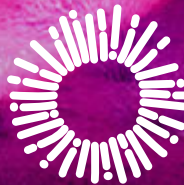


Northern Territory Major Events Company

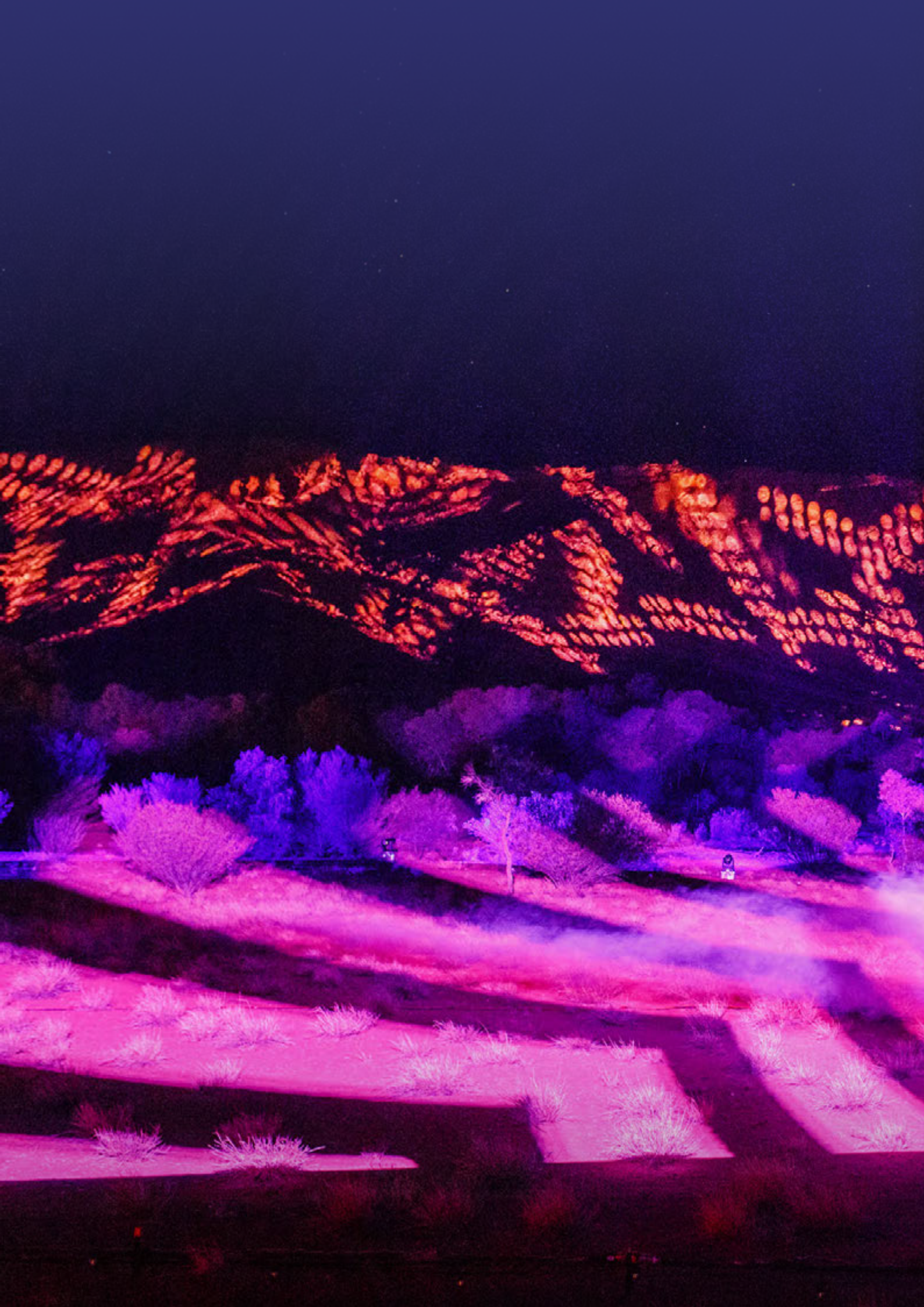
# Annual Report

## 2019-2020

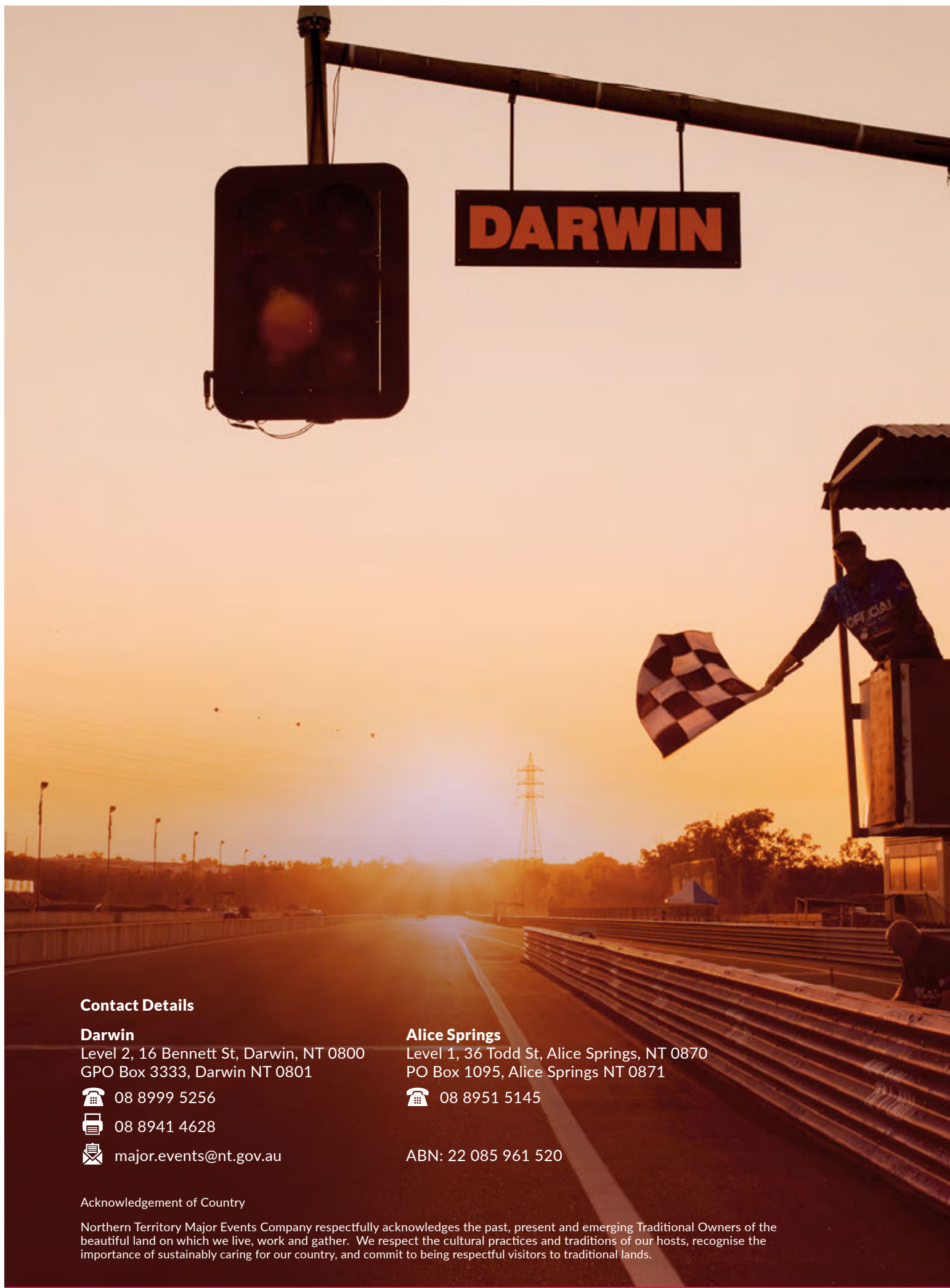


Northern Territory  
**MAJOR  
EVENTS**  
Company











### Contact Details

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PO Box 1095, Alice Springs NT 0871

 08 8951 5145

ABN: 22 085 961 520

#### Acknowledgement of Country

Northern Territory Major Events Company respectfully acknowledges the past, present and emerging Traditional Owners of the beautiful land on which we live, work and gather. We respect the cultural practices and traditions of our hosts, recognise the importance of sustainably caring for our country, and commit to being respectful visitors to traditional lands.

# Contents

<b>05</b>	<b>About Us</b>	
<b>07</b>	<b>Chairman's Report</b>	
<b>09</b>	<b>CEO's Report</b>	
<b>11</b>	<b>Our Board</b>	
<b>15</b>	<b>Corporate Governance</b>	
<b>17</b>	<b>Year in Focus</b>	
	20 Highlights	
<b>21</b>	<b>Events Portfolio</b>	
	21 Red CentreNATS	
	23 Darwin Street Art Festival	
	25 Centenary of the Great Air Race	
	27 Million Dollar Fish Season 5	
	29 2019 Bridgestone World Solar Challenge	
	31 Bruce Munro – Tropical Light	
	33 Elite Sports	
<b>35</b>	<b>Events and Festival Funding</b>	
	37 Impact of Community Events and Festivals	
<b>39</b>	<b>Risk Management</b>	
	39 External Scrutiny	
<b>41</b>	<b>A New Chapter</b>	
	43 Leadership	
	45 Quality Assurance	
	47 Being a Trusted Partner	
	49 Behind the Scenes	
	51 Enriching the Community	
	53 Making the Territory Shine	
	55 Organisational Chart	
<b>57</b>	<b>The Road to 2021</b>	
<b>59</b>	<b>Strategic Initiatives</b>	
<b>65</b>	<b>Annual Financial Statements</b>	







# About us

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, the Northern Territory Major Events Company has been delivering and supporting events from the Top End right down to the Red Centre.

