



Northern Territory  
**MAJOR  
EVENTS**  
Company



Northern Territory Major Events Company

# **Annual Report**

## **2021-2022**

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## Contact Details

### Darwin

Level 2, 16 Bennett St, Darwin, NT 0800  
GPO Box 3333, Darwin NT 0801

☎ 08 8999 5256

✉ [major.events@nt.gov.au](mailto:major.events@nt.gov.au)

### Alice Springs

Level 1, 36 Todd St, Alice Springs, NT 0870  
PO Box 1095, Alice Springs NT 0871

☎ 08 8951 5145

ABN: 22 085 961 520



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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 Islander readers of this publication should be aware that this material may contain images or names of deceased persons.

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# About us

**What drives us? Enriching the Territory with incredible event experiences.**

Since 1999, Northern Territory Major Events Company (NTMEC) has delivered and supported events from the Top End down to the Red Centre.

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

We are passionate about the Territory's events industry, and take great pride in the company's diverse events portfolio. Our hallmark events are BASSINTHEGRASS Music Festival, SportsBet Million Dollar Fish, Parrtjima – A Festival in Light, Red CentreNATS, Merlin Darwin Triple Crown, Territory Day and Alice Springs Masters Games.

## Acknowledgement of Country

NTMEC respectfully acknowledges the past, present and emerging Traditional Owners of the beautiful lands 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

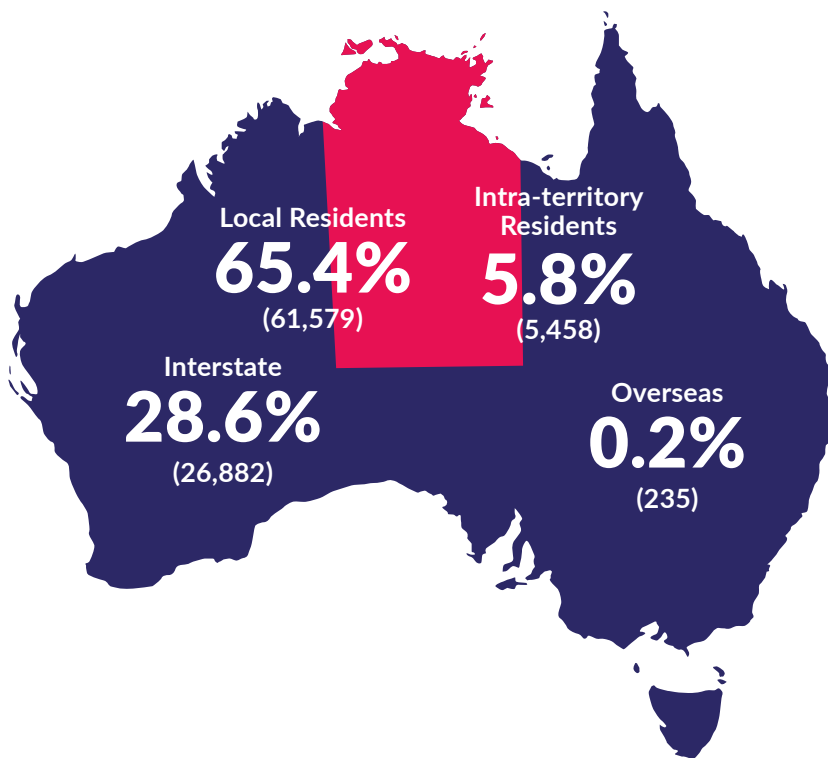
We communicate with transparency and respect.



# Raising the Bar

## A Year in Numbers

### VISITOR ORIGINS



### ATTENDEE SATISFACTION

**8.4**

Rating out of 10

### ADVOCACY (NPS)

**+66.6**

10 Promoters for every  
1 Detractor

### COMMUNITY PRIDE:

The events provide a positive  
impact on the local community

26.3%

67.7%

**94%**



Agree



Strongly  
Agree

### EVENT ATTENDANCES & VISITATION



Total Event  
Attendances

**135,441**



Unique Individual  
Attendees

**94,154**



Total Event Motivated  
Visitors To Host Region

**55,530**

\*Events refer to six NTMEC-promoted events (Red CentreNATS 2021, Million Dollar Fish Season 7, Parrtjima 2022, NRL 2022, BASSINTEGRASS 2022 and Merlin Darwin Triple Crown)

## GROSS EXPENDITURE STIMULUS (\$ MIL)



# \$117.7

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

89,403

134,153

1,023

224,579

Nights In Other  
Parts Of NT

11,751

39,793

116

51,660

Visitor Nights  
In The NT

101,154

173,946

1,139

276,239

## VISITOR EXPENDITURE (\$ MIL)



Intra-Territory Visitors



Interstate Visitors



Overseas Visitors

Total

Spent In  
Host Region

\$14.4

\$38.6

\$0.2

\$53.2

Spent In Other  
Parts Of NT

-

\$11.4

\$&lt;0.1

\$11.4

Direct Spending  
In The NT

\$14.4

\$49.9

\$0.2

\$60.7

## ECONOMIC AND TOURISM BENEFIT (\$ MIL)

New Money

Direct Spending Impact In Host Regions

\$56.8

Direct Spending Impact in the Northern Territory

\$70.6

EMPLOYMENT  
IMPACTS

# 614

Full Time Equivalent  
Jobs Supported

# Chairman's Report

**Over the last year, NTMEC has continued to build on a solid foundation to steadily achieve greater levels of performance and growth.**

This helped the company maintain its place as a visitor-centric national events leader, delivering world-class experiences for the Northern Territory and Australia. At the same time, NTMEC has strengthened its commitment to helping the local events sector develop and prosper.

In the Territory, many industry and government stakeholders work together to position the region for success. Boosting and maintaining our visitor economy is a shared responsibility with events continuing to be huge economic drivers. Events make a considerable impact locally while amplifying the Northern Territory brand nationally.

Independent research shows six NTMEC-promoted events (Red CentreNATS 2021, Million Dollar Fish Season 7, Parrtjima 2022, NRL 2022, BASSINTEGRASS 2022 and Merlin Darwin Triple Crown) over the last 12 months delivered a total of 135,441 attendances and 276,239 visitor nights, and generated \$117.7 million in economic stimulus for the Northern Territory.

In the Top End, NTMEC delivered Australia's richest fishing competition, SportsBet Million Dollar Fish, which continues to be a massive catch for the Territory, as well as the award-winning BASSINTEGRASS Music Festival and the inaugural Merlin Darwin Triple Crown Supercars Indigenous Round.

Million Dollar Fish Season 7 bagged a record-breaking \$47.3 million total expenditure stimulus for the NT. Of that, 32.5 percent (\$15.4 million) was new money, which would not have entered the economy if the competition did not exist.

Season 7 registrations were up almost 10,000 from Season 6 (38,556 from nearly 29,000), and this included more than 32,000 people actively participating in the competition. Sixteen lucky anglers reeled in cash prizes totalling a record \$160,000.



**“ I can’t wait to see how NTMEC evolves and develops over the coming years as it continues to support the local events industry, and contributes more and more to the growth and prosperity of the Territory’s visitor economy. ”**

BASSINTHEGRASS Music Festival 2022 saw a record-breaking 15,858 people converge on Darwin’s iconic Mindil Beach. This followed the 2021 instalment, which won an international award at the global Eventex Awards 2022 for Best Music Event (Gold).

