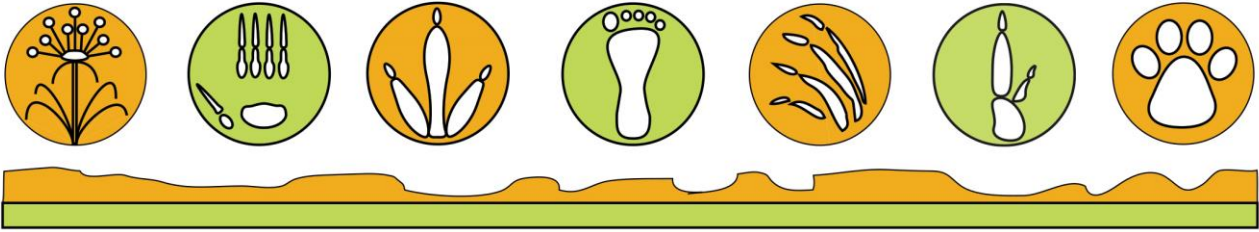


BARKLY REGIONAL COUNCIL



OUR VISION

We strive to be responsive, progressive, sustainable council which respects, listens and empowers the people to be strong.

The Way We Will Work

We will make it happen!

We will be engaged and have regular opportunities to listen.

We will have strong policy and budgets to ensure our programs and services are progressive and sustainable.

Respect is shown in everything we do and we have acceptance of all cultures in the Barkly Region and their practices through a culturally competent Council.

We are a responsible Council.

We will be a responsive Council.

We want to empower local decision making.

We want to ensure that our services are sustainable and that our region has a standard consistent level of services.

We want to be able to sustain our environment – our communities, our physical places, our people and our organisational culture.

We will aggressively pursue additional funding from both levels of government to improve the standard of living of people across the region.

We need to be realistic, transparent and accountable.

AGENDA

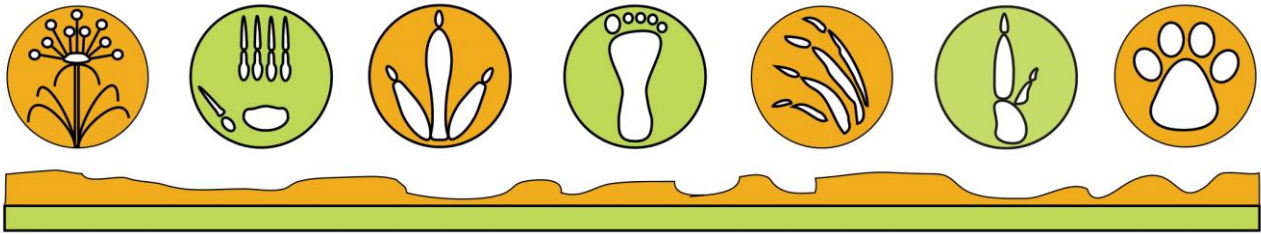
AMPILATWATJA LOCAL AUTHORITY MEETING

THURSDAY, 15 NOVEMBER 2018

Barkly Regional Council's Ampilatwatja Local Authority will be held in Ampilatwatja on Thursday, 15 November 2018 at 10.30am.

Steven Moore
Chief Executive Officer

BARKLY REGIONAL COUNCIL



COUNCIL PRAYER

Our Lord Jesus Christ, we trust you will guide and bless this meeting of the Barkly Regional Council. We pray that you will ensure that all discussions and decisions made today are just and fair as they will affect all people within the Barkly Region. We also pray for your guidance to ensure that all our dealings are appropriate to all those whom we represent and will reflect an equitable and honest approach to the issues to be discussed today.

Amen

WELCOME TO COUNTRY

I respectfully acknowledge the traditional owners past and present of this land on which we are meeting, the Warumungu people.

AGENDA

ITEM	SUBJECT	PAGE NO
	MEETING TO COMMENCE WITH ACKNOWLEDGEMENT OF TRADITIONAL OWNERS	
1	OPENING & ATTENDANCE	
1.1	Authority Members Present	
1.2	Staff and Visitors Present	
1.3	Apologies To Be Accepted	
1.4	Absent Without Apologies	
1.5	Resignations	
1.6	Disclosure of Interests	
2	CONFIRMATION OF PREVIOUS MINUTES	
2.1	Confirmation of Previous Minutes.....	5
3	ACTION ITEMS FROM PREVIOUS MEETING	
3.1	Action Items from Previous Meeting.....	12
4	AREA MANAGERS REPORT	
4.1	CEO Report Ampilatwatja.....	14
4.2	Area Managers Report	16
5	LOCAL AUTHORITY PROJECTS BREAKDOWN	
	<i>Nil</i>	
6	REPORTS FROM BARKLY REGIONAL COUNCIL	
	<i>Nil</i>	
7	CEO REPORT ON CURRENT BRC SERVICES IN LA AREA	
	<i>Nil</i>	
8	BRC'S RESPONSE TO LA ISSUES RAISED	
	<i>Nil</i>	
9	SERVICE DELIVERY ISSUES REPORTS IN THE LA AREA	
	<i>Nil</i>	
10	REGIONAL COUNCIL'S ANNUAL REPORT FOR THE PREVIOUS FINANCIAL YEAR	
	<i>Nil</i>	
11	THE REGIONAL COUNCIL'S POLICY ON DELEGATION OF POWERS AND FUNCTIONS	
	<i>Nil</i>	
12	THE REGIONAL COUNCIL'S PROPOSED REGIONAL PLAN	
	<i>Nil</i>	
13	THE REGIONAL COUNCIL'S PROPOSED BUDGET PRIORITIES FOR THE LOCAL AUTHORITY AREA FOR THE NEXT FINANCIAL YEAR	
	<i>Nil</i>	

14 BRC'S RESPONSE TO SERVICE DELIVERY COMPLAINTS IN THE LA AREA

Nil

15 OTHER BUSINESS

15.1 Monthly Finance Report	21
15.2 Confirm next LA Meeting date	23
15.3 Barkly Region Visitor Experience Master Fianl Plan Report	24

16 VISITOR PRESENTATIONS

16.1 Trachoma Program - CDC - Alice Springs	172
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17 QUESTIONS FROM MEMBERS OF THE PUBLIC

Nil

18 CLOSE OF MEETING

CONFIRMATION OF PREVIOUS MINUTES

ITEM NUMBER 2.1
TITLE Confirmation of Previous Minutes
REFERENCE 261003
AUTHOR Michelle Heinen, Administration Officer

RECOMMENDATION

That the Authority

- a) Confirm the minutes of the meeting held on 17th October 2018 as a true & accurate record.

SUMMARY:

BACKGROUND

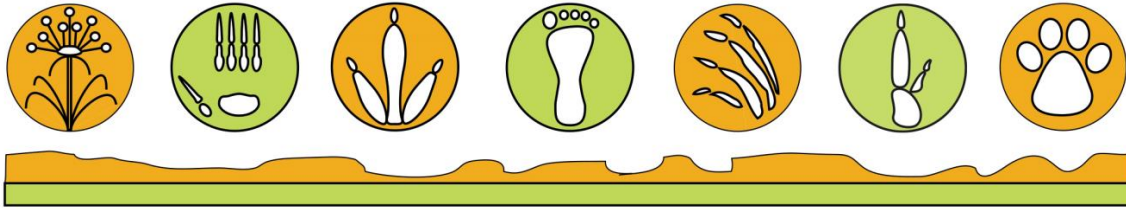
ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

- 1 [↓](#) Ampilatwatja Local Authority 2018-10-10 [259935].DOCX

BARKLY REGIONAL COUNCIL



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We will aggressively pursue additional funding from both levels of government to improve the standard of living of people across the region.

We need to be realistic, transparent and accountable.

MINUTES

AMPILATWATJA LOCAL AUTHORITY MEETING

WEDNESDAY, 17 OCTOBER 2018

The Ampilatwatja Local Authority of the Barkly Regional Council was held in Ampilatwatja on Wednesday, 17 October 2018 at 10.30am.

Steven Moore
Chief Executive Officer

Meeting commenced at 10:50am am with Donald Simpson as chair.

1. **OPENING AND ATTENDANCE**

1.1 Elected Members Present

Cr. Ricky Holmes

Anita Bailey

Ada Beasley

Donald Simpson

Peter Morton

Leslie Morton

Jeannie Beasley

Teresa McKeeman

1.2 Staff And Visitors Present

Kill Kliener

Mark Parsons

Makhaim Brandon

1.3 Apologies To Be Accepted

Steven Edgington

Noel Hayes

Lucy Jackson

Jack Clubb

1.4 Absent Without Apologies

1.5 Disclosure Of Interest

There were no declarations of interest at this Ampilatwatja Local Authority meeting.

2. **CONFIRMATION OF PREVIOUS MINUTES**

2.1 **CONFIRMATION OF PREVIOUS MINUTES**

MOTION

That the Authority

- a)** Receive and note the report
- b)** Confirm the minutes of the meeting held on 12 September as a true and accurate report.

Discussion: Flyers for food ladder was discussed at last meeting and to be added to the action items for the next meeting.

RESOLVED

Moved: Cr. Ricky Holmes

Seconded: LA Member Teresa McKeeman

CARRIED UNAN.

Resolved 1/18

3. ACTION ITEMS FROM PREVIOUS MEETING

3.1 ACTION ITEMS FROM PREVIOUS MINUTES

MOTION

That the Authority

- a) Receive and note the report.
- b) Confirm all completed actions and remove them from the action list.

Discussion: Items on list delivered to Tennant Creek Depot and awaiting delivery to Ampilatwatja.

RESOLVED

Moved: LA Member Donald Simpson

Seconded: LA Member Anita Bailey

CARRIED UNAN.

Resolved 2/18

4. AREA MANAGERS REPORT

4.1 SEPTEMBER AREA MANAGERS REPORT

MOTION

That the Authority

- a) Receive and note the report.

Discussion: LA discussed talking to housing as to contracting to council to empty septic tanks around community to expedite the process.

RESOLVED

Moved: Cr. Ricky Holmes

Seconded: LA Member Leslie Morton

CARRIED UNAN.

Resolved 3/18

4.2 Letter to Corrections

MOTION

That the Authority

- a) Draft a letter to be written to corrections in regards to having help be sent to communities after events in cleaning up the mess from the aftermath.

RESOLVED

Moved: LA Member Jeannie Beasley

Seconded: LA Member Donald Simpson

CARRIED UNAN.

Resolved 4/18

5. **LOCAL AUTHORITY PROJECTS BREAKDOWN**

Nil

6. **REPORTS FROM BARKLY REGIONAL COUNCIL**

Nil

7. **CEO REPORT ON CURRENT BRC SERVICES IN LA AREA**

7.1 CEO REPORT

MOTION

That Council

- a) Receive and Note the Report

Discussion: RESOLVED

Moved: LA Member Peter Morton

Seconded: LA Member Anita Bailey

CARRIED UNAN.

Resolved 5/18

8. **BRC'S RESPONSE TO LA ISSUES RAISED**

Nil

9. **SERVICE DELIVERY ISSUES REPORTS IN THE LA AREA**

Nil

10. **REGIONAL COUNCIL'S ANNUAL REPORT FOR THE PREVIOUS FINANCIAL YEAR**

Nil

11. **THE REGIONAL COUNCIL'S POLICY ON DELEGATION OF POWERS AND FUNCTIONS**

Nil

12. **THE REGIONAL COUNCIL'S PROPOSED REGIONAL PLAN**

Nil

13. **THE REGIONAL COUNCIL'S PROPOSED BUDGET PRIORITIES FOR THE LOCAL AUTHORITY AREA FOR THE NEXT FINANCIAL YEAR**

Nil

14. **BRC'S RESPONSE TO SERVICE DELIVERY COMPLAINTS IN THE LA AREA**

Nil

15. **OTHER BUSINESS**

15.1 ELECTION OF LOCAL AUTHORITY CHAIR AND DEPUTY CHAIR**MOTION****That the Authority**

- a) Elect a Chair for the Local Authority.
- b) Elect a Deputy-Chair for the Local Authority.

Discussion: LA voted to keep Donald Simpson as the chair and Teresa McKeeman as deputy Chair

RESOLVED

Moved: LA Member Teresa McKeeman

Seconded: Cr. Ricky Holmes

CARRIED UNAN.

Resolved 6/18

15.3 LOCAL AUTHORITY FINANCE REPORT**MOTION****That the Authority**

- a) Receive and note the report.

Discussion: N/A

RESOLVED

Moved: Cr. Ricky Holmes

Seconded: LA Member Anita Bailey

CARRIED UNAN.

Resolved 7/18

15.2 CONFIRMATION OF NEXT MEETING DATE**MOTION****That the Authority**

- a) Confirm the next Ampilatwatja meeting to be held on the 15th of November.

Discussion: Due to training being held on the 13th and 14th in Tennant Creek the LA meeting was pushed back to the 15th of November instead of the 8th. LA Member Donald Simpson, Leslie Morton and Ada Beasley along with Cr Ricky Holmes were suggested by the LA to attending.

RESOLVED

Moved: LA Member Ada Beasley

Seconded: Cr. Ricky Holmes

CARRIED UNAN.

Resolved 8/18

16. VISITOR PRESENTATIONS

16.1 NTG PRESENTATION

MOTION

That the Authority

- a) Receive and note the presentation.

Discussion: Jill Kliener gave a handout to the LA members in regards to a refresh of operations on Local Authorities and their role in communities, feedback was given during the presentation. Code of conduct, Conflict of interest and other LA guidelines were discussed with members.

RESOLVED

Moved: LA Member Donald Simpson

Seconded: LA Member Anita Bailey

CARRIED UNAN.

Resolved 9/18

17. QUESTIONS FROM MEMBERS OF THE PUBLIC

Nil

18. CLOSE OF MEETING

Meeting closed at 12:31 pm

THIS PAGE AND THE PRECEEDING PAGES ARE THE MINUTES OF THE Ampilatwatja Local Authority Meeting HELD ON Wednesday, 17 October 2018 AND CONFIRMED Wednesday, 15 November 2018.

Donald Simpson
Chairperson

Robert Smith
Area Manager

ACTION ITEMS FROM PREVIOUS MEETING

ITEM NUMBER 3.1
TITLE Action Items from Previous Meeting
REFERENCE 261010
AUTHOR Michelle Heinen, Administration Officer

RECOMMENDATION

That the Authority

- a) Receive and note the report
- b) Confirm & remove all completed items from the Action List

SUMMARY:

BACKGROUND

ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

1 [↓](#) Ampilatwatja Action List October 18.pdf



**AMPILATWATJA LOCAL AUTHORITY
ACTION LIST**

Updated 17 Oct 2018

MEETING DATE	TASK / PROJECT	ACTIONS TO BE TAKEN	BUDGET SOURCE	ACTION LEADER	COMPLETED/STATUS
09/05/2018	Shelter for softball oval's			AM	Has been delivered - My Pathways & Municipal crew to install shade shelters on softball oval over the next few weeks.
09/05/2018	Shelter for all 4 football ovals			AM	Has been delivered – My Pathways & Municipal crew to install shade shelters on football oval over the next few weeks.
09/05/2018	Portable Absolution toilet for softball oval			AM	Has been delivered

AREA MANAGERS REPORT

ITEM NUMBER	4.1
TITLE	CEO Report Ampilatwatja
REFERENCE	260064
AUTHOR	Mark Parsons, Operations Director

RECOMMENDATION**That Council**

- a) Receive and note the Report

SUMMARY:

- September was a quiet month for Local Authority Meetings due to Sorry Business and people moving around the Communities. We only had two LA meeting take place, they were Wutunugurra and Ampiliwatja. This Month has started much the same with Wutunugurra not having a meeting due to sorry business. We had moved our October meetings back a week to fit around the two football carnivals in our region. At this stage Elliot has gone ahead and I am hoping to get quorums this week at Alpurrurulam, Ampiliwatja and Ali Curung. There won't be any meetings at Alparra at this stage as we have had three resignations put in so far out of the seven LA members and another two who have verbally resigned but we are yet to see that in writing. After todays Council meeting we will start to recruit for new LA members for this community.
- The Area Managers have had a recall in September and have been receptive to the information they are getting at these meetings. We are trying to make sure that the Area Managers meet every three months, this gives them the time they need to network with each other and gives all the Council Departments a chance to have some input into things that are going on in the Communities. This also brings the Area Managers up to date with any internal changes going on in the Council.
- With two of our Area Managers away on leave last month we have given some of our community staff a chance to step into the Area Managers role on temporary basis. This gives them the opportunity to broaden their knowledge and hopefully give them the experience to look towards a higher role in the future.
- The Area Managers and I are now having a phone conference every Monday afternoon. This was one of the suggestions that came out of their meeting in Tennant Creek last month. These phone conferences are facilitating better communication between the Communities and between Tennant Creek Directorates as well.
- We have had our Area Manager from Ampiliwatja working in Elliot as our usual Manager up there is still on sick leave. Bob has done a great job while he has been in Elliot and I could see a notable difference when I visited last week. Bobs efforts I thought needed to be noted as he is always the first one to put his hand up in these situations. In his absence his wife Tracey has been doing well in Ampiliwatja making sure all the services are still running smoothly.
- All in all it has been another good two months and I can say that I feel the Council is probably the most proactive and productive that I have seen it in the five and a half years that I have worked here. It is great to see junior staff being given opportunities to broaden the horizons. And I am glad to be a part of this.

BACKGROUND

<<Enter Text>>

ORGANISATIONAL RISK ASSESSMENT

<<Enter Text>>

BUDGET IMPLICATION

<<Enter Text>>

ISSUE/OPTIONS/CONSEQUENCES

<<Enter Text>>

CONSULTATION & TIMING

<<Enter Text>>

ATTACHMENTS:

AREA MANAGERS REPORT

ITEM NUMBER 4.2
TITLE Area Managers Report
REFERENCE 261002
AUTHOR Michelle Heinen, Administration Officer

RECOMMENDATION

That the Authority

- a) Receive and note the report

SUMMARY:

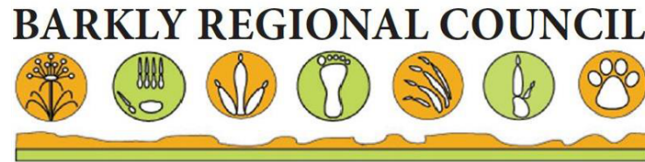
BACKGROUND

ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

- 1 [↓](#) AREA MANAGER REPORT October 18.pdf
- 2 [↓](#) Ampilatwatja LA REPORT 15 Novwember 2018.pdf



AREA MANAGER REPORT –Ampilatwatja

Month – October 2018

GENERAL:

- All essential services completed for the month.
- Two of the Municipal Crew did Bush Fire Training in Ali Curung along with a Crew from Ali Curung and Arlparra for two Days
- Visit from Roger LLC for a week working with the Night Patrol and Aged Care
- Jacinta Richards has Resigned as S/R Ralph from Ali Curung has kindly put his hand up to help keep the program running till we find a new team leader.
- Ruby Team Leader for Aged Care has left in the process of recruiting new staff.

HIGHLIGHTS:

- New Shade Shelters are in Tennant Creek Depot and ready for pick up Municipal crew will pick them up over the next few weeks.
- Transportable Toilets are also in Tennant Creek ready for pick up.
- The new Shade Shelter for the Playground has been completed and looks good.
- All roads and fire breaks have been graded ready for the rainy season.
- Football Carnival due on the 29th September to the 4th October still collecting rubbish around Community.

ISSUES:	Have had damage done to the Sport and Rec Electrical cage some one turning the power off. Community concerned about S/R program
----------------	--

CORE BUSINESS and PROGRAMS (n/a if Program not run in community) As much detail as is necessary for the Directors – this section does not go to Council unless the Director decides something should

ADMINISTRATION	90 hours/month. I have spent more time in the office this month making sure that all the reports were covered. IT working on new telecommunication equipment for the office upgrading Internet speed. Spent some time in Elliott filling in for Shelley. Tracey stepped up while I was away and did a great job.
DEPOT	All services in the depot are running normally



	20 hours/month Municipal team working well, but still need daily guidance
ESSENTIAL SERVICES	ESO duties being fulfilled. I have had to cover 1 week and week end on call in the last month while staff were away.
SPORT & REC	Program running well Recruiting for new Sport and Rec Team Leader.
AGED CARE	Aged care has been running well considering we do not have a Team Leader all staff has stepped up while we recruit.
NIGHT PATROL	2 hours/ month Night patrol have not been working due to shortage of staff Zone Manager visiting Ampilatwatja this month to recruit.
SNP	School Nutrition taken over by My Pathway working in aged care side by side with aged care looks like running well.
HOMELANDS	10 hours/ month I have been to Irrultja and Atnwengerrpe on a regular basis to keep in touch with our homeland Municipal Workers.



NIGHT PATROL LOCAL AUTHORITY REPORT

COMMUNITY AMPILATWATJA

DATE: 15/11/2018

Staff Members

Team Leader: Rowena Kelly
Night Patrol Officers: Trepkina Beasley, Natasha Beasley, Anita Bailey

Hours of Operation: Monday to Friday 6pm – 11pm

Guiding Principles for Night Patrol

- Deliver culturally appropriate assistance to Indigenous people at risk of either causing harm or being harmed, including children out after dark, intoxicated people, substance abusers, young people, victims of violence and the homeless
- Recognise that all individuals have the right to be safe in the community
- Recognise that the whole community, not solely the Community Night Patrol, has a responsibility to work towards the prevention of anti-social, destructive and illegal behaviours
- Promote the Project and enhance access to social, health and community service through partnerships and relationships with other service providers
- Be ware of and responsive to the community safety needs and priorities of the communities
- or being harmed, including children out after dark, intoxicated people, substance abusers, young people, victims of violence and the homeless

Issues

- HQ Night patrol Tennant Creek is now operational with a new fax number, as the previous fax number was disconnected by NBN. This action caused mayhem especially when all night patrol staff would submit patrol reports , and timesheets every Tuesday before 9.30 am
- Children out late at night, unsupervised by parents .
- Alcohol consumption in the community , considering it's a dry community.
- Cultural issues, Aboriginal Lore taking place , in which it is placing my night patrol staff at risk of harm., considering the Aboriginal lore being carried out is a clear breach of Whiteman Law..

Issues throughout the Ampilatwatja sports festival.

- Throughout the duration of the sports festival there was no control over kids by parents with criminal damage to the sea container with a fire smouldering overnight inside the container.
- Air conditioners smashed up at the sport and recreation hall.
- Throughout the duration of the sports festival. No confirmation of the festivities occurring.
- Lack of communication between organisers of the sports festival , and use of Barkly Shire Equipment , such as band equipment .threats of riotous behaviour should community residents and visitors not have use of band equipment. Considering it was stated that the store had paid for a band to attend , and were bringing there own band equipment.
- Throughout the duration of the sports festival , payback , threats of fighting between visitors and community residents.
- It is everyone's responsibility to educate, people who are visiting the community , to carry sufficient water, food , and petrol and travel in a reliable vehicle ,with over 10 people and families assisted due to vehicle breakdowns. The temperatures at the time was exceeding 35 degrees.

Training

What: Cert 111 Community Night Patrol –
 When: 13th 20th October 2018
 Where: Alice Springs CDU

What : Certificate 111 Community Night Patrol
 When: 18th 24th November 2018
 Where: Tennant Creek.

Night patrol:

- In total there are 4 Night patrol positions allocated to the community Ampilatwatja
- Staff have been attending LLN training whilst in community. This action is showing significant improvement , with the quality of weekly submissions of the required documentation such as Time sheets , Leave forms, Patrol reports , Vehicle checks, Childrens reports.
- All Night patrol vehicles are being closely monitored , through satellite tracking, and changes being made to staff timesheets.
- All Night patrol bases where possible , have been upgraded with new phones/ fax, fridges , work desks..
- Congratulations to Team Leader Rowena Kelly whom have been successful in completing Certificate 111 in Night patrol . A graduation ceremony will be held on 15th November at CDU campus Tennant Creek.

LA OTHER BUSINESS

ITEM NUMBER 15.1
TITLE Monthly Finance Report
REFERENCE 260088
AUTHOR Gary Pemberton, Finance Manager

RECOMMENDATION

That the Authority

- a) Receive and note the report.

SUMMARY:

BACKGROUND

ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

1 [↓](#) Local Authority Ampilatwatja Finance Report Oct2018.pdf

Barkly Regional Council
Local Authority Allocation
Project: 405

		Budget	Income and Expenditures				
			2015-2016	2016-2017	2017-2018	2018-	Total
INCOME							
LA Grants Received							
	Grants Received	241,920.18	61,532.00	61,532.00	67,210.00		241,920.18
INCOME TOTAL		241,920.18	61,532.00	61,532.00	67,210.00	0.00	241,920.18
EXPENDITURE							
LA Funding Expended							
Approved Minutes	Expenditure Date						
Oct-14	Toilet rental	14,420.00					14,420.00
Apr-15	Trimmer & Lawn Mower	4,303.63					4,303.63
Apr-16	Football Changeroom	30,297.00					30,297.00
May-17	3 Industrial Washing Machines	20,000.00	7,508.45				10,134.00
Apr-17	Ride-On Mower	6,199.09			6,199.09		6,199.09
	Portable Toilets & Trailer				19,990.00		19,990.00
	Childrens Playground Shelter				19,190.00		19,190.00
	6 Shade Shelters				12,120.00		12,120.00
LA Funding Committed							
May-17	3 Industrial Washing Machines	**	9,866.00				9,866.00
May-17	Ampilatwatja ablution block	105,000.00	44,157.55	60,842.45			105,000.00
Apr-17	Animal Management Activities	15,000.00		689.55	14,310.45		15,000.00
EXPENDITURE TOTAL		195,219.72	61,532.00	61,532.00	71,809.54	0.00	246,519.72
Balance of funds to be committed		46,700.46	0.00	0.00	-4,599.54		-\$4,599.54

OTHER BUSINESS

ITEM NUMBER 15.2
TITLE Confirm next LA Meeting date
REFERENCE 261006
AUTHOR Michelle Heinen, Administration Officer

RECOMMENDATION

That the Authority

- a) Confirm the next Local Authority meeting to be held on Wednesday 12th December 2018

SUMMARY:

BACKGROUND

ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

There are no attachments for this report.

OTHER BUSINESS

ITEM NUMBER	15.3
TITLE	Barkly Region Visitor Experience Master Final Plan Report
REFERENCE	261035
AUTHOR	Michelle Heinen, Administration Officer

RECOMMENDATION

That the Authority

- a) Receive & note the report
- b) Give feedback on the report

SUMMARY:

The Barkly Regional Visitor Experience Master Plan has been developed in collaboration with a broad & diverse group of stakeholders, who together have identified a vision, opportunities for improving the visitor experience & new tourism initiatives across the region when local communities may be able to engage in tourism.

BACKGROUND

ISSUE/OPTIONS/CONSEQUENCES

CONSULTATION & TIMING

ATTACHMENTS:

- 1 [↓](#) Barkly Region Visitor Experience Master Plan Final Report 10 October 2018.pdf



Barkly Regional Visitor Experience Master Plan

8 October 2018

Prepared by:



Document Register

Version	Report	Date
1.0	Draft Barkly Regional Visitor Experience Master Plan	11 Aug 2018
2.0	Final Barkly Regional Visitor Experience Master Plan	9 Oct 2018

Acknowledgements

This Visitor Experience Master Plan for the Barkly Region was prepared by TRC Tourism Pty Ltd for the Barkly Regional Council and its project partner - the Department of Tourism and Culture.

The Plan was prepared in consultation with the region's Aboriginal communities, Traditional Owners, other landholders and land managers and the tourism industry.

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that TRC Tourism is not liable to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking action in respect of any representation, statement or advice referred to in this document.

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Executive Summary

Endless horizons of the big sky country in the Barkly Tablelands, natural oases in the dry desert, ancient Aboriginal stories and traditions stretching across the landscapes and ongoing reminders of the early days of outback communication, droving cattle, gold mining and World War II.

An area covering the size of New Zealand, the Barkly Region in the Northern Territory is central to unforgettable drive journeys within the Territory and beyond. This Visitor Experience Master has been developed by the Barkly Regional Council in consultation with various government agencies, local communities and businesses throughout the region. By understanding our target markets, existing experiences, aspirations of local people and gaps, we have developed a Plan that has significant potential to stimulate growth in the Barkly visitor economy and provide business and employment opportunities for Aboriginal communities and local businesses.

The featured priorities within this Plan include:

- Central to the Barkly Region, developing the town of **Tennant Creek as a Vibrant Hub**
- Improving the visitor journey along the **Stuart Highway**
- Developing an **Exceptional Aboriginal Cultural Scene** that is sustainable and culturally appropriate
- Enhancing existing and creating new bespoke **Events** that celebrate the true characteristics of the Barkly Region
- **Accommodation** review – much of the accommodation in the region is old with no luxury, glamping or eco-lodge style accommodation options
- **Regional Support Service Hub** – with Tennant Creek central to many communities and small towns within the region, there is an opportunity for Tennant Creek to become a training and development hub servicing regional businesses, organisations, communities and government agencies.
- **New Experiences** – could include private touring opportunities at Longreach Waterhole, investigation into the Helen Springs petroglyph site for visitor access, Eldorado fossicking and mine site and extending and promoting the Binns Track as an ‘epic’ 4WD journey.

Implementation of the Plan will require a mix of public and private partnerships, leading towards the realisation of the tourism vision for the Barkly Region:

'The Barkly Region is a vast and beautiful part of the Territory and an important part of the NT journey, with Tennant Creek as a vibrant hub.'

1 Introduction

1.1 The Plan

The Barkly Regional Visitor Experience Master Plan has been developed in collaboration with a broad and diverse group of stakeholders, who together have identified a vision, opportunities for improving the visitor experience and new tourism initiatives across the region where local communities may be able to engage in tourism. The aim of the Plan is to:

- Extend visitor length of stay in the Barkly through consumer focus, attractive and safe experiences and more effective promotion
- Strengthen relationships with neighbouring regions and states to enhance the existing road journeys
- Encourage visitors to leave the highway and travel through some of the more remote and natural areas of the region
- Ensure a coordinated approach to tourism between business, government, the tourism industry and communities.

The Road Map for this Master Plan is as follows:



After assessing the current and potential demand for tourism in the region as well as existing supply and use, this Master Plan addresses the types of tourism activity and the sites, journeys and events that might be suitable. Further to this Plan, Ward Action Plans have been developed providing greater detail to the specific opportunities and recommendations for each Local Government Ward within the Barkly.

The implementation of the Plan and Ward Action Plans will underpin improvements over time in the visitor experience of the region and the range of tourism experiences on offer as well as create economic opportunities. Each stakeholder identified within the implementation will need to ensure active support and engagement to successfully achieve the Aims of this Master Plan.



1.2 The Barkly Region

The Barkly Regional Council covers an area almost the same size of New Zealand and at 323,514 km², it is the second largest local Government area in Australia. Centrally situated in the Northern Territory, the area is rich in Aboriginal culture, European exploration heritage, historic towns and telegraph stations, gold mining, pastoralism and military heritage and encompasses the historic township of Newcastle Waters in the North, stretches down to Barrow Creek in the South and then travels 620 km east to the Queensland border. Tennant Creek is the largest township in the region, 500 km north of Alice Springs and 1,000 km south from Darwin.

The population of the Barkly Region is 7,530 with the largest population (approximately 2,900) living in Tennant Creek.¹ The remaining Barkly residents live in the surrounding townships, major communities, family homelands, cattle stations, mining operations and commercial businesses. The region’s population counts for 2.6% of the overall NT population and the Barkly contributes 1.5% of businesses across the NT. Key industries include agriculture, cattle, tourism and government services.

