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# Chair's Address

As the peak body representing the seven iconic Territory Shows, the Northern Territory Show Council is pleased to present this publication highlighting the significant economic and social benefits of these major events.

Each Show is unique to its region, bringing communities together, providing attractions for residents and visitors, and enabling industries to showcase their products and reach new markets.

Held annually over four months from May to August, the Show circuit attracts over 114,000 attendees, representing nearly half of the Northern Territory's population.

This publication provides an overview of each event and its contributions. Collectively, the Shows generate an estimated \$51 million in revenue across the Territory each year. They stimulate tourism, support over 348 jobs, and generate substantial flow-on effects in local consumption.

With 620 stalls and exhibitors selling and promoting Territory goods and services, these events offer invaluable engagement opportunities for businesses and industries. The Shows serve as a focal point for families, couples, and teenagers, highlighting the diversity of local industries and communities. Many Shows continue to innovate, introducing new attractions and raising awareness of their regions, ensuring they remain a vibrant and essential part of Territory life.

The Northern Territory Shows rely on the dedication and passion of our volunteers; several Shows operate entirely through volunteer support, committed to sharing the unique stories of their regions. I am proud to serve as Chairperson of the NT Show Council and honoured to be part of the volunteer network that underpins the Territory's agricultural connections.

The ongoing education of our regions and the community connections fostered through the Shows are vital to strengthening the Northern Territory's economy. This publication highlights the significant impact of agricultural Shows in the Territory and the wide-ranging social and economic benefits they deliver.

Our Shows proudly embrace local competitions, including Beef Cattle Parading and Judging, as well as the Rural Ambassador Awards. These competitions extend to the national level, with NT representatives participating and showcasing the Territory's excellence.

I would like to extend my sincere thanks to all Show members for their support and involvement, and to the Northern Territory Government for sponsoring this publication. The frameworks for this report were developed with valuable input from the Shows and Regional Development Australia NT.

Judy Anictomatis OAM  
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.



**114,000**  
visitors each year

348.5 annual job increase in the RDA Northern Territory

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



## Economic Impact

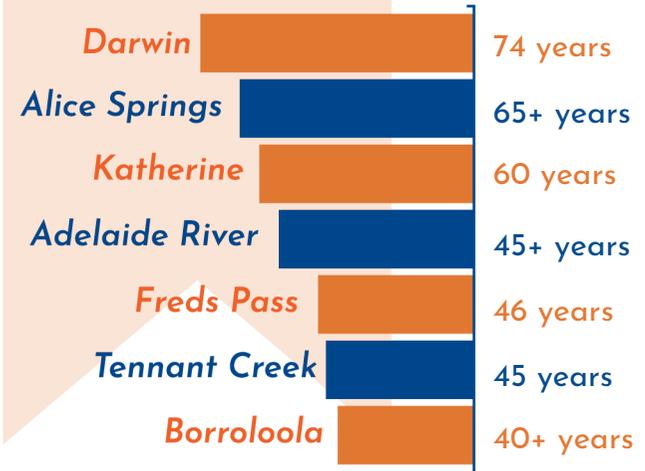
|                     |                       |
|---------------------|-----------------------|
| Freds Pass Show     | \$2,640,000 (2 days)  |
| Adelaide River Show | \$251,000 (2 days)    |
| Alice Springs Show  | \$14,200,000 (2 days) |
| Tennant Creek Show  | \$878,000 (1 day)     |
| Katherine Show      | \$9,428,000 (2 days)  |
| Royal Darwin Show   | \$23,700,000 (3 days) |
| Borroloola Show     | \$35,295 (1 day)      |

**TOTAL = \$51,132,295 investment**



Total value of volunteers hours and in-kind support exceeds \$2.5m 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 are based on 2025 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 agricultural show is a celebration of the community, by the community, for the community.

