Consultation launched for new Tourism Strategic Plan

Tourism Minister, Malarndirri McCarthy today opened consultation with the tourism industry and other interested community members on the development of a new tourism strategic plan for the Northern Territory.

“The next decade is critical to the future sustainability of tourism in the Northern Territory,” the Minister said.

“The Territory Governments wants to engage our industry partners and the community in a conversation which helps to set the overall direction and purpose of the plan, so that together we can secure sustainable economic growth and prosperity for our tourism industry.

“Consultants, EC3 Global - have drawn up an issues paper that poses a series of questions designed to stimulate thought and discussion amongst the tourism community.

“This is a plan for the entire tourism industry and all Territorians. I strongly encourage you to get involved and have your say in its development.”

The issues paper is available on Tourism NT’s website along with further details about other ways to get engaged in the development of the new tourism strategic plan.

A dedicated ‘Have Your Say’ email address and links to an online discussion forum are provided for industry to share their views.

Details of a series of regional public workshops which will be held in Darwin, Katherine, Nhulunbuy, Tennant Creek, Alice Springs and Yulara in March 2012 will be announced shortly. Specific consultations will also occur in a range of remote Indigenous communities.

The Plan is a commitment of Henderson Government’s Territory 2030 Strategy working towards sustainable economic growth and prosperity for the tourism industry in the Northern Territory.

The new Strategic Plan is expected to be launched in early 2013, and will replace the current Five Year Tourism Strategic Plan – A Plan to Guide the Direction and Success of the Northern Territory Tourism Industry 2008 – 2012.

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