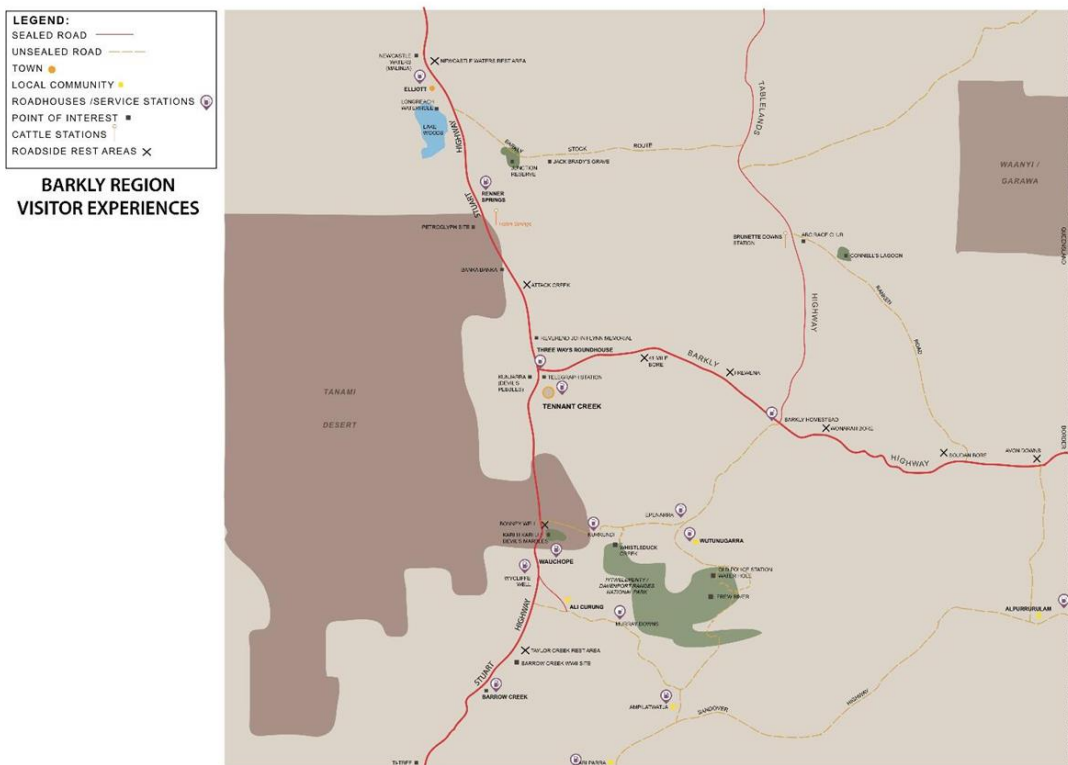


Figure 1. The project area

¹ Australian Bureau of Statistics – Census 2016

2 Current Situation

2.1 Land and Communities

The land in the project area is a mix of pastoral leases, Aboriginal freehold, Aboriginal community land excised from pastoral leases and conservation reserves. The Barkly Region is home to sixteen Indigenous nations, including the following language groups: *Alyawarr, Anmatyerre, Arrente, Garrawa, Gurindji, Jingili, Kayetetye, Kriol, Kurdanji, Luritja, Mudpurra, Pitjantjatjarra, Wambaya, Warlmanpa, Warlpiri, Wurumungu* and *Yanyuwa*.²

The region is overseen by NT Local Government and currently governed by the Barkly Regional Council. The Council is divided into four wards, and is led by a Mayor and 12 Councillors spread across the Wards

- Alyawarr Ward
- Patta Ward
- Alpururulam Ward
- Kuwarrangu (previously Yapakurlangu) Ward

Both the Iytwelepenty / Davenport Ranges National Park and the Karlu Karlu / Devils Marbles Conservation Reserve are within the project area. Declared Aboriginal Land, both reserves have been leased back to the NT Government under a joint management agreement between the Traditional Owners and the Parks, Wildlife and Heritage Division of the NT (PWH). Native Title determinations have also occurred in several parts of the region, some managed as Indigenous Protected Areas and others through lease agreements with pastoral properties or mining businesses.

The population is broadly dispersed across the region, Table 2 provides a summary of each of the largest towns / communities in the area, their location and population as from the 2016 Census.

Table 1. Barkly Region Main Communities/Towns, population and location

Town / Community	Population	Location
Ali Curung	494	151.5 km south of Tennant Creek via Stuart Highway (sealed access)
Alpururulam	420	576.2 km east of Tennant Creek or 17 km from the Queensland Border via the Sandover Highway. Both sealed and unsealed access
Ampilatwatjua	418	307 km south east of Tennant Creek 100 km sealed, the remainder unsealed.
Alparra	483	234 km south east of Tennant Creek, from Stuart Highway road is unsealed.
Elliott	302	250 km north of Tennant Creek via the Stuart Highway
Tennant Creek	2,991	508.3 km north of Alice Springs or 988.8km south of Darwin via the Stuart Highway
Wutunugurra	154	205.8 km south-east of Tennant Creek on the north-eastern edge of the Davenport Ranges. 87 km sealed, 118 km unsealed.

² www.barkly.nt.gov.au

2.2 The Barkly's Visitor Offer

For visitors, the Region provides a mix of Aboriginal culture together with settler history. Travellers can explore ancient sites of cultural significance within incredible landscapes in the Iytwepenty / Davenport Ranges National Park and the Karlu Karlu / Devils Marbles Conservation Reserve. As well as the cultural heritage, the region shares stories about the construction of the old Telegraph line from Adelaide up to Darwin, gold mining, World War II history and the dusty cattle droving days.

Over such a large area, the region incorporates both elements of the central desert and shrublands and tropical grasslands and savannahs providing striking landscapes and diverse flora and fauna.

The main access roads in the project area are:

 <p>Barrow Creek Telegraph Station, c</p>	<p>The Stuart Highway stretching 3,000 km from Adelaide to Darwin. The <i>Explorers Way Tourist Route</i> promotes visits to Watarrka, Uluru-Kata Tjuta and Tjoritja / West MacDonnell National Parks, Tennant Creek, Karlu Karlu / Devils Marbles, Mataranka, Daly Waters, Katherine and Nitmiluk National Park before arriving in Darwin. This tourist route is a collaborative marketing opportunity between the South Australian and Northern Territory Governments with both the South Australian Tourism Commission and Tourism NT actively marketing the experience via their International Marketing Managers, digital channels and print materials.</p>
 <p>Barkly Homestead</p>	<p>The Barkly Highway (turn-off approx. 26 km north of Tennant Creek) is part of The <i>Overlander's Way Tourist Route</i> which travels across from Townsville. There is a dedicated website for this route www.overlandersway.com which has been developed by the Outback Queensland Tourism Association and Councils located on the route, and as such has a prominent focus on Queensland based experiences, with minimal suggested itineraries provided once drivers cross the border into the Northern Territory. At the Stuart and Barkly Highway intersection there is a service hub 'Three Ways' providing fuel, meals and accommodation - Three Ways is the cross-roads intersecting the north, south and east of Australia. Once on the Barkly Highway, visitors pass the Barkly Homestead (service hub with meals, fuel and accommodation) and Barkly Tablelands prior to crossing the NT/Queensland border and connecting to Camooweal and then Mt Isa 640 km away.</p>




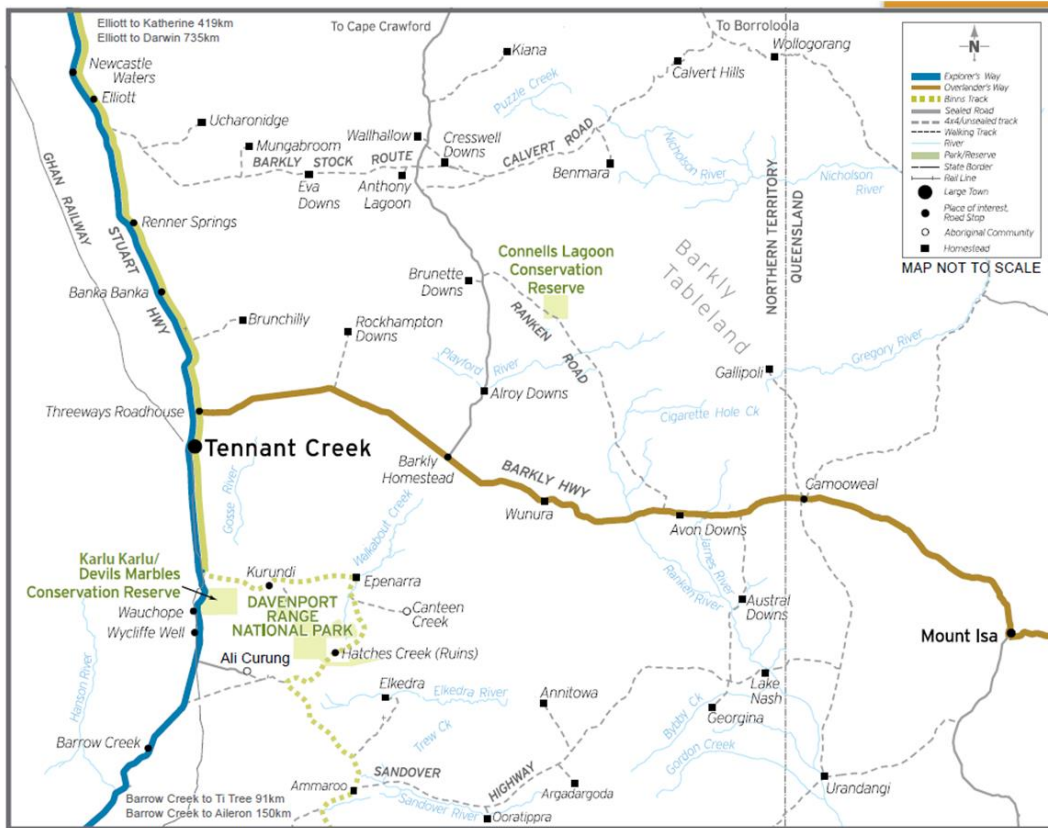
 <p>Binns Track 4WD epic journey</p>	<p>The Binns Track is promoted as an ‘epic’ 2,230 km 4WD track that runs from the South Australian border connecting the Central Desert with the ‘big river country’ of the north, finishing near Timber Creek on the Victoria River. The Track connects the Eastern MacDonnell Ranges, Iytwelepenty / Davenport Ranges National Park, Karlu Karlu / Devils Marbles to Tennant Creek. Motorists then travel along the Stuart Highway until reaching Dunmarra where the track then returns to 4WD access and heads west up through Judbarra / Gregory National Park and on to Timber Creek in the Top End.</p>
 <p>Driving the Barkly Stock Route</p>	<p>The Barkly Stock Route was one of the three major stock routes connecting the south, east, north and west during cattle droving days, with the region’s last droving activity occurring in 1988. The Barkly Stock Route starts south of Elliott on the Stuart Highway, passing through cattle stations before connecting to the Tablelands Highway for those looking to traverse across to Queensland either along the Ranken Stock Route to the Barkly Highway or north east the Barkly Tablelands to the Savannah Way. www.savannahway.com.au. There are no existing visitor facilities or activities along the Barkly Stock Route.</p>
 <p>The Sandover Highway alternate route to Queensland</p>	<p>The Sandover Highway commences off the Plenty Highway north east of Alice Springs. This unsealed road (4WD recommended) is 561 km in length providing an alternate driving route connecting Central Australia with Queensland. Within the project area, the Sandover intersects with the Binns Track providing access from the south into Iytwelepenty / Davenport Ranges National Park. The Sandover also provides access to the community of Alpururulam (pop. 420) located 17 km from the Queensland border. From here travellers can follow the Georgina River across Austral Downs and join the Barkly Highway near Avon Downs. There are currently no visitor sites on the Sandover Highway from the Plenty Highway however the track passes through both spinifex arid lands and Mitchell Grass plains. The Plenty Highway, running east/west just south of the region is being sealed at a steady rate and will soon offer another sealed route from Queensland to Central Australia. http://outbackway.org.au/</p>

Figure 2. Main access roads in the project area



Several of the region’s visitor experiences are based in the central hub of Tennant Creek including the Telegraph Station, Battery Hill Mining Centre, Nyinkka Nyunyu Cultural Centre and Tingkarli / Lake Mary Ann. Tennant Creek has accommodation and dining options as well as swimming, canoeing, bike riding, picnic and walking activities. Other drawcards to the region include:

- Karlu Karlu / Devils Marbles Conservation Reserve
- The annual Desert Harmony Festival
- The annual ABC Races at Brunette Downs
- Arlpwe Art Gallery at Ali Curung
- Wycliffe Well and unique stories and sculptures of aliens and UFOs
- Kunjarra (Devil’s Pebbles) reserve

Additional experiences and attractions include the Iytwelepenty / Davenport Ranges National Park, the Warrego Fossicking Area, Newcastle Waters Historic township, Banka Banka Station, the Barkly Homestead and Tablelands, Barrow Creek Telegraph Station and Historic Pub and the local region's Camp drafts, Races and Musters.

With significant cultural heritage mixed with several historical commemorative reminders of explorer John McDouall Stuart, gold mining history, military movement, cattle droving, the Australian Inland Mission (Royal Flying Doctors Service, School of the Air) and incredible landscapes, there are opportunities for improving and growing the tourist offering in the Barkly Region.

Details of the existing visitor attractions and products in the project area are provided in **Appendix A**.

2.3 The Tourism Context

Details of NT and Central Australian tourism trends and visitor profiles are provided in **Appendix B**.

The Barkly Region is defined as commencing from the south at Barrow Creek and passes through Wycliffe Well, Tennant Creek, Elliott and Newcastle Waters. In the year ended September 2016 compared with the same period in 2017 there was an overall decline in domestic visitation to the Barkly Region by 15.3% across both intra-Territory and interstate markets (total 115,000 visitors). Internationally however, the region remained consistent year on year receiving approximately 17,000 international holiday travellers.

NT wide, Barkly regional visitation accounts for:

- 25% of the overall domestic visitation
- 17% of the overall international visitors
- 16% of the NT's total visitation (combined domestic and international travel)³.

Tourism NT's three year Barkly Region visitor analysis estimates an average of 99,000 overnight visitors, 85% of whom were domestic visitors.

³ Tourism NT (2017a) and (2017b).

Figure 3. Who are the Barkly’s visitors?

	<p>Intra-Territory visitors</p> <ul style="list-style-type: none"> • 52% of all domestic overnight visitors come from within the NT. • Half visit for business purposes • Stay 3.1 nights • Most visit January – March • Travel alone • 40 – 54 years of age
	<p>Interstate visitors</p> <ul style="list-style-type: none"> • Over 80% are leisure visitors • Stay 2.3 nights • Most visit September – December • Adult couple • Over 65 years of age • Coming from Queensland, Victoria and NSW.
	<p>International visitors</p> <ul style="list-style-type: none"> • Leisure visitors • Stay 2.4 nights • Visit September – March • Travel alone • 15 – 29 years of age • From Germany and UK

Family travel is the lowest travel party type across all segments attributing for only 4% Intra-Territory, 10% Interstate and 4% of international travellers to the region.

Although there is an airport situated in Tennant Creek, it is not a major airport and is currently servicing FIFO workers supporting the construction of the north east gas pipeline. There is an RPT service connecting Tennant Creek with Alice Springs, Katherine and Darwin. Options are limited for travellers with private or rental cars being the main transport to and around the region for all visitors.

Figure 4. How do visitors travel through the region?



	Private or hire car	Coach	Motorhome/caravan
Intra-territory	90 %	2 %	0 %
Interstate	63 %	4 %	6 %
International	47 %	23 %	27 %

Most Intra-Territory visitors opt to stay in hotels in the region (33%), whereas interstate travellers have a fairly even mix between staying in hotels (29%) or commercial campgrounds (21%) or non-commercial campgrounds such as national parks (22%). International travellers choose camping as their preferred accommodation in the region in both commercial (33%) and non-commercial (30%) campgrounds⁴.

The Tourism NT Regional Profile lists the most popular activities by visitors to the Barkly Region as being:

- Experiencing and learning about culture
- Exploring nature
- Learning about history and heritage
- Four wheel driving
- Visiting local pubs and clubs



Figure 5. Most popular experiences in the Barkly Region, Tourism NT Regional Profiles 2017

⁴ Tourism NT Regional Profile Barkly Region Three Year Averages January 2017

2.4 Opportunities for the Region

NT Government launched the two year Turbocharging Tourism stimulus package that is aimed at stimulating the economy and accelerating tourism growth. This plan has been complemented by commitments for significant investment in the tourism industry. The following commitments have been made to the Barkly region:

- \$10m for refurbishment and re-opening of the Nyinkka Nyunyu Cultural Centre
- \$5.5m towards improving tourism and the visitor experience in Tennant Creek

The Northern Territory Government has also committed:

- \$9m for Perkiss Reserve upgrades including car and trailer parking suited to travellers and visitors close to the main business centre
- \$1.45m 'town beautification' for streetscape and main street amenity
- \$2m for town gateways/information signage

Other commitments off which the region can potentially leverage include:

- \$100m towards the NT Arts Trail
- \$1.9m to 'promote Darwin and the NT as the pilgrimage destination for Australian military history'
- \$2.12m to 'promote existing and iconic NT festivals and events'
- \$12.1m to 'enhance existing and develop new festivals and events'.
- NT Aboriginal Tourism Strategy and NT Strategic Plan 2030 currently in development phase
- The East MacDonnell-Plenty Highway Region is also planning for visitor experiences in its area, which adjoins the Barkly Region to the south (from around the Sandover Highway). As routes such as the Sandover Highway and the Binns Track traverse both regions there are opportunities for coordinated and collaborative experience development and promotion.

The Federal and NT Governments have also committed recently to a Regional Deal for the Barkly, at this point in time it is unknown what this will entail specifically for tourism.

3 Vision for the Future

3.1 Vision and Guiding Principles

The development of visitor experiences in the Barkly Region will be guided by the following Vision and Guiding Principles.

VISION	
<p><i>The Barkly Region is a vast and beautiful part of the Territory and an important part of the NT journey with Tennant Creek as a vibrant hub</i></p>	
GUIDING PRINCIPLES	
1. Ensuring cultural continuity	The traditional activities and knowledge of Aboriginal people will be maintained and enhanced through tourism activities.
2. Community benefits	Encouraging greater participation in the tourism industry through better understanding of the benefits that can be delivered, and capacity building for participation by communities and community members.
3. Consumer focus & Community Pride	Recognition by all community members of the importance of safe and attractive communities if visitors are to stop and spend money. Engendering pride in the community and encouraging a welcoming approach to visitors
4. Sustainable business	Ensuring strong commercial business models, consumer focus and sustainable business principles for current, new and emerging attractions.
5. The Journey	Focusing on extending length of stay in the region by all visitors whilst recognising the Barkly will be part of a journey rather than an ultimate destination for most travellers. Ensuring journeys through the region are improved and can be promoted as exciting experiences by defining interesting loop drives and promoting these to visitors who are adequately equipped for remote area travel.
6. Relationships	Strengthening the relationships with adjoining regions and states to ensure exciting experiences linking regions. Fostering a coordinated and integrated approach between businesses, government, the tourism industry and communities.

3.2 Positioning the Region

Take what might seem ordinary to us and make it extraordinary!

A positioning statement helps inform all aspects of the visitor experience from pre-trip information to the experience while there and post trip follow up. It reflects what is special about the region and how it can differentiate itself from other destinations in the tourism marketplace.

The Barkly Region has many special characteristics including:

- Vast outback landscape travelling from the desert Tablelands to the Top End Tropics
- Cattle country (opportunities to camp and stay at local stations)
- Journeys Heritage Trails, 4WD outback nature experiences (swimming, hiking, camping), Aboriginal culture – stories, art and sites of significance
- Layered Stories - Natural landscape/Aboriginal ancient living histories/explorer/pioneer history
- Unique festivals and events celebrating Aboriginal culture and settler heritage (Desert Harmony, Ali Curung, Brunette Downs Races, Tennant Creek Ag Show & Camp draft)
- Multi layered heritage linked to the above two
- Critical gateway to Outback Australia and the Central heart of the NT

The positioning for the Barkly Region will be:

Endless horizons of the big sky country in the Barkly Region, natural oases in the dry desert, ancient Aboriginal stories and traditions stretching across the landscapes and ongoing reminders of the early days of outback communication, droving cattle, gold mining and World War II

The positioning is not an advertising or marketing tagline - it is simply a concept that underpins the experience offered to the visitor and guides the way the region is marketed and promoted.



3.3 Visitor Markets

In developing visitor experiences in the Barkly Region a range of visitor markets will be targeted (see Table 2). These markets are mainly the current and emerging visitor markets for the wider Central Australia and Barkly Region.

Table 2. Visitor target markets for Barkly region tourism

Market	Description
Drive Market	<p>The largest sector across all markets, the Drive Market consists of a mix of self-drive leisure travellers (domestic and international) often on extended trips and intra-Territory business travellers.</p> <p>An estimated 115,000 visitors to the region in 2016-17⁵.</p> <p>Mainly domestic visitors – 52% intra-Territory visitors and 47% from News South Wales, Victoria/Tasmania and South Australia.</p> <p>Tend to stay an average of 2.6 nights in the region.</p> <p>A variety of travel, accommodation and experience preferences. Intra-Territory tend to stay in motel accommodation (on business), while interstate travellers have an even split between motel/hotel and camping accommodation.</p> <p>4WD enthusiasts, clubs and tourers are a niche market and will be attracted by the Binns Track and other remote journeys.</p>
Business visitors	<p>Over half of Intra-Territory visitors are coming to the region 'on business' (approx. 21,000 visitors).</p> <p>Around 11% of interstate visitors are also coming to the region for business.</p> <p>Business visitation supports the regional economy through accommodation, food and beverage and business events such as conferences and meetings.</p>
Retired visitors	<p>Interstate visitors are more likely to travel as a retired adult couple over the age of 65.</p> <p>As the main access option, many of these will be drive visitors, including those on extended trips.</p> <p>Price will be a significant consideration for some of this market who are on fixed incomes.</p> <p>This demographic is a secondary target market for Tourism NT attracting the 'over 50s'.</p>
International visitors	<p>Typically, from European countries (Germany, UK and France).</p> <p>Around three-quarters of international visitors will either fly/drive or drive into the region and approximately a quarter will hire a motorhome/campervan for their travels. The remaining quarter travel on a coach to access the area (likely tour bus).</p> <p>Often travelling between Alice Springs to Darwin, stopping at attractions and hubs enroute.</p> <p>More than half of the international visitors to the region are travelling 'alone' and are aged between 15-29 years of age.</p> <p>Majority prefer camping as their accommodation option in both commercial and non-commercial (national parks, wayside stops) camping areas.</p>

⁵ Tourism NT (2017). *Tourism NT Regional Profile, Alice Springs and MacDonnell, Report Period: Year Ending June 2017.*

Market	Description
Soft adventure and nature-based experiences	More than 93% of visitors to the region visit the iconic Karlu Karlu / Devil's Marbles.
History and heritage tours	Australian history is appealing to the 'over 50s' market providing opportunities to immerse in historic sites.
Festival and event visitors	Participants in or spectators at sporting events and festivals. The region has annual festivals including the Desert Harmony Festival and local outback events such as Musters, Camp drafts and the regional show. Visitors can include other activities during their visit.
Conference market	Participants in corporate, team building or special interest conferences and workshops. Itineraries may include tourism as part of the conference or an add-on option. There is already a large percentage of both intra-Territory and Interstate travellers visiting the region for business purposes and Tennant Creek could be viewed as an ideal 'meet in the middle' conference destination for delegates from Alice Springs, Darwin or even cross border activity with Queensland.
Aboriginal cultural tourism visitors	<p>A study conducted by Tourism NT⁶ categorised domestic travellers based on their interest in Aboriginal tourism experiences:</p> <ul style="list-style-type: none"> • Observers – interested in an overall tourism experience and preferring to view culture from a distance, such as museums, rock art sites and cultural centres (approximately 12.4% of the population) • Intrigued – interested in visiting friends, a blend of comfort and challenge and connecting with culture through short 'non-confrontational' experiences (such as bush tucker experiences, art workshops) often planned in advance (approximately 12.4% of the population) • Immersive – expect holidays to provide opportunities to participate in events, learn and make personal connections to another culture (such as attending ceremonies, hearing stories), and learn something about themselves (about 13.9% of the population). <p>Current uptake in Aboriginal Tourism experiences by holiday travellers varies between international and domestic markets. Research by Tourism NT shows that approximately 82% of international holiday visitors, 22% of intrastate holiday visitors and 7% of intra-Territory holiday visitors to Central Australia participate in an Aboriginal tourism experience.</p>
Other Special Interest Markets	<p>Tourism NT are currently pursuing 'special interest' markets for some sectors. Special interest markets specific for the Barkly Region include;</p> <ul style="list-style-type: none"> • Bird watching • Drive (caravanning, camping, 4WD, geocaching) • Education tourism for Australian schools • Hunting • Walking or trekking • Minerals/gold fossicking

⁶ NT Department of Tourism and Culture (2017). *National demand for cultural tourism in Australia*. (Research conducted by Instinct and Reason).

4 Experience Development

4.1 Road Journeys

A major focus of this Visitor Experiences Master Plan is the development of exceptional drive journeys that enable access and underpin visitor experience development through the region.

The region's roads form an essential framework that enables visitors to access the region and experience its places, people and stories. A journey on the region's semi-remote roads is also an experience in itself.

Themed drive journeys (that are well promoted and supported by quality visitor information, facilities and attractions) have become an important element of travel globally and have been instrumental in attracting increased visitation to regional and remote areas. The requirements for development and operation of a quality road journey are outlined in Table 3.

Table 3. Characteristics of quality road journeys

Feature	Description
An integrated, coherent journey	The journey works in a holistic way. It tells a story (or stories) relevant to the areas passed through, has attractions that showcase places and people, and has facilities, services and accommodation at the right places to facilitate the journey.
Coordinated planning and delivery	Mechanisms are required to ensure the journey is developed in a consistent and coordinated manner by the communities, landholders, land managers and local government authorities along the route. This is often achieved through the establishment of a representative coordinating organisation
Meets the needs and aspirations of visitor markets	The level of development, facilities and support should be aligned to the visitors undertaking the journey. There are different requirements between a sealed highway which attracts a variety of markets and a remote 4WD route where self-reliant visitors are seeking isolation and adventure.
Engaging attractions	Opportunities to be immersed in places along the route and engage with people and their cultures is the essence of a memorable journey. There should be a range of places, attractions and products that bring the journey to life.
Engaging storytelling	Stories about the journey, its places and people are also central to the journey experience and the development of engaging attractions. Storytelling should be readily available through sources such as websites, downloadable apps, signage, attractions, tours and personal interactions.
Quality visitor information	Information is easily available on all aspects of the route, facilities, attractions, booking, planning and safety and is managed so it remains up-to-date. A comprehensive journey website is an

Feature	Description
	important tool for disseminating information. Globally, many drive journey websites are providing a one-stop-shop service covering current route information, booking links, maps, itineraries, guide books and interpretive material. Arrangements for provision of information by local visitor centres and tourism providers is also desirable.
Appropriate signage and road infrastructure	Direction finding and safety signage is provided appropriate to the type of journey. Roads are designed and maintained to the level required for the type of journey and expected visitor markets.
Services and amenity	<p>Depending on the journey experience (remote, semi-remote, sealed highway) and the degree of visitors self-reliance, drive visitors need at locations appropriate to the journey:</p> <ul style="list-style-type: none"> • accommodation and campgrounds (at appropriate price points for markets) • rest stop facilities, access to water • food and convenience stores • fuel and vehicle repair services • dump points for caravans and RVs • access to mobile and free internet connections. <p>As outback travel increases in Australia the provision of camping facilities along tourism routes is important to ensure that camping is environmentally sustainable and to encourage travellers to stay longer at places along the route. Campgrounds are also opportunities for local people to develop attractions and interact with travellers (see Camping with Custodians example in Appendix B).</p>
Effecting marketing and promotion	Managers and stakeholders are active in promoting the journey and its features. Appropriate channels and methods are used to disseminate knowledge about the journey to potential visitors and the tourism trade.

In Australia remote iconic remote road journeys include the Gibb River Road in the Kimberley and the Savannah Way across northern Australia between Cairns and Broome. Such journeys provide opportunities to local communities to establish linked services and attractions. The case studies in **Appendix C** provide examples of the development and management of remote road journeys (the Savannah Way) and linked services and attractions provided by local communities and businesses (Camping with Custodians in Western Australia, Home Valley Station at the northern end of the Gibb River Road, and the Daly Waters Pub on the Stuart Highway).

The roads and journeys of the Barkly Region are a significant feature and assist in showcasing what the region has to offer. At the moment most visitors travelling the roads of the region do so North/South on the Stuart and East/West on the Barkly. There is considerable potential to improve the dispersal and length of stay of some of these visitors by defining and promoting circuit/loop routes particularly to the East of the Stuart highway. The strongly promoted Savannah Way runs just to the North of the Region NW

between cairns and Broome via Katherine and its lesser known cousin, the Outback Way, runs just south of the region from the Channel Country to the Alice. Both are already carrying adventurous, well equipped self-drive travellers who could be encouraged to further explore the country in the eastern Barkly Region. The following routes are the primary journeys that will continue to underpin the experience of the Barkly Region.

4.1.1 Stuart Highway

The Stuart Highway is the most travelled route in the region and most drive tourists to the NT travel this route between Alice Springs and Katherine/Darwin. For many it is simply a journey to connect these places and not one where they intend to stop along the way.

Changing this travel pattern is critical to the future economic growth of the region, and an important aim is to extend length of stay so visitors spend more than one night in the region.

Historic Sites and Markers

There are several commemorative markers and historic sites along the Stuart Highway paying tribute to early exploration and European settlement of the region. The Barkly Region has an extensive history including exploration, gold mining, Reverend John Flynn and the Royal Flying Doctors Service, cattle droving and World War II. This provides a substantial opportunity for linking a historical trail through the region encouraging visitors to stop and learn along the journey. Sites like Newcastle Waters Historic Town can be a commencement hub, starting the journey in the region by providing rich on-site interpretation, visitor services and if appropriate, cultural activities delivered by local Aboriginal communities.

Communities

Along the Stuart Highway, travellers pass through the community of Elliott. Along the drive there are minimal opportunities for visitors to stop and purchase goods and services. With community members and essential services in situ, Elliott has an opportunity to become a busy and active service hub through provision of welcoming and attractive businesses and facilities.

Roadhouses and pubs

The roadhouses and pubs of the Territory are an important part of the visitor experience and this is very real for the Barkly. A small number of stopping points on the Stuart Highway are performing exceptionally well and are indeed destinations. The Daly Waters pub (whilst outside the region it has a significant influence on travel patterns through the Barkly), Devils Marbles Hotel and the Barkly Homestead are the standouts and well known and patronised destinations.

Other roadhouses and pubs such as Barrow Creek, Wycliffe Well, Three Ways and Renner Springs need upgrading of accommodation, facilities and food and beverage to be more enticing to visitors. Some get limited use.

By having quality accommodation, facilities, food and beverage the potential exists to strengthen year-round patronage from business travellers and a small number of tourists.

Overnight camping

There are many free overnight campsites along the Stuart Highway in the Barkly as well as commercial sites in towns and at Renner Springs, Banka Banka, Devils Marbles Hotel, Barrow Creek, Wycliffe Well. With the sophisticated vehicles and camper trailers etc being used, commercial caravan parks need to be attractive, well located and offer exceptional experiences to encourage people to stay.

Support could be offered to commercial caravan parks to encourage experience development that will make facilities more attractive. A program of infrastructure (water, sewer and power) could underpin investment by owners in the commercial facilities at these locations to lift the overall visitor experience. Government could also provide/encourage business mentoring on better commercial campground standards in the Territory.

Rest areas/day use and lookouts

There are several day use areas on the highway (many of which also permit overnight camping) as well as a range of heritage sites of various standards and scale. Signage and interpretation needs considerable improvement to create a better experience for the visitor and encourage them to stop.

A number of day use areas have shelters that include information panels. Some of these are well developed with good quality information whilst other have little or no information or are vandalised and missing some panels. Many of the Heritage sites are indicated by old and faded signs that are hard to see and not enticing for the visitor.

4.1.2 Barkly Highway

The Barkly Highway commences at the 'Three Ways' junction across to Queensland. The road is bitumen and the travel lifeline between the two states. Known as the Overlanders Way, this touring route is heavily promoted in Queensland, but less so in the NT given the lack of experiences along the drive.