Celebrating  
46  
years



## SHOW HIGHLIGHTS

1. Sideshow Alley!
2. Paddock to Plate
3. Fireworks
4. Woodchopping

**9,107**  
attendees in 2025



## ECONOMY

**\$2.64m**  
Total impact on Litchfield Council LGA economy

**\$2.1m**  
Direct impact

**\$414k**  
Indirect intermediate goods and services impact

**\$1.0m**  
Increase on GRP in the RDA Northern Territory

**\$117,500k**  
Consumption impact

## JOBS

**23.7**  
Annual local jobs

**1.7**  
Indirect annual local jobs

**0.5 Annual local jobs on consumption impacts of the additional employment**

**21.5**  
Annual job increase in the RDA Northern Territory



68 Stalls



62 Volunteers



1,572 Entries

## CONTACT

Freds Pass Rural Show

PO Box 639, Coolalinga, NT. 0839  
Phone: 0488 588 202  
Website: [fredspassruralshow.org.au](http://fredspassruralshow.org.au)  
Facebook: FredsPassRuralShow  
Instagram: FredsPassRuralShow

# Adelaide River Show

The Adelaide River Show held in June each year features a camp draft and polocrosse 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  
56  
years



## SHOW HIGHLIGHTS

- Polocrosse
- NCA Rodeo Senior and Junior
- Family friendly activities



1,600  
in 2025



## ECONOMY

**\$251k**

Total impact on Litchfield Council LGA economy

**\$233k**

Direct impact

**\$16k**

Indirect intermediate goods and services impact

**\$85k**

Increase on GRP in the RDA Northern Territory

**\$2,250k**

Consumption impact



## JOBS



**2.1**

Annual local jobs

**0.0**

Indirect annual local jobs

**0.0 Annual local jobs on consumption impacts of the additional employment**

**2.1**

Annual job increase in the RDA Northern Territory



5 Stalls



10 Volunteers



0 Entries  
(No Pavilion)

## CONTACT

Adelaide River Show Society

51 Dorat rd, Adelaide River. NT 0846

Phone: 08 8976 7041

Email: [info@arss.org.au](mailto:info@arss.org.au)

Website: [arss.org.au](http://arss.org.au)

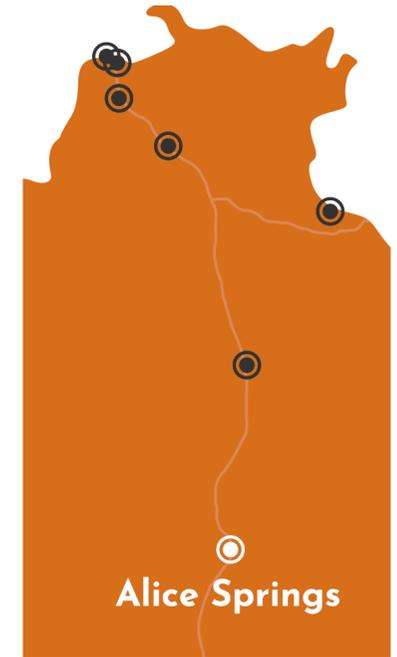
Facebook: [AdelaideRiverShowSociety](https://www.facebook.com/AdelaideRiverShowSociety)

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  
65+  
years



## SHOW HIGHLIGHTS

- Fireworks
- Grand Parade
- Yellow Brick Road!



**21,076**  
visitors in 2025



## ECONOMY

**\$14.2m**

Total impact on  
Alice Springs Town  
Council LGA  
economy

**\$8.7m**  
direct impact

**\$3.34m**

indirect  
intermediate goods  
and services impact

**\$7m**

Increase on GRP in  
the RDA Northern  
Territory

**\$2.1m**

consumption impact



## JOBS



**89.1**  
annual local  
jobs

**14.1**  
indirect annual  
local jobs

**9.4 Annual local jobs on  
consumption impacts of the  
additional employment**

**113**  
annual job  
increase in the  
RDA Northern  
Territory



152 Stalls



78 Volunteers



4,977 Entries

## CONTACT

Central Australian Show Society

PO Box 2413, Alice Springs

Phone: (08) 8952 1651

Email: [show@alicespringsshow.com.au](mailto:show@alicespringsshow.com.au)

Website: [www.alicespringsshow.com.au](http://www.alicespringsshow.com.au)

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

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

# Tennant Creek Show

Held on the *second Friday* in July, the Tennant Creek & District Show is a family event. From all of our towns, communities, stations and beyond in the Barkly region, it's a day of celebration and an opportunity to create memories.