As the peak body for events in the Territory, we strive to grow industry capability, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

We are passionate about the Territory's events industry, and take great pride in the company's diverse events portfolio, with Alice Springs Masters Games, Arafura Games, BASSINTHEGRASS, Million Dollar Fish, Parrtjima, Supercars, Territory Day, Red CentreNATS making up the company's hallmark events.

## Our Vision

Northern Territory Major Events Company supports and delivers world-class events to create unique experiences and generate benefits for all Territorians.

## Our Mission

We enrich the Territory with events that shine.

## Our Values



### Innovate

We innovate and drive for creativity through curiosity.



### Integrity

We act with integrity, we're accountable, reliable and consistent.



### Collaborate

We collaborate with intense focus and serious fun.



### Communicate

We communicate with transparency and respect.



### Celebrate

We celebrate our successes, our people and the Territory.

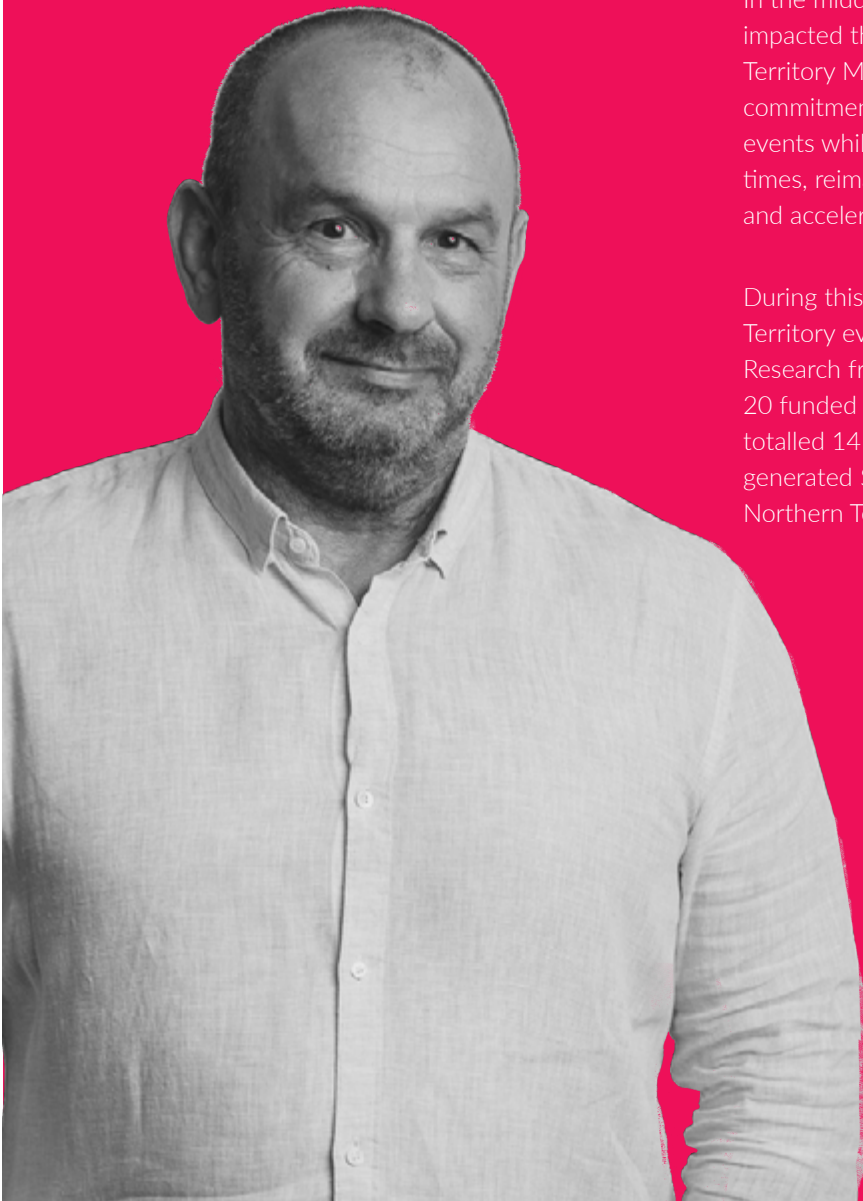


# Chairman's Report

**The last half of this financial year was one of large-scale global change as a result of COVID-19.**

In the middle of this worldwide pandemic, which severely impacted the NT's events industry, the Northern Territory Major Events Company (NTMEC) continued its commitment to delivering a portfolio of unique Territory events while leading industry through these unprecedented times, reimagining events, creating a new brand identity and accelerating towards business transformation.

During this time, more than 50 per cent of Northern Territory events were cancelled, postponed or rescheduled. Research from two NTMEC promoted events and 20 funded events delivered over the last 18 months totalled 141,381 attendances, 161,877 visitor nights and generated \$45.9 million in economic stimulus for the Northern Territory.



A handwritten signature in dark ink, appearing to read 'A. Feehan'.

**Alistair Feehan**

*Chairman – Northern Territory Major Events Company*



In the Top End, we launched one-off special events such as the Great Air Race Centenary, which broke a Guinness World record, and the world-first, city-wide exhibition Bruce Munro: Tropical Light. Research showed the exhibition helped put Darwin and the Northern Territory on the national stage, with widespread media coverage reaching an audience of 16.7 million people. Total attendances reached 41,499 with \$3.52 million generated from in-scope visitor spend.

In Alice Springs, hallmark event Red CentreNATS recorded an attendance of 16,468 and generated an economic impact of \$5.41 million for the Northern Territory economy.

In the funded events space, an analysis of 20 NTMEC supported community events across six regions in the Territory during 2019 showed total attendances reached 83 414 with the events responsible for generating 122,292 visitor nights, with an economic stimulus of \$30.9 million for the Territory.

This financial year NTMEC formed a partnership with Tourism NT for Season Five of Australia's richest fishing competition, Million Dollar Fish. Six lucky winners took home \$55,000 between them, with the elusive million dollar barra still swimming around out there. NTMEC was also involved in the successful delivery of contracted events including AFL, AFLW, Big Bash League, Bridgestone World Solar Challenge and Darwin Street Art Festival.

We saw extensive change in the corporate side of our business, including technological and system upgrades for finance and HR, and a review of our brand strategy and identity, so we can operate in a more efficient, profitable and streamlined way.

Back on the subject of COVID-19, the Northern Territory was gearing up for its packed events season when the virus reared its head, and the Federal Government advised against non-essential gatherings. The ongoing commitment and professionalism of the entire NTMEC team as they navigated their way through an ever-changing landscape was outstanding.

Under the guiding light of a strong, strategic and focused leadership team, staff acted quickly. Where possible, events like Parrtjima: A Festival in Light, were rescheduled until later in the year and, where physical distancing or border restrictions were an issue, events were postponed until next year.

The Territory's events industry was decimated almost overnight with the arrival of COVID-19 and, as part of the Northern Territory Government's response to the pandemic, NTMEC helped by advising the event industry and supply chain, and guiding them through the restrictions and precautions.

I would like to acknowledge my fellow Board Members for their hard work and sometimes difficult decision making during this challenging time, and welcome to the Board Penny Eckel. I extend my gratitude to both the Board and NTMEC CEO Tim Watsford for championing significant structural and strategic changes for the company over the past 12 months.

To our Minister and her team, we thank you for instilling your trust in the company and its capabilities both now and moving forward – developing, delivering and promoting world-class events here in the NT for the local community and visitors. Support from the Northern Territory Government is invaluable when creating improved event experiences and outcomes while strengthening the visitor economy for the benefit of all Territorians.

I would also like to thank the team at NTMEC. People are at the heart of this company, and we have an exceptional collection of talent in terms of skills, dedication and ownership of events. The business is evolving quickly and what the team is achieving is extraordinary.

We are not out of the woods yet, but NTMEC is passionate about the Territory's events industry and committed to remaining the front door of the events sector while navigating the roadmap to the new normal.





# CEO's Report

Tim Watsford

It is our mission at the Northern Territory Major Events Company to enrich the Territory with incredible event experiences.

Delivering the best results for the Territory is what drives us, and we do so by aiming high and building upon the successes of previous years.

Parrtjima – A Festival in Light in Alice Springs and BASSINTHEGRASS in Darwin were both shaping up to be the most successful ever as we kept to our vision of supporting and delivering world-class events to create unique experiences and generate benefits for all Territorians.

As part of NTMEC's desire to continue to elevate the event experience, the BetEasy Darwin Triple Crown Supercars program was geared to include Nitro Up North, driving attendance numbers while increasing visitation to Darwin and the wider region.

It was the 'on year' for the Alice Springs Masters Games, and we had also renegotiated contracts to secure AFL premiership content until 2024. We were looking forward to bringing more people to the Territory, growing industry capability, creating more opportunities for local involvement and contributing to the liveability of the region.

In short, things were progressing nicely - until COVID-19 struck.

The Territory is a unique place with unique weather. Here, probably more than anywhere in Australia, the climate dictates our events calendar. Events are part of the lifeblood of the Territory and to cancel everything would have extinguished hopes that the event landscape would continue to grow. So we made the decision to reschedule what we could. We were prepared to do whatever it took to deliver our events where possible.

None of this would have been possible without the resolve, resilience and re-imagination of the team at NTMEC. Instead of planning for one event, the strategic focus was to plan for several versions of the same event.

Take the BetEasy Darwin Supercars. The Events team had to plan what the annual Supercars event might look like with crowds, without crowds and with limited crowds and ended up securing a double header in a first for not only the Northern Territory, but the country. As for Red CentreNATS – they planned for a locals-only event and one with interstaters.

It was a similar situation for Parrtjima. The festival was fully planned, with COVID-19 restrictions implemented 17 days out from event delivery.

