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MEDIA RELEASE

MATT CONLAN - MINISTER FOR SPORT, RECREATION AND RACING

## **DEMONS AND REDS KICK GOALS FOR MASTERS GAMES**

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**16 February 2014**

The Melbourne Demons and Adelaide United have spent the day promoting the Territory and Alice Springs Masters Games as part of their partnerships with the Northern Territory Government.

Minister for Sport, Recreation and Racing Matt Conlan said the Alice Springs Masters Games (ASMG) roadshow had teamed up with both clubs at their annual Family Fun days today.

“With thousands of families and sports fans attending both the Demons Family Fun Day at Luna Park in Melbourne and Adelaide United’s Members Day in Adelaide, today was an ideal opportunity to promote the 2014 Alice Springs Masters Games,” Mr Conlan said.

“The Alice Springs Masters Games roadshow team had a display stand at both events today to answer questions about the Games and promote this year’s event as a ‘must-do’ for sports fans.

“Melbourne is one of our largest domestic markets, while more South Australians competed at the last Alice Springs Masters Games than any other State – so these stands today will help increase participation at this year’s Games.”

“Our new brand **‘Do the NT’** was also prominent at both stands, with players from both clubs also helping to sell the Northern Territory as a holiday destination to their thousands of fans.”

Mr Conlan said tourism was crucial to growing the Northern Territory with the industry worth around \$1.6 billion a year in Gross Value Added or 9.1 per cent of the total GVA to the Territory economy.

“As a result of our sponsorship with the Melbourne Demons and Adelaide United, hundreds of thousands of footy fans are being exposed to the **Do the NT** message every week,” Mr Conlan said.

“This is invaluable promotion and exposure that will translate into more people visiting the Territory for business and pleasure.

“Our partnerships with the Demons and Adelaide United will help achieve our target of growing the visitor economy in the Northern Territory to \$2.2 billion by 2020 which will help create an extra 4,300 jobs and return tourism to being the economic powerhouse it once was.”

Today’s ASMG roadshows in Melbourne and Adelaide follow on from a recent successful promotion at the New Zealand Masters Games in Dunedin, where more than 100 competitors and sporting teams registered their interest in attending the Alice Springs Masters Games.

“The Country Liberals Government is working hard to refresh and reinvigorate the event to keep it as a must attend Masters Games on the Australian sporting calendar,” Mr Conlan said.

Another Masters Games Roadshow is planned for the Parramatta Eels Family Fun Day in Sydney next weekend.

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