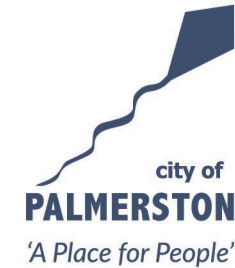


PALMERSTON LOCAL ECONOMIC PLAN (PLEP)



REFRESHED PLAN 2026

During the term of the 11th Council, a review of the Palmerston Local Economic Plan Implementation Plan was undertaken to ensure it remains fit for purpose and responsive to the challenges and opportunities within the current local environment. The refreshed Implementation Plan was presented to Council at the 1st Ordinary Council Meeting held on 6 October 2026 and Council made the following decision:

12.1.2 Palmerston Local Economic Plan Refresh

1. THAT Report entitled Palmerston Local Economic Plan Refresh be received and noted.
2. THAT Council endorses the amended Implementation Plan found in **Attachment 12.1.2.3** and for Section 17 of the Palmerston Local Economic Plan to be updated reflective of these amendments.

CARRIED (6/0) - 11/0636 – 6/10/2026

Following Council's endorsement of the refreshed Implementation Plan, the table below replaces pages 36 to 42 of the Palmerston Local Economic Plan 2021-2031.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
1	Maintain an advisory committee comprised of Council, NT Government, Local business and Community members to provide local business insight into economic development.	Completed.	Short term – 1-2 years.	Grow the local economy	To ensure the response is representative of the local needs and attracts local business support to grow the local economy.	Partner with the Northern Territory Government (NTG) and seek expressions of interest in the community for local business and community members to join.	Local buy-in and co-design of solutions.	High.	Business support.
2	Host a round table meeting of industry leaders in agribusiness, education and training, energy and minerals, Defence, health and logistics to discuss business needs, priorities and immediate actions to be delivering in Palmerston to support industry development.	Completed/ ongoing annually.	Short term – 1-2 years.	Business and industry attraction and retention.	To identify opportunities to immediately attract businesses and industry, and action needed to attract businesses and industry in the future.	Partner with industry leaders to engage with businesses at a round table meeting. Compile list of key stakeholders.	Establishment of data to inform future actions.	High.	Industry attraction.
3	Develop a suite of communications and marketing materials to showcase Palmerston and promote a unique selling proposition for residents.	Completed/ ongoing.	Short term – 1-2 years.	Population attraction and retention.	To effectively communicate benefits and opportunities of Palmerston and engage with target population segments.	Leverage the City's communications and engagement teams to develop communications materials.	Development of a suite of tools to effectively facilitate marketing and engagement activities.	Medium.	Industry attraction.
4	Seek expressions of interest from ICT, Creative and Tourism industry representatives, and businesses to engage with the City of Palmerston to research strategic opportunities for industry development in Palmerston.	In progress.	Short term – 1-2 years.	Future growth exploration.	To better understand opportunities and potential of anticipated future growth industries in Palmerston.	Work with stakeholders to distribute expression of interest materials and complete due diligence on responses.	Establishment of data to inform future actions.	High.	Industry attraction.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
5	Support and promote commercial rental offerings in -the City of Palmerston.	In progress.	Short term – 1-2 years.	Business and industry attraction and retention. Foster business development and innovation.	Attract and support retail in Palmerston CBD.	Promote affordable rental opportunities through Invest Palmerston.	Decrease in commercial vacancy in the City. Enhanced retail opportunities for residents and businesses.	High.	Business support.
6	In partnership with industry undertake a survey of businesses in Palmerston to confirm challenges, strengths and priority business support services to inform a 12-month plan for business support. Ensure adequate representation from sole operators, who make up over half of businesses in Palmerston.	Completed/ ongoing.	Short term – 1-2 years.	Foster business development and innovation.	To identify priorities and needs for businesses.	Partner with industry leaders to deliver a survey of businesses.	Establishment of data to inform future actions.	Moderate – high.	Business support.
7	Lobby for capital investment programs planned for the City of Palmerston.	In progress.	Long-term – 6-10 years.	Business and industry attraction and retention.	Stimulate construction and associated economic activity in the City of Palmerston.	Develop and prioritise a portfolio of projects, working collaboratively with private stakeholders and all levels of government to drive successful planning and delivery.	Economic expenditure in the Municipality during a period of slowing economic activity.	Moderate – high.	Business support.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
8	Develop an awareness campaign of business and industry opportunities and benefits in the City of Palmerston.	Ongoing.	Short term – 1-2 years.	Business and industry attraction and retention. Foster business development and innovation.	Attract business and industry to Palmerston.	Work collaboratively with industry to undertake market research, design and disseminate targeted marketing.	Increased number of businesses engaging with Palmerston. Data insights into target industry sectors.	Moderate – high.	Industry attraction.