All that was left to do was print the program. Once it was rescheduled staff had to reimagine the whole thing, with physical distancing and border restrictions in mind, and this was done in collaboration with and approval of the Parrtjima Festival Reference Group.

Not knowing when those border restrictions might be lifted was a particular problem for our business, which generates more than 30 percent of ticket sales from interstate attendees. In response, the team had to undertake a full financial review to ensure our events were financially viable for a local crowd, should border restrictions remain in place.

COVID-19 demanded we rethink everything we've ever done as we came up with innovative new ways to hold events and this was done in part while the team worked remotely.

In conjunction, we used the time to define our brand and redesign our visual identity, work on streamlining our business processes, be a source of knowledge, support event organisers where we could and assist with the NT Government's Gatherings and Events helpline, which morphed into a general enquiries hotline.

Public events have changed forever. And coming back is not straightforward as we navigate the unknown. But Territorians are a tough bunch. They are resilient and now that our backyard is open we will continue to rise to challenges and deliver unique events that celebrate our Territory, our laidback lifestyle and our distinct Territory culture.

I would like to acknowledge the directors of the Board for providing ongoing support and endorsement during what has been a tough year. To our Minister, thank you for your continued belief in NTMEC and your vision for events in the Territory.

Finally, my team at NTMEC. Thank you. It has been a privilege working alongside such an accomplished group of great people through such challenging circumstances.





# Our Board

We are governed by a seven-member Board of Directors and owned by the Northern Territory Government. Board members are appointed by the Chief Minister of the Northern Territory, and are responsible for setting the company's direction, approving strategies and establishing policies.



Alistair Feehan  
**CHAIRMAN**

Alistair has been CEO of Imparja Television for 17 years. During this time the organisation has seen continued and sustainable growth, with expansion in key business areas and the creation of a highly efficient business model.

Alistair previously held senior positions at the 7 Network and was General Manager of Val Morgan Australia. He is on the Board of Free TV Australia, the peak industry body for the free-to-air television broadcasting sector.

A Director of Eastern Australia Satellite Broadcasters and Central Digital Television, Alistair is a Graduate of the Australian Institute of Company Directors.

Previously a Director of the Board, he was appointed Chairman of Northern Territory Major Events Company in July 2014.



Andrew Bruyn AM  
**DIRECTOR**

A resident of the Territory for 40 years, Andrew has held a position on the Northern Territory Major Events Company board for more than 17 years.

A former Chairman of the Employment and Training Advisory Council and former General Manager of Territory Television Pty Ltd, Andrew chairs the St John Ambulance NT Endowment Trust and was a founding member of the Federal Government's Australian Industry and Skills Committee.

He now works for the Department of Prime Minister and Cabinet at the Drought and North Queensland Flood Relief Agency. In 2011 Andrew was awarded a member of the Order of Australia for service to the community of the Northern Territory through executive roles within a range of cultural, tourism, education and charitable organisations, and to the broadcast media industry.

Our Board is also accountable for monitoring performance as well as ensuring good corporate governance, effective risk management, legal compliance and appropriate business structure. This year we welcomed Penny Eckel, General Manager of Crocosaurus Cove, to the Board.



**Andrew Hopper**  
**DIRECTOR**

**Andrew is Acting CEO at the Department of Tourism, Sport and Culture. He has a wealth of experience leading the planning and delivery of major national and international projects and events.**

With a proven track record of developing and implementing strategic plans, and managing revenue and budgetary targets, Andrew has experience from both the private and public sectors, in sporting, entertainment and corporate organisations.

Andrew has effectively delivered business and event outcomes within organisations of varying sizes, managing small and large teams.

He holds an MBA from Macquarie Graduate School of Management and is a Graduate of the Australian Institute of Company Directors.



**Michael Bridge**  
**DIRECTOR**

**Michael is Chairman of Tourism Northern Territory and the CGH Group, a specialist recruitment company with offices throughout the Asia-Pacific region. For 19 years he was CEO of Airnorth, and is a Board Member of the Civil Aviation Safety Authority of Australia.**

Michael was Chair of the Regional Aviation Association of Australia for seven years and a Director/Trustee of the Aviation Industry Superannuation Trust for eight.

A recipient of National Australia Bank's Medal for Management Innovation, in 2008 Michael was named Australian Aviation "Personality of the Year" for helping the 12 industry associations find a consolidated voice.

He is an Ambassador for the Australian Aviation Hall of Fame, Business Events Northern Territory and the Museum and Art Gallery of the Northern Territory.



# Our Board



Penny Eckel

## DIRECTOR

Penny is the General Manager of Darwin-based wildlife tourist attraction Crocosaurus Cove. In 2008 when the park opened, her experience as an Executive Chef in the Riverland South Australia was utilised to create evening functions and events for the attraction.

With extensive experience in logistics, event management and catering she was able to consistently deliver over 120 successful functions a year. Visiting business conferences to Darwin were the majority of the events facilitated. Penny further increased her skills in all facets of the tourism industry and business management by later becoming the General Manager of the park.

With over 20 years of experience in the Hospitality and Tourism Industry, Penny has a diploma in Hospitality Management, and Frontline Management, and is an active member of the Australian Institute of Company Directors.

In 2018 Penny was elected as a Director on the Board of Management for Tourism Top End and is currently serving a second term.



Scott Lovett

## DIRECTOR

Scott has an extensive career in the tourism, events and hospitality sectors. He has worked across destination marketing, convention centres, hotels and events in Victoria, South Australia, Western Australia and the Northern Territory.

Based in Alice Springs with Tourism Northern Territory, Scott leads the regional planning, research, development, aviation and investment teams responsible for driving tourism initiatives. He is Executive General Manager Industry Development for the Department of Tourism, Sport and Culture. Scott has held the positions of Regional Executive Director in Central Australia for the Department of the Chief Minister, and Executive Director Regions and Industry Development for the Department of Trade, Business and Innovation.

He is a board member of the Uluru Kata-Tjuta National Park and a past board member of Desert Knowledge Australia, Tourism Central Australia, the Australian Association of Convention Bureaux and Meetings Events Australia.



Shelley Hewitt

## COMPANY SECRETARY

**With more than 20 years of Corporate and Financial management experience, Shelley brings a wealth of knowledge to her role as the company's Chief Financial Officer and Director Corporate Services.**

Shelley also holds the position of company secretary and works closely with the Chief Executive Officer and Board of Directors to provide up-to-date financial and performance information, and ensure sound organisation corporate governance and effective risk management.

Overseeing the finance and corporate team, Shelley is responsible for providing direction and guidance to staff and takes pride in reflecting the company's values and strategic goals by working to high standards of excellence, accuracy and transparency.

Shelley holds a FCPA and a Bachelor of Commerce from Deakin University and is a graduate of the Company Directors Course, Australia Institute of Company Directors.



Tim Watsford

## DIRECTOR

**Tim is the Chief Executive Officer of the Northern Territory Major Events Company. Prior to joining the company, he held executive positions within the sport administration landscape, namely the National Rugby League and Australian Rugby Union.**

Tim has been working in the events industry for approximately 14 years, and has extensive experience in the facilitation of major events, project management and government relations.

An executive leader, Tim is a current member of the Australian Institute of Company Directors and holds a Bachelor of Business Administration.

Tim brings to the company a diverse and valuable skill set, including the development and execution of strategic plans, driving innovative commercial outcomes, building strong teams and understanding the demands of managing a diverse range of local and national stakeholders.



# Corporate Governance



## Corporate Governance

### BOARD COMMITTEES

#### NTMEC Board of Directors Attendance 1 July 2019 to 30 June 2020

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Alistair Feehan	Chairman/Non-executive Director	14/11/2013	8	7
Andrew Bruyn	Non-executive Director	09/12/2002	8	8
Andrew Hopper	Non-executive Director	27/03/2015	8	8
Michael Bridge	Non-executive Director	14/01/2013	8	8
Penny Eckel	Non-executive Director	18/06/2020	8	1
Scott Lovett	Non-executive Director	14/11/2013	8	8
Tim Watsford	Chief Executive Officer/ Executive Director	28/09/2018	8	8

### FINANCE, RISK AND AUDIT COMMITTEE

The Finance, Risk and Audit Committee (FRAC) meet at least twice a year. The Committee aims to assist the Board of Directors to fulfil corporate governance responsibilities in overseeing and reviewing the company's internal controls, internal audit relationships, contract engagements, risk management and financial reporting.

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Andrew Bruyn	Chairman/Non-executive Director	14/11/2013	2	2
Scott Lovett	Non-executive Director	14/11/2013	2	2

### MARKETING COMMITTEE

The primary role of the Committee is to assist the Board in exercising due care and diligence in discharging its oversight duties in relation to marketing matters.

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Andrew Bruyn	Non-executive Director	14/11/2013	2	2
Michael Bridge	Non-executive Director	22/07/2014	2	2
Scott Lovett	Chairman/Non-executive Director	14/11/2015	2	2



# Year in Focus



If 2019-2020 had a theme at the Northern Territory Major Events Company, it would be 're-imagine, renew and rebound'.

In the months prior to the Australian Bushfires crisis and COVID-19 pandemic, we delivered our most successful Red CentreNATS to date, and launched the international exclusive six-month Bruce Munro: Tropical Light exhibition to entice visitors to Darwin during the normally quieter Tropical Summer season.

From revitalising our office culture and brand identity to developing innovative ways to empower the Territory's events industry and supply chain during COVID-19, we have continually relied on resourcefulness and ingenuity to help improve the experience of event goers and make the Territory shine.

This year we have learned we can rise above the unexpected.

We learned we can achieve more together, and our strength is in each other and the Territory. We remained steadfast as we navigated our way through uncharted waters. And this reinforced just how adaptable to change we are.

When the pandemic hit and the rapidly evolving COVID-19 landscape created situations we had never encountered before, we regrouped and said, "OK, let's look at this as a new opportunity to learn".

