

Due to lack of Quorum for the meeting on 25 March 2024 the Chair rescheduled the meeting until 5.30pm on Monday, 29 April 2024. This meeting is now:

AGENDA

Vibrant Economy Advisory Committee Meeting

Monday 29 April 2024

The Advisory Committee Meeting of the City of Palmerston will be held in the Council Chambers, Civic Plaza, 1 Chung Wah Terrace, Palmerston, NT 0830 commencing at 5:30 PM.

Advisory Committee business papers can be viewed on the City of Palmerston website www.palmerston.nt.gov.au or at the Council Office located: Civic Plaza, 1 Chung Wah Terrace, Palmerston NT 0830.



LUCCIO CERCARELLI
CHIEF EXECUTIVE OFFICER

AGENDA

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- 1 ACKNOWLEDGEMENT OF COUNTRY
- 2 OPENING OF MEETING
- 3 APOLOGIES AND LEAVE OF ABSENCE
 - 3.1 Apologies
 - 3.2 Leave of Absence Previously Granted
 - 3.3 Leave of Absence Request
- 4 DECLARATION OF INTEREST
 - 4.1 Committee Members
 - 4.2 Staff
- 5 CONFIRMATION OF MINUTES
 - 5.1 Confirmation of Minutes

THAT the Minutes of the Vibrant Economy Advisory Committee Meeting held on 27 November 2023 pages 22 to 26 be confirmed.
 - 5.2 Business Arising from Previous Meeting
- 6 DEPUTATIONS AND PRESENTATIONS
- 7 CONFIDENTIAL ITEMS
 - 7.1 Moving Confidential Items into Open
 - 7.2 Moving Open Items into Confidential
 - 7.3 Confidential Items

Nil
- 8 OFFICER REPORTS

COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.1.1
REPORT TITLE:	Vibrant Economy Advisory Committee Meeting Schedule 2024
MEETING DATE:	Monday 25 March 2024
AUTHOR:	Executive Assistant to General Manager People & Place, Emily Dehne
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Governance: Council is trusted by the community and invests in things that the public value.

PURPOSE

This Report seeks feedback from the Vibrant Economy Advisory Committee on the recommended changes to the Committee Meeting Schedule for 2024.

KEY MESSAGES

- The Terms of Reference requires the Committee to hold meetings quarterly, or more frequently as required.
- Council endorsed the Vibrant Economy Advisory Committee Meeting minutes at the First Ordinary Council Meeting of 12 December 2023, requesting options for the Advisory Committee's schedules.
- Council seeks Committee feedback on a change to the meeting schedule for 2024.
- City of Palmerston have taken into consideration the dates and timings of other Council Advisory Committee meetings, Council meetings, Council workshops, Council Network Meetings and Council External Committee Meetings.
- The previous schedule endorsed by the Vibrant Economy Advisory Committee confirmed the meetings be held at 5:30pm in Council Chambers.

RECOMMENDATION

1. THAT Report entitled Vibrant Economy Advisory Committee Meeting Schedule 2024 be received and noted.
2. THAT the Vibrant Economy Advisory Committee endorse Council's recommendation to amend the committee meeting schedule being:
 - a. 5.30pm Monday 29 April 2024 in Council Chambers
 - b. 5.30pm Monday 22 July 2024 in Council Chambers
 - c. 5.30pm Monday 21 October 2024 in Council Chambers

BACKGROUND

The Vibrant Economy Advisory Committee (Committee) is established as an Advisory Committee to the City of Palmerston. Established by Council pursuant Section 82(1) to the *Northern Territory Local Government Act (the Act)* and the *Local Government (Accounting) Regulations*.

The Committee's Terms of Reference (ToR) were endorsed by Council in accordance with Section 83(4) of the *Local Government Act 2019* at the 2nd Ordinary Council meeting in March 2022. The ToR requires the Committee to hold meetings quarterly, or more frequently as required.

During the final Committee meeting for 2023, committee members discussed the 2024 meeting schedule and recommended to council the schedule to be endorsed. At the Committee meeting of 27 November 2023 Committee made the following decisions:

8.1.1 Committee Schedule of Meetings 2024

Moved: Deputy Mayor Eveleigh
Seconded: Mayor Pascoe-Bell

1. THAT Report entitled *Committee Schedule of Meetings 2024* be received and noted.
2. THAT the *Vibrant Economy Advisory Committee* recommend to the Council:
 - a. The *Vibrant Economy Advisory Committee* adopts the Committee meeting be held at 5:30pm in Chambers at Civic Plaza, 1 Chung Wah Terrace, Palmerston on the following dates:
 - i. Monday 25 March 2024
 - ii. Monday 24 June 2024
 - iii. Monday 23 September 2024
 - iv. Monday 25 November 2024

CARRIED VEAC10/36 - 27/11/2023

Following the *Vibrant Economy Advisory Committee* meeting of 27 November 2023, Council endorsed the *Vibrant Economy Advisory Committee Meeting* minutes at the First Ordinary Council Meeting of 12 December 2023. During the discussion of General Business, the Council made the following decision:

17.1 Advisory Committee Meeting Dates 2024

Moved: Councillor Fraser
Seconded: Mayor Pascoe-Bell

THAT a report be prepared for the January 2024 Council Ordinary meeting considering options for meeting dates in 2024 for City of Palmerston Advisory Committees.

CARRIED 10/1145 -12/12/2023

Following Council's request for consideration of options for committee meeting dates in 2024, at the Second Ordinary Council Meeting of 20 February 2024 Council made the following decisions:

13.1.1 Advisory Committee Meeting Schedule 2024

Moved: Councillor Morrison
Seconded: Councillor Hale

1. THAT Report entitled *Advisory Committee Meeting Schedule 2024* be received and noted.
2. THAT Council seek feedback for the relevant *Advisory Committees* at the March 2024 meeting, on a change to the meeting schedule for 2024 as follows:
 - a. *Vibrant Economy Advisory Committee* meetings being:

- I. 5.30pm Monday 29 April 2024 in Council Chambers
 - II. 5.30pm Monday 22 July 2024 in Council Chambers
 - III. 5.30pm Monday 21 October 2024 in Council Chambers
3. That a further report be present to Council regarding the Advisory Committee meeting schedule for 2024, following feedback from the Advisory Committees, at or before the Second Ordinary Meeting in April 2024.

CARRIED 10/1207 - 20/02/2024

This report seeks the Vibrant Economy Advisory Committee's feedback on the recommended amended meeting schedule.

DISCUSSION

The Vibrant Economy Advisory Committee Terms of Reference requires the Committee Meetings to be held quarterly. The proposed schedule is as follows:

- 5:30pm Monday, 29 April 2024 in Council Chambers
- 5:30pm Monday, 22 July 2024 in Council Chambers
- 5:30pm Monday, 21 October 2024 in Council Chambers

The above dates have been endorsed by Council.

City of Palmerston have taken into consideration the dates and timings of other Council Advisory Committee meetings, Council meetings, Council workshops, Council Network Meetings and Council External Committee Meetings, whilst ensuring that Committee is able to meet obligations under the terms of reference. The previous schedule endorsed by the Vibrant Economy Advisory Committee confirmed the meetings be held at 5:30pm in Council Chambers.

