



28 APRIL 2018

SPARKING IDEAS – 6 TEAMS, BUSINESS CONCEPTS AND AWARDS

IDEASFEST TOURISM TEAM	TEAM BUSINESS CONCEPT	AWARD	SPONSOR	Prize
TerritoryTimor	TerritoryTimor is a collaborative tourism business creating unique tourism packages for visitor experiences across Timor-Leste and the Northern Territory's Kakadu, centring on local people experienced in offering authentic cultural experiences in places of astounding environmental beauty.	1	SilkAir	A prize of 1 pair of SilkAir economy-class return airfare tickets Darwin to Singapore for a winning team
Top End Mountain Biking	By creating world class mountain bike trails in Litchfield National Park, Top End Mountain Biking gives enthusiasts unique experiences of wilderness, specialising in thrill seeker adventures, 'live in the moment' eco-tourism rides, bush tucker and dreamtime stories under the stars told by traditional owners of the land. The trails will open up new sustainable recreational experiences beyond heavily utilised current attractions, and will put Batchelor on the global map as the Top End's logistics hub for mountain biking.	2	Cicada Lodge	One night's accommodation at Cicada Lodge, a unique luxury sanctuary overlooking the Katherine River in Nitmiluk National Park
AdventurHer	AdventurHer is an engaging adventure and travel experience, showcasing the unique and beautiful places and cultures of the Top End to young female travellers 18-35	3	Tourism Top End	A voucher for choice of accommodation and tour redemption from TourismTop End visitor centre to the value of \$500
Unlocking Darwin Harbour MAK'N MILLION\$	Darwin Harbour is nearly 60 x larger and just as picturesque as Sydney Harbour. Darwin Harbour holds 90 ship wrecks, and the Bombing of Darwin was greater than the attack on Pearl Harbour. Yet 1.5 million people visit Pearl Harbour every year - one third are Japanese tourists. Darwin Harbour is still underutilised and undiscovered, and holds a huge potential for our military tourism market.	PEOPLES CHOICE	ThinkLab	A voucher for one day's innovation boardroom use for your team, including free wifi, tea&coffee amenities, at the ThinkLab cowork community in Rapid Creek. Use it to meet and discuss your company/product with your first investor!
RV Friendly	Ramp up the Northern Territory's RV Friendliness, putting the NT on the map as a vibrant "must go" place for RV road travellers, with great RV spaces and facilities, information centres on town outskirts. Capitalise on a growing market of savvy RV travellers.	THANK YOU TEAM AWARDS	Luke Gosling	Chocolates and Wine - Teams that did not "win" based on conventional prize ratings but are still winners in working through the team's concept and in the team work done:

NTWonders	We offer you a conversational way for promoting your local NT business by using an Artificial Intelligence app to help your customers get useful information cleverly about the wonders of the NT - people don't search for the answers, people are given answers customised to them!	THANK YOU TEAM AWARDS	Luke Gosling	Chocolates and Wine - Teams that did not "win" based on conventional prize ratings but are still winners in working through the team's concept and in the team work done:
Wayne Pollack		SPIRIT OF THE DAY	Luke Gosling	Chocolates for the person who the organisers felt best embodied the spirit of innovation and startups, activating the law of reciprocity

SPARKING IDEAS – 17 INTO 6
THE DAY'S INITIAL IDEAS PITCHED *we don't have paper records for 2

- RV Friendly
- 2. Boosting Kakadu
- 3. Connecting Women
- 4. Batchelor Bikes
- 5. LOCAL TOUR REWARDS
- 6. NT Wonders TourBot
- 7. Build Access Discover
- 8. Discover Darwin 4WD
- 9. Make Millions Darwin Harbour
- 10. TerritoryTimor
- 11. My Travel Mate
- 13. CHINA READY
- 14. MultiCultural Festival
- 15. TourTatts
- 16. Mandorah Beaches