We planned, and planned again. And then again. We managed the things we could control and came up with fresh ideas and solutions.

Here's a look at the highlights of 2019-2020.







**7,164**

people packed into Trager Park in Alice Springs on

**21 July, 2019**

to watch Melbourne Demons face rivals West Coast Eagles as part of a five-year partnership with the AFL club to grow Australian football across the Territory

**1,285,974**

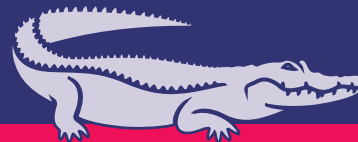
was the social media audience reach for the third Darwin Street Art Festival with 15 breathtaking murals added to the Darwin CBD cityscape.

**16,4**

attendees at Red C over the we

**30 Aug  
1 September**

with the event attracting 5,432 attendees. More than 3000 visitors came to the ultimate festival of wheels, generating an impact of **\$3.52 million** for the Territory and a total economic benefit of **\$5.41 million** for the Territory.



# Year in

**34 hours,  
52 minutes and  
42 seconds**

is how long it took the Belgian crew to claim the 15th Bridgestone World Solar Challenge title on 13 October 2019.

The economic benefit to the Northern Territory was **\$6.9 million.**

**Six lucky winners**

out of 21,312 total registrations took home \$55,000 for Season 5 of Australia's richest fishing competition, Million Dollar Fish, with the elusive million dollar Barra still out there.



**19 supported  
community**

events across six regions in the Territory were responsible for generating 85,137 visitor nights and an economic benefit of **\$15.9 million** for the Territory over the course of 2019. More than **30 events** were supported through NTMEC's event and festival funding program.

68

CentreNATS  
WeekendJust –  
er 2019

51 unique individuals.  
to Alice Springs for the  
enerating an economic  
the local economy  
c stimulus of  
ne Territory.


**1 November,  
2019**

was the launch of the world-first,  
city-wide exhibition Bruce Munro: Tropical  
Light with in-scope visitor spend reaching  
**\$3.52 million**. Total attendances for the  
exhibition hit **41,499** with a  
**16.7 million** media reach.


**2,292**

students from seven Darwin schools  
set a Guinness World Record on

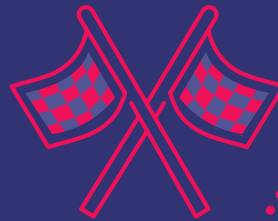
**29 November 2019**

for the most people making paper aircraft  
simultaneously across multiple venues for  
the Centenary of the Great Air Race  
celebrations. It took pilot and adventurer  
Michael Smith **22 days** to retrace the  
30-day journey a hundred  
years earlier.

# Focus


**6 August,  
2019**

was the day NTMEC  
staff officially moved  
to Level 2,  
16 Bennett Street.


**Friday,  
13 March 2020**

marked the day when the Federal  
Government advised against  
non-essential gatherings of more  
than 500 people as a precautionary  
measure to stop the spread  
of COVID-19.

**500**

people watched two business  
continuity online seminars in response  
to the ban on mass gatherings, with

**3000 plus calls**

made to the Northern Territory Government's  
Gathering and Events hotline, manned  
by NTMEC staff seven days a week  
across three months.



Northern Territory  
**MAJOR  
EVENTS**  
Company

# EVENTS PORTFOLIO

# Red CentreNATS

30 AUGUST – 1 SEPTEMBER 2019





**When the much-loved Red CentreNATS rolls into Alice Springs, everyone knows about it. The ultimate festival of wheels attracts car lovers from all over the country eager to enjoy an action-packed, high-octane weekend, which boosts the local economy.**

The program is bursting with four-wheeled attractions, including the burnouts, grass driving, drag racing, legal street cruising, 4WD-ing and trophy karting. In addition to motorkhana and a show 'n' shine, there is also the most eagerly awaited spectacle of all – the street parade.

The largest of its kind in Australia, the colourful convoy winds its way through the town centre as thousands of fans line the streets to appreciate the incredible variety of rides that take part. Uniquely, even those beefed-up beasts that aren't registered can get a temporary rego for Red CentreNATS, so the roads of Alice turn into one big show of wheels all weekend.

The weekend is topped off with a podium party to celebrate the winners, where the sound of engines and burnouts is replaced with some of Australia's top performers.

With three locations – the Alice Springs Inland Dragway, Blatherskite Park and Lasseters Centre of Entertainment – offering non-stop entertainment, Red CentreNATS puts Alice Springs and the Territory on the rev head map. Hot rods, elites, big rigs, 4WDs, karts ... they all ride with pride.

## Event Impact:



Direct visitor nights in Alice Springs:

**15,522**

Direct visitor nights in other parts of the NT:

**6,572**



Total expenditure stimulus in Alice Springs:

**\$3.52m**



Other attendee spending:

**\$0.59m**

Total expenditure stimulus in other parts of the NT:

**\$1.30m**

Total gross attendance:

**16,468**  
(+7.7%)

Total expenditure stimulus:

**\$5.41 million**



PR/Media coverage: Street Machine coverage reached an audience of

**257,000**



Social media/marketing results: Facebook followers grew by 12.69% from 31,048 to

**34,989**



Net Promotor Score: +69.1 per cent with 11 promoters for every 1 detractor

# Darwin Street Art Festival

5-15 SEPTEMBER 2019





## Landing in a blaze of colour across the Darwin CBD, the Darwin Street Art Festival 2019 saw 15 murals take shape all over the city, joining the 16 designed in 2018 and the original eight painted in 2017.

Created to help revitalise the city, each mural in the Festival breathes new life into our urban streetscapes, transforming forgotten corners and blank spaces into giant works of art. Each year a range of local and interstate artists have worked their magic, resulting in an eclectic mix of styles, and subject matter.

In 2019 we added international artists to the mix, providing an opportunity for Territory artists to share skills with some of the best in the world.

For the first time, the festival app included an augmented reality feature, which saw three towering works of art brought to life. This addition was a hit with audiences.

A drawcard for both tourists and locals to explore the CBD, murals completed for the Festival continue to delight and surprise – you never know what giant artwork might be adorning a wall around the next corner.

### Event Impact:



Media coverage:

**90 items**



Social media results:

Facebook post reach:

**198.8k**



Marketing results:

Audience reached:

**1,285,974**



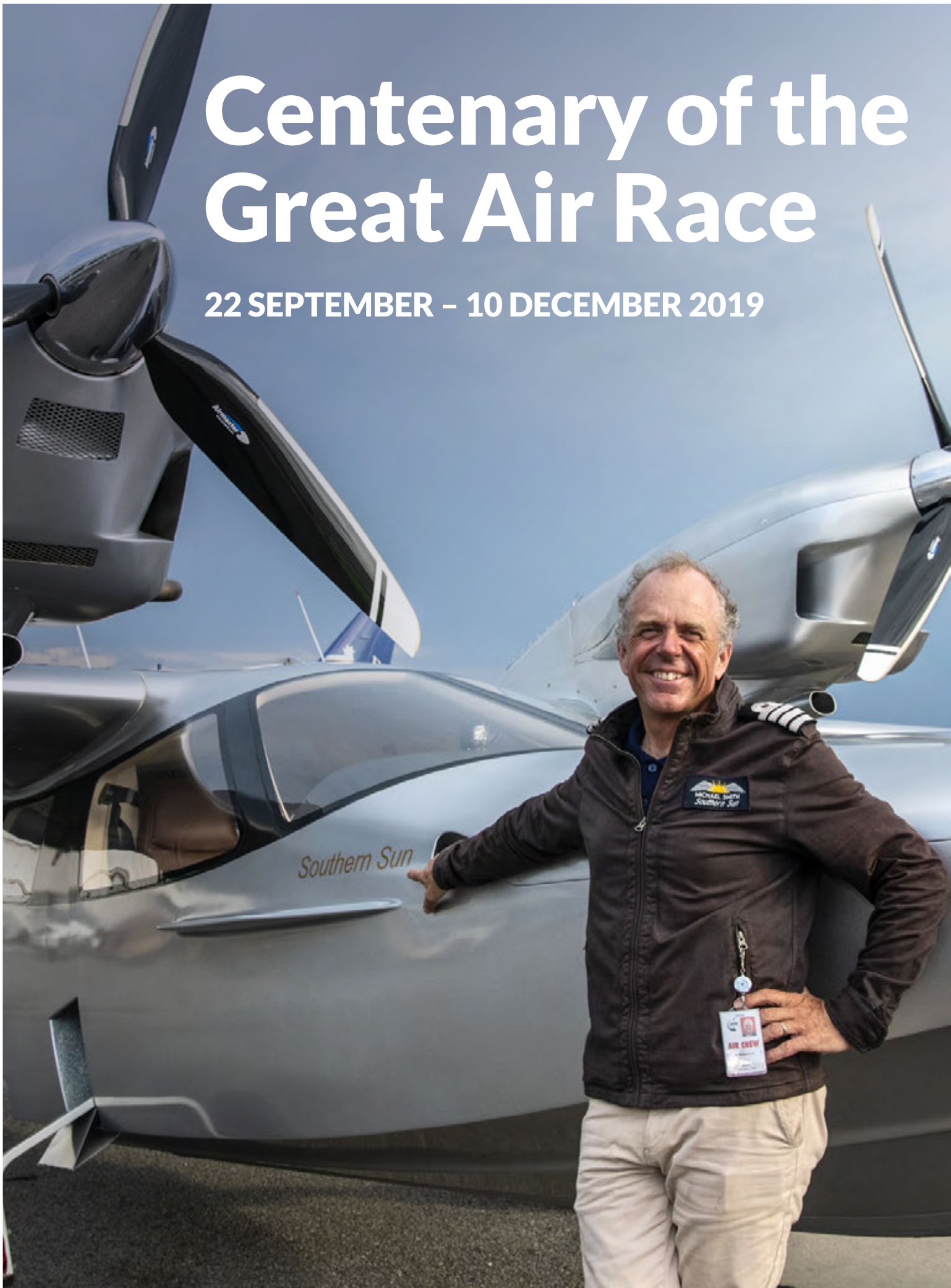
Artists engaged:

**19**



# Centenary of the Great Air Race

22 SEPTEMBER – 10 DECEMBER 2019



**The Great Air Race put Darwin on the global map on 10 December 1919, when Ross and Keith Smith, along with mechanics Wally Shiers and Jim Bennett, became the first to fly from London, England to Darwin, Australia.**

Exactly 100 years since they completed their journey in a Vickers Vimy twin-engined bomber, Australian pilot and adventurer Michael Smith re-enacted their flight in his twin-engined seaplane the Southern Sun II.