CONSULTATION PROCESS

Advisory committee dates were presented to council at the First Ordinary Council Meeting of 12 December 2023. A further review was conducted at the Second Ordinary Council Meeting of 20 February 2024 and the proposed dates were endorsed by council for feedback from the committee.

POLICY IMPLICATIONS

The current Terms of Reference require the Vibrant Economy Advisory Committee to meet a minimum of four (4) times per year.

No change to the Terms of Reference is being recommended in this report.

BUDGET AND RESOURCE IMPLICATIONS

There are no budget or resource implications relating to this Report.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

This Report addresses the following City of Palmerston Strategic Risks:

6. Governance
Failure to effectively govern.



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ENVIRONMENT SUSTAINABILITY IMPLICATIONS

The Vibrant Economy Advisory Committee continues to address the outcomes and objectives of environment sustainability outlined in the Community Plan.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.

ATTACHMENTS

Nil

COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.1.2
REPORT TITLE:	Terms of Reference Review
MEETING DATE:	Monday 25 March 2024
AUTHOR:	Executive Assistant to General Manager People & Place, Emily Dehne
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Vibrant Economy: Palmerston is a destination city for employment, it is a place where businesses are encouraged to set up and grow.

PURPOSE

This report seeks to provide an update to the Committee on memberships and findings following a review of the Terms of Reference.

KEY MESSAGES

- The Palmerston Vibrant Economy Advisory Committee was established as an advisory body to Council.
- The Advisory Committees have no delegated authority and are intended to inform Council on Committee related issues.
- The Palmerston Vibrant Economy Advisory Committee Terms of Reference are required to be reviewed every two years.
- The Terms of Reference have been reviewed by Council Staff and minor changes to phrasing, punctuation and an update to the responsible.

RECOMMENDATION

1. THAT Report entitled Terms of Reference Review be received and noted.
2. THAT the Vibrant Economy Advisory Committee recommend to the Council:
 - a. THAT Council endorse the reviewed Terms of Reference for the Palmerston Vibrant Economy Advisory Committee as **Attachment 8.1.2.3**.

BACKGROUND

The Palmerston Vibrant Economy Advisory Committee was established as an advisory body to Council providing advice relating to action and priorities of the Palmerston Local Economic Plan.

The Advisory Committees have no delegated authority and are intended to inform Council on Committee related issues.

In September 2022 Council endorsed memberships for the Palmerston Vibrant Economy Advisory Committee.

At the 1st Ordinary Council Meeting of 6 June 2023, Council made the following decision:

13.1.1 Review of Council Committee Memberships – June 2023

Moved: Councillor Fraser

Seconded: Councillor Hale

5. THAT Council make the following appointments to the Vibrant Economy Advisory Committee:

- I. THAT Councillor Fraser be appointed as Chair to the Vibrant Economy Advisory Committee for the period of 1 July 2023 to 30 June 2024.
- II. THAT Councillor Giesecke be appointed to the Vibrant Economy Advisory Committee for the period of 1 July 2023 to 30 June 2024.
- III. THAT all other Councillors be appointed as alternate members to the Vibrant Economy Advisory Committee for the period of 1 July 2023 to 30 June 2024.

CARRIED 10/862 – 6/06/2023

This report seeks to provide an update to the Committee on findings following a review of the Terms of Reference (**Attachment 8.1.2.1**).

DISCUSSION

The Palmerston Vibrant Economy Advisory Committee (VEAC) Terms of Reference are required to be reviewed every two years.

The VEAC Terms of Reference set out that VEAC is an advisory Committee of Council and therefore can only recommend matters falling within its function and role to the council. The roles of VEAC remain unchanged with a key focus remaining over actions and priorities relating to the Palmerston Local Economic Plan (PLEP) and its action plan. The Terms of Reference have been reviewed by Council Staff and minor changes to phrasing, punctuation and an update to the responsible officer is recommended. A change to the definition of *Quorum* has been made to align with legislation more closely utilising similar wording.

The tracked changes version is provided as **Attachment 8.1.2.2** and the recommended policy as **Attachment 8.1.2.3**.

CONSULTATION PROCESS

The following City of Palmerston staff were consulted in preparing this Report:

- General Manager Finance and Governance
- City Activation Manager

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

There are no budget or resource implications relating to this Report.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

This Report addresses the following City of Palmerston Strategic Risks:

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4. Inclusion, Diversity and Access
Failure to balance meeting needs of Palmerston's cultural mosaic
6. Governance
Failure to effectively govern.

ENVIRONMENT SUSTAINABILITY IMPLICATIONS

There are no environment sustainability implications for this Report.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.

ATTACHMENTS

1. 20220323 Terms of Reference Vibrant Economy Advisory Committee [8.1.2.1 - 3 pages]
2. 20220323 Terms of Reference Vibrant Economy Advisory Commit (1) [8.1.2.2 - 3 pages]
3. 20220323 Terms of Reference Vibrant Economy Advisory Commit (2) [8.1.2.3 - 3 pages]



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TERMS OF REFERENCE

Committee Name:	Vibrant Economy Advisory Committee		
Type:	Council Advisory Committee		
Responsible Officer:	Director Finance and Governance		
Owner:	Chief Executive Officer		
Approval Date:	15 March 2022	Next Review Date:	March 2024
Records Number:	469740	Council Decision:	10/237

1 PURPOSE

To provide advice to Council relating to actions and priorities relating to the Palmerston Local Economic Plan and its Action Plan. These terms of reference set guidelines for the operations of the Vibrant Economy Advisory Committee (VEAC).

2 COMMITTEE OBJECTIVES

- 2.1 Provide advice to Council in identifying economic development opportunities, improving the services provided to the community, in accordance with legislation and council policies
- 2.2 Provide strategic business focus, industry perspective and balanced input for the implementation of the Local Economic Plan and its Action Plan.
- 2.3 Provide business perspective and advise on economic development issues or opportunities or Council's relevant plans and strategies.
- 2.4 Establish productive working relationships and ongoing communication between Council and the business community.
- 2.5 Increase partnerships in place between the Council and other levels of government to build a vibrant economy and community in Palmerston.
- 2.6 Draw on and share the expertise of specialists, as appropriate.

3 AUTHORITY/DELEGATION

The VEAC is an advisory body to Council and does not hold any decision-making powers. The Committee is responsible to recommend a course of action to Council on matters falling within its function.

4 MEMBERSHIP

- 4.1 Members are appointed by the Council.
- 4.2 The City of Palmerston shall appoint suitably qualified or experienced individuals to be members of the Committee based on its purpose, being:
 - Two Councillors and one Councillor as alternate member
 - Maximum two Community Members
 - Maximum two members of relevant business or property associations
 - Maximum three members being local business owners from varying sectors
 - One Representative of the Department of the Chief Minister and Cabinet
 - Mayor as ex-officio member
- 4.3 The Chairperson will be a Councillor holding membership to the committee.
- 4.4 The Mayor will be ex-officio member.