At the Three Ways junction is the also named Three Ways Roadhouse which connects the Barkly and Stuart Highways north, south and east. This is a crucial visitor hub and decision making point for visitors and an opportunity to encourage visitors to extend their journey while travelling through the Barkly Region. Appropriate orientation, way-finding and promotional signage is required to capitalise on through visitation.

The drive does however connect to potential 4WD opportunities up towards the Tablelands Highway/Barkly Stock Route or south via Epenarra to Iytwelepenty/Davenport Ranges National Park.

Central on the highway within the NT is the Barkly Homestead, a popular service point and overnight stop for travellers between the states. Accommodation provided includes 'deluxe cabins', motel rooms and a campground. There is a bar/restaurant onsite which is very popular in the peak season and provides live nightly entertainment. There is also a gift/souvenir store within the roadhouse.

As the first stop over point for travellers from the east, there is minimal onsite information welcoming and orientating them to experiences within the Barkly Region.

4.1.3 Sandover Highway

The Sandover Highway connects the south eastern part of the Barkly region with north west Queensland, especially the town of Camooweal, home of the annual Drover's Camp Festival and the inland city of Mount Isa, home of the famous Isa Rodeo. Other north/south roads intersect with the Sandover, notably the Binns Track which connects the Barkly southwards into the Central Desert and beyond. Along the Sandover are a few isolated communities which welcome visitors to provide them with general supplies, fuel and local art. These are Alpururulam, Ampilawatja and Alparra which are described further in the Ward Action Plans in the Appendices.

4.1.4 Barkly Stock Route

This driving route provides a true experience of the Barkly Tablelands and an appreciation of the cattle stations in the area (Anthony's Lagoon, Eva Downs).

Major roadwork is currently occurring on the Stock Route to the value of \$11.8 million, predominately to service the cattle industry and road train use.

Minimal visitor traffic uses this travel route, long range vehicles or carrying additional fuel may be required to travel via Ranken Road, the Tablelands Hwy and on to the Barkly Stock Route.

Along the stock route, NT Parks, Wildlife and Heritage manage an asset called "Junction Lagoon" near Eva Downs Station. This is a conservation site only with no facilities and not currently open to visitors. There is no signage indicating the existence of this plot, however it is marked on travel maps as a 'reserve'.

The stock route commemorates the cattle droving history of the region and is an important story connector to historical sites such as Newcastle Waters. There are no visitor attractions along the Stock Route currently.

4.1.5 Binns Track

The section of the Binns Track within the Barkly Region travels through Iytwelepenty / Davenport Ranges National Park. Promoted by Tourism NT as an 'epic' 4WD adventure, there are certainly opportunities to increase awareness of this experience in the Barkly Region as well as consider extension of the track.

The road north from Epenarra, north of the Park which travels directly through to the Barkly Highway has been described by previous leaseholders as a 'private road' and access discouraged. The road is now back in regular use however this fact is not promoted. Advice from the Council is that the road is maintained by the NTG. It needs to be promoted because it enables travellers to complete that part of their north/south journey without returning prematurely to the busy Stuart Highway.

Table 4. List of Actions for each of the identified Road Journeys

ACTIONS – ROAD JOURNEYS	
Stuart Highway	
RJ1	<p>Develop a multi layered story telling approach that is anchored at important focal points on the Stuart Highway (Alice Springs to Darwin) and encourages people to stop and listen to stories with a focus on:</p> <ul style="list-style-type: none"> • Landscape and bioregions • Indigenous stories • Explorer, settlement and cattle industry stories • Telecommunications • World War 2 – defence of Australia • Mining <p>This story telling will involve apps and podcasts to listen to while driving, with a kids' version that links to activities at the focal points to encourage parents to stop and share exploring and other activities. It will incorporate information that will trigger stories at key sites along the highway. The approach may also involve new rest stops at vantage points where good views are available to assist understanding the landscape. Whilst ideally this initiative will be done in cooperation with the regions to the north and south, the Barkly can be the initiator.</p>
	<p>Invest in contemporary interpretation at key sites including:</p> <ul style="list-style-type: none"> • Newcastle Waters • A range of WW2 sites that have evidence of the story • Telegraph stations • Kunjarra / Devil's Pebbles • Iywelepenty / Davenport Ranges National Park <p>Establish a program of high quality signage along the highway and info shelters/hubs (potentially with audio signs) at key roadside stops (Barkly Homestead, Elliott) that shows Indigenous country boundaries and pastoral station boundaries and is linked to the story telling with oral histories, promotes attractions, journeys, suggested itineraries and events as a 'where to next'.</p>
	<p>Roadhouses and Pubs</p> <ul style="list-style-type: none"> • At major hubs such as the Barkly Homestead, Three Ways, the Devil's Marbles Hotel, Renner Springs, provide orientation shelters/hubs providing regional map, touring route suggestions/itineraries, annual events in the region and natural/cultural overviews. It is important that these hubs are promoting other travel opportunities and businesses in the region with the ultimate aim of encouraging people to stay longer.
	<p>Overnight Camping, Rest/Day use areas</p> <ol style="list-style-type: none"> If Council or the NT Government installs orientation shelters that provide/promote activities and businesses within that Ward, this will encourage 'free campers' to also spend money locally on activities and services and stay longer in the region. A signage and interpretation plan needs to be prepared and implemented in association with the story telling app/device for the highway.
	<p>Cross border collaboration</p> <p>Work with the South Australian Tourism Commission, Tourism Northern Territory and Tourism Central Australia to promote the Explorer's Way to potential drive travellers.</p>

ACTIONS – ROAD JOURNEYS	
Barkly Highway	
RJ2	<p>Visitor Signage and Interpretation</p> <p>As per the Stuart Highway signage and interpretation plan, include provision for orientation and information shelters at Three Ways, the Barkly Homestead and also upgrading the visitor orientation/welcome at the NT/Queensland border. This type of signage/orientation also assists with promoting attractions and experiences within the region.</p>
	<p>Cross Border Collaboration</p> <p>Work with Tourism and Events Queensland, Outback Queensland Tourism Association, Tourism Northern Territory, Tourism Central Australia and relevant councils to promote the Overlander’s Way.</p>
Barkly Stock Route	
RJ3	<p>Interpretation</p> <p>Develop greater interpretation in this area commemorating the droving history, Tablelands landscape and pastoralism today. Promote as a journey ‘off the beaten track’ that connects to other experiences such as Newcastle Waters, the Brunette Downs Races and Connell’s Lagoon.</p>
	<p>Optional Touring Route</p> <p>Create a touring route opportunity connecting the Barkly Highway/Ranken Road/Tablelands Hwy/Brunette Downs/Connell’s Lagoon and Barkly Stock Route (Jack Brady’s Grave, Junction Reserve) back to the Stuart Highway with potential connection to the Binns Track.</p>
	<p>Driving Experience</p> <p>With major roadworks occurring on the Stock Route and Tablelands Hwy, promote access as a comfortable off-road experience.</p>
	<p>Events</p> <p>Investigate an opportunity to create an annual event along the Barkly Stock Route – consider activities such as the Gibb River Bike Challenge, future “Great Cattle Drives/horse rides”, classic off-road vehicle rallies (Variety Bash?), 4WD tag-along tour – can link to ABC Races and potentially occur a week prior.</p>
Binns Track	
RJ4	<p>Linking the Binns Track to the Barkly Highway</p> <p>The road from Epenarra Station to the Barkly Highway should be a continuation of the Binns Track (as originally envisaged) providing for more 4WDing experiences linking to the north of the Barkly Region.</p>
	<p>Extension of the Binns Track</p> <p>In addition, from the Barkly Highway, the Binns Track experience could potentially continue via the Ranken Road, Tablelands Highway and onto the Barkly Stock Route. This would provide an ‘epic’ off road experience with only a short amount of travel required on the Stuart Highway before reconnecting with the Binns Track into Judbarra/Gregory National Park.</p>
	<p>The Binns Track as an iconic 4WD Experience</p> <p>General awareness and promotion of the 4WD experiences along the Binns Track, elevating it’s status as a must do adventure drive (akin to the Gibb River Road journey). This could also include annual events such as themed tag-along tours or club journeys.</p>

ACTIONS – ROAD JOURNEYS	
	<p>Interpretation and Signage Upgrade/replace signage with high quality interpretation, such as audio signs.</p>
General	
	<p>Travelling through the Barkly Region is often a component of a larger journey (Alice to Darwin or via the Overlander’s Way to Queensland). Long weekend trips can be promoted for local residents. The aim being for visitors to take more time in the Barkly Region during their journey, which requires linkage to experiences outside of the Barkly Region as part of a larger itinerary.</p> <p>For locals, long weekend itineraries may include:</p> <ul style="list-style-type: none"> i) a three to four night return journey from Alice Springs via the Binns Track to Iltwelepenty / Davenport Ranges, returning via Epenarra Station, the Barkly Highway, Tennant Creek and the Stuart Highway. ii) For a longer journey from Alice to Darwin (vice versa) a four night journey along the Stuart Highway including Barrow Creek, Karlu Karlu, Tennant Creek (Battery Hill, fossicking, Kunjarra, Nyinkka Nyunyu etc), Renner Springs, Elliott, Newcastle Waters (with possible opportunities at either Helen Springs petroglyphs and Longreach Waterhole).
	<p>Develop a map and storytelling resource for regional journeys that includes pastoral and Aboriginal oral histories.</p>
	<p>Tourism NT are currently preparing promotional materials for distribution around NT 4WD journeys, ensure this activity is captured as part of the NT’s Special Interest segment.</p>

4.2 Ward Tourism Action Plans

As the Barkly Region covers such a substantial land mass, Ward Tourism Action Plans will provide recommendations over a smaller area encompassing the visitor attractions and experiences in each Ward. Individualised actions specific to each Ward will provide the local community with the focus points and mechanisms to be able to engage in tourism (both Indigenous and non-Indigenous) and enable social and economic benefits for not only their own community members, but the wider Barkly Region as well. One of the goals of the Ward Action Plan will be to assist communities in moving forward from the idea of tourism to actual enterprises and employment.

Ward Action Plans are intended to be guides for long term tourism development in a community or group covering the tourism vision, short and long-term tourism options, and identification of capacity development needs and strategies.

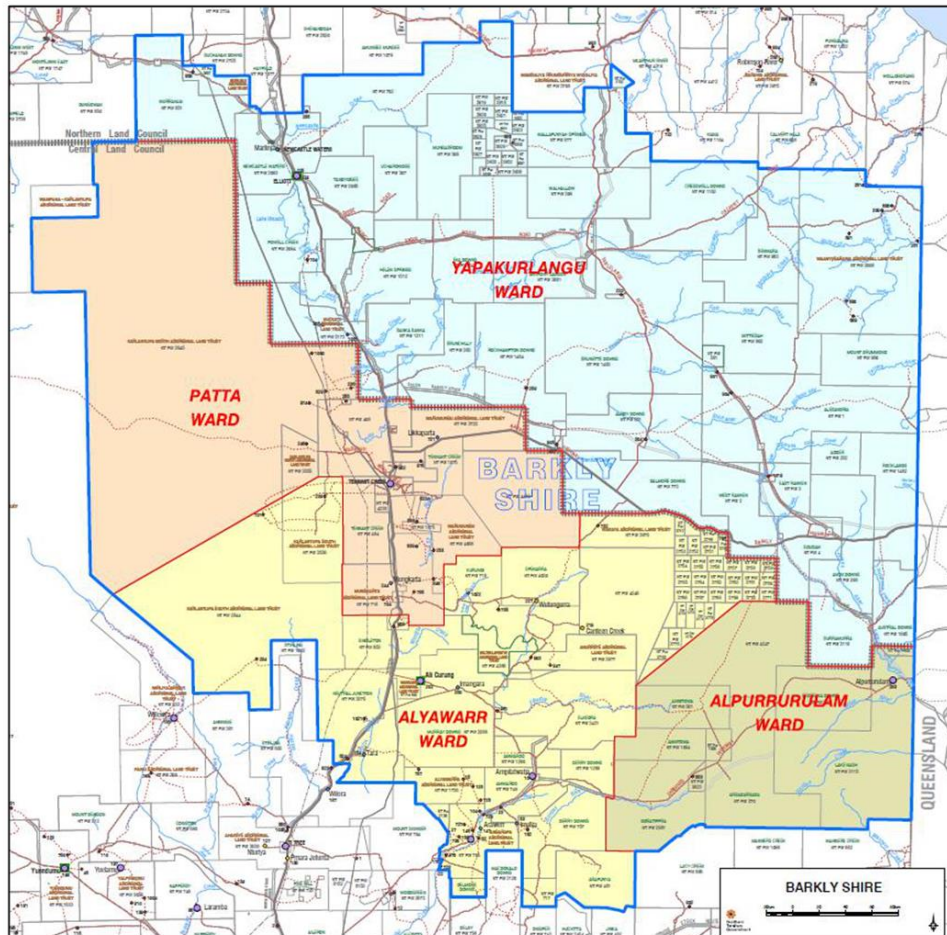


Figure 6. Barkly Regional Council Ward area map

4.2.1 Patta Ward

The Patta Ward comprises of Tennant Creek as the Region’s major hub and is surrounded by the Aboriginal Land Trusts of Karlantijpa to the north west, Warumungu to the east and Mungkarta to the town’s south.

As the major town in the Barkly, Tennant Creek should be a vibrant tourism hub. Social issues and public perception of the town as unsafe and unattractive means most people travel through with only a short stop for fuel at most. Limited quality accommodation, limited parking and consistent lack of food and beverage compound the issue, with tourists looking for an exceptional and unique offering during their holiday.



The main interpretation point for Aboriginal culture in the region, the Nyinkka Nyunyu Cultural Centre has been closed for nearly 12 months, previously offering cultural tours, artists at work, a gallery and café. Battery Hill Mining Centre which also houses the Visitor Information Centre is dated, not well marketed and is not run with a sustainable business model. Formerly, the Tennant Creek Foundation was an independent body responsible for the operation of the Battery Hill Mining and Visitor Information Centre and the Nyinkka Nyunyu Cultural Centre. It seems this Foundation has since dissolved with the Council now operating the Mining Centre and the Julalikari Aboriginal Corporation overseeing the Nyinkka Nyunyu Cultural Centre.

Significant public investment has been committed to Tennant Creek to be spent in the next two years on gateways, streetscape, public sporting facilities, Battery Hill and the mining heritage trail south of Tennant Creek. It will be essential to engage the community in the planning and implementation of these initiatives to ensure community pride and minimise risk of vandalism.



Patta Ward Priorities

A summary of the Patta Ward Priorities is listed below. More substantial details are provided in the Patta Ward Tourism Action Plan within the Appendices of this document.

Table 5. Summary of Patta Ward Tourism Priorities

Priority	Recommendations
Implement the planned initiatives in the Tennant Creek town	<p>Undertake effective planning and community engagement for the BRC and NTG investment in:</p> <ul style="list-style-type: none"> town gateways/information signage (including audio and digital) Perkins Reserve upgrades including car and trailer parking suited to travellers and visitors close to the main business centre 'town beautification' for streetscape and main street amenity Battery Hill Mining Centre New mining site south of Tennant Creek <p>As part of this investment consider enlivening the Davidson Walk space through a water park/water play facility, improved shade plantings and free wifi hotspot. This will create an attractive hub on the main street in the centre of town and would be an important catalyst to encourage more visitors to stop in town and drive demand for local services - as well as improving liveability for the locals.</p>
Nyinkka Nyunyu Cultural Centre	<p>With recent significant investment committed to the Centre, future site planning and vision need to be established to capitalise on the NT's Art Trail promotional project. Planning will be done complementary to this Master Plan, with the ability to undertake a flexible and adaptable approach complementary to this Plan. Future ideas for enhancing the Centre's experience includes revitalising the café particularly given there are limited dining options in Tennant Creek. There is already a bush tucker garden in situ that could be utilised in bush tucker cuisine. Develop the Centre as the Barkly Region's cultural hub, facilitating external tours to community art galleries and cultural sites. The Centre also has a performance area which could be used to host art workshops, markets or cultural performances.</p>
Battery Hill Mining Centre	<p>Requires further site master planning, business planning and reimagining the visitor experience. The Centre needs to take a commercial approach towards attracting visitors to enjoy unique displays and contemporary exhibits.</p>
The Barkly Region Visitor Centre	<p>At present combined with the Battery Hill Mining Centre, there is no separate personnel or facilities specific to face-to-face provision of visitor information. Consideration needs to be given to reviewing the operation of the visitor centre outside of the commercial business planning for Battery Hill. The VIC will need to be independently managed and funded, potentially as a satellite of TCA, with roles focussing on product development and broader regional marketing.</p>
Karlu Karlu / Devil's Marbles Conservation Reserve	<p>Already attracting over 100,000 visitors per year, most on a short one hour stop while travelling. There are opportunities at this site of cultural and natural significance to work with the Traditional Owners and Parks, Wildlife and Heritage Division to consider new experiences, particularly those that benefit local community members. A list of recommendations is included within the Patta Ward Tourism Action Plan in the Appendices.</p>

Priority	Recommendations
Kunjarra (Devil's Pebbles)	As with Karlu Karlu, this site is managed as an Indigenous Protected Area permitting visitor access. The site already receives high visitation as prominent natural and cultural attractions in the Ward. Discussions should be held with both relevant Traditional Owners and the Central Land Council as to future tourism opportunities enhancing visitors awareness of the importance of this sacred site, while providing economic benefits for local people. The broad intention of Traditional Owners is for Kunjarra to be re-developed into a good day use area only, with access, parking and picnic arrangements that complement the nearby Telegraph Station experience. Interpretive signage (including audio and digital), wayfinding and orientation needs to be improved, including promotion of alternative places to stay and experiences nearby. Traditional Owners aspire for Kunjarra to be a comfortable and enjoyable place to visit by day, providing a range of quality interpretation and walks that can link and complement experiences in the broader Barkly Region.
Tennant Creek Telegraph Station	The Telegraph Station has been restored to an exceptionally high standard. It's close proximity to Tennant Creek, Kunjarra and also Lake Mary Ann create an excellent touring 'triangle' for visitors either via bike or car. The Telegraph Station lacks facilities for visitors however with regards to picnic tables and shade to encourage longer more relaxed stays. There is the opportunity to investigate unique events at the Tennant Creek Telegraph Station, while also linking the historical Stuart Highway Journey including Telegraph repeater stations from Alice Springs, Barrow Creek and through to Tennant Creek.
New mining experience and fossicking site south of Tennant Creek	An old site has been identified for consideration of opening up new touring or self-guided experiences at Eldorado mine site situated at the back of Battery Hill. The site contains old mining equipment and fossicking opportunities, leading to development of walking, bike riding, 4WDing and interpretive experiences for visitors in close proximity to Tennant Creek.
The Desert Harmony Festival	This event is already operating well delivered by Barkly Arts. Continue to grow and broadly promote the Festival experience including packaging activities with local providers encouraging extended participant length of stay in Tennant Creek.
Other priorities that also support local community outdoor recreation include:	
<ul style="list-style-type: none"> • Lake Mary Ann visitor experiences (picturesque campground by the water offered as a commercial opportunity, canoeing, pop-up café and markets, events such as triathlons, dragon boat races etc). • Bike path extension from Lake Mary Ann to the Telegraph Station and Kunjarra promoted as a visitor experience. • Improved visitor facilities including picnic tables and shade structures at the Tennant Creek Telegraph Station. • The future upgrades of the Purkiss Reserve including potential for visiting sporting events • Go Karting street race event, the only of its kind in Australia. • The 'touring triangle' of Lake Mary Ann, the Telegraph Station and Kunjarra provide an exceptional half-day opportunity, with visits concluding at Kunjarra for sunset prior to returning to Tennant Creek overnight. 	

4.2.2 Kuwarrangu Ward

The Kuwarrangu Ward (formerly the Yapakurlangu Ward) is the largest of the Wards in the Council’s north and encompasses parts of the Explorer’s Way (Stuart Highway) from Newcastle Waters south via Elliott, Lake Woods, Helen Springs, Banka Banka and Renner Springs. The Ward also includes the off-road experiences to the East such as the Barkly Stock Route, ABC Races at Brunette Downs, Connell’s Lagoon and south via the Tablelands Highway or Ranken Road to the Barkly Homestead.

This area is particularly well known for the Barkly Stock Route and cross-country cattle movement, with several pastoral leases still active today. Elliott is the second largest hub in the region with close to 400 residents and is also the location of the Council’s Ward Authority.

Elliott provides basic services for visitors including fuel, commercial campground and shop facilities, however there are limited attractive visitor facilities and accommodation or dining options encouraging visitors to stop and stay. The historic township of Newcastle Waters, although it attracts many short stop visitors travelling through the region, has received minimal upkeep and attention supporting visitor experiences and needs. Lake Woods / Longreach Waterhole is located to the west of Elliott, one of the largest bodies of water in the region which can stretch up to 500 km2 in the wet season. Part of the lake is contained within the Newcastle Waters Pastoral lease managed by Consolidated Pastoral Company (CPC), with a smaller portion managed by the Northern Territory Government known as ‘Longreach Waterhole’. The site was previously a popular camping, bird watching and water recreation site accessible to visitors. It has since been closed to visitor access and is only used by locals.

Also south of Elliott is a significant cultural site comprising of over 2,500 registered petroglyphs or rock carvings. The site sits on partially NT Government roads access (off the Stuart Highway) and the Helen Springs pastoral lease managed by the Sidney Kidman Pastoral Co. Estimated to be around 10,000-12,000 years old, the registered sacred site is currently unmanaged, meaning it is overgrown and has encountered vandalism on some of the rock slabs. An assessment done in by archaeologists and anthropologists in 1996 recommended a preservation management plan for the site including opportunities for tourism which would lead towards greater funding, protection and cultural appreciation of the area.



Kuwurrangu Ward Priorities

A summary of the Kuwurrangu Ward Priorities is listed below. More substantial details are provided in the Kuwurrangu Ward Tourism Action Plan within the Appendices of this document.

Table 6. Summary of Kuwurrangu Ward Tourism Priorities

Priority	Recommendations
Elliott	Consistent with Tennant Creek, include a town streetscape project upgrading facilities, businesses and visual impressions of the town. A new amenities block is currently being constructed for visitor use; consideration needs to be given to visitor needs encouraging stop and stay in the town. There is also vacant land in Elliott (old Ampol site) that need to be cleaned up and advertised for future tourism investment opportunities.
Newcastle Waters Historic Town	With support from the National Trust, undertake site master planning including: interpretation plan, visitor infrastructure and amenities, new experiences such as a campground and seasonal store offering benefits for the local Marlinja community, consideration of annual events commemorating droving history. Alongside the Longreach Waterhole, Newcastle Waters also provides an ideal location for bird watching.
Lake Woods/Longreach Waterhole	Undertake consultation with Traditional Owners, NT Government and CPC to discuss re-instating visitor access to the site subject to appropriate management. This may include commercial opportunities such as commercial camping/glamping, paid permit system, guided experiences.
ABC Races Brunette Downs	Continue to work with the ABC Race Club to grow this annual race meet including new experiences during the 5 day event such as unique dining, art exhibitions and competitions, Brunette Downs Station Tours etc. The site is heavily underutilised and also requires some upgrades catering for visitor needs (disabled amenities, shade, historic hall restoration, dump point) – the Club is interested in discussing other events and activities that may wish to use the venue.
Barkly Stock Route	Investigate opportunities to have a linked annual event starting from Newcastle Waters Historic Town and travelling via the Stock Route to Brunette Downs for the ABC Races. This could be a bike ride challenge (such as Gibb River Road Challenge), a horse ride/muster or a 4WD club bash. Also identify enhancing other experiences along the Route including Jack Brady's Grave, Junction Reserve and Connell's Lagoon on the Ranken Road.
Helen Springs Petroglyphs	Together with the Traditional Owners and Land Councils, discuss future management opportunities to preserve and protect this site, including potential visitor experiences.

4.2.3 Alyawarr and Arlpurrurulam Ward

The Alyawarr and Arlpurrurulam Wards incorporate Ali Curung Community, Iytwelepenty / Davenport Ranges National Park, Murray Downs and Epenarra Stations, Arlpurrurulam Community, Barrow Creek and linked experiences to the Plenty Highway and East MacDonnell Ranges along the Sandover Highway.

Ali Curung is home to the Arlpwe Art Gallery, which provides employment and training opportunities for local community members. Visitors are welcome to the Gallery, however much of the Community isn't established for welcoming tourists with minimal way-finding signage and facilities in the Community.

Previously Ali Curung has hosted an annual Traditional Dance Festival, recent social issues and inter-clan disputes have prevented this event from occurring over the past two years.

The stunning Iytwelepenty / Davenport Ranges National Park is one of the gems in the region providing remote 4WDing, camping and swimming experiences. At present the Park is underutilised with an estimated 1,000 visitors travelling through the Park annually. There are opportunities to improve the way-finding, orientation, interpretation, promotion and packaging of this Park, especially as there are neighbouring cattle stations offering services (fuel, food) and camp accommodation.

The remote communities of Arlurrurulam, Alparra and Ampilatwatja aren't currently set up to support tourism, there is however some initial interest in promoting and developing experiences in the future, particularly with service provision (food, fuel and accommodation). It is assumed that the lack of interest is also generally due to the lack of understanding of what tourism can afford to remote communities and what involvement entails.

Alyawarr and Arlurrurulam Ward Priorities

A summary of the Alyawarr and Arlurrurulam Ward Priorities is listed below. More substantial details are provided in the Kuwurrangu Ward Tourism Action Plan within the Appendices of this document.

Table 7. Summary of Alyawarr and Arlurrurulam Ward Tourism Priorities

Priority	Recommendations
Interpretation, Orientation and way-finding signage	Generally across the Ward, all signage needs to be upgraded. In some sites such as Iytwelepenty, a new interpretation and sign plan is recommended to enhance the visitor experience.
Community Capacity building and tourism awareness	Continue to work with the Communities in this Ward discussing the value of tourism and opportunities for economic and social well-being.
Epenarra and Murray Downs Station as farm-stay/agritourism hubs	Both stations are already offering a basic tourism experience. Once ownership is ascertained, work together to explore new experiences (farm tours, quad bikes, horse-riding, paddock to plate and unique accommodation).
Binns Track	Already promoted as an 'epic' 4WD experience, grow the journey beyond Iytwelepenty expanding from Epenarra to Barkly Homestead and on to the Barkly Tablelands.
Cross promotion and packaging	It was noted that independent businesses particularly roadhouses enroute to the Ward (Barkly Homestead, Devil's Marbles Hotel, Wycliffe Well) were not cross-promoting experiences in the region encouraging greater length of stay. Through signage, promotional materials and inter-business support, visitors can stop and stay at these hubs and learn about other opportunities to continue their Barkly journey.
Art and Festivals	Work together with the Ali Curung and other communities (Wutunugurra, Alparra etc) towards continued art work, delivered as part of the NT Art Trails. Refresh art and cultural event opportunities within the NT Arts Trails project, working together to encourage increased length of stay, NT local visitation and repeat visitation.

4.2.4 Agriculture

There are several cattle stations across the Barkly Region, most holding perpetual leases. There is limited interest however in tourism by station managers, although a few of them are offering basic experiences already.

It is recommended that the local Council and NT Government continue to work together to support and grow the existing opportunities, as well as meet with Station Owners to showcase studies of opportunities. Many Station Managers are concerned that tourists will create a biosecurity hazard and some feel that visitors may not understand pastoral practices leading to negative experiences and reputational damage.

Centre Farm also manages/leases a few properties in the Region that are on Aboriginal Land. The farms are mainly fruit growing locations (mangoes, melons etc) and although not currently a tourism experience, can possibly grow visitors to the region through fruit-picking work and also paddock to plate type opportunities.

4.2.5 Other Regional Experiences

Although not within the project area, there are a few additional visitor attractions and communities to the southern entry of the region along the Stuart Highway. Each of these locations are already providing unique visitor experiences either upon entry or exit of the Barkly Region along the Explorer's Way. They provide an important link between both the Central Desert and Barkly Regions.

Aileron

Located on the Stuart Highway, about 135 km north of Alice Springs and some 370 km south of Tennant Creek, is Aileron, a welcoming roadhouse rest stop in Anmatjere Country, offering outback hospitality including meals, accommodation, supplies and fuel. Accommodation provided includes motel style rooms or camping and caravan grounds.

Aileron is mostly known due to the striking giant figure of the 'Anmatjere Man'. Erected in December 2005, Anmatjere Man is 17 metre tall, weighs 8 tonne and overlooks the surrounding area from a nearby hilltop. In 2008, sculptor Mark Egan created a wife and child located close to the roadhouse. Aileron also has an art gallery and a short walk to the hilltop where Anmatjere Man stands.



Anmatjere Man, Woman and Child, Aileron

Ti-tree

Ti-tree is a small community situated just over 300 km south of Tennant Creek with a population of 70. Although small, the community services not only tourists but several Aboriginal communities including Nturiya (aka Station), Pmara Jutunta and Wilora, there are also several homelands and outstations throughout the region as well as agricultural properties. Services include:

- The Ti-tree roadhouse providing fuel, meals and accommodation (8 motel rooms, backpacker room and campground)
- Outback Store & Outback Way Store providing basic food and retail provisions catering to the surrounding communities.
- The Ti-Tree Red Centre Farm – growing mangoes and rockmelons, offers basic visitor snacks and ice-creams.

Future planning:

- The CRC Church has a base in Ti-Tree and has recently undertaken substantial design and planning work towards developing visitor accommodation, a water park, café, multi-purpose hall and offices. CRC own a property centrally located in Ti-Tree which they wish to use to build their 'Community Development Centre'. The vision for the Centre is to provide employment, training, wellbeing and recreational opportunities for locals, while also catering for visitors and business travellers by using the accommodation, café, offices and hall for meetings and events. To date, CRC have installed power, water and phone lines to the site, however they are seeking additional support funding towards construction of the Centre. Estimates for construction are:
 - Multipurpose community hall, encompassing the commercial kitchen, café, bathrooms and offices is estimated to cost \$1.5 million.
 - The water park and pools is estimated to cost \$250,000
 - 8 accommodation units is estimated to cost \$750,000
 Total: \$2.5 million

CRC have previously applied for funding however to date have not been successful. A proposed site plan provided by CRC can be viewed at Appendix E.

- The NT Department of Housing and Community Development have also advised of a sub-division planned for Ti-Tree township for private home ownership.
- Red Centre Mango Farm is currently on the market and has been for some time
- Anmatjere Local Authority – made up of community members from all four Ti-tree communities. The Local Authority has been actively seeking a bigger development plan for the region that takes in the unallocated crown land in the region to be opened up for opportunities.
- A small agricultural farm in Ti-Tree was included in an announcement by the NT Government in May 2017 regarding the release of the Investing in the Horticulture Growth of Central Australia prospectus. A tender was advertised inviting expressions of interest to manage the farm resulting in both industry and job growth.

5 Game Changers

Game changers are critical projects that are essential for improving the region’s visitor experiences.

Tennant Creek as a Vibrant Hub
 Visitors will be welcome by a unique and bespoke sense of arrival, with a distinct streetscape with a vibrant ‘look and feel’ of the town.
 A town site plan is needed for the future including caravan parking, visitor amenities and respite areas, water play area, opportunities for new businesses (cafes, retail), central Visitor Information Centre, redevelopment of Battery Hill and Nyinkka Nyunyu, new fossicking and heritage site.

Stuart Highway Journey Experience
 Through high quality interpretation and a distinctive Barkly Brand, connect the visitor nodes and points of interest with story-telling, suggested itineraries, orientation shelters and visitor facilities.

Exceptional Aboriginal Cultural Scene
 The NT Art Trails program is a significant opportunity for local community artists and galleries to leverage off future promotion and development. Existing organisations such as Barkly Arts also provide a solid platform for future investment in regional art development and events. There is interest from local communities to discuss future tourism developments and guiding on country.

Events
 Already the Barkly boasts some great annual events including the ABC Races at Brunette Downs and the Desert Harmony Festival. There is opportunity to grow awareness and participation in these events, while also creating new iconic events such as 4WD bashes, cattle droves, historic site markets and commemorations, endurance sporting events and Australia’s only on-street Go Karting.