He touched down in Darwin on 10 December 2019, marking the end of a special program of local events to commemorate the 100th anniversary of the 'race that changed the world'.

While the 1919 crew were awarded £10,000 by the Commonwealth Government for being the first to fly the 18,000km journey in under 30 days, modern day pilot Michael Smith was content to share thrilling travel and flying stories and photos from his 22-day trip at an 'In Conversation' event at the Darwin Entertainment Centre.

Working with key stakeholders to deliver 15 events over two-and-a-half months, our focus was on local participation, commemoration and community engagement in honour of the incredible contribution the Great Air Race has made to the history of the Northern Territory, Australia and the world.

The program of events included a street mural, film, performance, sport, educational experiences and formal celebrations, plus the Guinness World Record.

## Event Highlights:



- 'Celebration of Aviation' Open Day at the Darwin Aviation Museum with up to 1500 attendees.



- A new Guinness World Record of 2,292 for 'the most people making paper aircraft simultaneously across multiple venues', with 14,964 planes folded by local students from Parap, Stuart Park, Ludmilla, Larrakeyah and Nightcliff Primary Schools and Darwin Middle and High Schools.



- Program of events included the Great Air Race Centenary Street Mural, the Great Air Race Talks Series and the TIO NTFL Great Air Race Round.



- 2016 Australian Geographic Adventurer of the Year Michael Smith's recreation of the 1919 flight from London to Darwin.





# Million Dollar Fish Season 5

**1 OCTOBER 2019 – 31 MARCH 2020**

**In 2019, we welcomed the BetEasy Million Dollar Fish competition to our portfolio of events, with six Territorians reeling in tagged barramundi across the Top End for Season 5.**

A total of five red tagged \$10,000 fish and one purple-tagged charity fish were caught over the six months of Season 5. The lucky anglers were Greg Fry, Jamie McGuinness, Daniel Klingner, Jamie Cooper and Jethro Kahler. Adam Wayne was the only registered participant to catch a charity fish, which saw \$5,000 split between him and the Starlight Children's Foundation in the Top End.

A total of 121 tagged barramundi were released across the Territory, including one red-tagged \$1 million fish, 100 red-tagged barramundi worth \$10,000 and a further 20 purple-tagged charity fish worth \$5,000.

Season 5 was the biggest to date in the history of the competition, with a staggering six barramundi worth \$1 million, as each \$1 million fish from Seasons 1-4 remained active.

Although the lucrative \$1 million barramundi was not landed this season, local and interstate entrants took home more than \$30,000 of prizes including gift cards, fishing gear and holiday packages.

## Event Highlights:

Total Registrations:  
**21,312**

## Competition Results:

5 x **\$10,000** fish

1 x **\$5,000** charity fish  
(\$2,500 donated to the  
Starlight Foundation)



## Prize Pool:

Over **\$30,000** worth of prizes given away to entrants including Anaconda gift vouchers, Engel fridges, Shimano packs, Big Fish gear and Holidays of Australia travel packages.







# 2019 Bridgestone World Solar Challenge

13-20 OCTOBER 2019

The 2019 Bridgestone World Solar Challenge was a huge success, with 45 teams from 22 countries travelling the 3,000km journey from Darwin through the Northern Territory to Adelaide. Attracting competitors from across the globe, they all share a common goal of creating a more sustainable way to travel using solar-powered electric vehicles.

A number of events were held in Darwin prior to the official race start at Parliament House, which included the Waterfront Festival, Scrutineering at the Darwin Convention Centre and Hidden Valley, as well as Dynamic Scrutineering at Hidden Valley.

Solar cars travelled through the centre of Australia along the Stuart Highway and Highway 1, before crossing the official finish line in Adelaide with an awards ceremony.

The 2019 event saw the Solar Team Eindhoven take home first place in the Cruiser Class, with the Agoria Solar Team winning the Challenger Class.

## Event Impact:



Economic benefit to Northern Territory:

**\$6.9 million**

Volunteers:

**Australian: 98**

**International: 34**



Registered team members:

**Australian: 138**

**International: 849**



PR/Media Overview:

Total PR value:

**\$12.3 million**

Potential reach

**18.213 million**



Total audience:

**5,580**

Earned social media value:

**\$103,888**

Over 4 million reach across all channels  
Facebook, Twitter and Instagram.



# Bruce Munro - Tropical

**1 NOVEMBER 2019 – 25 MARCH 2020**

In a world exclusive, the Bruce Munro: Tropical Light exhibition mesmerised locals and visitors to the Darwin CBD and Darwin Waterfront area, with eight illuminated sculptures strategically placed along a 2.5km art trail.

The first city-wide exhibition of its kind by internationally renowned artist Bruce Munro, famous for his Field of Light installation at Uluru, Tropical Light was created to entice interstate and international visitors to the Territory during the traditionally quieter Tropical Summer, and to encourage locals to visit the CBD area.

Tropical Light engaged the local community in a number of ways, with tour operators, restaurants and businesses encouraged and supported to create Tropical Light-themed offerings and tour packages. Five Territory artists showcased their work alongside Bruce Munro, with four Larrakia artists highlighted in an Artistic Cultural Program and the Larrakia nation sharing stories as part of an app created to help visitors navigate the exhibition. Darwin designers also collaborated with a Darwin artist to create uniforms for the army of volunteers who signed up as exhibition hosts.

The exhibition helped put Darwin and the Northern Territory on the national stage, with widespread media coverage reaching an audience of 16.7 million people.

Research showed 90% of locals and Intra-Territory residents indicated it is important to host events like the 'Bruce Munro: Tropical Light' with 80% saying it was a reasonable use of taxpayer money.

Initially planned to run from 1 November 2019 until 30 April 2020, the exhibition was forced to end early on 25 March 2020, due to COVID-19 restrictions.

## Event Impact:



Total attendees:  
**41,499**  
total cumulative attendees  
which generated:



**\$3.52m**  
in-scope visitor spend



**\$2.45m**  
event organiser spend  
in the Northern Territory



**\$3.12m**  
out-of-scope visitor event  
day spend\*



**\$9.28m**  
Total economic stimulus\*



Total unique attendees  
(including local attendees):  
**27,579**



Number of visitor nights:  
**17,491**



PR/media coverage: 565 items of  
editorial coverage. Reached an  
audience of  
**16.7 million**



Social media/marketing results:  
Paid social activities reached  
more than  
**3.3 million**



Tropical Light App downloaded  
**5,656** times.



# Light





# Elite Sports

As the peak body for events in the Territory, the Northern Territory Major Events Company on behalf of the Northern Territory Government has been instrumental in securing professional sporting fixtures for Territorians to enjoy in their own backyard.



## AFL Round 18: 21 July 2019

The Melbourne Demons flew into Alice Springs to face rivals West Coast Eagles as part of our five-year partnership with the club. Tickets were snapped up by Territorians eager to see first-class footy action, and loyal interstate supporters who followed their teams and provided a boost to the local economy. Official AFL travel packages sold out, as did the match. The Demons also hosted a series of skills clinics, and visited the hospital, prison and youth detention centre as part of their community engagement program.

### Event Impact:



Attendees:  
**7164**





## Big Bash League: 20 December 2019

Cricket fans flocked to the Red Centre when TIO Traeger Park hosted the Hobart Hurricanes and Sydney Sixers in the Big Bash League season opener. As part of a partnership, players took part in a number of community engagement activities in the lead up to the big match, including an open training session. The local economy received a boost, with teams, officials and fans travelling to the Red Centre, which was showcased to an estimated audience of nearly 900,000 via free-to-air broadcast.

### Event Impact:



Broadcast reach:

**900,000**



## AFLW Match: 14 March 2020

Two AFLW teams stormed on to the oval at TIO Traeger Park in Alice Springs. The eagerly anticipated game saw Carlton Blues score a 16-point victory over Melbourne Demons without spectators as COVID tightened its grip on events across Australia. The match was part of the NT Government's partnership with AFL, which also locked in the Gold Coast Suns to play in Darwin and Melbourne Demons Football Club to play in Alice every year until 2024.







NIMA



Desert Song - Emma Murray



Henley on Todd – Liza Hatz Photography



Finke Desert Race



Garma Festival – Tourism NT



NT Cricket



Thailand Grand – Supplied by Tou Saramat Ruchkaew



Wide Open Space – Steven Pearce





# Events and Festival Funding

**Events foster community pride, enrich liveability, drive employment, build skills and enhance perceptions of the region. Through the uniqueness of the Territory we are able to stand apart from other destinations.**

Our funding program plays a significant role in supporting events across the Territory, providing funding to a range of events, including signature arts events like Darwin Festival, to more locally focused gatherings like Beer Can Regatta.

In July 2019, NTMEC took carriage of all funding for community festivals and events in the Territory making us the one-stop shop. The new process was implemented to create efficiencies in event funding management and provide strategic links between community events, and major events planning.

Applications are invited annually through a competitive funding round, with the event funding program for 2019-2020 offering funding for event marketing, strategic development and community festivals.

