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TERRITORY GOVERNMENT FUNDING TO MARKET KAKADU

Speaking at the launch of *Kakadu – A Shared Vision*, Chief Minister and Tourism Minister, Clare Martin, today repeated the Territory Government’s offer of $500,000 to market Kakadu National Park dependant on the Federal Government matching the offer.

“Kakadu is a stunning part of the world but we really need to ramp up our marketing efforts and show people that it’s open for business,” she said.

“The Territory Government wants to partner the Federal Government in a $1 million marketing campaign and get more tourists back to Kakadu.

“In the Territory, an increase in tourists equals economic growth and that means more jobs for Territorians.”

Ms Martin said the shared vision provided a firm guideline for improving the Kakadu experience and capitalising on its strengths.

She said that any suggestions would need to be to be developed in partnership with the Kakadu board of management and Territory and Federal Governments.

The full report by consultants John Morse and John King - which includes consultation with industry stakeholders including traditional owners and tour operators - will be publicly released tomorrow at an industry breakfast.

In total, the project cost $130,000 (including production of the video, brochure and publishing) half of which was paid by the Territory Government through the NT Tourist Commission (NTTC).

“This project was undertaken in response to declining tourism numbers in Kakadu,” she said.

“I believe it will pave the way for significant improvements to tourism in Kakadu and will help put this magnificent park back on the map.”

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