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TERMS OF REFERENCE

- 4.5 Council staff attend in an advisory capacity, to provide information and updates. Staff do not hold voting rights and do not participate in group decisions unless specified.

5 TERMS AND VACANCIES

- 5.1 Membership term of a Councillor will be for one year, by nomination at an Ordinary Council Meeting.
- 5.2 Membership term for all other members will be for two years.
- 5.3 Council officers will invite relevant business associations to hold representation on the Committee.
- 5.4 Representatives shall be nominated by the appointed organisations.
- 5.5 A member who fails to attend three consecutive meetings without providing apology is considered to have resigned their membership.
- 5.6 The Terms of Reference and membership profile will be reviewed by the Committee every two years from the commencement of the committee's term, or as required.

6 COMMUNITY MEMBER SELECTION PROCESS

- 6.1 In considering expressions of interest, applicants are expected to:
- Hold a special interest in development of the local economy.
 - Contribute positively to the work of Committee by actively participating in meetings.
 - Represent community interest as a whole and not as individual interest.
 - Be respectful of diverse views and work collaboratively
 - Palmerston resident or owner of a Palmerston local business.
- 6.2 Community and local business representatives shall be considered by submitting an Expression of Interest Form available on the Council website.
- 6.3 Submissions received will be submitted to a confidential Meeting of Council for consideration.

7 MEETINGS

- 7.1 **Notice of Meetings and Business Papers**
The Chief Executive Officer will convene meetings and will distribute business papers no later than three business days prior to a meeting.
- 7.2 **Regularity**
Meetings will be held quarterly, or more frequently as required.
- 7.3 **Attendance**
- 7.3.1 Meetings are open to the public unless confidential business is being considered.
- 7.3.2 Guests or Network Members may be invited to attend meetings to provide advice or update on relevant matters by approval of the Advisory Committee Chair and responsible officer.
- 7.4 **Quorum**
One Councillor as the Chairperson and half plus one of the overall members.
- 7.5 **Chairperson Responsibilities**
- 7.5.1 To ensure meetings are conducted in accordance with the *Palmerston (Procedure for Meeting) By-Laws* and according to the agenda.
- 7.5.2 Ensuring all discussion items end with a decision, action, or appropriate outcomes.
- 7.5.3 Should the Chairperson be unable to attend a meeting, the alternate Councillor or Mayor shall perform the duties of Chairperson and if unavailable the meeting will be postponed.



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TERMS OF REFERENCE

7.6 Voting

7.6.1 For voting purposes, the Chairperson shall accept motions moved and seconded by members of the Committee, by show of hands.

7.6.2 A Committee decision is by majority vote of voting members present at a meeting.

7.7 Minutes

Meeting minutes will be distributed to members within ten working days after a meeting and presented to Council at its next Ordinary Meeting.

8 CONDUCT

8.1 Conflicts of interest

Committee Members must declare any real or perceived conflicts of interest when joining the Committee, annually and at the start of each meeting before discussion of the relevant agenda items on the approved Council form.

8.2 Code of Conduct

All Committee Members are required to abide with Schedule 1 of the *Local Government Act 2019 Code of Conduct for Elected Members and Committee Members*.

8.3 Committee Representation

Committee Members must not speak on behalf of Council or the Committee without the approval of the Chief Executive Officer.

9 PERFORMANCE REVIEW

The Committee will provide an annual summary of the Committees performance to Council prior to the end of financial year.



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TERMS OF REFERENCE

Committee Name:	Vibrant Economy Advisory Committee		
Type:	Council Advisory Committee		
Responsible Officer:	Director Finance and Governance General Manager People and Place		
Owner:	Chief Executive Officer		
Approval Date:	15 March 2022	Next Review Date:	March 2024
Records Number:	469740	Council Decision:	10/237

1 PURPOSE

To provide advice to Council relating to actions and priorities relating to the Palmerston Local Economic Plan and its Action Plan. These terms of reference set guidelines for the operations of the Vibrant Economy Advisory Committee (VEAC).

2 COMMITTEE OBJECTIVES

- 2.1 Provide advice to Council in identifying economic development opportunities, improving the services provided to the community, in accordance with legislation and council policies.
- 2.2 Provide strategic business focus, industry perspective and balanced input for the implementation of the Local Economic Plan and its Action Plan.
- 2.3 Provide business perspective and advise on economic development issues or opportunities or Council's relevant plans and strategies.
- 2.4 Establish productive working relationships and ongoing communication between Council and the business community.
- 2.5 Increase partnerships in place between the Council and other levels of government to build a vibrant economy and community in Palmerston.
- 2.6 Draw on and share the expertise of specialists, as appropriate.

3 AUTHORITY/DELEGATION

The VEAC is an advisory body to Council and does not hold any decision-making powers. The Committee is responsible to recommend a course of action to Council on matters falling within its function.

4 MEMBERSHIP

- 4.1 Members are appointed by the Council.
- 4.2 The City of Palmerston shall appoint suitably qualified or experienced individuals to be members of the Committee based on its purpose, being:
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 - Maximum two members of relevant business or property associations
 - Maximum three members being local business owners from varying sectors
 - One Representative of the Department of the Chief Minister and Cabinet
 - Mayor as ex-officio member
- 4.3 The Chairperson will be a Councillor holding membership to the committee.
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TERMS OF REFERENCE

- 4.5 Council staff attend in an advisory capacity, to provide information and updates. Staff do not hold voting rights and do not participate in group decisions unless specified.

5 TERMS AND VACANCIES

- 5.1 Membership term of a Councillor will be for one year, by nomination at an Ordinary Council Meeting.
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- 5.3 Council officers will invite relevant business associations to hold representation on the Committee.
- 5.4 Representatives shall be nominated by the appointed organisations.
- 5.5 A member who fails to attend three consecutive meetings without providing apology is considered to have resigned their membership.
- 5.6 The Terms of Reference and membership profile will be reviewed by the Committee every two years from the commencement of the committee's term, or as required.

6 COMMUNITY MEMBER SELECTION PROCESS

- 6.1 In considering expressions of interest, applicants are expected to:
- Hold a special interest in development of the local economy.
 - Contribute positively to the work of Committee by actively participating in meetings.
 - Represent community interest as a whole and not as individual interest.
 - Be respectful of diverse views and work collaboratively
 - Palmerston resident or owner of a Palmerston local business.
- 6.2 Community and local business representatives shall be considered by submitting an Expression of Interest Form available on the Council website.
- 6.3 Submissions received will be submitted to a confidential Meeting of Council for consideration.

7 MEETINGS

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- 7.4 **Quorum**
One Councillor as the Chairperson and half plus one of the overall members. Quorum consists of a majority of its members holding office at the time of the meeting, maintaining one Councillor as the Chairperson.
- 7.5 **Chairperson Responsibilities**
- 7.5.1 To ensure meetings are conducted in accordance with the *Palmerston (Procedure for Meeting) By-Laws* and according to the agenda.
- 7.5.2 Ensuring all discussion items end with a decision, action, or appropriate outcomes.
- 7.5.3 Should the Chairperson be unable to attend a meeting, the alternate Councillor or Mayor shall perform the duties of Chairperson and if unavailable the meeting will be postponed.



