



2026-2030 STRATEGIC PLAN ON A PAGE

DARWIN WATERFRONT

Our Strategic Plan aligns with key Northern Territory Government Strategies, and works alongside the Northern Territory's Visitor Economy Strategy 2032:

Rebuilding the
Economy Strategy

Restoring the
Territory Lifestyle Strategy

Northern Territory Visitor
Economy Strategy 2032

Darwin Waterfront
Strategic Plan

STRATEGIC DIRECTION

PURPOSE

To develop, maintain and promote the Darwin Waterfront as a vibrant and welcoming precinct; celebrating the Territory's unique character, connecting community and uplifting the visitor economy.

VALUES

Connection

We create welcoming spaces where community and visitors feel comfortable and enjoy participating in Waterfront life.

Collaboration

We work with our partners to create opportunities for mutual success.

Sustainability

We manage the Waterfront responsibly, balancing economic returns and community benefit, whilst respecting cultural heritage and the environment.

Accountability

We act with integrity and transparency, ensuring our actions align with our commitments.

VISION

Darwin Waterfront is the gateway to the Territory; a premier destination of vibrant experiences and culture that uplifts visitation, lifestyle and community connection.

STRATEGIC PRIORITIES



Grow

To deliver a vibrant mixed-use precinct by increasing residential and commercial tenancies, growing visitor capacity, and continually refreshing public spaces and events to enhance experience and connection.

Successful growth will result in additional available tenancies with low vacancy rates, increased turnover and profitability for commercial operators, increased hotel accommodation for visitors, increase in number of events and tactical activations, increase in event attendance and measurable positive qualitative feedback.



Attract

To be an iconic destination for visitors by enhancing and leveraging precinct assets to drive visitation and collaborating with key partners to build the Darwin Waterfront and Northern Territory destination brands.

Successful attraction will result in new, high-value infrastructure projects, diversification in investors, and an increase in intrastate, interstate and international visitation.



Sustain

To be high-performing, agile and financially resilient by attracting and maintaining a talented core team, engaging with like-minded delivery partners, diversifying revenue streams and aligning plans for long-term asset maintenance and renewal.

Success in sustainability will result in an engaged, dynamic and innovative "Team Waterfront", with established succession plans, financial flexibility, contemporary facilities, and strong risk management.

STRATEGIC INITIATIVES



Grow

- Maintain year-round activation of public spaces and events.
- Enhance public recreational and entertainment amenities.
- Facilitate development of new residential, commercial and visitor accommodation.



Attract

- Leverage existing precinct assets to drive visitation.
- Deliver new large-scale visitor infrastructure development.
- Build the Darwin Waterfront brand



Sustain

- Attracting, maintaining and delivering through "Team Waterfront".
- Diversify revenue bases.
- Long term asset maintenance and renewal.



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