

16 February 2022

myPalmerston is back!

City of Palmerston are excited to welcome back the 'economic booster' scheme myPalmerston for 2022 in partnership with the Northern Territory Government. Last night's Council meeting saw all Councillors approve the scheme, which is to be launched in March 2022, and this time sees a cool half a million dollars in the kitty!

"We are thrilled to welcome the scheme back! It meant so much to the local businesses, who have all seen, what is hopefully, the last of the economic downturn," said Mayor Athina Pascoe-Bell. "The program was a resounding success in 2020, and we couldn't possibly do this without the support of the NTG so it was great to be given the opportunity to provide this to our Palmerston businesses."

The new myPalmerston scheme is hopeful to achieve an overall economic contribution of \$2.75 million towards the Palmerston economy, which is estimated to be well above what the average trade would be over this time. Now with interstate travel and international travel set to become more of a regular normality, the latest program should have the desired effect for the Municipality.

The 2022 scheme is calling all local Palmerston businesses to sign up and take advantage of program. "If businesses have learnt one thing over the past two years it's about adapting. Adapt to the change and you will benefit greatly," said Shaun Pearce from the Palmerston Regional Business Association.

"The initiative is there as an opportunity, so if your business model doesn't quite suit the offering, then think of ways that it could. Territorians are thrifty people, and love to support local businesses so it really is up to businesses to leverage from these types of opportunities," they said.

City of Palmerston will open registrations to businesses next week. If you are a local business in Palmerston, make sure you jump online, or follow the Council's social media pages for more information.

The myPalmerston 2022 program will launch in March 2022. More information will soon be available.

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