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TERMS OF REFERENCE

7.6 Voting

7.6.1 For voting purposes, the Chairperson shall accept motions moved and seconded by members of the Committee, by show of hands.

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8.3 Committee Representation

Committee Members must not speak on behalf of Council or the Committee without the approval of the Chief Executive Officer.

9 PERFORMANCE REVIEW

The Committee will provide an annual summary of the Committees performance to Council prior to the end of financial year.



TERMS OF REFERENCE

Committee Name:	Vibrant Economy Advisory Committee		
Type:	Council Advisory Committee		
Responsible Officer:	General Manager People and Place		
Owner:	Chief Executive Officer		
Approval Date:		Next Review Date:	
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- 2.6 Draw on and share the expertise of specialists, as appropriate.

3 AUTHORITY/DELEGATION

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TERMS OF REFERENCE

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- 5.3 Council officers will invite relevant business associations to hold representation on the Committee.
- 5.4 Representatives shall be nominated by the appointed organisations.
- 5.5 A member who fails to attend three consecutive meetings without providing apology is considered to have resigned their membership.
- 5.6 The Terms of Reference and membership profile will be reviewed by the Committee every two years from the commencement of the committee's term, or as required.

6 COMMUNITY MEMBER SELECTION PROCESS

- 6.1 In considering expressions of interest, applicants are expected to:
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 - Contribute positively to the work of Committee by actively participating in meetings.
 - Represent community interest as a whole and not as individual interest.
 - Be respectful of diverse views and work collaboratively
 - Palmerston resident or owner of a Palmerston local business.
- 6.2 Community and local business representatives shall be considered by submitting an Expression of Interest Form available on the Council website.
- 6.3 Submissions received will be submitted to a confidential Meeting of Council for consideration.

7 MEETINGS

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7.3.2 Guests or Network Members may be invited to attend meetings to provide advice or update on relevant matters by approval of the Advisory Committee Chair and responsible officer.
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Quorum consists of a majority of its members holding office at the time of the meeting, maintaining one Councillor as the Chairperson.
- 7.5 **Chairperson Responsibilities**
7.5.1 To ensure meetings are conducted in accordance with the *Palmerston (Procedure for Meeting) By-Laws* and according to the agenda.
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7.5.3 Should the Chairperson be unable to attend a meeting, the alternate Councillor or Mayor shall perform the duties of Chairperson and if unavailable the meeting will be postponed.



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TERMS OF REFERENCE

- 7.6 **Voting**
 - 7.6.1 For voting purposes, the Chairperson shall accept motions moved and seconded by members of the Committee, by show of hands.
 - 7.6.2 A Committee decision is by majority vote of voting members present at a meeting.
- 7.7 **Minutes**

Meeting minutes will be distributed to members within ten working days after a meeting and presented to Council at its next Ordinary Meeting.

8 CONDUCT

- 8.1 **Conflicts of interest**

Committee Members must declare any real or perceived conflicts of interest when joining the Committee, annually and at the start of each meeting before discussion of the relevant agenda items on the approved Council form.
- 8.2 **Code of Conduct**

All Committee Members are required to abide with Schedule 1 of the *Local Government Act 2019 Code of Conduct for Elected Members and Committee Members*.
- 8.3 **Committee Representation**

Committee Members must not speak on behalf of Council or the Committee without the approval of the Chief Executive Officer.

9 PERFORMANCE REVIEW

The Committee will provide an annual summary of the Committees performance to Council prior to the end of financial year.

COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.2.1
REPORT TITLE:	Business Survey Update - 2024
MEETING DATE:	Monday 25 March 2024
AUTHOR:	City Activation Manager, Matthew McNamara
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Vibrant Economy: Palmerston is a destination city for employment, it is a place where businesses are encouraged to set up and grow.

PURPOSE

This Report seeks to update the Committee on the progress of the Business Survey.

KEY MESSAGES

- Two key actions in the Palmerston Local Economic Plan were identified as key priorities that would inform other future Palmerston Local Economic Plan actions.
- One of these priority actions included the development and implementation of a business survey.
- Action Market Research was commissioned to develop and administer the survey, selecting addresses at random from the Australian Business Register database within City of Palmerston for the distribution of the survey
- The survey period is from 11 – 31 March 2024, with a letter from the Mayor delivered to 2000 randomly selected businesses within City of Palmerston, inviting them to take part in the survey
- Council's Marketing and Communications team have assisted by distributing the survey on various social media platforms.
- A detailed report providing updates from the survey will be provided to the Committee at its next meeting in April.

RECOMMENDATION

THAT Report entitled Business Survey Update - 2024 be received and noted.

BACKGROUND

At the Committee Meeting of 27 November 2023, a report was presented to the Committee, updating them of the business survey.

8.2.1 Business Survey Update

THAT Report entitled Business Survey Update be received and noted.

CARRIED VEAC 10/37 – 27/11/2023

At the Committee Meeting of 18 May 2023, Council endorsed the website and business survey activities as the priority focus of work towards actions contained in the Palmerston Local Economic Plan (PLEP).

13.1.3 Vibrant Economy Advisory Committee Minutes – 27 March 2023

3. THAT Council endorses the recommendations from the Palmerston Vibrant Economy Committee meeting held on 27 March 2023 being:

- Priority Actions – Palmerston Local Economic Plan
 1. THAT Report entitled Priority Actions – Palmerston Local Economic Plan be received and noted.
 2. THAT the Committee recommend to Council that the priority actions of the Palmerston Local Economic Plan for the next six months are:
 - a. Development of a website to support and promote Economic Development within Palmerston
 - b. Conduct a business survey of businesses located within Palmerston.

CARRIED 10/799 – 18/04/2023

The objective of the survey was to gain valuable insights that will assist the City of Palmerston attracting, retaining, and supporting local businesses. Additionally, the data collected will play a crucial role in informing actions outlined in the PLEP including but not limited to:

- Incentivising commercial rental offerings in the City of Palmerston.
- Conducting an audit of regulations in the City of Palmerston that impact business development with a focus on removing unnecessary regulations
- Host a round table meeting of industry leaders to discuss business needs, priorities, and immediate actions to be delivering in Palmerston to support industry development.
- Deliver business support and capacity building services. Ensure tailored support for different business sizes, including sole operators.
- Facilitate grants for businesses to support online services or transition of business to new service offerings.
- Incentivise research and development and innovation activities in the City of Palmerston.
- Any Palmerston business or commercial/industrial property owner is able to complete the Business Survey.

City of Palmerston engaged consultants, Action Market Research, to deliver the business survey and engaged a specialist in urban planning and economy, Urbacity. This engagement was to ensure the business survey questions achieved our economic development objectives).

This Report Business Survey Update - 2024 seeks to update the Committee on the progress of the Business Survey.

