



NORTHERN
TERRITORY
**SHOW
COUNCIL**



Economic Profile

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Chair's Address

As the peak body for the seven iconic Territory Shows, the Northern Territory Show Council are excited to launch this publication highlighting the economic benefits of these major events. Each event is unique for its region; they bring people together, provide attractions for residents and visitors and enables industries to share their stories and reach new markets.

The Show circuit events are held annually over four months, May through to August, attracting over 110,000 people, that's nearly half the Northern Territory's population.

This publication provides a snapshot of each event and its contribution. The positive flow of revenue into each region and across the Territory is annually estimated at \$47 million. Each event lifts the tourism in the region and can provide over 340 jobs and increase flow-on effects on consumption.

Over eight hundred stalls and exhibitors selling and promoting Territory goods and services have an opportunity to engage with locals and tourists. It's a mecca for families, couples and teenagers, with the events playing an essential part in highlighting the industries around them. It is great to see many of the Shows, including new and exciting attractions and building awareness of their regions.

The Shows work on the backbone of our volunteers; several of the shows operate one hundred percent through its volunteers, dedicated to sharing the stories of their region. I am proud to be Chairperson of the NT Show Council and honoured to be part of the volunteers that support the Territory's agriculture connections.

The ongoing education of our regions and the connections the Shows create within their local communities is vital to strengthening the Territory's economy. This publication demonstrates the impact of agriculture Shows in the Northern Territory and the social and economic benefits they hold.

I would like to thank the Show members for their support and involvement and the Northern Territory Government who sponsored this publication. The frameworks were completed with input from the Shows and independently with Mint Key and Regional Development Australia NT.

Rosemary Gibbins
Chair, NT Show Council



Overview of NT Shows

SEVEN UNIQUE SHOWS SEVEN SLICES OF TERRITORY LIFE

Agriculture Shows **engage**, **entertain** and **educate** our community on the value of **sustainable** agriculture and its importance in the Territory way of life.



110,000+
visitors each year

347.1 annual job
increase in the RDA
Northern Territory

12 days over 4 months
MAY • JUNE • JULY • AUGUST



Economic Impact

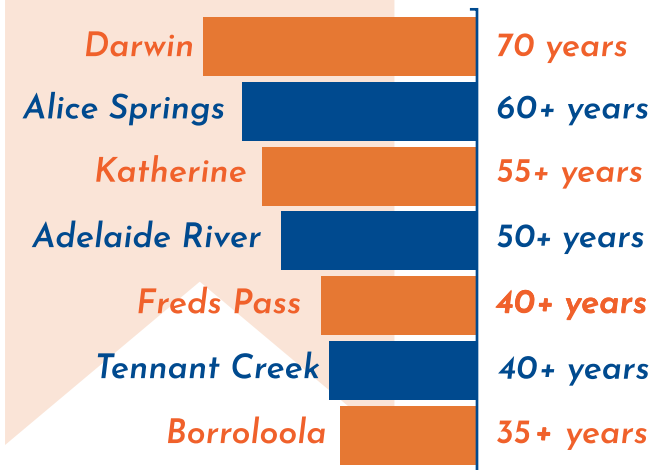
Freds Pass Show	\$5,561,115 (2 days)
Adelaide River Show	\$124,587 (1 day)
Alice Springs Show	\$12,977,221 (2 days)
Tennant Creek Show	\$904,032 (1 day)
Katherine Show	\$7,334,527 (2 days)
Royal Darwin Show	\$20,539,396 (3 days)
Borroloola Show	\$20,466 (1 day)

TOTAL = \$47,461,344 investment



Total value of volunteers hours
and in-kind support exceeds
\$2.4m per annum

Milestones



Equestrian



Cooking



Yellow Brick Road



Music



Cows



Fireworks



Arts & Crafts



Chickens

Meeting Friends

Volunteering

**Social
Benefits**

Being Active

Learning New
Skills

These figures represent an estimated amount for economic and jobs and are based on 2019 events.

Freds Pass Rural Show

The Freds Pass Rural Show is a family event in the **heart of the Top End's rural area**. Held over two days every May. This rural show is full of activities for everyone.

