The Northern Territory Tourist Commission and Darwin’s Channel 9 have formed an exciting partnership to create a special series for the well-known lifestyle program "Postcards".

The "Postcards” concept originated in South Australia and has now become an award-winning Nine Network format in Victoria and Western Australia. With the support of the NTTC, Channel 9 is busily filming "Postcards from the Outback”, an innovative series which will be shown in prime-time viewing from April next year.

The NTTC has contributed $72,000 to the initiative, while Channel 9 Darwin has invested more than $200,000.

NT Tourism Minister Dr Chris Burns said the series would include six half-hour programs showcasing various locations across the NT.

"This exciting project will be shot by Territory cameraman Dane Hirst, and will highlight the Territory’s fantastic tourist experiences and locations not only to Territory residents, but also to potential visitors from around Australia."

The series will be produced by a Territorian trained in Darwin, Paul McLaughlin, and presented by Channel 9’s Briony Karlhuber.

"Filmimg started on September 22 and the programs will focus on NT highlights including our national parks, aboriginal culture, wildlife, fishing and watering holes. Locations which will feature include Mataranka, Gregory National Park, Elsey Station, the Tiwi Islands, the MacDonnell Ranges and Kings Canyon.

"I believe this partnership between the NTTC and Channel 9 will prove to be extremely beneficial. There has already been significant interest in this exciting project from other Channel 9 stations around Australia, and the NTTC is continuing to work hard with Channel 9 in Darwin to secure an interstate broadcast agreement,” Dr Burns said.

"The NTTC receives hundreds of applications for sponsorship each year. We chose this project because we believe it has the potential to offer great benefits to the NT economy as a whole.

"While this project will boost tourism across the Territory, it will also give a vital boost to the television industry in the Northern Territory. Channel 9 has purchased two new cameras for the job and has upgraded its Darwin-based editing suites especially for the series.

"Channel 9 has already indicated that its investment in the 2004 series shows its commitment to another series further down the track,"” Dr
Burns said.