DISCUSSION

A letter from the Mayor was sent out on 6 March to 2000 business in Palmerston advising them that the Business Survey was launched on 11 March 2024 and is due to be closed on 31 March 2024. **Attachment 8.2.1.1.** The Business Survey can be located via the City of Palmerston [Website](#). In additional, social media advertisements will be posted to City of Palmerston’s social media accounts.

Action Market Research aided in the dissemination of survey letters by furnishing 2000 business addresses sourced from the Australian Business Register database, encompassing various sectors within the City of Palmerston. These categories include Administration, Agriculture, Arts, Construction, Education, Utilities, Finance, Health Care, Hospitality, IT, Real Estate Retail, Transport, and Wholesale Trade.

The communication outlined Council's proactive engagement with local Palmerston businesses, inviting their participation in a targeted business survey aimed at addressing the needs identified in the PLEP. Through comprehensive research encompassing challenges, strengths, and priority business support services, this initiative will enable the Council to tailor its support mechanisms, develop relevant programs, incentivise commercial rental offerings, conduct regulatory audits, and advocate effectively on behalf of the local business community.

The revisions to the questionnaire, incorporating refinements suggested by Council staff and Michael Cullen, Principal of Urbacity, in alignment with recommendations from the Vibrant Economy Advisory Committee (VEAC) meeting on 27 November 2023, have been finalized and formally presented as **Attachment 8.2.1.2**.

In addition to the aforementioned letter, Action Market Research will conduct up to 100 telephone interviews and subsequently deliver a comprehensive report to the Council. This report will be formally presented at the upcoming VEAC meeting scheduled for April.

To promote the Survey, the Council's Marketing and Communications teams will be assisting with Social media posts as follows:

- Two (2) x Facebook posts
- Two (2) x LinkedIn posts
- Promotion on the City of Palmerston Website and
- A digital post in the NT News

CONSULTATION PROCESS

The following City of Palmerston staff were consulted in preparing this Report:

- Marketing and Communications Manager
- Marketing and Communications Officer
- City Activation Officer

In preparing this Report, the following external parties were consulted:

- Action Market Research
- Urbacity

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

Consultancies and cost associated with printing and delivery of survey were funded from within existing budget.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

Urbacity and Action Market Research are experienced consultants in economic development and business surveys respectively and have been engaged to ensure we achieve a return on our investment and meet the agreed objectives.

This Report addresses the following City of Palmerston Strategic Risks:

3. **Economic Development**

Failure to articulate, provide and promote the value proposition for Palmerston as an economic centre to attract investment.

ENVIRONMENT SUSTAINABILITY IMPLICATIONS

There are no environment sustainability implications for this Report.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.

ATTACHMENTS

1. 2024030 579675 Letter to Palmerston Businesses Business Survey [8.2.1.1 - 1 page]
2. 20240305 - 579964 - CO P 0001 Questionnaire Draft v 7 [8.2.1.2 - 15 pages]



OFFICE OF THE MAYOR

ID: 579675- APB:tm

20 March 2024



City of Palmerston Business Survey

Telephone
(08) 8935 9969

Email
mayor@palmerston.nt.gov.au

Address
Civic Plaza
1 Chung Wah Terrace
Palmerston NT 0830

PO Box 1
Palmerston NT 0831

ABN 42 050 176 900

palmerston.nt.gov.au

We would like to invite you to take part in an important survey on how City of Palmerston can better understand and support its business community. The research will address the needs of the Palmerston Local Economic Plan (PLEP), and will examine the challenges, strengths and priority business support services to assist Council in tailoring support, programs and advocacy to address these needs.

What is involved?

Action Market Research has been engaged to conduct the survey on behalf of City of Palmerston. The survey will be open from 11 March to 31 March 2024, and you can participate via an online or telephone survey during this time. Action Market Research are based in South Australia and will call you from a 08 area code.

To participate online, please scan the QR code on this letter which will take you directly to the survey. If you wish to participate via telephone, please call Action Market Research on 1800 077 789 and one of their staff will take you through the questions over the phone. The survey will take you approximately 12-minutes to complete.



Being part of the survey

While we value your opinion, there is no obligation to take part. If you do not wish to take part you can call Action Market Research to notify them or you can advise the interviewer if you receive a call.

Getting more information

For more information about this research, please call Action Market Research on 1800 077 789.

Should you have any queries or concerns please contact City of Palmerston's City Activation Manager, Matthew McNamara on ecodev@palmerston.nt.gov.au or (08) 8935 9922.

We hope you take the opportunity to take part in this research survey and thank you in advance for your time.

Yours sincerely

Athina Pascoe-Bell
Mayor

OFFICIAL

**City of Palmerston
Business Survey**



PROJECT CLIENT

City of Palmerston

PROJECT NUMBER

COP0001

MAIN CLIENT SERVICE CONTACTS

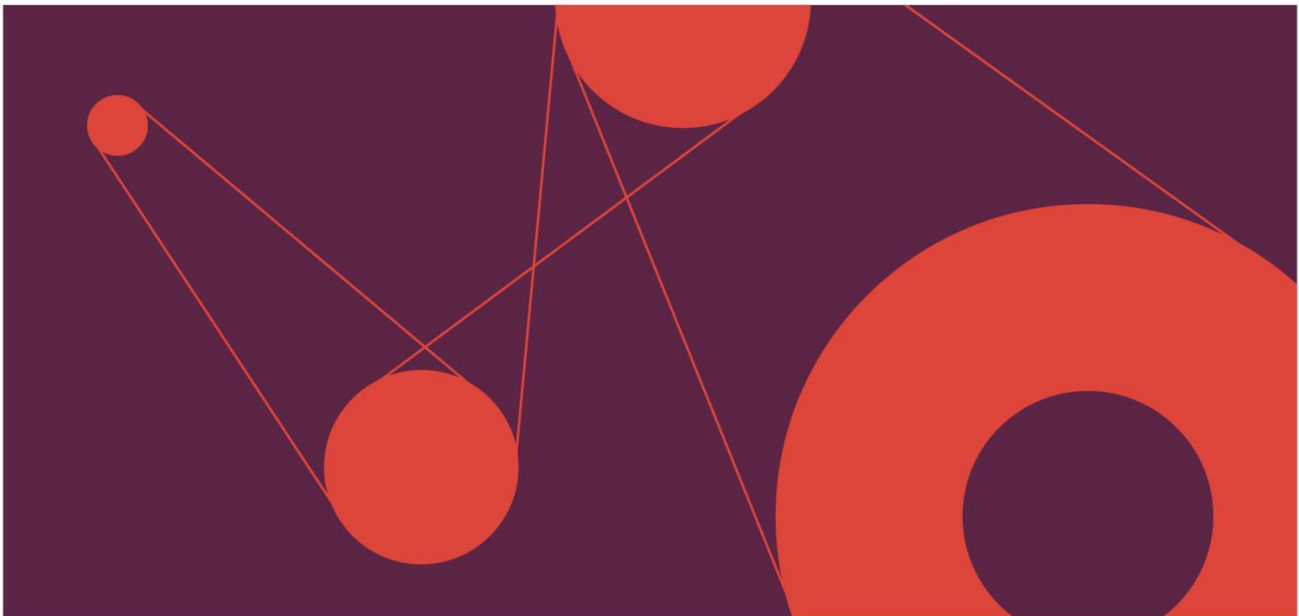
Matthew McNamara

ISSUE DATE

19 FEBRUARY 2024

CLIENT SERVICE PROJECT LEADERS

Luke Sexton



actionresearch.com.au

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SCOPE

Project No.: COP0001	Project Name: City of Palmerston Business Survey
Main Client Service Contact: Matthew McNamara	
Client Service Project Leaders: Luke Sexton	
Other Client Service Team Members: Eric Hitchenor, Daniel Ellway, Rebecca Wear	
Issue Date: 19 February 2024	

PURPOSE OF RESEARCH / RESEARCH OBJECTIVES

The City of Palmerston (CoP) wishes to expand its knowledge with local businesses, including better understanding their challenges and needs for support. The research is to address the needs of the Palmerston Local Economic Plan (PLEP) to examine the challenges, strengths and priority business support services to assist CoP in tailoring support, programs and advocacy to address these needs across the next 12 months.