Historic Trails
 The Barkly is home to several historic sites from early exploration, Royal Flying Doctors Service & School of the Air, gold mining, pastoralism and World War II. A Barkly Region Historic Site project could include historic site upgrades, contemporary site planning with consideration to alternative uses (e.g. events at Telegraph Stations, festivals, markets) and interpretation planning with stories told ‘both ways’ Indigenous and non-Indigenous via a range of means.

Accommodation
 Much of the accommodation in the region is old and requires refurbishment. There is no luxury accommodation in the region, glamping, eco or unique experiences.
 Regional support service hub
 Tennant Creek is an ideal central location in the NT to base a training and development hub for local businesses and communities. NT Government can partner with existing Registered Training Organisations to provide specific tourism and services training tailored to local community needs.

New Experiences
 Investigations into visitor access and development at sites such as the Longreach Waterhole, Helen Springs Petroglyphs, Noble’s Knob mining heritage and fossicking site and extending the Binns Track ‘epic’ journey in the Region.

5.1 Tennant Creek as a Vibrant Tourism Hub

The heart of the Barkly Region is Tennant Creek, also referred to as the heart of the Northern Territory given its central location within the Territory. Tennant Creek is geographically and logistically well positioned to be an active and busy Centre servicing and providing unique experiences for travellers but also promoting and supporting onward regional journeys.

The future funding for Tennant Creek will be utilised towards town welcome statements and main street upgrades. The Council will need to work together with the local community and business owners to develop an iconic brand representing the look and feel of the entire Region. This 'look and feel' should be replicated across the Barkly, linking the communities and experiences together. A town site plan should be developed incorporating recommendations within this Master Plan such as adequate parking for visitors, relaxing and welcoming appearance such as grassed areas and maintained picnic facilities and amenities.

Creating the Vibrant hub will require collaboration with key attractions and businesses such as Nyinkka Nyunyu, Barkly Arts and the future direction for the Battery Hill Mining Centre and new mine tour site. Recent investment of \$300,000 was made at Battery Hill for the development of the Borella display, commemorating the services and awarding of the prestigious Victoria Cross medal to prior Tennant Creek resident Albert Borella who served in both the first and second World Wars. Businesses and communities will need to be actively engaged, committed and participate in the delivery of this Plan. Encouraging longer stays in the region isn't just up to one business or community, it requires a collaborative effort from service providers, government, communities, organisations and businesses to work together in providing the whole experience.

5.2 Stuart Highway journey experience

Establishing compelling stories and experiences on the Stuart Highway is critical in underpinning tourism yield in the region. This plan identifies the needs for experiences along the journey including key hubs as well as i) the development of a multi layered story telling approach anchored at important focal points on the Stuart Highway and ii) a program of high quality signage along the highway and info shelters/hubs at key roadside stops and iii) promotion of attractions, journeys, suggested itineraries and events as a 'where to next'.

This needs to be done with the regions to the north and south to create a cohesive tourism experience through the development of one Stuart Highway experience concept plan or destination plan.

5.3 Exceptional Aboriginal Cultural Scene

The Barkly Region is rich in Aboriginal Land and Communities, some of who are already involved in tourism via art galleries, production of art for sales elsewhere, provision of services (fuel/food), accommodation and guiding. With the future development of the Aboriginal Tourism Strategy for the NT and the NT Art Trails, the Barkly Region has the ability to establish the area as an exceptional cultural hub. The reimagining of the Nyinkka Nyunyu Cultural Centre will provide new opportunities for visitors to engage with local Aboriginal people, while also supporting economic development in the region. The visitor offering can be expanded to include such activities as guided tours to Karlu Karlu and/or Kunjarra. New interpretation across the region can also support the cultural journey as visitors learn about the significance of each area and how they are connected – this could be delivered via signage, local guides or digital interpretation such as apps. A few sites have been identified such as the Helen Springs petroglyphs, Lubra's Lookout and Dog Dreaming sites at Ali Curung that could also provide significant ancient living culture examples for visitors. Other potential opportunities include:

- The Marlinja Community at Newcastle Waters expressed initial interest in growing tourism experiences at the historic town including guiding, a commercial campground, bush tucker tours and talks, music and performances and an onsite shop. Further conversations need to occur with Traditional Owners and the Northern Land Council on this potential experience.
- Barkly Arts facilitates several art centres and creative workshops in remote communities across the region, with pieces then sold in Tennant Creek or at festivals and art shows. These pieces of art can connect visitors who take a journey through the country the art was designed in (e.g. Wutunugurra artists, visitors can travel through the Iytwelepenty / Davenport Ranges to understand the country represented in the painting).
- The NT Art Trails program will continue to be an important component of the future of Barkly produced artworks, with gallery stakeholders already remarking how vital the program is to their survival, through both funding and promotion. Stakeholders have also suggested the importance of connecting the Trail through experiences such as an Art Tour bus taking in Arlpwe Art Gallery in Ali Curung, Nyinkka Nyunyu Arts and Culture centre and Barkly Regional Arts Visual Arts, and Cheeky Dog in Tennant Creek, Kulumindini Arts in Elliott and Artists of Ampilatwatja in Ampilatwatja.
- Karen Sheldon Catering is a Territory business which has grown over the years with Owner/Director Karen Sheldon initially founding Tennant Creeks 'Dolly Pot Inn', well known for its excellent fresh food. Although the Dolly Pot Inn no longer exists, Karen Sheldon now supplied catering services across the Northern Territory as well as extensive training through the businesses 'Indigenous All Stars' program, with a dedicated training centre based in Tennant Creek. This also provides a unique opportunity to link hospitality and tourism services through unique local dining events, regional cuisine and bush tucker.

5.4 Events

There are already several events in the region including;

- The Desert Harmony Festivals – Barkly Arts. Now in its 29th year, attract approximately 4,000 attendees.
- The ABC Races, Brunette Downs – Has been operating for 108 years, attracts around 800 visitors annually with numbers growing, particularly with ‘grey nomad’ caravanners.
- Tennant Creek Rodeo and Show
- Traditional Dance Festival, Ali Curung – due to local conflict, has not run for the past two years. Previously attracted approximately 200 visitors.
- Barkly Arts also run regular pop-up events across the region with visiting professionals (artists, craftworks, dance, performance, multi-media) providing workshops.
- The Council intends to reinstate the annual Go Kart on street event which previously attracted international visitors as one of the only locations in Australia providing on road Go Karting experiences.

Other new event opportunities could also be held at Newcastle Waters (annual Great Muster, Drover’s Festival), along the Barkly Stock Route (Bike Challenge, Classic 4WD Bash, Great Muster), and sporting events utilising the upgraded Purkiss Reserve. The ABC Race Club has expressed interest in discussing alternative uses for the 100 Acre race site via a hire opportunity for events such as Barkly Battle of the Bands, performances, sporting events, scout jamborees etc. There is also interest in celebrating event anniversaries, with the Desert Harmony Festival celebrating its 30th anniversary in 2019 and the ABC Races celebrating its 110th year in 2020. An App for Barkly regional events and broader has also been suggested to highlight what’s happening in the region. The app can also include pre-recorded stories and interviews (podcasts) for different showcasing the various events and activities.

Any new events initiated would ideally be ones that can underpin the Barkly/NT Master brand. Any new events must also be instigated and run by locals, to create a sustainable event operational model.

5.5 Historic Trails

Historic Trails includes all historic sites commemorating European exploration, telegraph stations, cattle droving, mining, Royal Flying Doctors and School of the Air, and World War II. Stories should be told ‘both ways’ incorporating cultural history and memories of these events. The entire Barkly Region is rich historic reminders, many of which are in a state of disrepair. A Barkly Region Historic Site project could include historic site upgrades, contemporary site planning with consideration to alternative uses (e.g. events at Telegraph Stations, festivals, markets), interpretation planning including digital such as heritage touring apps and on-site smart device augmented reality experiences.

5.6 Accommodation

An Accommodation Audit has been supplied at Appendix B. Much of the accommodation in the region is old and requires refurbishment. There is no luxury accommodation in the region, glamping, eco or unique experiences.

5.7 New Experiences

Several new and enhancing experiences have been proposed within the Master Plan such as Lake Woods / Longreach Waterhole, Helen Springs Petroglyphs, Eldorado Mine mining heritage and fossicking site and extending the Binns Track 'epic' journey in the Region.

To deliver each of these Game Changers, the Barkly Region will also require a Support Service Hub and effective promotion and wayfinding.

5.8 Support Service Hub

Establish hub and support services for community enterprises in the region that includes i) training/mentoring program, ii) foundation or other self-funding enterprise and iii) business hub/booking services. Karen Sheldon already has a base in Tennant Creek providing training and mentoring opportunities for local Aboriginal people. The NT Government needs to continue discussions with such businesses to identify training gaps and needs specific to tourism.

5.9 Regional promotion and wayfinding

In addition to Tennant Creek being the vibrant hub supporting visitor journeys across the region, at major stops, roadhouses, overnight stops, it's important for the vast Barkly Region to continue promoting connecting journeys. The Council will need to work together with the local community, business owners and stakeholders such as the Northern Territory Government and Tourism Central Australia to develop an iconic brand representing the look and feel of the entire region. This look and feel should leverage the new Masterbrand for the Northern Territory and replicated across the Barkly, linking the community and experiences together. These sites should ensure pleasant visitor facilities (shelters, toilets, picnic tables) that also include an orientation shelter. The orientation shelters will promote journeys and touring routes across the region and connecting other areas, as well as suggested itineraries and experiences encouraging greater length of stay. The Barkly Brand needs to represent a strong look and feel across the region, which can be applied at these sites also.

6 Enablers

6.1 Marketing and Promotion

The Tennant Creek Regional Economic Development Committee has stated within their Strategic Plan 2016 – 2018 the importance of re-establishing the Barkly Tourism Association as a funded organisation. At present, regional promotion is heavily reliant on either Tourism Central Australia or Tourism NT.

A locally based Tourism Association can contribute to the management of the Barkly Regional Visitor Centre, support regional promotion and representation, marketing strategies, new product development and packages both within the region and also externally connecting to journeys such as the Outback Way, Overlander's Way and Explorer's Way.

Any local tourism association needs to be strongly aligned with Tourism Central Australia and its resources, and needs resources to operate. The best option needs to be determined with consideration of resources, capacity and skills as well as the role TCA can play.

6.2 Interpretation and Storytelling

The Master Plan has noted the importance of upgrading existing interpretation across the entire region. Much of the signage is old or non-existent in the region and key sites such as Newcastle Waters and Iytelepenty / Davenport Ranges could certainly benefit from broader interpretation planning including digital and audio sign interpretations. Adapting the NT Masterbrand for the Barkly region will ensure a consistent look and feel and create continued and connecting stories across the region, inviting and encouraging visitors to travel further and learn more.



Old signage,
Newcastle Waters

6.3 Capacity Building

Significant resources will need to be committed to increasing the capacity of communities to deliver on their aspirations as documented in these strategic directions. Some of the support required will include:

- Training – basic tourism tour guiding, customer service, hospitality, micro finance, business planning and management
- Mentoring – long term mentoring will be required to complement training and to support the establishment of enterprises
- Business support – whilst guiding and offering experiences to tourists may suit some people, the business support, booking systems and promotion will require considerable effort and may best be done as a cooperative between different businesses and/or communities.

There may be opportunities to undertake capacity building via neighbouring jurisdictions, businesses or incentives that are undertaking similar processes, leading to cost efficiencies. The Central Desert Regional Council has already developed a framework for 'Doing Small Business in the Bush' initially for Yuendumu community, however principles could certainly be adapted to other Aboriginal Communities across the Barkly Region.

6.4 Investment and Funding

Opportunities identified in this Master Plan will require a mix of public and private sector investment.

Initially a large proportion of investment is coming from public funds as indicated in 2.3.1 Opportunities. It is important that the Barkly Region invests in future planning opportunities that will support the Master Plans Vision of growing a tourism industry celebrating the vast beautiful landscapes, NT journeys and Tennant Creek as a vibrant tourism hub. Section 7 'Next Steps' outlines the region's tourism priorities and potential investment required for implementation.

6.5 Regional Cooperation

The Barkly Region is part of the Red Centre, so it is important that the Region identifies with this brand and continues promotion and experiences as part of the Red Centre Journey. There is also a Cross-Border Commission that has been established with Mt Isa, which includes future discussions for economic growth across the two jurisdictions including tourism. The Overland and Outback Ways provide excellent opportunities for Council and business collaboration and promotion of great experiences including linking stories of culture and heritage.

Both the Central Desert Area (East MacDonnell/Plenty Highway) and the Mt Isa City Council are in the process of creating tourism Master Plans for their areas. This gives the Barkly Region the opportunity to have discuss opportunities for collaboration across the border.

7 Next Steps

Priority	Implementation
<p>Revitalisation of Battery Hill</p> 	<p>The revitalisation of Battery Hill as a vibrant contemporary visitor attraction has the potential to be a game changer to Tennant Creek. To achieve this, effective planning for both the visitor experience and the commercial business operations and management are essential. An investment of \$100,000 is required to undertake a master plan for the site that then underpins future investment estimated at \$1.5-\$2million.</p>
<p>Nyinkka Nyunyu as the central vibrant cultural hub</p> 	<p>In conjunction with the revitalisation of Battery Hill, the Nyinkka Nyunyu Cultural Centre has a unique opportunity to become a central cultural hub for the Barkly Region. Not only would this include improvements and upgrades to the centre and the overall activity and experience, but the Centre could also provide guiding, art workshops and promote cultural activities and art outside of Tennant Creek, encouraging visitors to spend more time in the Barkly and support remote local communities. An investment of \$100,000 is required for the initial site master plan which should also include complementary tourism services.</p>
<p>Stuart Highway Visitor Experience</p> 	<p>The establishment of the Stuart Highway as a visitor experience rather than a through route requires collaboration with the regions to the north and south to develop the optimal experience. Significant investment will be required (potentially in the order of \$3-5million) to upgrade and interpret the best sites along the journey and create an integrated story and messaging through a range of media. The first step in this process is to engage appropriate expertise to develop an interpretative concept and plan for the Stuart Highway. An investment of \$350,000 is recommended to undertake this planning.</p>
<p>Tennant Creek accommodation</p> 	<p>Attracting new high-quality accommodation in Tennant Creek will improve the attraction of the town as a stopping point. This will be important as the perception of the Stuart Highway as a great experience further develops. Identification of a good site, offer of seed funding and an approach to minimising the barriers to development could assist in attracting a suitable private sector investor.</p>

<p>Newcastle Waters Historic Town</p> 	<p>Site planning at Newcastle Waters and planning for contemporary and innovative experiences in the heritage building would add significant value to this site as a stop on the journey. The local community is interested in being involved in offering tourism experiences.</p> <p>A site master plan and advice on interpretation are required to determine the investment approach required. \$25-30,000 would allow for a site master plan.</p>
<p>Business and tourism support program</p> 	<p>With the culture of the region as a key part of positioning the Barkly, there needs to be a program of support to assist in the creation of new cultural tourism enterprises and improvements to the existing offer. The establishment of an Aboriginal business support program for the region will be critical. There is a range of models that could be used, but an annual budget of \$200,000 for staffing and operational costs plus access to some seed funding for the next five years would be a starting point.</p>
<p>New Experiences</p> 	<p>A few sites have been suggested for future consideration of either enhancement or investigation into allowing visitor access. This includes:</p> <ul style="list-style-type: none"> • Longreach Waterhole • Karlu Karlu/Devil's Marbles (safari camping, evening dining, cycle tours, tethered hot air balloon) • Kunjarra/Devil's Pebbles (day use only, new interpretation & day use facilities, guided walks) • Helen Springs Petroglyphs • Eldorado mine site and fossicking • Lake Mary Ann – campground, kiosk, events, extending cycle trail for the touring 'triangle' connecting the Tennant Creek Telegraph Station and Kunjarra. • The Binns Track Epic 4WD Adventure – linking Iytwelepenty/Davenport Ranges, agritourism, events (ABC Races, new tag-along journeys), the Barkly Tablelands and the Barkly Stock Route. <p>Consultations need to occur with the relevant Traditional Owners/land owners about future opportunities presented within this Plan that may lead to additional Site Planning.</p>

Appendix D provides case studies of successful projects that may assist in the implementation of the Next Steps, specifically with regards to Aboriginal tourism, unique accommodation, visitor interpretation, information and education, festivals and events, iconic road journeys and roadhouses. We have also provided a sample of the level of site master planning required to develop such future opportunities.

8 Conclusion

The Barkly Region holds exceptional natural and cultural values, interwoven with historic early settlement stories and true outback communities. This Master Plan has holistically reviewed the current visitor offer and outlined aspirations and opportunities of the various project partners, that will lead towards economic sustainability and empowerment, while also celebrating and advocating for the regions natural, cultural and historical values.

Some funding has already been committed towards visitor experience improvements within the region, however priority projects such as the Stuart Highway experience, Newcastle Waters, business and support programs, new experiences and accommodation also have the opportunity to support the Region's overall tourism vision of growing visitor nights. A coordinated approach for each project will need to be taken to ensure regional tourism sustainability through linking and complementing journeys for visitors both within the Barkly and beyond.

APPENDICES

APPENDIX A - EXISTING PRODUCTS & EXPERIENCES

Attraction/Product	Location & Access	Description	Ownership/Management
Nature Parks and other Protected Areas			
Iytwelepenty / Davenport Ranges National Park	148 km south east of Tennant Creek via Kurundi Rd (4WD approx. 60 km) and the Stuart Hwy (sealed approx. 87 km). Park entry via a 4WD track which is impassable after heavy rain.	<p>The park covers an area of 1120 km²⁷ and can be accessed via three points of entry from the Stuart Highway depending on visitor 4WD ability and duration in the park. Connects to the well-known 'Binns Track' travelling from the NT/SA border through to Iytwelepenty and then north to Judbarra / Gregory National Park near Timber Creek.</p> <p>bordered by the pastoral leases of Elkedra, Kurundi, Murray Downs, Singleton and the land of the Anurrete Aboriginal Land Trust.</p> <p>Significant Aboriginal sacred sites and rock art depicting the caterpillar creation story.</p> <p>4WDing and camping permitted in designated sites, 3 campgrounds available camp fees apply (Category B Campsite);</p> <p>\$3.30 per adult \$1.65 per child (5 to 15 years) \$7.70 per family (2 adults and 4 children).</p> <p>Wood fire BBQs and pit toilets.</p> <p>Swimming is available at the Old Police Station Waterhole</p>	<p>Joint management by Traditional Owners and PWHNT.</p> <p>Aboriginal land leased back to the NT in 2008 under a 99 year lease.</p> <p>Joint Management Plan (2016).</p>
Karlu Karlu / Devil's Marbles Conservation Reserve	96 km south of Tennant Creek on the Stuart Hwy (sealed road).	<p>1,802 hectare conservation reserve, Karlu Karlu literally translated means 'rounded boulder' site consists of gigantic rounded granite boulders stacked on top of each other. Registered sacred site.⁸ One basic campground (Category B) and day use area with picnic facilities, free WiFi and toilets. Consists of four interconnected loop walks of varying distances.</p>	<p>Joint management by Traditional Owners and PWHNT.</p> <p>Aboriginal land leased back to the NT in 2009 under a 99 year lease.</p>

⁷ Information from Parks and Wildlife Commission of the NT. *Fact Sheet*; Iytwelepenty / Davenport Ranges National Park (July 2017).

⁸ Information from Parks and Wildlife Commission of the NT. *Fact Sheet*; Karlu Karlu / Devil's Marbles Conservation Reserve (July 2017).

Attraction/Product	Location & Access	Description	Ownership/Management
Kunjarra (Devil's Pebbles)	17 km north of Tennant Creek, access off Stuart Highway with 6 km unsealed road.	Recreational reserve on Aboriginal Freehold land which sits within the Tennant Creek township lease area. Registered Aboriginal Sacred Site, place for Warumungu women for ceremony, healing and initiation. Locally known as the smaller "pebbles" to the Devil's Marbles. Visiting is free for visitors and provides picnic areas and toilets. Although visitors camp onsite, Traditional Owners want Kunjarra to be a day visit site only. Traditional Owners are interested in improving on site interpretation and offering guided walks around the site. Recommended sunset viewing area for those staying overnight in Tennant Creek.	Aboriginal freehold land. Sits within the Tennant Creek township lease and site is maintained by the Council. Managed by the Muru-warinyi Ankkul Rangers
Tennant Creek Telegraph Station Historic Reserve	10 km north of Tennant Creek via the Stuart Highway (sealed)	Small historic reserve with a Telegraph station/building constructed in the 1870s. There is a self guided walk around the station buildings and NT Park Rangers conduct guided walks of the site from May – September each year. A key can be collected from the Battery Hill Visitor Centre in Tennant Creek for visitors interested in exploring the buildings. There are also toilets available on-site.	Crown land, managed by PWHNT.
Lake Woods	215 km north of Tennant Creek or 30 km south of Elliot via the Stuart Highway (12 km of dirt road from the turn-off).	On average the lake occupies an area of 350 m ² , however after significant rain it can expand to 1,000 m ² . The area provides for recreational activities including bird-watching, swimming, camping and fishing. Lake Woods is located on pastoral leasehold land and encompasses two pastoral properties (Powell Creek and Newcastle Waters). The main land use within the Site is pastoral operations, but a fenced enclosure on the northern part of the lake is managed as the Longreach Waterhole Protected Area (approximately 7% of Site) by Parks and Wildlife Service NT in cooperation with the pastoral lease managers. The site is internationally significant due to endangered bird and plant species, the Ramsar guidelines are used to manage the site and it may become Ramsar protected in the future. ⁹	Pastoral land, Longreach Waterhole Protected Area (7% of entire area) is managed by NT Parks together with the landowners.
Connells Lagoon Conservation Reserve	Connells Lagoon Conservation Reserve is approx. 423 km from Tennant Creek and can be reached via a gravel 2WD road between	Approx. 256 sq km, Connells Lagoon is the only site in Australia protected for Mitchell Grasslands communities. Although flat grasslands, small water sites contain several plant, bird and animal species of conservation significance. No facilities, no walking tracks or no camping, scenic 4WD opportunity on the Barkly Tablelands.	PWHNT

⁹ Department of Natural Resources, Environment, Arts and Sports (former) NT Government, Lake Woods – Sites of Conservation Significance (no date)

Attraction/Product	Location & Access	Description	Ownership/Management
	Brunette Downs and Alexandria Stations on the Barkly Tableland. The road in the reserve itself is 4WD access. The road may be closed after rain.		
Barrow Creek Telegraph Station Historical Reserve	Approx. 232 km north of Alice Springs and 200 km south of Tennant Creek on the Stuart Hwy (sealed)	Named by John McDoull Stuart after HJ Barrow a member of South Australian Parliament in the 1860s. One of 12 repeater stations from Adelaide to Port Darwin, NT Parks now managed three of these Telegraph Stations as historic reserves – Alice Springs, Barrow Creek and Tennant Creek. The Station was constructed in 1872 and also served as a post office, sheep station and blacksmith. The buildings are protected today under the Register of the National Estate, however visitors are welcome to explore the site and remaining buildings.	PWHDNT
Towns and Service Centres			
Tennant Creek	Approx. 500 km north of Alice Springs and 988 km south of Darwin via the Stuart Highway	The town of Tennant Creek grew in response to gold mining in the area in the 1930s and is known as the “Golden Heart” of Australia, home of one of the richest gold mines in Australia producing 32 tonnes during its lifetime. The name Tennant Creek came from Explorer John McDoull Stuart in the 1860s who named the area after one of his exploration financiers John Tennant. Today Tennant Creek has a population of 7,530 provides a range of services and activities including visitor accommodation, supermarket, dining, visitor centre, local tours and recreational reserves.	Barkly Regional Council
Three Ways Roadhouse	23 km north of Tennant Creek via the Stuart Highway	Located at the intersection of the Barkly and Stuart Highways, the roadhouse provides grass sites for campers and caravans and motel rooms. The venue has a pool, bar, restaurant, fuel and small store. Located less than 2 km north is the Reverend John Flynn Memorial Cairn (Australian Inland Mission, Royal Flying Doctors, School of the Air).	Privately owned and operated

Attraction/Product	Location & Access	Description	Ownership/Management
Elliott	252 km north of Tennant Creek via the Stuart Highway	The area is the home of the Jingili people and the traditional name of the town is Kulumindini. Second largest town in the Barkly with a population 302 people. ¹⁰ Previously the site was known as 'bore no. 8' for the Newcastle Waters Station. During World War II Elliot became a township with both the base and movement of troops through the NT. Today Elliott has services for travellers including fuel, bar and beer garden and restaurant, hotel/motel, caravan park, nature walk, golf course and war memorial. The town is located only 30 km north from the Lake Woods area.	Managed by the Barkly Regional Council – Aboriginal Native Title
Tours			
Battery Hill Mining Tours (https://www.barklytourism.com.au)	Tennant Creek	Visitors to Battery Hill can conduct a self-guided tour of the site including the Mineral and Social History Museums. For an additional cost, visitors can also undertake an Underground Mining Tour with a guide or a static Gold Stamp Battery Tour – an opportunity to see the rare 10 head stamp ore crushing plant. Open daily, visitors can pay and book through the Battery Hill Barkly Tourism Visitor Centre on-site.	Barkly Regional Council
Nyinkka Nyunyu Tours (https://www.nyinkkanyunyu.com.au)	Tours depart from the Nyinkka Nyunyu Cultural Centre in Tennant Creek	Tours offered include an on-site garden tour and bush tucker tour as well as a half-day tour around Tennant Creek and Kunjarra (Devil's Pebbles). Not currently in operation	Described as being owned by the Traditional Owners of Tennant Creek. Julalikari Aboriginal Corporation currently manage the Centre.
Wayoutback Safaris (https://www.wayoutback.com.au)	Tours depart from Alice Springs or Darwin	Wayoutback offers tours around Central Australia and from Alice Springs to Darwin (vice versa). One day of their itinerary includes a visit to Karlu Karlu / Devil's Marbles and overnight at Banka Banka Station.	Local Alice Springs company.
Spirit Safaris (https://www.spiritsafaris.com)	Depart from Alice Springs or Darwin (or charter)	Offers four day tours from Alice Springs to Darwin (or reverse). Includes travel along the Tablelands Highway to Barkly Homestead, overnight Tennant Creek with a gold mining tour, Karlu Karlu / Devil's Marbles, Wycliffe Well (UFO hot-spot) and Barrow Creek (Telegraph Station). Small group 4WD safari tours (Toyota Landcruisers) travelling throughout Australia offering both accommodated and camping options.	Richard O'Neil - founder

¹⁰ ABS census 2016

Attraction/Product	Location & Access	Description	Ownership/Management
Mulgass Adventures (https://www.mulgassadventures.com.au)	Depart from Alice Springs or Darwin	2 and 5 day tours travel through the region only stopping at Karlu Karlu / Devil's Marbles enroute to either Darwin or Alice Springs.	Privately owned and operated.
Sandrifter Safaris (https://www.sandrifter.com.au)	Based in Alice Springs	Provides private guided day tours to Karlu Karlu / Devil's Marbles (Alice Springs to Alice Springs return), also includes stop at Barrow Creek Telegraph Station and WWII Historic Sites (doesn't mention which ones). Can also provide 6 day tours from Alice Springs to Darwin including Karlu Karlu, overnight at the Devil's Marbles Hotel.	Mark Coulton, owner
Pedal Away Cycle Tours (https://www.pedalaway.com.au)	Commences from Alice Springs	Annual cycle tour travelling from Alice Springs to Darwin over 13 days. Includes overnight at Barrow Creek Hotel, Wauchope Roadhouse (Devil's Marbles Hotel), Karlu Karlu / Devil's Marbles Campground, Tennant Creek, Banka Banka Station, Newcastle Waters Station. Maximum 20 cyclists per trip	Based in Brisbane, owner Karl Andreis
Sacred Earth Safaris	Darwin based	Departing Alice Springs visits the Barrow Creek Telegraph Station, Karlu Karlu / Devils Marbles, Tennant Creek, Kelly's Range horse riding tour, o/night Eldorado Motel, Battery Hill mine and underground tour. 4WD tour maximum 12 passengers, only one Alice to Darwin tour annually, notes last tour in 2012 so unsure of if it still operates. Also provides charters and 4WD tag-a-long tours.	Privately owned by husband and wife team "David and Danielle".
Devils Marbles Tours	Tennant Creek	Promoted as a tour business situated in Tennant Creek. No website or other details, only phone number - 0418 891 711	Private company
Events			
NT Travelling Film Festival	Tennant Creek	26 May 2018, solar outdoor "pop-up" cinema showcasing short-film, tv and video production from across the NT. Will include works from local Barkly Region young people and video from Barkly Arts archives. Held at the Barkly Regional Arts Centre, \$12 entry fee.	NT Travelling Film Festival
Brunette Races – ABC Amateur Race Club	Brunette Downs Station, Barkly Tablelands 350 km north-east of Tennant Creek	A four and a half day event held in June every year, all welcome to bring camping gear or a caravan and watch horse racing, campdraft, barrel racing, gymkhana, rodeo, kids activities and the 'Battle of the Barkly' ironman and ironwoman competition a challenge completing every day station tasks. There is a nearby airstrip for those interested in flying in instead of driving. Some powered sites, amenities block with showers and toilets and on-site bar and catering services www.abcraces.com.au	ABC Amateur Race Club

Attraction/Product	Location & Access	Description	Ownership/Management
Ali Currung Traditional Dance Festival	Ali Currung Community 151 km south of Tennant Creek	Held in July each year during NAIDOC week, an opportunity for cultural harmony between Indigenous and non-Indigenous people. Three day event including painting demonstrations, a traditional spear throwing competition using woomeras, artifact and jewellery making workshops and a fire making competition, using boomerangs. **to note this festival hasn't run for the past two years	Operated by the Arlpwe Arts and Cultural Centre in Ali Currung
Tennant Creek and Districts Show	Tennant Creek	Outback regional show 13 – 15 July 2018 includes regional demonstrations, cattle and dog displays, arts, crafts, cooking, photography competitions, sideshows, food and rides. www.tennantcreekshow.com.au	Run by volunteers
Desert Harmony Festival	Tennant Creek & broader Barkly Region	Hosted by Barkly Regional Arts on Warumungu Lands 3 – 7 August 2018 and includes music, dance, art, film, food, theatre, workshops, adventure tours, sports and cultural activities across the region. Performances, workshops and stalls from elsewhere are also invited to participate in the festival encouraging cultural diversity and awareness of the Barkly Region. www.desertharmonyfestival.com	Barkly Regional Arts
Barkly Muster Gold Rush Campdraft	Tennant Creek	The annual Muster provides an opportunity for Barkly Regional cattle station owners and workers to showcase their stock and their skills. Campdraft events and gymkhana 6 – 7 October 2018, all welcome.	Doesn't say who it is hosted by but seems Barkly Regional Council post program on their website.
Other			
Battery Hill Mining Centre	Tennant Creek township	Provides views across Tennant Creek and the surrounding Honeymoon Ranges. Focussing on the regions gold mining history from the 1930s, the site includes a Social History Museum, Mineral museum with an extensive collection from the NT, Australia and overseas, and the Albert Borella display. The Barkly VIC (Visitor Information Centre) is also based here. Open daily, souvenir shop, parking is caravan & coach friendly and facilities include public toilets and a covered picnic area. Mining tours also occur onsite – please see the 'tours' section for more details. www.barklytourism.com.au	Member owned association
Bill Allen Lookout	Tennant Creek	Just past the Battery Hill Mining Centre on Peko Road is the Bill Allen Lookout. The site offers a clear 360 degree panoramic view of Tennant Creek. Plaques point out places of interest.	
Tennant Creek Golf Course	Tennant Creek	Located 7km's to the east of Tennant Creek on Peko Road, the Tennant Creek Golf Course welcomes all visitors. This desert course features oil sand scrapes as greens, just to keep you on your toes. The 18 hole course is always open, a daily rate of \$10 per person per day applies.	