9	Invest in tree planting, verge maintenance and further development of green corridors in Palmerston.	Ongoing.	Short term – 1-2 years.	Population attraction and retention.	Beautification and maintenance of Palmerston green spaces to retain and attract residents.	Continue to implement Council's tree and green space programs.	Increased greening of City of Palmerston.	Moderate – high.	Place making.
10	In partnership with NTG, complete an audit of regulations in the City of Palmerston that impact business development and remove unnecessary regulation.	Not yet started.	Short term – 1-2 years.	Business and industry attraction and retention. Foster business development and innovation.	Attract business and industry to Palmerston. Retain businesses in Palmerston. Encourage innovation and commercialisation.	Complete an audit of City regulations and identify opportunities to reduce or eliminate low value regulations in consultation with Council and executive.	Increased efficiency in business delivery. Reduced regulatory burden. Increased number of businesses engaging with Palmerston.	Moderate.	Business support.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
11	Develop business networking and advocacy services in Palmerston.	In progress/ongoing.	Short term – 1-2 years.	Business and industry attraction and retention. Foster business development and innovation.	Connect businesses and industry in Palmerston to private sector support and commercial opportunities.	Collaborate with industry bodies (PRBA, Chamber of Commerce NT, Major Business Group, MBNT, PRBA, ICN) to develop a calendar of business networking events and activities.	Enhanced collaboration between businesses. Enhanced engagement with industry services by Palmerston businesses.	Moderate.	Business support.
12	Deliver business support and capacity building services. Ensure tailored support for different business sizes, including sole operators.	Completed/ongoing.	Short term – 1-2 years.	Foster business development and innovation.	Build the capacity of small and medium businesses in Palmerston.	Work with DTBAR to target territory business advisor services in Palmerston.	Increased uptake of business support services in Palmerston. Increased capacity of business owners in Palmerston.	Moderate.	Business support.
13	Assist with hardship support and assistance in Palmerston.	Ongoing	Short term – 1-2 years.	Business and industry attraction and retention and population attraction and retention.	Support businesses and residents of Palmerston during a challenging economic period.	Collaborate with NTG and social service organisations to deliver support locally.	Reduced risk of welfare dependence of businesses and residents in Palmerston.	Moderate.	Education, training and community support.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
17	Sponsor the delivery of a short digital skills program through partnerships with organisations to support skilling of business owners.	Completed/ ongoing.	Short term – 1-2 years.	Foster business development and innovation.	To support businesses to transition to knowledge-based economic opportunities.	Work with organisations and NTG to develop and implement a digital skilling program targeting Palmerston businesses..	Upskilling of the Palmerston labour force.	Low.	Education, training and community support.
18	Determine where unincorporated land could be allocated to City of Palmerston.	Completed.	Medium term - 3-5 years.	Business and industry attraction and retention.	To gain land to allow light industry and other industry to expand and develop support industries for surrounding areas.	Identify areas to increase land availability for Palmerston and understand where unincorporated land can be allocated to the City of Palmerston.	Fewer barriers to businesses expanding More land space for new businesses to move to Palmerston and existing businesses to expand.	High.	Master planning.
19	Develop and implement a campaign to attract Defence families to Palmerston.	Ongoing.	Medium term - 3-5 years.	Population attraction and retention.	Enhance labour force participation, and high educational attainment outcomes.	Collaborate with Department of Defence to develop a campaign to attract and support Defence families in Palmerston.	Increased population and associate growth outcomes.	High.	Population attraction.



PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
20	Develop infrastructure and services that enable and encourage precinct development in Palmerston's commercial zones.	Ongoing.	Medium term - 3-5 years.	Business and industry attraction and retention, foster business development and innovation.	Attract industry and businesses to Palmerston.	Assess commercial zones and document infrastructure capabilities to identify opportunities to enhance precinct attraction and function (e.g. NBN, services, retail). Establish an infrastructure and zoning plan with NTG to activate precincts	Increase in businesses locating in Palmerston. Increased collaboration and innovation outcomes.	High.	Master planning.
21	Implement a migrant attraction campaign for the City of Palmerston.	Not yet started.	Medium term - 3-5 years.	Population attraction and retention.	Enhance labour force participation, and high educational attainment outcomes.	Collaborate with stakeholders to leverage and support the NT population strategy and activities relating to migrant attraction.	Increased population and associate growth outcomes.	Moderate.	Population attraction.
22	Deliver migrant support services in the City of Palmerston.	Not yet started.	Medium term - 3-5 years.	Population attraction and retention.	Support population management and retention.	Collaborate with social services organisations to deliver migrant support services in Palmerston.	Increased likelihood of population growth and retention.	Moderate.	Education, training and community support.



PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
23	Invest in the enhancement or development of sporting and recreational infrastructure in Palmerston.	In progress/ ongoing.	Medium term - 3-5 years.	Population attraction and retention.	Support population management and retention.	Map and prioritise sport and recreational infrastructure developments in Palmerston and collaborate with NTG and Commonwealth for investment in priority projects.	Increased likelihood of population growth and retention.	Moderate.	Industry attraction.
24	Invest in infrastructure that enhances public safety in Palmerston	In progress.	Medium term - 3-5 years.	Population attraction and retention.	Support population management and retention.	Map crime and safety issues in Palmerston and investigate infrastructure solutions to alleviate causal factors.	Increased likelihood of population growth and retention.	Moderate.	Place making.
25	Continue to advocate for investment in services that enhance public safety in Palmerston.	In progress/ ongoing.	Medium term - 3-5 years.	Population attraction and retention.	Support population management and retention.	Map crime and safety issues in Palmerston and investigate police and other community service solutions (community night patrol) to alleviate causal factors.	Increased likelihood of population growth and retention.	Moderate.	Place making.



PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
26	Invest in the revitalisation and development of new youth facilities in the City of Palmerston.	Not yet started.	Medium term - 3-5 years.	Population attraction and retention.	Support population management and retention.	Map and prioritise youth facility revitalisation in Palmerston and collaborate with all levels of government and private sector stakeholders for investment in priority projects.	Increased likelihood of population growth and retention.	Low.	Place making.
27	Engage with industry and government leaders to understand current needs and understand future market and strategic opportunities for attracting and retaining industry and businesses in Palmerston.	In progress/ ongoing.	Long term - 6-10 years.	Business and industry attraction and retention. Strategic pursuit Business and industry attraction and retention.	To enable targeting and tailoring of business development and retention activities. To inform future planning and strategy development.	Collaborate with government and industry leaders (PRBA, Chamber of Commerce NT, Major Business Group, MBNT, PRBA, ICN) to research and analyse the needs of businesses and how Palmerston can meet identified needs. Undertake market research and develop strategic approaches that support industry outcomes in Palmerston.	Database detail industry needs, and informed approach to targeting businesses. Informed and strategic approach to targeting industry and economic development.	High.	Industry attraction.

PLEP NO.	ACTION	STATUS	INITIAL TIMEFRAME	WHAT	WHY	HOW	BENEFITS	PRIORITY	CATEGORY
29	Incentivise research and development and innovation activities in the City of Palmerston.	Not yet started.	Long term - 6-10 years.	Foster business development and innovation.	Encourage research and innovation commercialisation.	Develop targeted grants for businesses to undertake research and development activities in Palmerston, partner with NTG and Commonwealth (e.g. Defence) to increase the pool of funding.	Increased quantity of innovative business activities in Palmerston. Development of a culture of innovation among businesses in Palmerston.	Moderate.	Industry attraction.
30	Complete an audit of Palmerston's tourism offerings and experiences and explore opportunities to grow tourism offerings that align to visitor market trends in Darwin and Litchfield.	In progress.	Long term - 6-10 years.	Strategic pursuit.	To explore and test future tourism industry opportunities in Palmerston.	Collaborate with NTG, tourism operators and industry leaders in tourism to undertake market research and develop strategic approaches that support industry outcomes in Palmerston.	Informed and strategic approach to targeting tourism industry development.	Moderate.	Industry attraction.
31	Engage with creative organisations in the NT to understand needs and opportunities to attract creative businesses to Palmerston.	In progress/ ongoing.	Long-term - 6-10 years.	Strategic pursuit.	To explore and test future industry opportunities in Palmerston.	Collaborate with NTG, organisations and industry leaders in the creative industry leaders to undertake market research and develop strategic approaches that support industry outcomes in Palmerston.	Informed and strategic approach to targeting creative industry development.	Low - moderate.	Industry attraction.

