

Savannah Symposium
Northern Australia's Tourism Future
Panel Outcomes



Facilitated by: David Morgans

Presentations by: David Morgans (Tourism Qld) and Richard Austin (Tourism NT)

Panel Members: Clive Pollack (Nitmuluk Tours), Alan Smith (Outback Aussie Tours), Narelle Brook (Kununurra V.I.C.), Matt Bron (Tourism Qld / Outback Qld Tourism Association)

Overview: Each Panel member provided a short overview of their thoughts for the future of tourism in northern Australia and the competitive advantages and potential synergies between the 3 jurisdictions of Qld, NT and WA.

The below is a summary of these with the underlined words representing common themes.

- Partnerships – reliance on each other
- 1. Deliver a true indigenous experience (epicentre of wider experience)
- 2. Partnership with other operators
- 3. Do not discount – add value
- Consistent exposure to international markets
- Value for money product
- Cultural vs Scenic experiences
- Challenge of mixed messages
- Opportunity of better packaging of experiences
- Stay consumer focussed
- Partnerships/pooling resources
- Savannah Way is the path, Savannah Guides is proven in industry operations and together with industry and partnerships we can do great things
- Savannah Way – communication across the borders – what is happening
- Clean Green Environment
- Safety
- Natural environment
- Challenge - seasonality – wet and fires. Benefits to rest both country and people
- Challenge – biodiversity – cane toads and their impact on wildlife (feral impact on country)
- Challenge – not “loving Northern Australia to death”
- Issues of “crowding”
- Access: air, road
- Sustainable tourism
- What is the “Outback”
- Fear of the remoteness
- Changing perceptions of Northern Australia
- Better communicating to potential visitors
- Don’t forget your existing market
- Target young Australians to connect with the Outback
- Visit the Outback as “a right of passage”
- Landscape is culture - when you travel you are travelling through cultural country
- Indigenous culture is now mainstream - Qld and NT on different levels with where at in “cultural experiences” – Qld aiming for mainstream with cultural imbedding; NT looking at purely cultural experiences but 10 years ago they were where Qld is now.
- Rediscover the indigenous culture in Outback Qld and WA
- Red tape limiting investment
- Indigenous culture; Pioneers; Natural Environment
- Pubs

Summary ends.