Celebrating
40+
years



SHOW HIGHLIGHTS

Paddock to Plate
Main Stage Entertainment
Woodchoppers
Equestrian



21,000+

visitors each year



FIREWORKS

Saturday night



153 Stallholders



195 Sponsors



328 Volunteers



18 Coordinators

ECONOMY

\$5.5m

Total impact on
Litchfield Council
LGA economy



\$4.9m
direct impact

\$504,489
indirect
intermediate
goods and
services impact

\$2.3m

increase on
GRP in the
RDA Northern
Territory

\$152,727
consumption
impact

Competition Entries

Over

16

Sections

Chicken

294

Entries

Cooking

241

Entries



3,811
Followers

117k
Reach



JOBS

72.4
annual local jobs

4,4
indirect annual local jobs

0.8 annual local jobs on
consumption impacts of the
additional employment



77.6
annual job
increase in the
RDA Northern
Territory

Freds Pass Rural Show

PO Box 639, Coolalinga, NT. 0839

Phone: 0488 588 202

Website: fredspassruralshow.com.au

Facebook: FredsPassRuralShow

Instagram: FredsPassRuralShow

Adelaide River Show

The Adelaide River Show held in June, features a camp draft, rodeo, polocrosse, gymkhana as well as the traditional competitions in arts and crafts, flora art, cookery, photography, horticulture and agriculture, and farm produce in both adult and children sections.

Celebrating
50+
years



SHOW HIGHLIGHTS

- **Camp Draft**
- Polocrosse Carnival
- **Arts Pavilion**
- Exhibitions Markets
- **Stockman's Race**



800+
visitors each year



8 Stallholders



12 Volunteers



ADELAIDE RIVER SHOW SOCIETY

ECONOMY

\$124,587



Total impact on
Adelaide River
Council LGA
economy

\$115,024
direct impact

\$8,442

indirect
intermediate
goods and
services impact

\$1m

increase on
GRP in the
RDA Northern
Territory

\$1,121

consumption
impact

Competition Entries

Cooking

50

Entries



**Polocrosse
Carnival**

Camp Draft

Days of

4

Camp Draft

Camp Draft

400

Nominations



1,513
Followers



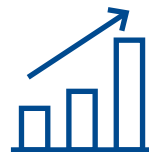
JOBS

0.5

annual local jobs

0.6

annual job
increase in the
RDA Northern
Territory



**Arts
Pavillion**

Adelaide River Show Society

51 Dorat rd, Adelaide River. NT 0846

Phone: 08 8976 7041

Email: info@arss.org.au

Website: arss.org.au

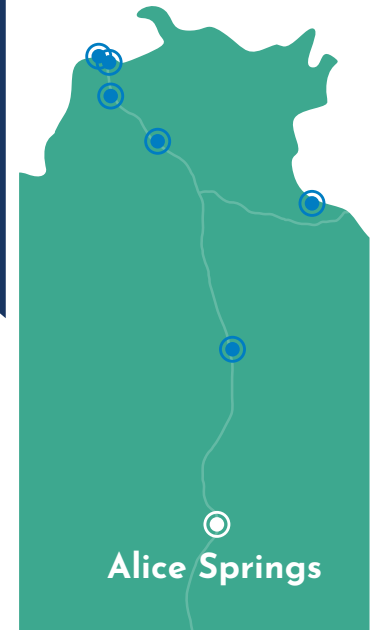
Facebook: [AdelaideRiverShowSociety](https://www.facebook.com/AdelaideRiverShowSociety)

Instagram: [AdelaideRiverShowSociety](https://www.instagram.com/AdelaideRiverShowSociety)

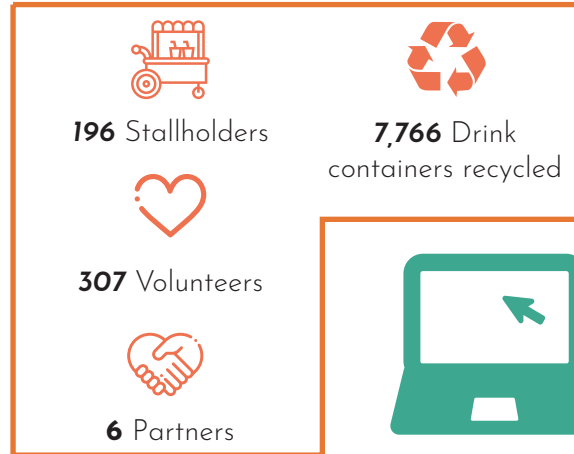
Alice Springs Show

Held on the first **Friday & Saturday in July**, the Alice Springs Show is the largest community event in Alice Springs. An event celebrating the agricultural and pastoral industries of the region that promotes the social wellbeing of our community

