

## OUR PILLARS



### MARKETS

Ensure the Territory remains competitive.



### GOVERNANCE

Ensure our governance framework remains appropriate.



### INDUSTRY

Ensure industry partnerships are maximised and aligned to our goals.



### INFRASTRUCTURE & SERVICES

Ensure our infrastructure and services meet competitive standards.

Detailed briefings will be provided to key Northern Territory industry partners. For more information:

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## LONG TERM BUSINESS EVENTS STRATEGY TO 2030

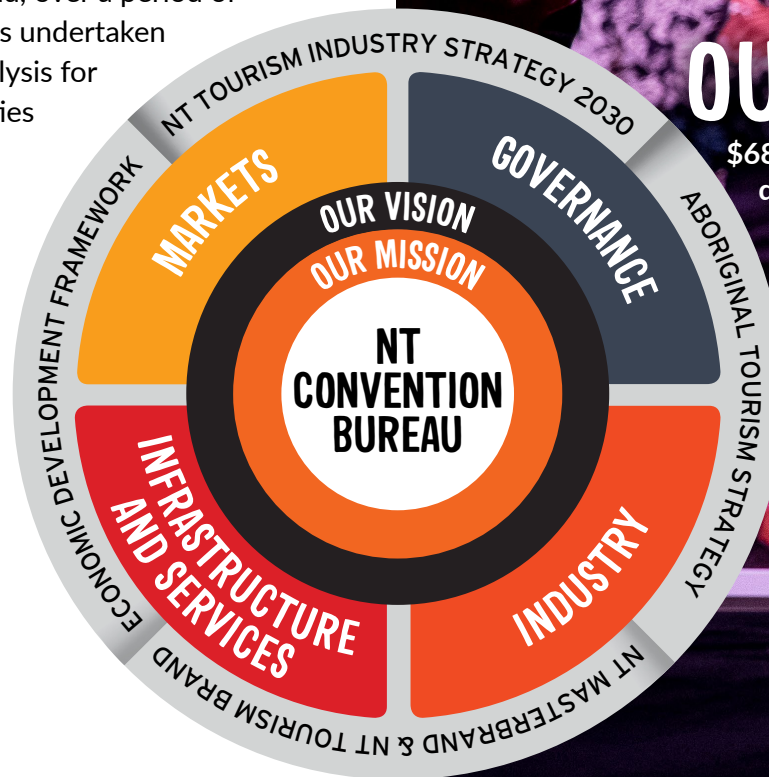
# LONG TERM BUSINESS EVENTS STRATEGY TO 2030

The Northern Territory Government has released its first long-term business events strategic plan, to guide growth of the Northern Territory business events sector and provide a whole of government and industry framework, aligned with the Economic Development Framework and NT Tourism Industry Strategy 2030.

Led by the Northern Territory Convention Bureau, over a period of 9 months, an extensive consultation process was undertaken in order to define a shared vision, deliver an analysis for the sector's current position, growth opportunities and impediments as well as targets.

The comprehensive long term Business Events Strategy highlights market intelligence, unique attributes of the Territory's regions and important competitive positioning.

The following summary provides a high level synopsis of the overarching strategy through to 2030, which ensures the Territory's competitive advantage remains commercial in confidence.



## OUR VISION

For the Northern Territory to be positioned as one of the most competitive, distinctive and meaningful business events destinations in the world.

## OUR MISSION

To partner with NT industry to enable the attraction and delivery of business events that align with our Key Performance Indicators (KPIs).

## OUR KPI

\$68M in estimated delegate expenditure into the Territory economy by 2030.

