



Northern Territory  
**MAJOR  
EVENTS**  
Company

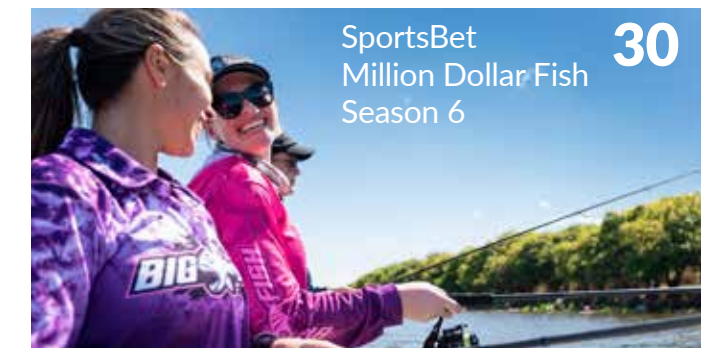
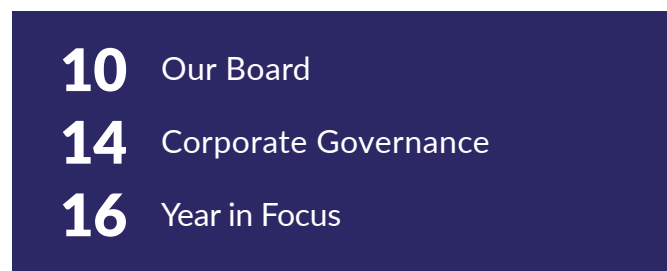
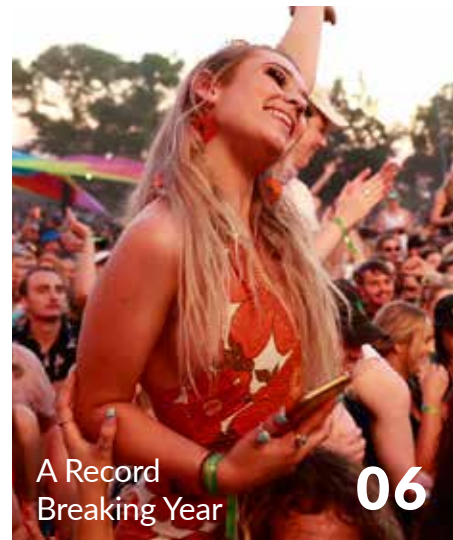
Northern Territory Major Events Company

# Annual Report

## 2020-2021



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## Disclaimer

We have taken due care and attention in ensuring information contained in this annual report was true and correct at the time of publication. However, changes in circumstances after the time of publication may impact upon its accuracy. We do not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used.

We disclaim all liability associated with the use of this information. Aboriginal and Torres Strait Island readers of this publication should be aware that this material may contain images or names of deceased persons.

Published September 2021 by NTMEC, a Northern Territory Government owned company incorporated under the Corporations Act.



# About us

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

Since 1999, 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, secure the Territory's identity as an exciting place to live and work, and deliver world-class events to boost visitation and 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 BASSINTHEGRASS Music Festival, SportsBet Million Dollar Fish, Parrtjima - A Festival in Light, Red CentreNATS, Merlin Darwin Triple Crown Supercars, Territory Day and Alice Springs Masters Games making up the company's hallmark events.

## 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.

## Our Vision

We will position the Territory as Australia's leading events destination, offering unique visitor experiences.

## Our Purpose

We will improve economic outcomes for the Territory through a compelling events portfolio.

## Our Values



### Innovate

We innovate and drive for creativity through curiosity.



### Collaborate

We collaborate with intense focus and serious fun.



### Celebrate

We celebrate our successes, our people and the Territory.



### Integrity

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



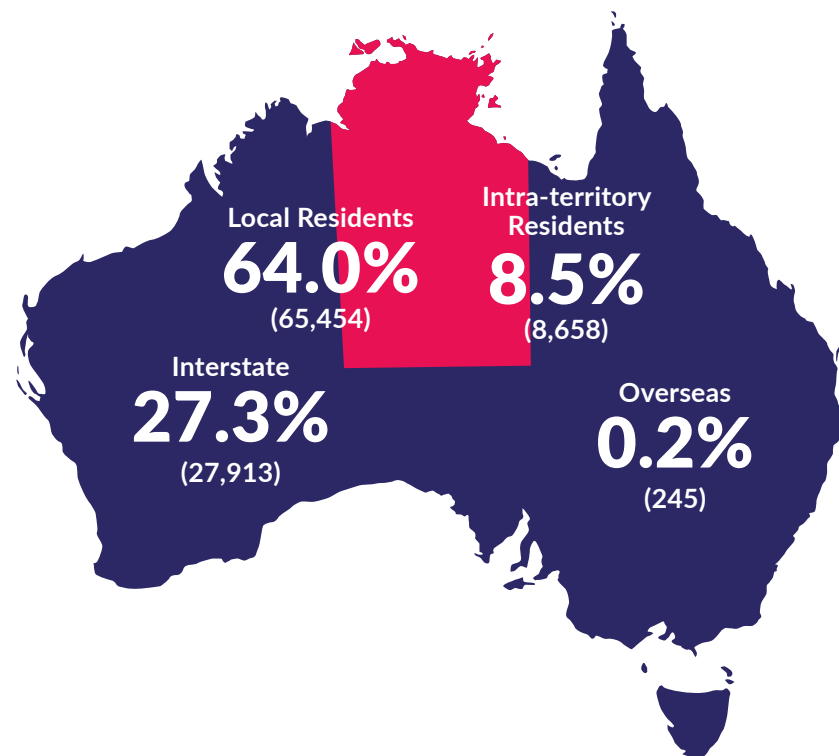
### Communicate

We communicate with transparency and respect.



# A Record Breaking Year

## VISITOR ORIGINS



## ATTENDEE SATISFACTION

**8.2**

Rating out of 10

## ADVOCACY (NPS)

**+56.7**

6 Promoters for every  
1 Detractor

## DELIVERY OF A COVID-SAFE EVENT

33.9%

61.0%

**94.9%**



Agree



Strongly Agree

## EVENT ATTENDANCES & VISITATION



Total Event Attendances

**152,289**



Unique Individual Attendees

**102,270**



Total Event Motivated Visitors To Host Region

**49,492**

## GROSS EXPENDITURE STIMULUS (\$ MIL)



**\$109.8**

Total Amount of Spending Generated in The Territory as a Result of these Events (Including Locals And Visitors)

## DIRECT VISITOR NIGHTS



Intra-Territory Visitors



Interstate Visitors



Overseas Visitors

Total

Nights In Host Region	83,188	131,114	1,108	215,410
Nights In Other Parts Of NT	11,126	30,478	576	42,180
Visitor Nights In The NT	94,314	161,952	1,684	257,590

## VISITOR EXPENDITURE (\$ MIL)



Intra-Territory Visitors



Interstate Visitors



Overseas Visitors

Total

Spent In Host Region	\$10.4	\$37.3	\$0.3	\$48.0
Spent In Other Parts Of NT	-	\$8.7	\$0.1	\$8.9
Direct Spending In The NT	\$10.4	\$46.0	\$0.5	\$56.9

## ECONOMIC AND TOURISM BENEFIT (\$ MIL)

New Money

Direct Spending Impact In Host Regions **\$54.3**

Direct Spending Impact in the Northern Territory **\$64.9**

## EMPLOYMENT IMPACTS



**433**

Full Time Equivalent Jobs Supported

# Chairman's Report

In the last 12 months, the Northern Territory Major Events Company (NTMEC) cemented its place as a high-performing, visitor-centric national events leader, delivering world-class experiences for the Northern Territory and Australia.



The strength of the Territory's visitor economy is a shared responsibility and a shared achievement, with many industry and government stakeholders working together to position the Territory for success. Events are a key driver for visitation, and play a pivotal role in amplifying the Northern Territory brand nationally.

Events make a significant impact on our visitor economy. Research shows eight NTMEC promoted events delivered over the last 12 months totalled 152,289 attendances and 257,590 visitor nights, and generated \$109.8 million in economic stimulus for the Northern Territory.

*“ I look forward to NTMEC's ongoing success and to seeing the Territory's visitor economy grow and prosper. ”*

In the Top End, NTMEC delivered an Australian first with a Supercars doubleheader in 2020 and again made history in 2021 by announcing the Darwin Supercars will be the official Indigenous Round of the national championship. The Top End also benefited from the BASSINTHEGRASS Music Festival and Australia's richest fishing competition, SportsBet Million Dollar Fish Season 6. BASSINTHEGRASS was one of the first major music festivals staged in Australia during the global pandemic with festival goers flocking from across the nation. Of a total 14,000 tickets sold, around half were bought by people with an interstate address, and \$12 million was generated from in-scope visitor spend.

