



TERRY MILLS MLA | **Member for BLAIN**
CHIEF MINISTER OF THE NORTHERN TERRITORY
Minister for Asian Engagement

MEDIA RELEASE

CHINESE TELEVISION TO SHOWCASE THE TERRITORY

8 November 2012

Chief Minister Terry Mills last night met with members of China Central Television (CCTV) to feature in a television episode showcasing Australia.

“The episode will explore the history of the Hakka people, which make up 50 percent of Chinese living in Australia, and their success in Australia over recent decades,” Mr Mills said.

“The Northern Territory, Victoria and New South Wales will feature in the one hour episode on China’s largest television network, which has an estimated reach of 1.3 billion viewers.

“A crew of five from CCTV are in Darwin for two days filming iconic Top End scenery. They will then travel to Pine Creek to discover the stories and history of Hakka people in the region.

“The Northern Territory will receive significant exposure through this production, and as a result visitor numbers from China are predicted to increase.

“In the past year, 7000 Chinese visitors came to the Territory and we are looking to grow this to 30,000 visitors by 2020.

“It is clear that China consider the Northern Territory a popular tourist destination, a view also expressed by Chinese Ambassador to Australia, His Excellency Mr Chen Yuming, during my meeting with him on Monday.”

Mr Mills will make himself available to CCTV to promote the Northern Territory beyond this episode.

The episode featuring the Territory will be aired across China next year.

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