SCHEDULE/TIMING

Activity	Date
Questionnaire design and review	September 20 th to November 30 th
Final draft questionnaire delivered	December 1 st 2023
Programming and survey testing	TBC
Fieldwork	TBC
Data analysis and Reporting	TBC
Final Draft Report	TBC

APPROACH

A mixed method including online surveys, and telephone surveys in the City of Palmerston.

Sample source #1 - N=100 online completes (expected)

- Note these completed interviews are sourced from the City of Palmerston contacts and promotion. City of Palmerston is responsible for the promotion of the survey to businesses that operate within the LGA. We have recommended a postcard approach is used that includes a QR code that will link to the survey. In addition, we recommend promotion of the survey via social media, and for Council to directly email its contacts including a link to the survey. Note that the 100 interviews from this source is an 'expected' outcome from our experience undertaking similar work with other Councils.

Sample source #2 N=100 telephone completed (guaranteed)

- AMR will source the sample for these businesses and call them via telephone to invite their participation. We guarantee that 100 interviews using this method will be completed.

Sample source #3 N=25 businesses outside of Palmerston (that have left or would consider Palmerston to relocate to)

- AMR will source the sample for these businesses and call them via telephone to invite their participation. We guarantee that 25 interviews using this method will be completed.

INTERVIEW LENGTH

12-15 minutes

RESPONDENT INFORMATION



Aust Freecall 1800 077 789
Telephone +61 8 8227 1729
hello@actionresearch.com.au

CLIENT IDENTITY: City of Palmerston

RESEARCH SUBJECT: Business Survey

SOURCE OF RESEARCH SAMPLE: City of Palmerston contacts, publicly available business lists

WILL MY SURVEY ANSWERS BE KEPT CONFIDENTIAL? Yes, individual respondent will not be able to be identified from the research results. The survey is guaranteed to be anonymous and confidential under the Australian Privacy Legislation, and as soon as the final data has been checked and verified, all contact details will be permanently deleted.

DIRECT ANY SPECIFIC QUERIES ABOUT RESEARCH: Direct any queries from participants to 1800 077 789.

A. Introduction and Screening

Good morning/afternoon/evening. My name is from Action Market Research. We have been engaged by the City of Palmerston to undertake a survey of businesses in the local area to better understand their needs. The survey will only take approximately 12 to 15 minutes of your time, and we'd like to include your views. Would now be a good time to participate?

Thank you. We just have a few questions to make sure we're speaking with the right type of person.

[A1. DECISION MAKER]

[ASK ALL]

A1. Which of the following best describes your role in the business?

[SINGLE RESPONSE]

I am solely responsible for making decisions in the business	1	CONTINUE
I share decision making about the business with others	2	CONTINUE
I am not a decision maker for the business	3	THANK AND CLOSE

[A2. ROLE]

[ASK ALL]

A2. Which of the following best describes your role within the business?

[SINGLE RESPONSE]

Business owner	1	CONTINUE
CEO/Director	2	CONTINUE
Other C-level role (e.g. CFO, COO, CIO)	3	CONTINUE
General Manager	4	CONTINUE
Other Senior Managerial Role	5	CONTINUE
Something, else (please specify)	6	CONTINUE

[A3. BUSINESS LOCATION]

[ASK ALL]

A3. Which of the following Local Government Areas does your business operate within?

[MULTIPLE RESPONSE]

City of Palmerston	1	CONTINUE	MAIN SAMPLE MAX QUOTA OF n=25
Litchfield Council	2	CONTINUE	
City of Darwin	3	CONTINUE	
Other (specify)	4	CONTINUE	
None of these	5	THANK AND CLOSE	

[IF A3 = 1 AND A3 ≠ 2/3/4, LOCATED INSIDE CITY OF PALMERSTON]

[IF A3 ≠ 1 AND A3 = 2/3/4, LOCATED OUTSIDE CITY OF PALMERSTON] [MAX N=25]

[IF A3 = 1 AND A3 = 2/3/4, LOCATED BOTH INSIDE AND OUTSIDE]

[IF A3 = 1 AND A3 = 2/3/4]

A3a. Which is the MAIN Local Government Area that your business operates within?

[SINGLE RESPONSE]

City of Palmerston [SHOW IF A3 = 1]	1	CONTINUE
Litchfield Council [SHOW IF A3 = 2]	2	CONTINUE
City of Darwin [SHOW IF A3 = 3]	3	CONTINUE
[PIPE IN A3_4] [SHOW IF A3 = 4]	4	CONTINUE

[A4. LOCATED OUTSIDE OF CITY OF PALMERSTON]

[ASK IF A3 ≠ 1 AND A3 = 2,3,4]



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hello@actionresearch.com.au

A4. Did you/your business previously operate from the City of Palmerston?

[SINGLE RESPONSE]

Yes, previously operated from City of Palmerston	1	CONTINUE
No, have never operated from City of Palmerston	2	CONTINUE

[A5. CITY OF PALMERSTON CONSIDERATION]

[ASK IF A3 ≠ 1 AND A3 = 2,3,4]

A5. If you were to consider expanding or moving your business in the future, how likely would you be to move to or set-up an additional location in the City of Palmerston? Please use a 0 to 10 scale where 0 is not at all likely, and 10 is extremely likely.

[SINGLE RESPONSE]

<i>Not at all likely</i>										<i>Extremely likely</i>		<i>Not sure</i>
0	1	2	3	4	5	6	7	8	9	10	99	

[A6. REASONS]

[ASK IF A5=0-10]

A6. Why do you say that? What specifically about the City of Palmerston makes you rate your likelihood that way? Please be as descriptive as possible.

[CAPTURE VERBATIM]

[OPEN END]

B. Current Business Perceptions & Sentiment

[B1. BUSINESS CONFIDENCE]

[ASK ALL]

B1. How confident are you that the climate for doing business in your area will improve over the next 12 months? Please use a 0 to 10 scale where 0 represents a low level of confidence and 5 is a moderate level of confidence and 10 is a high level of confidence.