Anglers had reeled in more than \$115,000 in prize money as the sixth season of Million Dollar Fish came to an end in March 2021. Million Dollar Fish continues to pay dividends for the Territory economy, returning an economic stimulus of \$41.3 million, of which \$12.9 million was generated from visitor expenditure. The three Darwin Supercars events attracted a combined 48,000 attendances at Hidden Valley Raceway.

In Alice Springs, hallmark event Red CentreNATS recorded more than 10,200 attendances and generated an economic impact of \$3.18 million for the Territory economy. Parrtjima illuminated Alice Springs twice, once in September 2020 and again in April 2021, with record attendances, including more than 17,000 during the COVID-affected 2020 event. The 2020 and 2021 events generated \$14.3 million from in-scope visitor spend.

In addition, we supported more than 70 partner events, and continued developing our partnerships with AFL and NRL. This resulted in the prestigious AFL Dreamtime game and the NRL ANZAC Round clash coming to Darwin, with a further AFL game taking place in Darwin and one in Alice Springs, too.

It was another big year and it takes many dedicated people to achieve the highlights mentioned here. I would like to acknowledge my fellow Board Members, who it has been a privilege to work with, and extend my gratitude to both the Board and NTMEC CEO Tim Watsford for championing significant strategic changes for the company over the past 12 months and into the future.

To our Minister and her team, thank you for instilling your trust in NTMEC and its capabilities both now and moving forward – developing, delivering and promoting world-class events here in the Northern Territory 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.

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. The business is evolving quickly and what the team is achieving is extraordinary.

I look forward to NTMEC's ongoing success and to seeing the Territory's visitor economy grow and prosper.

**Alistair Feehan**

Chairman – Northern Territory  
Major Events Company

# 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

“As Chair, I am proud of the NTMEC team and their non-wavering commitment to deliver the best outcomes for the Northern Territory Government, the people of the NT, and those lucky enough to visit for an event.”



Our Board is also accountable for monitoring performance against strategies and plans, as well as ensuring good corporate governance, effective risk management, legal compliance, strategic direction and appropriate business structure.

Alistair has held the position of CEO at Imparja Television for 18 years. During this time the organisation has seen continued and sustainable growth with expansion in key business areas, in turn, creating a highly efficient business model.

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

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

Alistair was appointed Chair in July 2014.

Michael is Chairman of Tourism NT and the CGH Group, an international specialist labour-hire and recruitment company with 21 offices throughout Australia and the Asia-Pacific region.

For 19 years Michael was CEO of Airnorth, Australia's second-oldest airline. He is now a Board Member of the Civil Aviation Safety Authority of Australia (CASA).

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

A recipient of the National Australia Bank's Medal for Management Innovation, in 2008 Michael was recognised as the Australian Aviation "Personality of the Year" for his work on creating an industry-wide forum bringing together the 12 industry associations in an effort to find a consolidated voice. He also sat on a number of international Advisory Boards for Brazilian aircraft manufacturer Embraer.

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

## Michael Bridge DIRECTOR

“It's been amazing watching the satisfaction of the team further develop and grow, driven by necessity and constant change, to now be one of the most capable event delivery teams in Australia.”



## Andrew Bruyn AM DIRECTOR

“It's been amazing watching the satisfaction of the team growing in size, stature, reputation and achievement across so many successes – and seeing the learning in local aspirations that leads to such achievement.”



Andrew has lived in the Territory for 40 years and held a position on the Northern Territory Major Events Company board for more than 17 years. He is actively involved in a variety of Territory sports clubs.

A former Chairman of NT Employment and Training Advisory Council, Andrew also Chairs the St John Ambulance NT Endowment Trust and was a founding member of the Federal Government's Australian Industry and Skills Committee.

He previously worked for the Department of Prime Minister and Cabinet as part of the Drought and North Queensland Flood Relief Agency team.

In 2011 Andrew was awarded a member of the Order of Australia for service to the Territory through executive roles in a range of cultural, tourism, education and charitable organisations, and to the broadcast media industry.

Penny is General Manager of Darwin tourist attraction Crocosaurus Cove and has been with the company since it opened in 2008. With many years of experience in the Tourism and Hospitality Industry, Penny has been a contributor to key sectors such as Business Events and Trade Distribution.

Penny is a graduate of the Australian Institute of Company Directors and holds a diploma in both Hospitality Management and Front Line Management. Her skillset also includes finance, risk, strategy, marketing and human resources.

In 2018 Penny was elected as a Director on the Board of Management for Tourism Top End, of which she has actively represented members in several Government Forums, both Territory and Federal. In June 2020, Penny was appointed to the Board of NT Major Events where her skills and knowledge of the Tourism Industry will be utilised to assist with delivering the strategic objectives of the company.

## Penny Eckel DIRECTOR

“The strength and resilience the company demonstrated to deliver safe and successful events during the COVID-19 pandemic was incredible.”





# Our Board

## Andrew Hopper DIRECTOR

“  
The quality of the operational decision making as the organisation grappled with the challenges before it in a constantly evolving environment while still delivering growth was outstanding.”



Andrew is Deputy Chief Executive Officer for the Department of Industry, Tourism and Trade, with responsibility for the Tourism, Hospitality and Services Division. He has an extensive record in leading the planning and delivery of major national and international projects and events.

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

Andrew has worked with 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 Company Directors Course, Australian Institute of Company Directors.

Scott Lovett is Acting General Manager – Strategy and Policy for the Department of Industry, Tourism and Trade. He leads a multi-disciplinary team heading economic analysis, strategic infrastructure development, project development, regulatory reform, industry strategy and strategic engagement activities for the NT. A passionate advocate for regional development, Scott has held senior roles within Tourism NT, the Department of the Chief Minister and Department of Trade, Business and Innovation.

Prior to joining the public sector, Scott held senior roles in convention centres, stadia, event production houses and hotels across Australia. He is Deputy Chairman of the Australian Cruise Association and a board member of Uluru-Kata Tjuta National Park. He is also a past board member at Desert Knowledge Australia, the Australian Association of Convention Bureaux and Meetings Events Australia.

Scott was raised in regional Queensland and Adelaide, and is a graduate in Tourism and Hospitality from the globally renowned Regency Hotel School.

## Scott Lovett DIRECTOR

“  
To watch the event take the next step in its evolution and see people from around the country flock to the NT was simply amazing.”



## Tim Watsford DIRECTOR & CEO

“  
Having the privilege of working with such a small group of talented people at NT Major Events and see them achieve tremendous results is a very humbling experience.”



Prior to joining NTMEC, Tim held executive positions in the sporting sector, namely with National Rugby League and Australian Rugby Union.

Tim has worked in the events industry for approximately 15 years, and has extensive experience in the facilitation of major events, project management and government relations.

An executive leader, Tim is a member of the Australian Institute of Company Directors and holds a Bachelor of Business Administration. He brings to the company a diverse and valuable skillset, 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.

With more than 20 years of corporate and financial management experience, Shelley brings a wealth of knowledge to her role as NTMEC's Chief Financial Officer and Head of Corporate Services.

She 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/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.

