

PRIORITY ACTION PLAN



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

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01 | MESSAGE FROM THE CHAIRMAN AND BOARD

As I write this, we are all having to make decisions about our business and our futures in the tourism industry. I am sure we have all experienced sleepless nights as we ask ourselves questions about the best way forward. And how to evolve and adapt. There are no easy answers. One thing I am sure of however is that we will all need to work together as we chart a path forward.

As a signatory to the Tourism 2030 strategy we, as an industry, have an obligation to be active in stimulating new experiences to increase our visitor expenditure and diversify our markets in Central Australia to over \$1B AUD by 2030. This will be a big task; one thing is for certain doing what we have done previously is not an option.

Now more than ever is the time to be big bold and brave in our thinking about the future of our industry.

On the 20th of August, *Tourism Central Australia* held a pivotal event for the organisation, the first ever *Tourism Central Australia* Tourism Summit. It brought people together to discuss the future and develop ideas and projects that will start us thinking about what the future could look like.

It is from this Summit that programs and projects presented in this document have been developed - from you our members and partners. We thank everyone for the time and effort and enthusiasm with which you approached the Summit.

The key message from this Summit is we must take the bull by the horns and refocus the tourism experience to reshape it. When you read this document, I hope you can be inspired as I was to the opportunities we have in our region.

I would also like to take the opportunity to recognise the significant work that the Northern Territory Government and Tourism Northern Territory undertake in support of our operators and our industry. I would also acknowledge all our key stakeholders too, all of whom are critical in achieving the delivery of these prioritised projects.

It is easy to gravitate to the economic benefits that these projects will provide, but these projects will deliver more than just dollars into our economy, it will deliver a stronger, more diverse, sustainable region where our children and our children's children will be proud to call home.

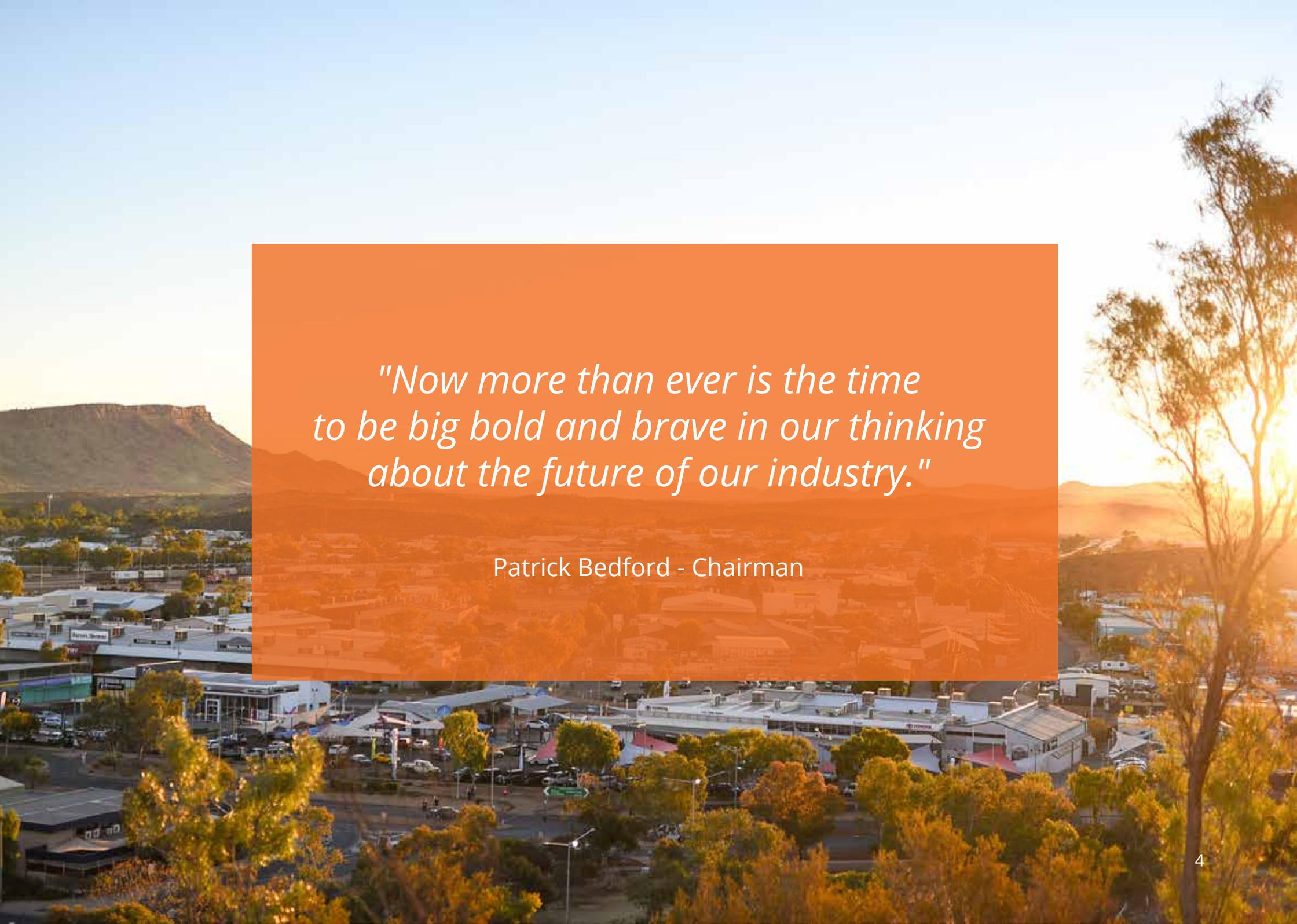
For these reasons, I commend to you this Priority Action Plan that details what we see as the vision for our region over the next ten years and the priority projects that will deliver against that vision.

We call upon support from our Governments to join with us to collectively work with us in partnership as we use these next ten years to build a stronger tourism sector.

Patrick Bedford Chairman
- *Tourism Central Australia*

Date: 1 November 2020



An aerial photograph of a town at sunset. The sky is a mix of light blue and orange. In the background, a large, flat-topped mountain is visible. The town below is filled with buildings, mostly with white roofs, and some green trees. A large, semi-transparent orange rectangle is overlaid on the center of the image, containing white text. The text is a quote by Patrick Bedford, the Chairman, about the future of the industry.

*"Now more than ever is the time
to be big bold and brave in our thinking
about the future of our industry."*

Patrick Bedford - Chairman

02 | ABOUT TOURISM CENTRAL AUSTRALIA



Tourism Central Australia (TCA) is the peak regional tourism organisation covering the Central Australia region that encompasses the local government areas of Barkly, Central Desert, MacDonnell and Alice Springs Town Council.

TCA is one of two official Regional Tourism Organisations (RTOs) in the Northern Territory (NT), with the other being Tourism Top End. TCA is a not for profit membership-based organisation – it currently employs 18 staff across and is governed by a Board of 12 people.

We are responsible for marketing Central Australia providing member businesses with advice and industry insights and support, operating the Alice Springs and Tennant Creek Visitor Information Centres and advocating to Government and stakeholders on behalf of our members for pro-tourism policies and developments.

As a business led organisation, we work in partnership with a wide variety of stakeholders including individuals, businesses and all levels of government, to benefit the visitor economy in the Central Australia.

Tourism Central Australia recognises the importance of tourism to the Northern Territory and Australian economy and the huge potential of the industry to further contribute to the economic development of the NT. Tourism, contributes \$2.25 billion to the Territory economy, with \$851 million of this being generated in Central Australia.

As the voice of our industry we see an important role for our organisation to advocate for the projects and vision that is reflected in this document.

03 | A BOTTOM UP APPROACH

This Priority Action Plan was created in a truly bottom up approach to ensure we best represent the views of not only the members of TCA, but the broader Central Australian community.

The genesis of this Priority Action Plan was the holding of the Central Australian Tourism Summit which was held on August 20th 2020 at the Alice Springs Convention Centre. This event brought together almost 100 tourism operators and stakeholders from right across the Central Australian region.

During the day it came up with a raft of different projects and initiatives.

From this day a draft Priority Action Plan was developed that was circulated to the TCA membership, participants of the Summit and the wider community for comment. This period was critical in engaging a wider audience.

Finally, the Board of TCA endorsed a draft that was presented to the Tourism Central Australian General Meeting for final endorsement. This meeting endorsed the document.

Tourism Central Australia would like to publicly acknowledge all the ideas and comments generated through this process. We are proud to have spent some months to undertake this extra engagement.

It is important to those who read this document to understand that it has been endorsed collaboratively and is truly our document.

It carries our collective hopes and aspirations.



A scenic view of a canyon with red rock walls and green trees, with a bright sunburst effect in the sky. The image is used as a background for a text overlay.

A key focus must be to strive for a world class tourism experience that puts Central Australia clearly on the map of those 'must do' visitor experiences.