NTMEC provided funding for 33 events in 2019-2020 with one completed funding round. The second funding round was postponed due to COVID-19, and events that could not be delivered during 2019-2020 were either postponed to the next financial year or reimagined to deliver the event in a new way.

## Who We Supported:

### Community Festivals

- 50km Feast/Paddock to Plate
- Carols by Candlelight
- Imparja Cup Cultural Festival, Alice Springs
- Malandarri Festival
- Northern Territory Travelling Film Festival
- Thailand Grand Festival
- Unbroken Land
- Yugul Mangi Festival

### Strategic Funding

- Australian Street Circuit Karting Championship
- Variety NT Bash

### Marketing

- Alice Springs Beanie Festival
- Alice Springs Cup Carnival
- Desert Song Festival
- FAB Alice
- NT Writers Festival
- Outback Cycling Easter
- Why Not Dance Event
- Wide Open Spaces

### Event Development

- Barunga Festival
- Chariots of Thunder Sprintcar Series
- Country to Couture
- Darwin Aboriginal Art Fair
- Darwin International Film Festival
- Finke Desert Race
- Garma Festival
- Greek Festival
- Hottest 7s
- National Indigenous Fashion Awards
- National Indigenous Music Awards
- Northern Territory Professional Golf Association
- Nitro up North
- Olive Pink Opera
- Top End Gran Fondo

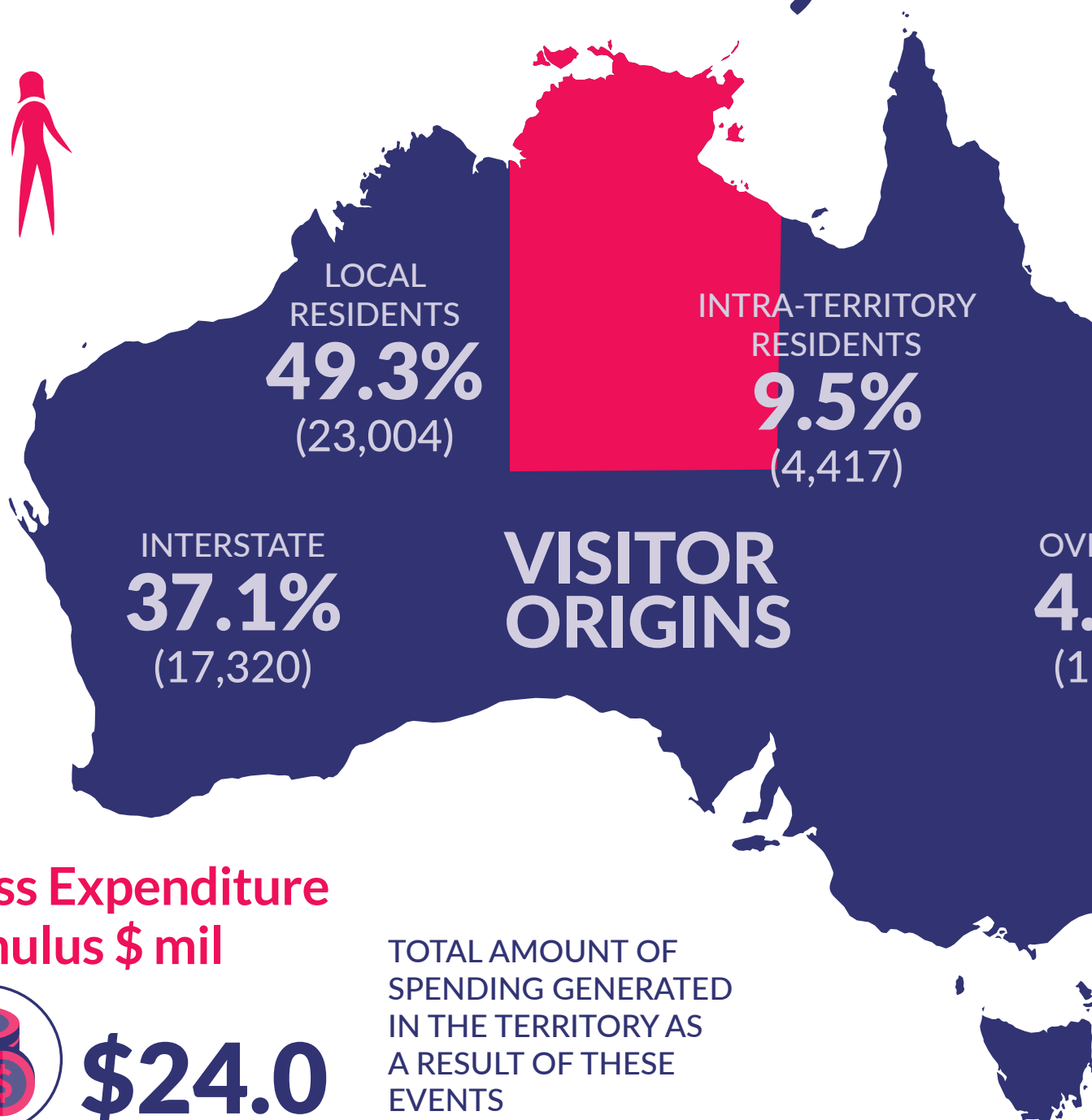
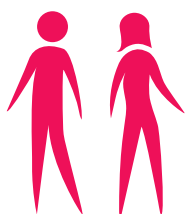
 TOTAL  
EVENT  
ATTENDANCES

77,834



UNIQUE  
INDIVIDUAL  
ATTENDEES

46,678



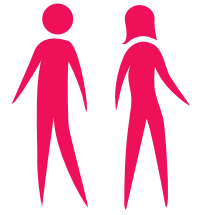
Gross Expenditure  
Stimulus \$ mil



**\$24.0**

TOTAL AMOUNT OF  
SPENDING GENERATED  
IN THE TERRITORY AS  
A RESULT OF THESE  
EVENTS

## DIRECT VISITOR NIGHTS



Intra-Territory  
Visitors

Interstate  
Visitors

Overseas  
Visitors

Total

Nights in  
host region

**9,077**

**56,649**

**3,054**

**68,781**

Nights in other  
parts of NT

**15,995**

**362**

**16,356**

Direct Spending  
in the NT

**9,077**

**72,644**

**3,416**

**85,137**

## ECONOMIC AND TOURISM BENEFIT (\$ MIL)



Intra-Territory  
Visitors

Interstate  
Visitors

Overseas  
Visitors

Total

Spent in  
host region

**\$1.5**

**\$10.7**

**\$0.7**

**\$12.9**

Spent in other  
parts of NT

**\$2.9**

**\$0.1**

**\$3.0**

Visitor Nights in  
the NT

**\$1.5**

**\$2.9**

**\$0.8**

**\$15.9**

## Impact of Community Events and Festivals

Nineteen events supported by NTMEC in the calendar year of 2019\* generated **85,137** visitor nights (inclusive of intra-Territory spending), an economic benefit (new money) of **\$15.9 million**, and an economic stimulus of **\$24 million** to the Territory and reflects just under half of the total events NTMEC funded through the funding program.





# Risk Management

**NTMEC is a proprietary company limited by shares and is subject to the provisions of the Companies Act 2001 (Commonwealth). Our Event Risk Management Framework provides guidance around mitigating material risks as we support and facilitate major events across the Territory.**

Effective risk management is the key to achieving and maintaining our operational and strategic objectives. The Framework sets out the roles, responsibilities, workflows, risk registers, matrices, processes, management systems, business rules and tools we need to help minimise the effects of uncertainty and maximise the chances of a successful event.

The Framework helps the company fulfil its obligations and commitments in relation to Work Health and Safety legislation, and minimise reputational risk, as well as operational disruption and financial loss while ensuring a higher level of consistency across all risk management activities.

As part of the risk management procedure, the NTMEC management team is responsible for reviewing and ratifying the risk management structure as part of weekly planning meetings and putting in place control measures.

This year, a Corporate Risk Register and Enterprise Risk Plan were all introduced to the Finance, Audit and Risk Management Committee (FRAC) to ensure another level of due diligence.

# External Scrutiny

**To provide an additional layer of scrutiny to the planning of major events, NTMEC works with leading industry experts to undertake external audits across our annual events portfolio. This additional layer of scrutiny covers event planning, delivery and onsite venue operations.**

An external audit is also conducted of NTMEC's financial statements and processes. The Auditor General's Office issued an unmodified independent audit opinion on NTMEC's 2019-20 financial statements on DATE T/C 2020.





# A New Chapter

## Our look has changed. Our passion remains the same.

You might have noticed something new about us here at Northern Territory Major Events Company in 2020.

Since the company was established in 1999, we've grown from a small events organisation to a strategic event management company responsible for a portfolio of more than 100 events from the Top End right down to the Red Centre.

It was time for us to redefine our brand to reflect that growth, and to encompass the team's passion for building the capacity and capability of our industry in promoting the Territory as a world-class event destination.

We redesigned our visual identity, introduced new content to our website and rolled out industry toolkits and guides to equip Territorians with everything they need to know to make their event a success.

As part of the process extensive external consultation was carried out and six brand traits were identified that provide an authentic differentiation and underpin everything we do moving forward:

- Leadership
- Quality Assurance
- Trusted Partner
- Behind the scenes
- Enrichment of the community
- Dedication to make the Territory shine

How we provide leadership and assurance, connect and enrich the community, ensure we are a trusted partner, work effectively behind the scenes, and make the Territory shine with events informs and drives everything we do, from the culture of our team to the way we deliver the company's diverse events portfolio.















# Leadership

## Leading industry during COVID-19

As the largest event organiser in the Territory, we provided leadership to industry as the COVID-19 situation unfolded.

NTMEC worked with the Territory's events sector and supply chain to become a source of knowledge, support and advice during this unprecedented time.