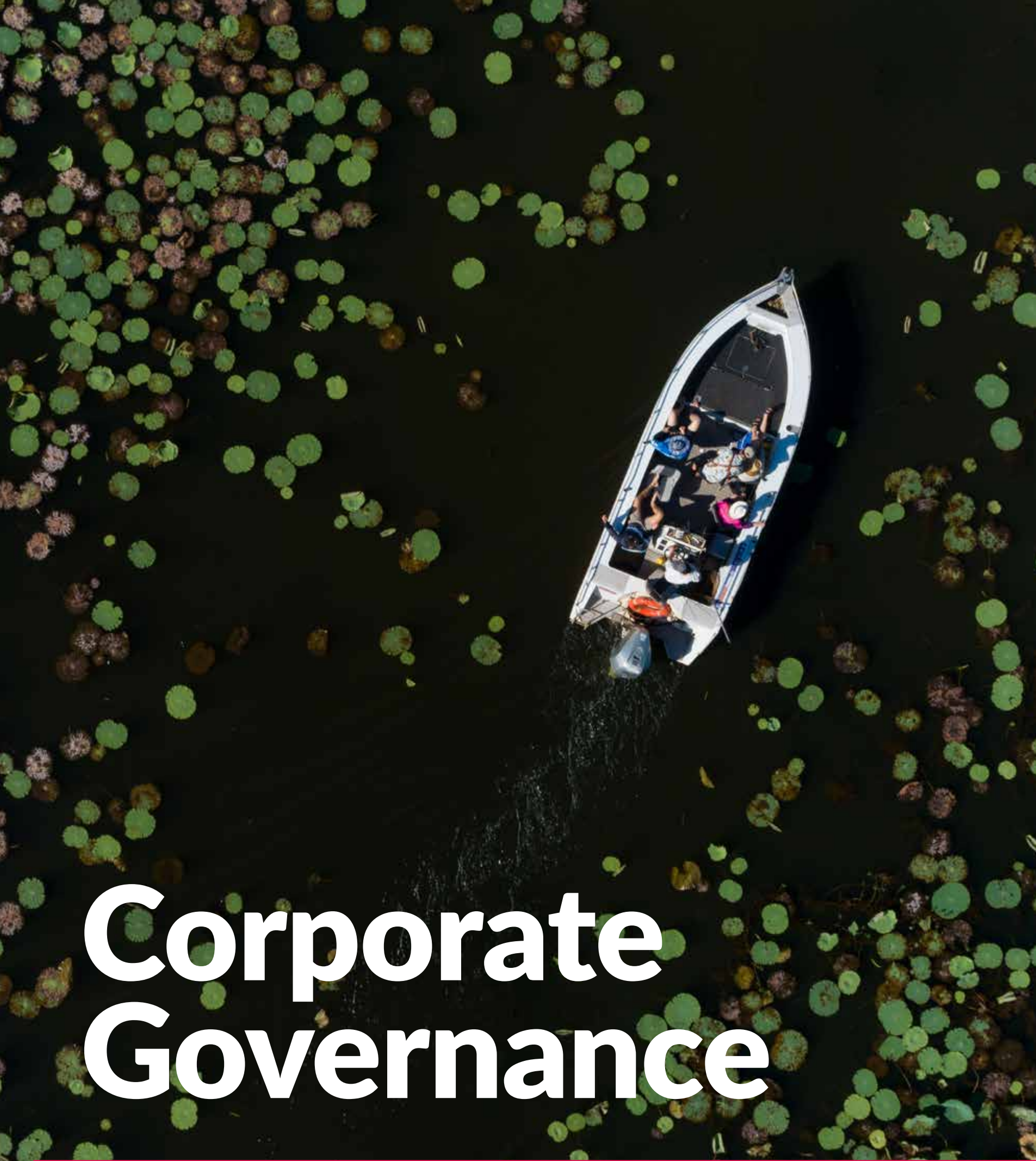
Shelley holds a FCPA and a Bachelor of Commerce from Deakin University and has dedicated much of her time to extending her knowledge in finance and corporate services by successfully graduating from the Company Directors Course, Australian Institute of Company Directors.

## Shelley Hewitt COMPANY SECRETARY & CFO

“  
I'm so proud to be part of a team that continues to push the boundaries and raise the bar on behalf of the NT.”







# Corporate Governance

BOARD COMMITTEES

Board of Directors Attendance 1 July 2020 to 30 June 2021

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Alistair Feehan	Chairman/ Non-executive Director	14/11/2013	7	7
Michael Bridge	Non-executive Director	14/01/2013	7	7
Andrew Bruyn	Non-executive Director	09/12/2002	7	6
Penny Eckel	Non-executive Director	18/06/2020	7	7
Andrew Hopper	Executive Director	27/03/2015	7	7
Scott Lovett	Executive Director	14/11/2013	7	7
Tim Watsford	Chief Executive Officer/ Executive Director	28/09/2018	7	7

FINANCE, RISK AND AUDIT COMMITTEE

The Finance, Risk and Audit Committee (FRAC) helps the Board of Directors 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	1	1
Scott Lovett	Executive Director	14/11/2013	1	1
Penny Eckel	Non-executive Director	18/06/2020	1	1

MARKETING COMMITTEE

The Marketing Committee helps the Board of Directors fulfil responsibilities to provide substantial economic and social benefits for the Territory. The primary role of the Committee is to help the Board exercise due care and diligence in discharging its oversight duties in relation to marketing matters.

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Scott Lovett	Chairman/ Executive Director	14/11/2015	1	1
Andrew Bruyn	Non-executive Director	14/11/2013	1	1
Michael Bridge	Non-Executive Director	22/07/2014	1	1
Penny Eckel	Non-executive Director	18/06/2020	1	1



# Year in Focus

**Delivering world-class events is what we do. Boosting visitation and strengthening the Territory's economy is what drives us.**

Over the last 18 months we've seen the global events industry go through change after change after change due to COVID-19. Rather than take our foot off the pedal, we went up a few gears. We assessed our strategy, refocused, accommodated new health and safety restrictions, and went full speed ahead.

We led the way in Australia by delivering back-to-back events, and we emerged stronger after each one. The eyes of the nation – and sometimes the world – were on us as we delivered 8 main events and supported 32 events in 2020-21.

The latter part of 2020 was chaotic, with lockdowns frequently imposed around the country. Despite this, we capitalised on our resilience and turbocharged our event delivery model and business practices.

Our primary focus was our event guests, ensuring their safety and wellbeing, and that they had the best experience possible. We worked closely with multiple stakeholders to ensure all events were COVID-safe and introduced a range of world-class risk-reduction measures to help festival goers at BASSINTHEGRASS attend safely.

In short, it has been a year of accelerated growth for NTMEC and a coming-of-age as we continue to move forward on the road to transformation.





# Highlights >>>



More than  
**11,000**

people caught a doubleheader of Supercars action at Hidden Valley Raceway in Darwin over two weekends, 15-16 August and 22-23 August 2020. This was one of the first major events in the country for 2020.



**10,573**  
footy fans

headed to the Territory on the weekend of 21-22 August 2020, with two blockbuster AFL games held at Darwin's TIO Stadium to celebrate the Sir Doug Nicholls Round under COVID-19 stadium capacity restrictions. The Gold Coast Suns took on Carlton and the prestigious Dreamtime Game saw Essendon play Richmond.



**17,104**  
attendances

at Parrtjima - A Festival in Light between 11-20 September 2020, which generated an economic impact of \$3.91 million for the local Alice Springs economy and a total economic stimulus of \$5.92 million for the Territory.

**12,056**  
people

were at Darwin's TIO Stadium on 23 April 2021 to watch the Parramatta Eels face the Brisbane Broncos in the iconic NRL Anzac Round clash generating generating a \$4.2 million economic stimulus for The Territory.



12 hours, 24 performers and

**14,000**

smiling faces shone the national spotlight on BASSINTHEGRASS music festival on 15 May, 2021. The event generated an economic stimulus of \$14.5 million and was responsible for 38,408 visitor nights in the NT.



**10,000**  
people

raced to Darwin's Hidden Valley for the biggest Friday ever at Supercars on 18 June 2021. The Merlin Darwin Triple Crown generated an economic stimulus of \$23 million for the Territory, of which \$17 million was new money to the region.

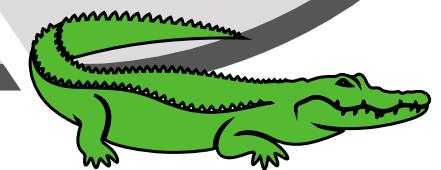


**10,212**  
attendances

at Red CentreNATS over Father's Day weekend from 4-6 September 2020, with 750 entrants showing off their pride and joy at the ultimate festival of wheels in Alice Springs. The event generated an economic impact from visitor spending of \$3.18 million and a total economic stimulus of \$4.21 million for the Territory.

**28**  
events

were supported by NTMEC's Event Funding program, with three - Noonamah Tavern Rodeo, Wide Open Space Festival and the West Macs Monster - recording sell-out crowds.



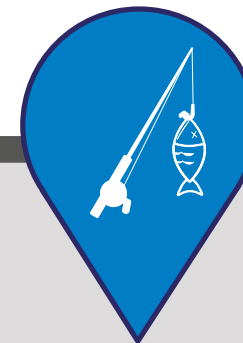
**\$41.41**  
million,

the total expenditure stimulus generated by Million Dollar Fish Season 6, \$12.9 million of this was new money to the region.



Almost  
**29,000**  
people

people registered for Million Dollar Fish and cashed in with 44 additional prizes, collectively worth \$44,000. Seven elusive Million Dollar Fish are still out there.