04 | WHY WE NEED TO CHANGE

The COVID-19 pandemic has had an immediate and dramatic impact on tourism across the global. It has not only impacted the lives of our customers and visitors, tourism operators have had revenue streams reduced to almost nothing, our travel trade and aviation partners are on their knees too.

It has also become clear how the benefits of tourism spread wide and deep across a community. All forms of business in Central Australia have felt the impact of the removal of visitors to the region – not just tourism operators.

We are yet to fully see the long-term economic impacts of COVID-19, however it can be expected that across the globe we will see a reduction in discretionary income that fuels holiday budgets.

This change in circumstance will cause hardship across the industry, and we will need to be nimble, and keep our eyes open for opportunity to secure short term business and visitation. But we will also need to ensure we have a plan and a vision for all the parts of Central Australia to guide continued tourism prosperity.

Even before COVID 19 impacted our wider industry, the Central Australian tourism industry was under immense challenge. Over the past ten years there has been a steady decline – especially evident in Alice Springs. This can be evidenced in the tourism statistics collected by Tourism Northern Territory.

The steady decline in visitation to Alice Springs can be linked to the township losing its position as the gateway to Uluru. With the expansion of the Ayres Rock airport visitors are now choosing to go directly to Uluru. This has of course created a slow burn of deterioration in the Alice Springs tourism sector. This is no more evidence of this than Alice Springs CBD which is now filled predominately with empty shops and is a shadow of its former glory.

There has been limited 'new product' over the past five years which has only fuelled the decline.

More troubling has been the increased levels of anti-social behaviour within the region. We have seen crime rates increase and there has been a growing level of concern from our visitors around the issue of safety. This has a major impact on our perception as a tourism destination.

As a nation we are also coming to terms with the important need to 'close the gap' between indigenous Australia and non-indigenous Australia. This is certainly true in Central Australia. Though a lot of work has been done there is still much more work to encourage greater employment, access to services and to offer opportunities for self-determination.

As an industry we are at a crossroads in our region. We can continue to do the same and hope for a different result or we work to paint a different picture, where we refocus and proactively work together to develop new experiences – big bold and brave to drive momentum.

A key focus must be to strive for a world class tourism experience that puts Central Australia clearly on the map of those 'must do' visitor experiences.



05 | 10 YEAR VISION FOR TOURISM

Our vision is clear.

As an industry we want to build a \$1B visitor economy by 2030 in Central Australia. This vision is underpinned by a concerted effort to refocus and refresh our tourism experience – grow new markets and to aspire to world class standards.

To do that we will need to focus on these core areas:

We will need to become more attractive to domestic travellers as our international markets take time to recover. This will also require the spooling up of the aviation sector in terms of their schedules and pricing.

Government funding will be stretched as it deals with a myriad of challenges, as an industry we will need to ensure that every dollar is used prudently to grown visitation, yield and spread tourism benefits throughout the community.

Our products and experiences will need to evolve as the market evolves and in line with consumer demand and new markets. We as a destination will need to focus on the development of products and experiences that help diversify markets and consolidate old ones, that play to our strengths and provide a point of difference in the market, and that are an extension to our community fabric.

We will need to aggressively chase business and ensure our visitor information centre is utilised to grow business and visitation to Central Australia.

We need to ensure there are linkages and leverage points across the various parts of Central Australia region to ensure benefit for all.

We will need to work with investors and entrepreneurs who look to our region.

Through a collaborative and bottom up process we have worked with our members, industry and community to identify what we believe are the key drivers to achieve our wider vision.

The following **eleven projects** are those that we believe deliver on this new vision for Central Australian Tourism. These are the projects that *Tourism Central Australia* will advocate for proactively as we work together to deliver on our new vision of for tourism.

05 | 10 YEAR VISION FOR TOURISM

The projects identified are all underpinned by the following three principles which contribute to an overall goal of spreading the benefits of tourism wide and deep across the Central Australia community – economically, culturally and environmentally.

1. Interconnectedness

Developing a whole of region approach whereby Central Australia is connected throughout – by road, by air, and by experience. It is this interconnectedness that will provide the platform for private investment and for visitor dispersal.

Interconnectedness also needs to flow through in the way we move people through the region and package product and experiences together.

2. Investing in Product and Experience for Market Diversification

Central Australia is dependent on 2 main visitor segments – Grey Nomads (domestic) and International visitation, primarily visiting for the iconic experience of world heritage listed Uluru-Kata Tjuta National Park.

Central Australia needs to diversify its experience and market base to keep up with these trends, while remaining relevant to existing markets.

3. Be True to What It Means to be Central Australian

Central Australia is distinctive in so many ways – we need to play to these strengths and develop product and experiences that cannot be easily replicated elsewhere.

Leverage the landscape and build on the adventure that landscape provides

Display the innovativeness and character of the people of Central Australia

Share our connection to country and place – through all lenses

Allow visitors to gain insight into life in Central Australia

A key focus must be to strive for a world class tourism experience that puts Central Australia clearly on the map of those ‘must do’ visitor experiences.

05 | 10 YEAR VISION FOR TOURISM

It should be noted that the **eleven projects** have been generated through consultation and tourism industry input. They have been identified across a wide spectrum of discussion and are based on market intelligence, visitor feedback and a desktop review of product development from destinations and locations with similar characteristics. It is also a reflection of how the industry of Central Australia would like to see the region develop and the things that they see as important to it.

In order see these projects come to fruition a combination of impact studies, scoping studies, and funding from private and public sources will need to be secured and undertaken. As such these projects may evolve overtime to enhance the commercial viability and/or meet cultural and environmental requirements.

Significant consultation would need to be undertaken with traditional landowners in many instances. *Tourism Central Australia* recognises the level of investment that would be required to see these projects to fruition in what we can expect will be a difficult period of economic growth.

However, we put these projects forward as a vision for the future and program that will allow tourism in the area to blossom rather than stagnate.





06 | PRIORITY PROJECTS

PROJECT 1 | ALICE SPRINGS SKY PARK



The Jebel Jais UAE

The opportunity to develop one of Australia's leading adventure experiences set high atop the MacDonnell ranges will position Alice Springs as the "adventure capital of Australia" with the proposed Alice Springs Sky Park taking inspiration from similar concepts such as Skyline in Queenstown New Zealand and the mighty Sasquatch in Canada.

The concept will see the development of an adventure sky park set on top of the West MacDonnell Ranges.

The centrepiece attraction could be a in landscape viewing platforms as well as an adventure hub including the world's longest zipline.

The current longest zipline is the Jebel Jais in the UAE. The Jebel Jais zipline opened in 2019. The total cost was approximately \$3M USD that saw the building of a 2820 metre zipline experience that sees visitors flying "superman" style through the air at almost 150km an hour. The development was in partnership between the Government of the UAE and business Toroverde who successfully operates one of the longest ziplines in the world based in Costa Rica.

Our hope is to outdo both and develop the worlds longest zipline or at very least the longest in the southern hemisphere. A zipline that takes inspiration from Jebel Jais, but runs adjacent and parallel to the West MacDonnell Ranges for almost 3km.

PROJECT 1 | ALICE SPRINGS SKY PARK



A zipline presents great opportunities for tourism development. Ziplines are relatively inexpensive to establish compared to other tourism assets. Zipline business' operate on moderate fixed costs and low operating costs with the low staffing needs. The biggest benefit however comes from the media and public relations exposure – especially if Alice Springs can construct the worlds longest zipline. Such exposure would be extremely beneficial not only to the sustainability of the operations but put Alice Springs firmly “back on the map” as a tourism destination.

But the Alice Springs Sky Park would not be just about the zipline. Another key aspect to this development would be the construction of a skywalk similar to that of the Kalbarri Skywalk in Western Australia or the Grand Canyon Skywalk in the USA.

Such a concept would see a view platform reach over the cliff face for up to 25metres to allow a jaw dropping view of the West Mac ranges and the township of Alice Springs complete with a reinforced glass walkway to give the visitor the sense of being suspended in the air.

Such a viewing platform could also inspire other tourism experiences such as a “ledge” style Bungee experience similar to that undertaken at the AJ Hackett operation in Queenstown where visitors drop off the side of the mountain with a vertical drop of almost 50metres before being safely towed back up to the platform.

Like most of the similar operations globally the opportunity to add a restaurant and gift shop would add to the visitor experience. A possible rim work to Mt Gillen could be considered.

The Alice Springs Sky Park concept would be complementary to other adventure experiences such as the Larapinta Trail and the soon to be constructed Ride the Red Centre trail.



PROJECT 1 | ALICE SPRINGS SKY PARK

Both the Kalbarri Project and the Grand Canyon Sky walk are both important indigenous tourism ventures. The Grand Canyon Project for example was developed by the Hualapai nation of the north western Arizona region.

The Skywalk is managed and operated by the Hualapai Tribe and is located on their tribal lands. The Hualapai Tribe collects the fees and this supports their self determination.

