

Supporting Local Business and Promoting Territory Tourism

Our unique lifestyle and stunning environment make the Territory a great place to visit and live.

Tourism employs around 7500 Territorians directly and thousands more indirectly and is worth around \$1.2 billion to the local economy – making it a vital Territory industry.

The Territory Government is backing tourism.

Tourism provides local jobs, support for local business and gives Territorians the opportunity to gain important work skills.

To encourage Territorians to travel at home and attract interstate and overseas visitors to the Territory, the Territory Government is making a significant investment in tourism.

SUPPORTING BUSINESS THROUGH TOURISM INFRASTRUCTURE

Beginning in Budget 2004, continuing in Budget 2005 and over the next three years, tourism infrastructure is receiving a major boost to enhance the tourism experience:

- \$43 million to seal the Mereenie Loop Road
- \$15 million to complete the seal on the Litchfield Loop Road
- \$2.5 million for a new Cruise Ship Terminal

Budget 2005 highlights include:

- \$7.5 million three year program to improve visitor facilities at Litchfield Park – the Top End's playground
- \$1 million to improve facilities in the MacDonnell Ranges further developing the ranges as a major national and international icon

- \$3.8 million over the next four years to improve facilities at the Hidden Valley Raceway, including \$900 000 to improve V8 Supercars facilities, recognising their importance to Territory tourism and the economy generally
- \$400 000 for facilities at Channel Point Reserve to support the expanded recreational fishing opportunities provided by Government in this region

BUDGET HIGHLIGHTS INCLUDE:

- \$2.5 million on Destination Development
- \$2.2 million on Destination Marketing
- \$1 million on aviation development

CONTINUED BOOST FOR TOURISM MARKETING AND DEVELOPMENT

The Territory Government has injected an additional \$27.5 million over three years into marketing and tourism development.

In Budget 2005, these funds continue to benefit the local tourism industry with \$28.9 million allocated for tourism marketing communications and development.

DESTINATION MARKETING CAMPAIGNS PROMOTING THE TERRITORY INTERSTATE

The Territory Government is placing more focus on attracting the domestic tourism market with \$2.2 million for Destination Marketing of regions across the Territory.

GRANT FUNDING SUPPORTS LOCAL TOURISM INITIATIVES

Budget 2005 provides \$500 000 for the Territory Tourism Development fund.

This builds on \$500 000 provided in Budget 2004.

Of this, \$300 000 is allocated to wayside inns and \$200 000 to small local projects.

The first round of grants include:

- \$92 000 for the Three Ways Roadhouse
- \$36 300 for Glen Helen Resort ablution block
- \$20 680 for Dhimurru Land Management Aboriginal Corporation Interpretation
- \$15 000 for Munupi Arts and Crafts Information Area
- \$30 000 for Deckchair Cinema upgrade of projection facilities
- \$40 000 for Olive Pink Botanic Gardens seating and track upgrade

A second round of grants is currently being assessed. More funds will be released in August 2005.

REGIONAL TOURISM EXPENDITURE HIGHLIGHTS

The Territory Government is continuing its strong focus on backing regional tourism, with Budget 2005 containing further spending.

Regional tourism support to date includes:

- \$135 000 for the Jatbula Trail – Katherine
- \$80 000 for the Larapinta Trail
- \$38 000 for Ooraminna Homestead all-weather facility
- \$70 000 for the World War II program
- \$35 000 for the Adelaide River Master Plan
- \$20 000 for Batchelor tourism planning
- \$10 000 for Douglas Daly signage
- \$45 000 for Nhulunbuy planning and training
- \$38 000 for Katherine Hot Springs redevelopment
- \$30 000 for Nitmiluk master planning
- \$30 000 for Battery Hill visitor facilities
- \$30 000 for Nyinkka Nyunyu visitor facilities
- \$25 000 for Katherine Historic Railway Precinct
- \$20 000 for Borroloola visitor facilities and signage
- \$17 000 for Mataranka visitor facilities and signage.

ROADSIDE RESTS AND SAFETY SIGNAGE PROGRAM

Budget 2005 provides a \$500 000 boost to improve roadside rest areas and safety signage.

This builds on \$500 000 allocated in Budget 2004. Planned improvements include:

- \$80 000 for WA Border/Keep River turnoff
- \$80 000 for Adelaide River
- \$80 000 for Bonney Well
- \$80 000 for Newcastle Waters/Elliott
- \$80 000 for Tyler's Pass
- \$20 000 for Borroloola
- \$70 000 for SA and Qld border