Celebrating
60+
years



TICKET
24,000+
visitors each year



45,092
Website visits

279,279
Page visits

f **4,919**
Followers

143,081
Reach

217,119
Impressions

ECONOMY

\$12.9m

Total impact
on Alice Springs
Council LGA
economy



\$8.1m
direct impact

\$5.8m
indirect
intermediate
goods and
services impact

\$5.5m

increase on
GRP in the
RDA Northern
Territory

\$3.7m
consumption
impact

Competition Entries

Overall

2,878

Entries

Equestrian

296

Entries

Cattle

160

Entries

Poultry

93

Entries

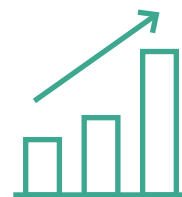


JOBS

71.2
annual local jobs

12.3
indirect annual local jobs

5.6 annual local jobs on
consumption impacts of the
additional employment



89.1
annual job
increase in the
RDA Northern
Territory

Central Australian Show Society

PO Box 2413, Alice Springs

Phone: (08) 8952 1651

Email: cass@alice-springs.com.au

Website: alice-springs.com.au

Facebook: [alicespringsshow](https://www.facebook.com/alicespringsshow)

Instagram: [alicespringsshow](https://www.instagram.com/alicespringsshow)

Tennant Creek Show

Tennant Creek Show showcases some of the region's agriculture and is celebrated annually on the second Friday in July. This great day out brings the whole family into town for the family entertainment, exhibits, market stalls, sideshows and a visit to the cattle yards.

Celebrating
40+
years



SHOW HIGHLIGHTS

- CWA Bake Sale
- Scarecrow Competition
- Dog Show
- Cows for Schools
- Bush Track
- Budding Chefs
- Green Thumbs
- Talented Seamstresses
- Hidden Artists



3,500
visitors
each year



60%
Families

ECONOMY



\$904,032

Total impact on
Barkly Regional
Council LGA
economy

→ **\$726,180**
direct impact

→ **\$119,299**
indirect
intermediate
goods and
services impact

\$348,224

increase on
GRP in the
RDA Northern
Territory

→ **\$58,552**
consumption
impact



JOBS

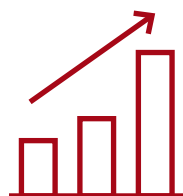
11

annual local jobs

0.7

indirect annual local jobs

0.3 annual local jobs on
consumption impacts of the
additional employment



12

annual job
increase in the
RDA Northern
Territory



35 Stallholders



20+ Volunteers

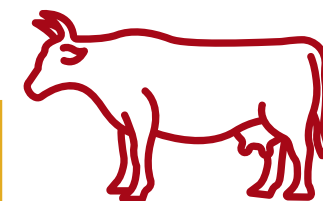


**CWA
Bake
Sale**



528
Followers

Assistance
from Girl
Guides



Cows for Schools



**Scarecrow
Competition**

**Tennant Creek & District
Show Society**

PO Box 515 Tennant Creek NT 0861
Email: tennantcreekshow@gmail.com
Website: tennantcreek.com.au
Facebook: [TennantCreekShow](https://www.facebook.com/TennantCreekShow)

These figures represent an estimated amount for economic and jobs and are based on 2019 events.

LGA - Local Government Area GRP - Gross Regional Product RDA - Regional Development Australia

Katherine Show & Rodeo

Held during the **third weekend in July**, the Katherine Show & Rodeo is a major event on the Katherine calendar, drawing people from **all over Australia**.

Celebrating
55+
years



150+ Volunteers



184 Sponsors



2 Partners
(1 paid and 1 charity)

5 days of
EQUESTRIAN

3 days of Campdraft

2 nights of Rodeo

9 Equestrian sections

264 Classes



ECONOMY

\$7.3m

Total impact on
Katherine Town
Council LGA
economy



\$5.2m
direct impact

\$1.4m
indirect
intermediate
goods and
services impact

\$3m

increase on
GRP in the
RDA Northern
Territory

\$548,967
consumption
impact



Fireworks
Saturday
night

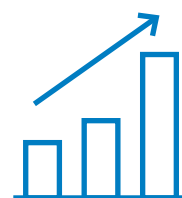


JOBS

55.7
annual local jobs

5.9
indirect annual local jobs

1.6 annual local jobs on
consumption impacts of the
additional employment



63.2
annual job
increase in the
RDA Northern
Territory

Local School

9/9

Participation

Show Hall

4,229

Entries



2,772

Facebook followers

Katherine & District Show Society

PO Box 339, Katherine NT 0851

Phone: (08) 8972 1746

Email: mail@katherineshow.org.au

Website: katherineshow.org.au

Facebook: Katherine Show & Rodeo

Instagram: [katherine_show_and_rodeo](https://www.instagram.com/katherine_show_and_rodeo)

