The Martin Government’s push to attract new investment into the Territory has been given a significant boost with Chief Minister, Clare Martin, today detailing key components of the Government’s Investment Attraction campaign.

Central to the plan is a series of investment tours – headed by Ms Martin – to various cities across the country.

"These investment tours are designed to sell the many strong points about our Northern Territory and now is the time to ramp up efforts to tell Australia about the many opportunities that exist," she said.

"We are in a very strong position to attract new investment into the local economy and create new jobs and business opportunities.

"With the railway and wharf nearing completion, onshore gas secured and a Darwin convention centre in the pipeline we have a very well developed and exciting business case."

Ms Martin said that the first investment tour would take place in Sydney next week (Wednesday 6th and Thursday 7th August) with others planned for various locations across the country.

NT Chamber of Commerce President, Bruce Fadelli, will join the Chief Minister in Sydney.

An investment booklet and multi-media campaign have also been developed over the past few months and will be aired locally on television from today and on radio, print and television nationally next week.

"To grow the Territory we need to attract more people and business - my government is confident that our investment attraction plan will greatly increase awareness of the Territory and what it has to offer," she said.

"We are focussed on getting results and the media campaign and booklet are powerful tools highlighting the lifestyle and opportunities available in the Northern Territory.

"Our economy is expected to experience strong growth after a number of slow years and, by delivering bold and innovative campaigns such as this, we believe Territory business and visitors alike will reap the rewards in the future."

Ms Martin said that - aside from the marketing campaign - the Government’s investment strategy also included the Major Project Taskforces, continuing improvement of the business environment and better systems of working with government.

"The strategy has been developed for some time now and has been gradually implemented – the interstate road shows and media campaign are the most high profile aspects," she said.

The investment tour, video, booklet and other marketing tools have been allocated more than $500,000 from the 2003/04 budget.

The Territory web-site www.theterritory.com.au has also been upgraded to include relevant information for anyone thinking of living, working or visiting the Northern Territory.
investing in the NT.