

A yellow spotlight hangs from the top center of the frame, casting a cone of light downwards. The light cone is a gradient from yellow at the top to a darker purple at the bottom, highlighting the text below.

CITY SPOTLIGHTS DARWIN

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO DARWIN

resilient and colourful

The Top End

“Recognised as “the last frontier” and the land of opportunity, Darwin has always occupied a special fascination for the rest of Australia.” – ABC Radio Darwin



Most people don't know this, but Darwin has been rebuilt 4 times: after the WW2 Japanese air raid (more bombs dropped on it than Pearl Harbor), plus 3 cyclones - the last one in 1974.

Darwin's buildings are now cyclone-proof and built strong - much like the city itself, which has proven to be steady, strong... and quirky as ever. With a climate that's too hot to be pretentious in, Darwin is a laid back mix of lifetime locals, resource industry workers and holiday makers.

As a recent headline read, "Darwin set for population and price growth" thanks to upcoming infrastructure projects (Hyperone High Speed Network, LNG train, and a \$200 million waterpark). It's never looked better to live in the Top End.



AERIAL VIEW OF DARWIN

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$13.2 billion.

KEY ECONOMIC CONTRIBUTORS

Mining: Some of the world's largest mineral deposits are in the NT. Mining and manufacturing accounted for 31.6% of NT economic output in 2022-23.

The tourism capital of outback Australia:

In 2023, 813,000 people visited Darwin, pumping \$2.6 billion into the economy.

Government is a key employer: 19% of Darwinians work in public administration, defence or safety.

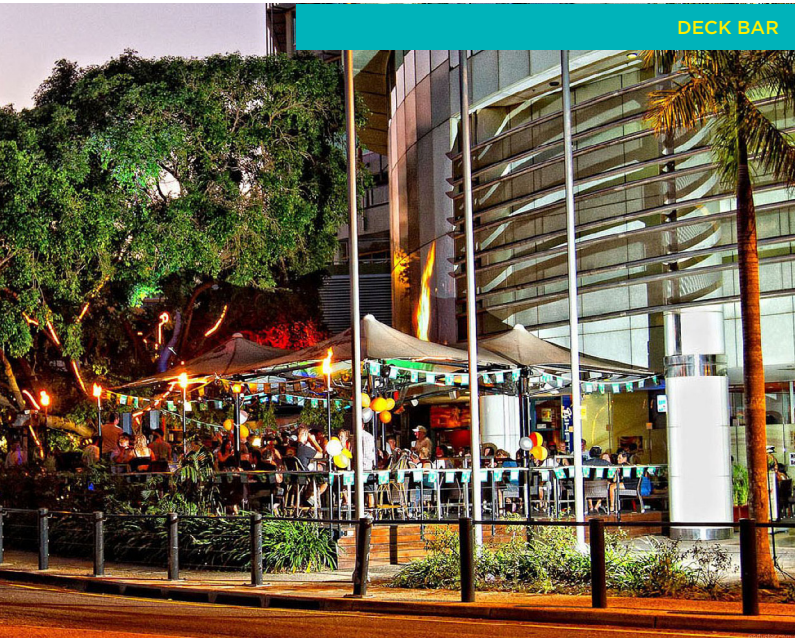


"For a long time, the focus of the Australian government was on the south. But thanks to China, all of a sudden now it does matter. They have woken up and realised that the north is actually our most important asset and started investing money in it."
- The Urban Developer



ALWAYS POPULAR MINDIL BEACH NIGHT
MARKETS AND SUNSET

DECK BAR



CONSUMER OPPORTUNITY



CURRENT POPULATION

150,736 Territorians call Darwin home

A YOUNG CITY

Average age of just 34 compared to the national average of 37 - driven by ADF presence and older people retiring to cooler climates.

A DIVERSE CITY

As Australia's gateway to Asia, Darwin is a mixed city with other 100 nationalities present at last count.

COUPLES AND FAMILIES DOMINATE

Darwin has fewer single-person households than other other capital cities.



“Obviously towns grow and change and develop over time but I think just due to location and isolation Darwin will always have that little bit of wildness to it ... that’s part of its charm.” - Urban Development Institute

CULTURAL OPPORTUNITIES TO PLUG INTO



DARWIN FESTIVAL

For 3 weeks, Darwin lights up with music, dancing, comedy, cabaret and theatre - and also includes the Darwin Aboriginal Art Fair.

WHEN: August



BASSINTEGRASS

Sun, sand, and the soundtracks of eternal summer. BASSINTEGRASS is the Territories biggest and longest-running tropical music festival!

WHEN: May



BEER CAN REGATTA

In true larrikin spirit, since 1974 locals and tourists descend on Mindil Beach in the ultimate act of recycling. Annual Sponsors include NAB, Northern Territory Government and of course, XXXX beer!

WHEN: June

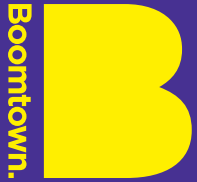


Marketer opportunity: Brands that want to stand out by aligning with creative, progressive and outdoor social events will find their perfect collaboration in Darwin.

UNLOCK 150,736 DARWIN RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub website interface. The top navigation bar includes 'ABOUT', 'EVIDENCE', 'EDUCATION', and 'THE BOOMTOWN HUB'. A 'SUBSCRIBE' button is visible in the top right corner. The main content area is divided into several sections:

- Header:** 'THE BOOMTOWN HUB. Revolutionising how you plan regional media. Search, find and brief now.'
- Media Coverage:** Includes tabs for 'Digital', 'Television', 'Print', and 'Radio'. A search bar contains 'Darwin, 0800' and a 'Search Boomtown Hub' button. There are also links for 'Upload Postcodes CSV' and 'Clear Search'.
- Filters:** A list of selected filters includes 'WIN Network', 'ARN Regional', 'ACM ConnectNow', 'News Corp Australia', and 'SCA'.
- Buttons:** 'BRIEF MY SEARCH' and 'EXPORT MEDIA COVERAGE FILE' buttons are present.
- Feedback:** A checkbox labeled 'Please provide your feedback'.
- Map:** A map of the Northern Territory shows media coverage levels. A yellow location pin is placed over Darwin. A legend at the bottom right of the map indicates 'Coverage Levels' with three categories: 'Heavy' (dark pink), 'Medium' (medium pink), and 'Light' (light pink).
- Media List:** A list of media outlets is displayed, including:
 - SCA: DDT10 (TV), Peach (TV), BOLD (TV), SEVEN (TV), 7TWO (TV), 7mate (TV), Northern Territory News (PRINT)
 - News Corp Australia: Territory FM (RADIO), MIX 104.9 FM (RADIO), Kix Country (RADIO), HOT 100.1 FM (RADIO)
 - arn: GO! (TV), GEM (TV), 9 (TV)
 - WIN: (Logo visible)



RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

Gov worker stat: <https://economy.id.com.au/darwin/employment-by-industry> • <https://nteconomy.nt.gov.au/industry-analysis/mining-and-manufacturing>
https://www.tourismnt.com.au/system/files/uploads/files/2024/Combined_snapshot%20YE%20Dec%202023.pdf • <https://www.theurbandevloper.com/articles/darwin-50bn-investment-city-transformation>
<https://profile.id.com.au/australia/population?WebID=320> • <https://www.abs.gov.au/census/find-census-data/quickstats/2021/7GDAR>