



Red Centre Way Investment Profile



The Red Centre Way leads you through a landscape of natural and cultural attractions in the ancient heart of the Australian outback, linking the world-renowned 'red heart' landmarks of Uluru (Ayers Rock), Kata Tjuta (The Olgas) and Watarrka National Park (Kings Canyon).

The Red Centre Way project creates a new tourist experience connecting Alice Springs, through the West MacDonnell Ranges, to Uluru. The NT Government is making significant investment in road infrastructure and tourism marketing to attract more visitors to the region and to stimulate private investment in new business opportunities.

In 2007 the NT Government developed the Red Centre Way spatial data base which includes layers of mapping information to help identify potential investment sites along the route. Investors who would like to know more are encouraged to contact the Regional Development team.

Unique opportunities are opening up along the Red Centre Way. What will your investment comprise of?



INDUSTRY PROFILE

Primary Industry and Horticulture

The region includes emerging and niche primary industry and horticulture activities, many of which are Indigenous owned and operated, such as

- Kings Creek station
- Ulpanyali horticulture project

Tourism

The Red Centre Way is home to many attractions and Indigenous communities which offer cultural experiences and provide opportunities for joint ventures.

- 4x4 experiences along the Outer Loop
- Larapinta Trail
- Hermansburg cultural precinct
- Glen Helen Resort
- Wallace Rockhole caravan park
- Alice Springs Desert Park
- Larapinta bike path to Simpsons Gap
- Uluru National Park
- Yulara community – Voyages Resort offering a range of accommodation options from 5 star to camping
- Kings Canyon Resort
- Kings Creek Station

Natural Attractions

Natural attractions abound. The West MacDonnell Ranges and the Larapinta Trail offer unique and beautiful scenery for tourism enterprise opportunities along the Inner Loop; natural attractions include:

Larapinta trail:

- Wallaby Gap
- Simpson's Gap
- Standley Chasm
- Ellery Creek Big Hole
- Serpentine Gorge
- Ochre Pits
- Ormiston Gorge
- Mt Sonder
- Redback Gorge
- Tnorala – Gosse Bluff
- Tylers Pass
- Palm Valley
- Glen Helen Gorge

The Outer Loop, the route to Kings Canyon and Uluru offers the sheer expanse of the wilderness landscape of the outback.

Natural attractions include:

- Ginty's lookout
- Angus Downs
- Mt Connor lookout
- Curtin Springs
- Uluru National Park (including Ayers Rock and the Olgas)

Services along the route

Fuel stations

- Glen Helen
- Kings Canyon
- Yulara
- Mt Ebenezer
- Erldunda
- Sturt's Well

Automatic Teller Machines (ATM)

- Hermansburg store
- Kings Canyon
- Yulara
- Mt Ebenezer
- Erldunda
- Sturt's Well
- Glen Helen Resort

Mobile phone coverage

- Yulara
- Kings Canyon
- Erldunda

Police stations

- Hermansburg
- Yulara

Air strips

- Yulara
- Hermansburg

CURRENT DEVELOPMENT ACTIVITY

National Landscapes

The National Landscapes program was launched in 2006 with the announcement of the Red Centre as Australia's first National Landscape. The National Landscapes initiative will support with the marketing of the region, especially to an international audience. Ideally leading to the development of an increased number of experiences and attractions in the Red Centre.

Mining Development

Established fields in the Amadeus Basin include the Mereenie (oil and gas) and Palm Valley fields (gas). Other areas identified for drilling exploration include Johnstone (oil), Mt Kitty (gas), Ooraminna (gas appraisal) and Waterhouse (gas appraisal).

Construction

Continuing road work, with \$13.2m allocated for Namatjira Drive; \$380 000 allocated to build shelters along the Larapinta Trail; and \$1million to upgrade visitor infrastructure in the West MacDonnell Park.

A Red Centre Way visitor centre will also form part of the infrastructure in this area.