The Supercars Indigenous Round was a first for the Repco Supercars Championship. The initiative was embraced by the teams, who all adopted First Nations designs into their liveries. This drew national attention, setting the Darwin round apart from the rest of the Championship.

In Alice Springs, Red CentreNATS was an overwhelming success with 71 percent (\$4.3 million) of the total expenditure stimulus (\$7.25 million) being new money entering the Territory economy. This is a dramatic increase on the 2020 event, which achieved a total expenditure stimulus of \$3.32 million (including \$2.63 million of new money).

Parrtjima shone a light on Alice Springs in April 2022 with a huge 23,445 attendances across the 10 nights. This success came on the back of the 2021 event winning two national awards at the 2021 Australian Event Awards and six international awards at the Eventex Awards 2022, including best overall Australian/Oceania Event (Platinum).

In the last 12 months, NTMEC has supported more than 70 events on behalf of the Northern Territory Government.

Independent research on 22 supported events held in 2021-2022 shows they generated more than 110,194 visitor nights and delivered an economic benefit of \$30.6 million.

NTMEC also delivered the Territory’s NRL game, continued to develop its partnership with AFL, and carried out the groundwork needed to secure the prestigious 2022 NBL Blitz tournament for Darwin, which will take place in September 2022.

Overall, it was another record-breaking year and it takes many dedicated people to achieve this. I would like to acknowledge my fellow Board Members, who it has been a privilege to work with, and extend my thanks to retiring board member Andrew Hopper.

I would also like to thank NTMEC CEO Tim Watsford and the team. This exceptional collection of talent has consistently raised the bar with their skills, dedication and ownership. To see a group of individuals with a very diverse skillset share and, in part, own common goals and objectives, speaks of a workplace culture that would be deemed aspirational in the wider business community. NTMEC is evolving quickly and what is being achieved is remarkable.

To Chief Minister Natasha Fyles and incoming Minister for Major Events Paul Kirby, thank you for instilling your trust in NTMEC and its ability to develop, deliver and promote world-class events in the Territory for Territorians and visitors. Support from the Northern Territory Government is invaluable when it comes to creating improved event experiences and outcomes.

I can’t wait to see how NTMEC evolves and develops over the coming years as it continues to support the local events industry, and contributes more and more to the growth and prosperity of the Territory’s visitor economy.



**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.

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 Feehan

### CHAIRMAN

“

*The NTMEC team live by the credo of constant and never-ending improvement, and the events they deliver just keep on getting better. They are an extraordinary asset for the Northern Territory.*”



Alistair has held the position of CEO at Imparja Television for 19 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, a specialist labour-hire and recruitment company with 21 offices throughout Australia.

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 Art Gallery of the Northern Territory.

## Michael Bridge

### DIRECTOR

“

*As the Northern Territory Government's primary funding entity for most regional and community events that benefit the visitor economy, NTMEC has a significant role to play in the further development of these events right across the NT.*”



## Andrew Bruyn AM **DIRECTOR**

“

*Watching NTMEC square up to new challenges to deliver first-class events to a vastly spread population with outstanding professionalism and preparation has been massively satisfying. The result is a wonderful and richly deserved reputation for getting it right and doing it well.* ”



Andrew has lived in the Territory for 40 years. He has held a position on the NTMEC board for more than 20 years and is a former Chairman of the company. He now Chairs the Finance, Risk and Audit Committee. He is actively involved in a variety of Territory sports clubs.

A former Chairman of NT Employment and Training Authority and later its 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 is a former Commissioner of the NT Tourist Commission.

He served as a long-term media executive and journalist in the NT, and has 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 that 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.

A graduate of the Australian Institute of Company Directors, she 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 NTMEC where her skills and knowledge of the tourism industry help deliver the strategic objectives of the company.

## Penny Eckel **DIRECTOR**

“

*The company demonstrates constant empowerment to its people and excels in leadership, making it a strong organisation that continues to raise the bar for Northern Territory major events.* ”



# Our Board

---

Andrew Hopper

**DIRECTOR**

“

*To see the event portfolio develop and grow the way it has is a tribute to the leadership across the organisation and the significant commitment of the staff to continue to challenge themselves to deliver extraordinary outcomes.*”



Andrew resigned from the Board of NTMEC in November 2021. He is now Deputy Director-General, Tourism Recovery, Olympic Engagement and Legacy with the Queensland Government's Department of Tourism, Innovation and Sport.

During his time in the Territory, he was 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.

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.

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Scott Lovett is Deputy Chief Executive Officer for the Department of Industry, Tourism and Trade (DITT). His areas of responsibility include Tourism NT (marketing, industry development, business events and Study NT), Licensing NT (incorporating liquor licensing, racing, gaming, occupational licensing and associations) and Screen Territory.

Scott previously led a multi-disciplinary team for DITT as General Manager Strategy and Policy, 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, Department of the Chief Minister, and Department of Trade, Business and Innovation.

Raised in regional Queensland and Adelaide, Scott is a graduate in Tourism and Hospitality from the Regency Hotel School, and is completing a Masters in Business Administration from Deakin University. He is Deputy Chair of the Australian Cruise Association and a board member of Uluru-Kata Tjuta National Park.

Scott Lovett

**DIRECTOR**

“

*NTMEC has built an outstanding reputation for delivering high-quality, engaging events that are now firmly on the national stage and proving to be a significant visitor drawcard. The future is certainly bright.*”



## Tim Watsford

### DIRECTOR

“

*In short, this is a company built on the belief that anything is possible. The remarkable outcomes are a product of the hard work, dedication and relentless attitude the staff have in achieving success for the NT.* ”



**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 16 years, and has extensive experience in 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 Director 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. She 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

“

*It's amazing to be part of a team that continues to strive for the very best for the events industry in the NT.* ”





# Corporate Governance

## BOARD COMMITTEES

### Board of Directors Attendance 1 July 2021 to 30 June 2022

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Alistair Feehan	Chairman/ Non-executive Director	14/11/2013	4	4
Michael Bridge	Non-executive Director	14/01/2013	4	4
Andrew Bruyn	Non-executive Director	09/12/2002	4	4
Penny Eckel	Non-executive Director	18/06/2020	4	4
Andrew Hopper	Executive Director	27/03/2015 (Resigned 16/11/2021)	4	2
Scott Lovett	Executive Director	14/11/2013	4	4
Tim Watsford	Chief Executive Officer/ Executive Director	28/09/2018	4	4

## 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. The Committee comprises three board members, with the Auditor General and CEO of the Department of Industry, Tourism and Trade (DITT) attending on request.

Board Member	Position	Date Of Appointment	Meetings Held	Meetings Attended
Andrew Bruyn	Chairman/ Non-executive Director	14/11/2013	3	3
Scott Lovett	Executive Director	14/11/2013	3	3
Penny Eckel	Non-executive Director	18/06/2020	3	3

## POLICY AND FRAMEWORKS

Policies and frameworks are continually developed to ensure best practice is applied. In the last 12 months, the Board has reviewed the following documents with a focus on enforcing zero fraud tolerance and applying all responsibilities under the Independent Commissioner Against Corruption (ICAC) legislation:

- Board Charter
- Finance, Risk and Audit Committee Charter
- Company Secretary Policy
- Board of Directors Guidelines
- Directors' Code of Conduct
- Board Delegations Policy
- Board Travel & Allowance Policy
- Digital Execution Policy
- Fraud Control Policy
- Investment Policy

All Directors of the Board declare potential conflicts of interest annually. The Company Secretary maintains a register of conflicts.

