/> 7	
Northern Territory	<input type="radio"/> 8	TERMINATE
NZ (North island)	<input type="radio"/> 10	TERMINATE
NZ (South island)	<input type="radio"/> 11	TERMINATE
Outside Australia and New Zealand	<input type="radio"/> 9	TERMINATE

[ASK ALL]

B1. Which of these destinations would you consider visiting **anytime in the future** for a holiday of two nights or more (not visiting friends or relatives as the main reason)?
Please tick all that apply

ROTATE CODES 1-9	M/R	
New South Wales	<input type="checkbox"/> 1	
Victoria	<input type="checkbox"/> 2	
Queensland	<input type="checkbox"/> 3	
South Australia	<input type="checkbox"/> 4	
Western Australia	<input type="checkbox"/> 5	
Tasmania	<input type="checkbox"/> 6	
Northern Territory	<input type="checkbox"/> 7	
Australian Capital Territory	<input type="checkbox"/> 8	
Short distance International holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> 9	
None	<input type="checkbox"/> 10	

QMP 013

Section B – Marketing opportunity model

For this next part, we'd like to ask you a few more questions about where you would consider travelling on a domestic holiday...

[ASK ALL, ONLY SHOW CODES SELECTED IN B1]

B2. Which of the following destinations would you consider visiting for a holiday of two nights or more **in the next year** (not visiting friends or relatives)?

[ONLY SHOW CODES SELECTED IN B2, IF NONE IN B2 SKIP TO A5.1]

B4. Which of the following destinations would you consider visiting for a holiday of two nights or more in the **next three months** (not visiting friends or relatives)?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B3. For the destinations you are considering visiting in the next year, which have you actively **sought information about**?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B5. Which of the following destinations have you **booked** some or all components of a holiday you intend to take in the next year (not visiting friends or relatives)?

	B2.	B4.	B3.	B5.
ROTATE CODES 1-9	M/R	M/R	M/R	M/R
New South Wales	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Victoria	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Queensland	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
South Australia	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Western Australia	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Tasmania	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
Northern Territory	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
Australian Capital Territory	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈
Short distance International holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉
None	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉
			(Haven't sought information yet - Not OK/Can't remember)	(Don't have not booked - Not OK/Can't remember)

QMP 013

Section A2 – Previous domestic holidays

We'd now like to ask you about any recent domestic holidays you may have had...

[ASK ALL]

AS.1. Which of these destinations have you visited during **September '20, October '20 or November '20** for two nights or more for a holiday (not visiting friends or relatives as the main reason)? *Please tick all that apply*

[ONLY SHOW DESTINATIONS INDICATED IN AS.1, IF NONE SELECTED IN AS.1 AUTOCODE NONE TO AS.2]

AS.2. Which was the destination for your most recent holiday in the months of during **September '20, October '20 or November '20** (not visiting friends or relatives as the main reason)? *If you went to more than one destination on the same holiday, please refer to the destination where you spent the majority of your time*

ROTATE CODES IN BLOCKS AS COLOUR CODED	AS.1. M/R	AS.2. S/R
Sydney/Wollongong/Newcastle	<input type="checkbox"/>	<input type="checkbox"/>
New South Wales regional areas	<input type="checkbox"/>	<input type="checkbox"/>
Melbourne	<input type="checkbox"/>	<input type="checkbox"/>
Victorian regional areas	<input type="checkbox"/>	<input type="checkbox"/>
SE Queensland - Brisbane/Gold Coast/Sunshine coast	<input type="checkbox"/>	<input type="checkbox"/>
Far North Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Central/northern Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Outback Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Adelaide	<input type="checkbox"/>	<input type="checkbox"/>
Other South Australia	<input type="checkbox"/>	<input type="checkbox"/>
Perth	<input type="checkbox"/>	<input type="checkbox"/>
Other Western Australia	<input type="checkbox"/>	<input type="checkbox"/>
Hobart	<input type="checkbox"/>	<input type="checkbox"/>
Rest of Tasmania	<input type="checkbox"/>	<input type="checkbox"/>
Northern Territory	<input type="checkbox"/>	<input type="checkbox"/>
Australian Capital Territory	<input type="checkbox"/>	<input type="checkbox"/>
Short distance international holiday (less than four hours flying time like Fiji and Bali or New Zealand)	<input type="checkbox"/>	<input type="checkbox"/>
Medium distance international holiday (four to eight hours flying time like Singapore, Thailand, Japan)	<input type="checkbox"/>	<input type="checkbox"/>
Long distance international holiday (more than eight hours flying time like Europe)	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	

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Section C – Historical planning & booking

[ASK IF CODES 1 TO 18 IN QA5.2]

C7. Thinking about your last holiday, what inspired/motivated you to choose [INSERT CODE FROM A5.2] for this holiday? Please tick all that apply

ROTATE CODES 1 TO 20	M/R
Internet sites	<input type="checkbox"/> ₁
Social networking sites	<input type="checkbox"/> ₂
Word of mouth	<input type="checkbox"/> ₃
Recommendation from family and friends	<input type="checkbox"/> ₄
Information from travel agents/tour operators	<input type="checkbox"/> ₅
Travel documentaries /travel programs	<input type="checkbox"/> ₆
Been there before	<input type="checkbox"/> ₇
Haven't been before/ always wanted to go	<input type="checkbox"/> ₈
Special/ cheap offer	<input type="checkbox"/> ₉
Trip Advisor	<input type="checkbox"/> ₁₀
Wanted to see more of Australia	<input type="checkbox"/> ₁₁
Wanted to see the real Australia	<input type="checkbox"/> ₁₂
Advertising materials (online, bill board, TV etc.)	<input type="checkbox"/> ₁₃
Cheap airline ticket	<input type="checkbox"/> ₁₄
Good package deal	<input type="checkbox"/> ₁₅
Travel magazines/blogs	<input type="checkbox"/> ₁₆
To attend an Event – organised sporting events	<input type="checkbox"/> ₁₇
To attend an Event – personal events (wedding, funeral)	<input type="checkbox"/> ₁₈
To attend an Event – festivals, fairs or cultural events	<input type="checkbox"/> ₁₉
Other (Please specify)	<input type="checkbox"/> ₁₇
Don't know/can't remember	<input type="radio"/> ₁₈

[ASK IF CODES 1 TO 18 IN QA5.2]

C3. On this last holiday of 2 nights or more in [INSERT CODE FROM A5.2], which one of the following best describes who you travelled with? Please tick all that apply

DON'T ROTATE CODES	S/R
By myself	<input type="checkbox"/> ₁
Adult couple	<input type="checkbox"/> ₂
Family group	<input type="checkbox"/> ₃
Friends &/or relatives	<input type="checkbox"/> ₄
Business associates	<input type="checkbox"/> ₅
Other (Please specify)	<input type="checkbox"/> ₆
Don't know/can't remember	<input type="checkbox"/> ₇

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[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO D1]

AS.1b Can you confirm which of these areas you visited on your recent Northern Territory holiday? Please tick all that apply

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> 1
Kakadu	<input type="checkbox"/> 2
Arnhem Land	<input type="checkbox"/> 3
Katherine	<input type="checkbox"/> 4
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> 5
Alice Springs	<input type="checkbox"/> 6
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> 7
Don't know/ not sure	<input type="radio"/> 08

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

CB. Did you encounter any issues in regards to your last Northern Territory holiday? Please choose one only

DO NOT ROTATE	S/R	
Yes	<input type="radio"/> 1	GO TO C9
No	<input type="radio"/> 2	GO TO D3

[ASK IF CODE 1 IN QCB; OTHERS GO TO QD3]

C9. Please describe the issue or issues you encountered...
Please type in your response in the box below.

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE]

D3. Just to confirm, how many days did your Northern Territory holiday last in total?

RECORD LENGTH IN DAYS

QMP 013

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C12. How likely are you to return to the Northern Territory for a holiday in the next two years? *Please choose one only*

DO NOT ROTATE	S/R
Extremely likely 10	O ₁₀
9	O ₉
8	O ₈
7	O ₇
6	O ₆
5	O ₅
4	O ₄
3	O ₃
2	O ₂
1	O ₁
Not at all likely 0	O ₀

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C14. How likely are you to recommend the Northern Territory as a place to holiday? *Please choose one only*

DO NOT ROTATE	S/R
Extremely likely 10	O ₁₀
9	O ₉
8	O ₈
7	O ₇
6	O ₆
5	O ₅
4	O ₄
3	O ₃
2	O ₂
1	O ₁
Not at all likely 0	O ₀

C14i Using the box below, can you explain why you are rated your likelihood to recommend a Northern Territory holiday **[INSERT RESPONSE FROM A7i]** out of 10?
Please type in your response in the box below

QMP 013

Section D – Holiday preferences

[ASK ALL]

D1. Now, which of the following would you consider to be your favourite types of holiday?
Please tick all that apply

	D11.
ROTATE CODES 1-21	M/R
Beach holiday	<input type="checkbox"/> 1
City Break	<input type="checkbox"/> 2
Cruise	<input type="checkbox"/> 3
Sightseeing	<input type="checkbox"/> 4
Gourmet food and wine tasting	<input type="checkbox"/> 5
Party/ celebration trips	<input type="checkbox"/> 6
Romantic getaways	<input type="checkbox"/> 7
Attending events (such as sports or festivals)	<input type="checkbox"/> 8
Camping/ motor home	<input type="checkbox"/> 9
Self-drive	<input type="checkbox"/> 10
Activity based holiday (e.g. scuba diving, skiing, rock climbing, trekking)	<input type="checkbox"/> 11
Theme parks/ fun parks	<input type="checkbox"/> 12
Pampering/ spa	<input type="checkbox"/> 13
Wildlife	<input type="checkbox"/> 14
Shopping	<input type="checkbox"/> 15
Exploring local indigenous culture/ sites/ history	<input type="checkbox"/> 16
Exploring national parks	<input type="checkbox"/> 17
Visiting (or returning to) familiar places	<input type="checkbox"/> 18
Visiting places I've never been before	<input type="checkbox"/> 19
Travelling with my family	<input type="checkbox"/> 20
Other (Please specify)	<input type="checkbox"/> 21
Don't know/ can't remember	<input type="radio"/> 28

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For the next couple of questions, we would like you to imagine that the next holiday you were going to take was to be to the Northern Territory.

[ASK ALL]

D2. If you were going to visit the Northern Territory for your next domestic holiday, how long a trip would you take? *Please enter the length in days*
 days

[ASK ALL]

B6. And if you were going to visit the Northern Territory for a holiday of two nights or more (not visiting friends or relatives), which destinations would you most likely visit? *Please tick all that apply*

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> ₁
Kakadu	<input type="checkbox"/> ₂
Arnhem Land	<input type="checkbox"/> ₃
Katherine	<input type="checkbox"/> ₄
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> ₅
Alice Springs	<input type="checkbox"/> ₆
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> ₇
Don't know/ not sure	<input type="radio"/> ₀₈

[ASK ALL]

B6b. If you were to visit [*PIPE IN SINGLE AREA FROM B6, ROTATING SO ALL ARE COVERED], what do you expect you would be able to do there? (Please include activities you can do for free and activities you would pay for)? *Please type in your response in the box below.*

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Section F – Campaign metrics

[ASK ALL]

F1. Have you recently read, seen or heard anything about holidays in the Northern Territory in the last three months? *Please choose one only*

DO NOT ROTATE	S/R	
Yes	O ₁	GO TO F2.3
No	O ₂	GO TO F2.2
Don't know / unsure	O ₃	GO TO F2.2

[ASK CODE 1 IN F1; OTHERS GO TO F2.2]

F2.3 Where have you recently read, seen or heard anything for a holiday for the Northern Territory in the last three months?

ROTATE CODES 1 TO 16	M/R
Holiday blogs	<input type="checkbox"/> ₁
Word of mouth	<input type="checkbox"/> ₂
Recommendation from family and friends	<input type="checkbox"/> ₃
TV advertising for a destination	<input type="checkbox"/> ₄
Newspaper advertising for a destination	<input type="checkbox"/> ₅
Newspaper articles featuring a travel destination	<input type="checkbox"/> ₆
Radio advertising for a destination	<input type="checkbox"/> ₇
Billboard advertising a destination	<input type="checkbox"/> ₈
Travel magazines	<input type="checkbox"/> ₉
Information from travel agents/tour operators	<input type="checkbox"/> ₁₀
Travel documentaries /travel programs	<input type="checkbox"/> ₁₁
Promotional email alerts	<input type="checkbox"/> ₁₂
Online advertising –includes internet sites/social networking sites	<input type="checkbox"/> ₁₃
Outdoor (trains, buses/ and bus stops etc)	<input type="checkbox"/> ₁₄
northernterritory.com	<input type="checkbox"/> ₁₅
Other [Please specify]	<input type="checkbox"/> ₁₆
Don't know/can't remember	<input type="checkbox"/> ₁₇

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[ASK CODE 1 IN F1; OTHERS GO TO F2.2]


F2.4 What have you recently read, seen or heard about holidays in the Northern Territory in the last three months? *Please type your answer in the box below. If you have not heard anything, please type 'nothing' in this question*

[ASK ALL]

F2.2 Have you recently read, seen or heard the following communications about holidays in the Northern Territory? *Please choose all you have seen*

SHOW ALL ADS ON SINGLE PAGE SCROLLING DOWN

	Yes	No
<p>ROTATE "Ad1_Travlr_TV_Cutdown 01"</p> <p>Ad1</p>  <p>2979_Tourism_NT_MTS_Ad1_Travlr_TV_Cutdown 01_Year 8 Wave 6_December_201130</p> <p>(CLICK ON VIDEO TO WATCH)</p> <p>Programming note – this is just a screenshot of the video that needs to be played</p>	1	2

Ad2	<p>ROTATE "Ad2_Travlr_TV_Cutdown 04"</p>  <p>(CLICK ON VIDEO TO WATCH)</p> <p>Programming note – this is just a screenshot of the video that needs to be played</p>	1	2
Ad 3	<p>Programming note – Only two ads tested this month</p>	1	2
Ad 4	<p>Programming note – Only two ads tested this month</p>		

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QMP 013

[ASK F6, F4 AND F7 SHOWING ONE AD RANDOMLY SELECTED FROM F2.2. THE SAME RANDOMLY SELECTED AD IS TO BE SHOWN AT EACH QUESTION]

F6. We are now going to look at the ads we've shown in a little more detail. It doesn't matter whether or not you've seen it before. So...

What would you say is the key message this communication was trying to tell you about the Northern Territory? Please type in your response in the box below.

F4. Which of the following statements best describes the response you had to this communication in terms of considering the Northern Territory as a holiday destination? Please choose one circle only (CLICK TO ENLARGE/PLAY)

	[DO NOT ROTATE]	S/R
Makes me want to book an NT holiday	<input type="radio"/>	O ₁
Makes me seriously consider visiting the NT for a holiday	<input type="radio"/>	O ₂
Increases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₃
It has no effect on me either way	<input type="radio"/>	O ₄
Decreases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₅
I won't visit the NT as a result of this communication	<input type="radio"/>	O ₆
Not sure	<input type="radio"/>	O ₉₉

F7. How much do you agree or disagree that this communication...?

[ROTATE CODES]		Strongly disagree					Strongly agree					Not sure	
1	Told me something new about the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Piques my interest in the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Portrays a holiday relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Provides enough information to be confident booking a holiday to the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Makes me want to go to the NT now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Portrays a value for money holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Is confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Is something I am getting tired of seeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Stands out compared to other holiday advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming note: REPEAT F6, F4 AND F7 SHOWING OTHER VIDEO

Section G – Brand Values

[ASK ALL]

G1. How strongly do you agree *The Northern Territory is a place* ... (please choose one only on each row)

[ROTATE CODES 1 – 7]		Strongly disagree					Strongly agree					Not sure
1	That is unconventional / different	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
2	That will enliven your senses	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
3	Where you will learn from locals	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
4	Where you are free to be yourself	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
5	Where you will feel more Australian	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
6	Where you will connect with Aboriginal culture	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁
7	Where you will connect with Outback Australian culture	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄	<input type="radio"/> O ₅	<input type="radio"/> O ₆	<input type="radio"/> O ₇	<input type="radio"/> O ₈	<input type="radio"/> O ₉	<input type="radio"/> O ₁₀	<input type="radio"/> O ₁₁

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[ASK ALL]

G2. How strongly do you agree that the following statements describe a holiday in the Northern Territory? Please choose one circle on each row

The Northern Territory feels like it's a place...?

	[ROTATE CODES 1 – 15]	Strongly disagree					Strongly agree					Not sure
1	That's welcoming	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
2	That's fun loving	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
3	For adventure	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
4	For Aboriginal culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
5	That is more appealing than going overseas	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
6	For Australian culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
7	For nature and wildlife	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
8	That offers adventure with a little bit of luxury	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
9	That would make my friends / family envious of me if I went	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
10	That is great or romantic getaways	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
11	To explore and learn	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
12	For authentic experiences	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
13	That is vast and a place of open spaces	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
14	To go to sooner rather than later	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
15	That delivers (on expectations or experiences)	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁

QMP 013

[ASK ALL]

G2a. Once travel restrictions are lifted, how strongly do you agree that a holiday in The Northern Territory is...? Please choose one circle on each row

	[ROTATE CODES 1 – 3]	Strongly disagree					Strongly agree					Not sure
		O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	
1	A safe place to travel because it is free of COVID-19	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
2	Safer than travelling to other states or territories in Australia	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
3	Safer than travelling overseas	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁

[ASK ALL]

[ALWAYS SHOW NT, AND 2 OTHER STATES AT SELECTED AT RANDOM]

G3. Thinking about holidays you might take in the future, how would you share your holiday experiences on social media? Please select as many as apply per row

Please think about your potential social media usage for each of the following destinations...