[SINGLE RESPONSE]

<i>Not at all confident</i>					<i>Moderately Confident</i>			<i>Very Confident</i>		<i>Not sure</i>	
0	1	2	3	4	5	6	7	8	9	10	99

[B2. BUSINESS PERFORMANCE]

[ASK ALL]

B2. How likely is it that there will be a significant positive improvement in the performance of your business in the next 12 months? Please use a 0 to 10 scale where 0 is not at all likely and 5 is moderately likely and 10 is extremely likely.

[SINGLE RESPONSE]

<i>Not at all likely</i>					<i>Moderately likely</i>			<i>Extremely likely</i>		<i>Not sure</i>	
0	1	2	3	4	5	6	7	8	9	10	99

[B3. BUSINESS INVESTMENT]

[ASK ALL]

B3. How likely is it that your business will make a major purchase in the next 12 months, such as office equipment, motor vehicles, commercial real estate or some other significant purchase? Please use a 0 to 10 scale where 0 is not at all likely and 5 is moderately likely and 10 is extremely likely.

[SINGLE RESPONSE]

<i>Not at all likely</i>					<i>Moderately likely</i>			<i>Extremely likely</i>		<i>Not sure</i>	
0	1	2	3	4	5	6	7	8	9	10	99

[B4. RECENT EMPLOYMENT]

[ASK ALL]

B4. In the last 12 months, have you created any additional employment including hiring additional employees or overtime for your current employees?

[SINGLE RESPONSE]

Yes	1
No	2
Not sure	3

[B5. FUTURE EMPLOYMENT INTENTIONS]

[ASK ALL]

B5. In the next 12 months, are you likely to take on any additional employees in your business, or create any additional overtime?

[SINGLE RESPONSE]

Yes	1
No	2
Not sure	3

[B6. CHALLENGES IN FINDING EMPLOYEES]

[ASK ALL]

B6. Below are a range of possible challenges your business faces in finding employees. Please select all that apply to your business.

[MULTIPLE RESPONSE]

I am a sole trader/don't need to find any employees [EXCLUSIVE]	1
Find employees with specific skills and/or qualifications	2
Competition from other businesses for the same pool of candidates	3
The cost associated with recruitment, including advertising, interviewing, and onboarding	4
Finding employees that fit our business culture and values	5
Finding employees that are local, or reside near Palmerston	6
Employee salary expectations are too high	7
Other (please specify)	8
Not applicable/I don't have any challenges finding employees [EXCLUSIVE]	9

C. Business Strengths & Challenges

[C1. WHY CITY OF PALMERSTON]

[ASK IF A3=1]

C1. Why do you operate from the City of Palmerston area? What are the key things that made you choose this as a location to operate from? Please be as descriptive as possible.

[CAPTURE VERBATIM]

[OPEN END]

[C2. TOP OF MIND STRENGTHS]

[ASK ALL]

C2. Thinking about your business and the area in which it operates, what do you believe are the key strengths or benefits of operating from that location? Please be as descriptive as possible.

[CAPTURE VERBATIM]

1 st strength/benefit: [OPEN END]
2 nd strength/benefit: [OPEN END]
3 rd strength/benefit: [OPEN END]

[C3. PROMPTED BUSINESS STRENGTHS]

[ASK ALL]

C3. I am going to read out some potential things that other businesses have indicated are beneficial to them operating from a similar location. For each, please indicate whether this is a major benefit, a minor benefit or not a benefit for your business.

[SINGLE RESPONSE ON EACH ROW]

	A major benefit	A minor benefit	Not a benefit	Not sure
Lower rental costs for business property	1	2	3	4
Proximity to port and rail infrastructure	1	2	3	4
Proximity to prime agricultural lands	1	2	3	4
Proximity to energy and mineral resources	1	2	3	4
Proximity to Darwin	1	2	3	4
A significant Defence presence	1	2	3	4
The Charles Darwin University Campus	1	2	3	4
The new Palmerston hospital precinct	1	2	3	4
A young and growing population	1	2	3	4

[C4. TOP OF MIND BUSINESS CHALLENGES]

[ASK ALL]

C4. Thinking about your business and the area in which it operates, what do you consider to be the top three challenges for your business today? Please be as descriptive as possible.

[CAPTURE VERBATIM]

1 st challenge: [OPEN END]
2 nd challenge: [OPEN END]
3 rd challenge: [OPEN END]

[C5. PROMPTED BUSINESS CHALLENGES]

[ASK ALL]

C5. I am going to read out some challenges that businesses can face. For each, please indicate whether this is a major challenge, a minor challenge or not a challenge for your business today.

[SINGLE RESPONSE ON EACH ROW]

	A major challenge	A minor challenge	Not a challenge	Not sure
Business operating costs	1	2	3	4
The availability of suitably trained staff	1	2	3	4
Supply chain issues – getting access to products and/or services	1	2	3	4
Seasonal business challenges	1	2	3	4
The size of the local market	1	2	3	4
The number of competitors offering similar products/services	1	2	3	4
The technology infrastructure (e.g. high speed internet)	1	2	3	4
Other infrastructure (e.g. roads, footpaths, parking)	1	2	3	4
The regulation and red tape requirements on business	1	2	3	4
The diversity of other businesses locally	1	2	3	4
Public safety and crime related issues	1	2	3	4
Availability of networking and other business assistance services	1	2	3	4
The availability of quality commercial business space to rent	1	2	3	4

[C6. BUSINESS EXPANSION IN PALMERSTON]

[IF LOCATED OUTSIDE CITY OF PALMERSTON]

C6. How likely would you be to expand your business into the City of Palmerston? Please use a 0 to 10 scale where 0 is not at all likely and 5 is moderately likely and 10 is extremely likely.

[IF LOCATED INSIDE CITY OF PALMERSTON]

C6. How likely would you be to further expand your business within the City of Palmerston? Please use a 0 to 10 scale where 0 is not at all likely and 5 is moderately likely and 10 is extremely likely.

[SINGLE RESPONSE]

Not at all likely					Moderately likely			Extremely likely		Not sure	
0	1	2	3	4	5	6	7	8	9	10	99

[C7. BUSINESS EXPANSION REASONS]

[ASK ALL]

C7. You mentioned that you are [IF 0-4 at C6] not likely/[IF 5-10 at C6] likely to expand your business in the City of Palmerston. Why is that? Please be as descriptive as possible.

[CAPTURE VERBATIM]

[OPEN END]



[C8. HOW BUSINESS WILL EXPAND]

[ASK IF C6=5-10]

C8. In which of the following ways will your business expand within the City of Palmerston? Please select all that apply.

[MULTIPLE RESPONSE]

Hire additional employees to deliver on current skills/services	1
Hire additional employees to bring new skills/services to the business	2
Purchase or build new or additional business premises within the City of Palmerston	3
Lease new or additional business premises within the City of Palmerston	4
Acquiring or merging with another business in the City of Palmerston	5
Collaborating with other businesses through strategic partnerships in the City of Palmerston	6
Vertically integrating into additional stages of the supply chain	7
Expand online presence and/or improving website functionality	8
In some other way (specify)	9
None of the above	10

[C9. TIMEFRAME TO EXPAND]

[ASK IF C6=5-10]

C9. In what timeframe would you be looking to expand [into / further in] the City of Palmerston?