# Highlights >>>



**13,484  
attendances**

at Red CentreNATS over Father's Day weekend from 3-5 September 2021, with 1008 entrants showing off their pride and joy.

**\$7.25  
million**

the total expenditure stimulus Red CentreNATS 2021 generated, with 71 percent (\$4.3 million) being new money to the NT.



**15,858  
people**

gathered at BASSINTHEGRASS on 21 May, 2022. The event generated 26,849 visitor nights in Darwin and a further 6,593 nights elsewhere in the NT.

**10 awards**

10 awards for NTMEC events - Parrtjima 2021 received two at the Australian Event Awards in November 2021, and six at the global Eventex Awards in May 2022, where BASSINTHERGRASS 2021 also won best Music Event (Gold). The Darwin Triple Crown 2021 was voted 'Best Event' in the Fans' Choice Award.

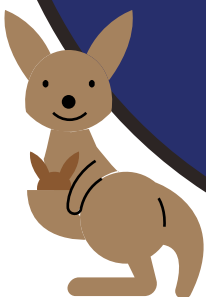
**\$15.8  
million**

the total expenditure stimulus BASSINTHEGRASS generated for the Territory, including \$11.1 million of new money to the Territory.



**40,448**

attendances at the Merlin Darwin Triple Crown which was responsible for generating a total expenditure stimulus in the Territory of \$28.4 million, including \$21.3 million of new money.







# Events Portfolio



# Territory Day

29 AUGUST 2021



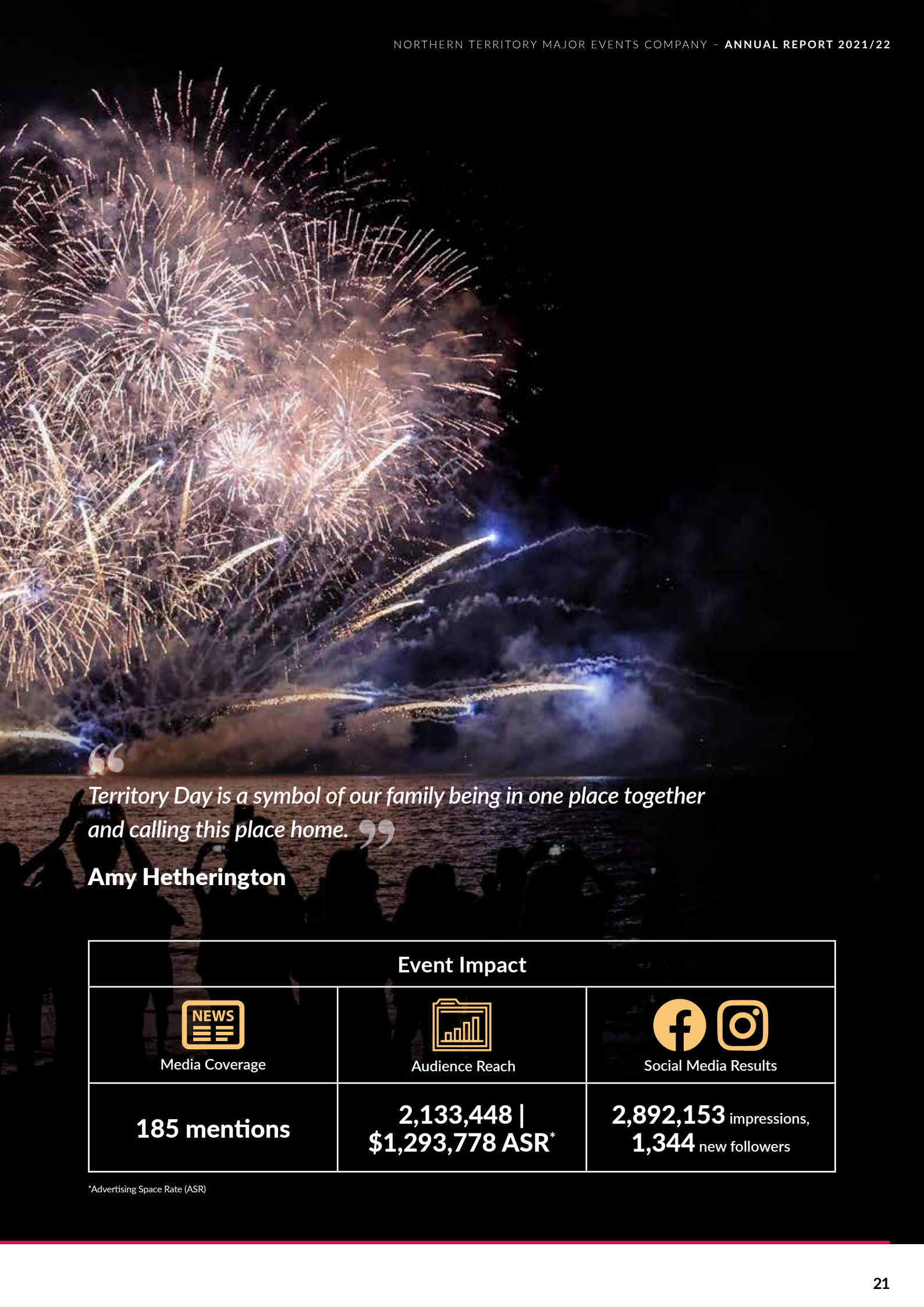
**Territory Day is a chance for Territorians to officially celebrate everything they love about this place we all call home. It is the day the NT declared independence from the Commonwealth Government in 1978.**

Usually held on 1 July each year, traditional Territory Day celebrations were postponed in 2021 because of COVID lockdowns. This followed a year with no fireworks in 2020 due to COVID-19 restrictions.

With lockdown lifted, Territorians finally got to celebrate Territory Day in style on Sunday, 29 August, 2021, and thousands enjoyed four signature events and 17 community events – all complete with fireworks.

Appealing to both Territorians and visitors, the signature events in Darwin, Alice Springs, Katherine and Tennant Creek included a special Welcome to Country, to celebrate the Territory's proud Aboriginal heritage.

Nationally renowned performers travelled to the Territory to take part, with DJ Timmy Trumpet and Aussie alt-rock band Eskimo Joe joining Territory pop-punk band Danger Den and Darwin songbird Emily Penny in the Top End. Busby Marou headed to the Red Centre.



“

*Territory Day is a symbol of our family being in one place together and calling this place home.*”

**Amy Hetherington**

Event Impact		
 <p>Media Coverage</p>	 <p>Audience Reach</p>	 <p>Social Media Results</p>
<b>185 mentions</b>	<b>2,133,448   \$1,293,778 ASR*</b>	<b>2,892,153</b> impressions, <b>1,344</b> new followers

\*Advertising Space Rate (ASR)

# Red CentreNATS

**3-5 SEPTEMBER 2021**

**It was a record-breaking year for Red CentreNATS, which accelerated full-speed ahead in the heart of the country in September 2021.**

Independent research showed Australia's Ultimate Festival of Wheels generated a total expenditure stimulus of \$7.25 million in the Northern Territory, with 71 percent (\$4.3 million) of that being new money that would not have entered the economy if the event had not taken place.