[ROTATE A-H]	I would share beforehand; I would want others to know that I was going there	I would share while I was there; I would want others to see what I am up to	Share after I went; I would want others to see what I experienced	I wouldn't share anything about this destination on social media
A. NT	O ₁	O ₂	O ₃	O ₄
B. QLD	O ₁	O ₂	O ₃	O ₄
C. NSW	O ₁	O ₂	O ₃	O ₄
D. WA	O ₁	O ₂	O ₃	O ₄
E. TAS	O ₁	O ₂	O ₃	O ₄
F. ACT	O ₁	O ₂	O ₃	O ₄
G. VIC	O ₁	O ₂	O ₃	O ₄
H. Short distance international holiday	O ₁	O ₂	O ₃	O ₄

QMP 013

Section H – Impact of COVID 19

[ASK ALL]

H1. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in Australia (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₃
None of these	O ₉₉

H2. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in the Northern Territory (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₃
None of these	O ₉₉

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H3. How likely are you to take a holiday of at least one night stay or more in the Northern Territory in the next 12 months (not a day trip)? Please choose only one

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

QMP 013

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H4. What about in the next one to two years? *Please choose only one*

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

[ASK ALL]

H5. How strongly do you agree or disagree with the following statements related to COVID-19?

[ROTATE CODES A – E]	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not sure
A I'm maintaining a positive attitude on the pandemic situation	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₆
B I think I'll be able to manage the pandemic situation in an economic sense	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₆
C I won't be able to afford a holiday for a while when the pandemic is finished	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₆
D I will prioritise taking a holiday of at least one night stay or more in Australia when the pandemic is over (not a day trip)	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₆
E I will be taking a holiday of at least one night stay or more in the Northern Territory	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₆

QMP 013

when the pandemic is over (not a day trip)							
--	--	--	--	--	--	--	--

[ASK ALL]

H6. Will you take more, or fewer, Australian domestic holidays than normal once the State and Territory borders are opened and you are allowed to travel (of at least one night stay or more, not including day trips)?

	S/R
Many more	O ₅
More	O ₄
About the same	O ₃
Fewer	O ₂
Much fewer	O ₁

[ASK ALL]

H7. After travel restrictions are lifted (a post COVID-19 holiday) how many holidays will you be likely to take in the first 12 months (of at least one night stay or more, not including day trips)?

	S/R	
1 holiday	O ₁	
2 holidays	O ₂	
3 holidays	O ₃	
4 holidays	O ₄	
5 or more holidays	O ₅	
I don't intend to go on holiday in the first 12 months after restrictions are lifted	O ₆	SKIP TO Q H17

QMP 013

[ASK H8A TO CODES 1-5 AT H7, ASK H8B TO CODES 2-5 AT H7, ASK H8C TO CODES 3-5 AT H7]

H8. For the first holiday you take; will that be ...

H8.1 For the second holiday you take; will that be

H8.2 For the third holiday you take, will that be ...

[ONLY ASK A MAXIMUM OF THREE]

	H8a.	H8b.	H8c.
	First holiday you take?	Second holiday you take?	Third holiday you take?
An international holiday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
A domestic holiday	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Don't know	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉

[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H9. Are any of the following nature based places ones you would consider when you can travel again?

ROTATE	Yes	No
• The Kimberleys	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Uluru	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Great Barrier Reef	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
Flinders Ranges	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Kangaroo Island	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Ningaloo Reef	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆

[ASK ALL LOCATIONS SELECTED 'YES' AT H9]

H10. How will you get to [insert destination(s) from H9]?

Fly	<input type="checkbox"/> ₁
Drive	<input type="checkbox"/> ₂
Drive and Fly	<input type="checkbox"/> ₃
Train	<input type="checkbox"/> ₄
Bus/coach	<input type="checkbox"/> ₅

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[ASK IF CODE 1 OR 3 AT H10 (FLY OR DRIVE AND FLY). ASK OF ALL LOCATIONS SELECTED 'YES' AT H9]]

H11. Why wouldn't you drive only to [insert destination(s) from H9]?

--

[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H12. Were you intending to visit the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 1 OR 2 AT H12]

H13. Are you still intending on coming to the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 3 OR 99 AT H12]

H14. Are you intending to come to the NT in 2021 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

QMP 013

[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H15. What transport will you use to get to your main (longest) post COVID-19 domestic holiday?

Drive your own vehicle	<input type="checkbox"/> 1
Fly and hire a vehicle	<input type="checkbox"/> 2
Fly only	<input type="checkbox"/> 3
Train	<input type="checkbox"/> 4
Bus/coach	<input type="checkbox"/> 5
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H16. How far will you travel for your main (longest) post COVID-19 domestic holiday?

Within your own state no more than 3 hours	<input type="checkbox"/> 1
Within your own state 3+ hours	<input type="checkbox"/> 2
Interstate no more than 3hrs	<input type="checkbox"/> 3
Interstate 3+hrs	<input type="checkbox"/> 4
Don't know	<input type="checkbox"/> 99

[ASK ALL]

H17. What was your total spend per person last year on all Australian domestic holidays in total (at least one night stay or more, not including day trips)?

Less than \$1,000	<input type="checkbox"/> 1
\$1,000-\$2,000	<input type="checkbox"/> 2
\$2,000-\$4,000	<input type="checkbox"/> 3
\$4,000-\$8,000	<input type="checkbox"/> 4
\$8,000+	<input type="checkbox"/> 5
I didn't take an Australian domestic holiday last year	<input type="checkbox"/> 99

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[ASK CODES 1-5 AT H17 AND CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8; OTHERS GO TO DEMOGRAPHIC SECTION]

H18. Comparing to your main (longest) Australian domestic holiday last year, are you planning to spend more or less on your post COVID-19 domestic holiday per person (at least one night stay or more, not including day trips)?

	More	<input type="checkbox"/> 1
	Less	<input type="checkbox"/> 2

[ASK IF CODE 1 AT H18]

H18a. How much more?

	10%	<input type="checkbox"/> 1
	20%	<input type="checkbox"/> 2
	30% or greater	<input type="checkbox"/> 3
	Don't know	<input type="checkbox"/> 99

[ASK IF CODE 2 AT H18]

H18a. How much less?

	10%	<input type="checkbox"/> 1
	20%	<input type="checkbox"/> 2
	30% or greater	<input type="checkbox"/> 3
	Don't know	<input type="checkbox"/> 99

QMP 013

Section 2 – Demographics

[ASK NON-NT VISITORS, IF NT VISITOR, CODE 15 IN Q5.1, AUTOCODE YES AND DO NOT SHOW]

F7. Just to check, have you ever been to the Northern Territory for a holiday in your lifetime? Please choose one only

	S/R
Yes	O ₁
No	O ₂

Finally a few questions about you to make sure we've got a good mix of people in our survey

[ASK ALL]

Z3. What is your household's total yearly income before tax?

	S/R
Less than \$29,999	O ₁
Between \$30,000 and \$59,999	O ₂
Between \$60,000 and \$79,999	O ₃
Between \$80,000 and \$99,999	O ₄
Between \$100,000 and \$149,999	O ₅
\$150,000 or more	O ₆
Prefer not to say	O ₉₉

[ASK ALL]

Z4. Which of these best describes your household?

	S/R
Sole occupant under 30 years	O ₁
Sole occupant 30 years or over – not retired	O ₂
Sole occupant – retired	
Share accommodation	O ₃
Family with children at home – youngest under 16	O ₅
Family with children at home – youngest 16 or older	O ₆
Couple without children living at home – not retired	
Retired couple without children living at home	
Other (please specify)	O ₉₈
Prefer not to say	O ₉₉

[ASK ALL]

Z5. What is your postcode?

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QMP 013

[ASK ALL]

26. Which of the following activities are you interested in (either by participating in them or watching)?

	M/R
Boating	<input type="radio"/> 1
Fishing	<input type="radio"/> 2
Camping	<input type="radio"/> 3
Motorsports (including car racing)	<input type="radio"/> 4
Mountain biking	<input type="radio"/> 5
Hiking	<input type="radio"/> 6

[ASK ALL]

27. Could we talk to re-contact you to participate in group discussions or further research about the Northern Territory? *Please type in your email in the box below.*

	S/R
Yes	<input type="radio"/> 1
No	<input type="radio"/> 2

Thank you very much for your time today.

QMP 013

2979 – MTS Domestic Tracking Survey
Online version
Year 8
Wave 9 – March 2021

Ads in	Ads out	Ads remaining
"Ad1_Always On_Adventure" "Ad2_Events_Social_Parrtjima" "Ad3_Events Campaign_Digital" "Ad4_Summer Sale_Helloworld"		

Introduction

Thank you for agreeing to participate in this online survey.

It should only take around 8 minutes to complete.

All instinct and reason's research is conducted under the Market and Social Research Privacy Principles, which ensures confidentiality of your information. The results will be aggregated; your individual information will not be able to be identified.

When you are completing the survey, please ensure that you read all instructions carefully for each question before selecting your answer.

At the end of the survey, please ensure that you click 'submit' to ensure your responses are collected. If you have any questions or comments regarding this survey, please email survey@instinctandreason.com

Please click 'Next' to start the survey.

When you are completing the survey, please ensure that you read all instructions carefully for each question before selecting your answer.

It's very important that participants provide considered and accurate responses. As part of our quality controls, we undertake quality data checks once it has been submitted, responses maybe removed if they do not pass the quality control.

QMP 013

Are you happy to answer this survey honestly?

Choose one only / DO NOT ROTATE	S/R	
Yes	1	CONTINUE
No	2	THANK AND CLOSE
Prefer not to say	99	THANK AND CLOSE

Section A – Screening questions

[ASK ALL]

A1. Please enter your age in years...

years

IF AGE 17 OR BELOW, END SURVEY

PROGRAMMER NOTE: CODE RESPONSE INTO THE FOLLOWING AGE GROUPS

Under 18 years	TERMINATE
18-24	CHECK QUOTAS
25-29	
30-34	
35-39	CHECK QUOTAS
40-44	
45-49	
50-54	
55-59	CHECK QUOTAS
60-64	
65-69	
70-84	
Prefer not to say	DO NOT TERMINATE

[ASK ALL]

A2. Are you:

DO NOT ROTATE	S/R
Male	O ₁
Female	O ₂

[ASK ALL]

A3. Have you travelled interstate for **at least two nights or more** in the last two years for a holiday (not visiting friends or relatives as the main reason)?

DO NOT ROTATE	S/R	
Yes	O ₁	
No	O ₂	TERMINATE
Don't know / unsure	O ₃	TERMINATE

QMP 013

[ASK ALL]

A4. In which state do you live?

DO NOT ROTATE	S/R	
NSW	O ₁	
Victoria	O ₂	
Queensland	O ₃	
South Australia	O ₄	
Tasmania	O ₅	
Western Australia	O ₆	
ACT	O ₇	
Northern Territory	O ₈	TERMINATE
NZ (North island)	O ₁₀	TERMINATE
NZ (South island)	O ₁₁	TERMINATE
Outside Australia and New Zealand	O ₉	TERMINATE

[ASK ALL]

B1. Which of these destinations would you consider visiting **anytime in the future** for a holiday of two nights or more (not visiting friends or relatives as the main reason)?
Please tick all that apply

ROTATE CODES 1-9	M/R	
New South Wales	<input type="checkbox"/> ₁	
Victoria	<input type="checkbox"/> ₂	
Queensland	<input type="checkbox"/> ₃	
South Australia	<input type="checkbox"/> ₄	
Western Australia	<input type="checkbox"/> ₅	
Tasmania	<input type="checkbox"/> ₆	
Northern Territory	<input type="checkbox"/> ₇	
Australian Capital Territory	<input type="checkbox"/> ₈	
Short distance international holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> ₉	
None	O ₁₀	

QMP 013

Section B – Marketing opportunity model

For this next part, we'd like to ask you a few more questions about where you would consider travelling on a domestic holiday...

[ASK ALL, ONLY SHOW CODES SELECTED IN B1]

B2. Which of the following destinations would you consider visiting for a holiday of two nights or more **in the next year** (not visiting friends or relatives)?

[ONLY SHOW CODES SELECTED IN B2, IF NONE IN B2 SKIP TO A5.1]

B4. Which of the following destinations would you consider visiting for a holiday of two nights or more in the **next three months** (not visiting friends or relatives)?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B3. For the destinations you are considering visiting in the next year, which have you actively **sought information** about?

[ONLY SHOW CODES IN B2, IF NONE IN B2 SKIP TO A5.1]

B5. Which of the following destinations have you **booked** some or all components of a holiday you intend to take in the next year (not visiting friends or relatives)?

	B2.	B4.	B3.	B5.
ROTATE CODES 1-9	M/R	M/R	M/R	M/R
New South Wales	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Victoria	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Queensland	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
South Australia	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Western Australia	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Tasmania	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
Northern Territory	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
Australian Capital Territory	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈
Short distance International holiday (less than four to six hours flying time like Fiji, Bali, New Zealand, Vanuatu)	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉
None	<input type="checkbox"/> ₀₀	<input type="checkbox"/> ₀₀	<input type="checkbox"/> ₀₀ <small>(Haven't sought information yet – Not DK/Can't remember)</small>	<input type="checkbox"/> ₀₀ <small>(Did/Have not booked – Not DK/Can't remember)</small>

QMP 013

Section A2 – Previous domestic holidays

We'd now like to ask you about any recent domestic holidays you may have had...

[ASK ALL]

AS.1. Which of these destinations have you visited during December '20, January '21 or February '21 for two nights or more for a holiday (not visiting friends or relatives as the main reason)? Please tick all that apply

[ONLY SHOW DESTINATIONS INDICATED IN AS.1, IF NONE SELECTED IN AS.1 AUTOCODE NONE TO AS.2]

AS.2. Which was the destination for your most recent holiday in the months of during December '20, January '21 or February '21 (not visiting friends or relatives as the main reason)? If you went to more than one destination on the same holiday, please refer to the destination where you spent the majority of your time

	AS.1.	AS.2.
ROTATE CODES IN BLOCKS AS COLOUR CODED	M/R	S/R
Sydney/Wollongong/Newcastle	<input type="checkbox"/>	<input type="checkbox"/>
New South Wales regional areas	<input type="checkbox"/>	<input type="checkbox"/>
Melbourne	<input type="checkbox"/>	<input type="checkbox"/>
Victorian regional areas	<input type="checkbox"/>	<input type="checkbox"/>
SE Queensland - Brisbane/Gold Coast/Sunshine coast	<input type="checkbox"/>	<input type="checkbox"/>
Far North Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Central/northern Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Outback Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Adelaide	<input type="checkbox"/>	<input type="checkbox"/>
Other South Australia	<input type="checkbox"/>	<input type="checkbox"/>
Perth	<input type="checkbox"/>	<input type="checkbox"/>
Other Western Australia	<input type="checkbox"/>	<input type="checkbox"/>
Hobart	<input type="checkbox"/>	<input type="checkbox"/>
Rest of Tasmania	<input type="checkbox"/>	<input type="checkbox"/>
Northern Territory	<input type="checkbox"/>	<input type="checkbox"/>
Australian Capital Territory	<input type="checkbox"/>	<input type="checkbox"/>
Short distance international holiday (less than four hours flying time like Fiji and Bali or New Zealand)	<input type="checkbox"/>	<input type="checkbox"/>
Medium distance international holiday (four to eight hours flying time like Singapore, Thailand, Japan)	<input type="checkbox"/>	<input type="checkbox"/>
Long distance international holiday (more than eight hours flying time like Europe)	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	

QMP 013

Section C – Historical planning & booking

[ASK IF CODES 1 TO 18 IN QAS.2]

C7. Thinking about your last holiday, what inspired/motivated you to choose [INSERT CODE FROM A5.2] for this holiday? Please tick all that apply

ROTATE CODES 1 TO 20	M/R
Internet sites	<input type="checkbox"/> ₁
Social networking sites	<input type="checkbox"/> ₂
Word of mouth	<input type="checkbox"/> ₃
Recommendation from family and friends	<input type="checkbox"/> ₄
Information from travel agents/tour operators	<input type="checkbox"/> ₅
Travel documentaries /travel programs	<input type="checkbox"/> ₆
Been there before	<input type="checkbox"/> ₇
Haven't been before/ always wanted to go	<input type="checkbox"/> ₈
Special/ cheap offer	<input type="checkbox"/> ₉
Trip Advisor	<input type="checkbox"/> ₁₀
Wanted to see more of Australia	<input type="checkbox"/> ₁₁
Wanted to see the real Australia	<input type="checkbox"/> ₁₂
Advertising materials (online, bill board, TV etc.)	<input type="checkbox"/> ₁₃
Cheap airline ticket	<input type="checkbox"/> ₁₄
Good package deal	<input type="checkbox"/> ₁₅
Travel magazines/blogs	<input type="checkbox"/> ₁₆
To attend an Event – organised sporting events	<input type="checkbox"/> ₁₇
To attend an Event – personal events (wedding, funeral)	<input type="checkbox"/> ₁₈
To attend an Event – festivals, fairs or cultural events	<input type="checkbox"/> ₁₉
Other [Please specify]	<input type="checkbox"/> ₀₇
Don't know/can't remember	<input type="radio"/> ₀₈

[ASK IF CODES 1 TO 18 IN QAS.2]

C3. On this last holiday of 2 nights or more in [INSERT CODE FROM A5.2], which one of the following best describes who you travelled with? Please tick all that apply

DON'T ROTATE CODES	S/R
By myself	<input type="checkbox"/> ₁
Adult couple	<input type="checkbox"/> ₂
Family group	<input type="checkbox"/> ₃
Friends &/or relatives	<input type="checkbox"/> ₄
Business associates	<input type="checkbox"/> ₅
Other [Please specify]	<input type="checkbox"/> ₆
Don't know/can't remember	<input type="checkbox"/> ₇

QMP 013

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO D1]

A5.1b Can you confirm which of these areas you visited on your recent Northern Territory holiday? Please tick all that apply

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> 1
Kakadu	<input type="checkbox"/> 2
Arnhem Land	<input type="checkbox"/> 3
Katherine	<input type="checkbox"/> 4
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> 5
Alice Springs	<input type="checkbox"/> 6
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> 7
Don't know/ not sure	<input type="radio"/> 00

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C8. Did you encounter any issues in regards to your last Northern Territory holiday? Please choose one only

DO NOT ROTATE	S/R	
Yes	<input type="radio"/> 1	GO TO C9
No	<input type="radio"/> 2	GO TO D3

[ASK IF CODE 1 IN QC8; OTHERS GO TO QD3]

C9. Please describe the issue or issues you encountered...
Please type in your response in the box below.