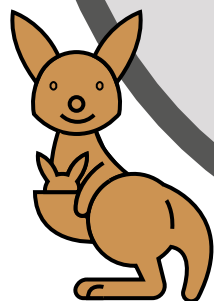
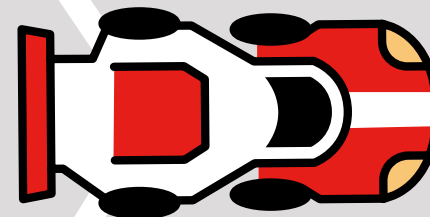


11 lucky fishos took home  
**\$115,000**

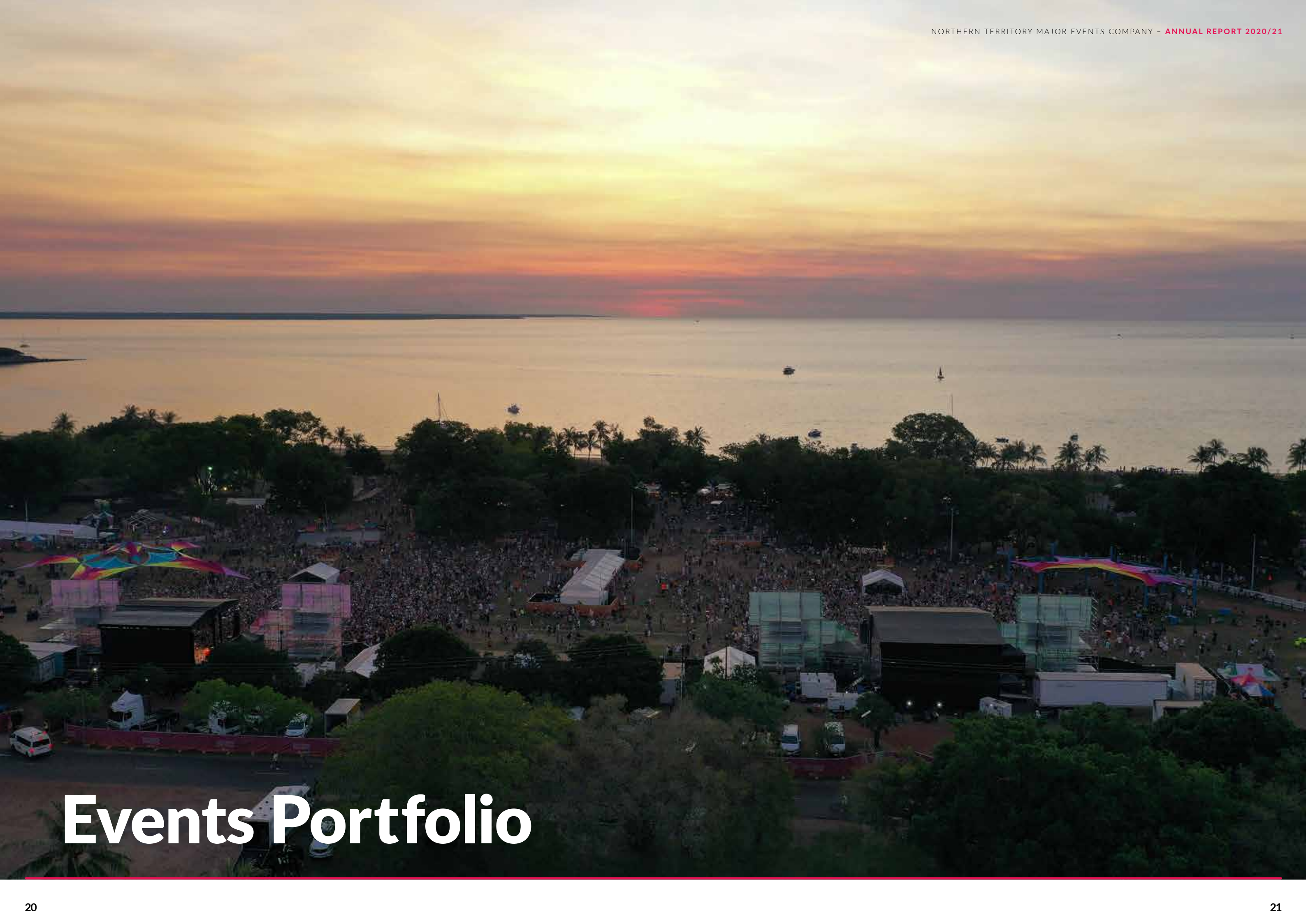
between them thanks to Season 6 of Australia's richest fishing competition.

**23,220** attendances

at Parrtjima - A Festival in Light in 2021, with the free 10-night festival attracting 15,325 unique individuals. Visitor nights in Alice Springs reached 23,952, generating an economic and tourism impact of \$8.18 million for the local economy and a total economic stimulus of \$11.55 million for the Territory. Extensive media coverage reached a potential audience of 28,229,065 and was worth an ASR of \$9,180,589.







# Events Portfolio



# Territory Day

1 JULY 2020

Each year on 1 July, the Territory comes alive with fireworks, concerts and community events to recognise the day the NT declared independence in 1978.

In 2020 we had to do things a little differently with traditional celebrations cancelled during the height of COVID-19 restrictions. Going digital with engaging content, we created a suite of initiatives focusing on what makes the Territory unique and what being a Territorian means.

We invited Territorians to celebrate 42 years of self-governance with our Turn Up For the Territory campaign, including a 30-minute broadcast special, and the Territory 10,000 initiative, which supported our hard-hit hospitality sector with 10,026 meals purchased and 306 restaurants and cafes taking part.

Other ways Territorians could get involved included voting in the Territory Sounds Top 40 Countdown in partnership with Music NT to promote Territory musicians, dobbing in a mate who had helped during the COVID-19 crisis through the Territory Hero Awards, and sharing in our stories by engaging with our Why I Love the Territory online series.

We also asked Territorians to join in celebrating the next generation through the Territory Day school video competition in collaboration with Department of Chief Minister, and we asked them to delve into the local newspaper for their pull-out Territory flag and 42 Years of Memorable Moments.

Thousands of Territorians took part in the type of celebration that most appealed to them, and the reimagined day went off with a bang, despite there not being a firework in sight.

“2020 was a very different year, but the support from Territorians for our hospitality industry shone bright. NT Major Events, facing major disruptions themselves, geared their activities to support our local businesses and their workers. Initiatives like Territory 10,000, which urged locals to tuck into a meal in the lead up to Territory Day, was a positive way NT Major Events pivoted its support of our hard-hit hospitality sector. We look forward to seeing NT Major Events continue to drive visitation and tourist spend into the Territory economy.”

Alex Bruce, Chief Executive Officer, Hospitality NT

Event Impact		
 Media Coverage	 Audience Reach	 Social Media
278 items	600,876	1,044,366



# Darwin Supercars

BETEASY DARWIN TRIPLE CROWN 15-16 AUGUST 2020  
CORESTAFF DARWIN SUPERSPRINT 22-23 AUGUST 2020  
MERLIN DARWIN TRIPLE CROWN 18-20 JUNE 2021



In a first for the Territory and Australia, Darwin hosted a doubleheader of Supercars over two weekends at Hidden Valley in August 2020. Ten months later the event accelerated further and we delivered one of the most diverse programs on the Supercars Championship schedule.

The Darwin Triple Crown is the biggest event on the Top End's dry season calendar and the fact it went ahead with spectators in 2020 is incredible. It was one of the first major events in the country that year.

More than 11,000 people caught the action at Hidden Valley over two weekends in 2020 with Jamie Whincup taking home the 2020 BetEasy Darwin Triple Crown and Scott McLaughlin taking out the CoreStaff Darwin SuperSprint Territory 2.0 trophy.

The 2021 event delivered a high-octane weekend from 18-20 June with more than 38,000 attendances as fans flocked to watch the biggest program ever, which included Supercars, Australian Superbikes, Stadium Super Trucks, Nitro Up North and more. The weekend included the biggest Friday ever, with over 10,000 people turning up.








Shane van Gisbergen won both Supercars races on Sunday, while Oli Bayliss, aged 17, won the Australian Superbikes round in his first year racing a Superbike. Industry leader Merlin came on board as naming rights sponsor, and lead vocalist of legendary band Powderfinger, Bernard Fanning, played to a packed Darwin crowd at the Saturday evening concert.

The 2021 event also included elements of Aboriginal culture, in preparation for the 2022 event to become the official Indigenous Round. This included a commissioned artwork from Larrakia artist Trent Lee, a Smoking Ceremony at the driver and rider signing, and a televised Welcome to Country on the grid.

A highlight for spectators at all events was the chance to meet their Supercars heroes and sneak a look inside the team garages during the exclusive Pit Lane Walk.

“The Northern Territory Major Events Company put together another memorable weekend in the Top End. It was fantastic to see thousands of fans trackside again in Darwin. Hidden Valley has a great history and tradition, and making this event the official Supercars Indigenous Round from 2022 will add another great element for the future.”

Shane Howard, Chief Operating Officer, Supercars

Event Impact	2020	2021
 Attendances	11,000	38,131
 Unique Attendees	5,867	15,951
 Visitor Nights	7,825	55,977
 Expenditure Stimulus	\$5.1M	\$23M
 Economic & Tourism Impact	\$2.71M	\$17M
 Media Coverage	750 Items	740 Items
 Net Promotor Score	57	55





# Red CentreNATS

4-6 SEPTEMBER 2020

“Northern Territory Major Events did an awesome job preparing for a COVID-19 safe event in 2020, with Red CentreNATS a fantastic festival for those Aussie motoring enthusiasts who got themselves and their cars to Alice Springs safely.”

Andy Lopez, Co-Owner, Summernats

Despite half the country being in lockdown due to COVID-19 restrictions, a massive 750 entrants turned up for an action-packed, high-octane weekend in Alice Springs to show off their pride and joy in a program bursting with four-wheeled attractions.