The figure is a dramatic increase on the 2020 event, which achieved a total expenditure stimulus of \$3.32 million, of which \$2.63 million was new money.

Each year Red CentreNATS attracts thousands of car and motorbike lovers to Central Australia, where entrants show off their pride and joy through a varied program that includes drags, burnouts and the famous street parade. Spectators get to enjoy three jam-packed days of motoring action.

The 2021 event drew a record 1008 entrants, with huge increases from South Australia, Western Australia and Queensland, and recorded 13,484 attendances. The event was also responsible for almost 20,000 visitor nights across the Territory, up from 10,500 in 2020.

For the first time, Red CentreNATS included a wedding in its 2021 program, and the competition to find two loved-up car enthusiasts willing to say 'I do' at one of the biggest car events in Australia got plenty of attention. Sadly, the couple got caught up in COVID lockdown so could not make it, but they will get married at Red CentreNATS 2022 instead.








Survey results also revealed the event, which will take place in Alice until at least 2025, has a bright future, with 86.4 percent of entrants indicating they would be very likely to return for 2022.

Another exciting figure is the entrant Net Promoter Score (NPS), which was 79.4 (up from 72.8 in 2020). An NPS above 50 is deemed as 'excellent'. Above 80 is 'world class'. The NPS measures customer loyalty, and how likely someone is to recommend a product or service.

“  
*It's a great family friendly,  
laid-back event and it's the  
perfect time of year to head away,  
as most other states have cold  
winter conditions. So good to head  
to the NT for some warmth.*”

**Event attendee**



Event Impact	
 Attendances	13,484
 Unique Attendees	4,764
 Visitor Nights in the NT	19,884
 Expenditure Stimulus	\$7.25M
 Economic & Tourism Impacts Direct spending impact on Alice Springs	\$4.27M
 Media Coverage	179 mentions   \$2,138,489 ASR*
 Attendee Satisfaction	8.5

\*Advertising Space Rate (ASR)



# SportsBet Million Dollar Fish Season 7

1 OCTOBER 2021 – 31 MARCH 2022



“  
The whole experience made  
me want to come back  
as soon as I can.”

**Event attendee**

## Australia's richest fishing competition, Million Dollar Fish, continued to be a massive catch for the Territory in Season 7.

Naming rights partner SportsBet paid out a record \$160,000 of prize money to fishos from across Australia who caught 16 prize-tagged fish in the Top End.

Independent research showed Season 7 bagged a record-breaking \$47.3 million total expenditure stimulus for the Territory. Of that, 32.5 percent (\$15.4 million) was new money that would not have entered the Top End economy if the competition did not exist.








Registrations were up almost 10,000 at 38,556 (compared to almost 29,000 in Season 6), with more than 32,000 people actively participating in the competition. 90.8 percent of those who took part said they were likely to register and return to fish in the Territory for the next season.

Fishos came from every jurisdiction, with Queenslanders the largest group at 35.5 percent, closely followed by visitors from New South Wales at 23.1 percent.

The lucrative million-dollar barra was not caught, but competition wins included more than half of all those who took part in Season 7 buying fishing gear because of the competition, and an overall participant satisfaction rate of 4.6 out of 5.

Season 7 also saw the introduction of the 'Australia's Most Wanted' campaign, launched to increase the odds for those on the hunt for a tagged fish. This garnered plenty of attention in media and on social media.

The Net Promoter Score (NPS) was 78.1, up from 72 in Season 6. An NPS above 50 is deemed as 'excellent'. Above 80 is 'world class'.

Event Impact	
 Registrations	38,556
 Participants	32,189
 Visitor Nights in the NT	106,348
 Expenditure Stimulus	\$47.3M
 Economic & Tourism Impact Visitor Spend in the NT	\$17.9 M
 Media Coverage	400 mentions   \$1,374,133 ASR*
 Net Promotor Score	78.1

\*Advertising Space Rate (ASR)

# Parrtjima – A Festival in Light

**8-17 APRIL 2022**

**Celebrating thousands of years of culture, Parrtjima is the only Aboriginal light festival of its kind in the world.**

Across 10 nights under desert skies in the ancient heart of Australia, visitors from across the country and the globe gather in Mparntwe (Alice Springs) for this world-class attraction on the national calendar of cultural events.

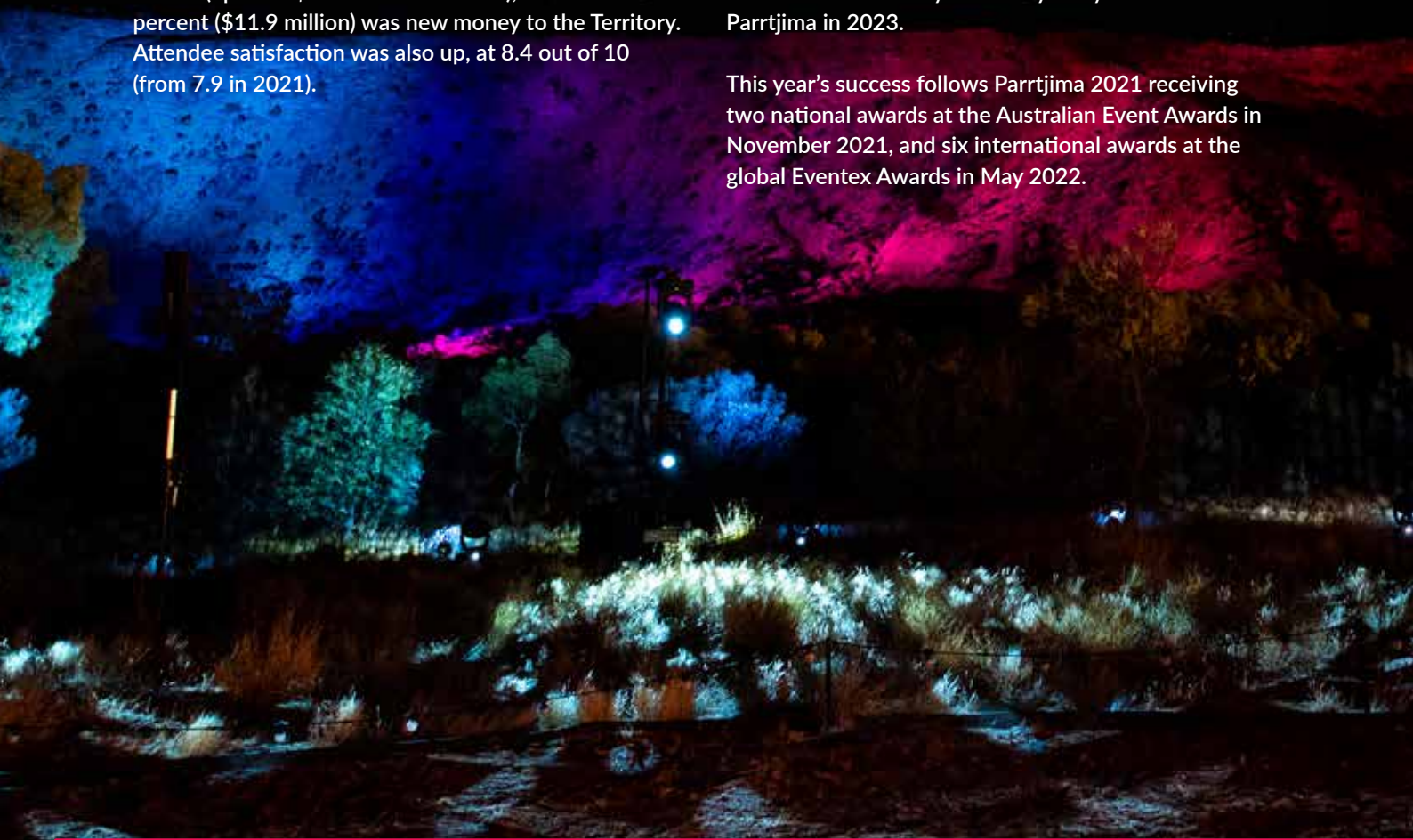
In 2022 Parrtjima attracted 23,445 attendances, including 13,349 unique individuals, with almost 7,000 (6,947) from interstate.

