27 March 2014

2014 is set to be a bumper year for Northern Territory business events with more than 30 major conferences secured, bringing 12,000 delegates to the Territory.

Minister for Tourism Matt Conlan said these major conferences alone would see $52 million flow into the Territory economy, with the overall events sector worth $89 million a year.

“The business events market is a lucrative sector that is highly competitive around Australia and the world,” Mr Conlan said.

“To have more than 30 national conferences secured this year is a fantastic achievement and will greatly benefit our tourism industry. It shows the Territory is punching above its weight when it comes to attracting business conferences.

“Highlights this year include the highly anticipated Australia-Japan Joint Business Conference, which will feature some of Japan’s largest corporations such as Nippon Steel, Mitsubishi Corporation, Bank of Tokyo, Mitsui Group, Toyota Corporation, NEC, Japan Airlines and INPEX, several significant health conferences in Darwin such as the Society of Hospital Pharmacists of Australia National Medicines Management Conference featuring 950 delegates and the Ecological Society of Australia Conference which will see 500 delegates travel to Alice Springs.

“These delegates often bring family members with them as well bringing even more visitors to the Territory. While in town, the delegates and their family members undertake tours, dine in our cafes and restaurants, visit our pubs and bars and spend money in our shops – providing a significant boost for our hard-working tourism operators and business owners.

“These major national conferences are also important to the Country Liberals Government’s plans to develop Northern Australia, with the events offering potential to grow international trade links and leverage new investment. This is why we established the Northern Territory Business Events Ambassador program.

“Our Ambassadors are working hard to attract business events, while the NT Convention Bureau is ensuring the Territory remains one of Australia’s best business event locations, home to unique experiences. In the 2012-13 financial year, every dollar spent fighting for these conferences saw a return on investment to the economy of $39 – compared to the national average of $21.

“The Country Liberals Government is committed to growing this value of business events even further as part of our vision to develop Northern Australia, deliver $2.2 billion in visitor expenditure by 2020 and create extra 4,300 jobs.”

A list of some of the major national business conferences in the NT in 2014 is attached.

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