From the perfection on display at Shannons Show & Shine to the skilled handling of vehicles on the burnout pad, 4WD-ing and drag racing, there's something for everyone at Australia's Ultimate Festival of Wheels.








Red CentreNATS is also the only place in Australia where you'll see a 1500hp, blown methanol burnout car legally driving down the street.

Then there's the most eagerly awaited spectacle of all – the colourful street parade. What seemed like the whole of Alice Springs lined five kilometres of the road to watch the Yeperenye Shopping Centre Street Parade, which saw almost 400 cars wind their way from Blatherskite Park into town and back again.

One of the biggest car events in Australia, Red CentreNATS recorded 10,212 attendances in 2020. Two of the judges even tuned in remotely, judging from Perth and Canberra. Over the years five million minutes of video have been watched on official event live streams – that's nearly 10 years of combined viewing.

In a surprise addition for fans, Alice Springs artist and footy player Lachlan Dodds-Watson took part in a burnout demo before jumping from the car to perform a Welcome to Country.

With three locations – the Alice Springs Inland Dragway, Blatherskite Park and Lasseters Centre of Entertainment – offering non-stop entertainment, Red CentreNATS puts Alice Springs on the rev head map and boosts the local economy.

Event Impact		2020
 Attendances		10,212
 Unique Attendees		3,044
 Visitor Nights		10,506
 Expenditure Stimulus		\$4.21M
 Economic & Tourism Impact		\$3.18M
 Media Coverage		123 Items
 Net Promotor Score		66



# Parrtjima – A Festival in Light

11-20 SEPTEMBER 2020 | 9-18 APRIL 2021

From humble beginnings in 2016, Parrtjima (pronounced par-chee-ma) – A Festival in Light has become a world-class attraction on the Australian calendar of cultural events.

Across 10 nights under desert skies in the ancient heart of Australia, visitors of all ages from far and wide come to Mparntwe (Alice Springs) for a spectacular festival of Aboriginal art and culture.

The 2021 festival attracted more visitors to Alice Springs than ever before and generated almost \$11 million in economic stimulus.

Independent research commissioned by NTMEC confirmed the 2021 Festival in Light helped boost visitation, jobs and economic flow-on benefits. Visitation driven specifically by the event was up 113.8 per cent compared to last year. It was also up significantly on 2019.

The new Merne dinner under the stars, which sold out months in advance, was added to the program this year, along with dedicated travel packages and the popular postcard from Parrtjima activation. The Ghan was also transformed into a spectacular moving piece of artwork to encourage visitors to include the festival as a bucket list experience in Central Australia.

Parrtjima has become a shining example of how to hold a safe and successful event in an industry badly affected by COVID-19.

“The Parrtjima Festival Reference Group is proud to work with NTMEC on Parrtjima; an important Aboriginal art and cultural festival for Mparntwe (Alice Springs). We share our stories and keep our culture alive with the passing on of knowledge from one generation to the next that has taken place among Aboriginal people for many, many years.”

**Benedict Kngwarraye Stevens, Traditional Owner  
and Parrtjima Festival Reference Group Adviser**

Event Impact	2020	2021
 Attendances	<b>17,104</b>	<b>23,200</b>
 Unique Attendees	<b>10,924</b>	<b>15,325</b>
 Visitor Nights	<b>10,950</b>	<b>29,732</b>
 Expenditure Stimulus	<b>\$5.92M</b>	<b>\$11.55M</b>
 Economic & Tourism Impact	<b>\$4.21M</b>	<b>\$9.92M</b>
 Media Coverage	<b>557 Items</b>	<b>900 Items</b>
 Attendee Satisfaction	<b>7.8 out of 10</b>	<b>7.9 out of 10</b>



# SportsBet Million Dollar Fish Season 6

1 OCTOBER 2020 – 31 MARCH 2021

“

SportsBet is proud to be the naming rights sponsor of an initiative that is delivering so many benefits to the Territory. We were thrilled to come on board with the Million Dollar Fish team and look forward to continuing our partnership with NTMEC for Australia's richest fishing competition.

Brad Fanning, External Affairs Manager, SportsBet

”

Australia's richest fishing competition, Million Dollar Fish, reeled in anglers from all over the country in a bumper Season 6, generating a total expenditure stimulus in the Territory of \$41.1 million, \$12.9 million of which was new money.





Naming rights partner SportsBet paid out \$115,000 to fishos who caught 11 prize-tagged fish across the Top End. They caught the tagged barra at a range of iconic fishing destinations, including Adelaide River, Darwin Harbour, Bridge Lagoon, Daly River, Finnis River and Kakadu. Holidays, home renovations, furniture, fishing equipment, a buck's night and a lawn mower are just some of the things fishos spent their winnings on.

Prize-tagged fish were caught in a range of ways, including by handline and from the shore, proving fishos do not need a boat or high-end fishing equipment to become a Million Dollar Fish winner. One even fought off a crocodile to reel in his lucrative catch!

Season 6 attracted almost 29,000 registrations, compared to 21,312 in the previous season. New initiatives included the official Million Dollar Fish shirt made by Darwin's very own Big Fish Gear. The new threads were embraced by local and interstate anglers alike, with almost 800 shirts sold.

This season also saw the introduction of the new Double Tag Barra, which awarded \$10,000 to the fisho, plus \$5,000 to a mate of their choice. An interstate fisho and his mate were the first to hook onto a Double Tag Barra and take home \$15,000. The March Madness initiative spiced things up further, and put \$20,000 in the pockets of a local fisho after he caught the first tagged fish in March 2021.

Although the lucrative \$1million barramundi was not landed, local and interstate entrants cashed in further as part of Season 6, with 44 prizes worth \$44,000 drawn in the Lucky Prize Pool.

Event Impact		
	Registrations	28,903
	Participants	24,971
	Visitor Nights	95,160
	Expenditure Stimulus	\$41.4M
	Economic & Tourism Impact	\$12.9M
	Media Coverage	702 Items
	Net Promotor Score	72

## Competition Results



7 x red-tagged Barra worth \$10,000 each  
 1 x red-tagged March Madness Barramundi worth \$20,000  
 2 x purple-tagged Charity fish  
 1 x Double Tag Barra worth \$10,000 plus \$5000 for a mate

## Prize Pool



Fishos cashed in as part of Season 6, with 44 prizes drawn. Collectively worth \$44,000, prizes included fishing trips to the Territory, Anaconda vouchers, Engel fridge/freezers, Shimano fishing packs and more.



# BASSINTHEGRASS

15 MAY 2021

This year’s BASSINTHEGRASS was epic, featuring 12 hours of non-stop entertainment, 24 performers and more than 14,000 music lovers, including thousands from interstate.

One of the first major music festivals to take place in Australia since COVID-19 arrived, the success of the Territory’s biggest-ever music festival was significant.

Independent research showed the event generated a total expenditure stimulus of \$14.5 million for the Territory, and was responsible for 31,453 visitor nights in Darwin, with a further 6,955 nights in other parts of the NT.

In 2019 NTMEC relocated BASSINTHEGRASS from the Amphitheatre at the George Brown Darwin Botanic Gardens to the iconic Mindil Beach. This was done to transform the event from a local Darwin festival into a major player on the national music festival scene by increasing capacity and allowing for two stages.

Cancelled twice in 2020 due to COVID restrictions, all eyes were on us this year when BASSINTHEGRASS put the Territory on the national stage as the place to be for sensational music festivals after more than a year of either no gigs, or events with restrictions and limited capacity.

Early Bird tickets went on sale for BASSINTHEGRASS 2022 at the 2021 festival and sold out within 24 hours.

This year we also introduced a number of world-class harm reduction measures to ensure the wellbeing of attendees. This included working with DanceWize, the Association of Alcohol and other Drug Agencies NT (AADANT) and the National Critical Care and Trauma Response Centre.

“BASSINTHEGRASS was one of the largest festivals in the world since COVID-19 hit, and we were thrilled to work alongside the event organisers to introduce a range of world-class risk reduction measures that helped festival goers party safely.”

Peter Burnheim, NT Executive Officer  
Association of Alcohol and Other Drug Agencies

Event Impact		
	Attendances	14,131
	Visitor Nights	38,408
	Expenditure Stimulus	\$14.5M
	Economic & Tourism Impact	\$12M
	Media Coverage	351 Items
	Net Promotor Score	65.1





# Professional Sporting Fixtures

As the peak body for events in the Territory, NTMEC has been instrumental in securing elite sporting fixtures for Territorians.

Footy fever struck from the Top End to the Red Centre with three blockbuster AFL clashes and one of the biggest rugby league matches ever played in the NT.

From the first ‘Dreamtime in Darwin’ AFL game to the NRL Anzac Round, Territorians have had the chance to watch world-class sports, including cricket, in their own backyard over the past 12 months.

