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Call for Tenders for New Tourism Strategic Plan

The Northern Territory Government is calling for tenders to assist with the development of a new Tourism Strategic Plan.

Tourism Minister, Malarndirri McCarthy said a new Tourism Strategic Plan is needed to guide the future direction of the Northern Territory’s tourism industry from 2013.

“As part of the first phase of the planning, the Government has issued a tender seeking the services of a third-party consultant to assist with the stakeholder engagement process,” said Ms McCarthy.

“Once a consultant has been appointed, we will seek the input of interested stakeholders, including tourism businesses and the general public, as part of a broader engagement process to ensure that the strategy meets the needs of the community.

“I encourage all interested parties to have their say during this important strategy development process.

The Plan is a requirement of the Northern Territory Government’s Territory 2030 Strategy and will articulate the objectives, strategies and achievements for the sustainable economic growth and prosperity of tourism in the Northern Territory.

“The ongoing success of the new strategic plan will depend on clarity of vision brought about through industry collaboration and a whole of government approach,” said Ms McCarthy.

“I am keen to see a robust exchange of thoughts and ideas that will enable us to build on our inherent strengths, and result in a dynamic plan that will represent what we can collectively achieve.”

The new Strategic Plan is expected to be launched in early 2013, and will replace the current Five Year Tourism Strategic Plan – A Plan to Guide the Direction and Success of the Northern Territory Tourism Industry 2008 – 2012.

A public announcement will be made once a consultant has been appointed, expected to be in September 2011.

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