Royal Darwin Show

Each year since 1951 the annual Royal Darwin Show has brought people together to celebrate city and country endeavour in all its diversity. Held on the fourth weekend in July, it celebrates **showcase, competition, education and entertainment**.

Celebrating
70
years



SHOW HIGHLIGHTS

- Eljay's Junkyard Show
- Tom Curtain's - Outback Experience
- Live at the Bandstand
- Darwin Country Music Talent Quest
- Yellow Brick Road
- Spear Throwing & Traditional Fire Lighting
- Dinkum Dinosaurs
- The Sandman
- Equestrian Events Main Arena
- Roving stiltwalkers



235 Stallholders



160 Sponsors



450+ Volunteers



8 Partners

ECONOMY

\$20.5m

Total impact on
City of Darwin
LGA economy



\$14.1m
direct impact

\$3.7m

indirect
intermediate
goods and
services impact

\$8.9m

increase on
GRP in the
RDA Northern
Territory

\$2.7m

consumption
impact



45,000+
visitors each year

48.5% Families

7% School groups

25% Single adults

2% Pensioners

Over 23 competitive sections

Overall

3,358

Entries

Horticulture

872

Entries

Junior Show

1,151

Entries

Poultry & small
livestock

538

Entries

Art, Craft &
Cooking

1,634

Entries

Cattle
& Horse

230

Entries



fireworks
Saturday
night



5,062
Followers

118,000
Reach



JOBS

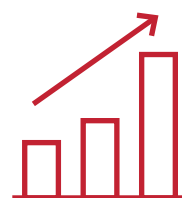
109.6

annual local jobs

15.6

indirect annual local jobs

9.9 annual local jobs on
consumption impacts of the
additional employment



135

annual job
increase in the
RDA Northern
Territory

1million
website visits

Royal Agricultural Society of the NT

PO Box 39600 Winnellie, NT. 0821

Phone: (08) 8984 3091

Website: darwinshow.com.au

Facebook: [royaldarwinshow](https://www.facebook.com/royaldarwinshow)

Instagram: [royaldarwinshow](https://www.instagram.com/royaldarwinshow)

Borrooloola Show

The Borrooloola Show is held on the **3rd Friday in August**, in the isolated town of Borrooloola in the Gulf of Carpentaria. Despite its small size and remote location, the Territory show season's last blast sees the whole town and surrounding communities come and celebrate together. Along with the local rodeo and camp draft, there are agriculture, gardening and produce, entertainment and a visiting fun fair.

Celebrating
35+
years



SHOW HIGHLIGHTS

- Exhibition Display
- Watermelon Eating Competition
- Indigenous Art Competition
- Fancy Dress Competition



240+

visitors each year



15 Stallholders



15 Volunteers

ECONOMY

\$20,466

Total impact
on Roper Gulf
Regional LGA
economy



\$15,243
direct impact

\$3,974

indirect
intermediate
goods and
services impact

\$7,751

increase on
GRP in the
RDA Northern
Territory

\$1,249

consumption
impact

Competition Entries

Cooking

29

Entries



Watermelon
Eating



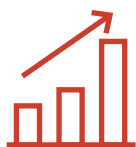
JOBS

0.2

annual FTE local jobs

0.3

annual job increase
in the RDA Northern
Territory



174

Followers

Free Family Events

Tug of War



Tin Can Toss

Borrooloola Gulf Show Society

PO Box 415, Borrooloola, NT 0854

Phone: (08) 8975 6704

Email: borshownt@gmail.com:

Facebook: BorrooloolaGulfShow

These figures represent an estimated amount for economic and jobs and are based on 2019 events.

LGA - Local Government Area

GRP - Gross Regional Product

RDA - Regional Development Australia

NT Show Council
PO Box 1053 Nightcliff 0814
Ph: 0409 032 196
E: admin@ntshowcouncil.com.au
ntshowcouncil.com.au

