NEW INITIATIVE TO BOOST TOURISM IN TENNANT CREEK

21 March 2014

A new Local Tourism Advisory Committee is being established in Tennant Creek as part of the Giles Government’s plans to boost visitor numbers to the Barkly region.

The new Committee will be made up of local tourism operators and will provide input directly to Tourism NT to help shape annual tourism marketing of the region.

“This is an example of how the Country Liberals Government has listened to what the people of Tennant Creek want to help grow their economy,” Chief Minister Adam Giles said.

“This new Committee will give local tourism operators a stronger voice and more influence on the marketing of their region around Australia and the world.

“Tourism is a key part of our plans to develop Northern Australia and regional towns like Tennant Creek. A thriving tourism industry will benefit the Barkly by providing a boost to local businesses and creating more jobs for locals.

“Labor had 11 years in government but failed to develop an economic plan for Tennant Creek. This is just one of the many initiatives the Country Liberals are implementing to re-energize the Barkly.”

Minister for Tourism Matt Conlan said Tennant Creek had incredible tourism experiences to offer.

“The Barkly has a rich history around mining and the cattle industries and is home to many great attractions including the Devils Marbles and the 2191km Binns Track, which has been described as one of Australia’s epic four-wheel drive journeys,” he said.

“Receiving local knowledge direct from experts on the ground will assist Tourism NT to better market of these experiences in the region.”

Tennant Creek Regional Economic Development Committee Chair Jason Newman welcomed the announcement of the new Local Tourism Advisory Committee (LTAC) saying he hoped it would rejuvenate tourism in the Barkly.

“We want more people to experience the wonders of Tennant Creek and the Barkly. This is a great part of the Territory, but too few people know its secrets. Operators in the region have long campaigned for more input and cooperation and we are glad that Tourism NT and the Government is open to building that partnership,” Mr Newman said.

The LTAC will consist of tourism operators and businesses selected by the local industry. The group will attend quarterly meetings with Tourism NT and is expected to begin on 1 July 2014. The Visitor Information Centre will continue to operate as usual in Tennant Creek.

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