Independent research showed the 2022 festival generated a total expenditure stimulus of \$14.7 million (up from \$11.6 million in 2021), of which 81 percent (\$11.9 million) was new money to the Territory. Attendee satisfaction was also up, at 8.4 out of 10 (from 7.9 in 2021).

As well as 10 nights of free entertainment, this year's event included exclusive Parrtjima experiences, such as a special Preview Night, Araluen Art Centre tours, Merne bushfood tours and an Alice Springs Desert Park nocturnal tour. The majority of guests joined these experiences as part of interstate travel packages specifically designed to attract visitors to the Red Centre.








Parrtjima is always something special and this year's festival, with its Sky Country theme, was no exception. With an ever-developing program, Parrtjima offers new reasons to visit each year, and almost half (47.7 percent) of attendees said they were very likely to return to Parrtjima in 2023.

This year's success follows Parrtjima 2021 receiving two national awards at the Australian Event Awards in November 2021, and six international awards at the global Eventex Awards in May 2022.



“Wonderful opportunity to immerse myself in a spiritual and cultural experience. Beautiful balance of ancient art fused with contemporary ideas.”

### Event attendee

Event Impact	
 Attendances	23,445
 Unique Attendees	13,349
 Visitor Nights in the NT	34,627
 Expenditure Stimulus	\$14.7M
 Economic & Tourism Impact Direct spending impact on Alice Springs	\$9.2M
 Media Coverage	385 mentions   \$5,677,408 ASR*
 Attendee Satisfaction	8.4

\*Advertising Space Rate (ASR)

# BASSINTHEGRASS

21 MAY 2022

This year's BASSINTHEGRASS turned it up a notch with almost 16,000 people, including thousands from interstate, descending on Mindil Beach for what was the Territory's biggest music festival ever.

Music fans from across the country made the pilgrimage to the Top End to enjoy 12 hours of non-stop entertainment from Australian music royalty such as Dope Lemon, G Flip, The Teskey Brothers, Hilltop Hoods, Peking Duk and Hot Dub Time Machine.

Independent research showed the event generated a total expenditure stimulus of \$15.8 million for the Territory, \$11.1 million of which was new money. BASSINTHEGRASS was responsible for 26,849 visitor nights in Darwin, and a further 6,593 nights in other parts of the NT.

Attendees enjoyed Darwin's clear blue skies and a stunning sunset, alongside the festival's unique attractions and activations, including the BASS Beauty Bar, Illumination Station, Sunset Disco Beach Club, Live Street Art Site, Silent Disco and more.

This year, festival attendees experienced a moving Welcome to Country, Saltwater Smoking Ceremony and special performance by the Belyuen dancers on the beach as the sun set.

DanceWize, the evidence-based, peer alcohol and other drugs harm-reduction group, returned in 2022, along with other initiatives such as Event Champions, multiple St John NT sites, a National Critical Care and Trauma Response Centre facility, amnesty bins, chill-out zones, free water and plenty of shade.







The Territory's biggest music festival also teamed up with one of the Territory's most important charities, Dolly's Dream, to raise awareness about bullying and the devastating effect it has on people.

This year's success follows BASSINTHEGRASS 2021 receiving a top international award for best Music Event (Gold) at the global Eventex Awards.

“

*BASSINTHEGRASS was more than just a regular music festival. There was so much more to do, such as the silent disco, sunset festival, the beauty bar, all the activities. This was my first time in Darwin and at BASSINTHEGRASS, and nothing compares to that sunset!*”

**Event attendee**

Event Impact	
 Attendances	15,858
 Visitor Nights in the NT	33,442
 Expenditure Stimulus	\$15.8M
 Economic & Tourism Impact Direct visitor spend in the NT	\$11.1M
 Media Coverage	491 mentions   \$5,070,468 ASR*
 Attendee Satisfaction	8.6

\*Advertising Space Rate (ASR)



# Merlin Darwin Triple Crown | Supercars Indigenous Round

17-19 JUNE 2022



“

*The Atmosphere, Excellent Racing, Great Food and Beverage, Kid Friendly.* ”

Event attendee

## In 2022, the Merlin Darwin Triple Crown became the official Supercars Indigenous Round.

This was a first for the Repco Supercars Championship. The initiative was embraced by the teams, who all adopted First Nations artwork into their car liveries.

In addition, the trophies were bespoke didgeridoos designed by four Territory Indigenous artists. They included Larrakia man Trent Lee, who designed the inaugural Indigenous Round artwork, unveiled last year, and the Triple Crown trophy.









This celebration of Indigenous culture drew national attention, and set the Darwin round apart from the rest of the Championship.

The event attracted 40,448 attendances, and was responsible for generating a total expenditure stimulus in the Territory of \$28.4 million – 75 percent (\$21.3 million) of which was new money.

It featured three days of non-stop motorsports action including Supercars, Australian Superbikes, S5000, Porsche Paynter Dixon Carrera Cup and Combined Sedans.

Hearts also raced across two nights of high-octane action at Nitro Up North, which included the finals of the Australian Top Fuel Championship, and Top Doorslammer Australia.

A highlight for spectators was the chance to meet their Supercars heroes and sneak a look inside the team garages during the exclusive Pit Lane Walk. They also go to meet the drivers and riders at a signing event at Darwin Waterfront, and lined the streets for the Night Transporter Convoy. In November 2021, the 2021 Merlin Darwin Triple Crown was voted best event by fans.


Event Impact	
 Attendances	40,448
 Unique attendees	17,977
 Visitor Nights in the NT	72,869
 Expenditure Stimulus	\$28.4M
 Economic & Tourism Impact Direct spending impact in Darwin	\$16.8M
 Media Coverage	177 mentions   \$1,323,786
 Audience Reach	2,577,412
 Attendee Satisfaction	8.5

# Professional Sporting Fixtures

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

Footy fever returned to the Top End with an exciting AFL doubleheader, which saw the Gold Coast SUNS in Darwin for 10 days to play two games, and a highly-anticipated NRL clash took place between Parramatta Eels and North Queensland Cowboys.

As well as giving Territorians the chance to watch world-class sport in their own backyard and attracting interstate fans, these games see the Territory displayed on TV screens across Australia and provide community engagement benefits.