Such a SkyPark must be sensitive to the culturally important landscape.

A possible location could be at West Gap adjacent to the current communication towers perched above Alice Springs. This would enable the zipline to traverse a possible route starting at the top and ziplining the 3km to an area adjacent the Desert Park.

Given the existing visual impact from the communication towers this may be a perfect location for the operations of the Alice Springs Sky Park, but other locations with the support of traditional owners should be considered.

Key first steps

To facilitate this project a comprehensive feasibility study must be undertaken. This feasibility would flesh out the proposal and to engage with key stakeholders and the wider community on the project. The feasibility study would be best carried out with experts that have experience in developing similar projects around Australia and globally.

This study will review the economics of the project's sustainability, consider important environmental and cultural impacts to encourage, the operational logistics, capital costs and potential operating structures.

Kalbarri Skywalk



PROJECT 2 | EMBRACE THE SAVE MARKET (SCIENTIFIC, ACADEMIC, VOLUNTEER AND EDUCATION)



Central Australia is viewed around the world as a mysterious, evocative, complex, and uncompromising. To the uninitiated this concept and the ability to understand what makes Central Australia tick is overwhelming. There is a clear opportunity to attract visitors that are eager to seek to understand and get under the skin of the elements that make Central Australia unique.

Already a global trend, the need for connection and understanding at a deeper level is anticipated to accelerate following COVID-19. This needs to become a philosophy for Central Australia. This project would seek to establish the reputation of Central Australia as the go to location for learning and knowledge experience that underpin the fabric of life in Central Australia.

More than ever before there is a cohort of lifelong learners of all ages that are seeking to understand “how things tick” at deeper level.

Central Australia needs to become the centre of excellence in the area's of:

- Astronomy;
- Indigenous learning and connection to country – seeing the world through the eyes of indigenous culture, language and experience;
- Desert knowledge and the resilience and innovation of living and working in Central Australia;
- Desert living skills and experiences to aid the development of resilience in harsh conditions;
- The ancient and more recent history of Central Australia;
- Pastoral and farming knowledge; and
- Geology



PROJECT 2 | EMBRACE THE SAVE MARKET (SCIENTIFIC, ACADEMIC, VOLUNTEER AND EDUCATION)



Learning and knowledge experiences would be developed across all spectrums of education from school groups, to academic studies, specialist study groups, and independent lifelong learners.

These experiences may take the form of:

- Further development of product and experience that specifically addresses the school curriculum;
- Workshops and study programs;
- Volunteer programs;
- Symposiums and forums
- Immersive tour content;
- Knowledge sharing events and networking; and
- Attraction of global forums and business events

The attraction of school and university groups through the provision of product that specifically targets their required learning outcomes has been proven around the world to provide lucrative business opportunities.

It will be important for the region to prioritise infrastructure and product development that supports the growth of this market.



PROJECT 2 | EMBRACE THE SAVE MARKET (SCIENTIFIC, ACADEMIC, VOLUNTEER AND EDUCATION)

Key first steps

There are already several tourism operators who collaborate in the education and knowledge market. The importance of strengthening this collaboration is critical. As a first step it is recommended that Tourism Central Australia establishes an Education and Knowledge action group made up of operators and key stakeholders who wish to seek to embrace and enhance opportunities in this sector.

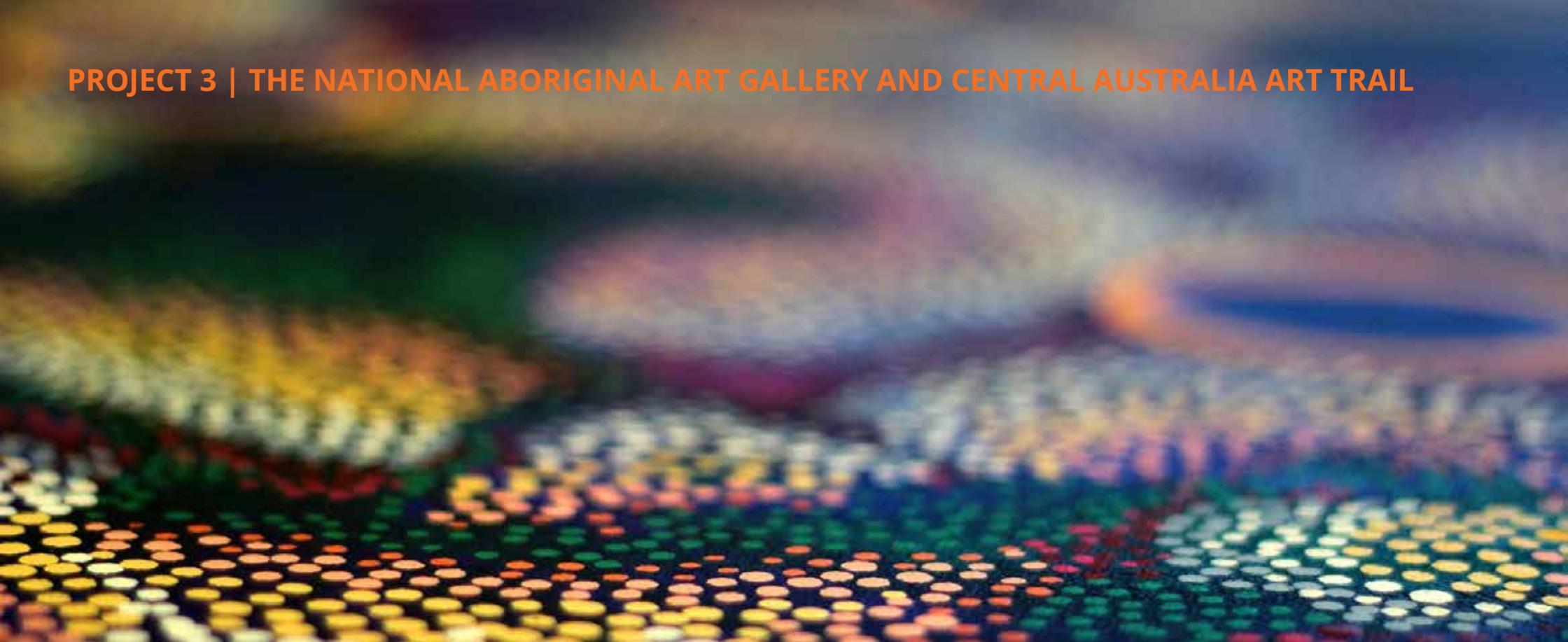
Through this group an action plan detailing potential product development opportunity would be developed. This group will also explore any potential impediments to growth for this sector. As an example, currently there is a need to invest in more camping facilities for school students coming into the region.

Critical to this process would be collaboration with existing centres of excellence such as Charles Darwin University, Desert Knowledge, Arid Lands Environment Centre.

In addition, there are also some short-term business opportunities in this area that could be realised as schools seek new and COVID Safe destinations for excursions.



PROJECT 3 | THE NATIONAL ABORIGINAL ART GALLERY AND CENTRAL AUSTRALIA ART TRAIL



Tourism Central Australia fully endorses the construction of the National Aboriginal Art Gallery in Alice Springs. Furthermore, it endorses that it should be built within walking distance or near vicinity of the Alice Springs CBD.

The gallery will be a world class art facility providing a globally significant art collection of Australia wide indigenous art. It will be a “must visit” national cultural institution. It is a catalytic project that will inspire opportunities for decades into the future.

A full business plan has been developed by Ernst and Young and a site for the Gallery has been identified by the Northern Territory Government with land acquisition processes currently occurring.

The business plan indicates clear benefits for the Central Australian economy. It will create a significant amount of direct and indirect employment while also enhancing the liveability of Alice Springs and driving growth in tourism and expenditure.

The Gallery will increase tourism to Alice Springs and increase the length of stay for our visitors. It is estimated that additional visitation associated with the Gallery could result in a direct and indirect output of between \$42M-\$64M and could create up to 245 new jobs.

We acknowledge there has been much controversy and community discussion on the location of the site this is all part of a robust discussion around big projects such as this one.



PROJECT 3 | THE NATIONAL ABORIGINAL ART GALLERY AND CENTRAL AUSTRALIA ART TRAIL



That said, TCA remains passionately committed to develop the National Aboriginal Art Gallery in walking distance and in near proximity to the CBD. We see the Gallery as an important centre piece of a pumping heart of our community which will give the much-needed boost to re-invigorate the Alice Springs township.

The creation of an important outdoor space adjacent to the Art Gallery is also critical. This will be an important meeting area for large outdoor events, community festivals.

Running parallel to the construction of this game changing project is the importance to develop and strengthen a region wide indigenous art trail. Investment and support for many of our community-based art galleries and institutions is critical.

From larger centres like Nyinkka Nyunyu in Tennant Creek to smaller ones such as those in Haasts Bluff, Papunya, Ali Curung, Docker River and Saint Teresa and many other local communities in Central Australia all of these facilities must be supported and enhanced to develop greater visitor experiences while importantly encouraging greater indigenous business and employment development.

