

13 October 2020

myPalmerston vouchers boosting sales for locals

All funds for Round 1 of the myPalmerston discount voucher scheme have now been spent, resulting in positive results and boosted sales for Palmerston businesses.

The \$40,000 worth of discount vouchers allocated for the first round were spent in exactly 2 weeks since the program launched on 29 September 2020.

City of Palmerston Mayor Athina Pascoe-Bell was pleased with the progress of the scheme.

“myPalmerston has actively encouraged local spending in Palmerston and we have seen over 5300 users and 70 businesses jumping on board in Round 1 resulting in a total spend of over \$225,000 within our local businesses.”

“We have great local businesses out here in Palmerston so I encourage people across the broader Darwin area to visit a new business they may not have visited before.”

“With Christmas around the corner, customers and businesses should register now in time for Round 2 and 3, remembering that customers can enjoy free parking in the Palmerston city centre.” said the Mayor.

Local business owner Paige Watteau owns *Paper & Pen* at the Gateway Shopping Centre and has been participating in the initiative.

“The vouchers have been well received by both regular and new customers and it has supported Territorians when they’ve needed it the most. We are grateful for the community’s support,” Paige said.

The initiative is run by City of Palmerston in partnership with the Northern Territory Government.

Customers who participate in the scheme receive \$40 worth of myPalmerston vouchers each day to spend at locally owned businesses across Palmerston.

Businesses and customers can still benefit from the scheme with the program’s next rounds coming up soon:

- Round 2 - \$90,000 starting 28 October 2020
- Round 3 - \$90,000 starting 26 November 2020

To register as a participating business or customer, visit my.palmerston.nt.gov.au.

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Attached image – Paper & Pen owner, Paige Watteau with the myPalmerston sticker.

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