Attraction/Product	Location & Access	Description	Ownership/Management
Nyinkka Nyunyu	Tennant Creek	<p>Opened in 2003, Nyinkka Nyunyu is near a Waramungu Sacred Site, the home of Nyinkka the spiky-tailed goanna. A community development project initiated by the Julalikari Council Aboriginal Corporation, this multi-award winning Art and Culture Centre gives visitors an opportunity to experience the culture of the local Warumungu people and includes a museum, art gallery, outdoor performance area, 'bush tucker' garden, gift shop and café. Entry is free, however visitors can pay for a guided tour of the site, also offers half day tours to Kunjarra (Devils Pebbles - information included in tour section).</p> <p>**To note the centre and services are closed and not operating, however funds have been allocated to enhance the Centre and visitor experience.</p> <p>www.nyinkkanyunyu.com.au</p>	Described as being owned by the Traditional Owners of Tennant Creek. Currently managed by the Julalikari Aboriginal Corporation
Arlpwe Art Gallery and Cultural Centre	Ali Curung 251 km south of Tennant Creek via the Stuart Highway and then 22 km (sealed) to the community	Arlpwe is situated within the Aboriginal community of Ali Curung. Ali Curung means "dog" referring to the regions dog dreaming and nearby sacred sites. Open Monday – Friday visitors can view artworks in the gallery, watch both painting and pottery works being created www.australianaboriginalartgallery.com.au	Owned and operated by members of the Ali Curung community
Eldorado mine site	Tennant Creek	Not currently open to the public or a listed visitor attraction, the Eldorado Mine site is approximately 5 km south of Tennant Creek, backing onto the Battery Hill Mining Centre. The site has been flagged as an opportunity to develop a mining heritage attraction including fossicking for visitors.	
Warrego Fossicking Area	From Tennant Creek, follow the Stuart Highway 1.5 km north to the Warrego Road turnoff. Turn left towards Warrego and drive west along the bitumen road for 45.5 km to the sign posted turnoff on the right. Follow the track northwards for	Warrego is a declared fossicking area situated on the Phillip Creek pastoral lease. Visitors are welcome to visit the mine site where gold and copper were mined and ore was processed. Gold occurs in the surface soil and can be found by dry panning. Metal detectors have been used successfully in the area. There are no facilities provided on site, bush camping is welcome. As a cattle station, visitors are advised to be mindful of cattle as well as the trainline that passes through the site.	Native Title determined 3/8/2017. Continued permission on land for pastoralism (Warby), AustralAsia Railway and easement for APT Pipelines (north east gas line).

Attraction/Product	Location & Access	Description	Ownership/Management
	13.8 km to an old mine.		
Tuxworth Fulwood House	Tennant Creek	Heritage listed by the National Trust - Citation <i>This building was built in 1942 as an extension of the existing hospital, in response to a pressing need for improved health services for the large military population of the Tennant Creek district during World War Two. It was designed by noted architect B.C.G Burnett and is the only known design by Burnett in Tennant Creek. After the war, it served for over thirty years as the outpatients department for the Tennant Creek Hospital. It is now the only surviving structure from the former Tennant Creek Hospital. The building was restored by the National Trust in 1980. It is known as 'Tuxworth-Fullwood House', after Mrs Hilda Tuxworth, M.B.E., and Mr. Bill and Mrs. Marjorie Fullwood, in recognition of their services to the National Trust. People are welcome to visit the house from May to September.</i>	National Trust
Lubra's Lookout	5 km south of Renner Springs	Promoted by the Renner Springs Hotel as a sunset spot located 5 km from the Hotel. A 15 minute climb to the top provides 360 degree panoramic views of the region. The site is known as a local Aboriginal women's meeting place.	Pastoral lease
Newcastle Waters	269 km north of Tennant Creek via the Stuart Highway (sealed). Access is via Newcastle Waters Station off the highway.	A historic township providing rest and respite for drovers traversing from east, west, north and south. Construction of roads, road trains and rail saw the town become obsolete in the 1960s. The last commemorative 'Great Cattle Drive' occurred in 1988, the buildings are protected under National Trust and The Drover's Memorial Park with a bronze statue memorial. The park also has shelter, BBQs and toilet facilities, overnight camping is permitted. The historic town is accessed via the Newcastle Waters Station - a 10,353 sq km breeding property with open plains, flood country and timbered sand hills carry 45,000 head of cattle including 20,000 commercial Brahman breeders. The property is managed by the Consolidated Pastoral Company (CPC)	Native Title awarded September 2007. Perpetual pastoral lease for Newcastle Waters honoured.
Tingkarli / Lake Mary Ann Dam	5 km north of Tennant Creek off the Stuart Highway (sealed)	A man-made lake constructed to provide water to the township of Tennant Creek. Today it is used as a recreational reserve with swimming, canoeing, picnic and BBQ facilities and can also be accessed via the Ted Ryko Cycle Track from Tennant Creek.	Barkly Regional Council
Attack Creek Historical Reserve	72 km north of Tennant Creek on the Stuart Highway	Attack Creek commemorates where Stuart turned back from his 1860 expedition to cross Australia after a hostile encounter with Warumungu Aboriginal people. Water, toilet	NT Government, Department of Infrastructure, Planning and Logistics

Attraction/Product	Location & Access	Description	Ownership/Management
		facilities, picnic tables and shelters are provided at the 'wayside' stop. Overnight camping permitted. ¹¹	
Reverend John Flynn and the Australian Inland Missions Monument	2km north of Three Ways Roadhouse on the Stuart Highway	A 20 ft stone obelisk memorial cairn has been erected in memory of the Reverend John Flynn and his effort towards the Australian Inland Mission. Reverend Flynn brought hospitals and medical aid to the outback as well as the School of the Air and the Royal Flying Doctors Service. No facilities provided, no camping permitted.	
The Australian Inland Mission	Tennant Creek	Erected in 1934, the Australian Inland Mission building in Tennant Creek was to be a 'Welfare Club', providing practical help to the men and women of the goldfields. It has also been used as a recreation hall, library and church and was integrated with the Uniting Church in 1956.	Uniting Church
Kelly West Meteorite Crater	Approx. 40 km south west of Tennant Creek no road access	The Kelly West Meteorite Crater doesn't seem to have access via road but could probably be viewed via air. The crater is approx. 10 km in diameter and around 550 million years old. The site is promoted by the www.barklytourism.com.au web page however no further information is provided regarding access. A broader search provided limited information and there don't seem to be any access roads.	Seems to be situated within the Tennant Creek NT portion 494

¹¹ www.nt.gov.au/driving/safety/road-rest-stops-in-nt

APPENDIX B - BARKLY REGION ACCOMMODATION AUDIT

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
Hotel / Motel			
Barrow Creek Hotel	On the Stuart Highway, 286 km north of Alice Springs.	2 x Motel Family (ensuite 4 persons)	8
Devils Marbles Hotel (previously Wauchope Hotel)	On the Stuart Highway, 96 km south of Tennant Creek	2 x Queen + Bunk (Sleeps 4)	8
		3 x Queen + Single (Sleeps 3)	9
		1 x Double + Single (Sleeps 3)	3
		4 x Single (Sleeps 1)	4
		1 x Twin (Sleeps 2)	2
Wycliffe Well	On the Stuart Highway, 74 km north of Barrow Creek	25 x onsite accommodation options with a mix of; Motel rooms Single Twin / Double Family (averaged to 3 persons per room)	75
Bluestone Motor Inn	Tennant Creek Motel rooms (3.5 star) Offer corporate rates	12 x Standard Rooms Queen	24
		8 x Standard Rooms Twin (Queen + Single 3 persons)	24
		10 x Deluxe Rooms Queen + Single (3 persons)	30
		17 x Deluxe Queen (fold out beds available max 3 persons)	51
		5 x Executive Deluxe Rooms King bed	10
		1 x Family Room (2 x Queens + 1 single max 5 persons)	5

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
Eldorado Motor Inn	Tennant Creek Motel units (3.5 star) 74 brick units in total	15 x Family Rooms (double + single, 3 ppl)	45
		59 x Queen Rooms (Queen bed only, 2 ppl)	118
Goldfields Hotel/Motel	Tennant Creek Motel accommodation	1 x Family Room (5 ppl)	5
		2 x Family (4 ppl)	8
		21 x Standard Room (3 ppl)	63
Outback Caravan Park	Tennant Creek	4 x Motel style cabins (doubles)	8
		24 x Single ensuite rooms	24
Safari Lodge Motel	Tennant Creek	Undergoing renovations - Currently only 9 rooms	
		3 x standard queens	6
		3 x Twin	6
		3 x family	12
		Undergoing renovations, in 6 months will have 18 rooms; <ul style="list-style-type: none"> 2 x Equal Access (will be the only one in the Barkly. These are two rooms completely fitted out with all disabled access facilities and a carer's room in the middle). 4 x Family 4 x Twin 4 x Standard Queen 4 x Exec Queen 	

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
Barkly Homestead	209 km east of Tennant Creek on the Barkly Highway	3 x Motel Queen	6
		4 x Motel Twin (Q + S max 3 persons)	12
		1 x Motel Family (4 persons)	4
Renner Springs	161 km north of Tennant Creek via the Stuart Highway (sealed) 29 x motel rooms Total persons - 70	4 x Double (1 x double + 1 x single bed – 3 ppl)	12
		1 x Double (2 ppl)	2
		2 x Queen (2 ppl)	4
		13 x Twin (2 ppl)	26
		2 x single beds	2
		1 x Family 1 x bunk + double/single (3-4 ppl)	4
		2 x Family 1 x double + 1 x bunk (4 ppl)	8
		4 x Triple	12
Elliott Hotel / Motel	252 km north of Tennant Creek on the Stuart Highway	17 air-conditioned motel rooms (av. 3 persons)	51
Three Ways Roadhouse	23 km north of Tennant Creek via the Stuart Highway Motel rooms x 17 Total persons - 46	Modern Glendales;	
		• 2 Rooms with 2 Single Beds	4
		• 2 Rooms with Queen Size Beds	4
		• 1 Room with Double Bed with Disabled Access & Bathroom	2
		• 4 Rooms with Double Bed & 1 Bunk Bed	16

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
		Standard Rooms	
		• 4 Rooms with 2 Single Beds	8
		• 4 Rooms with 1 Double Bed & 1 Single Bed	12
TOTAL HOTEL / MOTEL		Rooms - 296	Beds - 737
Budget Accommodation (shared accommodation / facilities)			
Three Ways Roadhouse	23 km north of Tennant Creek on the Stuart Highway	3 x Single rooms (shared facilities)	3
		9 x shared rooms (up to 5 ppl shared facilities)	45
Wycliffe Well	On the Stuart Highway, 74 km north of Barrow Creek	25 on-site caravans (shared facilities) – not answering phone, have emailed. (av. 3 ppl per caravan)	75
Barrow Creek Hotel	286 km north of Alice Springs on the Stuart Highway	10 x single rooms (shared facilities)	10
TOTAL BUDGET ROOMS		Rooms - 56	Beds – 158
Cabins/Van with ensuite (non-self contained)			
Barkly Homestead		5 x Deluxe Cabin Queen (Q Bed + S Bed max 3 ppl)	15
		2 x Budget Cabin Double	4
		1 x Budget Cabin Twin	2
		8 x Budget Cabin Single	8

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
Outback Caravan Park	Tennant Creek	4 x King Vans (2 ppl)	8
Devils Marbles Hotel		2 x Deluxe Cabins (Queen bed + 2 x bunk beds, sleeps 6, not self contained)	12
TOTAL CABIN/VANS		Cabins/vans - 22	Beds - 49
Self Contained (includes kitchen facilities)			
Self Contained 1 BR Executive Unit (Air BnB – only one for the region)	Tennant Creek – https://www.airbnb.com.au/rooms/24159408?location=Tennant%20Creek%2C%20Australia&guests=1&s=eDa4W1zM	1 BR (max 2 guests)	2
Tennant Creek Caravan Park	Tennant Creek	3 x Budget Cabin Double (kitchenette, no bathroom)	6
		3 x Budget Cabin Family (kitchenette, no bathroom max 4 persons)	12
		2 x Standard Cabin (5 persons, bathroom, kitchen)	10
		5 x Ensuite Cabin (5 persons, kitchen)	25
Outback Caravan Park	Tennant Creek	6 x 1 BR (2 ppl)	12
		6 x 1.5 BR (4 ppl)	24
		2 x 2 BR (6 ppl)	12
		3 x Master Cabins with kitchen (2 ppl)	6
Bluestone Motor Inn	Tennant Creek	2 x Deluxe Kitchen Rooms (Queen + fold out, max 3 persons)	6

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
		1 x Family rooms kitchen (2 x dbl + 1 dbl sofa max 6 persons)	6
TOTAL SELF CONTAINED ACCOMMODATION		Accom - 34	Beds - 121
Campgrounds Commercial			
Outback Caravan Park	Tennant Creek	70 x Powered campsites (av. 4 persons per site)	280
		50 x Campsites (unpowered) (av. 4 persons per site)	200
Tennant Creek Caravan Park	Tennant Creek	60 x Powered sites	240
		20 x Unpowered sites	80
Banka Banka Station	100 km north of Tennant Creek on the Stuart Highway Campground	36 x Unpowered campsites (av. 4 ppl per site) (Suitable for caravans and tents)	144
		13 x safari tents (twin share) - Private safari camp (Wayoutback)	26
Three Ways Roadhouse	23 km north of Tennant Creek	60 x Powered sites (caravan)	240
		40 x Unpowered (tent)	160
Devils Marbles Hotel & Caravan Park	Tennant Creek	12 x Caravan Site – Powered	48
		5 x Caravan Sites – Unpowered	20
		60 x Camp Ground – Tent	240
Barkly Homestead	Barkly Highway	50 x Powered sites	200
		25 x Unpowered sites	100
Renner Springs	161 km north of Tennant Creek	15 x Powered sites	60

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
		60 x Unpowered sites	240
Midland Caravan Park (Elliott)	Located in the township of Elliott 252 km north of Tennant Creek	No email or website Not answering phone Guesstimate 20 sites	80
The Elliott Store	Township of Elliott	Offers powered and unpowered sites Have emailed, not answering phone Guesstimate 10 sites	40
Wycliffe Well	On the Stuart Highway, 74 km north of Barrow Creek	60 x Powered sites	240
		200 x Unpowered sites	800
Murray Downs Station	Can be accessed enroute to Iytwelepenty / Davenport Ranges either via Binns Track or Kinjurra Rd (from Stuart Highway) via Ali Curung. 128 km from Barrow Creek.	20 x Powered sites	80
		20 x unpowered sites	80
Barrow Creek Hotel	286 km north of Alice Springs on the Stuart Highway	25 x Powered sites	100
		36 x Unpowered	144
TOTAL COMMERCIAL CAMPING SITES		Number of sites - 893	Persons 3,842
Campgrounds NT Government			
Karlu Karlu / Devils Marbles National Park	On the Stuart Highway, 12 km north of Devils Marbles Hotel	45 x Bush Campground sites (average of 4 persons per site) (pit toilet, wood fire stove, campsites, picnic tables). Camp fees apply.	180

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
Iytwelepeny / Davenport Ranges National Park	Fees apply	12 x bush camp sites Old Police Station Waterhole	48
		16 x Whistle Duck Creek x 8 current (can go up to 16)	64
Bonney Well Rest Area	On Stuart Highway 14 km north of Karlu Karlu / Devils Marbles	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites (4 persons average)	20
Attack Creek Rest Area	Stuart Hwy	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
Frewena Rest Area	132 km from Three Ways on the Barkly Hwy	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
41 Mile Bore Rest Area	70 km from Three Ways on the Barkly Highway	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
Wonara Bore Rest Area	227 km from Three Ways on the Barkly Hwy	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
Soudan Bore Rest Area	312 km from Three Ways on the Barkly Hwy	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
Avon Downs Rest Area	377 km from Three Ways on Barkly Hwy	Free overnight camping Toilet Shelters Water	20

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
		Picnic tables Wood fire BBQs Approx 5 sites	
Newcastle Waters	269 km north of Tennant Creek via the Stuart Highway (sealed). Access is via Newcastle Waters Station off the highway.	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
Taylor's Creek Rest Area	On the Stuart Highway, 35 km north of Barrow Creek	Free overnight camping Toilet Shelters Water Picnic tables Wood fire BBQs Approx 5 sites	20
TOTAL FREE CAMPS		Sites - 118	Persons - 472
Campgrounds – Other (bush camping, special event camping)			
Warrego Fossicking Area	From Tennant Creek, follow the Stuart Highway 1.5 km north to the Warrego Road turnoff. Turn left towards Warrego and drive west along the bitumen road for 45.5 km to the sign posted turnoff on the	Free Bush campground (approx. 5 sites)	20

Accommodation Name	Location & Access	Accommodation Type & Number of each	Total Bed Numbers / Capacity
	right. Follow the track northwards for 13.8 km to an old mine.		
Kunjarra (Devils Pebbles)		Free Campground (approx. 5 sites)	20
Brunette Races – ABC Amateur Race Club	Brunette Downs Station, Barkly Tablelands 350 km north-east of Tennant Creek	Bush campground large open site max numbers unknown (guesstimate up to 200 campers)	200
Epenarra Station	Accessed via Binns Track from Davenport Ranges or from the Stuart Highway at the Warumungu Rd/Community turn-off. Has own private track linking to Barkly Highway (can ask permission to use)	Store and offers free camping on station along the Frew River Guesstimate of 10 sites	40
Total Number Free Campsites		Sites - 70	Persons 280

TOTAL ACCOMMODATION (ROOMS/CABINS/VANS) - 408

TOTAL NUMBER OF BEDS IN THE REGION – 1,065

TOTAL NUMBER OF CAMPSITES IN THE REGION – 1,081

TOTAL POTENTIAL CAMPER NUMBERS – 4,594

APPENDIX C – TOURISM CONTEXT

NT and Central Australian Trends

The NT had an estimated 1,861 million overnights visitors in the year ending December 2017¹² – 1.568 million domestic overnight visitors and 293,000 international visitors (15.7% of the total).

Overall the NT's **domestic overnight visitation** increased in 2017 compared with 2016. This was due to increases in domestic travel for business and other purposes. Domestic holiday visitation actually decreased by 2.6% from 2016 to 2017, a trend that was below the national average of 6% growth in domestic holiday visitation¹³. This trend was also seen in Western Australia (WA) which also experienced a decrease in domestic holiday visitation. In the NT in the year ending December 2017:

- interstate holiday visitor numbers were down by 3.6% for the NT as a whole and by 15% for Central Australia
- intra-Territory holiday visitors decreased by 1.3% for the NT and by 14% for Central Australia
- expenditure by domestic holiday visitors decreased by 23% between 2016 and 2017.

The NT's **day visitation** is increasing. In 2017 the NT had an estimated 1.68 million day visitors (an increase of 14% on 2016) who spent \$216 million (a 16% increase).

International visitation to the NT increased by 2.2% in 2017 over 2016 and international visitor expenditure increased by 9.9% while visitor nights remained steady¹⁴. This trend paralleled growth in international visitation in all Australian jurisdictions except WA, although the level of international visitation growth in the NT is below the 6.5% national average and represents a slight drop in the Territory's market share of international visitors to Australia. International visitation growth in Central Australia in 2017 was greater than in the Top End – an 8.6% growth in visitor numbers (211,000 visitors), a 29% increase in visitor nights (1.2 million nights) and a 14% increase in expenditure (\$260 million).

In the 3 years to 2017 the NT saw decreases in some of its traditional visitor markets (the UK, Germany, France, Canada and New Zealand) and increases in Asia markets (particularly Greater China).

Barkly Region Markets

The project area is situated within the Barkly Region which from the south commences at Barrow Creek and passes through Wycliffe Well, Tennant Creek, Elliott and Newcastle Waters. Year end September 2016 vs 2017 saw an overall visitor decline in domestic visitation to the Barkly Region by 15.3% across both intra-Territory and interstate markets (total 115,000 visitors). Internationally however, the region remained consistent year on year receiving approximately 17,000 international holiday travellers. NT wide, Barkly regional visitation accounts for;

- 25% of the overall domestic visitation
- 17% of the overall international visitors
- 16% of the NT's total visitation (combined domestic and international travel)¹⁵.

¹² Tourism NT (2018a). *Northern Territory Tourism Data – latest Visitor Data: Year Ending December 2017*.

¹³ Tourism NT (2018b). *Domestic Visitation to the Northern Territory: Year ending December 2017*.

¹⁴ Tourism NT (2018c). *International Visitation to the Northern Territory: Year ending December 2017*.

¹⁵ Tourism NT (2017a) and (2017b).

Table 4 provides an overview of intra-Territory, domestic and international visitation as well as average visitor nights and regional expenditure.

	Intra-Territory	Interstate	Total Domestic	International	Total
Holiday	11,000	35,000	46,000	13,000	59,000
VFR	5,000	2,000	7,000	0	7,000
Business	21,000	5,000	26,000	0	26,000
Total	40,000	45,000	85,000	14,000	99,000
Visitor Nights	123,000	102,000	225,000	34,000	259,000
ALOS ¹⁶ (nights)	3.1	2.3	2.6	2.4	2.6
Expenditure	-	-	\$50M	\$3M	\$53M

Table - Barkly overnight visitor numbers, three year average January 2017¹⁷

Tourism NT's three year Barkly Region visitor analysis estimates an average of 99,000 overnight visitors, 85% of whom were domestic visitors (see Table 4).

Visitor profiles

- **Interstate visitors** comprise of 47% of domestic overnight visitation. Over 80% of interstate visitors are leisure visitors (holiday and visiting friends and/or relatives (VFR)), while 11% come for business purposes. Interstate visitors stay an average of 2.3 nights and together with Intra-Territory visitors contribute 94% of the regions visitor expenditure. Almost 50% of interstate visitors travel through the area between September – December. Majority of interstate visitors (61%) are travelling as an adult couple and are over 65 years of age (37%).
- **Intra-Territory visitors.** Around 52% of domestic overnight visitors come from within the NT. Half of the region's intra-Territory overnight visitors come for business purposes and around 40% for leisure purposes. They stay in the region an average of 3.1 nights and 43% visit in the first quarter of the year between January to March. Almost half of Intra-Territory travellers (44%) are travelling alone with a large percentage (39%) between 40 to 54 years of age.
- **International visitors** provide 14% of the region's overnight visitors and come mostly for leisure purposes, staying an average of 2.4 nights. International visitors tend to visit in the September (30%) and January (34%) quarters. More than half (52%) of international visitors are travelling alone and are aged between 15 to 29 years of age.

Family travel is the lowest travel party type across all segments attributing for only 4% Intra-Territory, 10% Interstate and 4% of international travellers to the region.

¹⁶ Average Length of Stay (ALOS)

¹⁷ Tourism NT Regional Profile Barkly, 2013/14 – 2015/16

Where do visitors come from?

TOP DOMESTIC MARKETS TO THE BARKLY REGION

STATE OF ORIGIN	VISITORS ('000)	NIGHTS ('000)	ALOS
Northern Territory	40	123	3.1
New South Wales / ACT	15	26	1.7
Queensland	10	19	1.8
Victoria/Tasmania	9	23	2.7
South Australia	8	29	3.6
Western Australia	3	5	1.8

Table - Top Domestic Markets to the Barkly Region

The Intra-Territory market dominates domestic visitor arrivals to the region, followed by New South Wales/ACT (17%), Queensland (11%) and Victoria/Tasmania (10%). South Australian visitors stay the longest in the region (3.6 nights) followed by Victorian/Tasmanian visitors (2.7 nights).

TOP INTERNATIONAL MARKETS TO THE BARKLY REGION

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)	ALOS
Germany	3	4	1.4
United Kingdom	2	5	3.0
France	1	4	2.9
New Zealand	1	2	2.4
USA	1	3	3.3

Table - International Visitation to the Barkly Region¹⁸

In the year ending 2016, around 40% of the region's international visitors come from Europe and 7% from both New Zealand and USA respectively. German visitors are the top international visitor to the region making up 21% of all international visitors.

¹⁸ Tourism Research Australia (2016)

How do they get here?

Although there is an airport situated in Tennant Creek, it is not a major airport and is currently servicing FIFO workers supporting the construction of the north east gas pipeline. As noted in section 2 with regards to access, options are limited for travellers with private/rental cars being the main transport to and around the region for all visitors. Of the self-drive, motorhomes/campervans attributed for 27% of the international market but only 6% of interstate visitors. Coach is another popular form of travel to the region for the international sector, likely many travelling through on a coach tour.

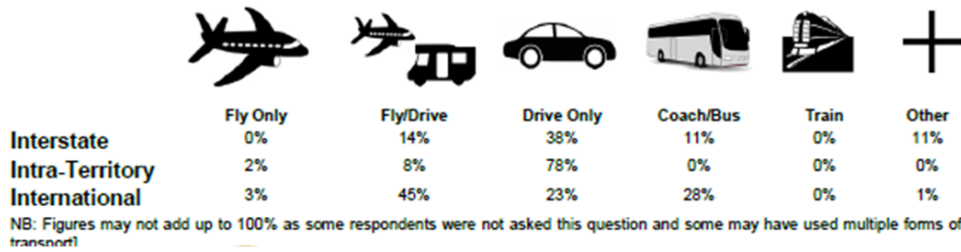


Table - Transport to and around the Barkly Region¹⁹

Where do they stay?

Most Intra-Territory visitors opt to stay in hotels in the region (33%), whereas interstate travellers have a fairly even mix between staying in hotels (29%) or commercial campgrounds (21%) or non-commercial campgrounds such as national parks (22%). International travellers choose camping as their preferred accommodation in the region in both commercial (33%) and non-commercial (30%) campgrounds²⁰. A list of available accommodation options in the region is in **Appendix X**.

What do visitors do in the region?

The Tourism NT Regional Profile lists the most popular activities by visitors to the Barkly Region as being;

- Experiencing and learning about culture
- Exploring nature
- Learning about history and heritage
- Four wheel driving
- Visiting local pubs and clubs



Image 7. Nyinkka Nyunyu Cultural Centre Tennant Creek

¹⁹ Tourism NT Regional Profile Barkly Region Three Year Averages January 2017

²⁰ Tourism NT Regional Profile Barkly Region Three Year Averages January 2017

Barkly Tourism businesses

TOURISM BUSINESSES*	TOTAL
Non-employing	11
1 to 4 employees	24
5 to 19 employees	14
20 or more employees	0
Total	48

Table - Tourism Research Australia number of tourism businesses in the Barkly Region 2016²¹

A list of tourism experiences and tourism businesses in the region can be viewed at **Appendix A**.

National Parks Visitation

The NT Parks, Wildlife and Heritage Division have traffic counters generally located at park entry points. Visitor data has been collected for both Karlu Karlu Conservation Reserve and the Tennant Creek Telegraph Station over the past five years. Both sites have experienced visitor decline since peak visitation in 2015.

Park/reserve	Comment	2017 Visitor Numbers	2016 Visitor Numbers	2015 Visitor Numbers	2014 Visitor Numbers	2013 Visitor Numbers
Karlu Karlu (Devils Marbles) Conservation Reserve	Traffic counters located north and south of sealed access road.	107,600	108,500	117,300	99,700	107,000
Tennant Creek Telegraph Station	Traffic counters located at entry point.	10,500	11,100	14,800	12,700	12,000
Iytwelepenty / Davenport Ranges National Park	Traffic counters located at both Old Police Station Waterhole and Whistleduck Creek	Not collected	2,766	2,069	2,977	2,482

Table - National Parks in the Barkly Region visitation by calendar year²²

Tourism NT's most recent visitor data to the Barkly Region (YE September 2017) suggests total regional visitation of round 115,000 people. Based on the data in Table 9, this would indicate that 93% of all visitors are going to Karlu Karlu to 'explore nature', however less than 10% are spending time at the Telegraph Station and around 2% are visiting Iytwelepenty / Davenport Ranges National Park.



Camping at Iytwelepenty / Davenport Ranges

²¹ Tourism Research Australia, Tourism Regional Profiles 2016, Barkly Region Northern Territory

²² www.dtc.nt.gov.au

APPENDIX D –EXAMPLES OF RELEVANT TOURISM BUSINESSES & EXPERIENCES

Camping with Custodians, WA

Camping with Custodians in northern Western Australia (WA) is the first scheme of its kind in Australia. It provides visitors with the opportunities to camp on Aboriginal lands in a campground operated by the local Aboriginal community and to meet with and learn from Traditional Custodians. The fees charged at the campgrounds provide economic opportunity for the local community.

The Camping with Custodians initiative was commenced by Tourism WA in 2013 when tourism research revealed that, while visitor interest in Aboriginal tourism experiences was high in WA (78%), participation in such activities was low (21%) primarily due to a lack of accessible experiences. Investigation of the scheme's potential began in the remote Kimberley Region, where 12 sites were identified by both Aboriginal communities and Tourism WA. After significant planning and consultation, the Imintji Campground opened in 2016, followed by the Jarlarloo Riwi Mimbi Campground in 2017. The project also moved across to the Pilbara where new experience opened at Peedamulla in 2018. Development of a third Kimberley experience is in process at Violet Valley situated 30 km from Warmun.



Camping with Custodians, Mimbi Caves

The sites and communities chosen for this project needed to meet key criteria including:

- location of the campground near a popular tourism route
- resolution of land tenure issues
- a supportive community situated close to the site and strongly engaged in the project
- demonstration of a sound business case (Business Plans are prepared by each participating community).

Criteria for selection of sites are as follows:

- situation on land owned or controlled by Aboriginal people. It is possible for Camping with Custodians sites to be on the conservation estate but in that case the Aboriginal stakeholder(s) are required to have a leasehold or other form of tenure that places decision-making for the camping ground in their hands
- the experience involves camping or linked activities where there is obvious interaction between Aboriginal people and campers, enabling the visitor to learn about lifestyle, history, heritage and culture of WA Aboriginal people. The experience could be an immersion in life on a cattle station, learning about remote area community living, or an appreciation of traditional and/or contemporary Aboriginal ties to land and the environment
- campgrounds must be fully compliant with all of the requirements of the State's caravan and camping regulations. The operating community must will strive to provide facilities and comfort at a level that makes those standards an attraction in themselves (such as flushing toilets, hot showers and potable water).

A diversity of Camping for Custodians experiences are being developed depending on a community's situation and preferences. Some communities wanted to provide accommodation, whereas others were keen to offer services such as tour guiding, shops, cafes, equipment hire and firewood sales. Appreciating the need for flexibility and adaptability, communities have been able to determine work arrangements for community members that support cultural obligations and commitments to country and culture.

In May 2017 **Imintji community** and Tourism WA won a Planning Institute Australia national planning award for community engagement and consultation, for the Camping with Custodians that community's campground. Imintji was the pilot campground, initially starting with 20 campsites including toilets, hot showers, grassed picnic area and BBQs. Due to the success of this site since 2016, an additional 30 sites are in planning. The campground is managed on a rotating roster by two community members who service the area every day. A safari camp (leased by the community to APT) has been constructed and local community members manage both the nearby roadhouse and art gallery. Imintji has been able to tap into existing experiences like the Gibb River Bike Challenge, by providing accommodation for up to 400 riders and their support crew in 2017. The website www.imintji.com.au recommends advanced bookings which can either be done by phone or email.



Imintji Art Gallery

The **Mimbi Campground** has been able to benefit from an existing tourism experience in the area, the Mimbi Caves (www.mimbicaves.com.au). Guided tours are offered at the caves and several tour operators include the attraction on their itineraries. Opening the campground provided additional benefits, encouraging visitors travelling through the region to stop and stay, while also injecting further economic support into the area. At present the campground offers 15 sites and the Mimbi Community is working towards doubling the campground capacity, while also offering sites specifically for tour operators. Bookings are made on arrival via the Fitzroy Crossing or Halls Creek Visitor Centres.

The **Peedamulla Station Campground** commenced operating in April 2018. The Campground is situated on an 220,000 hectare, Aboriginal owned and operated pastoral station. The station also has heritage-listed buildings, one of which was restored and is now used as the campground office and store. The site is classified as a 'nature-based campground' and offers powered and unpowered sites, toilets and showers and gas BBQs, while also giving visitors an understanding of traditional Aboriginal culture intertwined with pastoral life. The campground website (<http://peedamulla.com.au/>) provides a live 'book now' function showing all availability.

The campgrounds are the first step towards developing linked regional visitor experiences and tourism product packages. So far, new complementary experiences have included local area tours, night time dance and corroboree performances, and onsite shops selling both local art and craft, souvenirs and supplies.