We quickly developed resources to help event organisers through the rapidly changing landscape, including messaging for media releases and social media, reimagining events and signposting to information on government help available.

Two online Business Continuity Workshops were delivered to help businesses understand how to operate during this time. These were viewed more than 500 times in two weeks. A workshop was hosted with the Northern Territory's Chief Health Officer, Dr Hugh Heggie, to help event organisers understand how to stage events with COVID-19 restrictions in place.

We also worked closely with suppliers to navigate through contract variations to minimise disruption and ensure cost efficiencies.

With the events industry effectively closed at the start of its busiest time of year, many suppliers were facing a bleak future. To support them, and ensure we have a viable events industry when events kicked off again, we renegotiated our contracts where we could and changed our payment terms from 30 days to seven to ensure vital cash flow for industry.

In addition, we assisted with the Northern Territory's Government's Gatherings and Events helpline seven days a week, fielding hundreds of calls from organisers and suppliers.

The Gatherings and Events helpline morphed into a general enquiries helpline, and we got up-to-speed about all things COVID-19. Queries varied wildly, and covered everything from the requirements for weddings and funerals to questions about hairdressing, travel, health treatments, restaurants, borders, sport competitions, gyms, backyard barbecues, hand sanitiser, swimming pools, national parks, house inspections, construction sites, and COVID-19 Management Plans.







# Quality Assurance

## Business systems upgrade

It was a huge year of improving business systems and processes at NTMEC.

Our finance system was upgraded to an Enterprise Management System (EMS) (NetSuite Oracle) and integrated with cloud-based software for Human Resources and payroll (Employment Hero).

Moving into an integrated and cloud based HR Payroll system was essential as NTMEC moves progressively into employing its own team, rather than relying on Government. Employment Hero combines payroll, leave management, policies, and certifications and has streamlined our Human Resources compliance and management process to an all-in-one platform.

Upgrading to NetSuite was more than a normal technology improvement, it enables automation and integration of the full organisational financial management environment, providing leading-edge accountability and reporting capability; it is a central nervous system for the company providing data at our fingertips.

The process took some time and amazingly resulted in very little disruption to the business as the team transferred financial records from the old MYOB accounting software and migrated disparate manual business processes into the cloud.

Staff have been trained on a phased approach as their part of the system is ready, with training workshops, written procedures and a cloud based 'Sandbox' within which they can learn on a copy of NTMEC data.

Whilst the transition hasn't been without problems it has been relatively smooth and we now have one source of truth for our critical business data.

Now that we have reliable corporate information at our fingertips, we are focused on improving the Strategic and Business Risk Frameworks.





# Being a Trusted Partner

**We are a dynamic, creative, passionate team delivering signature events across the Northern Territory. But we don't do it alone.**

Without the continued support of our valued partners, we wouldn't be able to deliver the quality events we are renowned for.

We appreciate our sponsors' dedication to the Territory and are proud to work alongside them.



"We're hooked on BetEasy Million Dollar Fish and BetEasy Darwin Triple Crown Supercars; two premier events that not only punch well above their weight but have a track record of accessibility, innovation and trust."

**Brad Fanning, Strategic Partnership Manager, BetEasy**



"What could be sweeter than People's Choice BASSINTHEGRASS, Red CentreNATS and BetEasy Darwin Triple Crown Supercars? They're all unique and we're proud to get behind these engaging and dynamic knock-out events."

**Mark Marle, State Business Manager NT/WA, Coca-Cola**



"We've been a proud sponsor of People's Choice BASSINTHEGRASS for over a decade as part of our 50 years in the Territory and our passion for supporting its communities."

**Stuart Symons, Spokesperson, People's Choice Credit Union**



"Northern Territory Major Events Company is a leader in the events field through its commitment to quality, collaboration and innovation. We're proud to support the portfolio of events NTMEC has delivered over the years."

**Lincoln Jenkin, Regional Manager – Northern Territory, Carlton & United Breweries**



# Behind the Scenes

## Putting People First

Our company culture is more than just inspirational words on a wall. It underpins everything we do.

In July 2019, the team came together to collectively redefine our purpose and values, and to create a culture where staff can celebrate our achievements, and feel part of something bigger as the organisation provides value back to the Northern Territory.

Out of this session a new structure was created which included the values and behaviours of:

- We innovate
- We collaborate
- We communicate
- We celebrate
- We act with integrity

These values dovetailed into the four cornerstones of the business - Major Events, Consumer Business, Acquisition and Event Development and Corporate Business

Our re-defined company culture, which included the formation of a Culture Club, has set the foundations for real, tangible business growth. It has been based on honest, productive conversations and has helped us to identify issues and collectively form resolutions.

Cultivating a great company culture has been important not only for employee engagement and retention, but for setting a solid foundation in which to grow the impact of what we do as a business.

## The Big Move

NTMEC was rapidly expanding and to accommodate new staff we needed more office space. After a short-term relocation to Energy House on Cavanagh Street we moved up to our new home on Level 2 of 16 Bennett Street on 6 August.

In Alice, the team also moved offices and welcomed several new staff to develop the Alice Springs Masters Games





# Our People











# Enriching the Community

Events enrich the community, increase the liveability of the Northern Territory, and play a role in developing industry capability.

From annual fixtures such as Red CentreNATS to exclusive one-off events like Bruce Munro: Tropical Light, our events raise the profile of the Northern Territory at a regional, national and international level.

Our events portfolio also provides opportunities for participation, skills development, volunteering and promotes the unique cultural and environmental values of the Territory and offers economic growth.

Research shows that the more involved local people and suppliers are in terms of provision of volunteering, services, food, beverages, and attractions, the greater the economic benefits to the region.

Our events not only provide joy and enhance the area, they improve the quality of life by strengthening communities, and giving residents a sense of pride and ownership of their towns, cities and the Territory at large.

Through continued stakeholder and community engagement we aim to foster a community of people in the Northern Territory who embrace altruistic values and also enrich the event experience for locals and visitors alike.







# Making the Territory Shine

## **We were planning our annual calendar of events for 2020 when COVID-19 restrictions hit in March.**

The iconic Parrtjima: A Festival in Light was postponed until September 2020 in line with COVID-19 restrictions, and the Territory's biggest and best music festival BASSINTHEGRASS was rescheduled to May 2021.

Many of our funded community events and festivals had to be reimagined. We engaged key stakeholders to come up with ideas and suggestions, with some events delivered digitally and others postponed.

Planning for our Territory Day festivities on 1 July was also affected. Usually celebrated with fireworks extravaganzas and concerts at four major Territory centres, it had to be completely reimagined.

The very essence of Territory Day is about Territorians gathering together to celebrate our special day. So, how to create that sense of togetherness while keeping us all apart?

We focused on what makes the Territory unique, and what being a Territorian means. It quickly became clear our people, culture and landscape are what sets us apart, and, of course, looking out for your mates.

With that in mind we invited Territorians to celebrate 42 years of self-governance and 'Turn Up for the Territory', with a range of activities including a broadcast special, and running the Territory 10,000 campaign, which supported our hard-hit hospitality sector with 10,026 meals purchased and 306 restaurants and cafes taking part.

We are always looking for ways to take our events to the next level, to showcase the quality we deliver, and celebrate our people and the Territory.

While COVID-19 may have changed the events landscape forever, we remain committed to recalibrating, rethinking, revaluing and reinventing events to ensure they shine for all Territorians.



**Celia De Latour**  
Senior Events  
Manager  
Motorsports

**Natasha Bury**  
Events  
Manager

**Taneille Brann**  
Arafua Games  
Co-ordinator

**Meg Knuckey**  
Director  
Multi-sport

**Jan Andersen**  
Sports Events  
Officer  
(Alice Springs)

**Kim Farrar**  
Volunteer  
& Team  
Co-ordinator

**Paul Ah Chee**  
Director Engagement  
& Culture - Part time  
(Alice Springs)

**Rebecca Elson**  
Events Co-ordinator  
Part Time  
(Alice Springs)

**Craig Markham**  
Events Manager  
(Alice Springs)

**Gerard Sheldon**  
Operations  
Co-ordinator

**Deanne Fenton**  
Sport Co-ord  
ASMG  
(Alice Springs)

**Lachlan Maclean**  
Games Co-ord  
ASMG  
(Alice Springs)

**Laura Blay**  
Sport & Venue  
Manager

**Kay Kendall**  
Senior Events  
Manager  
Music

**Jacalin Ekins**  
Events  
Co-ordinator

**Sally Jarvis**  
Head of  
Major Events

**Tim W**  
Chief Ex  
Officer

**Brienna Birch**  
NTMEC PA &  
Hospitality  
Coordinator

# Organisational Chart 2019-2020

**atsford**  
Executive

**Victoria Scott**  
Head of Marketing  
& Event  
Development

**Nicole Amelsvoort**  
PR, Social Media  
& Event Activation

**Leanne Hudson**  
Media Manager

**Aroha Pritchard Davis**  
Marketing  
Manager

**Scott Healey**  
Event  
Development  
Manager

**Isabella Hood**  
Media &  
Communications  
Specialist

**Erin Fouracre**  
Marketing  
Manager

**Ktima Heathcote**  
Content  
Producer

**Lauren Flanagan**  
Partnership  
Co-ordinator

**Nicky Potgieter**  
Marketing  
Manager

**Shelley Hewitt**  
Head of  
Corporate Business

**Katy Jackson**  
HR & Governance  
Manager

**Jian Zheng**  
Finance  
Officer

**Ana Croger**  
Legal Counsel  
Casual

**Luigi Manzione**  
Finance  
Manager

**Julie Strauss**  
Contracts &  
Administration  
Officer

**Kumbirai Chiureki**  
Accountant





# The Road to 2021

**Our Strategic Plan 2016-2021 sets out the strategic direction for the organisation, to position the Northern Territory as a major events destination to maximise economic and community benefits.**

Over this time period, we have grown exponentially as the events landscape in the Northern Territory has changed.

