

MEDIA RELEASE

LAUREN MOSS

MINISTER FOR TOURISM AND CULTURE

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Eyes of the AFL World on Alice Springs

25 May 2018

The eyes of the AFL world will be on Alice Springs this weekend when the 2018 Toyota AFL Sir Doug Nicholls Round kicks off at Traeger Park. The AFL's week-long celebration of Indigenous culture will start in the heart of Australia when the Demons takes on the Crows on Sunday.

For the first time, Channel 7 will deliver a six hour live broadcast from Alice Springs to mark the occasion, which will include a curtain raiser match between the Centralian Red Tails and Top End Storm and a special cultural performance.

Minister for Tourism and Culture, Lauren Moss said the feast of footy action delivers boost for tourism and is great for local jobs.

"Territorians love their footy and seeing big games like this live is a real boost for Territory lifestyle, which is so important in keeping people living in the NT," said Ms Moss.

"As well as showcasing our up and coming footy talent in the Red Tails and Top End Storm on television screens around the country, the extended six hour broadcast will also feature tourism segments profiling some of our unique attractions and experiences in the Red Centre.

"With an expected audience of 1.6 million tuning in, the broadcast will go a long way to driving tourism outcomes and providing a boost to our local businesses."

The special Red Centre broadcast will see Channel 7 commentators Brian "BT" Taylor and Melbourne Football club women's captain, Daisy Pearce, get a taste of bush tucker with Kungas Can Cook at Rainbow Valley, take an astronomy tour at the Alice Springs Earth Sanctuary, experience art and culture at the Araluen Arts Centre, go on a camel adventure with Pyndan Camel Tracks, take a hike at Olive Pink Botanic Gardens and go mountain biking with Outback Cycling.

Tourism NT will promote special Webjet travel deals to Alice Springs and the NT throughout the game as well as on popular sporting websites and social media.

As part of the Indigenous celebrations, a special cultural presentation, titled 'Caterpillar Dreaming' will be held prior to the main AFL game featuring 200 local artists, Indigenous performers and footballers from 12 remote Indigenous communities across Central Australia.

Local Arrernte woman and Artistic Director of the performance, Kumalie Kngwarraye, said the performance will showcase the ancient culture of Central Australia.

"It will show that our culture is very much alive and well in Central Australia and it is also about celebrating our culture of footy that our younger people have embraced and they can celebrate both cultures the old and the new," she said.

The Toyota AFL premiership game in Alice Springs is part of the Territory Government's \$1.7 million a year partnership with the AFL to secure premiership games in the Territory until 2023. The second AFL premiership game of 2018 will see Melbourne play Fremantle in Darwin on Saturday 7 July.

AFL in Alice Springs, Sunday 27 May - Match Day Schedule:

11:00am – Gates open

11:40am – Curtain Raiser starts (Centralian Red Tails v Top End Storm)

2:05pm – Caterpillar Dreaming cultural performance

2:50pm – AFL game starts (Melbourne v Adelaide)

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