The Camping with Custodians 'more than a campground' brand has been developed and is in use by the three current campgrounds. In the future this will be able to provide collaborative marketing and awareness of this unique experience.

Home Valley Station, Kimberley Region Western Australia



Situated in the Kimberley Region, Home Valley Station was developed from the former Durack River and Kuranjie Stations. Kuranjie was purchased by the Indigenous Land Corporation on behalf of the Balanggarra people (Home Valley Station) and the Nyaliga people (Kuranjie and Durack River Stations) of who are the Traditional Land Owners of the area. This combined land area covers 3.5 million acres and was purchased with the vision of continuing the pastoral property, introducing tourism and developing an Indigenous training centre, all of which would provide sustainable employment and commercial opportunities for the local Aboriginal people. The training centre provides learning opportunities in tourism, hospitality and pastoralism to Aboriginal people.²³

Situated 120km from Kununurra along the iconic four wheel drive Gibb River Road, Home Valley Station has been well positioned to tap into tourism opportunities associated with the Road. At 650 km long, the Gibb River Road connects Derby, Wyndham and Kununurra and was named as the 'Ultimate Road Trip' by Lonely Planet in 2014. The Road receives an average of 20,000 travellers annually. Use of the Road is increasing and there has been recent investment in road access improvements and the development of visitor attractions along the route. In addition to road access, Home Valley Station has an airstrip which is available for guest use.

Home Valley Station provides a range of accommodation options - luxury 'Grass Castles rooms', guesthouse rooms, eco-tents and a campground for self-catering visitors. There is an on-site bar and restaurant serving fresh local cuisine. Guests have a range of activity options including hiking on marked trails, helicopter flights, fishing in the Pentecost River, and station tours. Facilities are also provided for events and conferences. The Station website (<https://www.hvstation.com.au>) provides for online booking.



Home Valley Station, Grass Castle rooms



Home Valley Station Eco-Tents

²³ Information and images from www.hvstation.com.au.

Garma Festival



The acclaimed Garma Festival in Arnhem Land, now in its 20th year, is coordinated and programmed by the Yothu Yindi Foundation (YYF). The festival attracts more than 2,500 Indigenous and non-Indigenous attendees, including political and business leaders from across the globe, over a 4 day period. Garma is an opportunity for different cultures and leaders to come together learn, understand, connect and advocate for issues faced by Indigenous Australians. It also provides opportunities to share visual art, ancient storytelling, dance and music, and education and training programs relevant to cultural tourism, craft, governance and youth leadership²⁴. Workshops include traditional activities, language, understanding kinship and showcasing caring for country work done by local ranger groups.

Garma aims to:

- provide contemporary environments and programs for the practice, preservation, maintenance and presentation of traditional knowledge systems and cultural traditions and practices, especially *bunggul* (traditional dance), *Manikay* (song), *Miny' tji* (art) and ceremony
- share knowledge and culture, thereby fostering greater understanding between Indigenous and non-Indigenous Australians
- develop economic opportunities for Yolngu.

All money raised through participant registration fees goes back into YYF to support projects in Arnhem Land. YYF also invites online donations and receives corporate, Federal and Territory Government sponsorships. Revenue is reinvested in the festival experience - \$5 million was recently invested in improved campground facilities and ablutions blocks, a permanent performance stage, a forum auditorium, water tanks, classrooms for training and workshops, an office and media centre, a café and a library for all published works relevant to the festival.

Festival participation grew by 6% from 2016 to 2017²⁵. YYF has a dedicated festival website that provides event programs and online bookings. It also operates a Facebook page. From a promotional perspective, the 2017 festival generated more than 100 media stories.

In 2017 the festival had 2,650 attendees, several of whom were local Aboriginal families, stall holders or festival presenters. A total of 959 tickets were sold, the majority to attendees from the NT (13.6%) and NSW (13.5%). In 2018 adult tickets are priced at \$2503.60 and include access for the entirety of the 4-day event, airport shuttles, basic tea and coffee facilities, all meals, camping accommodation (assembled tent, sleeping bag and air mattress). Packages are also offered for students and corporate groups. Additional revenue is generated through sales of artworks, and sales at other stalls and the café.



²⁴ www.yyf.com.au

²⁵ Yothu Yindi Foundation (2017), *Garma Report 2017*.

The Savannah Way

The Savannah Way is described as Australia's 'Adventure Drive' and promoted as one of the top 10 touring routes in Australia by Australian Traveller. The Savannah Way extends 3,700 kms from Cairns in Queensland to Broome in Western Australia, passing through the diverse environments of the tropical savannahs, the Top End and the Kimberley Region and traversing 15 national parks and 5 World Heritage areas. A minimum of 14 days is recommended to complete the journey. The journey incorporates both sealed highways and off-road travel, allowing visitors to choose their own adventure and undertake segments of the route depending on their vehicle type, interests and accommodation needs (camping or motel).

Development of the Savannah Way grew out of a 1988 initiative by rural businesses operating between Cairns and Darwin to develop tourism opportunities. An affiliated body, Savannah Guides Limited, was established to train businesses and staff in tourism practices and guiding. Today Savannah Guides is a membership based not-for-profit organisation offering on-country training schools, accreditation programs and business support for visitor experiences development²⁶.

The Savannah Way was officially opened as a drive route in May 2004. A not-for-profit organisation, Savannah Way Limited, was established to collaboratively market and promote business, attractions, events and activities along the route and to support local communities and economies. Savannah Way Limited is a member-based organisation with a Board of Directors (with representation from WA, NT and Queensland) and as a part-time manager. Membership consists of tourism and local businesses, government agencies and community organisations who work together to promote the driving route. There are currently 52 members who are able to choose the level of membership pending on their size and preferred promotional representation and marketing activities²⁷.

The Savannah Way provides opportunities both for on-ground business in the region and for tour operators. Several tour companies specialise in the Savannah Way and several vehicle rental companies (such as Britz, Australian 4WD Rentals and Thrifty) promote the touring route and offer 4WD vehicle packages and vehicle drop-off points along the way. In addition, the Savannahlander, Gulflander and Queensland Rail offer rail journeys alongside the touring route.

The Savannah Way website provides suggested itineraries for components of the touring route, a downloadable visitor guide, safety tips and maps. Brochures for the route are distributed via travel hubs and at relevant trade shows. The Savannah Way is also promoted by Tourism Australia, Tourism NT, Queensland Regional Tourism and affiliated local visitor centres along the touring route.

Through the *Savannah Way Green Trail* brand Savannah Way Limited recognises and endorses businesses committed to environmental sustainability and green energy along the touring route and provides information on the ecosystems and ecosystem management along the route.



Driving through Roper Bar Crossing (NT) on the Savannah Way

²⁶ www.savannah-guides.com.au

²⁷ www.savannahway.com.au

Daly Waters Pub



Daly Waters lies just over 600 km south of Darwin and has long been a popular stopover for travellers, historically by cattle drovers and other travellers attracted by the permanent water sources, and later by drivers on the Stuart Highway. The area was named by John McDouall Stuart in 1861 and formed part of the Overland Telegraph line in 1872. The first pub was constructed in 1893 and the current pub (built in 1930) still retains some of the original walls, making it the oldest building in the Northern Territory. The pub features quirky memorabilia left by visitors on its walls.

Tourism NT reports that the Katherine/Daly region attracts an average of 224,000 visitors annually who spend around \$114 million annually. Most of the region's visitors are self-drive travellers who stay in hotels, motels or commercial campgrounds.

The Daly Waters Pub is a popular centre for travellers who include backpackers, tour groups and grey nomads. It offers meals and a range of accommodation including cabins, motel rooms and caravan and camping facilities. During the peak season (May to September) there are live performances every night in the family-friendly beer garden. Due to its popularity, the Pub advises that bookings for accommodation and meals should be made in advance. Visitors can book online via www.dalywaterspub.com.

Visitors to Daly Waters can also visit the Stuart Tree (which has a blaze assumed to be the mark of John McDouall Stuart), an old police station and gaol, and the airstrip which has historical significance as Australia's first international airstrip and features an old Qantas hanger and memorabilia. Constructed initially for an airmail run in the 1930s, the airstrip was later acquired by the RAAF for use during World War II.

Pudukal Aboriginal Cultural Tours



Pudukal is an Aboriginal owned and operated family business located an hour's drive east of Darwin near Kakadu National Park. A public 2-hour tour (maximum of 30 participants) operates daily from May to October and offers a bush tucker and medicine guided walk, damper and billy tea, and demonstrations and hands-on experiences with traditional clapsticks, didgeridoo, ochre and painting, pandanus leaf basket weaving, and spear throwing. Exclusive 2-hour activities are also offered for larger groups including tour companies, school groups, special charters and corporate groups. A relaxed traditional painting workshop is also offered each afternoon for up to 200 participants.

Tour packages can include pick-up and drop-off in Darwin and an additional cruise on either the Adelaide River or Corroboree Wetlands (a maximum of 13 participants on each). Tour packages range from \$20 to \$165 per person. Live availability and online booking is offered on the their website www.pudukal.com.au. Pudukal has also timed their sessions to complement other regional visitor activities such as the Jumping Crocodile Cruise or the Corroboree Billabong cruise.

Pudukal is operated by the owners Graham and Lynette who work together with their children and extended family members to deliver the cultural experiences. Having received mentoring under the former Indigenous Business Champions Program, the business now provides support to other Indigenous businesses. It is a member of the Australian Tourism Export Council and actively participates in regional promotion at interstate and international trade shows. The business is promoted by Tourism Australia and also hosts an annual 'open day' aimed at Darwin locals and the visiting friends and relatives market.

Visitor Interpretation Planning Concepts

NZ FIRST WORLD WAR HERITAGE TRAILS CONCEPT & BUSINESS CASE

Zones

Each zone has a system of storytelling and media that provides a good experience for the range of visitor types, e.g. the short-term/first-timers to the longer stay visitor with more background and seeking a deeper experience.

Each aspect of the storytelling system is inter-related for example the map/structure content is a condensed version of the audio content and the map on all platforms are of a similar style. The signage also reflects the storytelling components of the tour, as well as the storylines leading to the viewpoints.

The themes and sub-themes for each zone, and in particular the material created for associated museums and information centers, will appeal to a general local audience and include universal themes but with New Zealanders at their core.

1. VISUAL SIGNAGE (DRIVING TRAIL)

Developed New Zealand's first ever driving trail concept. This concept is based on the experience of the visitor. When you arrive at the site, you are greeted by a sign that tells you where you are and what you can expect to see. The sign also provides a brief overview of the site and the experience you can expect to have. The sign is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

2. DIGITAL SIGNAGE

Each zone has a system of digital signage that provides a good experience for the range of visitor types. The signage is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

3. AUDIOVISUAL CONTENT

The audio and video content for each zone, and in particular the material created for associated museums and information centers, will appeal to a general local audience and include universal themes but with New Zealanders at their core.

4. INFORMATION CENTERS

The site offers a wide range of information and interpretation services for visitors. These include a visitor center, a museum, and a range of information centers. The visitor center provides a range of services including a map, a brochure, and a range of information services. The museum provides a range of services including a guided tour, a self-guided tour, and a range of information services. The information centers provide a range of services including a map, a brochure, and a range of information services.

CONTEXT

THEMES AND TYPES Each zone has a system of storytelling and media that provides a good experience for the range of visitor types. The themes and types are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

MAP-BASED SERVICES Each zone has a system of map-based services that provides a good experience for the range of visitor types. The map-based services are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

IMMERSIVE GUIDED TOURS Each zone has a system of immersive guided tours that provides a good experience for the range of visitor types. The immersive guided tours are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

KEY LOCATIONS VIEWPOINTS Each zone has a system of key locations viewpoints that provides a good experience for the range of visitor types. The key locations viewpoints are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

VISUAL SIGNAGE/DRIVING TRAIL Each zone has a system of visual signage/driving trail that provides a good experience for the range of visitor types. The visual signage/driving trail is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

PERSONAL STORIES Each zone has a system of personal stories that provides a good experience for the range of visitor types. The personal stories are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

PERSPECTIVES/VOICES Each zone has a system of perspectives/voices that provides a good experience for the range of visitor types. The perspectives/voices are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

COMPARISON/SEARCH Each zone has a system of comparison/search that provides a good experience for the range of visitor types. The comparison/search is designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

MEDIA

PRINTED MEDIA Each zone has a system of printed media that provides a good experience for the range of visitor types. The printed media is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

PERSONALIZED Each zone has a system of personalized media that provides a good experience for the range of visitor types. The personalized media is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

APP Each zone has a system of app that provides a good experience for the range of visitor types. The app is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

MOBILE WEB Each zone has a system of mobile web that provides a good experience for the range of visitor types. The mobile web is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

WEB Each zone has a system of web that provides a good experience for the range of visitor types. The web is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

SIGNAGE Each zone has a system of signage that provides a good experience for the range of visitor types. The signage is designed to be visually appealing and easy to read. It also includes a map of the site and the locations of the key heritage sites.

VIEWPOINTS/POINTS Each zone has a system of viewpoints/points that provides a good experience for the range of visitor types. The viewpoints/points are designed to be visually appealing and easy to read. They also include a map of the site and the locations of the key heritage sites.

Locales and TRC recently completed the Concept and Business Case for The New Zealand First World War Heritage Trails in Gallipoli and The Western Front.

This project is a major initiative by the New Zealand WWIO Programme Office to create a heritage trail for visitors across significant New Zealand battlesites and locations relating to the First World War.

The concept involved a major research project with New Zealand military and social historians to establish a driving/walking trail through Europe and Turkey. The process included a rapid prototype of mobile web, phone and tablet apps with sample content that future visitors might be interested in.

The output was a comprehensive plan that describes in detail the storylines, media types and locations for heritage trail across four countries. It also included a detailed costing and project plan for design and delivery, so the client can scope and manage the remaining phases of the project.

THE WAIKATO WAR



The Waikato War experience is a transmedia heritage trail through the Waikato. Commissioned by NZHPT and developed in conjunction with Nga Muka, the local hapu, and with Tourism Hamilton Waikato - Locales developed suite of storytelling devices to tell accounts of the Waikato War 1863-64 at key battlesites and locations from Auckland to Pirongia.

The experience begins at www.thewaikatowar.co.nz, a website integrated within Tourism Hamilton Waikato's marketing site. Visitors can download The Waikato Driving Tour, an audio/GPS tour for Apple and Android devices. The app is complemented with a map-brochure and a downloadable Education Resource Kit for schoolteachers.

On each of the key battle-sites, beautiful signage orients visitors to each location using 3D recreations and illustrated visualisations of the key moments in each battle. These signs are also talking stops for the audio tour. At Rangiriri, a Tohu Maumahara was constructed to provide a symbolic gateway to one of the most significant battlesites in New Zealand's history.

The project involved extensive prototyping and testing, liaison with complex and broad stakeholder groups over two years, and the concurrent development of designs and content across multiple media and technology.



Example of Site Master Planning

For future development of visitor attractions such as Newcastle Waters, Battery Hill, Nyinkka Nyunyu and the Stuart Highway.



6.3 The Ship That Never Was – Strahan Tasmania

Contents Summary

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Living/life Dioramas

The Action Man scale model is remarkably good at communicating social life, as the figures and scenes can be detailed to a very high level and can even convey emotion. This technique is suitable for showing scenes of working environments, home and social environments where no photograph exists in the historical record. The level of detail creates a fascinating experience that draws visitors into the scene, exploring nuances and hidden detail.

The example is from a scene in Belgium for Nga Tapuwae NZ First World War Trails and shows everyday life underground in the Catacombs in Ploegsteert, near Messines.



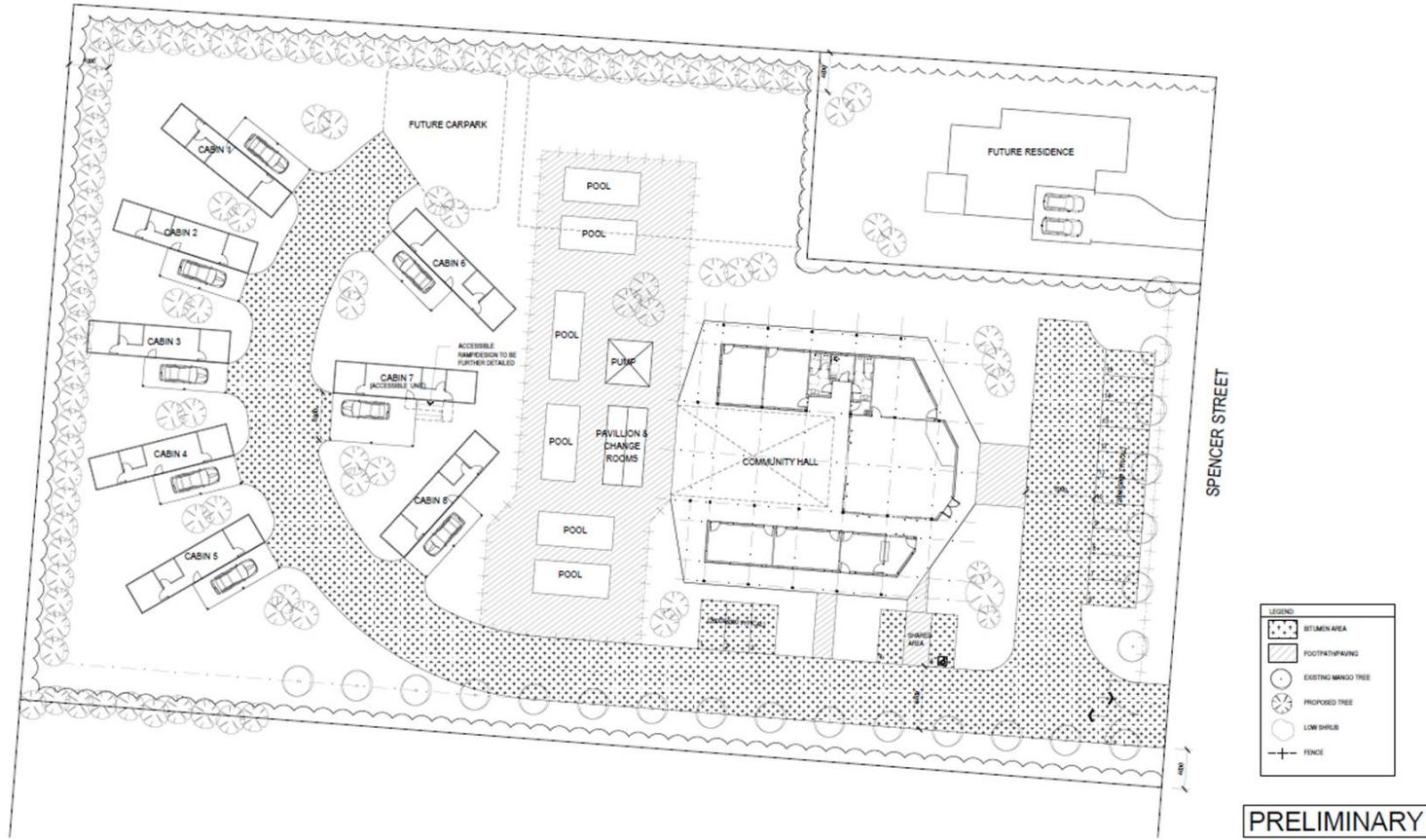
Process Models

The 1:32 Scale can be used to show a broader context of mining process and shows how things work in the context of other processes, and also makes key building forms recognisable. This approach is critical as it enables visitors to make the connection with what they see in the landscape and how things work.

The image shown here is from the Waihi Gold Discovery Centre and are interactive models that show the process of extracting ore from drives (powered by a Cornish Pumphouse) through to the crushing, smelting, pouring and transport of gold bullion.



APPENDIX E – TI-TREE PROPOSED COMMUNITY DEVELOPMENT CENTRE SITE PLAN (CRC CHURCH)



WARD TOURISM ACTION PLANS



© Karl-Heinz Herzog

Kuwarrangu Ward Tourism Action Plan

Barkly Region Visitor Experience Master Plan

October 2018

Prepared by:



Introduction

The Draft Kuwarrangu Ward Tourism Action Plan is intended to support the identified vision and opportunities for improving the visitor experience and creating new tourism initiatives from the Barkly Region Visitor Experience Master Plan.

The vision for the Barkly Region Visitor Experience Master Plan project and for the project area is:

The Barkly will be recognised as a vast and beautiful part of the Territory and an important part of the NT journey with Tennant Creek as a vibrant hub

As the Barkly Region covers such a substantial land mass, these Ward Action Plans will provide recommendations over a smaller area encompassing the visitor attractions and experiences in each. Individualised actions specific to each Ward will provide the local community with the focus points and mechanisms to be able to engage in tourism (both Indigenous and non-Indigenous) and enable social and economic benefits for not only their own community members, but the wider Barkly Region as well. One of the goals of the Ward Action Plan will be to assist communities in moving forward from the idea of tourism to actual enterprises and employment.

Ward Action Plans are intended to be guides for long term tourism development in a community or group covering the tourism vision, short and long-term tourism options, and identification of capacity development needs and strategies.

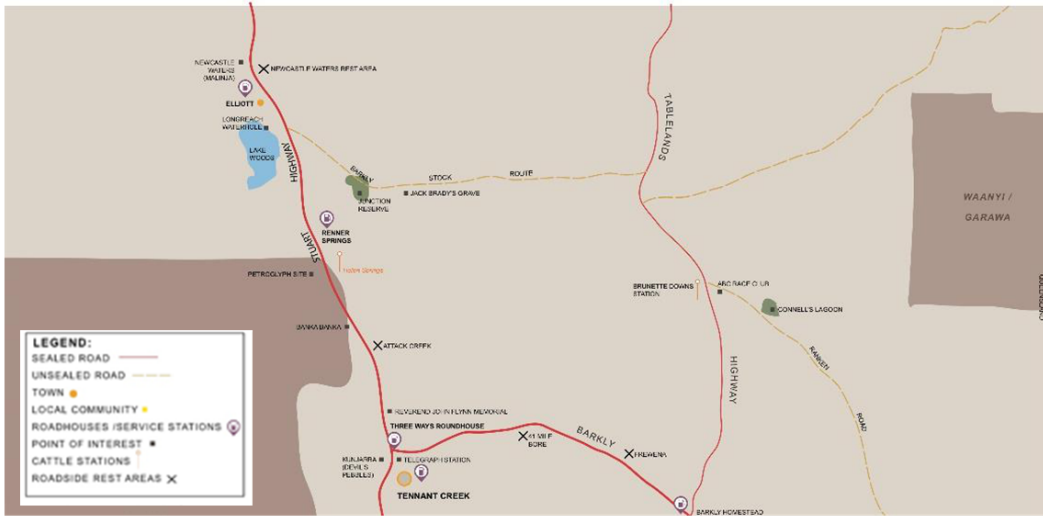
The location

The Barkly Regional Council covers an area almost the same size of New Zealand and at 323,514 km², it is the second largest local Government area in Australia. Centrally situated in the Northern Territory, the area is rich in Aboriginal culture, European exploration heritage, historic towns and telegraph stations, gold mining, pastoralism and military heritage and encompasses the historic township of Newcastle Waters in the North, stretches down to Barrow Creek in the South and then travels 620 km east to the Queensland border. Tennant Creek is the largest township in the region, 500 km north of Alice Springs and 1,000 km south from Darwin.

The Kuwarrangu Ward (formerly the Yapakurlangu Ward) is the largest of the Wards in the Council's north and encompasses parts of the Explorer's Way (Stuart Highway) from Newcastle Waters south via Elliott, Lake Woods, Helen Springs, Banka Banka and Renner Springs. The Ward also includes the off-road experiences to the East including the Barkly Stock Route, ABC Races at Brunette Downs, Connell's Lagoon and down via the Tablelands Highway or Ranken Road to the Barkly Homestead.



The endless horizons of the Barkly Tablelands along the Barkly Stock Route



The Barkly Regional Council – Visitor experiences in the Kuwarrangu Ward

The opportunity

Implementation of the Ward Tourism Action Plan will enable community-level tourism planning and practical capacity building of administrators and tourism operators, ideally through new tourism developments.

The Kuwarrangu Ward is the country of the Jingili desert people - with the Wambaya people to the east and south-east; the Yangman and Mangarrayi to the north; the Mudbura and Gurindji to the west and the Warlpiri, Warlmanpa and Warramungu to the south and south-west. These people all had traditional associations with the Jingili and ceremonial ties to the watered areas around Elliott. The lands around Elliott lie across the important Dreaming tracks of the Emu and the Sun, spirit ancestors who were travelling through country on their way to the southern parts of the Northern Territory. There are also sacred sites in the region such as the Helen Springs Petroglyphs and quarry site, testimony to the thousands of years Aboriginal people have been living in the region.

The European history in this Ward includes the expedition of John McDoull Stuart opening up the Territory to white settlement and the Overland Telegraph Line. The town of Elliott (traditional name *Kulumindini*) is the second largest town in the Barkly Region, established in 1942 as an Australian Army Camp during World War II, there is a war memorial statue commemorating this activity. Today Elliott provides services for local people and travellers including fuel station, supermarket and basic motel/campground accommodation.

Newcastle Waters Station is to the north of the Ward and although still an active pastoral station, visitors can experience the old heritage listed Newcastle Waters historic town. Today, the town commemorates the outback Drivers mustering cattle across Australia north to south and east to west utilising the Barkly Stock Route in the Ward.

The annual ABC Races on Brunette Downs Station is an opportunity for local people and visitors alike to experience rural life on cattle stations. The annual five day event attracts up to 800 campers who enjoy and participate in a range of activities during the meet. The site is approximately 100 acres in size and well equipped with amenities blocks, bar and dining areas and a historic hall.

The Ward is also rich in natural features. The rocks found in this area are among the oldest in Central Australia, estimated at over 1900 million years old. Lake Woods was also part of a huge freshwater basin which dried up in the last Ice Age around 23 000 years ago. During this time, it is believed the lake reduced in size from 5 000 sq km to its current 420 sq km. Longreach Waterhole is also a part of this important habitat and provides a protective breeding ground for many inland bird species. Lake Woods was previously accessible to visitors, however in the past few years access has stopped through Newcastle Waters Station and the Council at the request of Traditional Owners.

Outside of Elliott, there are options for visitors to stay in the region at Renner Springs (motel/campground), Banka Banka Station (campground, no power) and the Barkly Homestead on the Barkly Highway (motels/cabins/campground). Most of these accommodation providers are purely for stopovers only, with no additional experiences provided.

Although several attractions exist in the Kuwarrangu Ward, there is either limited access or a lack of promotion and experience packaging encouraging visitors to stop and stay in the area. The rich cultural and natural features intertwined with settlement history provide a substantial opportunity for local people and businesses to offer a selection of engaging tourism activities.

“Since we got local government there have always been Aboriginal people on the council. They have special links into the community and they see both sides of the story. I think they have shown the way towards black and white people doing things together. We have worked together to achieve a very good compromise arrangement, by consent, whereby native title has been granted to more than 80% of the land in Elliott. That has helped confirm the recognition of Elliott as a place that has rich mythological significance for Aboriginal people. At the same time, European heritage has been recognised with the heritage listing of Newcastle Waters town, and that has now become a major visitor attraction.” **Councillor Kuwarrangu Ward, Bob Bagnall, 2010**



Visitor markets



Regional Vision

The development of tourism is not a standalone concept but is part of the Ward’s wider aspirations and priorities for sustaining culture, country and communities and for improvements in education, health and socio-economic well-being.

The extent to which individuals, families or community leaders become engaged in tourism, and the way in which this occurs, will depend on interest, willingness, the development of the skills and the commitment to the needs of tourists.

Some initiatives may be more difficult than others, some will be short-term, some long-term and highly aspirational, but all the opportunities could be realised, and would be attractive to tourists, if the Kuwarrangu Ward wish to progress them.

The Barkly Regional Council vision is:

"We strive to be a responsive, progressive, sustainable Council which respects, listens and empowers the people to be strong."²⁸

In terms of a tourism for the Kuwarrangu Ward, Councillor Bob Bagnall's reference to Aboriginal people having "special links to the community and they see both sides of the story" and "they have shown the way in black and white people doing things together" is crucial towards a theme for tourism in Kuwarrangu Ward. There is recognition of both the "rich mythological significance for Aboriginal people" and the "recognition of European Heritage". Linking these values together will provide opportunities for both sides of the story to be told through tourism experiences.

Issues that will impact on tourism

- Seasonality – visitor generally travel through the region in the cooler months May – September. Some areas may also be impacted by wet season flooding.
- Commitment of resources to increase the capacity of communities to deliver on their aspirations, including training, mentoring and business support.
- Strong positioning of the wider Barkly region to differentiate from other parts of the Northern Territory, using distinctive characteristics of sense of remoteness, friendly communities and connections between pastoral and Aboriginal communities.
- Industry trends.
- A lack of new experiences, accommodation, access and packaging reducing the overall visitor stay in the Kuwarrangu Ward.
- Land ownership.



²⁸ Barkly Regional Council Vision

SWOT analysis

Identifying the Kuwarrangu Wards' strengths, weaknesses, opportunities and threats allows stakeholders to focus on developing the strengths and best opportunities to boost the destination, and to find solutions and improvements to address any weaknesses and threats.

Strengths

- The Ward has existing Aboriginal land, cultural, historical and other assets that can provide a basis for tourism development.
- The Barkly Stock Route provides an opportunity for 4WDing or annual events commemorating great cattle drives across country.
- Attendance at the ABC Races is growing year-on-year with the caravan market dominating visitation and staying the full five days for the event.
- The NT Government has committed \$2.12m to 'promote existing and iconic NT festivals and events' and \$12.1m to 'enhance existing and develop new festivals and events'.
- For military history, the NT Government has committed \$1.9m to 'promote Darwin and the NT as the pilgrimage destination for Australian military history'.
- Increasing popularity of road trips, touring and caravanning and camping in Australia, with already established touring route/s (the Explorer's Way, the Outback Way, the Savannah Way, the Binns Track).
- Many visitors drive through already, the Ward is accessible via the Stuart Highway, Tablelands Highway, Barkly Stock Route and Barkly Highway.
- Regional and state plans and strategies that may contribute to development of tourism in the community and recognise its potential.

Weaknesses

- Seasonality.
- Poor public visitor perceptions of Elliott, lack of amenity, facilities and sense of safety.
- Lack of awareness of the broader Barkly Region's 'identity' and what is on offer, no promotion or connection to experiences.
- Lack of accessibility via air on scheduled services and heavy reliance on self-drive market.
- Lack of stakeholder/industry cohesion and tourism governance.
- Lack of commercial business acumen at existing visitor services (accommodation, service provision).
- The Stuart Highway is seen as a 'point to point' journey, not one worth taking time over.
- Lack of accommodation stock and diversity.
- Minimal business and attraction upgrades (buildings, facilities are tired).
- Lack of access to some key natural and cultural attractions (Lake Woods, Helen Springs petroglyphs).

Opportunities

- Recognise the heritage assets as a strong theme for story telling in the region – particularly around Newcastle Waters European Heritage and the Marlinja Community Cultural Heritage.
- Site and experience development at the historic town of Newcastle Waters including stories of ‘both sides’.
- Strengthening the interface with experiences of interstate routes and branded journeys (Explorers Way, The Outback Way, The Savannah Way, the Binns Track).
- Engaging cattle stations in tourism, already a few stations providing camping experiences such as Banka Banka and the ABC Races at Brunette Downs. Investigate broader experiences in the agritourism sector including station touring and “paddock to plate” events.
- Investigating options and interest with Traditional Owners into controlled/monitored access of natural and cultural attractions such as Lake Woods and the Helen Springs petroglyphs. These new experiences could also lead to establishing a program of short tagalong tours close to the community (bush tucker, art sites, hunting, bird watching).
- Strengthen awareness and promotion of the ABC Races and look at opportunities to expand this event, connecting to activities at Newcastle Waters, a bike challenge or annual drove along the Barkly Stock Route to Brunette Downs. The ABC Race track site is substantially developed and underutilised and can also provide new and unique opportunities for events in the region.
- Range of funding, business development, employment and training programs that may potentially be applied to assist tourism development in the community and wider region.
- Encourage all existing tourism businesses including accommodation, roadhouses and shops to offer high standard amenity and experiences.