Five priority objectives have been identified that, when delivered, make a material impact on the trajectory of events in the Northern Territory.

- Create new and develop existing events
- Improve commercialisation
- Improve communication and engagement
- Improve event research and reporting
- Deliver people and business processes

Within each priority objective are specific actions to achieve identified goals to align with local, regional and intra-Territory strategies.




**91% of NT residents believe major events are important**

Our next stage of strategic development will supersede this plan as we leverage and build events to drive visitation to the Territory, to provide a long-term competitive advantage and coordinated approach. In line with the Northern Territory Government's Northern Territory Tourism Industry Strategy 2030 and the Turbocharging Tourism initiative, our focus is on building advocacy and understanding of the value of events, and developing a capable and sustainable events industry.



# Strategic Initiatives

STRATEGIC INITIATIVES	TARGETS	ACHIEVEMENTS	STATUS
<b>1</b> Create new and develop existing events	New Event Development	Bruce Munro: Tropical light  Great Air Race Centenary	<div>    completed         </div> <div>    completed         </div>
	Develop Existing Events	Darwin Street Art Festival 2019  Million Dollar Fish (MDF) Season 5  Arafura Games 2021  Alice Springs Master Games 2022  RED CentreNATS 2019  Parrtjima - A Festival in Light 2020  BASSINTHEGRASS 2020	<div>    completed         </div> <div>    completed         </div> <div>    ongoing         </div> <div>    ongoing         </div> <div>    completed         </div> <div>           Rescheduled September 2020         </div> <div>           Cancelled due to COVID-19 restrictions         </div>
	Manage Event Grant Funding Program	Development of Events and Festivals Grant Funding Program	<div>    completed         </div> <div>    completed         </div>

## PROGRESS REPORT

Launched and delivered the international exclusive, Bruce Munro: Tropical Light exhibition, from 1 November 2019 to 25 March 2020.

Developed and delivered Great Air Race Centenary, with a program of events that ran from 22 September to 10 December 2019.

Delivered and promoted the third Darwin Street Art Festival. Incubated the event until it was transferred to Activate Darwin.

Partnered with Tourism NT to deliver Season 5 of MDF which kicked off on 1 October 2019. Lead for all operational and commercial elements.

Developed an open and transparent process for sports to apply for the 2021 Arafura Games. Worked in collaboration with a newly appointed Advisory Committee to determine the sport program and provide options to increase scope and scale of the event. While the 2021 event has been deferred due to COVID-19, planning continues for 2023.

2020 Games deferred until 2022 due to COVID-19. Focus on developing a structured sport program and creating a point of difference with other national Masters events, including increased community engagement and opportunities for Indigenous communities.





















Delivered the much loved Red CentreNATS in Alice Springs, bringing 3051 visitors to the Red Centre and supporting the Alice Springs economy with an injection of \$3.52 million.

Key outcomes include enhanced program attendance and packaged content, including a ticketed dinner under the stars which will now take place in 2021. Artworks from previous events will be gifted to organisations, including the Museum and Art Gallery of the Northern Territory, as part of continual promotion of the event. National marketing campaign delivered.

Prior to cancellation, new developments included a third stage and beach activation to enhance the attendee experience. Event has been aligned to COVID-19 safety requirements for future year's planning. National marketing campaign establishing BASSINTHEGRASS as a bucket list destination music festival.

Review of NTMEC's funding guidelines, application processes, assessment criteria and internal management process to support event organisers to develop their event and grow the value of the Northern Territory's festival and events calendar.



STRATEGIC INITIATIVES	TARGETS	ACHIEVEMENTS	STATUS
<b>2</b> Improve Commercialisation	<b>Increase Visitation and Maximise Sales Capability</b>	Sales packaging	  completed
			  completed
		Mentoring program for tour operators	  completed
		Alignment of visitation targets	  completed
	<b>Improve Communication and Engagement with the Government, Industry and the Community</b>	NTMEC visual identity brand strategy	  completed
		Stakeholder steering groups	  ongoing
		Enhanced marketing and communications plans	  completed
	<b>Create and Host Industry Development Seminars to Support and Mentor Event Sector Growth in the Territory</b>  <b>Work with Industry and Government to Feature and Promote Quality Local Services that will Support our Events</b>	Mentored local event industry	  completed
		Developed resources for local events industry	  completed
		Created opportunities to engage local arts industry, businesses and Larrakia Nation	  completed
		Created opportunities to engage local arts industry in Parrtjima	

## PROGRESS REPORT

Revised BetEasy Darwin Triple Crown Supercars hospitality packaging to increase capacity and provide an enhanced program for new audiences.

Partnered with Tourism Top End for BASSINTHEGRASS ticket packages with Darwin accommodation and tourism experiences.

Product development mentoring for eight local tour operators, who delivered ten bookable packages as part of Bruce Munro: Tropical Light.

Standardised reporting of visitation methodology with Tourism NT to ensure consistency in reporting across all mediums.

Launched new brand and website to better represent the role of NTMEC in the Northern Territory.

Established Darwin Operational Stakeholder Steering Group to provide visibility across portfolio of events and ensure key partners are engaged early to understand city-wide impacts of hosting our major events. Representatives include NT Emergency Services, City of Darwin, Health, Traditional Owners, and other relevant agencies and contractors. This process supports efficiencies of time and resources.

Established Medical Steering Committee as a legacy outcome of Arafura Games 2019 to collectively advise us how to safely deliver our portfolio of events while minimising impacts on the NT Health system.

Integrated national marketing campaigns to engage new audiences and connect with our local community. As of 15 April 2020, Bruce Munro: Tropical Light received 565 pieces of editorial coverage, \$3.3 million in equivalent advertising spend, 16.7 million audience reach and 1:83 Return on Investment.

Staged two Business Continuity Workshops to help businesses and organisers understand how to navigate COVID-19, reaching more than 500 people in two weeks. Held a workshop with the NT's Chief Health Officer to help event organisers navigate the new normal. Delivered two motorsports specific risk and safety workshops in Darwin and Alice Springs to support further education on the importance of safely managing risk within the motorsport environment.

Created resources to help event organisers through the rapidly changing landscape of COVID-19, including messaging for media releases and social media, plus information on government help. Uploaded industry toolkits on the NTMEC website.

Darwin creatives were involved in the Bruce Munro: Tropical Light exhibition, from showcasing work, and designing uniforms and decals to developing the Tropical Light App. Retail businesses developed packages including a Tropical Light cocktail tour and a community cultural program involving Larrakia Nation.

The local arts industry is integral to the successful delivery of Parrtjima, particularly through the Grounded activation. Youth artists were involved in a competition with Alice Springs Library to design the Gobos that will light up Todd Mall.



STRATEGIC INITIATIVES	TARGETS	ACHIEVEMENTS	STATUS
<b>4</b> Improve Event Research and Reporting  <b>5</b> Develop People and Business Processes	Invest in Research and Reporting to Improve Understanding of Event Performance	Measured event performance through research	 complete  complete
	Improve Digital Systems and Platforms		 complete  complete
	Documenting Event Development, Investment and Delivery Processes to Strengthen Capability and Reduce Risk  Provide Professional Development Opportunities to Employees	Introduced frameworks and registers to strengthen capability and reduce risk  NTMEC team workshop, cultural awareness training and leadership courses  Business and employee cultural shift	 complete  complete Rescheduled September

JS	PROGRESS REPORT
<p>ed</p> <p>ed</p>	<p>Conducted event evaluation research for funded community events delivered in 2019 and six major events delivered in FY 2018/19. Research included economic impact, visitor satisfaction, marketing awareness, commercial and community impact.</p> <p>Bruce Munro: Tropical Light event evaluation included in-field surveys and stakeholder interviews. Key outcomes captured include visitation numbers, customer experience and social impacts.</p>
<p>ed</p> <p>ed</p>	<p>Developed and launched integrated digital financial system Netsuite, HR Platform Employment Hero and streamlined social media platforms. Adopted BoardEffect as the secure board portal for the Board of Directors.</p> <p>Developed the Rosterfy system to effectively manage volunteers across Tropical Light. Introduced Risk Sense to support management of operational, strategic and enterprise risk.</p>
<p>ed</p> <p>ed</p> <p>led 2020</p>	<p>Finalised and delivered Corporate Risk Register, Event Enterprise Risk Framework and Event Risk and Safety Management plan. Continually review all risks as part of weekly planning meetings across delivered events and work closely with event stakeholders to conduct effective readiness sessions.</p> <p>Delivered Aboriginal Cultural Awareness training and a team culture and values workshop to bring desired culture to life. Held leadership development courses.</p> <p>Established Culture Club to develop new values and behaviours, and a changed cultural identity, highlighting staff ownership of the cultural and business shift.</p>









# Annual Financial Statements

## General Information

Northern Territory Major Events Company Pty Ltd is a fully owned subsidiary of the Northern Territory Government of Australia.

The financial statements cover the Northern Territory Major Events Company Pty Ltd as an individual entity. The financial statements are presented in Australian dollars, which is Northern Territory Major Events Company Pty Limited's functional and presentation currency.

Northern Territory Major Events Company Pty Ltd is a company limited by shares, incorporated and domiciled in Australia. Its registered office and principal places of business are:

Registered office  
Level 2  
16 Bennett St  
Darwin NT 0800

Principal place of business  
Level 2  
16 Bennett St  
Darwin NT 0800

A description of the nature of the Company's operations and its principal activities are included in the Director's report, which is not part of the financial statements.

The financial statements were authorised for issue in accordance with a resolution of directors, on 8 October 2020. The Directors have the power to amend and reissue the financial statements.

Download Director's Report and  
Annual Financial Statements 2019-2020



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