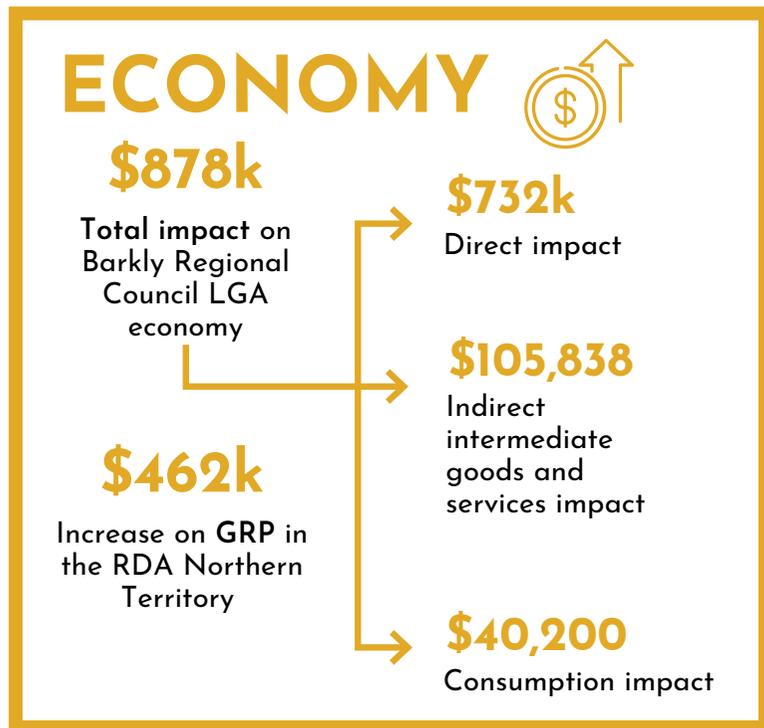
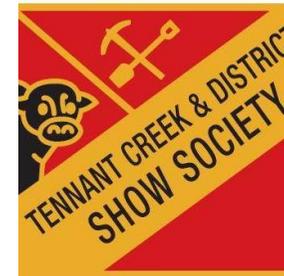
Celebrating  
45  
years



- ## SHOW HIGHLIGHTS
- Sideshow Alley!
  - Kids Zone & Entertainment
  - Cattle Display



**3,310**  
visitors in 2025



54 Stalls



62 Volunteers



724 Entries

## CONTACT

Tennant Creek & District Show Society

McDonald Rd, Tennant Creek NT 0870  
Phone: 0409 032 196  
Email: [tennantcreekshow@gmail.com](mailto:tennantcreekshow@gmail.com)  
Website: [tennantcreekshow.com.au](http://tennantcreekshow.com.au)  
Facebook: [tennantcreekshow](https://www.facebook.com/tennantcreekshow)

# 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  
60  
years



## SHOW HIGHLIGHTS

- Dashound Dash & Wheely bin races
- Equestrian, poultry, cattle, animal nursery, campdraft and rodeo
- Ride on mower races!