Old machinery, Newcastle Waters



Old signage, Newcastle Waters

Threats

- Complexities in operating businesses while taking account of community decision-making structures and cultural obligations (such as sorry business), finding a balance between operating a business that is viable and culturally affirming.
- Challenge of developing sustainable tourism opportunities that both provide economic benefits and assisting in maintaining connection to country.
- Improvements in infrastructure (roads etc), transport, accommodation, quality of services and products, destination management, are needed for tourism development which require funding (private or public).
- Not only reliant on strategic planning, successful tourism development requires interest and participation by existing businesses, the community and/or individual residents.
- Further investment in competitor intra state destinations taking more market share

- Reputational risks from adverse social incidents
- Community and station leaseholder lack of interest in tourism development.
- Allowing other industries such as mining, gas and grazing to take precedence over tourism.

Action plan

This action plan aims to build on any initiatives already in place in the Kuwarrangu Ward, enhancing and building on any existing partnerships, initiatives and event calendars.

In addition, by considering the following identified “destination success factors” and how these can be applied to the Kuwarrangu Ward, actions and priority projects have been listed that;

- Will make a significant contribution to Objectives
- Are an enabler for implementing other actions in the Action Plan
- Upon implementation, will leverage resources or partnerships and collaboration that will help achieve Objectives
- Will meet the needs of target markets and add to overall destination appeal.

The destination success factors are;

- | | |
|--|--------------------------------|
| • Identity | • Co-operative marketing |
| • Quality products, experiences and infrastructure | • Access |
| • Service | • Effective visitor engagement |
| • Industry leadership, synergy and partnerships | • Strategic planning |
| | • Resourcing. |



Connell's Lagoon, Ranken Road

Action Plan

The Action Plan has been separated into three themes to group relevant actions together – infrastructure, visitor experience and industry development and capacity building.

Action Plan Theme	Action/opportunity	Potential Impact	Ownership	Measurement
Infrastructure	<p>Newcastle Waters</p> <ul style="list-style-type: none"> ➤ Develop a site master plan for Newcastle Waters that provides direction for ongoing funding for restoration works and visitor infrastructure (shelter, picnic facilities, toilets, bird hide, interpretation) at the historic site. ➤ New experiences such as a commercial campsite (Camping with Custodians) <p>**To note, Newcastle Waters CPC Station have ownership of the Drover's Park, old Hotel, portion of land opposite the old hotel and the church. They will need to be involved in future planning discussions.</p>	<ul style="list-style-type: none"> ➤ Improved employment at site undertaking restoration works. ➤ Improved visitor experience, number of visitors and length of stay at the site. 	<p>Council Marilynja Community CPC</p>	<ul style="list-style-type: none"> ✓ Number of visitors to the site. ✓ Use of the site (events/tag-along or guided experiences) ✓ New experiences such as Camping with Custodians leading to local community employment and revenue growth

Infrastructure	<p>Elliott</p> <ul style="list-style-type: none"> ➤ Town/street beautification project at Elliott. The NT Government has committed \$1.45 million to upgrading the streetscape of Tennant Creek and \$2 million for town gateways/information. Consider similar complementary works at Elliott to welcome visitors and instil community pride. ➤ Old Ampol site and unused infrastructure in Elliott. Clean up these old sites so they can be advertised as attractive locations for future business investment, particularly facilitating visitors. 	<ul style="list-style-type: none"> ➤ Improved employment ➤ Improved turnover for stores with more visitors stopping ➤ Reduced negative perceptions of Elliott ➤ Business and economic growth in Elliott. ➤ Improved visitor perceptions and business possibility encouraging greater length of stay. 	<p>Council</p> <p>Private investment (local businesses).</p>	<ul style="list-style-type: none"> ✓ Revenue Growth ✓ Employee utilisation, development and retention ✓ Number of investors interested in the new site/experience. ✓ Uptake of private investment and new business developed in town.
	<p>New Experiences</p> <ul style="list-style-type: none"> ➤ Undertake site assessments and consultation of potential future experiences at Lake Woods and Helen Springs petroglyphs site and possible environmentally and culturally sustainable and appropriate visitor infrastructure (board walks, toilets, camp sites etc). 	<ul style="list-style-type: none"> ➤ Increase length of stay in the area ➤ Provide potential customers for tagalong tours or use fees. 	<p>Traditional Owners</p> <p>Council</p> <p>NT Parks</p> <p>CPC & Helen Springs Station</p>	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Greater overnight stays. ✓ New business development (tours). ✓ Greater protection, investment and advocacy of natural and cultural values.
	<p>ABC Races</p> <ul style="list-style-type: none"> ➤ ABC Race track site – identify new visitor facilities/amenities required – <ul style="list-style-type: none"> no disabled amenities no dump point for caravans minimal shade on site 	<ul style="list-style-type: none"> ➤ Increased visitation & employment opportunities provided at the race track. ➤ Greater visitor comfort leading to increased length of stay. ➤ New experience with historic hall. 	<p>ABC Race Club</p> <p>Brunette Downs Station</p> <p>NTG investment opportunity to tie in with using the site for other special/major events</p>	<ul style="list-style-type: none"> ✓ Increased visitor numbers ✓ Increased length of stay ✓ Increased number of events using the site.

Infrastructure	<ul style="list-style-type: none"> ➤ There is a historic hall on site that could be restored/used as a drover’s museum. 			
	<p>Connell’s Lagoon</p> <ul style="list-style-type: none"> ➤ Camp sites ➤ Interps and orientation panels 	<ul style="list-style-type: none"> ➤ No stop over point for visitors currently between the Barkly Highway and Ranken Road onto the Tablelands Hwy. Basic bush camps will provide visitors with a place to rest and possibly new experiences from stations/communities on the Ranken Road. ➤ From the Davenport Ranges via Epenarra Station, consider the Ranken Road as an extension of the Binns Track linking through to the Tablelands Hwy and the Barkly Stock Route. 	<p>NT Parks NT Government</p>	<ul style="list-style-type: none"> ✓ Increased visitors through the site. ✓ Use of campsites. ✓ New businesses established from station/communities based on the Ranken Road (Alexandria Station Store - shop/fuel etc).
	<p>Barkly Stock Route</p> <ul style="list-style-type: none"> ➤ Interps/orientation hub/shelter ➤ Jack Brady’s Grave ➤ Recent road upgrades on the Barkly Stock Route to the value of \$11.8 million. ➤ Junction Lagoon Reserve (NT Parks) 	<ul style="list-style-type: none"> ➤ Opportunities to create the Barkly Stock Route as a unique off-road experience through the cattle country of the Tablelands. ➤ Can develop as a continuation of the Binns Track connecting through to either the Explorer’s Way or Savannah Way. ➤ Query NT Parks about the possibility of creating a visitor experience at Junction Lagoon. 	<p>NT Government AA Co (neighbouring properties Anthony’s Lagoon and Eva Downs).</p>	<ul style="list-style-type: none"> ✓ Increased use of the Barkly Stock Route. ✓ Greater length of stay in the region.
	<p>Orientation shelters at major hubs:</p> <ul style="list-style-type: none"> • Elliott • Newcastle Waters • Barkly Homestead 	<ul style="list-style-type: none"> ➤ Visitors stay longer in the region with greater understanding of the experiences on offer. ➤ More money is spent by visitors in the local 	<p>NT Government Barkly Council Barkly Homestead.</p>	<ul style="list-style-type: none"> ✓ Increased visitor length of stay. ✓ Increased spend in local businesses.

Infrastructure	Orientating visitors, providing touring options in the vicinity and promoting experiences.	economy participating in experiences.		
Visitor Experience	<ul style="list-style-type: none"> ➤ Discuss options with local community at Marlinja to establish program of short tagalong tours close to the community (bush tucker, art sites, hunting – Lake Woods, Helen Springs?). 	<ul style="list-style-type: none"> ➤ Increase length of stay. ➤ New business development and employment opportunities for local people. 	Local communities around Elliott/Newcastle Waters.	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Increased overnight stays. ✓ New business development.
	<ul style="list-style-type: none"> ➤ Identify options for both enhancing the ABC Races at Brunette Downs as well as new events such as; ➤ Barkly Stock Route ride ➤ Barkly Battle of the Bands using the Race Grounds. ➤ Sporting events at the Race grounds. ➤ 2020 will mark the 110th anniversary of the ABC Races – the 100th anniversary received significant support from Tourism NT and received over 3,500 visitors. 	<ul style="list-style-type: none"> ➤ Increase length of stay. ➤ More events in the region. ➤ Increased visitor numbers. ➤ Increased business opportunities catering for events. ➤ Work together with Tourism NT and Major Events NT and develop a future marketing plan, particularly celebrating milestone anniversaries of the Races. 	ABC Races Brunette Downs NT Major Events	<ul style="list-style-type: none"> ✓ Increased visitor numbers & participation in events. ✓ New events / groups using the ABC Race venue.
Industry Development and Capacity Building	<ul style="list-style-type: none"> ➤ Guides (SGL/EA) ➤ Retail Service ➤ Hospitality ➤ Business Planning & Management 	<ul style="list-style-type: none"> ➤ Industry sustainability ➤ Economic and social wellbeing ➤ Improved population and vibrant communities 	NT Department of Trade, Business and Innovation (DTBI) RTOs Local Government	<ul style="list-style-type: none"> ✓ Staff turnover ✓ Safe Workplace ✓ Business Profitability





Patta Ward / Tennant Creek Tourism Action Plan

Barkly Region Visitor Experience Master Plan

October 2018

Prepared by:



Introduction

The Patta Ward / Tennant Creek Tourism Action Plan is intended to support the identified vision and opportunities for improving the visitor experience and creating new tourism initiatives from the Barkly Region Visitor Experience Master Plan.

The vision for the Barkly Region Visitor Experience Master Plan project and for the project area is:

The Barkly will be recognised as a vast and beautiful part of the Territory and an important part of the NT journey with Tennant Creek as a vibrant hub

As the Barkly Region covers such a substantial land mass, these Ward Action Plans will provide recommendations over a smaller area encompassing the visitor attractions and experiences in each. Individualised actions specific to each Ward will provide the local community with the focus points and mechanisms to be able to engage in tourism (both Indigenous and non-Indigenous) and enable social and economic benefits for not only their own community members, but the wider Barkly Region as well. One of the goals of the Ward Action Plan will be to assist communities in moving forward from the idea of tourism to actual enterprises and employment.

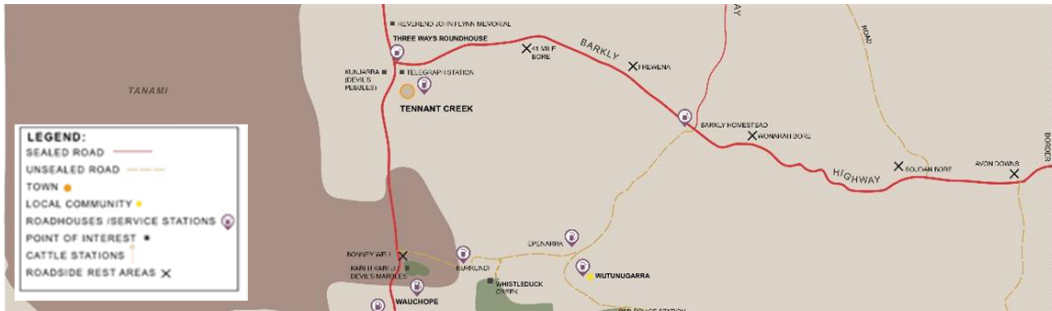
Ward Action Plans are intended to be guides for long term tourism development in a community or group covering the tourism vision, short and long-term tourism options, and identification of capacity development needs and strategies.

The location

The Barkly Regional Council covers an area almost the same size of New Zealand and at 323,514 km², it is the second largest local Government area in Australia. Centrally situated in the Northern Territory, the area is rich in Aboriginal culture, European exploration heritage, historic towns and telegraph stations, gold mining, pastoralism and military heritage and encompasses the historic township of Newcastle Waters in the North, stretches down to Barrow Creek in the South and then travels 620 km east to the Queensland border. Tennant Creek is the largest township in the region, 500 km north of Alice Springs and 1,000 km south from Darwin.

The Patta Ward includes Tennant Creek and surrounding areas such as Three Ways, Kunjarra (The Pebbles), Tennant Creek Telegraph Station as well as the Karlu Karlu (Devil's Marbles) in the south. This is the centre of the Barkly region and the focus of much of its visitation.





The Barkly Regional Council – Visitor experiences in the Patta Ward

The opportunity

Implementation of the Ward Tourism Action Plan will enable community-level tourism planning and practical capacity building of administrators and tourism operators, ideally through new tourism developments.

Tennant Creek is a remote Northern Territory town shaped by Aboriginal culture, gold mining and pastoralism. The Traditional Owners are the Waramungu people living on Patta land. The town is affected by social issues which has impacted its reputation as a stopping point for travellers which in turn has impacted on local businesses. Nyinkka Nyunyu, at the southern entry into town, is an Aboriginal sacred site on Warumungu country. By chance the town of Tennant Creek grew up around the home of the spiky tailed goanna, a powerful Wirnkarra or ancestral being. The rocks are situated in the Nyinkka Nyunyu Art and Cultural Centre next to the Stuart Highway. At the time of this report the Centre is closed and is being refurbished.

European history in this area began in 1860 when explorer John McDouall Stuart passed through on his unsuccessful first attempt to cross the continent from south to north. He named a creek to the north of town after John Tennant, a financier of the expedition and a pastoralist from Port Lincoln, South Australia. The town was located 10 km south of the watercourse and the Overland Telegraph Station.

Tennant Creek was the site of Australia’s last gold rush during the 1930s, and at that time was the third-largest gold producer in the country. Nobles Knob was the largest open cut mine in Australia, ceasing production in 1985.

“The Patta Waramungu people were the first Indigenous group in Australia to negotiate a Consent Determination and Indigenous Land Use Agreement, which recognised their Native Title rights and interests within a Township. The Federal Court of Australia handed down the judgement on September 3rd, 2007.” Patta Aboriginal Corporation



Visitor markets

- Self-drive market
- Retired visitors
- International visitors
- Adventure and soft-adventure enthusiasts
- Festival and event visitors
- History and heritage enthusiasts
- Aboriginal cultural tourism visitors
- Special interest markets - bird watching, education tourism, hunting, luxury outback experiences

Regional Vision

The development of tourism is not a standalone concept but is part of the Ward's wider aspirations and priorities for sustaining culture, country and communities and for improvements in education, health and socio-economic well-being.

The extent to which individuals, families or community leaders become engaged in tourism, and the way in which this occurs, will depend on interest, willingness, the development of the skills and the commitment to the needs of tourists.

Some initiatives may be more difficult than others, some will be short-term, some long-term and highly aspirational, but all the opportunities could be realised, and would be attractive to tourists, if the Patta Ward wish to progress them.

The Barkly Regional Council vision is:

*"We strive to be a responsive, progressive, sustainable Council which respects, listens and empowers the people to be strong."*²⁹

In terms of tourism for the Patta Ward, Tennant Creek town is a hub along the highway and has potential to attract an increased number of overnight stays if the combination of Aboriginal arts and mining heritage attractions can be successfully leveraged.

Karlu Karlu (previously known as the Devil's Marbles) is the most striking and appealing natural site in the Ward along with Kunjarra (The Pebbles). These sites provide ideal opportunities to tell significant cultural stories. The Telegraph Station, Battery Hill and other mining sites, and heritage sites in town can combine to tell the story of European settlement and this can reinforce the layering of interpretive stories for the region as a whole.

Issues that will impact on tourism

- Seasonality – visitor generally travel through the region in the cooler months May – September. Some areas may also be impacted by wet season flooding.
- Commitment of a dedicated Tennant Creek tourism development officer to assist coordinate local activities and events and lead a renewed town focus on improving the visitor experience through coordinated efforts by local businesses.
- Commitment of resources to increase the capacity of communities to deliver on their aspirations, including training, mentoring and business support.
- Strong positioning of the wider Barkly region to differentiate from other parts of the Northern Territory, using distinctive characteristics of sense of remoteness, friendly communities and connections between pastoral and Aboriginal communities.
- The low quality of accommodation and other services in Tennant Creek and the lack of coordination and focus on servicing tourists by local businesses.
- Poor perceptions by potential visitors of social and safety issues in the town.

²⁹ Barkly Regional Council Vision

SWOT analysis

Identifying the Patta Ward's strengths, weaknesses, opportunities and threats allows stakeholders to focus on developing the strengths and best opportunities to boost the destination, and to find solutions and improvements to address any weaknesses and threats.

Strengths

- The Ward has existing Aboriginal land, cultural, historical and other assets that can provide a basis for tourism development.
- The Battery Hill site and Nyinkka Nyunyu Cultural Centre are good existing assets for attracting visitors.
- Barkly Arts is a focus of creative activity and energy.
- Attendance at the Desert Harmony Festival is growing year-on-year.
- The NT Government has committed \$2.12m to 'promote existing and iconic NT festivals and events' and \$12.1m to 'enhance existing and develop new festivals and events'.
- Investment in Tennant Creek for entry statements (\$2M) and main street improvements (\$1.45M).
- Investments planned for Purkiss Park of \$9M including car and trailer parking suited to travellers and visitors close to the main business centre.
- For military history, the NT Government has committed \$1.9M to 'promote Darwin and the NT as the pilgrimage destination for Australian military history'.
- Increasing popularity of road trips, touring and caravanning and camping in Australia, and proximity of the Ward on already established touring route/s (the Explorer's Way, the Outback Way, the Binns Track).
- Many visitors drive through already, the Ward is accessible via the Stuart and Barkly Highways.
- Regional and state plans and strategies that may contribute to development of tourism in the community and recognise its potential.

Weaknesses

- Seasonality.
- Poor public visitor perceptions of Tennant Creek, lack of amenity, facilities and sense of safety.
- Lack of communication and coordination between different groups within Tennant Creek.
- Lack of awareness of the broader Barkly Region's 'identity' and what is on offer, no promotion or connection to experiences.
- Limited and expensive access via air on scheduled services and heavy reliance on self-drive market.
- Lack of stakeholder/industry cohesion and tourism governance.
- Lack of staffing resources available at existing visitor services (accommodation, service provision).
- The Stuart Highway is seen as a 'point to point' journey, not one worth taking time over.
- Lack of reasonable quality accommodation stock and diversity.
- Minimal business and attraction upgrades (buildings, facilities are tired).
- Many businesses aren't open 7 days per week

Opportunities

- Recognise the heritage assets as a strong theme for story telling in the region – particularly around the telegraph, mining and the story of Tennant Creek’s establishment.
- Battery Hill centre could be updated to become a compelling visitor experience.
- Re-opening Nyinkka Nyunyu Cultural Centre as a destination recognised for high quality fine art.
- Focussing the Barkly Arts and Nyinkka Nyunyu Centres to a common role for presenting Central Australian art has the potential for Tennant Creek to be recognised as a place of quality contemporary Aboriginal and Central Australian art.
- Strengthening the interface with experiences of interstate routes and branded journeys (Explorers Way, The Outback Way, the Binns Track).
- Engaging cattle stations in tourism including broader experiences in the agritourism sector including station touring and “paddock to plate” events.
- Addressing concerns of Traditional Owners about camping at Kunjuarra/The Pebbles and opportunities for further experiences at Karlu Karlu/Devils Marbles. These new experiences could also lead to establishing a program of short tagalong tours close to the community (bush tucker, art sites, hunting, bird watching).
- Strengthen awareness and promotion of existing and potential new events such as street racing go-karts and other events which reinforce the arts, military and mining history of the region.
- Range of funding, business development, employment and training programs that may potentially be applied to assist tourism development in the community and wider region.
- Encourage all existing tourism businesses including accommodation, roadhouses and shops to offer high standard amenity and experiences.
- Investigate options for campground facilities by the picturesque Lake Mary Ann.

Threats

- Coordination of businesses across Tennant Creek so there are services available for visitors whenever they come. Successful tourism development requires interest and participation by existing businesses, the community and/or individual residents.
- Complexities in operating businesses while taking account of community decision-making structures and cultural obligations (such as sorry business), finding a balance between operating a business that is viable and culturally affirming.
- Challenge of developing sustainable tourism opportunities that both provide economic benefits and assisting in maintaining connection to country.
- Improvements in infrastructure (roads etc), transport, accommodation, quality of services and products, destination management, are needed for tourism development which require funding (private or public). Infrastructure which make Tennant Creek a better place to live will also attract visitors to stay in the town.
- Reputational risks from adverse social incidents.
- Community and station leaseholder lack of interest in tourism development.
- Allowing other industries such as mining, gas and grazing to take precedence over tourism.

Action plan

This action plan aims to build on any initiatives already in place in Tennant Creek and the Patta Ward, enhancing and building on any existing partnerships, initiatives and event calendars.

In addition, by considering the following identified “destination success factors” and how these can be applied to the Patta Ward, actions and priority projects have been listed that;

- Will make a significant contribution to Objectives
- Are an enabler for implementing other actions in the Action Plan
- Upon implementation, will leverage resources or partnerships and collaboration that will help achieve Objectives
- Will meet the needs of target markets and add to overall destination appeal.

The destination success factors are;

- Identity
- Quality products, experiences and infrastructure
- Service
- Industry leadership, synergy and partnerships
- Co-operative marketing
- Access
- Effective visitor engagement
- Strategic planning
- Resourcing.



Barkly Arts Executive Officer Alan Murn at the Desert Harmony Festival 2018

The Action Plan has been separated into three themes to group relevant actions together – infrastructure, visitor experience and industry development and capacity building.

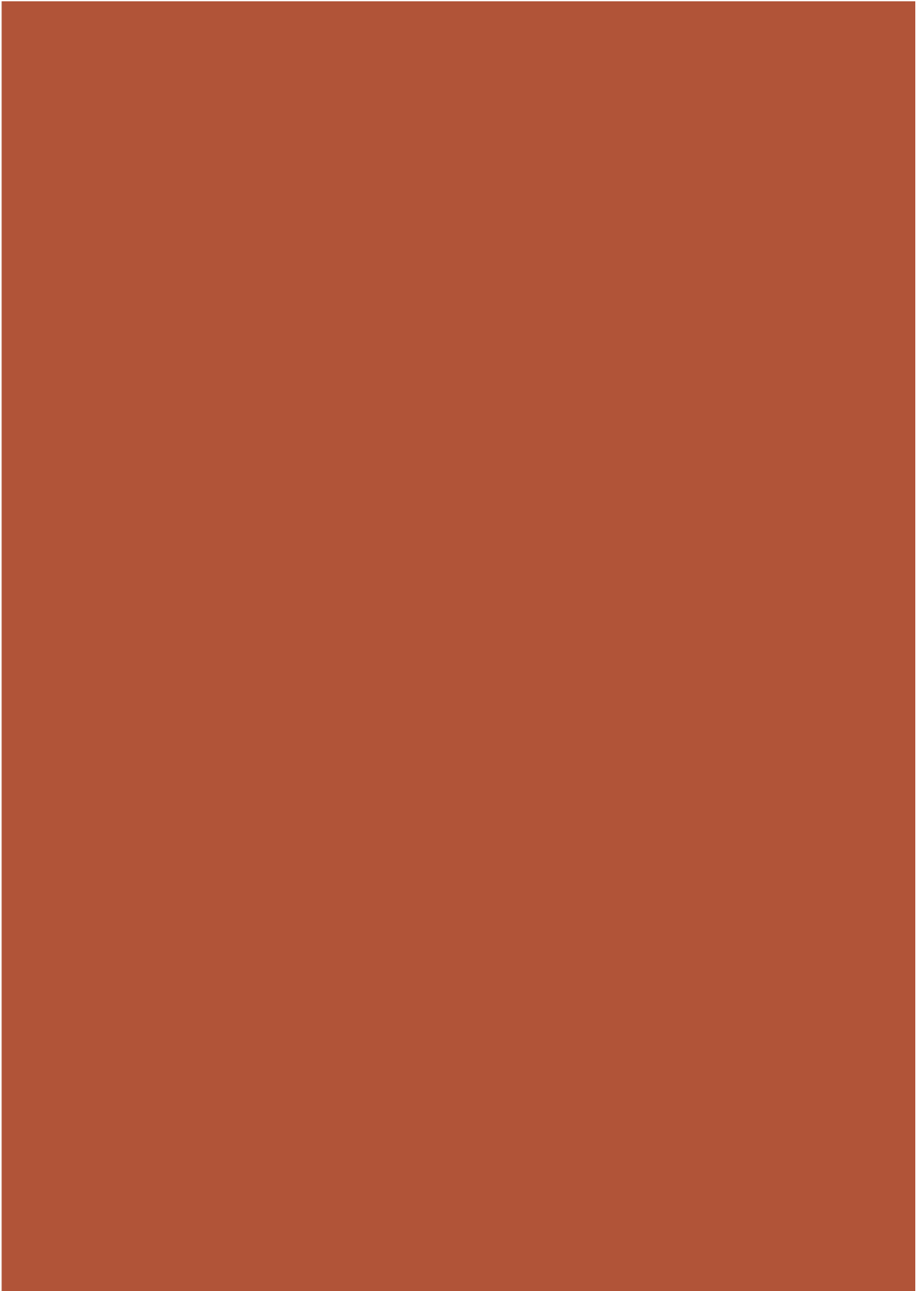
Action Plan Theme	Action	Potential Impact	Ownership	Measurement
Infrastructure	<p>Tennant Creek sense of arrival and welcome</p> <ul style="list-style-type: none"> ➤ Ensure the existing funding for entry statements and main street improvements is planned in a way that is considerate, sensitive and inclusive to Aboriginal culture and as a community development project designed to engage and build capacity in all parts of the community, especially the Traditional Owners. ➤ As part of this investment consider enlivening the Davidson Walk space through a water play area, improved shade plantings and a free wifi hotspot will create an attractive hub on the main street in the centre of town. This would be an important catalyst to encourage more visitors to stop in town and drive demand for local services - as well as improving liveability for the locals 	<ul style="list-style-type: none"> ➤ Opportunity to connect a divided community. ➤ Improved employment undertaking improvement works. ➤ Improved visitor experience, number of visitors and length of stay. ➤ Improved employment ➤ Improved turnover for stores with more visitors stopping ➤ Reduced negative perceptions. ➤ Greater community acceptance of improvements with less vandalism of new installations. 	<p>Council</p> <p>Julalikari Aboriginal Corporation.</p> <p>Traditional owners.</p> <p>Patta Aboriginal Corporation.</p>	<p>✓ Number of visitors stopping and staying overnight.</p>

Infrastructure	<p>Tennant Creek cont.</p> <ul style="list-style-type: none"> ➤ Include ‘cool down’ water feature and increase shade in Davidson Walk to create an attractive main street plaza with good connections to the upgraded Purkiss Park. Ensure a direct connection into Purkiss Park from Davidson Street to ease connection between the park and Paterson Street for both visitors and locals. ➤ Provide a free wifi hotspot at Davidson Walk to attract visitors to the improved facility 			
	<p>Nyinkka Nyunyu</p> <ul style="list-style-type: none"> ➤ Nyinkka Nyunyu has substantial funding committed for future development of the Centre. Take a holistic approach to identify visitor needs and expectations, including quality fine art standards, benefits for Traditional Owners and broader community members, new tourism opportunities such as events and guided experiences outside the Centre (bush tucker tours, Karlu Karlu, Kunjarra). Adequate space and capacity building for artists in delivery of various medium (wood work, ceramics, fabric etc). ➤ Aligns with the Vision and delivery of the broader NT Art Trails experience. 	<ul style="list-style-type: none"> ➤ Nyinkka Nyunyu has the opportunity to reimagine and recreate visitor experiences connecting with Aboriginal culture. ➤ Improved financial turnover for the Centre making it economically viable. ➤ Increased employment opportunities for Aboriginal people. ➤ Greater awareness of Aboriginal art and culture. ➤ Increased visitation and length of stay. 	<p>Julalikari Aboriginal Corporation. Traditional Owners NT Government</p>	<ul style="list-style-type: none"> ✓ Number of visitors stopping and staying overnight. ✓ Increased revenue of Aboriginal art sales at the centre. ✓ Increased employment for local people.

Infrastructure	Battery Hill Mining Centre <ul style="list-style-type: none"> ➤ Develop master plan and business plan to underpin improvements at Battery Hill to update visitor centre, mining heritage displays, visitor services and amenities including parking, food and toilets. 	<ul style="list-style-type: none"> ➤ Increased visitor satisfaction ➤ Increased site revenues ➤ Increased length of visit. 	Council Battery Hill Management Committee	<ul style="list-style-type: none"> ✓ Number of visits and length of stay
	Cycle Paths <ul style="list-style-type: none"> ➤ Plan for additional bike riding paths from Mary Ann Dam to the Telegraph Station and the Pebbles as well as town to the mining sites 	<ul style="list-style-type: none"> ➤ Improved visitor experience, number of visitors and length of stay. 	Council	<ul style="list-style-type: none"> ✓ Number of visits and length of stay
	Lake Mary Ann <ul style="list-style-type: none"> ➤ Improve facilities at Mary Ann Dam to create better access into the water for kayakers, offer a licence opportunity for a coffee/food vendor with kayak hire at peak times and consider development of a campground onsite. 	<ul style="list-style-type: none"> ➤ Increased visitor satisfaction, increased site revenues, increased length of visit. 	Council	<ul style="list-style-type: none"> ✓ Number of visitors stopping and staying overnight.
	Visitor Information Centre <ul style="list-style-type: none"> ➤ Review the future of the Visitor Information Centre including independence from the Battery Hill Mining experience. 	<ul style="list-style-type: none"> ➤ Visitors stay longer in the region with greater understanding of the experiences on offer. ➤ More money is spent by visitors in the local economy participating in experiences. 	NT Government Barkly Council Tourism Central Australia	<ul style="list-style-type: none"> ✓ Increased visitor length of stay. ✓ Increased spend in local businesses.

Infrastructure	Tourist Parking in Tennant Creek <ul style="list-style-type: none"> ➤ Convert about 30% of main street parking into parallel parking suitable for caravans to enable those visitors to stop in the main street. ➤ Consider new parking for long vehicles at the north and south ends of town – but only when parking demand exceeds the capacity of main street parking as recommended above. 	<ul style="list-style-type: none"> ➤ More visitors stop in the main street creating more demand from businesses located in the centre of town. 	Council	<ul style="list-style-type: none"> ✓ Number of visitors stopping ✓ Increased spend in local businesses.
	Accommodation <ul style="list-style-type: none"> ➤ Identify sites and seek investment in more and better standard of accommodation in Tennant Creek 	<ul style="list-style-type: none"> ➤ Increased visitor attractions and length of stay. 	Council NT Government (Tourism NT currently taking project lead).	<ul style="list-style-type: none"> ✓ Growth in visitor numbers. ✓ Increased length of stay. ✓ New businesses developed.
	New mine/fossicking site <ul style="list-style-type: none"> ➤ Undertake site planning and assessment at proposed new mine and fossicking site south of town (Eldorado) 	<ul style="list-style-type: none"> ➤ Increased visitor attractions and length of stay. ➤ New business opportunities for guided experiences. 	Council NT Government (Tourism NT currently taking project lead).	<ul style="list-style-type: none"> ✓ Growth in visitor numbers. ✓ Increased length of stay. ✓ New businesses developed.
Visitor Experience	Kunjarra <ul style="list-style-type: none"> ➤ Work together with the Traditional Owners of Kunjarra to establish access (day use only) and undertake future interpretation/site planning including guided opportunities. 	<ul style="list-style-type: none"> ➤ Increased support from local Traditional Owners to grow tourism in the region. ➤ New opportunities for employment through provision of guided services. 	CLC	<ul style="list-style-type: none"> ✓ Employment opportunities ✓ Visitor numbers
	Karlu Karlu/Devil's Marbles <ul style="list-style-type: none"> ➤ Undertake site master planning for Karlu Karlu to increase camping capacity 	<ul style="list-style-type: none"> ➤ Increased visitor attractions and length of stay. ➤ New business opportunities 	NT Government /Traditional Owners Private sector	<ul style="list-style-type: none"> ✓ Increased length of stay. ✓ New businesses developed.