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE]

D3. Just to confirm, how many days did your Northern Territory holiday last in total?

RECORD LENGTH IN DAYS

QMP 013

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C12. How likely are you to return to the Northern Territory for a holiday in the next two years? Please choose one only

DO NOT ROTATE	S/R
Extremely likely 10	<input type="radio"/> 10
9	<input type="radio"/> 9
8	<input type="radio"/> 8
7	<input type="radio"/> 7
6	<input type="radio"/> 6
5	<input type="radio"/> 5
4	<input type="radio"/> 4
3	<input type="radio"/> 3
2	<input type="radio"/> 2
1	<input type="radio"/> 1
Not at all likely 0	<input type="radio"/> 0

[ASK NT VISITORS, CODE 15 QAS.1, I.E. NT VISITOR THIS WAVE, OTHERS GO TO QD1]

C14. How likely are you to recommend the Northern Territory as a place to holiday? Please choose one only

DO NOT ROTATE	S/R
Extremely likely 10	<input type="radio"/> 10
9	<input type="radio"/> 9
8	<input type="radio"/> 8
7	<input type="radio"/> 7
6	<input type="radio"/> 6
5	<input type="radio"/> 5
4	<input type="radio"/> 4
3	<input type="radio"/> 3
2	<input type="radio"/> 2
1	<input type="radio"/> 1
Not at all likely 0	<input type="radio"/> 0

C14i. Using the box below, can you explain why you are rated your likelihood to recommend a Northern Territory holiday [INSERT RESPONSE FROM A7i] out of 10?
Please type in your response in the box below

QMP 013

Section D – Holiday preferences

[ASK ALL]

D1. Now, which of the following would you consider to be your favourite types of holiday?
Please tick all that apply

	D1i.
ROTATE CODES 1-21	M/R
Beach holiday	<input type="checkbox"/> 1
City Break	<input type="checkbox"/> 2
Cruise	<input type="checkbox"/> 3
Sightseeing	<input type="checkbox"/> 4
Gourmet food and wine tasting	<input type="checkbox"/> 5
Party/ celebration trips	<input type="checkbox"/> 6
Romantic getaways	<input type="checkbox"/> 7
Attending events [such as sports or festivals]	<input type="checkbox"/> 8
Camping/ motor home	<input type="checkbox"/> 9
Self-drive	<input type="checkbox"/> 10
Activity based holiday (e.g. scuba diving, skiing, rock climbing, trekking)	<input type="checkbox"/> 11
Theme parks/ fun parks	<input type="checkbox"/> 12
Pampering/ spa	<input type="checkbox"/> 13
Wildlife	<input type="checkbox"/> 14
Shopping	<input type="checkbox"/> 15
Exploring local indigenous culture/ sites/ history	<input type="checkbox"/> 16
Exploring national parks	<input type="checkbox"/> 17
Visiting (or returning to) familiar places	<input type="checkbox"/> 18
Visiting places I've never been before	<input type="checkbox"/> 19
Travelling with my family	<input type="checkbox"/> 20
Other [Please specify]	<input type="checkbox"/> 21
Don't know/ can't remember	<input type="checkbox"/> 22

QMP 013

For the next couple of questions, we would like you to imagine that the next holiday you were going to take was to be to the Northern Territory.

[ASK ALL]

D2. If you were going to visit the Northern Territory for your next domestic holiday, how long a trip would you take? Please enter the length in days
 days

[ASK ALL]

B6. And if you were going to visit the Northern Territory for a holiday of two nights or more (not visiting friends or relatives), which destinations would you most likely visit? Please tick all that apply

ROTATE CODES 1 TO 10	M/R
Darwin/ Litchfield	<input type="checkbox"/> 1
Kakadu	<input type="checkbox"/> 2
Arnhem Land	<input type="checkbox"/> 3
Katherine	<input type="checkbox"/> 4
Tennant Creek/ Devil's Marbles/ Barkly	<input type="checkbox"/> 5
Alice Springs	<input type="checkbox"/> 6
Ayers Rock/ Uluru/ Kings Canyon	<input type="checkbox"/> 7
Don't know/ not sure	<input type="radio"/> 00

[ASK ALL]

B6b. If you were to visit [*PIPE IN SINGLE AREA FROM B6, ROTATING SO ALL ARE COVERED], what do you expect you would be able to do there? (Please include activities you can do for free and activities you would pay for)? Please type in your response in the box below.

QMP 013

Section F – Campaign metrics

[ASK ALL]

F1. Have you recently read, seen or heard anything about holidays in the Northern Territory in the last three months? *Please choose one only*

DO NOT ROTATE	S/R	
Yes	<input type="radio"/> 1	GO TO F2.3
No	<input type="radio"/> 2	GO TO F2.2
Don't know / unsure	<input type="radio"/> 3	GO TO F2.2

[ASK CODE 1 IN F1; OTHERS GO TO F2.2]

F2.3 Where have you recently read, seen or heard anything for a holiday for the Northern Territory in the last three months?

ROTATE CODES 1 TO 16	M/R
Holiday blogs	<input type="checkbox"/> 1
Word of mouth	<input type="checkbox"/> 2
Recommendation from family and friends	<input type="checkbox"/> 3
TV advertising for a destination	<input type="checkbox"/> 4
Newspaper advertising for a destination	<input type="checkbox"/> 5
Newspaper articles featuring a travel destination	<input type="checkbox"/> 6
Radio advertising for a destination	<input type="checkbox"/> 7
Billboard advertising a destination	<input type="checkbox"/> 8
Travel magazines	<input type="checkbox"/> 9
Information from travel agents/tour operators	<input type="checkbox"/> 10
Travel documentaries /travel programs	<input type="checkbox"/> 11
Promotional email alerts	<input type="checkbox"/> 12
Online advertising –includes internet sites/social networking sites	<input type="checkbox"/> 13
Outdoor (trains, buses/ and bus stops etc)	<input type="checkbox"/> 14
northernterritory.com	<input type="checkbox"/> 15
Other [Please specify]	<input type="checkbox"/> 16
Don't know/can't remember	<input type="checkbox"/> 17

QMP 013

[ASK CODE 1 IN F1; OTHERS GO TO F2.2]

F2.4 What have you recently read, seen or heard about holidays in the Northern Territory in the last three months? *Please type your answer in the box below. If you have not heard anything, please type 'nothing' in this question*

[ASK ALL]


F2.2 Have you recently read, seen or heard the following communications about holidays in the Northern Territory? *Please choose all you have seen*

SHOW ALL ADS ON SINGLE PAGE SCROLLING DOWN


		Yes	No
Ad1	ROTATE "Ad1_Always On_Adventure"	1	2



QMP 013

<p>Ad2</p>	<p>ROTATE "Ad2_Events_Social_Parrtjima"</p>  <p>(CLICK ON IMAGE TO ENLARGE)</p>	<p>1</p>	<p>2</p>
<p>Ad 3</p>	<p>ROTATE "Ad3_Events Campaign_Digital"</p>	<p>1</p>	<p>2</p>

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	 <p>(CLICK ON IMAGE TO ENLARGE)</p> <p>Programming note – this is just a screenshot of a banner that needs to be played</p>	
Ad 4	ROTATE "Ad4_Summer Sale_Helloworld"	

QMP 013



(CLICK ON IMAGE TO ENLARGE)

Programming note – this is just a screenshot of a banner that needs to be played

QMP 013

[ASK F6, F4 AND F7 SHOWING ONE AD RANDOMLY SELECTED FROM F2.2. THE SAME RANDOMLY SELECTED AD IS TO BE SHOWN AT EACH QUESTION]

F6. We are now going to look at the ad we've shown in a little more detail. It doesn't matter whether or not you've seen it before. So...

What would you say is the key message this communication was trying to tell you about the Northern Territory? Please type in your response in the box below.

F4. Which of the following statements best describes the response you had to this communication in terms of considering the Northern Territory as a holiday destination? Please choose one circle only [CLICK TO ENLARGE/PLAY]

	[DO NOT ROTATE]	S/R
Makes me want to book an NT holiday	<input type="radio"/>	O ₁
Makes me seriously consider visiting the NT for a holiday	<input type="radio"/>	O ₂
Increases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₃
It has no effect on me either way	<input type="radio"/>	O ₄
Decreases my interest in learning more about the NT as a holiday destination	<input type="radio"/>	O ₅
I won't visit the NT as a result of this communication	<input type="radio"/>	O ₆
Not sure	<input type="radio"/>	O ₉₉

F7. How much do you agree or disagree that this communication...?

[ROTATE CODES]	Strongly disagree					Strongly agree					Not sure
1 Told me something new about the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 Piques my interest in the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Portrays a holiday relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 Provides enough information to be confident booking a holiday to the NT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 Makes me want to go to the NT now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6 Portrays a value for money holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 Is confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 Is something I am getting tired of seeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9 Stands out compared to other holiday advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 Is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QMP 013

Programming note: REPEAT F6, F4 AND F7 SHOWING OTHER VIDEO

Section G – Brand Values

[ASK ALL]

G1. How strongly do you agree *The Northern Territory is a place ...* (please choose one only on each row)

[ROTATE CODES 1 – 7]		Strongly disagree					Strongly agree					Not sure
1	That is unconventional / different	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
2	That will enliven your senses	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
3	Where you will learn from locals	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
4	Where you are free to be yourself	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
5	Where you will feel more Australian	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
6	Where you will connect with Aboriginal culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
7	Where you will connect with Outback Australian culture	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁

QMP 013

[ASK ALL]

G2. How strongly do you agree that the following statements describe a holiday in the Northern Territory? Please choose one circle on each row

The Northern Territory feels like it's a place...?

	[ROTATE CODES 1 – 18]	Strongly disagree					Strongly agree					Not sure
		O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
1	That's welcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	That's fun loving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	For adventure	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
4	For Aboriginal culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	That is more appealing than going overseas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	For Australian culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	For nature and wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	That offers adventure with a little bit of luxury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	That would make my friends / family envious of me if I went	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	That is great or romantic getaways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	To explore and learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	For authentic experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	That is vast and a place of open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	To go to sooner rather than later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	That delivers (on expectations or experiences)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	That is an exciting place to visit	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
17	That is an accessible place to visit	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
18	That is an affordable place to visit	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

QMP 013

[ASK ALL]

G2a. Once travel restrictions are lifted, how strongly do you agree that a holiday in The Northern Territory is...? Please choose one circle on each row

[ROTATE CODES 1 – 3]		Strongly disagree					Strongly agree					Not sure
1	A safe place to travel because it is free of COVID-19	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
2	Safer than travelling to other states or territories in Australia	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
3	Safer than travelling overseas	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁

[ASK ALL]

[ALWAYS SHOW NT, AND 2 OTHER STATES AT SELECTED AT RANDOM]

G3. Thinking about holidays you might take in the future, how would you share your holiday experiences on social media? Please select as many as apply per row

Please think about your potential social media usage for each of the following destinations...

[ROTATE A-H]	I would share beforehand; I would want others to know that I was going there	I would share while I was there; I would want others to see what I am up to	Share after I went; I would want others to see what I experienced	I wouldn't share anything about this destination on social media
A. NT	O ₁	O ₂	O ₃	O ₄
B. QLD	O ₁	O ₂	O ₃	O ₄
C. NSW	O ₁	O ₂	O ₃	O ₄
D. WA	O ₁	O ₂	O ₃	O ₄
E. TAS	O ₁	O ₂	O ₃	O ₄
F. ACT	O ₁	O ₂	O ₃	O ₄
G. VIC	O ₁	O ₂	O ₃	O ₄
H. Short distance international holiday	O ₁	O ₂	O ₃	O ₄

QMP 013

Section H – Impact of COVID 19

[ASK ALL]

H1. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in Australia (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in Australia (not a day trip)	O ₃
None of these	O ₉₉

H2. Has the COVID-19 outbreak led you to do the following? S/R Please choose one

	S/R
Voluntarily cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₁
Delay booking a holiday <u>of at least one night stay or more</u> in the Northern Territory (not a day trip)	O ₂
Forced you to cancel a holiday <u>of at least one night stay or more</u> you'd already booked in the Northern Territory (not a day trip)	O ₃
None of these	O ₉₉

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H3. How likely are you to take a holiday of at least one night stay or more in the Northern Territory in the next 12 months (not a day trip)? Please choose only one

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

QMP 013

[ASK THOSE WHO CANCELLED OR DELAYED A TRIP TO NT]

H4. What about in the next one to two years? *Please choose only one*

	S/R
Extremely likely	O ₇
Very likely	O ₆
Somewhat likely	O ₅
Neutral	O ₄
Somewhat unlikely	O ₃
Very unlikely	O ₂
Extremely unlikely	O ₁

[ASK ALL]

H5. How strongly do you agree or disagree with the following statements related to COVID-19?

[ROTATE CODES A – E]		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not sure
A	I'm maintaining a positive attitude on the pandemic situation	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₀
B	I think I'll be able to manage the pandemic situation in an economic sense	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₀
C	I won't be able to afford a holiday for a while when the pandemic is finished	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₀
D	I will prioritise taking a holiday of at least one night stay or more in Australia when the pandemic is over (not a day trip)	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₀
E	I will be taking a holiday of at least one night stay or more in the Northern Territory	O ₁	O ₂	O ₃	O ₄	O ₅	O ₀₀

QMP 013

when the pandemic is over (not a day trip)							
--	--	--	--	--	--	--	--

[ASK ALL]

H6. Will you take more, or fewer, Australian domestic holidays than normal once the State and Territory borders are opened and you are allowed to travel (of at least one night stay or more, not including day trips)?

	S/R
Many more	O ₅
More	O ₄
About the same	O ₃
Fewer	O ₂
Much fewer	O ₁

[ASK ALL]

H7. After travel restrictions are lifted (a post COVID-19 holiday) how many holidays will you be likely to take in the first 12 months (of at least one night stay or more, not including day trips)?

	S/R	
1 holiday	O ₁	
2 holidays	O ₂	
3 holidays	O ₃	
4 holidays	O ₄	
5 or more holidays	O ₅	
I don't intend to go on holiday in the first 12 months after restrictions are lifted	O ₆	SKIP TO Q H17

QMP 013

[ASK H8A TO CODES 1-5 AT H7, ASK H8B TO CODES 2-5 AT H7, ASK H8C TO CODES 3-5 AT H7]

H8. For the first holiday you take; will that be ...

H8.1 For the second holiday you take; will that be

H8.2 For the third holiday you take, will that be ...

[ONLY ASK A MAXIMUM OF THREE]

	H8a.	H8b.	H8c.
	First holiday you take?	Second holiday you take?	Third holiday you take?
An international holiday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
A domestic holiday	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Don't know	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉	<input type="checkbox"/> ₉₉

[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H9. Are any of the following nature based places ones you would consider when you can travel again?

ROTATE	Yes	No
• The Kimberleys	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Uluru	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Great Barrier Reef	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
Flinders Ranges	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Kangaroo Island	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Ningaloo Reef	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆

[ASK ALL LOCATIONS SELECTED 'YES' AT H9]

H10. How will you get to [insert destination(s)] from H9)?

Fly	<input type="checkbox"/> ₁
Drive	<input type="checkbox"/> ₂
Drive and Fly	<input type="checkbox"/> ₃
Train	<input type="checkbox"/> ₄
Bus/coach	<input type="checkbox"/> ₅

QMP 013

[ASK IF CODE 1 OR 3 AT H10 (FLY OR DRIVE AND FLY). ASK OF ALL LOCATIONS SELECTED 'YES' AT H9]]

H11. Why wouldn't you drive only to [insert destination(s) from H9]?

--

[ASK IF CODES 1-5 AT H7 (INTENDING TO TAKE A HOLIDAY IN THE FIRST 12 MONTHS AFTER RESTRICTIONS LIFTED)]

H12. Were you intending to visit the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 1 OR 2 AT H12]

H13. Are you still intending on coming to the NT in 2020 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

[ASK IF CODES 3 OR 99 AT H12] [ASK ALL CODES AT H12]

H14. Are you intending to come to the NT in 2021 (at least one night stay or more, not including day trips)?

Yes	<input type="checkbox"/> 1
Maybe	<input type="checkbox"/> 2
No	<input type="checkbox"/> 3
Don't know	<input type="checkbox"/> 99

QMP 013

[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H15. What transport will you use to get to your main (longest) post COVID-19 domestic holiday?