Tourism

Tourist resorts at Yulara (Uluru) and Kings Canyon are the largest contributors to the Tourism industry in the region offering access to natural attractions within Uluru National Park and Watarrka (Kings Canyon). There were approximately 326 000 visitors to the Alice Springs and MacDonnell regions over the last 3 years with an average length of stay of 4.8 nights. In the Peterman region, which includes Yulara and Kings Canyon, there were approximately 356 000 visitors over 3 years with an average length of stay 2.7 nights.

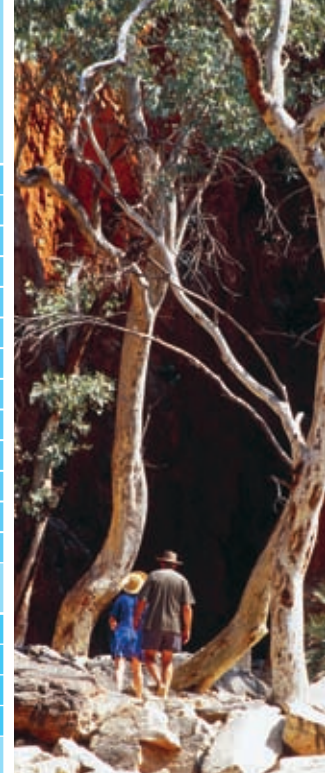
Indigenous Business

Indigenous businesses currently operating along the route include tourism ventures and some small niche horticulture developments. The Northern Territory Government is committed to supporting these enterprises by facilitating joint ventures with established operators.

POPULATION

AGE	Indigenous			Non Indigenous			Total		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
0-4 years	134	155	289	25	36	61	159	191	350
5-14 years	360	291	651	47	37	84	407	328	735
15-19 years	195	136	331	20	44	64	215	180	395
20-24 years	211	160	371	95	162	257	306	322	628
25-34 years	340	239	579	203	204	407	543	443	986
35-44 years	254	187	441	156	97	253	410	284	694
45-54 years	147	129	276	129	90	219	276	219	495
55-64 years	54	74	128	94	53	147	148	127	275
65-74 years	19	48	67	24	12	36	43	60	103
75-84 years	12	14	26	5	4	9	17	18	35
85 years and over	3	5	8	0	0	0	3	5	8
Total	1729	1438	3167	798	739	1537	2527	2177	4704
Median age of persons	23	23	23	36	29	32	28	26	27

SELECTED MEDIANS	Indigenous	Non Indigenous	Total
Median individual income (\$/weekly)	203	707	237
Median household income (\$/weekly)	775.8	1029.7	919.4
Median family income (\$/weekly)	520	1405	628
Average household size persons	5.3	1.8	3.4



WORKFORCE

LABOUR FORCE STATUS	Indigenous	Non Indigenous	Total
Employed persons	520	944	1464
Unemployed persons	155	6	161
Unemployment rate %	23	1	10



INDUSTRY

INDUSTRY OF EMPLOYMENT	Total
Agriculture, forestry and fishing	58
Mining	9
Manufacturing	7
Electricity, gas, water and waste services	0
Construction	33
Wholesale trade	4
Retail trade	69
Accommodation and food services	407
Transport, postal and warehousing	92
Information media and telecommunications	9
Financial and insurance services	3
Rental, hiring and real estate services	9
Professional, scientific and technical services	11
Administrative and support services	65
Public administration and safety	347
Education and training	73
Health care and social assistance	126
Arts and recreation services	50
Other services	20
Inadequately described	31
Not stated	41
Total Employed	1464



Source: 2006 Census of Population and Housing © Commonwealth of Australia

For more information

Investors are encouraged to visit the web site at www.nt.gov.au/dr/pif for more comprehensive information and to access the *Alice Springs Investment Profile*. Alternatively contact the Department of Regional Development, Primary Industry, Fisheries and Resources on 08 8951 8510.