

23 August 2022

myPalmerston brings over \$3.5 million dollars to local Palmerston businesses

The myPalmerston discount voucher scheme has ended, with the \$600,000 kitty being exhausted.

Since launching in April, the 2022 round saw almost 6,000 customers and 95 businesses participating in the scheme, injecting a whopping \$3,516,637.36 into the local Palmerston economy.

The top three businesses were:

- Golden Nails - 5,250 vouchers redeemed, with a total spend of \$76,650
- Covai Café - 2,905 vouchers redeemed, with a total spend of \$41,510
- Driver Supermarket - 2,590 vouchers redeemed, with a total spend of \$33,105

City of Palmerston Mayor Athina Pascoe-Bell praises Territorians for continuing to support and shop locally.

“I want to thank everyone who registered and actively participated in the myPalmerston voucher scheme again this year. In a matter of months, the scheme has injected over \$3.5 million into our local economy.”

“Council feels incredibly proud to have provided extra support to both new and existing businesses, as well as thousands of loyal customers residing in, or visiting our city,” she said.

Local business Covai Cafe shares their successful myPalmerston experience.

“Thank you Palmerston Council and the NT Government for initiating this scheme. This was very valuable at times where the cost of living has skyrocketed. myPalmerston helped our business to have a steady customer intake and boosting of cash flow.”

City of Palmerston thanks the Northern Territory Government for their partnership to deliver another successful myPalmerston initiative.

Quotes Attributable to Minister for Business, Jobs and Training, Paul Kirby:

“The myTerritory voucher scheme has been a winning initiative for businesses, customers and visitors all across the Northern Territory, putting hundreds of thousands of dollars’ worth of stimulus back into the economy.

“It’s great to see more than 6000 customers make the most of the latest round of myPalmerston vouchers, supporting their local businesses in Palmerston.

“The myTerritory vouchers are just another initiative the Territory Labor Government is doing to support, stimulate and drive our economy.”

Quotes Attributable to Member for Drysdale, Eva Lawler:

“The myPalmerston scheme has not only strengthened the local economy, it’s increased the level of engagement within the community.

“Residents were using the vouchers to support all kinds of businesses, not just for the day-to-day essentials, many have been able to use the vouchers for an extra treat and helped businesses to flourish.

“Palmerston is a great place to live and the voucher scheme has been a great success.”

- ENDS -

Attached: participating Palmerston business, Driver Supermarket

Media Contact: 0427 548 014

media@palmerston.nt.gov.au