Drive your own vehicle	<input type="checkbox"/> ₁
Fly and hire a vehicle	<input type="checkbox"/> ₂
Fly only	<input type="checkbox"/> ₃
Train	<input type="checkbox"/> ₄
Bus/coach	<input type="checkbox"/> ₅
Don't know	<input type="checkbox"/> ₉₉

[ASK IF CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8]

H16. How far will you travel for your main (longest) post COVID-19 domestic holiday?

Within your own state no more than 3 hours	<input type="checkbox"/> ₁
Within your own state 3+ hours	<input type="checkbox"/> ₂
Interstate no more than 3hrs	<input type="checkbox"/> ₃
Interstate 3+hrs	<input type="checkbox"/> ₄
Don't know	<input type="checkbox"/> ₉₉

[ASK ALL]

H17. What was your total spend per person last year on all Australian domestic holidays in total (at least one night stay or more, not including day trips)?

Less than \$1,000	<input type="checkbox"/> ₁
\$1,000-\$2,000	<input type="checkbox"/> ₂
\$2,000-\$4,000	<input type="checkbox"/> ₃
\$4,000-\$8,000	<input type="checkbox"/> ₄
\$8,000+	<input type="checkbox"/> ₅
I didn't take an Australian domestic holiday last year	<input type="checkbox"/> ₉₉

QMP 013

[ASK CODES 1-5 AT H17 AND CODES 1-5 AT H7, AND 'DOMESTIC' SELECTED FOR ANY HOLIDAY AT H8; OTHERS GO TO DEMOGRAPHIC SECTION]

H18. Comparing to your main (longest) Australian domestic holiday last year, are you planning to spend more or less on your post COVID-19 domestic holiday per person (at least one night stay or more, not including day trips)?

More	<input type="checkbox"/> ₁
Less	<input type="checkbox"/> ₂

[ASK IF CODE 1 AT H18]

H18a. How much more?

10%	<input type="checkbox"/> ₁
20%	<input type="checkbox"/> ₂
30% or greater	<input type="checkbox"/> ₃
Don't know	<input type="checkbox"/> ₉₉

[ASK IF CODE 2 AT H18]

H18a. How much less?

10%	<input type="checkbox"/> ₁
20%	<input type="checkbox"/> ₂
30% or greater	<input type="checkbox"/> ₃
Don't know	<input type="checkbox"/> ₉₉

QMP 013

Section 2 – Demographics

[ASK NON-NT VISITORS, IF NT VISITOR, CODE 15 IN Q5.1, AUTOCODE YES AND DO NOT SHOW]

F7. Just to check, have you ever been to the Northern Territory for a holiday in your lifetime? Please choose one only

	S/R
Yes	O ₁
No	O ₂

Finally a few questions about you to make sure we've got a good mix of people in our survey

[ASK ALL]

Z3. What is your household's total yearly income before tax?

	S/R
Less than \$29,999	O ₁
Between \$30,000 and \$59,999	O ₂
Between \$60,000 and \$79,999	O ₃
Between \$80,000 and \$99,999	O ₄
Between \$100,000 and \$149,999	O ₅
\$150,000 or more	O ₆
Prefer not to say	O ₉₉

[ASK ALL]

Z4. Which of these best describes your household?

	S/R
Sole occupant under 30 years	O ₁
Sole occupant 30 years or over – not retired	O ₂
Sole occupant – retired	
Share accommodation	O ₃
Family with children at home – youngest under 16	O ₅
Family with children at home – youngest 16 or older	O ₆
Couple without children living at home – not retired	
Retired couple without children living at home	
Other (please specify)	O ₉₈
Prefer not to say	O ₉₉

[ASK ALL]

Z5. What is your postcode?

--	--	--	--	--	--

QMP 013

[ASK ALL]

Z6. Which of the following activities are you interested in (either by participating in them or watching)?

	M/R
Boating	<input type="radio"/> O ₁
Fishing	<input type="radio"/> O ₂
Camping	<input type="radio"/> O ₃
Motorsports (including car racing)	<input type="radio"/> O ₄
Mountain biking	<input type="radio"/> O ₅
Hiking	<input type="radio"/> O ₆

[ASK ALL]

Z7. Could we talk to re-contact you to participate in group discussions or further research about the Northern Territory? Please type in your email in the box below.

	S/R
Yes	<input type="radio"/> O ₁
No	<input type="radio"/> O ₂

Thank you very much for your time today.

Tourism NT: choice model design



Attracting domestic travellers to book an NT holiday for their next trip

Dec 2020
www.instinctandreason.com

Introduction

Now, we will show you a few different options or trips you can take to the Northern Territory. Each trip shows you a certain budget, places you could visit and experiences you could have. Some of these trips may be interesting to you while others may not be something you would do.

We want to know if you were planning to go to the NT, which of these trips would you take. You will be shown a combination of a few things you would typically do or book on a holiday. Think of each one as a brochure for a trip to the NT. This will just take a few minutes. All you need to do is choose which trip option you would go on and which ones you wouldn't.

For each card shown:

1. Review all the information shown on each card carefully
2. Then tell us which choice you would select.

Please remember that:

- each 'Card' or bundle may look alike, but each is different
- each card (or page) is totally separate from the last and to base your choice on what you are shown on THAT page only.
- There is a **Glossary** page providing definitions to any terms you are not familiar with.

Please take a few minutes to read through the **Definitions** before starting the scenarios.



3

Definition



Attributes	Description
1. Price of a return air ticket from home to the NT	The cost of a return ticket flight to the Northern Territory. This is the flight from your home and back to the Northern Territory
2. Discounts	This includes discounts off air flights, accommodation and attractions
3. Main type of accommodation	The main type of accommodation you will be staying in during your trip
4. Packaged or independent experience	This is whether you will have a packaged or independent trip
5. Food experiences	This includes experiences related to the food available in the region
6. Adventure experiences	This includes experiences relating to the natural attractions in the region that will allow you to have an adventure
7. Events and Festivals	This will include events/festivals that are held in the region
8. Total cost of experiences (5-7 combined)	This is the total amount you will have to pay to have the above three experiences (Food experiences, Adventure experiences, and visits to Events/Festivals)
9. Tropical Top End	Destinations you could visit in the Tropical Top End (northern NT)
10. Central Australia	Destinations you could visit in Central Australia (southern NT)
11. Length of holiday	The number of days you will be staying in the NT

4



key buying factors and levels

Key Buying Factor	Levels (from lowest/worst to highest/best)						Type Categorical or Continuous	Preference What happens to preference when levels increase?
	1	2	3	4	5	6		
1. Price of a return air ticket from home to the NT	\$400	\$400	\$750	\$1,000	\$1,000		Continuous	Decreasing
2. Discounts	No discount	10% off price of all accommodation + attractions	20% off price of all accommodation + attractions	30% off price of accommodation	\$500 spending money in southern	20% off standard airline ticket price	Categorical	None
3. Main type of accommodation	Camp sites	Airbnb	Glamping – experience camping in style with all the amenities you need around you	A 3 star hotel	Four or Five star hotel		Categorical	None
4. Packaged or independent experience	Independently arranged	Packaged experience	Partly packaged and partly independent				Categorical	None
5. Food experiences	No food experience	Experience the unique environment by sleeping under the stars and camp cooking with native ingredients	Take a sunset dinner cruise on Darwin Harbour. Enjoy a fresh local seafood buffet on this 2.5 hour dinner cruise.	Enjoy the 'South of the Outback' gourmet BBQ dinner and star show at South Sanctuary in Alice Springs. Meet, sample and hear stories about ecology and astronomy	Experience fine dining under the stars at Table 131* with uninterrupted views of Uluru. Enjoy a four-course menu using South Australian produce and calving-egg wine.		Categorical	None
6. Adventure experiences	No adventure experience	Hike in Litchfield National Park and take a 3.5 km 1/2 hour walk to Waterfalls	Swim in nature's infinity pool at Gunlom Falls in Kakadu National Park	Catche in the Nitmiluk Gorge (Katherine Gorge)	Cycle around the base of Uluru (Mystery Rock)		Categorical	None
7. Events and Festivals	No event experience	Attend the Darwin Festival – a celebration of music, theatre, visual art, dance, and culture	Attend Bass in the Grass – a 3/4-day music festival in Darwin	Compete in a boat race in the street during the Henley on Todd Regatta	Attend a unique 3 day music, art and street culture festival (Wide Open Spaces) in the outback		Categorical	None
8. Total cost of experiences (5-7 combined)	\$200	\$300	\$500	\$1,000	\$2,000		Categorical	Decreasing
9. Tropical Top End	No Tropical North	Darwin	Darwin and Katherine	Darwin, Arnhem Land and Kakadu National Park	Darwin, Arnhem Land, Kakadu National Park and Katherine		Categorical	None
10. Central Australia	No Central Australia	Alice Springs	Alice Springs and Uluru	Alice Springs, Uluru and Tennant Creek	Alice Springs, Uluru, Tennant Creek and MacDonnell National Park		Categorical	None
11. Length of holiday	6 days	8 days	9 days	12 days			Categorical	None



Example card - 'hypothetical NT holiday' approach

Q: If you were given the following trip options, would it make you book a holiday to the NT for your next trip?

Key aspects of the NT holiday		
1. Price of a return air ticket from home to the NT		\$1,000
2. Discounts		20% off price of all accommodation + attractions
3. Main type of accommodation		Airbnb
4. Packaged or independent experience		Packaged experience
5. Food experiences		Take a sunset dinner cruise on Darwin Harbour. Enjoy a fresh local seafood buffet on this 2.5 hour dinner cruise
6. Adventure experiences		No adventure experience
7. Events and Festivals		Attend Bass in the Grass – a full-day music festival in Darwin
8. Total cost of experiences (5-7 combined)		\$500
9. Tropical Top End		Darwin and Katherine
10. Central Australia		No Central Australia
11. Length of holiday		4 days
Which option would you choose?		Yes, I would book this trip to the NT for my next holiday 
		No, I wouldn't 

1. In which area do you mainly operate?

- Darwin & Surrounds
- Kakadu & Surrounds
- Arnhem Land
- Katherine & Surrounds
- Tennant Creek & Surrounds
- Alice Springs & Surrounds
- Uluru & Surrounds
- NT Wide

2. To which sector do you belong?

- Accommodation
- Attractions
- Touring / Transport
- Hospitality
- Retail
- Business Events

Other (please specify)

3. What is the size of your business?

- No Employees (Sole Trader)
- 1-4 Employees
- 5-19 Employees
- 20-49 Employees
- 50+ Employees

4. How did your NT tourism business measure in terms of visitors, October to December compared to the same period in 2019?

	Large Decrease	Decrease	Remained the same	Increase	Large Increase	N/A
Visitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What do you think the outlook for tourism will be like for the next 12 months for...?

	Very poor	Poor	Remain the same	Good	Very good
Your region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own tourism business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please provide any additional comments or insights you have:

7. Do you agree for your contact details to be connected to your response - just in case Tourism NT needs to contact you to discuss your responses to this survey in further detail?

- Yes
 No

8. Has your business accessed any COVID-19 recovery programs, if so please select any that apply

- Home Improvement Scheme
- Business Improvement Scheme
- Immediate Work Grant
- Small Business Survival Fund
- Business Hardship Package
- Tourism business support program with KPMG
- Creative Industries sector Immediate Response and Resilience program
- Trade Support Scheme - COVID-19 Quick Response Grant

If not please provide any insights you have on any of the above grants

1. In which area do you mainly operate?

- Darwin & Surrounds
- Kakadu & Surrounds
- Arnhem Land
- Katherine & Surrounds
- Tennant Creek & Surrounds
- Alice Springs & Surrounds
- Uluru & Surrounds
- NT Wide

2. To which sector do you belong?

- Accommodation
- Attractions
- Touring / Transport
- Hospitality
- Retail
- Business Events

Other (please specify)

3. What is the size of your business?

- No Employees (Sole Trader)
- 1-4 Employees
- 5-19 Employees
- 20-49 Employees
- 50+ Employees

4. How did your NT tourism business measure in terms visitor numbers between January and September 2020 compared to the same period in 2019 for...?

	Large Decrease	Decrease	Remained the Same	Increase	Large increase	N/A
Total (both international and domestic) visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What do you think the outlook for tourism will be like for the next 12 months for...?

	Very poor	Poor	Remain the same	Good	Very good
The region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own tourism business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Generally speaking, which of the following best describes your forward bookings compared to the same period last year?

	Large decrease	Decrease	About the same	Increase	Large increase	N/A
Forward Bookings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please provide any additional comments or insights you have regarding the above questions:

8. Do you agree for your contact details to be connected to your response - just in case Tourism NT needs to contact you to discuss your responses to this survey in further detail?

- Yes
- No

Tourism Northern Territory – Key Markets Study - Questionnaire

What are we doing?

20m online survey of n=600 per market, in the UK, USA and Germany. Sample to be those considering travelling to Australia for leisure purposes in the next 4 years. In each market the n=600 will include n=150 youth travellers, and n=150 luxury travellers.

Youth travellers: those aged 18-29

High value travellers: Those who would and have travelled outside of their home country in the last / next two years (S4.3=1/2, S48=3), select certain factors as important for long-haul travel (SELECT T2.2, 6, 10, AND 12 AS IMPORTANT (3 / 4)), and had an average daily spend of >\$330 on their last holiday (T7/T8).

Objectives

- Understand consumer needs when it comes to long-haul travel – what job is travel doing for consumers in each market, and how does this differ by key audiences?
- Understand existing perceptions around pre-identified barriers including distance, cost, availability of offering
- Map out the extent to which the NT meets consumer needs for long-haul travel, in comparison to key competitors for each market.
- Identify short-term tactical issues as a result of COVID (and delineate from longer-term strategic)
- Identify opportunities for the NT to increase their share of Australia visitor spend from these markets
- Identify opportunities for Australia and the NT to more effectively compete with other long-haul destinations

Questionnaire sections

Section 1: Introduction and screener

Section 2: Travel personalities

Section 3: Travel intent and barriers at a country level

Section 4: Perceptions of the Northern Territory and awareness of the offering

Section 5: Closing questions

Questionnaire - UK

Section 1: Introduction and screener

Hello and welcome to this survey. The first few questions are to understand a bit more about you.

S1. What is your age? Enter your age in years in the box below

SCREENING: Code as 'Youth traveller' if aged 18-29 Terminate if aged <18. Aiming for spread of ages.

S2. Are you...? Please select one answer.

1. Male
2. Female
3. Self-describe (please type in)
4. Prefer not to say

S3. In which region do you live? Please select.

1. South East

2. London
3. North West
4. East of England
5. West Midlands
6. South West
7. Yorkshire and the Humber
8. East Midlands
9. North East
10. Scotland
11. Wales
12. Northern Ireland

S4. How likely are you to do each of the following in the next 2 years?

ROWS

1. Purchase a new car
2. Plan a wedding
3. Travel to any country outside the United Kingdom for a holiday
4. Start your own business
5. Purchase or move to a new house
6. Take up a new adventure sport such as sky diving, scuba diving or abseiling
7. Regularly use social media such as Twitter or Facebook

COLUMNS

1. Definitely will
2. Probably will
3. Probably will not
4. Definitely will not

S4B. Which of the following have you done in the past 2 years? Please select all that apply. [MULTI CODE]

1. Purchase a new car
2. Planned a wedding
3. Travelled to any country outside the United Kingdom for a holiday
4. Started your own business
5. Purchased or moved to a new house
6. Taken up a new adventure sport such as sky diving, scuba diving or abseiling
7. Regularly use social media such as Twitter or Facebook
8. None of the above [EXCLUSIVE]

S5. The next questions in this survey are about long-haul travel. We understand that COVID-19 has disrupted travel plans for many people, so when you are answering these questions, please answer based on a situation where it is safe and possible to travel internationally.

From the list below, please select the countries that you would consider visiting for a leisure trip in the next four years. Please select as many as apply.

1. USA
2. Mexico
3. United Arab Emirates
4. Morocco
5. Thailand
6. India
7. Canada

8. Jamaica
9. South Africa
10. Australia
11. Japan
12. China
13. None of these [EXCLUSIVE]

SCREENING: Terminate if Australia not selected.

Section 2: Travel personalities

The next few questions are about travel in general. Please think about holidays and leisure travel, rather than travelling for work.

T1. Thinking about you personally, indicate to what extent, if at all, you agree or disagree with each of the following statements in relation to **long-haul travel**...

ROWS

1. Travel is about escapism
2. I seek out high-energy, adrenaline-fuelled experiences when I travel
3. Travel is about recharging and relaxation
4. I travel to immerse myself in a different culture
5. Discovering places off the beaten track appeals to me
6. When visiting a new place I prioritise seeing the iconic sights
7. I plan my trip thoroughly in advance, to fit everything in
8. I prefer to wing it when I travel, rather than pre-planning
9. I steer clear of the usual tourist experiences
10. I love to share travelling images via social media

COLUMNS

1. Disagree strongly
2. Disagree slightly
3. Neither
4. Agree slightly
5. Agree strongly
6. Don't know

T2. Please continue to think specifically about long-haul travel, and the kind of trips you have taken or plan to take...

How important are each of the following to you in a long-haul destination...

ROWS

1. Availability of high-quality accommodation
2. A number of different activities to do
3. Good food and wine
4. Authentic cultural experiences
5. Easily accessible to all family members (e.g. including children, older people, those with a disability)
6. World class beauty and natural environments
7. Vibrant cities
8. Iconic or well-known experiences

9. Events to attend (e.g. food or music festivals, exhibitions, performances)
10. World class coastlines, beaches and marine wildlife
11. Safe to travel around
12. Different and interesting wildlife

COLUMNS

1. Not at all important
2. Not very important
3. Fairly important
4. Very important
5. Don't know

T3. Thinking about how you plan to take holidays and leisure trips in the next two years, please indicate whether you plan to take more trips that are shorter, or fewer trips that are longer...

