

# **Northern Territory Tourist Commission**

## **IYE 2002 Update**

***Comprehensive logistical and marketing support for IYE 2002 program, including themed media inspections to highlight IYE. Tailoring the Visiting Journalist Program to feature Northern Territory ecotourism***

The Northern Territory Tourist Commission (NTTC) coordinated the following media familiarisations and editorials

Themed Media Famils included:

- ⇒ John Sparks - UK magazine - the Great Outdoors - commissioned story on the Larapinta Trail
- ⇒ Ecotourism Theme Famil 3 journalists sponsored jointly by ATC and NTTC
  - Judi Lees - Freelance Journalist commissions from Toronto Star and Tripeze.com
  - Laurel Powell - Freelance Journalist commissioned by Wanganui Chronicle - New Zealand
  - Kirsten Weiss - Freelance Journalist commissioned by Politiken and Berlingske Tidende - Denmark

Editorial

- ⇒ Picture Story - EXPLORE NAMATJIRA'S WORLD ON THE LARAPINTA TRAIL - approximately \$48,000 worth of publicity value to date resulting from national media pick up of story.
- ⇒ Tales from the Territory December 2001/January 2002 edition - Trek Traverses the Centre - Larapinta Trail opens in its entirety in April 02 story.

### ***Increasing Indigenous people's involvement in ecotourism***

During 2002 the NTTC was involved and coordinated with Indigenous organisations three workshops that were designed to raise the awareness off the benefits of tourism, in particular ecotourism on their lands. These workshops were held in both Central Australia and the Top End with several more planned for early 2003 in the Katherine and East Arnhem Land regions.

## ***Other initiatives***

### ***Development of best-practice tented camp plus establishment of a community trust involving local indigenous people at Ayers Rock Resort, by IYE 2002 Gold Sponsors – Voyages Hotels & Resorts***

In 2002 Voyages Hotels & Resorts opened Longitude 131, fifteen world class tents on the edge of the Uluru Kata Tjuta National Park. Longitude 131 is one of the first tourism developments in Australia to be approved under the federal Environmental Protection & Biodiversity Conservation Act Guidelines of 1999.

A joint venture has now been entered into between Desert Tracks ( a local Indigenous Tourism company) and Voyages Hotels & Resorts in regards to Longitude 131.

### ***Training for operators & guides to meet accreditation and licensing requirements in the Northern Territory***

The NTTC has provided support to the newly formed Tour Guides Association Northern Territory (TGANT) by financing guest speakers to attend biannual training schools.

The NTTC is also a Bronze Sponsor of the Savannah Guides and offers logistical support to the organisation when running the two schools in the Northern Territory each year

### ***Pilot program for ecotourism on Aboriginal land in North East Arnhem Land***

Trials have taken place in remote North East Arnhem Land locations as part of the 'Homelands Homestay' concept. Some groups have flown in and out of the communities from Nhulunbuy in one day while others have stayed overnight in the community participating in a cultural exchange programs. Trials will continue into 2003 with several group bookings already confirmed

### ***Award for the 'outstanding interpretive guide' (a new category in the existing Brolga Awards).***

The inaugural 'Brolga Winner for 'outstanding interpretive guide' was won by Annette Cook of Odyssey Safaris. The NTTC provided \$5,000 to Annette to attend the 2002 Ecotourism Conference in Cairns and the Ornithological Conference in Perth

### ***Guide exchange program, coordinated by Odyssey Safaris***

Odyssey Safaris are currently finalising a Guide Exchange program with Borneo Ecotourism based in Borneo and are hopeful that the first exchange will take place in early 2003.

Odyssey Safaris are also working with Abacondie & Kent, based in Melbourne to secure a Guide Exchange with their Botswana (South Africa) based operation.

### ***Promotion of the Larapinta walking trail as an emerging ecotourism icon in the Northern Territory***

The NTTC has dedicated one page of its consumer website ([www.ntholidays.com.au](http://www.ntholidays.com.au)) to the promotion of the Larapinta Trail as one of Australia's great walks. A link is included on the site to take visitors to further information on the trail including twelve Fact Sheets and twelve maps that cover each section of the walk.

### ***Project to list and protect the Gayngaru Lagoon, in Nhulunbuy***

The protection of the Gayngaru Lagoon has become part of the Dhumurru Land Management Program in conjunction with the Indigenous Protected Areas program.

The local tourism organisation, East Arnhem Land Tourist Association has developed a walking trail through the Gayngaru Lagoon, including signage and an interpretive fact sheet.