Through this investment Central Australia has a real opportunity to be known globally as the premier destination to experience Australian indigenous art and culture.

To do that there needs to be the necessary funds made available that make the entire project one of global significance – with a similar impact as the Museum of Old and New Art in Tasmania



PROJECT 3 | THE NATIONAL ABORIGINAL ART GALLERY AND CENTRAL AUSTRALIA ART TRAIL

Key first steps

TCA has a strong role in advocating for investment by Governments for the National Aboriginal Art Gallery as well as other Galleries right across Central Australia. Now is the time for this investment to occur.

We strongly encourage collaboration between the Northern Territory Government and Federal Government of this project.



PROJECT 4 | ROADS OF TOURISM SIGNIFICANCE – THE OUTBACK WAY AND MEREENIE LOOP



There are two key roads of tourism significance for the growth and development of tourism in the Central Australian region, these being the sealing of the Outback Way – particularly along the Plenty Highway and the Lasseter Highway from the Olgas to Docker River as well as the much talked about Mereenie Loop Road.

The Mereenie Loop Road

The sealing of the Mereenie Loop – a 150km stretch that links the inner Mereenie Loop Road to Kings Canyon will enhance the product offering of Central Australia by opening up the MacDonnell Ranges and linking them with iconic sites of Uluru, Kata Tjuta, and Kings Canyon.

The sealing of the Loop Road will be a catalyst. It will open up opportunities for greater economic development with specific importance to indigenous tourism opportunities across many communities. The total cost of sealing this road is estimated at \$180M. The estimate provided by the Northern Territory Government is that the sealing of the Mereenie Loop Road will provide approximately \$20M per annum in economic benefit to the Central Australian economy based on increased length of stay.

Can you imagine a more spectacular drive and experience? The sealing of the Mereenie Loop Road is a critical part in developing what will become over the next ten years to be one of the great tourism drives of the world. Marketed as the Red Centre Way it will link Alice Springs to Uluru through one of the most picturesque landscapes in the world and then link back it back to Alice Springs via Erldunda. Such an experience will be highly marketable as either a three, five- or seven-day package.

But most importantly it will help strengthen the long-standing ties between Uluru and Alice Springs. Once known as the key staging point to visit Uluru, Alice Springs has over more recent times seen a significant downturn in tourism with many visitors now choosing to fly into Ayres Rock Airport. Rather than lamenting on this downturn, the sealing of the loop road sees a strategic opportunity to rebuild by leveraging the increasing visitation to one of the worlds greatest tourism icons.

The benefits of sealing of the Mereenie Loop has been identified as a priority for 35 years. It is time to take action so the industry can start to realise the benefits.



PROJECT 4 | ROADS OF TOURISM SIGNIFICANCE – THE OUTBACK WAY AND MERREENIE LOOP



The Outback Way

The Outback Way was first imagined in 1997. Sections of The Outback Way are progressively being upgraded and funded by both the Territory and Federal Governments.

The Outback Way traverses Central Australia. Starting in Winton and covering 2700km to Laverton in Western Australia with Alice Springs as the ½ way point. The completion of this road will create a new experience traversing Central Australia. It will be a must do for Grey Nomads, 4WD enthusiasts, International driving holiday makers. Not only will the sealing of the Outback Way benefit tourism, it will have a wider benefit to the pastoral and energy sectors.

The Outback Way has undertaken a range of impact studies and cost-benefit analysis which have led to securing of funding for sections of the Northern Territory section, namely The Plenty Highway.

To seal the remaining Outback Way, it will require almost \$500M.

The completion of this route would connect East and West Australia from the North-East, it would reduce travel time and improve safety for residents in Central Australia. It will also make Alice Springs the largest service and break hub along the route. The economic benefits of this nation building piece of infrastructure will make the route a viable alternative to a wider range of travellers and provide economic opportunity to townships and businesses along the road.



PROJECT 4 | ROADS OF TOURISM SIGNIFICANCE – THE OUTBACK WAY AND MEREENIE LOOP

Key first steps

Tourism Central Australia will continue to advocate with both the Commonwealth and Territory Governments for the sealing of both the Outback Way and Mereenie Loop Road.

Working with the Outback Way Committee it will also be important to advocate for the incorporation of the Mereenie Loop Road as part of the wider Outback Way touring route.

Consolidate the previous studies and plans for the Mereenie Way and develop a proposal document.



PROJECT 5 | THE CENTRAL AUSTRALIAN HERITAGE TRAIL



The region has an abundance of heritage tourism experiences that focus on a range of interest areas. Central Australia is home to rich and interesting stories that tap into a key and important market of visitors who are inspired by knowledge and understanding.

Our many museums and interpretive centres are doing an amazing job, day in day out to showcase these stories to our many visitors.

The issue we face over coming years is that many of our facilities and the interpretive technologies used in our facilities are now getting aged or non-contemporary. Nor is there a concerted effort to coordinate our heritage experiences across the wider region.

What is clear is that without a coordinated approach almost all of our museums, interpretive centres and heritage sites will in a piecemeal fashion go to government or other sponsors for funds to undertake the necessary works required. In addition, monies will be sought through the DMP process to assist with new projects.

In a similar vein to a strategy adopted in Queensland which saw a collective approach to strengthening heritage tourism experiences is a must. The Queensland Heritage Trails Network was a \$100M dollar program that invested in 32 heritage projects right across the state over three years. More importantly the project was also designed to link each Heritage Trail Site to 'cross market' and develop a sense of a trail.

What a collective approach brings is a greater sense of partnership between all the heritage tourism experiences, the opportunity to work together to bring in key expertise (such as interpretation and technology experts).

What we already know is looking to the future there will be many large, medium and small projects across the region. Many of these are already reflected in the DMP as well as potential new ideas.



PROJECT 5 | THE CENTRAL AUSTRALIAN HERITAGE TRAIL



Some examples of big projects could and will include:

Steam Train Experience

A new idea that stemmed out of the Tourism Summit was to develop a Steam Train experience that would be based out of the Transport Hall of Fame that could involve a regular tour to either the Ewaninga siding – which is approximately 30km south east of Alice Springs or alternatively other options such as a Alice Springs to Alice Springs, Airport. There is no doubt there is a real fascination with steam trains as can be seen in similar tourism experiences such as Puffing Billy in Victoria and the Mary Valley Rattler in Queensland. It provides visitors the opportunity to experience a time gone by and to gain important understanding and knowledge of how things used to be. It is also an opportunity to strengthen the existing facility at the Hall of Fame.

Battery Hill Mining Centre

The Battery Hill Mining Centre in Tennant Creek is a perfect example of our key tourism heritage experiences that needs major work to be undertaken at it. For the township of Tennant Creek it is an important community asset and one of the main stays for stopping visitors in the town. The centre however needs a refocus and major refresh. Where traditionally it told the story of the gold battery and the local mining industry a perfect opportunity here to refocus the centre to a “Gold Centre” telling visitors all about this precious metal. This will give a unique point of difference to similar mining experiences in Mt Isa and Coober Pedy.

Alice Springs School of the Air (ASSOA)

The School of the Air is looking to implement an existing marketing master plan where it will look to develop a new school facility and visitor centre in a co-located space.

The redevelopment of the ASSOA Visitor Centre is an opportunity to create new and inspiring visitor experiences that are exciting, memorable, and meaningful, attracting the growing number of tourists that visit Alice Springs each year. The Visitor Centre will showcase the school’s history as well as current life in “Australia’s biggest classroom” and generate new revenue opportunities for the centre.



PROJECT 5 | THE CENTRAL AUSTRALIAN HERITAGE TRAIL



These are just three projects.

There are many more in Central Australia that are looking at developing their visitor experiences. All of these projects are important in delivering greater visitor expenditure through driving length of stay and opening up new markets.

But more importantly, it is preserving and protecting our heritage.

In developing a coordinated approach, it will be important that we must collectively follow a number of core principles. Such principles should include:

1. Conservation of heritage assets delivering economic benefits to local communities.
2. Best practice solutions to conservation, interpretation, and presentation of heritage, and adherence to environmentally sustainable design principles.
3. Development of sustainable best practice heritage tourism products that contribute to the diversity of tourism experiences within Central Australia.
4. Long term partnerships between Government, business and local communities.
5. Reflecting the diversity of our heritage, and embracing natural, indigenous and historic values.
6. Supporting the sense of place and the association of place with the local community and the landscape.
7. Integration of heritage into regional identity, historical contexts, and thematic linkages.
8. Active community involvement, ownership and understanding.
9. Maintaining balance between the visitor, the place and the local community.