[SHOW BOTH STATEMENTS AT EITHER END OF AN 11 POINT SCALE - RANDOMISE]

1. I would rather take more trips, even though they would be shorter
2. I would rather take fewer trips, for longer periods of time
3. Don't know

T4. Thinking back over the last two years, how many long-haul trips have you taken? Please select from the dropdown. [SHOW DROPDOWN, ALLOW 0-10, 10+]

T5. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] Thinking about your most recent long-haul leisure trip, where did you go? If not shown in the list please select 'other' and type in.

1. [Same list as S4]
2. Other – please type in

T6. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] Thinking about your trip to <T5 LOCATION>, who did you travel with? Select all that apply.

1. By myself
2. With my spouse / partner
3. With my partner and kids
4. With my kids, no partner
5. With my extended family
6. With my parents and/or siblings
7. With a friend / group of friends
8. With both family and friends
9. With a tour group
10. Other – please specify:

T7. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] How many nights was your trip to <DROP IN LOCATION FROM T5>? Please type in the number.

T8. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] On this last trip how much did you spend for your entire travel party? Please include airfares, accommodation, restaurants and food shops, transport including car hire, activities, and anything else you can think of that you spent on the holiday... Please type in to the box below. [SHOW BOX ACCEPTING LOCAL CURRENCY]

PROGRAMMING: INCLUDE VARIABLE TO RECODE RESPONSE FROM LOCAL CURRENCY TO SAUD, THEN CALCULATE AVERAGE DAILY SPEND FROM T7/T8.

HIGH VALUE / LUXURY TRAVELLERS: THOSE WHO WOULD AND HAVE TRAVELLED OUTSIDE THE UK S4.3=1/2, S48=3, SELECT AT LEAST ONE OF T2.2, 6, 10, AND 12 AS VERY IMPORTANT (4), AND AVERAGE DAILY SPEND >\$330.

T9. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] Thinking again about your trip to <DROP IN LOCATION FROM T5> which of the following statements best applies...

1. I spent the trip in just one location
2. I stayed in two or three different locations on the trip
3. I stayed in more than three different locations on the trip
4. Don't remember

T10. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] Still thinking about your trip to <DROP IN LOCATION FROM T5>, did you visit any more countries on the same trip?

1. No – just this country
2. Yes – more than just this country

T10. [ASK ALL WHO VISITED MORE THAN ONE COUNTRY ON THEIR TRIP] How many additional countries did you visit on your trip to <DROP IN LOCATION FROM T5>? Please type in the number of **additional countries** below, i.e. do not include <DROP IN LOCATION FROM T5> in the number.

T11. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] And what was the purpose of your long-haul trip to <DROP IN LOCATION FROM T5>? Please select all that apply.

1. Romantic getaway
2. Family holiday
3. Special occasion (e.g. birthday, anniversary)
4. Visiting family and friends
5. Discover an untouched location
6. Experience a vibrant city
7. Adventure activities (e.g. skiing, surfing, bungee-jumping)
8. Attending a specific event
9. Relaxation
10. Other - please specify

T13. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] And still thinking about your trip to <DROP IN LOCATION FROM T5>, was this your first visit or had you previously visited?

1. It was my first visit to the country
2. It was my first visit to that area, but I had previously visited the country
3. I had previously visited the location I went to on this trip

T14. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] And how did you book this trip? Note – if you booked online, please think about the specific site. Select all that apply.

1. Through an airline
2. Directly with hotel or accommodation
3. Through a tour operator
4. Through an independent travel agent
5. Through a mainstream travel agent
6. Through an intermediary
7. Other – please specify
8. Don't know

T15. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] Which channel did you use to book the trip? Please select all that apply, and think about booking specifically.

1. Online
2. In person
3. Over the telephone
4. Don't know

T16. [ASK ALL WHO HAVE TAKEN AT LEAST ONE LONG-HAUL TRIP IN THE LAST TWO YEARS] From the list below, please select the type of accommodation you have stayed in on long-haul trips in the last two years. Select all that apply. [RANDOMISE]

1. Hotels
2. Bed & Breakfast or guesthouses
3. Motels
4. Youth hostels
5. Airbnb or similar
6. Campervan, caravan or tent
7. Luxury accommodation
8. Other – please type in

T17. [ASK ALL] Thinking about the long-haul trips you may take in the next 2 years; what kinds of accommodation are you likely to stay in? Please select all that apply from the list below... [RANDOMISE]

1. Hotels
2. Bed & Breakfast or guesthouses
3. Motels
4. Youth hostels
5. Airbnb or similar
6. Campervan, caravan or tent
7. Luxury accommodation
8. Other – please type in

T18. [ASK ALL] Still thinking about future long-haul trips, how many nights is your next long-haul trip likely to be? An estimate is fine, please type in the number.

Section 3: Travel intent and barriers at a country level

C1. [ASK ALL WHO SELECTED MORE THAN ONE LOCATION AT S4] You mentioned that you would consider taking a leisure trip to each of these locations in the next four years. For each destination please indicate how likely you are to visit it in the next four years... [SHOW ONLY DESTINATIONS SELECTED AT S4]

ROWS

1. [Same list as S4]

COLUMNS

1. Very unlikely
2. Fairly unlikely
3. Neither likely or unlikely
4. Fairly likely
5. Very likely

ANALYSIS NOTE: PLEASE AUTOCODE A VARIABLE WITH MEAN SCORE FOR EACH COUNTRY AT C1, REBASED TO ALL USING 0 FOR NOT SELECTED.

C1B. HIDDEN VARIABLE – COUNTRIES TO DEEP DIVE ON PERCEPTIONS. ALL RESPONDENTS TO ANSWER FOR AUSTRALIA, PLUS UP TO TWO OTHER COUNTRIES – SELECTED BASED ON CONSIDERATION AT S4, IF MORE THAN 3 SELECTED, ALLOCATE ON LEAST FILL BASIS.

Competitor country set – ask C2-C5 for up to three countries coded at C1B

C2. The next couple of questions will be about <INSERT COUNTRY>.

You mentioned that you would consider visiting this country in the next four years, please select the statement that best describes why you would visit.

1. There is a particular location (e.g. a city, region or landmark) within the country that makes me want to visit
2. I want to visit the country in general, more than one specific location

C2B. [ASK THOSE WHO SELECT CODE 1 AT C2] Where is it that makes you want to visit? Please type in.

C3. Thinking about <INSERT COUNTRY>, what are the top three things that come to mind when you think about it? Please type in below. [SHOW THREE TYPE IN BOXES]

C4. Thinking again about <INSERT COUNTRY>, which of the following things do you most associate with it? Please select up to five... [RANDOMISE]

1. A place to escape
2. A place for high-energy experiences
3. A place to recharge and relax
4. A culture I want to experience
5. Off the beaten track
6. Iconic sights or landmarks
7. Authentic and unique
8. A tourist hot spot
9. Safe to visit
10. Photogenic
11. Has a great food scene

12. A variety of activities
13. Amazing nature and wildlife
14. Easy or convenient to get to
15. Appealing accommodation
16. Vibrant city / cities
17. Oceans, beaches or coastlines
18. Has an event I want to go to
19. Great climate
20. Unique local wildlife or ecosystems
21. None of these [EXCLUSIVE]

C5. Thinking again about your impressions of <INSERT COUNTRY>, to what extent, if at all, do each of the following statements describe it...

ROWS

1. It is difficult to get to
2. It takes too long to get there
3. It has too many tourists
4. There is not much I am interested in doing
5. It is too expensive to get there
6. It is too expensive once you get there
7. It seems unsafe

COLUMNS

1. 1 = Not at all
2. 2
3. 3 = A little
4. 4
5. 5 = Completely
6. Don't know

C6. Have you ever visited Australia? Please select all that apply.

1. No [DO NOT SHOW IF AUSTRALIA SELECTED AT T5]
2. Yes – on a leisure trip
3. Yes – on a business trip
4. Yes – on a different type of trip (please type in)

C7. [ASK ALL WHO HAVE VISITED AUSTRALIA] Which of the following states or territories have you visited in Australia? Please select all that apply.

1. New South Wales (home to Sydney, Byron Bay and the Blue Mountains)
2. Victoria (home to Melbourne, the Great Ocean Road and the 12 Apostles)
3. Queensland (home to Brisbane, the Great Barrier Reef and the Gold Coast)
4. South Australia (home to Adelaide, Kangaroo Island and the Barossa Valley)
5. Northern Territory (home to Darwin, Uluru and Kakadu)
6. Western Australia (home to Perth, the Kimberley region and Margaret River)
7. Australian Capital Territory (home to Canberra, Parliament House and the Australian War Memorial)
8. Tasmania
9. Don't know

Section 4: Perceptions of the Northern Territory and awareness of the offering

N1. How much do you know about each of the following states and territories in Australia?

ROWS

1. New South Wales (home to Sydney, Byron Bay and the Blue Mountains)
2. Victoria (home to Melbourne, the Great Ocean Road and the 12 Apostles)
3. Queensland (home to Brisbane, the Great Barrier Reef and the Gold Coast)
4. South Australia (home to Adelaide, Kangaroo Island and the Barossa Valley)
5. Northern Territory (home to Darwin, Uluru and Kakadu)
6. Western Australia (home to Perth, the Kimberley region and Margaret River)
7. Australian Capital Territory (home to Canberra, Parliament House and the Australian War Memorial)
8. Tasmania

COLUMNS

1. Nothing
2. Have heard of it but don't know anything about it
3. Know a little
4. Know a lot

N2. And how much does a leisure trip to each state or territory appeal to you? [ONLY SHOW STATES WHERE RESPONDENT HAS AT LEAST HEARD OF THEM]

ROWS

1. New South Wales (home to Sydney, Byron Bay and the Blue Mountains)
2. Victoria (home to Melbourne, the Great Ocean Road and the 12 Apostles)
3. Queensland (home to Brisbane, the Great Barrier Reef and the Gold Coast)
4. South Australia (home to Adelaide, Kangaroo Island and the Barossa Valley)
5. Northern Territory (home to Darwin, Uluru and Kakadu)
6. Western Australia (home to Perth, the Kimberley region and Margaret River)
7. Australian Capital Territory (home to Canberra, Parliament House and the Australian War Memorial)
8. Tasmania

COLUMNS

1. Not at all
2. Appeals slightly
3. Appeals strongly
4. Don't know

N2B. How likely are you to visit each state or territory on a future trip to Australia? [ONLY SHOW STATES WHERE RESPONDENT HAS AT LEAST HEARD OF THEM]

ROWS

1. New South Wales (home to Sydney, Byron Bay and the Blue Mountains)
2. Victoria (home to Melbourne, the Great Ocean Road and the 12 Apostles)
3. Queensland (home to Brisbane, the Great Barrier Reef and the Gold Coast)
4. South Australia (home to Adelaide, Kangaroo Island and the Barossa Valley)
5. Northern Territory (home to Darwin, Uluru and Kakadu)
6. Western Australia (home to Perth, the Kimberley region and Margaret River)

7. Australian Capital Territory (home to Canberra, Parliament House and the Australian War Memorial)
8. Tasmania

COLUMNS

1. Very unlikely
2. Fairly unlikely
3. Neither
4. Fairly likely
5. Very likely
6. Don't know

N3. For each of the following attributes, please indicate which states and territories you think it applies to...
Select as many states as apply for each attribute.

ROWS - RANDOMISE

1. A place to escape
2. A place for high-energy experiences
3. A place to recharge and relax
4. A culture I want to experience
5. Off the beaten track
6. Iconic sights or landmarks
7. Authentic
8. A tourist hot spot
9. Safe to visit
10. Photogenic
11. Has a great food scene
12. Activity-packed
13. Amazing natural or wild spaces
14. Easy or convenient to get to
15. Appealing accommodation
16. Vibrant city / cities
17. Oceans, beaches or coastlines
18. Has an event I want to go to
19. Great climate
20. Unique local wildlife or ecosystems

COLUMNS – RANDOMISE [ONLY SHOW STATES WHERE RESPONDENT HAS AT LEAST HEARD OF THEM]

1. New South Wales
2. Victoria
3. Queensland
4. South Australia
5. Northern Territory
6. Western Australia
7. Australian Capital Territory
8. Tasmania
9. None of these

N4. [ASK ALL WHO HAVE HEARD OF THE NT] The next few questions will be specifically about the **Northern Territory**.

Off the top of your head, how would you describe the **Northern Territory**? Please type in detail into the box below. [SHOW LARGE TEXT BOX]

N5. [ASK ALL] From the list below, please select the Northern Territory destinations that you have heard of. Select all that apply. [RANDOMISE]

1. Darwin
2. Alice Springs
3. Uluru / Ayers Rock
4. Kakadu National Park
5. Litchfield National Park
6. Kings Canyon & Watarka National Park
7. Nitmiluk National Park / Katherine Gorge
8. West MacDonnell Ranges
9. Katherine
10. None of these [EXCLUSIVE]

N6. [ASK ALL FOR WHOM A LEISURE TRIP TO THE NT APPEALS] You mentioned that a leisure trip to the Northern Territory appeals to you. Please type in the three main reasons that a trip to the NT appeals to you into the boxes below... [SHOW THREE TYPE IN BOXES, Reason 1, Reason 2, Reason 3]

N6B. [ASK ALL FOR WHOM A LEISURE TRIP TO THE NT APPEALS] Is there anything that concerns you, or makes you less likely to take a trip to the NT? [SHOW THREE TYPE IN BOXES, Reason 1, Reason 2, Reason 3]

N7. [ASK ALL AWARE OF THE NT, BUT FOR WHOM A LEISURE TRIP DOES NOT APPEAL] You mentioned that a leisure trip to the Northern Territory does not appeal to you. Why is this? Please type in the three main reasons that a trip to the NT does not appeal to you into the boxes below... [SHOW THREE TYPE IN BOXES, Reason 1, Reason 2, Reason 3]

N8. [ASK ALL WHO HAVE HEARD OF THE NT] For each of the following, in your opinion, is the Northern Territory better, worse, or about the same as other Australian states and territories?

ROWS - RANDOMISE

1. Availability of high-quality accommodation
2. A number of different activities to do
3. An exciting food scene
4. Authentic cultural experiences
5. Easily accessible to all family members (e.g. including children, older people, those with a disability)
6. Ability to spend time in nature and wild settings
7. Vibrant cities
8. Iconic or well-known experiences
9. Events to attend (e.g. food or music festivals, exhibitions, performances)
10. Coastline, beaches and oceans
11. Unique local wildlife or ecosystems
12. Inland water experiences (e.g. waterfalls, gorges, or wetland cruises)

COLUMNS

1. Much worse
2. A little worse
3. About the same
4. A little better
5. Much better
6. Don't know

N9. [ASK ALL WHO HAVE HEARD OF THE NT] To what extent, if at all, do you agree or disagree with each of the following statements about the Northern Territory...

ROWS

1. It is too difficult to get to
2. It takes too long to get there
3. It has too many tourists
4. There is not much I am interested in doing
5. It is too expensive to get there
6. It is too expensive once you get there
7. It seems unsafe
8. There are not enough quality accommodation options
9. The things I want to do are too far apart
10. The climate is too hot / too wet

COLUMNS

1. Disagree strongly
2. Disagree slightly
3. Neither
4. Agree slightly
5. Agree strongly
6. Don't know

Section 5: Closing questions

Thank you for answering these questions so far, before we finish, we just have a couple of final questions to understand a bit more about you...

P1. We understand that the COVID-19 pandemic has changed what people can and cannot do in many ways, for these next questions we are interested in how the COVID-19 situation may be influencing you and your plans, so please answer based on the current situation in your country. Thinking specifically about long-haul travel, how, if at all, has the pandemic changed how likely you are to take trips to long-haul destinations in the next 2 years?

1. I am less likely to take long-haul trips
2. No change
3. I am more likely to take long-haul trips
4. Don't know yet

P2. Which of the following statements best fits how you are thinking about long-haul travel right now?

1. I cannot even start to think about long-haul travel whilst this is going on
2. I am dreaming about possible destination/(s), but have not yet thought about any details
3. I have a specific destination, and plans to make it happen but am waiting to book
4. I have started to organise my next long-haul trip, including booking of at least one element

P3. Under what conditions will you resume long-haul travel? Select the statement that best represents how you feel...

1. As soon as it is legally allowed
2. When the "curve" flattens and the rate of new infections in my area / the destination drops to zero or near zero
3. When testing and treatment are broadly available and easy to access
4. After I've been vaccinated or developed immunity to the virus
5. Even after I've been vaccinated, I still don't anticipate taking any long-haul trips in the near future
6. Don't know

P4. Into which of the following brackets does your household income fall, before tax?

1. <\$60k
2. \$60-80k
3. \$81-100k
4. \$101-150k
5. \$151-200k
6. \$201-250k
7. >\$250k
8. Prefer not to say

P5. Which of the following best describes your current household? Please select one answer.

1. Single, no children
2. Single, at least one child living at home
3. Single, all children living away from home
4. Married/partnered, no children
5. Married/partnered, at least one child living at home
6. Married/partnered, all children living away from home
7. Other (please type in)

P6. Which of the following applies to you? Are you...