## AFL Round





Gold Coast Suns V Carlton, Darwin, 21 August 2020  
Essendon V Richmond, Darwin, 22 August 2020  
Melbourne V St Kilda, Alice Springs, 29 August 2020

The annual AFL Dreamtime clash between Essendon and Richmond moved to Darwin and away from the Melbourne Cricket Ground for the first time in 15 years. Hailed as a special moment for the game, the Round 13 match was part of a dream double-header at TIO Stadium in the third weekend of August 2020.

Preceding the highly anticipated Dreamtime game was a clash between the Gold Coast Suns and Carlton. Both games were part of the AFL’s Sir Doug Nicholls Rounds, which recognises the contribution of the game’s Aboriginal players and their cultures. As the heart of Australia’s Aboriginal culture, it was a perfect fit for the games to take place in the Territory.

Alice Springs also played a role in the AFL 2020 roadshow with Melbourne Demons hosting St Kilda at Traeger Park in Round 14. The third AFL game in eight days for the Territory, it was St Kilda’s first match in the Red Centre for more than 30 years. All matches were subject to capacity restrictions in line with COVID-19 precautions.

In 2021, the Gold Coast Suns scheduled clash with Hawthorn at Darwin’s TIO Stadium and the Melbourne Demons match with the Brisbane Lions at Traeger Park in Alice Springs were both cancelled due to a COVID-19 outbreak in Victoria.

Event Impact			
 Gold Coast Suns v Carlton Attendance	 Essendon v Richmond Attendance	 Media Coverage	 Audience Reach
5172	5401	134 Items	1,116,510





NRL Anzac Round

Eels v Broncos, 23 April 2021







In one of the biggest rugby league matches ever played in the Territory, the Parramatta Eels took on the Brisbane Broncos in the NRL's prestigious Anzac Day Round.

More than 12,000 fans packed into Darwin's TIO Stadium to watch the clash as part of a partnership with the Eels, extended to 2022, to grow NRL across the NT, bringing world-class sport to Darwin and promoting Territory tourism.

The partnership, supported by the Northern Territory Government, sees Parramatta Eels players undertake community engagement initiatives in the Territory, and host events for aspiring junior players as part of pathway programs to the NRL.

“The NRL's ANZAC round was a great opportunity to showcase the NT and Darwin to a national primetime audience on such an important weekend for all Australians. The Eels now have one of the longest-standing partnerships with NTMEC of any professional sporting Club and we look forward to growing this partnership even further in the years to come.

Jim Sarantinos, Chief Executive Officer, Parramatta Eels

Event Impact		
	Attendance	12,056
	Visitor Nights	9,031
	Expenditure Stimulus	\$4.2M
	Economic & Tourism Impact	\$2.94M
	Media Coverage	497 Items
	Broadcast Viewing	762,000



# Events and Festival Funding

**Our Event Funding Program plays a significant role in supporting events across the Territory. Events vary widely, and include everything from the Imparja Cup and Noonamah Rodeo to the Dark Skies Festival and Katherine Junk Fest.**

Local events and festivals foster community pride, enrich liveability, and enhance perceptions of the region. Equally as important, they drive employment opportunities and help upskill Territorians and Territory businesses.

Each year, applications are invited through a competitive funding round. In 2020/21, NTMEC funded 28 events through one completed funding round which brought our active partnerships to more than 70 events.

Image Credit: Barunga Festival.

Not all funded events could take place due to COVID-19, but stacks of initiative saw some, such as Desert Song Festival and Darwin Aboriginal Art Fair, go ahead as virtual or online events. By doing this they reached new audiences. Others, such as Desert Festival, Darwin Festival and NT Writers Festival, took place with a line-up of incredible Territory talent, providing opportunities for local artists.

Several events that went ahead in early 2021 recorded sold-out crowds, including Noonamah Tavern Rodeo, Wide Open Space Festival and the West Macs Monster. Our Event Funding team also helped event partners comply with COVID-19 requirements, such as how to introduce online event registrations and ticket sales to help with contact tracing.



## 2020/2021 Event Funding Round Successful Applicants

### Community Festivals

- Alice Springs Camel Cup
- Antethe Festival
- BAR-BQ Lot Festival
- BITE (Best Ingredients of the Top End)
- Blacken Open Air
- Daminmin Cultural Festival
- Junk Fest
- Katherine Ultra
- Milpirri
- Nightcliff Seabreeze Festival
- NT Chamber Music Festival
- SPRING.LOADED.DANCE.
- Thailand Grand Festival
- Top End FEASTIVAL
- Top End Gran Fondo

### Event Development

- Dark Skies Festival
- Darwin Fringe Festival
- Darwin Lions Beer Can Regatta
- Desert Festival
- East Arnhem Live Feasibility
- FABAlice
- Mango Madness Festival
- Monsun22
- National Veterans Table Tennis Championships
- Noonamah Tavern Rodeo
- Uluru Festival Feasibility
- West Macs Monster
- Wide Open Space

Image Credit: Wide Open Space Festival.



# Risk Management

NTMEC is a proprietary company limited by shares and 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 regular planning meetings, and putting in place control measures. The team worked with external stakeholders, including the Department of Health, for COVID-19 safety plans for all events. In 2021, NTMEC introduced a range of world-class harm reduction measures to help festival goers at BASSINTHEGRASS party safely.

A corporate risk register and enterprise risk register also ensure another level of due diligence as part of the Finance, Audit and Risk Management Committee.

# External Scrutiny

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

An external audit is also conducted on NTMEC's financial statements and processes.



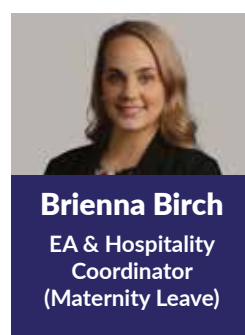


# Organisational Chart

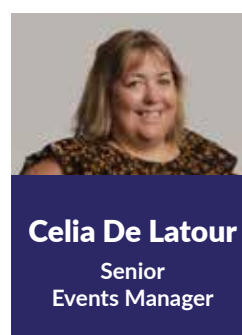


**Tim Watsford**  
Chief Executive  
Officer

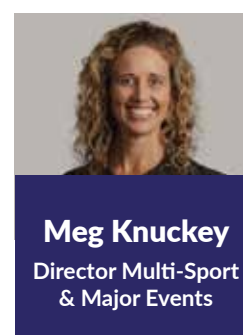
**Coryn Huddy**  
Head of Events  
& Operations



**Brienna Birch**  
EA & Hospitality  
Coordinator  
(Maternity Leave)



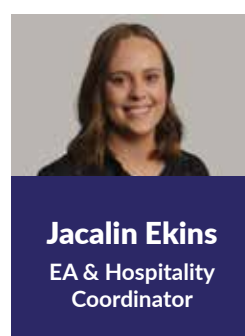
**Celia De Latour**  
Senior  
Events Manager



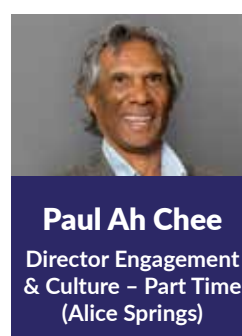
**Meg Knuckey**  
Director Multi-Sport  
& Major Events



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



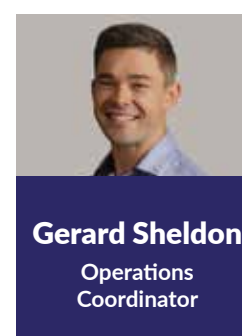
**Jacalin Ekins**  
EA & Hospitality  
Coordinator



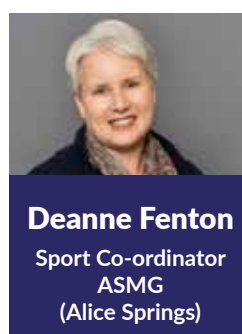
**Paul Ah Chee**  
Director Engagement  
& Culture - Part Time  
(Alice Springs)



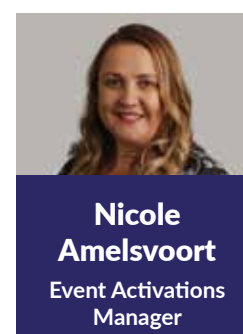
**Craig Markham**  
Events Manager  
(Alice Springs)



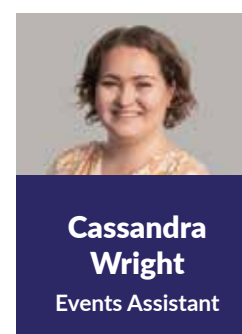
**Gerard Sheldon**  
Operations  
Coordinator



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



**Nicole Amelsvoort**  
Event Activations  
Manager



**Cassandra Wright**  
Events Assistant

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



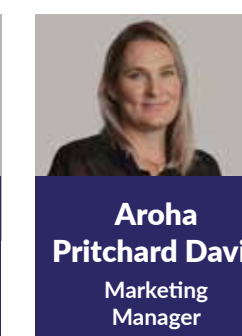
**Shelley Hewitt**  
Chief Financial  
Officer & Head  
of Corporate  
Services



