MINISTER FOR TOURISM AND MAJOR EVENTS

$1.7 MILLION TO ATTRACT BUSINESS EVENTS TO THE TERRITORY

5 May 2013

Minister for Tourism and Major Events has announced Budget 2013 will deliver $1.7 million to attract more business events to the Territory.

Mr Conlan made the announcement this afternoon while opening the 2013 National Conference for Meetings Events Australia (MEA) at the Darwin Convention Centre.

“This funding will allow the Territory Government to use large business events to grow our tourism industry,” Mr Conlan said.

“The MEA is a perfect example of the large scale business events we want to attract; it involves 400 delegates from businesses around the country who will spend several days in Darwin, staying in our hotels, visiting our attractions and dining at our many top quality restaurants and cafes.

“This $1.7 million will allow tourism to capitalise on the many business opportunities that are expected with the expansion of North Australia particularly through the areas of oil and gas, primary industries, health and education.

“It will ensure the Territory is marketed as a relevant, accessible, and innovative business tourism destination to these industries.

“Tourism is an absolute priority of the Country Liberals Government and will play a vital role as we build a bigger economy for the Territory.”

Business events contributed an estimated $52 million of direct expenditure into the NT economy in 2012-13.

Business Events initiatives in the 2013-14 Budget include:

- Expansion of Tourism NT’s Ambassador initiative, ‘Program Connect’, which engages professionals from a wide variety of fields to host and influence business events in the NT.
- An enhanced, research driven approach to business event bid development.
- Appointment of a dedicated research officer to work in partnership with Darwin and Alice Springs Convention Centres to develop business case submissions for suitable event opportunities.
MEDIA RELEASE

- Increased investment in trade event activity in partnership with Business Events Australia aimed at driving growth from international markets with a focus on Asia, NZ and the US.
- A renewed focus on trade public relations activity to educate the market on the product offering of the NT leveraging the key assets of the Darwin and Alice Springs Convention Centres and Uluru Meeting Place.
- Strategic partnerships with other NT Government agencies to promote business visitation to the NT for technical touring, investment and education.
- Trade focussed marketing programs including expos, conferences and road shows.

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