PROJECT 5 | THE CENTRAL AUSTRALIAN HERITAGE TRAIL

Key first steps

The development of a Central Australia cultural heritage tourism action group we see as the first step to a greater coordinated approach to this sector. By coming together and identifying exactly what is currently being explored in this space will be crucial. It will be important as part of this process to include key stakeholders such as Tourism Northern Territory and Heritage Northern Territory, Local Government and relevant government departments.

Once defined a specific heritage and tourism action plan that focusses on much greater coordinated approach will be able to be presented to Governments for funding support.



PROJECT 6 | CENTRAL AUSTRALIA BY NIGHT



Central Australia by Night sets out with the objective of providing a series of must do night-time experiences for visitors that will directly extend the length of stay within the region.

There is a real opportunity to develop further night-time experiences with an aim for these new or strengthened experiences to be world class and iconic.

But why night-time experiences? There are two key reasons.

Firstly, by providing a reason for visitors to stay overnight they spend more throughout the region thus increasing visitor expenditure. This will include additional expenditure on supplies, meals, fuel and the experience itself.

And secondly and most importantly the development of a range of night-time experiences assists the region in building tourism experiences over the summer low season. While the summer months due to the region's heat sees a marked decline in visitation the ability to use night-time experiences as a key drawcard at this time will be vital in increasing expenditure in our visitor economy.

To do this the experiences must be iconic, give a primary reason for travel, stimulating and above all captivating to our visitors.

So, what could be Central Australia's night-time tourism opportunities?

Firstly, it is about supporting the existing night-time tourism operators to enhance their tourism experiences and to support them in taking their products to another level.

A perfect example of this is the astrological experiences currently offered in the region.

In a recent study conducted by home sharing app, Airbnb, they flagged astro-tourism as the "next big thing in travel". They identified a strong growth in travel linked to astronomical events and experiences. As an example, Antofagasta – an astro tourism experience based in the Atacama Desert in Chile saw a 327% increase in visitation in just one year alone. Chile who tout themselves as the "best place in the world for stargazing" where they also tell the story from a local indigenous perspective, the local Atacama people, whose lives were very much influenced by the stars.



PROJECT 6 | CENTRAL AUSTRALIA BY NIGHT

Beyond astro-tourism opportunities there is also the opportunity to leverage off the successful Field of Lights at Uluru and the Paartijima festival in Alice Springs to develop a Son Luminaire or sound and light experience of world class nature. There are certainly opportunities to create a nightly experience featuring sound and light in or near both Alice Springs and Tennant Creek.

There are many examples of sound and light tourism experiences – in recent years Luminescent Longreach makes use of the historic aircraft gathered together by the Qantas Founders Museum at Longreach and uses them as the canvas upon which 3D animation and illustrations weave a narrative of the daring spirit of early aviation, through world wars and distant places, to the present day.

In Alice Springs the opportunity to use sound and light to tell the ancient and more modern history in an appropriate location could be considered. Another option would be to enhance Alice Springs position as Australia's leading indigenous arts location through using sound and light to develop a night time outdoor art gallery.

In Tennant Creek the use of sound and light to enhance the visitor experience at Battery Hill would strengthen the economic viability of that experience. In a similar vein to other Gold or mining centres globally an evening experience can include key stories interwoven as well as a night time visit down the mine shaft with sound and light interpretation.

Central Australia By Night is not all about tours and attractions either. The enhancement of night-time experiences also leads to the development of a stronger restaurant and bar culture. Creating unique food and beverage experiences that make Central Australia different to other regions is important.



PROJECT 6 | CENTRAL AUSTRALIA BY NIGHT

Key first steps

Working with existing night time tourism operators a collaborative approach to supporting them to grow and develop their tourism experiences underpinned by feasibility to do so.

TCA also advocates for the funding of a study that reviews these opportunities more closely and brings together business cases that will ensure a long term viable sustainable model for such offerings to occur.



PROJECT 7 | 6 STARS, UNDER THE STARS IN THE MACDONNELL RANGES



Saffire Resort Tasmania

Located in some of the world's most extraordinary places, the demand for boutique luxury accommodation is growing exponentially.

Luxury travel is expected to outpace general tourism growth over the coming years. It is an industry that is expected to earn up to \$18 billion USD – driven predominately by domestic travellers.

As an example, the Luxury Lodges of Australia represent 17 of the country's most impressive landscapes and interprets them and provides a connection to place. Guests at these lodges are looking for an experience that meets their curious and adventurous nature while providing privileged access and experiences that they are prepared to pay a premium for.

Visitors to these lodges demand positive impacts, consideration of the environment, and benefits to local communities and cultures.

An iconic and boutique luxury product attracts a highly affluent market and have allowed the destinations that have such lodges to talk to attract luxury travellers in way that has not previously been possible. Great Ocean Lodge on Kangaroo Island on the map both domestically and internationally.

Saffire located adjacent to the Freycinet National Park in Tasmania has had similar impacts. The design of Saffire as a luxury lodge is unique and instantly recognisable (and award-winning architecture), just like the stunning area it is located at. Originally the site of a caravan park and backpackers the owners of Saffire invested over 30M AUD to transform the site into an iconic luxury escape that just caters for 20 couples.

Saffire champions its 'in landscape' design, promotes sustainability and eco credentials as well as offering that 'wow' experience.

The market that seek lodges like Saffire are looking for unparalleled luxury in unparalleled surrounds providing a series of money can't buy experiences within the natural environment

Being inspired from examples like Saffire and Spicers Peak Lodge west of Brisbane the opportunity to develop a similar high-end accommodation experience in the West MacDonnell ranges will be a game changer for Central Australia.



PROJECT 7 | 6 STARS, UNDER THE STARS IN THE MACDONNELL RANGES



The facility itself must be sympathetic to the environment.

It requires the highest standards in sustainability and environmental impact. Previous studies of similar projects in the West MacDonnell have identified the challenge of access to water and water quality as being an example of the harsh challenges faced by such a development, but with advances in arid living there is an opportunity to overcome these challenges and build something special that allows you to wake up in the morning open your curtain and view the majesty of sights like Mt Sonder or raw landscapes of the ranges.

With unbridled luxury complemented by an amazing landscape and underpinned by cultural understanding and experiences you cannot find anywhere else this lodge will have the same impact to the region as the National Aboriginal Art Gallery will have on raising the region and its awareness.

With unbridled luxury complemented by an amazing landscape and underpinned by cultural understanding and experiences you cannot find anywhere else this lodge will have the same impact to the region as the National Aboriginal Art Gallery will have on raising the region and its awareness.



PROJECT 7 | 6 STARS, UNDER THE STARS IN THE MACDONNELL RANGES

Key first steps

A venture of this type and nature requires vision and a commitment. Opportunities to work with operators already in this space is important. As TCA raises the exposure of this project there is an importance to partner with the investment division the Northern Territory Government, the Central Land Council and indigenous corporations to begin the conversations and to dream.

From there feasibility studies leading to more specific studies will be critical to ascertain a location and understand the specific operational challenges and opportunities that will come with a development of this nature.

El Questro Lodge Western Australia



PROJECT 8 | ALICE SPRINGS CONVENTION CENTRE REVITALISATION



Alice Springs, as a regional hub, is a natural meeting place for conferences, events, symposiums, or trade shows. The benefits of business events to Alice Springs over the past 17 years is valued at \$372.6 million dollars of direct spend into the economy. This equates on average \$21 million per year.

Since opening the Alice Springs Convention Centre has hosted 4148 events. Of these 2646 were business events bringing 69 156 delegates from overseas or interstate Central Australia. Research indicates that of these delegates:

- 45% were likely or extremely likely to return for a holiday experience with their families
- 42% took a day trip or tour while they were in Alice Springs
- Occupancies across all accommodation in Alice Springs also increased with large events and conferences

Business events held in Alice Springs have provided business streams to outsourced functions and events and small businesses who provide services and transport for the business events. It should also be noted that solid business events can underpin aviation access through increased load factors.

As a remote community the Alice Springs Convention Centre has also played a vital role in social and community events over its years of operations. This include celebrations, events such as Red Centre Nats, school formals, presentation nights and sporting events such as the Masters Games.

The existing Convention Centre has served the community of Central Australia well. The centre is well placed and is serviced by good surrounding infrastructure.

However, after 17 years of service there is a need for a facelift and improvement in facilities to keep up with expectations and ensure the centre remains relevant.

PROJECT 8 | ALICE SPRINGS CONVENTION CENTRE REVITALISATION



Developing the Alice Springs Convention Centre into a unique and vibrant events and meeting space is a critical opportunity to remain relevant in the business events space. To refresh and revitalise the Centre to include contemporised technology, in landscape design that champions sustainability.

Our business events venue should aim to lead the world in the delivery of “green” business events that produces a low carbon event. This goal is essential to counter the negative arguments associated with long haul travel as well as positioning Central Australia to promote its green credentials when bidding for business.

As has been articulated in this priority action plan, the knowledge and education tourism sector are a key priority for Central Australia moving forward. An important aspect of growing this sector is to have a facility that can host major conferences and symposiums and events.