A group of Gold Coast Suns players in red jerseys are running on a green field. In the background, there are spectators in the stands and other players. The players' jerseys feature the AFL logo, the Gold Coast Suns logo, and the Hostplus logo.

“It was a special experience for myself and the other Indigenous players to be able to represent the SUNS during Sir Doug Nicholls Round, and even more special to be able to do that in Darwin. These games give up-and-coming players in the NT the chance to see the best in action and are also great for the community to come together and celebrate football in the Top End.”

**Malcolm Rosas Jnr, Gold Coast Suns Forward**

## AFL Round

Gold Coast Suns V Hawthorn, Darwin TIO Stadium, 28 May 2022

Gold Coast Suns V North Melbourne, Darwin TIO Stadium, 4 June 2022

The Gold Coast SUNS took on Hawthorn as part of the prestigious Sir Doug Nicholls Round on Saturday, 28 May 2022, followed by a game against North Melbourne the following Saturday.

The Sir Doug Nicholls Round celebrates the contribution of Aboriginal and Torres Strait Islander players at the heart of the sport. The Territory is at the heart of Aboriginal culture in Australia, and was the perfect place to host the game.

A third Territory AFL match was locked in for Alice Springs at TIO Traeger Park on 17 July, 2022, between the Melbourne Demons and Port Adelaide. This was due to COVID restrictions affecting the roll-out of games in 2021.

The games are part of a long-running partnership between the Northern Territory Government and the AFL.



### Event Impact

Gold Coast Suns v Hawthorn		Gold Coast Suns v North Melbourne	
 Total attendances	<b>7,516 fans</b>	 Total attendances	<b>5,523 fans</b>
 Media Coverage	<b>166 mentions</b>	 Media Coverage	<b>110 mentions</b>
 Audience Reach	<b>2,171,766   \$2,395,885 ASR*</b>	 Audience Reach	<b>1,366,980   \$3,217,968 ASR*</b>

\*Advertising Space Rate (ASR)

## NRL Round

Parramatta Eels v North Queensland Cowboys, 30 April 2022

The clash between Parramatta Eels and North Queensland Cowboys attracted a huge crowd, with more than 10,000 people turning out to watch the highly-anticipated NRL fixture.

Held at Darwin's TIO Stadium, the game saw the Cowboys take home the win 35 - 4. It followed a successful player signing event at Mindil Beach Sunset Markets, with more than 40 players from the two teams lined up to meet and greet eager fans.

Independent research showed the game was responsible for generating a total expenditure stimulus in the Territory of \$4 million. Of that, 70 percent (\$2.8 million) was new money for the NT.

Several players and members of the Eels support crew took part in community engagement initiatives while they were in town, including a Wheelchair Come and Try event, a visit to Don Dale Detention Centre and painting the Litchfield Bears clubhouse.







As well as plenty of loyal Territory supporters, the Eels v Cowboys game attracted NRL fans from across the nation, with many making the pilgrimage north to watch the two top five teams go head to head.



“

*We mark the NT game in our calendar as soon as the NRL draw is released. It's our favourite away game because it feels like home for us.* ”

**Parramatta Eels co-Captain Clint Gutherson**

Event Impact	
 Total attendances	10,017
 Total visitor nights	9,068
 Total Expenditure Stimulus	\$4.0M
 Total economic and tourism impact	\$2.8M
 Media Coverage	243 mentions
 Audience Reach	3,507,059   \$4,185,692 ASR*

\*Advertising Space Rate (ASR)





# Events and Festival Funding

**An '80s music celebration, 'geek' gathering, national swimming championship and Filipino festival are just some of the events that received support from NTMEC.**

A variety of events across the Territory secured event funding support, with several new offerings joining well-established favourites.

NTMEC plays a significant role in supporting events across the Territory to help grow the local events industry and support jobs. Events and festivals also boost visitation, foster community pride, enrich liveability and enhance perceptions of the region.

Each year event organisers are invited to apply for support from NTMEC in a range of categories. In 2021-2022, successful applicants included seven Mass Participation events, designed to attract more than 300 visitors who will stay in paid accommodation for at least three nights.

They included the Australian Masters Indoor Cricket Championships, the Australian National Handgun, Rifle and Shotgun Championships, the Australian Outback Marathon, and the City2Surf & The Mile.

There were also eight Major Events, designed to deliver significant visitor economy impacts and reach large broadcast audiences. They included the Darwin Aboriginal Art Fair, National Indigenous Music Awards and West Macs Monster Trail Running Festival.

Independent research on 22 Northern Territory Government supported events held in 2021-2022 generated 110,194 visitor nights and delivered an economic benefit of \$30.6 million to the Northern Territory.



Image Credit: Garma\_Melanie Faith Dove\_Yothu Yindi Foundation.

# 2021/2022 NTMEC Supported Events

## Community Festivals

- Beer Can Regatta
- Big Day Out in Harmony
- Bush Bands Bash
- Carols by Candlelight
- Dammin Art and Culture Festival
- Deadly Cup Carnival
- Desert Festival
- Easter in the Alice Mountain Bike Stage Race
- Hala Bira – 25th Barrio Fiesta
- Imagine Seaside Festival
- Ivan Danks Day
- Junk Sculpture Festival
- Katherine Ultra Challenge
- Kindness Festival
- NT Caladium Festival
- Numburindi Festival
- Olive Pink Festival
- Paddock to Plate
- Pop up Park Series
- Red Dirt Poetry Festival
- Smile a Mile Children's Fun Day
- Sunbuild Top End Gran Fondo
- Territory Rodeo & Stampede
- Tiwi Festival
- TROPiCON
- Wagait Arts Festival
- Winter Chill

## Event Development

- All Out 80s
- Alice Springs Beanie Festival
- Blacken Open Air
- Carl Cox & Eric Powell's Mobile Disco
- City 2 Surf & The Mile
- Darwin Fringe Festival
- East Arnhem Live
- Electric Storm
- FAB Alice
- Garmalang Festival
- Ostoic Chariots of Thunder Sprintcar Series
- NT Writers Festival
- Territory BITE

- Thailand Grand Festival
- The Australian Ceramics Triennale, Apmere Mparntwe
- The Australian Festival of Transport
- Top End Pride Festival
- Variety NT Bash MacDonnell to Mindil (30th Anniversary)
- Wide Open Space

## Major Event

- Barunga Festival
- Darwin Aboriginal Art Fair (Country to Couture & National Indigenous Fashion Awards)
- Darwin Festival
- Desert Nationals
- Finke Desert Race
- Hottest 7s
- West Macs Monster Trail Running Festival
- National Indigenous Music Awards
- Northern Territory PGA Championship
- Redback MTB

## Mass Participation

- AusCycling BMX National Cup
- Australian Masters Indoor Cricket Championships
- Australian National Handgun, Rifle and Shotgun Championships
- Australian National Squash Championships
- Australian Outback Marathon 2022
- Australian Wide Country Swimming Championship
- Basketball Australia U16 Championships
- Dark Skies Festival
- Hockey Australia U15 Championships
- National Veteran Cricket Event
- World Table Tennis Youth Contender
- National Wheelchair Basketball League Finals