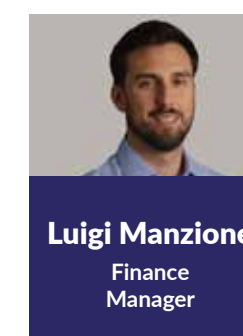
**Nicky Potgieter**  
Marketing  
Manager



**Erin Fouracre**  
Marketing Manager  
(Maternity Leave)



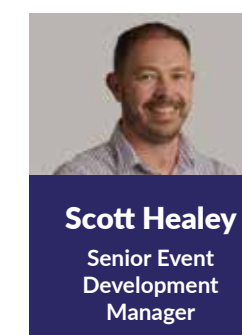
**Aroha Pritchard Davis**  
Marketing  
Manager



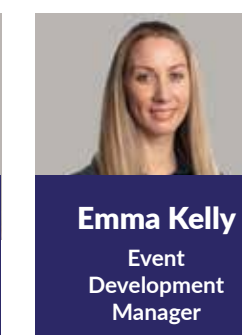
**Luigi Manzione**  
Finance  
Manager



**Jessica Viljoen**  
Marketing  
Manager



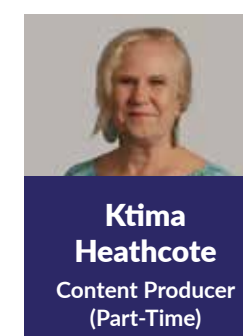
**Scott Healey**  
Senior Event  
Development  
Manager



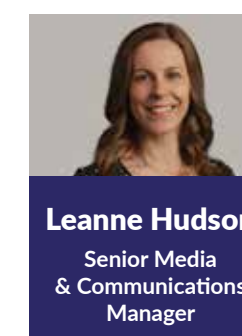
**Emma Kelly**  
Event  
Development  
Manager



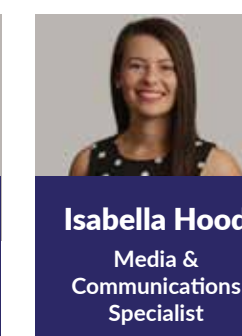
**Jian Zheng**  
Finance  
Officer



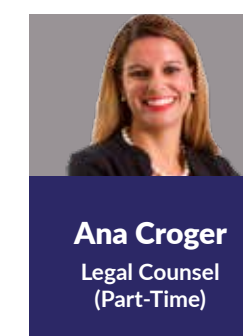
**Ktima Heathcote**  
Content Producer  
(Part-Time)



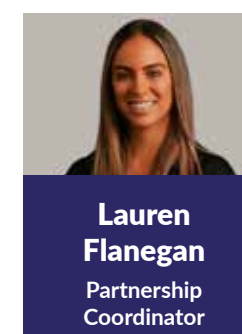
**Leanne Hudson**  
Senior Media  
& Communications  
Manager



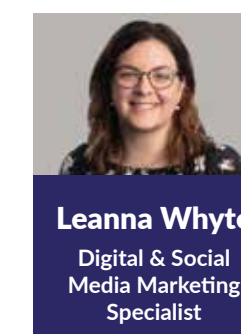
**Isabella Hood**  
Media &  
Communications  
Specialist



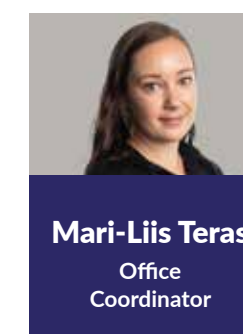
**Ana Croger**  
Legal Counsel  
(Part-Time)



**Lauren Flanagan**  
Partnership  
Coordinator



**Leanna Whyte**  
Digital & Social  
Media Marketing  
Specialist

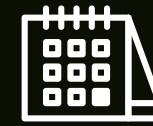


**Mari-Liis Teras**  
Office  
Coordinator



# Strategic Plan 2016-2021

This is the final year for the Strategic Plan 2016-2021, which set out the strategic direction for NTMEC to position the Territory as a major events destination, to maximise economic and community benefits.



**91 per cent** of responses believe major events are important

Over this time, NTMEC has grown exponentially as the events landscape in the Territory has changed. It is, in fact, constantly evolving, and NTMEC's Strategic Plan is continually reviewed and adapted, to ensure its ongoing relevance.

Five priority objectives were identified in 2016-2021 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.




Our next stage of strategic development, the NTMEC Playbook 2021-2032, supersedes 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 Tourism NT's Industry Strategy 2030, NTMEC's 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	PROGRESS REPORT
<b>1</b> Create new and develop existing events	Develop Existing Events	Territory Day 2020	  completed	Delivered <i>Turn up for the Territory</i> to celebrate what makes the Territory unique as traditional fireworks cancelled due to COVID-19.
		Red CentreNATS 2020	  completed	Delivered Red CentreNATS in Alice Springs, bringing thousands of visitors to the Red Centre and supporting the Alice Springs economy with an injection of \$3.32 million.
		Million Dollar Fish Season 6	  completed	A bumper Season 6 attracted almost 29,000 registrations, compared to 21,312 in Season 5. Season 6 saw the introduction of the Double Tag Barra and March Madness. The six-month competition generated a total expenditure stimulus in the Territory of \$41.3 million, \$12.9 million of which was new money.
		Supercars 2020 & 2021	  completed	In a first for Australia, Darwin hosted a Supercars doubleheader over two weekends in August 2020. The program for 2021 was bigger than ever with Australian Superbikes, Stadium Super Trucks and Nitro Up North. More than 38,000 attendances were recorded, and injected \$23 million into the economy. Wider activations across motorsports activities for the 2021 Merlin Darwin Triple Crown, including an additional driver and rider signing at a new location, at Darwin Waterfront.
		Parrtjima – A Festival in Light 2020 & 2021	  completed	Successfully delivered two Parrtjima festivals within seven months of each other. Firsts for 2021 included sold-out ticketed events Merne and Preview Night, plus new activations including the Postcards from Parrtjima mailbox on site and community kick around with NRL legend Josh Addo-Carr. The 2021 festival expanded to the Araluen Arts Centre, hosting free art tours and the film program.
		BASSINTEGRASS Music Festival 2021	  completed	One of the first major music festivals to take place in Australia since COVID-19 arrived, the success of this event was significant. With 14,000 music lovers in attendance, BASSINTEGRASS generated a total expenditure stimulus of \$14.5 million for the Territory. The event featured increased activations in the Village area, with basketball, games, sunset on the beach and the silent disco. The VIP experience was also improved.
		Elite Sports	  completed	Secured the AFL's annual Dreamtime clash and the NRL's prestigious Anzac Round for Darwin. The Northern Territory Government's partnership with the Parramatta Eels was extended to 2022.
		Alice Springs Master Games 2020	  ongoing	Strategy review completed to identify areas of growth for the event, which was rescheduled from 2020 to 2022 due to COVID-19.
	Manage Event Grant Funding Program	Continued development of Event Funding Program	  completed    completed	Implemented reviewed funding guidelines, application processes, assessment criteria and internal management processes to help event organisers develop their event and grow the value of the NT's festival and events calendar.  Funded events supported by NTMEC's media team to amplify their media activity. Several events recorded sold-out crowds, including Noonamah Tavern Rodeo, Wide Open Space Festival, and the West Macs Monster.