**32,000**  
visitors in 2025



## ECONOMY

**\$9.428m**  
Total impact on Katherine Council LGA economy

**\$7.4m**  
Direct impact

**\$1.57m**  
Indirect intermediate goods and services impact

**\$4m**  
Increase on GRP in the RDA Northern Territory

**\$455m**  
Consumption impact

## JOBS

**40.4**  
Annual local jobs

**6.1**  
Indirect annual local jobs

**2.1 Annual local jobs on consumption impacts of the additional employment**

**48.6**  
Annual job increase in the RDA Northern Territory



 **150 Stalls**

 **65 Volunteers**

 **2,501 Entries**

## CONTACT

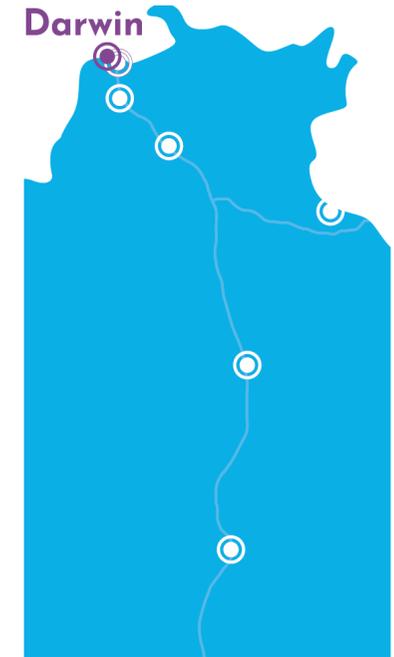
Katherine & District Show Society

PO Box 339, Katherine NT 0851  
Phone: (08) 8972 1746  
Email: [mail@katherineshow.org.au](mailto:mail@katherineshow.org.au)  
Website: [katherineshow.org.au](http://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  
74  
years



## SHOW HIGHLIGHTS

- Celebrity Baking Competition
- Fireworks and the Grand Parade
- Local talent live music and entertainment



**46,586**  
attendees in 2025



## ECONOMY

**\$23.7m**

Total impact on  
City of Darwin LGA  
economy

**\$14.1m**

Direct impact

**\$5.7m**

Indirect  
intermediate  
goods and  
services impact

**\$12m**

Increase on GRP in  
the RDA Northern  
Territory

**\$3.8m**

Consumption impact



## JOBS



**119.6**

Annual local  
jobs

**20.8**

Indirect annual  
local jobs

**15.1 Annual local jobs on  
consumption impacts of the  
additional employment**

**155.4**

Annual job  
increase in the  
RDA Northern  
Territory



180 Stalls



450 Volunteers



3,000+ Entries

## CONTACT

Royal Agricultural Society  
of the Northern Territory

PO Box 39600 Winnellie, NT. 0821

Phone: (08) 8984 3091

Website: [darwinshow.com.au](http://darwinshow.com.au)

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

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

# Borroloola Show

The Borroloola Show is a family event, held in the Gulf. This show is held in August and brings together the community of Borroloola and surrounds.

Celebrating  
40+  
years



## SHOW HIGHLIGHTS

1. Jumping Castles & Kids Entertainment
2. Showbags!
3. Side show games



**300**  
visitors in 2025



**\$35,295**

Total impact on Litchfield Council LGA economy

**\$29,200**

Direct impact

**\$4,719**

Indirect intermediate goods and services impact

**\$19,000**

Increase on GRP in the RDA Northern Territory

**\$1,364**

Consumption impact



**0.3**

Annual local jobs



**0**

Indirect annual local jobs

**0 Annual local jobs on consumption impacts of the additional employment**

**0.4**

Annual job increase in the RDA Northern Territory



10 Stalls



25 Volunteers



112 Entries

Borroloola Gulf Show Society

PPO Box 415, Borroloola, NT 0854

Phone: (08) 8975 6704

Email: borshownt@gmail.com

Facebook: BorroloolaGulfShow

NT Show Council  
PO Box 1053 Nightcliff 0814  
Ph: 0409 032 196  
E: [admin@ntshowcouncil.com.au](mailto:admin@ntshowcouncil.com.au)  
[ntshowcouncil.com.au](http://ntshowcouncil.com.au)

