BUSINESS AMBASSADORS DO ULURU

23 May 2014

The Territory’s Business Events Ambassadors visited Uluru today to discuss strategies for attracting more corporate functions and investment to Northern Australia.

“It was great for these leading business figures to get a first-hand look at the facilities on offer for corporate events in Central Australia,” Chief Minister Adam Giles said.

“These Ambassadors are influential and connected in their fields and have been charged with promoting the Territory as a conference destination.

“I know that those attending were impressed with what they saw and heard from local operators at Uluru today and will spread the word in their respective industries.

“This is the third time the group has met. I was pleased to be able to brief them on our plans for Northern Australia Development and explain the vital role they can play in marketing the Territory in their industries.

“Our plans for Northern Australia Development are well advanced but they will require private sector investment in vital infrastructure and new commercial activity.

“Business conferences are a great way of enticing people to the Territory to show them the opportunities that are available for investment here and how they might be part of the Territory’s future.

“For many business people, the Territory is simply not on their radar. We need to use our conferences and corporate functions to put the Territory at the front of their minds as an investment destination.

“The calibre and influence of these Ambassadors shouldn’t be under-estimated with a line-up including Simon McKeon from Macquarie Bank and AMP, as well as the Executive Chairman of Hancock Prospecting, Gina Rinehart.

“We’re already seeing big results with record interest from exhibitors wanting to be part of this year’s NT Resources week in August. It’s evidence the Northern Australia Development message is
getting traction in the business community and that investors are keen to find out more about what the Territory has to offer."

The Ambassadors program is part of a wider effort by my government to engage with the corporate community in Australia and overseas in a more sophisticated and strategic way.

“Our new Northern Australia Development Office is central to this plan, offering a permanent base for peak industry bodies to coordinate their development plans and lobbying efforts,” Mr Giles said.

“This more strategic approach has been warmly embraced by the business community.

“There’s been similar support for Budget 2014 as a solid economic foundation for the Government’s long term development plans with funding for key infrastructure projects and record land release.

“Under the Giles Government, the Territory’s business and economic credentials are going from strength to strength and the future is looking bright.”

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