STRATEGIC INITIATIVES	TARGETS	ACHIEVEMENTS	STATUS	PROGRESS REPORT
<b>2</b> <b>Improve Commercialisation</b>	<b>Increase Visitation, Drive Awareness and Maximise Sales Capability</b>	Hospitality packaging Tourism and holiday packages  Increased visitation targets Drive awareness	  completed   completed   completed   completed   completed   completed   completed	<p>Corporate hospitality for the Merlin Darwin Triple Crown (Supercars 2021) increased by 15 per cent from 2019, the biggest increase since 2015.</p> <p>Successful partnership with Travel Associates for Parrtjima 2021. Trip-A-Deal also ran a trade campaign for a three-night stay in Alice Springs that included tickets to the Merne dinner in 2021.</p> <p>Collaborated with SportsNet in offering packaged holidays that included the Merlin Darwin Triple Crown.</p> <p>Partnered with Travello, a world-wide social travel network app. Travello waived their commission to provide BASSINTHEGRASS music festival ticket holders a \$50 discount off the price of NT tourism experiences, resulting in approximately \$50,000 worth of bookings.</p> <p>Visitation driven specifically by Parrtjima was up 113.8 per cent in 2021 compared to the previous year. The event generated almost \$10 million in economic revenue for the local Alice Springs economy.</p> <p>Australia Post installed a branded Parrtjima post box at Parrtjima. Attendees sent postcards to around 7000 households across Australia, with a limited-edition Parrtjima stamp.</p> <p>Film crews travelled to Alice Springs and Parrtjima to film NRL legend Josh Addo-Carr and Territory hip hop star Baker Boy as part of the Fox Sports Indigenous Round national campaign. The broadcast appeared on screens across the country, showcasing Parrtjima and the Red Centre to millions of Australians, and inspiring them to travel to the heart of the country and be immersed in an authentic Aboriginal cultural experience.</p>
	<b>Improve Communication and Engagement with the Government, Industry and the Community</b>	NTMEC website Stakeholder Engagement  Enhanced marketing and communication plans	  completed   completed   completed   completed   completed   completed	<p>NTMEC website was awarded the “Best Overall Site” and the “Best Government” category at the 16th annual Australian Web Awards. These national awards celebrate excellence in web design, development, user experience, content and accessibility.</p> <p>Partnered with the NCCTRC, AADANT, St John NT and DanceWize to create a safe space for festival goers at BASSINTHEGRASS. This included introducing a range of world-class risk-reduction measures.</p> <p>Worked closely with the Department of Health to implement COVID-19 Safety Management Plans across NTMEC’s event portfolio.</p> <p>The 2021 Parrtjima campaign generated more than 27 million impressions with a national reach of 3.7 million.</p> <p>Collaborated with Tourism NT to leverage the BASSINTHEGRASS 2021 line-up. Engaged pop-rock band Lime Cordiale for an iconic TikTok LIVE performance from Nitmiluk National Park. This was supported by a competition to win a VIP experience at BASSINTHEGRASS 2022. Early bird tickets went on sale at the 2021 event and sold out within 24 hours.</p> <p>The 2020 Supercars (BetEasy Darwin Triple Crown and CoreStaff Darwin SuperSprint) digital paid media campaign delivered 7 million impressions reaching more than 1 million users.</p>
<b>3</b> <b>Improve Communication and Engagement</b>	<b>Host Industry Events to deepen engagement with the tourism and hospitality industry</b>	Industry Engagement Networking Events	  completed	<p>Hosted two Business at Sunset Chamber of Commerce NT events.</p> <p>Hosted two industry tours (Parrtjima 2020 and 2021) and one industry tour for Supercars 2021.</p>



STRATEGIC INITIATIVES	TARGETS	ACHIEVEMENTS	STATUS	PROGRESS REPORT
<b>3</b> <b>Improve Communication and Engagement</b>	<b>Work with Industry and Government to Feature and Promote Quality Local Services that will Support our Events</b>	Continued development of resources for local events industry	  completed	Helped event organisers through the rapidly changing landscape of COVID-19, including writing joint media releases and assisting with social media messaging.
		Develop sponsorship packages	  completed	Sponsorship packages across events developed and implemented, with Merlin securing naming rights for the Darwin Triple Crown 2021. Other new sponsors included Great Northern, Airport Development Group, PowerWater and City of Darwin.
		Create opportunities to engage local arts industry, businesses, and Indigenous groups and creatives	  completed	Larrakia artist Trent Lee created an artwork specifically for the Merlin Darwin Triple Crown in 2021. At the centre of the piece is a snake in the shape of the track at Hidden Valley. This event is now the official Indigenous Round of the Supercars championship.
<b>4</b> <b>Improve Event Research and Reporting</b>	<b>Improve Research and Reporting to Understand the Value of Events to the Territory</b>		  completed	In partnership with Tourism NT and Journey Beyond, wrapped three carriages of The Ghan with Parrtjima artwork. A spectacular immersive light installation also lit up one of the carriages inside. The Ghan project secured noteworthy coverage through Vogue Australia, The Australian Financial Review, The Guardian, news.com.au, The West Australian, Escape, The Advertiser, and the TODAY Show.
			  completed	Collaborated with Indigenous-owned local clothing company House of Darwin to create the 2021 official merchandise for BASSINTHEGRASS.
			  completed	The official MDF Season 6 shirt made by Darwin's Big Fish Gear proved popular, with 800 sold.
<b>5</b> <b>Develop People and Business Processes</b>	<b>Improve Digital Systems and Platforms</b>	Develop legacy opportunities	  ongoing	Artworks from previous Parrtjima events donated to organisations, including the Museum and Art Gallery of the Northern Territory and Olive Pink Botanic Gardens, as part of continual promotion of the event.
		Evaluate event performance through research	  completed	Commissioned independent research for eight major events - Red CentreNATS, two Parrtjimas, three Supercars, Million Dollar Fish and BASSINTHEGRASS - delivered in FY 2020-21. Research included event attendances, total expenditure stimulus, economic and tourism impacts, direct visitor nights, visitor satisfaction, marketing awareness, community impact and advocacy (NPS).
			  completed	Conducted professional development training for NTMEC employees to understand the methodology, value and impact of events in the Territory
	<b>Documenting Event Development, Investment and Delivery Processes to Strengthen Capability and Reduce Risk</b>	Frameworks and registers to strengthen capability and reduce risk	  completed	Established Culture Amp, a people and culture employee platform to improve employee engagement, retention and performance.
		NTMEC team workshops and staff upskilling	  completed	Continually review all risks as part of regular planning meetings across delivered events and work closely with event stakeholders to conduct readiness sessions.
		Business and employee cultural shift	  completed	Delivered team culture and values workshop to bring desired culture to life.
	<b>Provide Professional Development Opportunities to Employees</b>		  completed	Staff ownership of the cultural direction. Culture club established a charter, standards of values and behaviour, and instigated team-building initiatives.
			  completed	Quarterly pulse check survey. NPS of +54.



# Roadmap to Transformation



*“Our role is changing. Our passion remains the same.”*

Since its inception, NTMEC has delivered world-class events in the Territory to attract visitors and help Territorians reap the corresponding economic benefits.

We are now exploring a shift in focus, away from the long-term delivery of events and more towards the attraction, acquisition and development of new events.

Events are vital catalysts for tourists coming to the Northern Territory where they experience our unique culture, tourism attractions and breathtaking scenery while contributing greatly to our economy.

With this in mind we have created a strategic plan for the next 12 years, the NTMEC Playbook 2021-2032.

Our strategic outlook will see us continue to evolve and transform as we look for new and innovative ways to grow the event pipeline and move towards achieving funding certainty. This will help expand the Territory's rich and diverse events calendar beyond the traditionally busy dry season, to see Territorians and our economy benefit from year-round event attendance.

It is an exciting initiative after what has been an uncertain time for events, a time that has already seen NTMEC's role begin to change.

No longer responsible for simply delivering our portfolio of major events, NTMEC has increasingly taken on an event development role. This is a result of NTMEC not only administering the Northern Territory Government's Event Funding Program, which helps develop existing events and fund new ones, but also through providing support and advice to the local events industry during tumultuous COVID-19 times.

We have become a 'front door' for the Territory's events sector, and want to further help this sector prosper through a renewed focus on growth and development.

Integral to this plan is an incredible group of passionate and hard-working people at NTMEC bringing world-class event experiences to life. With a continued focus on creating a remarkable working environment, people and culture are at the very heart of our company and our new vision.

We are excited about our future, and what we can achieve with the right funding, focus and function, and by tapping into existing synergies, such as that between NTMEC, Tourism NT and NT Business Events.

**Tim Watsford, CEO**



# Strategic Priorities – Our Five-Point Plan

In line with the Northern Territory Tourism Industry Strategy 2030, our focus is on building advocacy and understanding of the value of events, and developing a capable and sustainable events industry.

## 1

### Grow the event pipeline

**Why?** To create a balanced portfolio of events to attract visitors year-round

**How?** Use the Event Funding Program to develop a 12-month events calendar; attract new events that drive economic returns; help grow existing events

## 2

### Celebrate the Territory's uniqueness

**Why?** To highlight the Territory's point of difference when it comes to events

**How?** Promote packaging options for events; develop events to extend visitor stays; raise the Territory's events profile through working closely with the tourism industry

## 3

### Reposition our delivery function

**Why?** To shift our focus from event delivery towards development and acquisition

**How?** Grow the events calendar; optimise the delivery model based on event characteristics; build local capacity and capability

## 4

### Achieve funding certainty

**Why?** To allow for forward planning

**How?** Secure government funding to at least the same level in four-year cycles; create a City Bid Fund; use data to make decisions; review our position annually to drive improvement

## 5

### Incorporate NT Business Events

**Why?** To maximise growth opportunities

**How?** Align events with business events to maximise attendance; provide families; work with tour operators for a targeted visitor experience; improve the bidding process

## Our 2024 Target

We will sustainably grow the events and business events sectors in the Territory by being appropriately positioned, structured and resourced.



# 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 Ltd'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	Principal place of business
Level 2	Level 2
16 Bennett St	16 Bennett St
Darwin NT 0800	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 Date T/C. The Directors have the power to amend and reissue the financial statements.

Download Director's Report and Annual Financial Statements 2020-2021