Visitor Experience	<p>whilst maintaining the visitor experience</p> <ul style="list-style-type: none"> ➤ Pursue commercial partnerships to add to the experience offering at the site through concepts such as: <ul style="list-style-type: none"> • “Dinner with the Devil” • Coffee/food van during busy times • Safari camping (camping with custodians) • View from above (tethered hot air balloon) 			
	<ul style="list-style-type: none"> ➤ Ensure continued funding and promotion of the regular Barkly Arts Festivals and workshops across the region, encouraging greater local and external participation. ➤ Desert Harmony Festival 	<ul style="list-style-type: none"> ➤ Increased visitor numbers and participation in festivals and events in the Patta Ward. ➤ New business opportunities for locals to capitalise on festivals and events participants. 	<p>Barkly Arts NT Government (major events, Tourism NT)</p>	<ul style="list-style-type: none"> ✓ Growth in visitor participation at festivals. ✓ Increased length of stay in the Ward.
Industry Development and Capacity Building	<ul style="list-style-type: none"> ➤ Guides (SGL/EA?) ➤ Retail Service ➤ Hospitality ➤ Business Management & Planning ➤ TCA membership 	<ul style="list-style-type: none"> ➤ Industry sustainability ➤ Economic and social wellbeing ➤ Improved population and vibrant communities ➤ Improved links to the tourism industry, capacity development and marketing opportunities. 	<p>NT Dept of Business RTOs Local Government TCA Private adult education and tourism mentoring/workshop providers.</p>	<ul style="list-style-type: none"> ✓ Staff turnover ✓ Safe Workplace ✓ Business Profitability





Patta Ward / Tennant Creek Tourism Action Plan

Barkly Region Visitor Experience Master Plan

October 2018

Prepared by:



Introduction

The Draft Alpururulam and Alyawarra Wards Tourism Action Plan is intended to support the identified vision and opportunities for improving the visitor experience and creating new tourism initiatives from the Barkly Region Visitor Experience Master Plan.

The vision for the Barkly Region Visitor Experience Master Plan project and for the project area is:

The Barkly will be recognised as a vast and beautiful part of the Territory and an important part of the NT journey with Tennant Creek as a vibrant hub

As the Barkly Region covers such a substantial land mass, these three Ward Action Plans will provide recommendations over a smaller area encompassing the visitor attractions and experiences in each. Individualised actions specific to each Ward will provide the local community with the focus points and mechanisms to be able to engage in tourism (both Indigenous and non-Indigenous) and enable social and economic benefits for not only their own community members, but the wider Barkly Region as well.

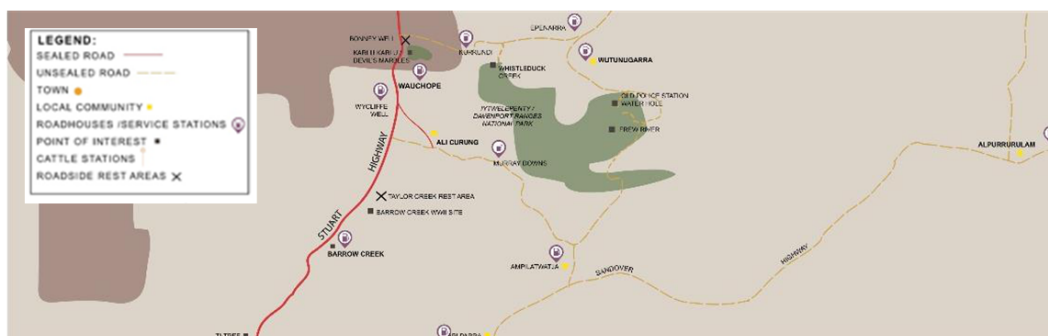
One of the goals of the Ward Action Plan will be to assist communities in moving forward from the idea of tourism to actual enterprises and employment.

Ward Action Plans are intended to be guides for long term tourism development in a community or group covering the tourism vision, short and long-term tourism options, and identification of capacity development needs and strategies.

The location

The Barkly Regional Council covers an area almost the same size of New Zealand and at 323,514 km², it is the second largest local Government area in Australia. Centrally situated in the Northern Territory, the area is rich in Aboriginal culture, exploration heritage, historic towns and telegraph stations, gold mining, pastoralism and military heritage and encompasses the historic township of Newcastle Waters in the North, stretches down to Barrow Creek in the South and then extends 620 km east to the Queensland border. Tennant Creek is the largest township in the region, 500 km north of Alice Springs and 1,000 km south from Darwin.

The Alpururulam and Alyawarra Wards cover the south-eastern part of the Barkly Regional Council area.



Barkly Regional Council – Alpururulam and Alyawarra Wards Visitor Experiences

The Opportunity

Implementation of the Ward Tourism Action Plans will enable community-level tourism planning and practical capacity building of administrators and tourism operators, ideally through new tourism developments.

Alyawarra and Alpururulam Wards

The south-eastern part of the region is covered by the vast Alyawarra and Alpururulam Wards which encompass the following communities; Ali Curung, Alpururulam, Amengernterneh, Ammaroo Station, Ampilatwatja, Ankerrapw, Arapunya Station, Annerre, Annitowa Station, Arawerr, Arlparra, Argadargada Station, Arrawajin, Arnerre, Artekerr, Atheley, Atnarara, Atneltyey, Atnwengerrpe, Atheley, Barrow Creek, Camel Camp, Canteen Creek, Delmore Downs Station, Derry Downs Station, Elkedra Station, Epenarra, Hatches Creek, Illeuwurru, Imangara, Imperrenth, Indaringinya, Inkawenyerre, Inkwelaye, Irrmarne Irrultja, Iylentye, Jemelke, Kalpitapta, Kunayungku, Kurundi Station, Kurinelli, Lake Nash Station, Miyikampi, Murray Downs Station, Neutral Junction Station, Ngappamilarnu, Ngkwarlerlanem, Ooratippra Station, Panjirriji, Partnparinji, Pungalindem, Purrukuwurru, Singleton Station, Tara, Ten Mile, Tommyhawk Swamp, Wakurlpu, Wauchope, Welere, Wunara, Wutunugurra and Wycliffe Well.

This part of the Barkly Region currently has very few visitors and it will take a number of years to change that in most parts. While not necessarily good news from an economic development perspective, it does offer the opportunity to plan and build capacity among people living in the area. At the moment few residents seem interested in developing experiential product for visitors, perhaps because few have any real understanding of the breadth of the potential in the industry. Most people preferred to simply participate in the visitor economy by providing supplies of fuel, food and water with some offering basic accommodation. Several people are producing works of art that are sold through a variety of channels but few of them are local businesses enabling visitors to browse and buy arts and crafts at or near the source. The notable local art and crafts sales centres are in Ali Curung and Ampilatwatja.

To grow visitor numbers to the area and disperse visitors further afield in these Wards, there will need to be concerted promotional efforts. Before these efforts begin though, the signage problems will need to be addressed and the standards of some of the visitor facilities improved. In many cases, such as along the Binns Track and surrounds, the signage requires complete replacement and the information updated in the

process. In other cases, there are contradictory signs such as those erected by various providers of goods and services in Ampilawatja to welcome visitors located alongside out of date signs on which the Central Land Council has declared “No Entry”!

The development of simple accommodation and the improvement of the existing basic commercial campgrounds will also improve the attractiveness of the area to cover visitors who are not equipped to camp or are keen to have a night or two along the way with a comfy bed and a shower. At least three locations (Murray Downs, Epenarra and Ampilawatja) have developed simple visitor accommodation but may need assistance to improve it, to market it and to operate it according to established industry practices.

Access

To travel within these Wards relies on a gravel highway, the Sandover Highway and an infrequently maintained 4WD track, the Binns Track supported by numerous less defined tracks that connect the many communities.

The Sandover Highway connects the south eastern part of the Barkly region with north west Queensland, especially the town of Camooweal, home of the annual Drover’s Camp Festival and the inland city of Mount Isa, home of the famous Isa Rodeo. Other north/south roads intersect with the Sandover, notably the Binns Track which connects the Barkly southwards into the Central Desert and beyond. Along the Sandover are a few isolated communities which welcome visitors to provide them with general supplies, fuel and local art. These are Alpururulam, Ampilawatja and Alparra which are described further below.

The Binns Track travels along the edge of Iytwepenty / Davenport Ranges National Park. Promoted by Tourism NT as an ‘epic’ 4WD adventure, there are certainly opportunities to increase awareness of this experience in the Barkly Region as well as consider extension of the track.

The road north from Epenarra Station (north of Iytwepenty / Davenport Ranges National Park) travels directly through to the Barkly Highway and is now back in regular use, however this fact is not promoted. It needs to be promoted because it enables travellers to complete that part of their north/south journey without returning prematurely to the busy Stuart Highway. This road should be a continuation of the Binns Track (as originally envisaged) providing for more 4WDing experiences linking to the north of the Barkly Region. Signage along the Binns Track is woefully inadequate; often completely unreadable and needs replacement.

Iytwepenty / Davenport Ranges National Park

Located along the Binns 4WD Track, Iytwepenty / Davenport Ranges National Park is the most important visitor site in these Wards. The Park offers a range of 4WD experiences (easy to hard), which can either be done as a day trip (if staying at Murray Downs or Epenarra) or preferably with one or more nights camping.

There are two beautiful bush camp sites – Old Police Station Waterhole and Whistle Duck, both have drop toilets, tables/swag benches and wood ovens/fire pits. Costs are \$3.30pp/night via an honesty box system.

The Frew 4WD track also has two bush camps along the 17 km drive, also with swag benches and wood fire pits, not toilet facilities. These sites are free for overnight camping. There are two unmarked walking tracks at both campgrounds.

It is estimated that around 1,000 people visit the Park each year.

Specific to the Park, the following points were noted:

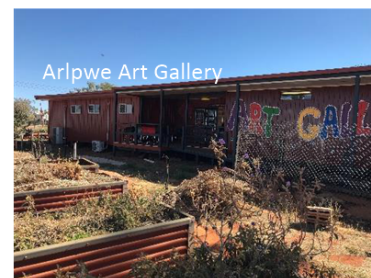
- Much of the signage in the park is old, need to update orientation/interpretation signage for visitors.
- Promotion of the broader 'Binns Track' experience is needed, enhancing the opportunity Iytwelepenty / Davenport Ranges provides particularly surrounding 4WDing, swimming, camping, walking, bird and wildlife watching. This should also be promoted as a long weekend getaway for Alice Springs / Tennant Creek locals.
- The Old Police Station Waterhole walking track needs to be better marked and described, allowing for a loop walk to be attempted when river permits (after wet seasons, at times the loop walk would not be passable).
- Review future historic site opportunities, rehabilitation and interpretation at the ruins of Old Police Station and link to future heritage trail promotions and experiences.
- The Iytwelepenty / Davenport Ranges National Park Joint Management Plan advises that Traditional Owners approved development of a new 4WD track traversing south to north of the Park. It is not clear though what tourism benefit is expected from that; what return on investment.
- Campsites at Whistle Duck – onsite signage promotes there are 16 campsites available, only 7 functioning sites were observed during the site inspection. Need to be consistent with orientation signage. Although it may appear visitor camping numbers to this site are low, this could also possibly be due to the limited number of attractive campsites maintained and available.

Main Communities in these two Wards

Ali Curung

Easily accessible via the Stuart Highway and a short bitumen road, this community has a population of 538 and is known for the Arlpwe Art Gallery and Annual Traditional Dance Festival which has previously attracted up to 200 day visitors. There is no longer any accommodation for visitors at Ali Curung, however visitors can stay at the nearby Wycliffe Well or Devil's Marbles Hotel (approx. 50 km away). The Festival will not be occurring during 2018 due to some local social issues.

The Gallery receives federal funding enabling the employment of six full-time community members. Ali Curung is in the general area of 'Dog Dreaming' so this has been used as a slight theme at the Gallery with a small sculpture of a dog (dingo) with pups and local people, currently in a state of disrepair. There is a new art workshop which will diversify the art range including pottery sculptures and fabrics. The Gallery has also advised that there are a few 'Dog Dreaming' Sacred Sites near town which Traditional Owners have agreed to allow visitors to access with a local guide.



The Gallery also attends the Darwin Aboriginal Art Fair and Melbourne Cultural Festival where with local artists and staff they sell art and promote the Gallery. The Managers of the Gallery have noted the importance of the NT Art Trails project with funding support and promotion.

There is a store and bakery (bread only) in town, neither of which are promoted to visitors, car parking for caravans has been noted as an issue and the town experiences up to 30 electricity outages per day including both 'black outs' and 'brown outs'.

Wutunugurra

The small community of Wutunugurra (pop. 240) is within a few kilometres of the Epenarra Station Homestead and Store at the northern end of Iytwelepenty / Davenport Ranges National Park.

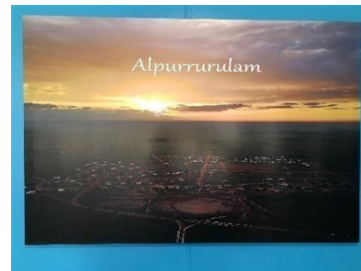
There are several artists in town who are part of the Barkly Arts Program, they have an art workshop in the community. They are looking to diversify their product beyond paintings to include shirts, place mats etc as this is not happening in Alparra (formerly Utopia) anymore.

The community is keen to develop a ‘Men’s Shed’, where community men can make spears and boomerangs which could be sold at the Epenarra store or by Barkly Arts to visitors.

Alpurrurulam

Alpurrurulam lies on an important source of water in a dry country. Pastoralists called the place Lake Nash, but its Aboriginal name is *Ilperrelhelame*. In the time of the Dreaming, great beings passed through that country: antypere, the flying fox, nyemale, the grass rat, who partly formed the river and kwerrenye, the green snake.

Alpurrurulam was formed out of a discord between Lake Nash Station and the Aboriginal population living on the nearby Georgina River. At the time many of the community members worked at Lake Nash Station but in the early 1980s there were plans to move the community to Bathurst Downs. For the locals this was “poison country”, no good to live on and posed a risk during wet season. They wanted to stay at Alpurrurulam – their home where there was water in the river all year round. In 1982 the community wrote to the then Chief Minister of the Northern Territory Government requesting a parcel of land to call their own near Lake Nash Station. After many legal battles, 10 square km area was excised from the pastoral lease and given back to the community in 1983. Alpurrurulam Land Aboriginal Corporation (ALAC) was then formed to be the land owner (a board of Community Elders) for the land. This is what is now called Alpurrurulam.



Today the population consists of 442 people and is situated 576.2km east of Tennant Creek and 17 km from the Northern Territory-Queensland border



This town is the first community visitors travelling from Queensland along the Sandover Highway will see in the NT. It would benefit from some good signage covering the community and its facilities and explaining the journey further west. There is a suitable location for this near the entry to the township, in fact some Local Authority members suggested it could be developed as a transit camp for visitors. At present such a camp would be unlikely to attract overnight stays but could be a good ‘lunch stop’ given the proximity of the community store and fuel supplies. There was also mention made of historical sites nearby suitable for visitors, but further investigation would be needed, firstly to identify someone interested in running a business based on tours of the area.



Ampilatwatja

Ampilatwatja is in the heart of Alyawarra country on the Sandover Highway. The Alyawarra people have always lived here and would travel between soaks (water sources) in the hot weather. The people of this region also have close ties to the people who live at Alpururulam, and early in the days of settlement they would walk to Alpururulam (Lake Nash Station) to collect rations of food and tobacco. In the 1990s, with the return of Utopia Station to traditional ownership, the Alyawarra people of Ampilatwatja made a claim for their traditional homelands.

Ampilatwatja is the cultural heartland of the Alyawarra nation with art an important expression of the Alyawarra people's connection with the land. Local artists are said to "exude a complex and progressive approach to depicting the traditional knowledge of dreaming and country through the translation of water holes and soaks, bush medicines and bush tucker, mountains, sand hills and ant hills". Their artworks retain the heritage and feature the cultural history and values of Alyawarra lore.



People of this community are keen to provide services to the travelling public and have places advertising signs on the Sandover Highway and at the final turn-off on the northbound road. Unfortunately, these welcoming signs appear to be contradicted by 'pre-intervention' CLC owned signs declaring "NO ENTRY" and threatening heavy penalties. These signs need to be removed as they suggest that visitors are not welcome in the town.

The store is actively seeking business and has recently invested in 4 new accommodation rooms for visitors, whether business or tourists.

The Art Gallery is also keen to have visitors and has approached the NTG for some assistance with signage both at the road junctions and within the community.

Alparra

Alparra is the most central community in the Utopia homelands and is one of the more established homelands in the NT, comprising of 16 dispersed communities. These communities are separated by rough, corrugated dirt roads and in some cases by the dry and sandy river bed of the Sandover River. The largest is Alparra, on the eastern perimeter of the Western Desert adjacent to the traditional land of the Eastern Anmatyarre and Alyawarra people. The community is located on the Sandover Highway and is home to 483 people and provides basic services such as a store and fuel supply. Since the 1980s, Utopia artists are renowned for their Aboriginal artwork. There is apparently an Art Centre planned but it would primarily service online sales as is common in this region.

While it was not possible to engage with a cross section of the community it was understood from a community leader, Ald. Jack Clugg and Barkly Council contract staff that there was little or no interest in providing any further services to the travelling visitor. Mention was made of possible visitor camping on the Sandover River crossing at a reasonably attractive site on the Kurrajong track.

Murray Downs and Epenarra Cattle Stations

Both Murray Downs and Epenarra Station Pastoral Leases are currently owned by the Australian Green Properties Pty Ltd – advice is these properties are on the market.

Imangara Aboriginal Community is at Murray Downs. Approximately 40 residents with 11-12 children provide most of the custom for the Station’s store. Murray Downs provides a small commercial campground with shared bathroom facilities; the site is ideally located at the commencement of the Binns Track and Iytwelepenty / Davenport Ranges National Park. For 2018 to date the campground has only received 20 vehicles for an overnight stay, there is a general lack of awareness about the Store and Campground. For those who do stay overnight, often they will leave trailers/caravans at the campground and travel on day trips into Iytwelepenty.

Epenarra Station Store is at the northern part of Iytwelepenty / Davenport Ranges National Park and is also ideally located for visitors travelling through to refuel, purchase supplies and even camp for free by the Frew River. The store has toilets and showers available for a small fee. They have recently invested in 8 rooms with en-suite facilities and are selling those initially for \$99 per room/night. As with Murray Downs Station, there is also little promotion and awareness of this store, which also services customers from the nearby Wutunugurra Community, which interestingly also has its own store managed by Outback Stores.

Murray Downs has rough demountable style accommodation available, which are not promoted to visitors and are mainly used by contractors visiting and working on the local Aboriginal communities.

- Continue discussions with current leaseholder to ascertain future tourism aspirations for the site and likelihood of property sales.
- Review future campground capacity at Epenarra, sites and associated infrastructure (amenities, camp kitchens etc). This site may warrant some NTG investment, for example, in ablution facilities at the campground.
- Opportunities for local Community artists to sell artworks from both stores and potentially provide on-site cultural demonstrations (weaving/painting) during peak periods)
- Consultation with relevant aboriginal people may be needed prior to expanding/improving Epenarra camping area along the Frew River, as there are said to be some sacred sites along the river near there.
- Raise awareness of the road north to the Barkly Highway and formalise it to be reinstated as the continuation of the Binns Track.
- Future commercial opportunities such as station tours, events and unique bush/camp oven dinners.
- Promotion and awareness of the services available. eg via TCA membership.



Visitor markets



Regional Vision

The development of tourism is not a standalone concept but is part of these Wards’ wider aspirations and priorities for sustaining culture, country and communities and for improvements in education, health and socio-economic well-being.

The extent to which individuals, families or community leaders become engaged in tourism, and the way in which this occurs, will depend on interest, willingness, the development of the skills and the commitment to the needs of tourists.

Some initiatives may be more difficult than others, some will be short-term, some long-term and highly aspirational, but all the opportunities could be realised, and would be attractive to tourists, if the people of the Alyawarra and Alpururulam Wards wish to progress them.

The Barkly Regional Council vision is:

"We strive to be a responsive, progressive, sustainable Council which respects, listens and empowers the people to be strong."³⁰

Issues that will impact on tourism

- Seasonality – visitor generally travel through the region in the cooler months May – September. Some areas may also be impacted by wet season flooding.
- Commitment of resources to increase the capacity of communities to deliver on their aspirations, including training, mentoring and business support.
- Strong positioning of the wider Barkly region to differentiate from other parts of the Northern Territory, using distinctive characteristics of sense of remoteness, friendly communities and connections between pastoral and Aboriginal communities.
- Industry trends.
- A lack of quality signage and awareness, interactive experiences and accommodation reducing the overall visitor numbers and dispersal in the Alyawarra and Alpuurrulam Wards.

SWOT analysis

Identifying the Alyawarra and Alpuurrulam Wards' strengths, weaknesses, opportunities and threats allow stakeholders to focus on developing the strengths and best opportunities to boost the destination, and to find solutions and improvements to address any weaknesses and threats.

Strengths

- The Wards have existing Aboriginal land, cultural, historical and other assets that can provide a basis for tourism development.
- The Binns Track provides an opportunity for 4WD exploring.
- The NT Government has committed \$2.12m to 'promote existing and iconic NT festivals and events' and \$12.1m to 'enhance existing and develop new festivals and events'.
- Increasing popularity of road trips, touring and caravanning and camping in Australia, and proximity of the Ward on or to already established touring route/s (the Explorer's Way, the Outback Way, the Binns Track).
- The Wards are accessible via the Stuart Highway, Barkly Highway, Sandover Highway and indirectly via the Plenty Highway.
- Regional and state plans and strategies that may contribute to development of tourism in the community and recognise its potential.

³⁰ Barkly Regional Council Vision

Weaknesses

- Seasonality.
- Lack of awareness of the broader Barkly Region's 'identity' and what is on offer, no promotion or connection to experiences.
- Total reliance on self-drive market.
- Lack of stakeholder/industry cohesion and tourism governance.
- Lack of commercial business acumen at existing visitor services (accommodation, service provision).
- Lack of accommodation stock and diversity.
- Lack of any interpretive tour product
- Minimal business and attraction upgrades (buildings, facilities are tired).

Opportunities

- Strengthening the interface with experiences of interstate routes and branded journeys (Explorers Way, The Outback Way, The Savannah Way, the Binns Track).
- Engaging cattle stations in tourism as an industry rather than a sideline.
- Range of funding, business development, employment and training programs that may potentially be applied to assist tourism development in the community and wider region.
- Encourage all existing tourism businesses including accommodation, roadhouses and shops to offer high standard amenity and experiences.

Threats

- Complexities in operating businesses while taking account of community decision-making structures and cultural obligations (such as sorry business), finding a balance between operating a business that is viable and culturally affirming.
- Challenge of developing sustainable tourism opportunities that both provide economic benefits and assisting in maintaining connection to country.
- Improvements in infrastructure (roads etc), transport, accommodation, quality of services and products, destination management, are needed for tourism development which require funding (private or public).
- Not only reliant on strategic planning, successful tourism development requires interest and participation by existing businesses, the community and/or individual residents.
- Community and station leaseholders lack of interest in tourism engagement.
- Allowing other industries such as mining, gas and grazing to take precedence over tourism.

Action plan

This action plan aims to build on any initiatives already in place in the Alyawarra and Alpururulam Wards, enhancing and building on any existing partnerships, initiatives and event calendars.

In addition, by considering the following identified “destination success factors” and how these can be applied to the Alyawarra and Alpururulam Wards, actions and priority projects have been listed that;

- Will make a significant contribution to Objectives
- Are an enabler for implementing other actions in the overall Action Plans
- Upon implementation, will leverage resources or partnerships and collaboration that will help achieve Objectives
- Will meet the needs of target markets and add to overall destination appeal.

The destination success factors are;

- Identity
- Quality products, experiences and infrastructure
- Service
- Industry leadership, synergy and partnerships
- Co-operative marketing
- Access & signage
- Effective visitor engagement
- Strategic planning
- Resourcing.



The Action Plan has been separated into three themes to group relevant actions together – infrastructure, visitor experience and industry development and capacity building.

Action Plan Theme	Action	Potential Impact	Ownership	Measurement
Infrastructure	Iywelepenty/Davenport Ranges <ul style="list-style-type: none"> ➤ Improve track-marking and associated signage at Old Policeman's Waterhole 	<ul style="list-style-type: none"> ➤ Improved visitor experience, number of visitors and length of stay at the site. 	NTPWS	<ul style="list-style-type: none"> ✓ Number of visitors to the site. ✓ Length of stay
	Signage <ul style="list-style-type: none"> ➤ Review/Audit all visitor focussed signage, including way-finding, interpretive and promotional. ➤ Design, construct and install suitable signage throughout. ➤ Bear in mind the importance to visitors of the signage focussed on linkages to adjacent area including Central Desert LGA and Mt Isa City. 	<ul style="list-style-type: none"> ➤ Improve visitor experience/ ➤ Increase visitor dispersal. ➤ Increase length of stay and consequent spend. 	NTG Barkly Region Mt Isa City NTPWS CLC Businesses	<ul style="list-style-type: none"> ✓ Visitor Numbers ✓ Visitor Spend ✓ Length of stay ✓ Business Viability
	Epenarra Station campsite <ul style="list-style-type: none"> ➤ Review location considering lack of shade and any cultural requirements from TOs. ➤ Improve visitor facilities including installation of toilets and water tank. 	<ul style="list-style-type: none"> ➤ Increased visitation and sales for the store ➤ Greater visitor comfort leading to increased length of stay. 	Epenarra Station NTG tourism infrastructure investment opportunity	<ul style="list-style-type: none"> ✓ Increased visitor numbers ✓ Increased length of stay
	Murray Downs Station Campsite. <ul style="list-style-type: none"> ➤ Camp Kitchen and Separate Ablutions for Visitors ➤ Establishment or refurbishment of rooms 	<ul style="list-style-type: none"> ➤ Improved visitor experience 	NTG tourism infrastructure investment opportunity Leaseholder	<ul style="list-style-type: none"> ✓ Visitor numbers and night stays
	Binns Track <ul style="list-style-type: none"> ➤ New Interpretive and way-finding signage. ➤ Some broader focussed signage showing connections with Qld. 	<ul style="list-style-type: none"> ➤ Improve visitor experience and length of stay along the route. ➤ Encourage connections through to the Outback Way or Savannah Way. 	NT Government	<ul style="list-style-type: none"> ✓ Increased use of the Binns Track. ✓ Greater length of stay along the route.

Infrastructure	<p>Orientation shelters at regional hubs:</p> <ul style="list-style-type: none"> ➤ Wauchope or Ali Curung ➤ Alpururulam (first community after entry from Queensland) ➤ Epenarra Station ➤ Orientating visitors, providing touring options in the vicinity and promoting experiences. 	<ul style="list-style-type: none"> ➤ Visitors stay longer in the region with greater understanding of the experiences on offer. ➤ More money is spent by visitors in the local economy participating in experiences. 	<p>NT Government Barkly Council Barkly Homestead.</p>	<ul style="list-style-type: none"> ✓ Increased visitor length of stay. ✓ Increased spend in local businesses.
	<p>Communities</p> <ul style="list-style-type: none"> ➤ Welcoming place/signage at the entrance to communities. Some communities (eg Alpururulam) have identified this need and found suitable places. ➤ Infrastructure would include basic parking, signage (welcoming, interpretive and promotional) , picnic facilities/shade structures. ➤ Wayfinding signage is also required in Ampilawatja to guide visitors to the Art Gallery and the store with its associated accommodation and fuel supply. Similarly, but not as pressing, at Ali Curung. ➤ Electricity reticulation – improve to ensure quality and reliability of power in communities. 	<ul style="list-style-type: none"> ➤ Visitors feel welcome and stay longer in the region with greater understanding of the experiences on offer. ➤ Business Confidence ➤ Food Security ➤ WHS standards 	<p>NTG Barkly Community LAs</p>	<ul style="list-style-type: none"> ✓ Increased visitor numbers. ✓ Better engagement with community ✓ Increased spend ✓ Improved dispersal ✓ Improved business potential/ broader markets
Visitor Experience	<p>Events</p> <ul style="list-style-type: none"> ➤ Develop experiences and events at Ali Curung such as recommencing the Traditional Dance Festival, bush tucker garden, guided sacred site walks/talks, fly-in/fly-out and NT Art Trails packages etc. 	<ul style="list-style-type: none"> ➤ Increase length of stay. ➤ New business development and employment opportunities for local people. 	<p>Ali Curung Barkly Arts Tourism NT</p>	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Increased overnight stays. ✓ New business development.

	<p>Tours</p> <ul style="list-style-type: none"> ➤ Guided (Tagalong) Tours could be developed at any of the main communities but nobody has expressed interest in doing so yet. This may change when a better understanding of the industry and its potential is achieved. See Capacity building etc below. 	<ul style="list-style-type: none"> ➤ Improved employment & business opportunities. ➤ Greater cultural awareness by visitors. 	<p>NTG TCA Barkly</p>	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Increased overnight stays. ✓ New business development. ✓ Increased employment.
	<p>Campsites</p> <ul style="list-style-type: none"> ➤ Campsites with basic services could be developed near some of the main communities but nobody has expressed interest in doing so yet. This may change when a better understanding of the industry and its potential is achieved. See Capacity building etc below 	<ul style="list-style-type: none"> ➤ Improved employment & business opportunities. ➤ Greater cultural awareness by visitors. 	<p>NTG LAs Barkly</p>	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Increased overnight stays. ✓ New business development. ✓ Increased employment.
Industry Development and Capacity Building	<ul style="list-style-type: none"> ➤ Training in Customer Service, Guiding, Hospitality Skills, Business Skills. 	<ul style="list-style-type: none"> ➤ Improvement of standards of product 	<p>NTG</p>	<ul style="list-style-type: none"> ✓ Staff turnover ✓ Safe Workplace
	<ul style="list-style-type: none"> ➤ Mentor arrangements for developing businesses. 	<ul style="list-style-type: none"> ➤ Improved business performance 	<p>NTG</p>	<ul style="list-style-type: none"> ✓ Business Profitability
	<ul style="list-style-type: none"> ➤ Industry and community 'familiarisations'. 	<ul style="list-style-type: none"> ➤ Improved awareness of the region, ins products and it attractiveness. 	<p>NTG Barkly TCA</p>	<ul style="list-style-type: none"> ✓ More visitors to the region. ✓ Better community engagement
	<ul style="list-style-type: none"> ➤ Program of education for interested community members to introduce tourism at a basic level and assist them to decide if they are interested in pursuing the opportunities that the visitor economy may offer. 	<p>Improved understanding leading to higher likelihood of success for new and developing ventures.</p>	<p>NTG Aust Gov't TCA ?</p>	<ul style="list-style-type: none"> ✓ Better business outcomes.



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**INSPIRING SOLUTIONS
FOR PEOPLE AND PLACES**

VISITOR PRESENTATIONS

ITEM NUMBER	16.1
TITLE	Trachoma Program - CDC - Alice Springs
REFERENCE	260805
AUTHOR	Michelle Heinen, Administration Officer

RECOMMENDATION**That the Authority**

- a) Listen to presentation & give permission to deliver the necessary service in the community in 2019

SUMMARY:

Intro: Centre for Disease Control (CDC) Trachoma Program have funding to deliver a service that endeavours to eliminate trachoma from the Northern Territory. In 2018 we found 14 Children from 1 to 9 years of age had trachoma We then provided the entire community with antibiotics to treat trachoma.

Trachoma is a germ that infects the eyes and can cause scarring and irreversible blindness in adult life if not treated with antibiotics. It passes from person to person through eye & nose secretions. There are still endemic rates of trachoma throughout rural & remote Northern Territory and is mainly found in children, although anybody can be infected, including adults.

Plan screen/check the 1 to 9 year old children in all the Barky Region in June 2019, to determine trachoma prevalence in the region. If we do find trachoma we will treat trachoma cases and their families (to stop the spread of the infection) with antibiotics. This may require the nurse visiting families at their house to be able to successfully delivery the antibiotic to those who need it.

BACKGROUND**ISSUE/OPTIONS/CONSEQUENCES****CONSULTATION & TIMING****ATTACHMENTS:**

There are no attachments for this report.