Leveraging off the Alice Springs Convention Centre there will also be a need to build infrastructure and experiences that enhances Central Australia as a ‘must do’ business events location. Event organisers are always looking for something special, unique spaces as well as interesting pre and post packaged experiences.

The greater energy and focus on building the right infrastructure to cater for the business events sector will give Central Australia that extra momentum needed to grow this market.



PROJECT 8 | ALICE SPRINGS CONVENTION CENTRE REVITALISATION

Key first steps

Working with the relevant shareholders of the Alice Springs Convention Centre in partnership with Government to prepare a detailed plan for the requirements of the Alice Springs Convention to meet business needs and requirements into the future is vital.

Such a plan will create the foundations for the work that is required to upgrade and position the ASCC as a world class facility.

This project is a perfect example of a private public partnership that has a wide community benefit.



PROJECT 9 | INDIGENOUS EMPLOYMENT OPPORTUNITIES



Tourism Central Australia acknowledges the importance to invest in the future workforce for the industry and encouraging greater participation in the sector by aboriginal people. One of the key effects from the Covid-19 pandemic has been a significant shift of employees from the tourism and hospitality sectors to the retail and other sectors.

Linked to this investment in training and capacity building is the importance of focusing on the encouragement of greater participation by aboriginal people in the tourism sector.

One of the key motivators for visitors to come to Central Australia is to hear directly about the rich culture and ancient history of indigenous Central Australians. Visitors are motivated to visit the region to not only view the stunning and magical landscapes but to seek to gain more knowledge about indigenous culture.

No more perfect example of this in action is at Standley Chasm/Angkerle Atwatye. As an indigenous owned and operated tourism experience, Standley Chasm is building up a strong reputation for its ability to not only interpret the natural landscape but also the many important cultural stories associated with the location by local aboriginal staff.

The development of tourism experiences like this provide employment and business opportunities for aboriginal people as well as adding to the value of the experience to our visitors. Over the next ten years this must be a focus.

Critical to this is linking aboriginal people to training but then to job opportunities. Over the next ten years a concerted effort must be collectively put in to encourage greater indigenous employment as well as ownership of tourism ventures.

In action the work Voyages Ayres Rock Resort is doing at Uluru where traineeship programs and on the job work experience is giving a leg up to aboriginal people to start their career in tourism provides a solid model and example. The import link in this scenario is that between training and real job opportunities.

Such a model could easily be developed more broadly in the region to train, skill, but most importantly to provide opportunity for a job ready workforce

This could be done through a three-step framework.



PROJECT 9 | INDIGENOUS EMPLOYMENT OPPORTUNITIES



Firstly, to work with the existing pool of registered training organisations to develop and enhance local and culturally specific training program.

Secondly recruitment of participants to enter this training program that will see their growth in knowledge in specific and related areas.

The training program would include key areas of learning in the following areas:

- Public speaking/communication – with particular reference to cultural conversations;
- Principles of Guiding;
- First Aid;
- Understanding kinship systems;
- Area specific training and cultural conversation
- Specific hospitality programs eg: coffee making

The training program would be pitched at the Cert 1 or 2 levels and will be the first step in the Process. Training should be partnered with existing indigenous tourism businesses such as Standely Chasm or Orimiston Gorge Kiosk who can provide the practical venues for learning.

And lastly and critically the establishment of an indigenous employment company that specialises in the tourism sector that acts as a liaison between the employee and employers. This body would act in two ways to link graduates to employers, but also to act as an employer with the ability to act as a labour hire support for indigenous and non-indigenous businesses who require labour needs.

The ultimate outcome of this framework is to encourage a pool of job ready employees who see a strong pathway for their future in the tourism industry in Central Australia.



PROJECT 9 | INDIGENOUS EMPLOYMENT OPPORTUNITIES

Key first steps

The most important first step with this project is coordination and collaboration. There is already a significant level of support and investment in this space occurring right across the region. Bringing registered training organisations, key stakeholders and business together to communicate and discuss this framework is critical.

Stemming from this is the potential of key indigenous businesses to potentially work together to develop and establish this employment agency in a cooperative model. Feasibility and business cases need to be developed.



PROJECT 10 | TOURISM PRECINCT – TELEGRAPH STATION TO CBD



The beating heart of any community is its CBD and unfortunately the Alice Springs CBD is now on life support having seen many retail and tourism experiences closed. This has only been exacerbated by the impacts of the Covid-19 pandemic.

That said work is being undertaken to revive the CBD through the generous support of \$15M for a CBD redevelopment in addition to the catalytic development of the National Aboriginal Art Gallery planned for the CBD area.

A concerted effort needs to occur to encourage the greater re-emergence of commercial tourism experiences in this area. This could include the development of additional retail, hotel developments and food and beverage offerings.

The CBD should be alive, both day and night and be central to the Alice Springs tourism experience.

Extending this zone out to the Telegraph station there is a real opportunity now to use this area also to foster new tourism experiences to lead the recovery of the region.

Being just a 4km walk between the CBD and Telegraph Station this zone has the potential to have many experiences – this could include outdoor art installations, creative lighting at night, interpretative installations and walking or cycling tours.

At the end of this walk, supporting the Telegraph Station to include a wide range of interactive experiences will strengthen the visitor experience. Using modern thematic interpretive principles this site itself can be enhanced to captivate and engage visitors.

It could be a case that this experience is akin to some similar heritage experiences such as Sovereign Hill in Victoria where you are transformed back in time to see, hear and understand the history of the Telegraph Station through the use of technology and personal interpretation.

In addition, it is intended that a large open green space is planned between the National Aboriginal Art Gallery and the CBD. This will be a perfect location for large scale events that draw visitors to Alice Springs.

Another possibility is to develop a night-time experience that is inspired by a similar sound and light experience at Paartjima. This could include an interpretive sound and light experience utilising the Todd River as a back drop.



PROJECT 10 | TOURISM PRECINCT – TELEGRAPH STATION TO CBD

Key first steps

There are many facets to delivering the above vision. That said prior to the building of the National Aboriginal Art Gallery it will be important that all the key stakeholders come together to discuss and share their views of this vision and to put forward the projects needed to move forward.

Working with Alice Springs Town Council, the NTG in particular Parks and Wildlife a collaborative approach to dreaming, designing and implementing initiatives and activities to implement this vision will be critical.

Working with the private sector to encourage investment in tourism ventures in this zone will also be critical. This will be important during the construction phase of the National Aboriginal Art Gallery.



PROJECT 11 | VISITOR INFORMATION CENTRES



Our visitor information centres are the hub for our industry across the region. Both Alice Springs and Tennant Creek VICs welcome over 100,000 visitors annually. The centres are key touch points for visitors to learn more about the region, but also aid in *Tourism Central Australia's* focus on conversion through their booking centres.

TCA commissioned a Visitor Servicing Recommendations Report in 2019 to gain independent advice on visitor services and facilities and location options to deliver best practice in visitor servicing. The recommendations were informed by extensive industry engagement and a desktop review including best practice VIC case studies.

The key outcomes of this review were:

1. Relocating the Alice Springs VIC so as to better service visitor markets to Alice Springs;
2. Forming a regional network of VICs for Central Australia and taking a multi-channel approach;
3. The establishment of many touchpoints on the visitor journey to and through Central Australia that can be used to encourage regional dispersal and spend. These include rest stops, roadhouses and tourism businesses.

The Alice Springs Visitor Information located on the Todd Mall has come under much scrutiny in terms of its adequacy as a VIC. Despite being in the centre of the CBD it has very poor access to parking – which for those with caravans and campervans has become a major issue in terms of customer service reviews. The centre itself is small which limits the space to explain the region in its totality and stock a full range of locally produced merchandise and art work.

The information centre is subleased by Tourism Northern Territory at subsidised rates. This lease comes to an end in early 2022. *Tourism Central Australia* as a not for profit organisation has limited ability to carry market rental costs in the CBD area.

The VIC is also home to the corporate office of *Tourism Central Australia*. TCA's office is cramped with limited space and no board room facility and no room to expand.



PROJECT 11 | VISITOR INFORMATION CENTRES



As an industry we believe it is an important time to relocate this information centre to a new fit for purpose built facility that not only houses the VIC but also the corporate HQ of *Tourism Central Australia*. Such a facility should be located within walking distance of the CBD and be in a prominent location with sufficient parking. The centre should use contemporary visual aids to help explain the region and the various tourism tours, accommodation and attractions visitors can experience. Design should be linked with the branding of the Northern Territory.

Located with the VIC TCA's corporate office should have sufficient space to house up to 15 staff with Board room/Training room and facilities for staff.