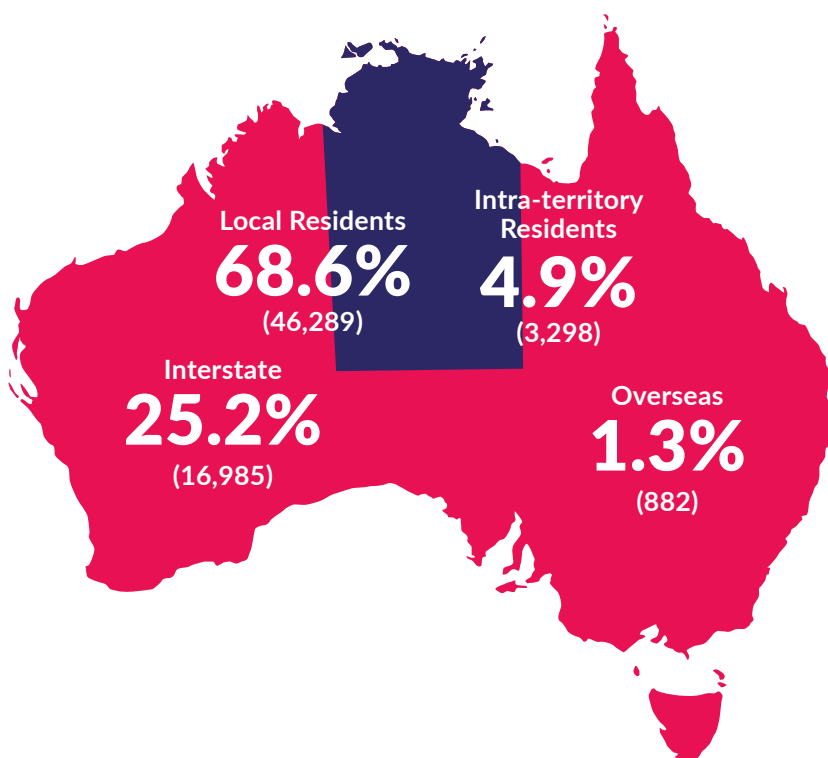
Image Credit: Imagine\_WILDWATER SHOT\_Kelk\_SJ\_Foldback\_25092021-1-1.



# Community Events

## 2021-2022

### VISITOR ORIGINS



### ADVOCACY (NPS)

**63%**

8 Promoters for every  
1 Detractor

### COMMUNITY PRIDE:

Event(s) make me feel the  
Territory is an accepting and  
inclusive place

26.0%

62.2%

**88.2%**



Agree



Strongly  
Agree

### EVENT ATTENDANCES & VISITATION



Total Event  
Attendances

**99,882**



Unique Individual  
Attendees

**66,434**



Total Event Motivated  
Visitors To Host Region

**14,874**

## GROSS EXPENDITURE STIMULUS (\$ MIL)



# \$39.8

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

6,245

86,696

430

93,371

Nights In Other  
Parts Of NT

-

16,823

0

16,823

Visitor Nights  
In The NT

6,245

103,519

430

110,194

## VISITOR EXPENDITURE (\$ MIL)



Intra-Territory Visitors

Interstate Visitors

Overseas Visitors

Total

Spent In  
Host Region

\$1.8

\$21.3

\$85.0K

\$23.2

Spent In Other  
Parts Of NT

-

\$4.6

&lt;\$0.1K

\$4.6

Direct Spending  
In The NT

\$1.8

\$25.9

\$85.6K

\$27.7

## ECONOMIC AND TOURISM BENEFIT (\$ MIL)

New Money

Direct Spending Impact in Host Regions

\$25.8

Direct Spending Impact in the Northern Territory

\$30.6

# Risk Management

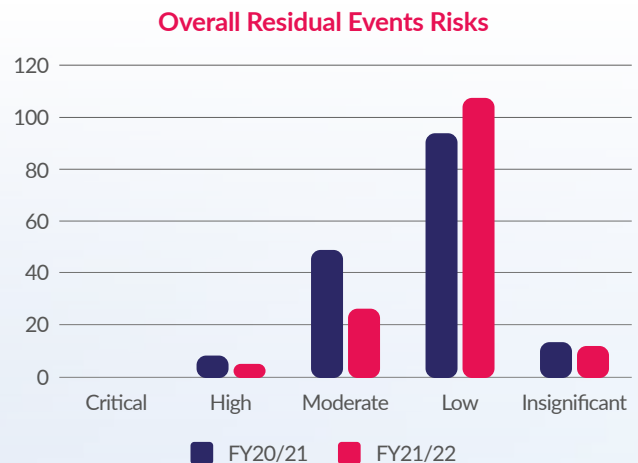
**NTMEC is a proprietary limited company subject to the provisions of the Corporations Act 2001. Our Risk Management Framework provides guidance around mitigating material risks, and achieving and maintaining our operational and strategic objectives as we support and facilitate major events across the Territory.**

As part of the risk management procedure, the NTMEC management team reviews residual risks and ratifies the risk management structure. This continual review ensures best practice remains and that additional control measures are put in place.

For example, the graph highlights how moderate and high risks across four of NTMEC's signature events in 2021-2022 have been reduced or mitigated in comparison with the previous financial year.

With COVID-19 regulations constantly changing, the team worked with external stakeholders, including the Department of Health, to ensure we adopted safe practices while guaranteeing best event experiences for visitors and staff. NTMEC also continued with a range of world-class risk reduction measures to help festival goers at the 2022 BASSINTHEGRASS Music Festival party safely.

In the last 12 months, the Board has been updating the Strategic Risk Register linked to the priorities of the Strategic Plan. Our Corporate Risk Register and Strategic Risk Register also ensure another level of due diligence as part of the Finance, Audit and Risk Management Committee.



## Moving Forward:

- Update incident management and response to ensure consistency, assessment and escalation across related policies and procedures
- Increase governance for a zero fraud tolerance policy by managing conflicts of interest through revised policies and procedures



# External Scrutiny

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

An operational audit for BASSINTHEGRASS 2022 (highlighted table) reviewed all aspects of event delivery, including safety. As shown, half the areas audited were identified as above industry standard and best practice.

Nearly 30 percent of the areas were meeting industry standards with only 20 percent of the audited areas needing minor review.

These included catering queuing, bar service, signage and messaging, toilet queuing, merchandise and smoking control.

