



Industry Update Towards 2020

Tourism in the Territory: Setting our direction

The next decade is critical to the future sustainability of tourism in the Northern Territory. While improvements are being made to reposition the destination grow new markets and develop new products, global financial uncertainty, increasing competition and changes in our traditional markets mean we need to work together towards common goals.

As we near the end of our *Five Year Tourism Strategic Plan 2008-2012*, Tourism NT has commenced the process of setting our future direction through the development of our new tourism strategic plan.

The strategic plan will...

- Articulate our vision for where the Northern Territory should be positioned by 2020 (e.g. visitor numbers, dispersal of visitors to regional areas, visitor experiences, job creation, community and social benefits, return to the economy and our competitive positioning);
- Examine what is needed to realise that vision;
- Provide pathways to reach our potential, highlighting critical areas that require significant change, monitoring or ongoing support;
- Identify impediments to achieving the vision and define the solutions; and,
- Confirm our tourism infrastructure and development priorities and marketing required to support the vision for the tourism industry.

Project team

EC3 Global, together with Urbis, The Stafford Group, Parker Travel Collection and Creative Economy, has been appointed to facilitate preparation of the tourism strategic plan. EC3 Global is Australia's longest running dedicated tourism consulting firm, with 25 years of experience in destination management and strategic planning for tourism destinations.

The process

The project team will prepare the new tourism strategic plan through the following key steps:

Information collection and interpretation – Drawing on the knowledge and skills of a number of experts we will undertake a strategic policy review, economic and social trends analysis, and analysis of the current NT tourism sector.

Engaging with the industry – Fundamental to the project is the completion of consultation with a broad range of stakeholders across the NT. Workshops will be facilitated in six regions including Darwin, Katherine, Nhulunbuy, Tennant Creek, Alice Springs and Yulara. An online forum has been established and a series of “big talk” sessions on indigenous tourism opportunities will be held.

Analysis and testing supporting arrangements – Through the formation of five priority area working groups and an expert panel, the Strategy will be tested to confirm the ability of stakeholders to implement the vision.

Formulating clear guidance – The strategic plan will build on existing strategies and plans being implemented in the NT including the *Territory 2030* strategy, the *National Long-Term Tourism Strategy*, *Aviation Futures 2015* strategy and the National Landscapes Program.



Project timeline



How you can be involved

There are lots of ways that you can be involved, as detailed below. The timeline for the project takes into account the wet season with the regional workshops being held in February and March 2012.

- A **dedicated webpage** on the Tourism NT website will provide the public with information on the project and how they can get involved, including a 'have your say' email address, workshop dates and venues, consultation papers and much more.
- **Regional workshops** with industry, community and regional tourism organisations. Numbers at these workshops will not be capped and attendance by community members, other industries, conservation groups, associations and stakeholders will be encouraged.
- **Indigenous Big Talk sessions** will provide a dedicated consultation program for Indigenous communities and businesses. These sessions will ensure current Indigenous activities and future potential is clearly understood and articulated in the Plan.
- **Working Group workshops** will be held with five key priority-targeted Working Groups formed to focus on key issues impacting on the success of the Northern Territory's tourism industry. These Working Groups will be engaged during the consultations as well as during the preparation of the draft Plan.

Project contacts

Email to: haveyoursay.tourismnt@nt.gov.au;
or for more information visit: www.tourismnt.com.au

EC3 Global: To register your interest in attending a workshop please email: towards2020@ec3global.com

or phone 07 3238 1913