1. Working full-time
2. Working part-time
3. Unemployed and looking for work
4. Retired or on a pension
5. Mainly doing home duties
6. Studying
7. Other (please specify)
8. Prefer not to say

263TONTCE0001-CB – Tourism NT – Stakeholder Satisfaction Survey

Qualitative IDI specifications & discussion guide

26 November to 3 December 2020

Background:

Tourism NT is responsible for marketing and influencing the development of the Northern Territory as a competitive visitor destination for the continuing benefit of Territorians. As such the functions of Tourism NT are to market the Territory as a desirable visitor destination and facilitate the sustainable growth of the tourism industry in the Territory.

Tourism NT is seeking feedback from stakeholders regarding its performance, particularly the actions taken in these challenging times and how well these resonate with the tourism industry. This feedback will inform Tourism NT's future approach.

The 2020 wave of the Stakeholder Satisfaction Survey will also measure awareness of Tourism NT's communications around COVID-19 and guide further information as the sector recovers from this event.

Those who complete the survey will be invited to register their interest to take part in a one-on-one in-depth interview to provide further depth of insight into the feedback gathered in the survey.

Research objective:

To gain a deeper understanding of the drivers of satisfaction levels and key areas for improvement based on the quantitative survey responses.

Specifications:

- n=8 IDIs
- Length: 60 minutes
- Contact method: telephone
- Recruitment: 19 to 27 November
- Interviews: 26 November to 3 December
- Moderators: Naomi Downer and Israel Stephens
- Incentive: \$100 EFTPOS card
- Aim for a spread of:
 - Organisation type (A1)
 - Location (A2)
 - Employees (A3)
 - Support from TNT (A4)
 - Satisfaction with TNT (E1)

Recruitment script:

Good <morning/afternoon/evening>, my name is <name> from Kantar Public and Colmar Brunton on behalf of Tourism NT.

Thank you for completing the stakeholder satisfaction survey and for indicating that you would be interested in taking part in a follow up interview.

We are now in the process of booking in the interviews and would like to check that you are still happy to take part? YES/NO

IF NO - No problem at all. Thank you for your taking the time to complete the survey, your feedback is greatly appreciated. Enjoy the rest of your day.

IF YES - When would suit you to do the interview between 26 November and 3 December, excluding the weekend?

BOOK INTERVIEW TIME AND CONFIRM BEST NUMBER (60 MINUTES OVER THE PHONE)

Thank you, <Naomi/Israel> will call you at this time. If you have any questions or need to reschedule, please let us know.

263TONTCE0001-CB – Tourism NT – Stakeholder Satisfaction Survey
Qualitative IDI Discussion Guide

Note: A discussion guide is intended as an outline only. It sets out the proposed lines of enquiry for interviews and is intended as a tool to guide discussion flow. Questions and timings are indicative only of subject matter to be covered and are not word for word descriptions of the moderator's questions. The moderator will allow the discussion to flow where the information is relevant, and therefore, the order of coverage may differ considerably between groups/interviews.

1. INTRODUCTION AND CONTEXT (10 MINS)

- Introduce topic: *Kantar Public has been commissioned by Tourism Northern Territory to undertake research with businesses which operate with the tourism industry in the Northern Territory.*
Thank you for completing the survey and for agreeing to take part in this follow-up research.
- Explain briefly nature of discussion; time required (approx. 60 mins)
 - No right or wrong answers
 - Incentive (\$100 EFTPOS card)
 - Inform about note taking/ audio/video recording and colleagues viewing (as applicable)
 - Discuss participant confidentiality
 - Information and opinions will be used for research purposes only.
 - All answers are combined with those of other participants at the end of the research.
 - The client for this research is the Tourism Northern Territory.

NOTE RELEVANT SURVEY RESPONSES TO REFER TO THROUGHOUT:

Organisation type (A1)	
Location (A2)	
Employees (A3)	
Support from TNT (A4)	
Satisfaction with TNT (E1)	
Strengths (E2)	
Improvements (E3)	

Warm up: Brief introduction

1. Firstly, what is your organisation's role in the Northern Territory tourism industry?
 - a. Probe – location, length of time in operation, size of business
 - b. Confirm role in the organisation (if applicable)

2. IMPACT OF COVID-19 & CURRENT MARKET (15 MINS)

Survey (impact of COVID-19): *border closures, downturn in interstate and international visitors, reduced/lost income, greatest impact over the dry season which is the peak tourist period, even more difficult for remote areas, difficult to cover ongoing bills, hard to retain/find good staff, smaller team working harder/longer hours, hard to keep up with COVID restrictions/regulations/requirements, need to be able to adapt quickly to an unprecedented situation, more cost required to meet current cleaning requirements, ongoing uncertainty.*

To start with, I'd like to speak to you about the tourism industry in the NT, the impact of COVID-19 and your organisation. We understand that 2020 has been a difficult year and we appreciate that it has raised unprecedented challenges for the tourism industry.

2. What have been the biggest challenges your business has faced over the course of 2020?
 - c. To what extent has COVID-19 impacted your business? In what way?
 - d. And how about outside of COVID-19, what have the main challenges been?
3. How do you feel about the current situation in relation to the tourism industry in the NT?
4. What are your perceptions about the future direction of the NT tourism market?
5. What do you see as the greatest opportunities in the tourism industry in the NT?
6. And what do you think will be the biggest challenges moving forward?

3. TOURISM NT SUPPORT AND FURTHER IMPROVEMENTS

(20 MINS)

Survey (what TNT has done to help): Tourism/VEEP grants, **vouchers**, Summer sale, individual support, promoting/advertising the local offer, information on COVID-19 updates, TNT newsletter good source of information, rebound support, zoom meetings, marketing support, timely information, for some – nothing

Survey (done well by TNT): innovative campaigns to keep the NT top of mind (local and interstate), ongoing collaboration, communication and individual support for operators e.g. zoom meetings, marketing support, moral support and check-ins, COVID information and newsletters, grants, vouchers, website.

7. The survey responses highlighted a number of ways in which Tourism NT has helped to support local operators during COVID-19. What has helped your business the most during this period?
 - a. Why is that?
8. Did you have any direct contact with Tourism NT during this period?
 - a. What did this contact consist of?
 - b. Was it helpful?
9. Is there anything else that Tourism NT could have done to help support your business during the lock down period?
 - a. How would that have helped your business?
10. A number of states in Australia have experienced a second round of COVID-19 infections. If this was to occur in the NT, what would be the most important actions for Tourism NT to take to help support local operators?
11. If this occurred, how would you like Tourism NT to communicate with you regarding restrictions, regulations and general information?

Survey (what else could TNT do): more promotion of remote tourism, more industry information and forums, ongoing marketing of the NT as a safe, unique and desirable destination, particularly for domestic travel, more grants and advocating for infrastructure upgrades to improve accessibility to tourism areas, funding, signage and technology for COVID safe practices, more individual support, assisting smaller operators with their marketing strategy, advocate for crime reduction/more policing, help make travel to and within the NT more **affordable** and safe for travellers (grey nomads and backpackers), target the events sector

12. Looking forward, as the NT rebounds from COVID-19, what would you like to see Tourism NT do more of at an industry level?
 - a. What impact do you think this will have?
 - b. What timeframe would you ideally like this done within?
13. Do you think tourism in different locations across of the NT will recover at different rates?
 - a. If so, which parts will recover more quickly?
 - b. And which parts may take longer?
14. How about for your business at an individual level, what support from Tourism NT would be most valuable moving forward?
 - a. What impact do you think this will have?
 - b. What timeframe would you ideally like this done within?
15. Have you seen or heard of any examples of what other jurisdictions have done to help support operators within the tourism industry to manage the impact of COVID-19?
 - a. Do you think this would be useful if applied locally in the NT?
 - b. Why/why not?

Survey (overall satisfaction): among highest % satisfied (2020=**~62%**, 2018=58%, 2016=65%, 2014=61%, 2012=51%) lowest % unsatisfied (2020=**~10%**, 2018=16%, 2016=15%, 2014=11%, 2012=16%)

Survey (any other improvements): spread the support across all operators (big, medium and small), continue to involve industry/regular meetings to hear from operators (thoughts, suggestions, problems), get out and meet operators to understand the current environment and needs, more promotion of regional/remote areas, points of contact within TNT to get support, voucher scheme over Christmas/NY, engaging with trade, lobby for less crime/more safety in central NT, share tourism data with the industry in a timely manner, more local focus, less outsourcing.

16. When asked about your overall level of satisfaction with Tourism NT's performance over the last 12 months, you gave a response of **<insert E1 response>**. What contributed to this level of satisfaction in your view?

17. **IF EXTRA DETAILS/CLARIFICATION IS NECESSARY:** You mentioned that Tourism NT should focus on **<insert E3 response>** moving forward. Why is that?

4. CLOSING

(5 MINS)

- Is there anything else you'd like to mention or share which hasn't already been spoken about?

THANK & CLOSE

Thank you for your time - we have found it a really interesting and valuable session and I hope you have found it interesting too.

CONFIRM INCENTIVES PROCESS

SECTION A: SURVEY CONTENT

The first few questions are just about yourself and your company/organisation, to help us analyse the data we collect. We will not use this information to identify you.

YOUR ORGANISATION

ASK ALL

A1. ORGANISATION TYPE

A1. Which of the following best describes your organisation? Please select all that apply. (MR, RO)

Code	Response	Routing
TOURISM INDUSTRY		
1	Accommodation – Hotel/ motel	CONTINUE
2	Accommodation – Hostel/ backpackers	
3	Accommodation – Caravan park/ campsite	
4	Accommodation – Other (please specify)	
5	Airline	
6	Hire car company	
7	Transport provider (not touring)	
8	Tour operator	
9	Tourist attraction	
10	Retail/ shopping	
11	Restaurant/ café/ bar/ night club	
12	Travel agent/ wholesaler/ tourism wholesaler/ online travel agent	
13	Cruise operator	
14	Museum/ art gallery	
15	Events/ conferences (please specify)	
16	Membership-based organisation e.g. RTO, peak bodies, etc. (please specify)	
OTHER STAKEHOLDERS		
17	Local Government department or agency	
18	State or Territory Government department or agency	
19	Commonwealth Government department or agency	
96	Other (please specify)	

ASK ALL

A2. LOCATION

A2. In which region do you primarily operate (i.e. your main area of operation)? (SR, RO)

1	Darwin / Outer Darwin	CONTINUE
2	Kakadu and Arnhem Land	
3	Katherine and Daly	
4	Tennant Creek/ Barkly region	
5	Alice Springs and MacDonnell	
6	Uluru / Yulara / Kings Canyon	
7	Operate NT wide	
8	Outside of the NT (please specify)	

ASK ALL**A3. EMPLOYEES**

A3. How many employees (full-time equivalent) are there in your organisation? (SR, RO)

1	1 (Sole trader)	CONTINUE
2	2-4	
3	5-19	
4	20-49	
5	50 or more	
97	Don't know/ unsure	

ASK ALL**A4. SUPPORT FROM TNT**

A4. Have you received funding and/ or sponsorship from Tourism NT in the past 12 months? Please select as many as apply. **RANDOMISE (MR, RO)**

1	A visitor experience enhancement program (VEEP) grant	CONTINUE
2	Aboriginal tourism grant	
3	Trade mission/ consumer show support	
4	Other funding and/ or sponsorship programs (please specify)	
5	No funding/sponsorship received [EXCLUSIVE]	

ASK ALL**A5. INTERACTION WITH TNT**

A5. Over the past 12 months, how have you typically interacted with Tourism NT? Please select as many as apply. **RANDOMISE (MR, RO)**

1	Phone	CONTINUE
2	Email	
3	Visiting the corporate website	
4	Face to face or direct meetings	
5	Facebook	
6	Twitter	
7	LinkedIn	
8	Industry update e-newsletter	
9	Events .e.g. Broigs awards, industry roadshow	
10	Seminar	
11	Online meetings e.g. TTE weekly Zoom updates	
12	I haven't interacted with Tourism NT in the last 12 months	
96	Other (please specify)	

ASK IF DOES NOT SELECT CODE 8 IN A5**A6. SUBSCRIBE TO INDUSTRY UPDATE E-NEWSLETTER**

A6. Industry Update is a monthly e-newsletter issued by Tourism NT. It contains the latest news from Tourism NT about marketing campaigns and new development initiatives relevant to the NT tourism industry.

If you would like to subscribe to the Industry Update e-newsletter, please leave your details below and we will email you the link to subscribe.

Code	Response	
1	NAME:	
2	E-MAIL ADDRESS:	

AWARENESS AND PERCEPTIONS

Tourism NT is a Northern Territory Government statutory authority responsible for promoting the Northern Territory as a holiday destination.

ASK ALL

B1. FAMILIARITY

B1. Overall, how familiar or otherwise are you with each of the following services that Tourism NT provides? **RANDOMISE (SR PER ROW, RO)**

		Not at all aware	Aware but not familiar	Somewhat familiar	Very familiar
1	Marketing and promoting the Territory as a desirable destination	1	2	3	4
2	Creating demand and bookings for travel to the NT through cooperative retail sales campaigns with trade partners	1	2	3	4
3	Assisting industry to develop and improve tourism experiences across the Territory	1	2	3	4
4	Administering grants programs specific to tourism such as the Visitor Experience Enhancement Program and Aboriginal Tourism grants	1	2	3	4
5	Conducting business-to-business marketing to attract conferences and incentives through the dedicated NT Business Events unit	1	2	3	4
6	Providing funding to Tourism Top End and Tourism Central Australia including Katherine and Tennant Creek Visitor Information Centres	1	2	3	4
7	Conducting and providing market and strategic research to shape the strategic direction of tourism in the NT	1	2	3	4
8	Working with industry to develop Destination Marketing Plans to guide product and infrastructure development in regions	1	2	3	4
9	Providing advice on how to better integrate with tourism distribution channels to increase sales	1	2	3	4

ATTITUDES AND PERFORMANCE

ASK ALL

C1. ATTITUDES

C1. Please rate how strongly you agree or disagree with the following statements about Tourism NT.

RANDOMISE (SR PER ROW, RO)

		Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Don't know/unsure
1	Tourism NT is proactive and moves quickly on its initiatives	1	2	3	4	5	6
2	Tourism NT achieves good outcomes by working closely with other sectors such as airlines, accommodation, parks and other government agencies	1	2	3	4	5	6
3	Tourism NT's work is critical to the NT tourism industry in making the Territory a desirable visitor destination	1	2	3	4	5	6
4	I have access to relevant communication and information on the latest Tourism NT activities	1	2	3	4	5	6
5	Tourism NT's work complements and/or supports my role and/or my business	1	2	3	4	5	6
6	Tourism NT provides effective direction in terms of encouraging and facilitating sustainable growth of the NT tourism industry (e.g. through creating strategies and assist with their implementation)	1	2	3	4	5	6
7	Tourism NT provides practical information that I can apply to improve my business/organisation	1	2	3	4	5	6
8	Tourism NT offers ample opportunity to provide meaningful input into its initiatives	1	2	3	4	5	6
9	Tourism NT pushes the boundaries and thinks differently for solutions where others do not	1	2	3	4	5	6

ASK IF CODES 1-3 OR 6 SELECTED FOR ANY STATEMENT AT C1**C2. SUGGESTED IMPROVEMENTS**

C2. Please provide any suggestions you have for how Tourism NT could improve. (OE)

ASK ALL**C3. PERCEIVED EFFECTIVENESS AND AWARENESS**C3. Over the last 12 months, Tourism NT has undertaken a number of marketing activities to promote the Northern Territory as a visitor destination. Please rate how effective you feel the following marketing activities have been. **RANDOMISE (SR PER ROW, RO)**

		Wasn't aware of this marketing activity	1 - Not at all effective	2	3	4	5 - Extremely effective	Don't know/ unsure
1	Brand campaigns including 'Different in Every Sense', 'Holiday Here this Year', 'Time to be a Territorian', 'Territory Arts Trail', 'Territory is the Answer'	0	1	2	3	4	5	97
2	Cooperative marketing campaigns with key partners (e.g. NT Now, Airlines, Webjet, Expedia, Trip Advisor, Helloworld)	0	1	2	3	4	5	97
3	NI Business Events Support Fund of \$100 per delegate offered to organisations considering staging their business events in the NT	0	1	2	3	4	5	97
4	Support for industry attendance at domestic and international tradeshows to meet qualified buyers of NT product and experiences for sales to domestic and international audiences.	0	1	2	3	4	5	97
5	Support of trade and media familiarisation programs to showcase NT products and experiences to key buyers and media outlets.	0	1	2	3	4	5	97
6	\$5 million NT Residents Tourism Voucher Scheme round 1	0	1	2	3	4	5	97
7	National publicity for the NT, e.g. via traditional media, social media and partnerships such as The Amazing Race	0	1	2	3	4	5	97
8	Training of national travel agents to be able to sell the NT	0	1	2	3	4	5	97

ASK ALL**C4. SUGGESTIONS**

C5. Please provide any other suggestions you have for how Tourism NT could improve its marketing and promotion of the Northern Territory to attract more visitors. (OE)

COVID-19 – COMMUNICATIONS

Tourism NT has increased its communications over the past six months, to provide more timely information in relation to COVID-19.

ASK ALL

D1. SATISFACTION WITH COMMUNICATIONS

D1. How satisfied are you with the following elements of Tourism NT's communications relating to COVID-19? **RANDOMISE (SR PER ROW, RO)**

		Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know/ unsure
1	Timeliness	1	2	3	4	5	6
2	Accuracy	1	2	3	4	5	6
3	Level of detail	1	2	3	4	5	6
4	Relevance to my organisation	1	2	3	4	5	6

ASK ALL

D2. ADDITIONAL INFORMATION

D2. What other essential/ important information from Tourism NT would you like on COVID-19 that is currently not provided? **(OE)**

COVID-19 – OPERATOR BUSINESS CONFIDENCE

The world has just experienced a very challenging time due to COVID-19. The effect of the coronavirus has been felt across all industries globally, with tourism and hospitality amongst the most impacted.