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

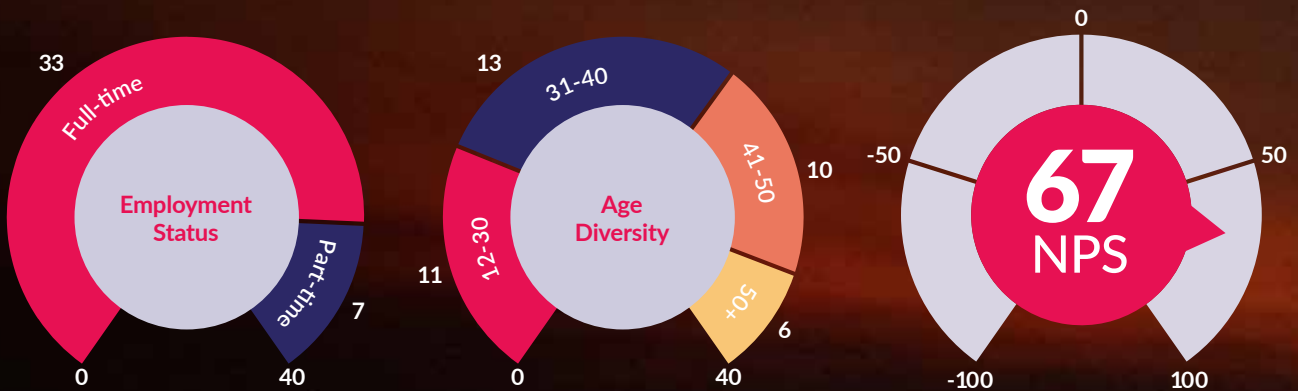
Performance Rating	Number	Percentage
Best Practice	5	19%
Above Industry Standard	8	31%
Meets Industry Standard	7	27%
Requires minor review	6	23%
Requires major review	0	0%



# Our People

## Workforce Snapshot

The workforce has never been as varied as it is today, with full-time and part-time employees, cultural consultants and freelancers all working in a variety of settings. At NTMEC, our workers are quickly changing the shape of the workplace and teaming with their colleagues to do “great things”.



## Personal Development

NTMEC invested in employee Professional Development throughout 2022 which included a mini MBA for management staff, safety-related training and certifications, leadership and cultural training, and media and crisis preparedness training. In addition, there was technical training in governance, marketing, economic development and accounting, and improving partnerships through work placement of NTMEC staff with partners.

## Staff Engagement

Thrive is our wellness program, covering topics such as emotional regulation and mindfulness practice. Created in response to feedback from quarterly staff engagement surveys and team days, it was designed to support staff and help them perform at their best year-round.

Our team days also include learning more about the cultural heritage of the land on which we work and hold events. In keeping with this growth in cultural awareness, NTMEC has appointed two Cultural Directors, one to cover events in the Top End and one to cover events in the Red Centre.

In the last 12 months, NTMEC's Employee Net Promotor Score, which can range from -100 to 100, increased from 40 in November 2021 to 67 in February 2022. A score above 0 is considered to be good or acceptable by leading organisations, with a score above 50 considered to be excellent.

## Business Systems

NTMEC constantly reviews its business systems for efficiencies, and explores automation to create a better employee experience. Other developments include individual electronic goal reporting, which feeds into progress reporting for strategic goals, and the use of Airtable in event control for real-time incident reporting across all areas of event delivery.



# Organisational Chart

AS OF 30 JUNE 2022



**Tim Watsford**

Chief Executive  
Officer



**Coryn Huddy**

Head of Events  
& Operations



**Brienna Birch**

Executive  
Assistant



**Ellie Owen**

Senior Event  
Manager



**Celia De Latour**

Senior Event  
Manager -  
Motorsport



**Dale McIver**

Event  
Manager



**Jacalin Ekins**

Commercial  
Acquisition &  
Executive Officer



**Nicole  
Amelsvoort**

Event Activations  
Manager



**Craig Markham**

Event Manager



**Deanne Fenton**

Event & Operations  
Coordinator



**Jan Andersen**

Sports Events  
Officer



**Emma Walker**

Event &  
Operations  
Coordinator



**Gerard Sheldon**

Event &  
Operations  
Coordinator

## Victoria Scott

Head of Event  
Development  
& Marketing



## Shelley Hewitt

Chief Financial  
Officer & Head  
of Corporate  
Services



### Nicky Potgieter

Senior  
Marketing  
Manager



### Scott Healey

Senior Event  
Development  
Manager



### Leanne Hudson

Senior Media  
& Communications  
Manager



### Luigi Manzione

Finance  
Manager



### Silke Maynard

Corporate  
Governance  
Manager



### Aroha Pritchard- Davies

Marketing Manager



### Nicole Johannsen

Event Development  
Manager



### Isabella Hood

Media  
& Communications  
Specialist



### Patrick Ryan

Senior  
Accountant



### Christine Chandler

Office Coordinator



### Jessica Viljoen

Marketing  
Manager



### Ktima Heathcote

Content Producer



### Leanna Whyte

Digital & Social  
Marketing Specialist



### Tanvi Gupta

Accountant



### Abhinab J. Rana

Graduate  
Accountant



### Lauren Flanagan

Partnership  
Specialist



### Rachel Black

Marketing  
Specialist

# Strategic Priorities



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 uniqueness of the Territory

**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 commercial revenues and 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 famils; 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.

# Our Achievements

1

- ✓ Supported more than 70 events across the Territory in 2021-22.
- ✓ Supported seven 'Mass Participation' events, designed to attract more than 300 visitors who will stay in paid accommodation for at least three nights.
- ✓ Supported eight events with 'Major' status, designed to deliver significant visitor economy impacts and reach large broadcast audiences.
- ✓ Supported several out-of-season events, to grow the events calendar.
- ✓ Used improved research and reporting across five major NTMEC events to grow and develop them.

2

- ✓ Partnered with Travello to offer the first BASS tourism package, the Big BASS Weekend cruise.
- ✓ Used research to reposition marketing campaigns, including BASS attendees receiving a \$50 tourism voucher, resulting in bookings of more than \$100,000.
- ✓ Attracted a record crowd of almost 16,000 to BASS at iconic Mindil Beach.
- ✓ Teamed up with one of the Territory's most important charities, Dolly's Dream, for BASS's first charity partnership.
- ✓ Transformed the Merlin Darwin Triple Crown into the Supercars Indigenous Round, with teams adopting First Nations artwork into their liveries.
- ✓ Commissioned four Territory artists to design bespoke didgeridoos for Supercars trophies.
- ✓ Created exclusive experiences with Travel Associates for Parrtjima-specific packages, with bookings worth more than \$927,000.
- ✓ Created the 'Australia's Most Wanted' campaign for Million Dollar Fish, which saw more fish caught and more coverage.
- ✓ Engaged with fishing tour operators, with 13 offering Million Dollar Fish deals.
- ✓ Received feedback that "everyone's here to catch the Million Dollar Fish", with local business Big Fish Gear seeing excellent sales of their Million Dollar Fish merchandise.
- ✓ Formed a partnership with Right Tracks to get young Aboriginal people involved in Red CentreNATS.

3

- ✓ Secured elite sporting fixtures for the Territory, including an AFL doubleheader, which saw the Gold Coast SUNS in Darwin for 10 days, a Melbourne FC game in Alice and a highly-anticipated NRL clash between Parramatta Eels and North Queensland Cowboys.
- ✓ Saw Parramatta Eels players and support crew take part in community engagement initiatives, including a Wheelchair Come and Try, a visit to Don Dale Detention Centre and painting the Litchfield Bears clubhouse.
- ✓ Secured the NBL Blitz pre-season tournament in Darwin for the 2021-2022 financial year.

4

- ✓ Continued to work towards funding certainty through commercial and government avenues.
- ✓ Increased staff involvement in strategic planning for NTEMC events through two strategy days.

5

- ✓ Consulted with stakeholders to lay the groundwork for aligning our portfolio of events with business events.
- ✓ Consulted with tour operators to look at target visitor experiences across the Territory.

# 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 [Date T/C](#). The Directors have the power to amend and reissue the financial statements.

Download Director's Report and  
Annual Financial Statements 2021-2022



DOWNLOAD