Further to the Alice Springs VIC, a continued and renewed development needs to occur in Tennant Creek. This information centre should continue to be co-located with the Battery Hill Mining Centre. The centre is of strategic importance to the Central Australian region as it is located only 25km from the three ways intersection between the Barkly and Stuart Highways. This provides a unique opportunity to showcase all of the Central Australia region in this gateway VIC. In many instances it is also the first impression of the Northern Territory for visitors.

Despite it being one of the most visited locations in the Northern Territory there is no accredited visitor information centre located at Yulara. The DMP has acknowledged the need for a new stand-alone visitor information centre at Yulara. We see this as an important step to connect Central Australia and encourage those who visit Uluru to also extend their journey to the rest of Central Australia.

As was identified in the 2019 report there should also be a focus on developing other visitor information touch points like those already developed at Kings Canyon, Uluru and the Alice Springs Airport. These touch points can be a mixture of brochure stands coordinated by TCA that help interpret and promote the destination and its tourism businesses.

With three accredited VICs and a range of touch points across the region there will be a strong level of communication to our visitors that will assist in regional dispersal, boost conversion, and showcase a coordinated approach across Central Australia. Supporting signage must also be considered as part of these redevelopment plans.



PROJECT 11 | VISITOR INFORMATION CENTRES

Key first steps

Tourism Central Australia will need to coordinate with all its key stakeholders and partners to present a plan for the future of tourism services. A feasibility plan for the establishment of the Alice Springs Visitor Information Centre is the first step in moving the Alice Springs VIC to a new location. This plan will identify key sights, provide architectural drawings, and present costings.

TCA will advocate for government funding for this project as we see it as an important priority project inside this ten-year vision.



07 | OUR ROADMAP

In 2019, the Northern Territory Government, Tourism Northern Territory, Tourism Top End and *Tourism Central Australia* came together to develop the roadmap for tourism in the Northern Territory over the next ten years. This roadmap is called Tourism 2030.

A key platform of the Tourism 2030 strategy was the development of a number of Destination Management Plans (DMPs) across multiple regions. Tourism Northern Territory has undertaken a range of consultations in the development of these plans.

The key priorities as outlined in this Priority Action Plan has been incorporated into these plans.

The DMPs are primarily information and sharing documents for regional stakeholders to guide in management and investment decisions within the Destination. The DMPs seek to achieve the following outcomes:

- Increase visitor numbers and extend length of stay in the region through consumer focus, attractive and safe experiences and more effective promotion;
- Strengthen relationships with neighbouring regions and states to enhance the existing road journeys;
- Encourage visitor to leave the highway and travel through some of the more remote and natural areas of the region;
- Ensure a coordinated approach to tourism between business, government, the tourism industry and communities.

In the Central Australian region, there are three DMPs – these being Barkly, Lasseter and Alice Springs/MacDonnell Ranges.

The key approach to developing visitor experiences across the region in the DMP's can be summarised across the following key pillars;

- Strategic product packaging and marketing – to best leverage the value of the Region's assets and effectively engage target visitor markets;
- Facilitate Collaborative action – to maximise the efficient and effective use of resources in the Region to advance tourism outcomes;
- Investment attraction Initiatives – to build the quality and quantity of tourism products in the Region;
- Capacity Building activities – to establish resilience and capability in the industry to deliver quality tourism experiences and support continuous improvement.

Core to each DMP is the identification of key regional projects that will stimulate development. *Tourism Central Australia* endorses these initiatives and will also work with Government to see work carried out on them.



07 | LASSETER DMP ACTIONS

Product opportunities

Estimated scale of investment

Possible action

ULURU-KATA TJUTA NATIONAL PARK

Develop Anangu cultural tourism experiences in Uluru-Kata Tjuta National Park	Low - Medium	Market assessment
Enhance the Cultural Centre facilities including contemporary interpretations	Medium - High	Business case
Mutitjulu to develop a commercial food service on the Mutitjulu lease	Medium	Business case
Mutitjulu to establish a campground/camping with custodians experience within the Mutitjulu lease	Medium - High	Business case
Enhance the soft adventure tourism offerings	Medium - High	Market assessment
Enhance and expand the visitor amenities and modern interpretive infrastructure in Uluru-Kata Tjuta National Park	Medium - High	Project assessment

YULARA AYERS ROCK RESORT

Develop a contemporary Visitor Information Centre	Medium	Project assessment
Establish a new accommodation experience	Medium - High	Business case
Develop an education/youth tourism sector precinct	Low - Medium	Market assessment



07 | LASSETER DMP ACTIONS

Product opportunities

Estimated scale of investment

Possible action

WATARRKA NATIONAL PARK

Develop a multi-day hike in Watarrka National Park	Medium - High	Market assessment
Improve existing accommodation and establish new accommodation offerings	High	Market assessment
Establish visitor services at the Kings Canyon carpark	Medium	Business case
Expand and enhance visitor amenities in Watarrka	Medium	Business case
Expand the Aboriginal cultural experiences surrounding Watarrka	High	Market assessment

OLD ANDADO APUTULA (FINKE) TITJIKALA (MARYVALE)

Develop railway, pastoral and mining heritage interpretations	Low - Medium	Market assessment
Further develop the Lambert Centre	Medium	Market assessment
Enhance 4WD route experiences	Low - Medium	Include in Drive Market Strategy



07 | LASSETER DMP ACTIONS

	Product opportunities	Estimated scale of investment	Possible action
KALTUKATJARA (DOCKER RIVER)	Complete campground facilities upgrades and expand cultural offerings	Medium	Business case
LASSETER REGION	Seal Mereenie Loop Road to better connect Watarrka & West MacDonnell National Parks	High	Investment case
	Complete the sealing of the Outback Way and upgrade the wayside facilities and experiences	High	In progress
	Expand the quantity of Aboriginal cultural offerings and experiences	High	Market assessment
	Install and upgrade wayfinding signage across Region	Medium - High	Include in Drive Market Strategy
	Develop specialist markets opportunities (i.e. Education, conservation)	Medium	Market assessment
	Develop night time tourism experiences	Low - Medium	Market and feasibility assessment
	Expand regional events including cultural festivals	Medium	Market assessment
	Enhance regional and remote art centre/Arts Trail product in the Region	Medium	Planning, grants and funding initiatives
Develop multiday self -drive options for the Region	Low	In progress	



07 | BARKLY DMP ACTIONS

	Product opportunities	Estimated scale of investment	Possible action
NEWCASTLE WATERS	Establish birdwatching infrastructure	Low	Concept planning
	Develop off highway campground facilities with historic/cultural product offering	Medium - High	Site inspection and planning
BANKA BANKA STATION	Develop Aboriginal arts and cultural product offering including campfire storytelling	Low	Market assessment
	Enhance accommodation options and services	Medium - High	Market assessment
	Develop new walking trail including signage	Medium	Market assessment
THREEWAYS	Install and upgrade wayfinding signage at Threeways	Medium	Include in Drive Market Strategy



07 | BARKLY DMP ACTIONS

TENNANT CREEK

Product opportunities	Estimated scale of investment	Possible action
Develop mining history experiences and products	Low - Medium	Market assessment
Enhance Nyinkka Nyunyu Art and Culture Centre infrastructure and establish Aboriginal cultural tours and immersion	Medium	Market assessment
Establish new bicycle trails and tracks (including Mountain bikes and BMX)	Medium	Market assessment
Establish new 4WD trails	Low - Medium	Market assessment
Establish bird watching infrastructure	Low	Market assessment
Invest in Tennant Creek beautification (including parks and gardens)	High	In progress
Establish contemporary visitor information centre facilities	Medium - High	In progress
Establish state of the art facilities at Battery Hill Mining Centre site (informed by existing scoping study)	High	Market assessment
Establish and improve quality accommodation offerings in Tennant Creek	High	Market assessment
Lake Mary Ann upgrade of facilities including children's playground	High	Commenced
Enhance visitor amenities at Lake Mary Ann with possible accommodation offerings	High	Market assessment



07 | BARKLY DMP ACTIONS

	Product opportunities	Estimated scale of investment	Possible action
DEVILS MARBLES	Enhance the overnight facilities at Karlu Karlu in consultation with the Traditional Owners	High	Business case
ELLIOT	Develop wayside stop facilities	Medium	Site inspection and planning
BARKLY REGION	Enhance facilities on the Binns Track experience	Medium	Include in Drive Market Strategy
	Enhance facilities at wayside inns established throughout Region	Medium - High	Market assessment
	Develop Stuart Highway WWII and pastoral history journey experience	Medium	Market assessment
	Develop night time tourism experiences	Low - Medium	Market and feasibility assessment
	Increase and/or revitalise regional events (including sporting events)	Medium	Market assessment
	Improve regional and remote art centre / Arts Trail products in the Region	Medium	Grants and funding initiative
	Install and upgrade wayfinding signage across Region	Medium	Include in Drive Market Strategy
	Develop multiday itinerary self-drive options for the Region	Low	In progress