ASK OPERATORS ONLY (1-15 in A1)

O1. OPERATORS COVID-19 RECOVERY

O1. How do you feel about the current situation in your region regarding the viability of tourism business? **(SR, RO)**

1	Very positive
2	Positive
3	Neither positive nor negative
4	Negative
5	Very negative

ASK OPERATORS ONLY (1-15 in A1)

O2. OPERATORS COVID-19 RECOVERY

O2. What do you think the outlook for tourism in your region will be like for the next 12 months? **(SR, RO)**

1	Very good
2	Good
3	Remain the same
4	Poor
5	Very poor

ASK OPERATORS ONLY (1-15 in A1)

O3. OPERATORS COVID-19 RECOVERY

O3. What do you think the outlook for your own tourism business will be like for the next 12 months?
(SR, RO)

1	Very good
2	Good
3	Remain the same
4	Poor
5	Very poor

ASK OPERATORS ONLY (1-15 in A1)

O4. OPERATORS COVID-19 RECOVERY

O4. How long do you think it will take before your tourism business returns to pre-pandemic levels?
(SR, RO)

1	I don't think tourism business will return to pre-pandemic levels
2	0-6 months
3	7-12 months
4	1-2 years
5	3-5 years
6	More than 5 years

COVID-19 – CHALLENGES AND ASSISTANCE

ASK ALL

V1. COVID CHALLENGES

V1. What have been the biggest challenges your organisation has faced during the COVID-19 pandemic? (OE)

ASK OPERATORS ONLY (1-15 in A1)

V2. COVID ASSISTANCE IN PAST

V2. What has Tourism NT done this far to help your organisation bounce back after the COVID-19 pandemic? (OE)

ASK OPERATORS ONLY (1-15 in A1)

V3. SATISFACTION WITH TOURISM NT'S COVID ASSISTANCE

V3. Overall, how satisfied are you with Tourism NT's COVID-19 responses to help your organisation?
(SR, RO)

1	Very satisfied
2	Satisfied
3	Neither satisfied nor dissatisfied
4	Dissatisfied
5	Very dissatisfied

ASK OPERATORS ONLY (1-15 in A1)
V4. COVID ASSISTANCE IN FUTURE

V4. What more could Tourism NT or the NT Government do to help your organisation bounce back after this challenging period? **(OE)**

OVERALL SATISFACTION

ASK ALL

E1. SATISFACTION

E1. Overall, how satisfied have you been with Tourism NT in the last 12 months? **(SR, RO)**

1	Very satisfied	CONTINUE
2	Satisfied	
3	Neither satisfied nor dissatisfied	
4	Dissatisfied	
5	Very dissatisfied	

ASK ALL

E2. STRENGTHS

E2. Apart from what you may have already mentioned, please list areas where you think Tourism NT has been doing particularly well over the past 12 months. **(OE)**

ASK ALL

E3. IMPROVEMENTS

E3. Other than the comments you have already made in the survey, please provide any suggestions for how Tourism NT could improve its overall performance. **(OE)**

SECTION F: FURTHER RESEARCH

We will be inviting a small number of people who completed the survey to take part in a one-on-one discussion to gain a more detailed understanding of what Tourism NT should focus on moving forward. The discussions will last for approximately 60 minutes and participants will be reimbursed for their time with an \$80 EFTPOS card.

F1. IDI INTEREST

F1. Would you be interested in being contacted about taking part in a discussion? Even if you say yes now, there is no obligation to take part and you can change your mind at any time. **(SR, DNRO)**

Code	Response	
1	Yes	GO TO F2
2	No	GO TO SECTION G

ASK IF F1=1

F2. IDI CONTACT

F2. Please provide your contact details

Code	Response	
1	FIRST NAME:	MANDATORY FIELD
2	BEST CONTACT NUMBER:	MANDATORY FIELD

Thank you very much. It is likely that we will contact you in the next 4 weeks about the discussion.

SECTION G: MANDATORY QMS REQUIREMENTS

CONCLUSION

That's the end of the survey. On behalf of Colmar Brunton and Tourism NT, thank you so much for your time, it has been greatly appreciated!

As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes.

If you have any queries about the Market Research Industry as a whole, you can call the Market and Social Research Society's Survey Line on 1300 364 830.

ONLINE SURVEY: Please click "SUBMIT" to send your responses.

COMMUNICATIONS AND MARKETING

19. Please detail expenditure on advertising and communications during the period 1 July 2020 to 31 March 2021.

For each advertisement for which an expense was incurred:

- a) What was the purpose / description of the advertisement?
- b) Who was the advertisement placed with, i.e. media outlet, newspaper, and television station or similar?
- c) What was the total production cost, including, but not limited to, design, commissions, and placement costs?
- d) Were tenders or expressions of interest called? If not, why not?

Due to the nature of Department of Industry, Tourism and Trade (DITT) activities, the administrative burden to provide a detailed answer to this question has been determined to be excessive. As such, DITT has provided a high-level response to total advertising, marketing and communications spend for DITT for the period 1 July 2020 to 31 March 2021, being \$7.67 million (**note:** this excludes marketing consultancies as reported in Written Question No. 10 – Procurement / Consultancies).

An additional \$2.27 million was spent on cooperative tourism marketing campaigns. In total, the spend for advertising, communications and marketing, as well as cooperative marketing, for the period 1 July 2020 to 31 March 2021 was \$9.94 million.

TRAVEL

20. Please provide the total expenditure and itemised details of travel, including, but not limited to travel-related costs such as accommodation, travel allowance, entertainment, car rental, meals and incidentals, in each Agency and authority during the period 1 July 2020 to 31 March 2021 broken down to:

- a) International Travel
- b) Interstate Travel
- c) Intrastate Travel

21. In the case of international travel identified in response to the question above, please provide the purpose, itinerary, persons and costs involved in each trip.

Total travel expenses for the Department of Industry, Tourism and Trade was \$757,411 for the period to 31 March 2021.

Description	Intra-Territory	Interstate	Overseas	Total
Official Duty Fares	\$238,348	\$37,558	\$177	\$276,083
Accommodation	\$202,183	\$11,305	\$355	\$213,843
Travel Allowance	\$240,887	\$9,388		\$250,275
Car Hire	\$16,770	\$440		\$17,210
Grand Total	\$698,188	\$58,691	\$532*	\$757,411

* **Note:** Overseas costs incurred was for travel undertaken in 2019-20.

- 22. Please provide itemised details and costs of all travel undertaken by the Minister that was paid for by the Agency or authority, including travel on charters during the period 1 July 2020 to 31 March 2021.**

Not Applicable.

HOSPITALITY / FUNCTIONS AND EVENTS

- 23. Please provide full details of all official hospitality provided for the period 1 July 2020 to 31 March 2021.**

In relation to each occasion where official hospitality was provided:

- a) What was the purpose of the hospitality?**
- b) How many guests attended?**
- c) How many Ministers attended?**
- d) How many Ministerial staff attended?**
- e) How many MLAs attended?**
- f) How many Public Sector employees attended?**
- g) What was the total cost incurred?**

Full details of all official hospitality provided for the period 1 July 2020 and 31 March 2021 are outlined below.

Event Details	Total Cost (\$)	Number of Attendees					
		Ministers	Ministerial Staff	MLAs	General NTPS	External (Non-NTG)	Total Attendees
2020 AGM and Business Luncheon	77	0	0	0	1	0	1
2020 Chief Minister's Awards for Excellence	4,800	0	0	0	48	0	48
2020 Developing Northern Australia Conference Dinner	136	0	0	0	1	0	1
2020 Energy Club NT Tropical Christmas Celebration	182	0	0	0	2	0	2
2021 Back to Business With Hon. Nicole Manison	173	0	0	0	3	0	3
A conversation with Mr Andrew Liveris AO and Hon Paul Henderson	182	0	0	0	4	0	4
Agents Licensing Board meeting	169	0	0	0	17	0	17
Aquarium Advisory Group Meeting	301	0	0	0	7	6	13
ATC Meeting	139	0	0	0	2	7	9
Australian Training Awards	543	0	1	0	7	53	61
Australia's potential as a world leader in Hydrogen	409	0	0	0	4	0	4
Barkley Beef Dinner	82	0	0	0	2	0	2
Barkly Futures Forum Dinner	160	0	0	0	4	0	4
Barkly Futures Forum Lunch	3,845	0	0	0	12	228	240
Book Now - Digital Support Program Workshop	488	0	0	0	1	19	20
Building Practitioners Board meeting	1,158	0	0	0	54	0	54
Business Meeting Lunch	118	0	0	0	1	2	3
Change Management Workshop	241	0	0	0	22	0	22
Community Benefit Fund meeting	207	0	0	0	14	0	14
Darwin / Tiwi Island Retreat Famil	20	0	0	0	1	0	1
Darwin Corporate Golf Day 2020	636	0	0	0	4	0	4
Darwin Mining Club Luncheon	2,927	0	0	0	38	0	38
Defence Projects in the NT	1,103	0	0	0	1	7	8
Developing Northern Australia Conference Debrief and 2021 Conference	289	0	0	0	4	23	27
Developing Northern Australia Conference Site Inspection	70	0	0	0	1	0	1
Digital Marketing Workshop	811	0	0	0	2	10	12
Directors Meeting	172	0	0	0	10	0	10
Economic Recovery Lunch	164	0	0	0	2	0	2
EDL - Transitioning to reliable renewable energy	100	0	0	0	1	0	1

Event Details	Total Cost (\$)	Number of Attendees					
		Ministers	Ministerial Staff	MLAs	General NTPS	External (Non-NTG)	Total Attendees
Empire Energy Industry Gala Dinner	1,636	0	0	0	12	0	12
Export Ready Workshop - NT VET	100	0	0	0	2	8	10
Export Ready Workshop - NT VET Capability	128	0	0	0	2	10	12
Federal Government Com Club Event	8	0	0	0	1	0	1
Gold Plate Awards	440	0	0	0	0	8	8
Growing Our Natural Resources Sector Information Session	2,273	0	0	0	9	51	60
Indigenous Community Marine Ranger Program	3,009	0	0	0	6	34	40
Indonesia Diplomat Farewell	299	0	0	0	10	12	22
Japanese Ambassador Lunch	316	0	0	0	5	5	10
Joint Harmony Event	1,500	0	0	0	1	249	250
KPMG Consultation - NT Drive Strategy	366	0	0	0	6	28	34
Land Councils Meeting	96	0	0	0	4	0	4
Liquor Commission hearings	130	0	0	0	8	0	8
Liquor Commission meeting	602	0	0	0	34	0	34
Lunch with MCI Director	135	0	0	0	1	1	2
Media Famil Lunch	65	0	0	0	2	0	2
Meet and Greet Breakfast with New NT Consul	127	0	0	0	4	0	4
Melbourne Cup Lunch	3,220	0	0	0	4	16	20
Next steps for Onshore Gas Development in the Beetaloo Basin	509	0	0	0	5	0	5
NT Natural Resource Awards Gala Dinner	227	0	0	0	2	0	2
NT Training Awards	4,319	0	0	0	7	73	80
October Business Month - Media Launch	440	0	0	0	10	39	49
October Business Month - Nhulunbuy	500	0	0	0	10	76	86
Offshore Net and Line Ecological Risk Assessment Stakeholder meeting - NT Government	298	0	0	0	7	9	16
Palmerston Regional Business Association - Christmas Party	77	0	0	0	1	0	1
Pharmaceutical Society of Australia & Impact Events Site Inspection	64	0	0	0	1	0	1
Pre TNT Board Dinner	311	0	0	0	2	3	5
Racing Commission meeting	1,019	0	0	0	52	0	52

Event Details	Total Cost (\$)	Number of Attendees					
		Ministers	Ministerial Staff	MLAs	General NTPS	External (Non-NTG)	Total Attendees
Regional Model Workshop	182	0	0	0	15	0	15
Site Inspection - Charles Darwin Dinner Cruise	75	0	0	0	1	0	1
Site Inspection - Lunch	72	0	0	0	3	0	3
Skills Bi - Lateral Meeting	239	0	0	0	11	0	11
Skills Reform Workshop	383	0	0	0	2	28	30
Spanish Mackerel Fishery Advisory Group Meeting	302	0	0	0	6	10	16
Strategic EMG Forum	473	0	0	0	22	3	25
Strategic Planning Meeting	250	0	0	0	9	1	10
Studio 10 - Top End Famil	54	0	0	0	2	0	2
StudyNT 2020 Student Ambassador Graduation	792	0	0	0	8	27	35
StudyNT Student Ambassador Award Night	229	0	0	0	1	10	11
Surveyors Board meeting	164	0	0	0	6	0	6
Synergy Site Inspection	41	0	0	0	2	0	2
TED Alice Springs Business Support Workshop	127	0	0	0	11	0	11
Territory Engagement & Delivery Planning Day	149	0	0	0	7	0	7
The Aboriginal Tourism Committee Meeting	113	0	0	0	4	1	5
Think Water Corporate Race Day	245	0	0	0	3	0	3
TITA Top End Influencer Famil	140	0	0	0	2	0	2
TNT Board Dinner	385	0	0	0	4	8	12
TNT Board Lunch	205	0	0	0	2	4	6
TNT Board Meeting - Lunch	171	0	0	0	2	5	7
Tourism Australian Meeting	158	0	0	0	6	0	6
Tourism Industry Roadshow - Alice Springs	1,414	0	0	0	14	54	68
Tourism Industry Roadshow - Darwin	1,172	0	0	0	20	85	105
Tourism Industry Roadshow - Tennant Creek	105	0	0	0	3	7	10
Tourism Industry Roadshow - Katherine	135	0	0	0	4	70	74
Tourism NT Board Dinner	499	0	0	0	8	0	8
Tourism NT Board Function	420	0	0	0	7	20	27
Tourism NT Site Inspection	36	0	0	0	1	0	1

Event Details	Total Cost (\$)	Number of Attendees					
		Ministers	Ministerial Staff	MLAs	General NTPS	External (Non-NTG)	Total Attendees
Tourism Stakeholder Dinner	654	0	0	0	3	4	7
TTE November Meeting & Christmas Dinner	591	0	0	0	10	0	10
USA Ambassador Dinner	2,836	0	0	2	6	6	14
Grand Total	54,727	0	1	2	683	1,320	2,006

* Total cost does not include fringe benefit tax for hospitality incurred for the NTPS staff.

GRANTS, DONATIONS AND INCENTIVES

24. Please detail expenditure on grants, donations and incentives paid by your Agency (including the recipient of each payment) during the period 1 July 2020 to 31 March 2021.
25. Please detail the funds utilised to distribute awards and sponsorships in the period 1 July 2020 to 31 March 2021.
26. Indicate which awards and sponsorships were managed by Regional Offices. What is anticipated for the 2021/22 financial year?
27. Please detail the amounts paid on grants, donations and incentives to non-Government organisations for the period 1 July 2020 to 31 March 2021, including to which organisation and the services to be provided?

Answer to 24 and 27

The table below details grant expenditure by the Department of Industry, Tourism and Trade from 1 July 2020 to 31 March 2021 and includes accrued grants. The total expenditure for the period was \$233 million.

It is too administratively onerous to detail the recipient of each payment and identify recipients that are non-government organisations.

Output	Program Name	Total (\$)
<u>Agriculture</u>		
	CG Emergency Water Rebate	485,160
	Livestock Industry Development	9,091
	Plant Industry Development	210,967
	Agriculture Total	705,218
<u>Biosecurity and Animal Welfare</u>		
	AWB Management	100,000
<u>Fisheries</u>		
	Community Ranger Program	420,000
<u>Resource Industry Development Services</u>		
	Scholarship Support	8,000
	RP Collaborations	351,903
	Resource Industry Development Services Total	359,903
<u>Office of Sustainable Energy</u>		
	Centre of excellence in Renewable Energy	1,500,000
<u>Business and Innovation NT</u>		
	Aboriginal Business Development Grant	765,972
	Alcohol Secure	104,074
	Business Innovation Support Initiatives	366,650
	Innovation Student Award	500
	Business Growth Program	1,992,426
	Business Improvement Grant	7,290,204
	Business Pivot Grants	39,079
	Business Rebound & Adaptation Grant	111,787

Output	Program Name	Total (\$)
	Business Security Program	4,579,279
	Community Based Childcare	33,333
	Desert Knowledge Australia	560,000
	Digital Partnerships Program	180,640
	Home & Business Battery Scheme	2,250,000
	Home Improvement Scheme	65,013,300
	Home Renovation Grant	5,391,409
	Immediate Works Grant	5,385,036
	Industry Support	3,059,070
	Innovation Operations	39,500
	NFP Tourism Attraction Survival	35,000
	RAEDF	15,189
	Regional Economic Development Fund	18,000
	Small Business Survival Fund	6,025,707
	Small Business Survival Payment	214,000
	Smarter Business Solutions	201,704
	Welcome To Territory Incentive	149,667
	Business and Innovation NT Total	103,821,526
<u>Workforce NT</u>		
	Aboriginal Responsive Grant Program	725,609
	Aboriginal Workforce Development	120,827
	Australian Apprenticeship Centre	382,487
	BIITE Special Allocations	1,528,920
	Build Skills	208,694
	CDU Special Allocations	12,535,726
	Future Skills Infrastructure	268,781
	Future Skills Program	240,436
	Higher Education Scholarships	405,000
	Infection Control	35,679
	ISAC NT	2,570,406
	Migration NT Operations	150,000
	JobTrainer Fund	246,867
	Skilling Australia Fund	4,391,445
	NT Equity Training Programs	122,335
	NT Recurrent	20,923,377
	NT Training Awards	40,000
	NT Working Women's Centre	167,050
	Policy & Projects	46,200
	AG Recurrent	8,186,170
	StudyNT Operations	2,500
	StudyNT Projects	123,273
	Territory Workforce Programs	298,445
	Trainee Support	266,841
	User Choice	15,701,327
	Workforce NT Total	69,688,395
<u>Northern Australia development, market engagement and trade</u>		
	Trade	7,500
	Defence Community	1,000
	Northern Australia Engagement	1,240
	Northern Australia development, market engagement and trade Total	9,740
<u>Industry development</u>		
	Procurement NT	527,800

Output	Program Name	Total (\$)
<u>Screen sector</u>		
	Audience Development	65,500
	Career Development	25,000
	Industry Development	15,000
	Film - Administration	20,000
	Story Development	100,955
	Travel Grants	3,160
	Enterprise Program	250,000
	Screen Sector Total	479,615
<u>Tourism</u>		
	Aboriginal Tourism Grant	32,506
	Book Now	17,571
	Cooperative Marketing	2,275,036
	Intra-Territory Campaign	7,532,786
	NT Business Event Support Fund	39,818
	Roadhouse to Recovery Program	1,483,707
	Regional Tourism Organisation	1,948,145
	Tourism Development Officer Project	140,000
	Tourism Fast Track Program	25,000
	New Visitor Experience Program	82,714
	Visitor Experience Enhancement Program	1,052,309
	Tourism Total	14,629,592
<u>Events</u>		
	NTMEC	24,957,000
<u>Licensing NT</u>		
	Community Benefit Fund	6,197,032
	Mail Order Lotteries	291,617
	Racing Grants	9,350,610
	Licensing NT Total	15,839,259

Answer to 25 and 26

The table below details expenditure for awards and sponsorships made by the Department of Industry, Tourism and Trade from 1 July 2020 to 31 March 2021. Total expenditure for the period was \$168,075.