07 | ALICE AND THE MACDONNELL RANGES DMP ACTIONS

	Product opportunities	Estimated scale of investment	Possible action
EAST MACDONNELL RANGES	Develop new and enhance existing walking and hiking experiences	Medium - High	Market assessment
	Establish short overnight hiking experiences	Medium - High	Market assessment
	Establish scenic flight experiences	Medium - High	Market assessment
	Establish wildlife tours and experiences	Medium - High	Market assessment
	Expand mountain biking experiences	Medium	Market assessment
	Develop mining heritage and fossicking experiences	Medium - High	Market assessment
	Establish and improve quality accommodation offerings.	Medium - High	Market assessment
	Develop Aboriginal cultural experiences	Low - Medium	Grants and funding initiatives
FINKE GORGE NP	Establish a walking trail linking to Ntaria/Hermannsburg to the Finke Gorge National Park	Medium	Market assessment
RAINBOW VALLEY	Expand Aboriginal cultural experience including linking with Titjikala Community	Low - Medium	Site inspection and planning



07 | ALICE AND THE MACDONNELL RANGES DMP ACTIONS

ALICE SPRINGS

Product opportunities	Estimated scale of investment	Possible action
Establish the National Aboriginal Art Gallery	High	Finalise and implement plans
Establish the National Indigenous Cultural Centre	High	Finalise and implement plans
Develop new motor sports experiences	High	Market assessment
Develop new adventure tourism experiences	Medium - High	Market assessment
Expand mountain biking experiences and services	Medium	As per the MTB Master Plan
Complete the revitalisation of the town centre	High	Finalise and implement plans
Expand the event offerings	Low - Medium	Business case
Refresh and expand Alice Springs Desert Park offerings & facilities	Medium	In progress planning for future expansion
Refresh Alice Springs Telegraph Station offerings & facilities	Medium	In progress
Develop new and support the upgrade of cultural and heritage tourism experiences	Medium	Development of a co-ordinated approach with prioritisation
Develop new products that further enhance tourism experiences between and including the Telegraph Station, NAAG and CBD	Low - Medium	Market assessment
Develop luxury / glamping experiences	High	Market assessment
Relocate the School of the Air Visitor Centre	High	Commenced
Establish a new contemporary visitor information centre with possible commercial collaboration opportunities	Medium	Project assessment
Enhance the Ghan Rail experience	Medium	Market assessment
Establish wellness experiences	Medium - High	Market assessment
Improve conference and convention offerings and opportunities with a unique outback theme	Medium - High	Business case
Establish and improve quality accommodation offerings in Alice Springs	High	Market assessment



07 | ALICE AND THE MACDONNELL RANGES DMP ACTIONS

	Product opportunities	Estimated scale of investment	Possible action
PLENTY HWY	Complete the sealing of the Outback Way and upgrade the wayside facilities and experiences	High	In progress - investment case
	Develop tourism infrastructure along highway i.e. Cultural Campgrounds	Medium	Site inspection, approval and planning
	Establish tourism experiences at Engawala including the Alcoota fossil site	Medium	Site inspection, approval and planning
	Develop Plenty Highway art billboard experience managed from Itijere	Low	Grants and funding
YUENDUMU	Develop suite of tourism experiences including art gallery, cultural experience/ orientation centre and camping facilities	Medium	Business case and market assessment



07 | ALICE AND THE MACDONNELL RANGES DMP ACTIONS

Product opportunities

Estimated scale of investment

Possible action

TJORITJA WEST MACDONNELL RANGES NP

Establish an iconic sustainable and in landscape accommodation facility in the West MacDonnell Ranges	High	Market assessment
Develop a hub for world class adventure experiences set within the MacDonnell Ranges	High	Market Assessment
Expand Aboriginal cultural experiences	Low - Medium	Grant and funding initiatives
Develop a Visitor Experience Centre	Medium - High	Market Assessment
Develop additional walking and hiking trails including overnight options	Medium - High	Site inspection, approval and planning
Finalise the Red Centre Adventure Ride	High	In progress

NTARIA/ HERMANNSBURG

Expand Aboriginal cultural experiences	Low - Medium	Grants and funding initiatives
Develop the Namatjira Art Gallery in Ntaria/Hermannsburg	High	Market assessment and investment case
Develop a Cultural Centre	Medium	Market assessment
Finalise the redevelopment of the Hermannsburg Historic Precinct	High	In progress
Develop a Cultural Campground / accommodation	High	Planning and investment



07 | ALICE AND THE MACDONNELL RANGES DMP ACTIONS

ALICE SPRINGS AND MACDONNELL RANGES REGION

Product opportunities	Estimated scale of investment	Possible action
Develop night time tourism experiences	Low - Medium	Market and feasibility assessment
Develop experiences that service the knowledge and education sectors expectations	Low - Medium	Knowledge and Education action plan
Expand regional event offerings	Medium	Business Case
Establish new 4WD trails	Medium	Market assessment
Seal the Mereenie Loop Road to better connect Watarrka & West MacDonnell National Parks	High	Investment case
Enhance the Binns Track experience	Medium	Include in Drive Market Strategy
Develop the Stuart Highway WWII and pastoral history journey experience	Medium	Market assessment
Install & upgrade wayfinding signage across the Region	Medium	Include in Drive Market Strategy
Improve regional and remote art centre / Art Trail products in the Region.	Medium	Planning and grants and funding initiatives
Develop specialist market opportunities (i.e. education, conservation, religion, science and technology)	Medium	Market assessments
Develop multi-day itinerary self-drive options for the Region	Low	In progress



08 | LINKAGES TO OTHER STRATEGIES

The eleven priority projects also are supported by a range of different strategies and initiatives. A summary of these are provided below:

Central Australia Regional Group of Organisations (CARGO)

Led by Alice Springs Town Council and the Chamber of Commerce this body has prepared in consultation with almost 20 organisations and government bodies based in Central Australia. In 2020 prepared their top 5 priority social and economic projects. One of the five key projects was the construction and development of the National Aboriginal Art Gallery and Cultural Centre.

Central Australian Economic Recovery Committee

Set up by the Northern Territory Government and chaired by the Minister for Central Australian Economic Reconstruction this group provides guidance on strategies to support Central Australia's economic reconstruction post covid-19 and is linked to the overall Northern Territory reconstruction efforts.

In its submission to the Northern Territory Reconstruction Commission it has recognised the importance of developing tourism specifically in the West MacDonnell Ranges and recognises the importance of sealing the Mereenie Loop road which will be the much needed catalyst for community development in the West MacDonnell Ranges.

Brand Northern Territory

The key message behind Northern Territory's new brand is that the Northern Territory is truly unlike any place on Earth, a place where you don't just observe it, you feel it through every sense. The Northern Territory is different in every sense.

A narrative has been developed that represents the new brand:

The Northern Territory is the type of place where the sheer magnitude forces us to feel free and that anything is possible.

The multi-sensory experience transcends the physical and connects you to the land, the ancient culture and the people.

The Northern Territory empowers everyone who enters within to disconnect from their hectic, always-on lifestyle and reconnect to what matters.

And, because it is a place that offers a difference across all the senses, it emboldens the people who travel within to feel an openness and freedom within themselves.

In all conversations with stakeholders, connection to country, a sense of freedom and the people were all identified as making the Territory a unique and authentic experience that invigorates all senses.

We believe all proposals match this consumer promise.



08 | LINKAGES TO OTHER STRATEGIES

Boundless Possible

In a similar vein to the Northern Territory tourism brand the Northern Territory developed a wider brand for the territory telling the world that anything is possible in the Northern Territory. No doubt there will be those who criticise our priorities, but above all else we are living the notion of boundless possible ethos. This is something we are proud of.

The Boundless Possible Brand Statement sums up this attitude well.

There's a place where anything is possible. One place left in the world with enough silence for your voice to be heard. And enough space for your ideas to come to life.

A land alive and inspiring; where we don't just dream of achieving. We thrive on it.

In The Territory, thinking big is nothing new. It's what we do.

Over thousands of years of uninterrupted human curiosity. Of birth and rebirth. Creation and recreation.

The naysayers and idea killers never came this far. Instead, it's home to people like us, those who saw the boundless potential of this place.

Here, you can create a new business, propel your career, and make a real impact. For this is a land where ambition and drive lives in harmony with lifestyle and the moments that truly matter.

Because The Territory gives you the time and the space to connect in ways you can't anywhere else.

With the land. With the community. And with yourself. Here, you feel what it's like to be part of a collective of doers and creators.

Where humility sees innovative thinking, simply referred to as 'getting things done'. It's a place where you hear 'give it a go' a lot more than you hear the word 'no'.

And you see what can be achieved when diversity is not an ambition... it's a shared history and a way of life. To be a Territorian is to understand we're not bound by tradition, we grow from tradition.

It's caring more about where someone is going... than where they're from.

And above all else, it's knowing as we walk the road less travelled, together we'll create our Boundless Possible.





TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