It is too administratively onerous to detail awards and sponsorships managed by Regional Offices.

Output	Sponsorship	Recipient	Amount (\$)
<u>Business and Innovation NT</u>			
	Australian Housing Awards	Housing Industry Association	3,500
	CCF Subcontractor of the Year Award	Civil Contractors Federation	1,000
	Hospitality NT Gold Plate Awards	Australian Hotel Association	4,000
	Young Achievers Award	Awards Australia	10,925
		Business and Innovation NT Total	19,425
<u>Corporate and governance</u>			
	Darwin Supercars	Northern Territory Major Events Company Pty Ltd	48,000
	UDIA PIA Awards for Excellence	Urban Development Institute Of Australia	5,000
		Corporate and governance Total	53,000
<u>Mines services</u>			
	Minerals Council of Australia NT Gala Dinner	Minerals Council of Australia(NT)	8,000
<u>Northern Australia development, market engagement and trade</u>			
	Australian Industry Defence Network Gala Dinner	Australian Industry Defence Network - NT	10,000
	Developing Northern Australia Conference	AST Management	15,000
	Excellence in Building and Construction (EBC) Awards	Master Builders NT	8,000
	NT Export and Industry Awards	Chamber Of Commerce NT	5,000
		Northern Australia development, market engagement and trade Total	38,000
<u>Tourism</u>			
	Answers for Associations briefing series	Answers For Associations	15,000
	Food Futures Conference	NT Farmers Association	5,000
		Tourism Total	20,000
<u>Workforce NT</u>			
	NT Export and Industry Awards Symposium on Leading Education Recruitment	Salty Plum Events	10,650
		Education Export Services	19,000
		Workforce NT Total	29,650

MEDIA MONITORING SERVICES

- 28. Provide expenditure details on media monitoring services for the period 1 July 2020 to 31 March 2021 (including entities engaged and who utilises the service).**

A whole-of-government response to Question 28 will be provided by the Department of the Chief Minister and Cabinet.

INFRASTRUCTURE PROJECTS

- 29. How many projects have been submitted or are in the process of being submitted to Infrastructure Australia to be considered for the Infrastructure Priority List?**

A whole-of-government response to Question 29 will be provided by the Department of Infrastructure, Planning and Logistics.

- 30. Please provide details of newly committed projects for the period 1 July 2020 to 31 March 2021.**

A whole-of-government response to Question 30 will be provided by the Department of Infrastructure, Planning and Logistics.

- 31. Please provide details of contracts awarded to interstate firms, for what purpose, the cost and why a Territory firm was not chosen.**

A whole-of-government response to Question 31 will be provided by the Department of Infrastructure, Planning and Logistics.

GOVERNMENT LEASED BUILDINGS

- 32. What is the total annual power bill of each Government building owned/leased/used by each Department for the period 1 July 2020 to 31 March 2021?**

The total power bill of each government building owned/leased/used by the Department of Industry, Tourism and Trade for the period 1 July 2020 to 31 March 2021 was:

Building / Location	Total (\$)
33 Vaughan Street, Berrimah (Fisheries)	28,347
Alice Plaza, Alice Springs	7,813
Alice Springs Core Store	5,727
Arid Zone Research Institute ⁽¹⁾	70,945
Aurora Building, Alice Springs	7,349
Barkly House, Tennant Creek	13,914
Beatrice Hill Research Station	16,841
Berrimah Farm Science Precinct	450,740
Charles Darwin Centre	58,899
Coastal Plains Research Station	19,233

Building / Location	Total (\$)
Darwin Aquaculture Centre ⁽¹⁾	125,506
Darwin Core Store	29,055
Depot (Tennant Creek)	228
Development House, Darwin	76,451
Greenwell Building, Alice Springs	8,047
Jalistan House, Alice Springs	8,786
Katherine Research Station	83,661
Katherine Trucking Yards	377
NAB House, Darwin	7,688
NT House, Alice Springs	299
Old Man Plans Research Station	736
Paspalis Centrepoint, Darwin	29,378
Randazzo Centre, Katherine	1,962
Unit 1/35 Export Drive, East Arm	9,125
Total	1,061,107

⁽¹⁾ Total power bill of the building the department paid during the period, which does not take into account the cost recoveries from other government agencies.

33. What is the total annual leased space of each Government building used by each Agency/authority and at what cost for the period 1 July 2020 to 31 March 2021?

A whole-of-government response to Question 33 will be provided by the Department of Corporate and Digital Development.

34. How much Government owned or leased premises or office space is currently under-utilised (at less than 100 per cent occupied) or vacant?

A whole-of-government response to Question 34 will be provided by the Department of Corporate and Digital Development.

FEES AND CHARGES

35. Please detail the statutory or legislative fees and charges levied by your Agency/authority, the revenue raised in the 2020/21 financial year and whether any of these fees and charges was increased following the passage of the 2020/21 financial year budget.

The tables below detail the statutory or legislative fees and charges levied by the department during the period 1 July 2020 to 31 March 2021.

No fees or charges were increased following the passage of the 2020-21 financial year budget.

Agency Fees and Charges from Regulatory Services¹	Revenue Raised (\$) exclusive of GST
Biosecurity fees and diagnostic testing	413,678
Community benefit levy	11,284,292
Criminal history name checks	26,640
General construction induction training card (white card)	53,900
General skilled visa nomination application fees	230,460
Incorporated associations fee	39,507
Mines and energy processing fees (licences/titles)	752,461
Water analysis testing	257,988
Agency Fees and Charges Total	13,058,926

¹ Excludes fees and charges collected from Territory Government entities.

Income Administered for the Central Holding Authority	Revenue Raised (\$) exclusive of GST
Fees and Regulatory Services	
Gaming licences fees	824,004
Liquor licences fees	378,514
Mining remediation levy	4,450,000
Occupational, agents and other licences fees	1,761,069
Racing licences fees	1,069,258
Tobacco licences fees	79,146
Fines and Infringement	
Racing, liquor and other licensee fines	36,524
Royalties and Rent (Non-Aboriginal Land)	
Mining rents	5,669,652
Petroleum rents on-shore	1,913,172
Pipeline annual rent	688,745
Income Administered for Central Holding Authority Total	16,870,084

Fees and Charges received to Accountable Officer's Trust Accounts (AOTA)	Revenue Raised (\$) exclusive of GST
Fisheries licence fees and levies	188,274
Mining remediation levy	9,688,152
Mining rents - Aboriginal Land	2,553,041
Northern Territory Seafood Council levy	38,728
Petroleum rents on-shore - Aboriginal Land	383,676
Surveyors licences fees	15,826
Fees and Charges received to AOTA Total	12,867,697

INTERNAL AUDITS

36. How many internal audits and financial investigations were conducted in the period 1 July 2020 to 31 March 2021?

Two internal audits were conducted during the reporting period 1 July 2020 to 31 March 2021, with three additional audits to be completed by year end. In addition, three audits were conducted by the Auditor-General's Office. There was no financial investigation conducted for the reporting period.

37. What were the terms of reference or focus for each investigation?

Internal audit/ investigation	Terms of Reference or focus
Audit to test the controls and processes in place to manage the Liquor Commission's expenses and disbursements (completed)	To assess whether there are sufficient and effective processes and controls over the Liquor Commission's expenses and disbursements, its compliance with relevant policies and procedures, and the reasonableness of its expenses and disbursements.
Value for Territory (in progress)	The objective of this audit was to assess compliance with the <i>Procurement Act 1995</i> , <i>Procurement Regulations 1995</i> , Procurement Governance Policy and Rules, and the Buy Local Plan.

38. Please provide detail of any fraud, anomalies, breaches of financial legislation or Northern Territory Government policy and procedures exposed by the audits and financial investigations.

Not Applicable

BOARDS / ADVISORY BODIES

39. Please detail all boards and advisory bodies in your Agency in 2020/21, also providing the following information:

- a) The Terms of Reference, if changed from last year
- b) The current members and when they were appointed
- c) The total remuneration paid to each Board member during the 2020/21 financial year
- d) The itemised total cost incurred by the Board during the 2020/21 financial year

40. The number of times the Board met during the period 1 July 2020 to 31 March 2021.

Boards / Advisory Bodies
Northern Territory Veterans Affairs Ministerial Advisory Council
Procurement Review Board
Recreational Fishing Advisory Committee

Northern Territory Veterans Affairs Ministerial Advisory Council

39. a) The Terms of Reference, if changed from last year:

No change to Terms of Reference.

b) The current members and when they were appointed:

Name	Appointed
Miss Katrina Kelly	13 March 2019
Mr Michael Prentice	13 March 2019
Mr William Josephs	13 March 2019
Ms Hannah Taino-Spick	13 March 2019
Ms Nicole Civitarese	13 March 2019
Ms Stephanie Hilser-Ritter	13 March 2019
Mr Donald Milford	13 March 2019
Ms Susan McCallum	13 March 2019
Mr Robert Shewring	13 March 2019

c) The total remuneration paid to each Board member during the 2020-21 financial year:

Question not appropriate.

d) The itemised total cost incurred by the Board during the 2020-21 financial year:

Total cost: \$1,675

40. The number of times the Board met during the period 1 July 2020 to 31 March 2021:

Two times.

Procurement Review Board

39. a) The Terms of Reference, if changed from last year:

No change to Terms of Reference.

b) The current members and when they were appointed:

Name	Appointed
Mr Doug Phillips	13 April 2016
Ms Kathleen Robinson	13 April 2016
Mr Kevin Peters	13 April 2016
Mr Andrew Kirkman	12 September 2016
Mr Denys Steadman	17 July 2017
Ms Andrea Moriarty	8 September 2017
Mr Michael Prentice	19 January 2018
Ms Margaret Michaels	3 May 2018
Mr Shaun Drabsch	27 February 2019
Ms Nicole Walsh	9 June 2020
Mr Greg Ireland	9 June 2020
Mr David Brains-Mead	16 January 2021

c) The total remuneration paid to each Board member during the 2020-21 financial year:

Question not appropriate.

d) The itemised total cost incurred by the Board during the 2020-21 financial year:

Total cost: \$48,080

40. The number of times the Board met during the period 1 July 2020 to 31 March 2021:

Four meetings and 30 out-of-session meetings were held.

Recreational Fishing Advisory Committee

39. a) The Terms of Reference, if changed from last year:

No change to Terms of Reference.

b) The current members and when they were appointed:

Name	Appointed
Mr Warren De With	2013 - AFANT Representative
Mr Dennis Sten	2013 – NTFGIA Representative
Mr Mark Spain	11 July 2017
Mr Rohan Short	11 July 2017
Mr Ronald Voukolos	11 July 2017
Mr Alex Julius	11 July 2017
Ms Kristen Noble	11 July 2017
Mr Dean Cummins	1 August 2018
Mr Scott Hallett	1 August 2018
Mr Stephen (Steve) Thomas	1 August 2018
Ms Roxsean Edwards	1 August 2018
Mr Matt Barwick	7 April 2020

c) The total remuneration paid to each Board member during the 2020-21 financial year:

Question not appropriate.

d) The itemised total cost incurred by the Board during the 2020-21 financial year:

Total cost: \$435.

40. The number of times the Board met during the period 1 July 2020 to 31 March 2021:

One time.

REVIEWS AND INQUIRIES

41. Details of all reviews and inquiries completed or commenced during the 2020/21 financial year, also providing the following information:

- a) The Terms of Reference
- b) The criteria for selection of all panel members
- c) The composition, qualifications and state or territory of residence of the persons undertaking the review/inquiry
- d) The cost of the review/inquiry
- e) How the information was/is accumulated to contribute to the review/inquiry
- f) If completed, when, the outcome and whether the report has been tabled in the Legislative Assembly
- g) If not completed when this is expected

Nil reviews and Inquiries.

WORKPLACE HEALTH AND SAFETY

42. Please provide the number, nature and cost of reportable safety issues for the period 1 July 2020 to 31 March 2021.

The Department of Industry, Tourism and Trade had 38 reported safety issues for the period 1 July 2020 to 31 March 2021. The average number of days for an incident to be reported is six days (refer **Table 1**).

Table 1 - Total Reported Safety Issues as at 31 March 2021

Division	Being Hit by Objects	Body Stressing	Chemicals and Substances	Environmental Factors	Hitting Objects	Mental Factors	Slips, Trips and Falls	Vehicle Incidents/ Other	Total
Agriculture, Fisheries and Defence	3	2	3		1		4	9	22
Business and Workforce				2			2	3	7
Tourism, Services and Hospitality	1	1				1	3		6
Corporate					1			1	2
Mining and Energy		1							1
Total	4	4	3	2	2	1	9	13	38

43. Please detail the number of stress related matters and claims for the period 1 July 2020 to 31 March 2021.

The total cost of workers compensation paid between 1 July 2020 and 31 March 2021 was \$578,183. The number of claims for the reporting period are detailed below:

New and Carried Forward	
New Cases from 1 July 2020	8
Carried Forward from 2019-20	16
Total Closed between 1 July 2020 to 31 March 2021	10
Total open as at 31 March 2021	14

REGIONAL OFFICES

44. Please detail expenditure on staff located in regional offices across the Territory. Include the number of staff, their functions and outcomes achieved in the 2020/21 financial year. What are the locations for which they are responsible?

Location	FTE	Total Salary Expenditure	Functions
Nhulunbuy	4	\$306,259	<ul style="list-style-type: none"> • Provide dedicated workforce, small business and economic development services across the Territory. • Undertake licensing and compliance activities for multiple liquor, tobacco, and gambling services licensed under a range of acts.
Jabiru	1	\$86,393	<ul style="list-style-type: none"> • Provide dedicated workforce, small business and economic development services across the Territory.
Katherine	29.14	\$2,377,193	<ul style="list-style-type: none"> • Provide dedicated workforce, small business and economic development services across the Territory. • Provide specialist facilities, land and people to facilitate the delivery of research, development and extension programs. • Undertake research, development and extension programs, in partnership with industry, to secure sustainable and profitable development. • Provide research, extension and diagnostic functions. • Effective chemical management and investigation of residues in agricultural production. • Undertake licensing and compliance activities for multiple liquor, tobacco, and gambling services licensed under a range of Acts.
Tennant Creek	7.25	\$769,350	<ul style="list-style-type: none"> • Provide dedicated workforce, small business and economic development services across the Territory. • Undertake research, development and extension programs, in partnership with industry, to secure sustainable and profitable development. • Provide research, extension and diagnostic functions. • Effective chemical management and investigation of residues in agricultural production. • Undertake licensing and compliance activities for multiple liquor, tobacco, and gambling services licensed under a range of acts.
Alice Springs	70.85	\$6,449,098	<ul style="list-style-type: none"> • Provide dedicated workforce, small business and economic development services across the Territory. • Facilitate the development of new agribusinesses. • Provide specialist facilities, land and people to facilitate the delivery of research, development and extension programs. • Provide primary industry research support. • Undertake research, development and extension programs, in partnership with industry, to secure sustainable and profitable development. • Provide research, extension and diagnostic functions.

Location	FTE	Total Salary Expenditure	Functions
			<ul style="list-style-type: none"> • Manage statutory industry reporting of exploration and production, and provide access to reports and drill core samples. • Effective chemical management and investigation of residues in agricultural production. • Undertake licensing and compliance activities for multiple liquor, tobacco, and gambling services licensed under a range of acts. • Promote and regulate responsible business conduct through administration of a regulatory system that protects consumer interests. • Advance development of the Territory's mineral resources. • Promoting diverse and sustainable visitor experiences, while actively working with local business and industry partners to strengthen their capacity and capability. • Facilitate the growth, development and promotion of local screen industries for the economic, social and cultural benefit of the Territory.
Total	112.24	\$9,988,293	