[SINGLE RESPONSE]

Within the next 3 months	1	CONTINUE
In 3 to 6 months	2	CONTINUE
In 6 to 12 months	3	CONTINUE
In 12 to 18 months	4	CONTINUE
In 18 to 24 months	5	CONTINUE
In 24 to 36 months	6	CONTINUE
In more than 36 months	7	CONTINUE
Not sure	8	CONTINUE

[C10. KEY THING TO HAPPEN TO GET EXPANSION TO OCCUR]

[ASK ALL]

C10. Thinking about expansion [into / further in] the City of Palmerston, what is the key thing that would need to happen for this expansion to occur? Please be as descriptive as possible.

[OPEN END]

D. Business Support Services

[D1. TOP OF MIND BUSINESS SUPPORTS]

[ASK ALL]

D1. In what ways could the City of Palmerston better support your business? Please be as descriptive as possible.

[CAPTURE VERBATIM]

[OPEN END]

[D2. PROMPTED BUSINESS SUPPORTS]

[ASK ALL]

D2. I am going to read out some possible business support services that the City of Palmerston could provide your business. For each, please indicate whether this would be extremely useful, very useful, somewhat useful, or not at all useful to your business.

[SINGLE RESPONSE ON EACH ROW]

	Extremely useful	Very useful	Somewhat useful	Not at all useful	Not sure
Assisting in obtaining grants or tax incentives for business investment	1	2	3	4	5
Providing workshops or training programs to improve our skills	1	2	3	4	5
Organising networking opportunities with other businesses	1	2	3	4	5
Providing advice on business planning and compliance	1	2	3	4	5
Listing businesses in local directories, and government websites, and feature local businesses on the Council website	1	2	3	4	5
Providing businesses access to research data, such as demographic profiles of the local area to help support decision making	1	2	3	4	5
Incentivising commercial rental offerings in the City of Palmerston	1	2	3	4	5
Develop infrastructure and services that enable and encourage business precincts	1	2	3	4	5
Promote the City of Palmerston and its benefits as a place to live and operate a business from	1	2	3	4	5
Incentivise research and development and innovation activities in the City of Palmerston	1	2	3	4	5
Review regulations in the City of Palmerston that impact business development and remove unnecessary regulation	1	2	3	4	5
Improving public safety and security, and reduce crime	1	2	3	4	5
Invest in tourism related activities to attract further visitation to the City	1	2	3	4	5

[D3. BUSINESS SUPPORT PRIORITIES]

[ASK ALL]

D3. Out of those business support services we just went through, which of those do you think should be the highest priority for the City of Palmerston to focus on? And your second priority? And your third priority?

[RANKED 1st, 2nd, 3rd]

	Top Priority	Second Top Priority	Third Top Priority
Assisting in obtaining grants or tax incentives for business investment	1	2	3
Providing workshops or training programs to improve our skills	1	2	3
Organising networking opportunities with other businesses	1	2	3
Providing advice on business planning and compliance	1	2	3
Listing businesses in local directories, and government websites, and feature local businesses on the Council website	1	2	3
Providing businesses access to research data, such as demographic profiles of the local area to help support decision making	1	2	3
Incentivising commercial rental offerings in the City of Palmerston	1	2	3
Develop infrastructure and services that enable and encourage business precincts	1	2	3
Promote the City of Palmerston and its benefits as a place to live and operate a business from	1	2	3
Incentivise research and development and innovation activities in the City of Palmerston	1	2	3
Review regulations in the City of Palmerston that impact business development and remove unnecessary regulation	1	2	3
Improving public safety and security, and reduce crime	1	2	3
Invest in tourism related activities to attract further visitation to the City	1	2	3
Something else (please specify)	1	2	3

[D4. BENEFITS GAINED]

[ASK ALL]

D4. Why is [INSERT TOP PRIORITY] your top priority for the City of Palmerston to focus on? What benefits are you hoping to gain if this business support was available to you? Please be as descriptive as possible.

[CAPTURE VERBATIM]

[OPEN END]

E. Communication

[E1. HOW BEST TO RECEIVE INFORMATION]

[ASK ALL]

E1. How would you prefer to receive information from the City of Palmerston regarding its business supports and offerings?

[MULTIPLE RESPONSE]

Social Media (e.g. Facebook)	1
By email	2
By text message	3
Through a City of Palmerston app on your smartphone	4
From information on the City of Palmerston website	5
From local newspapers / publications	6
From online webinars / meetings	7
From business networking functions / gatherings	8
From City of Palmerston staff visiting your business	9
In some other way (please specify)	10
Not sure	11

F. Demographics

We're almost finished! We just have some final questions about you.

[Z1. YEARS OPERATING]

[ASK ALL]

Z1. For how many years has your business been operating?

[SINGLE RESPONSE]

Less than 1 years	1
1 to less than 2 years	2
2 to less than 3 years	3
3 to less than 4 years	4
5 to less than 10 years	5
10 to less than 15 years	6
15 or more years	7
Not sure	13

[Z2. NUMBER OF EMPLOYEES]

[ASK ALL]

Z2. How many full-time equivalent (FTE) employees does your business employ?

[SINGLE RESPONSE]

I am a sole trader (0 employees)	1	CONTINUE
1 to 4 full time equivalent employees	2	CONTINUE
5 to 20 full time equivalent employees	3	CONTINUE
21 to 199 full time equivalent employees	4	CONTINUE
200 or more full time equivalent employees	5	CONTINUE

[Z3. INDUSTRY]

[ASK ALL]

Z3. Which of the following industries does your business operate within?

[SINGLE RESPONSE]

Agriculture, Forestry and Fishing	1	CONTINUE
Mining	2	CONTINUE
Manufacturing	3	CONTINUE
Electricity, Gas, Water and Waste Services	4	CONTINUE
Construction	5	CONTINUE
Wholesale Trade	6	CONTINUE
Retail Trade	7	CONTINUE
Accommodation and Food Services	8	CONTINUE
Transport, Postal and Warehousing	9	CONTINUE
Information Media and Telecommunications	10	CONTINUE
Financial and Insurance Services	11	CONTINUE
Rental, Hiring and Real Estate Services	12	CONTINUE
Professional, Scientific and Technical Services	13	CONTINUE
Administrative and Support Services	14	CONTINUE
Public Administration and Safety	15	CONTINUE
Education and Training	16	CONTINUE
Health Care and Social Assistance	17	CONTINUE
Arts and Recreation Services	18	CONTINUE
Other Services (please specify)	19	CONTINUE

[Z4. FINAL COMMENTS]

[ASK ALL]

Z4. Do you have any final comments you'd like to make today?

[CAPTURE VERBATIM]

[OPEN END]

Thank you for taking the time to complete this survey today!



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COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.2.2
REPORT TITLE:	City of Palmerston Economic Development Website Update
MEETING DATE:	Monday 25 March 2024
AUTHOR:	City Activation Manager, Matthew McNamara
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Vibrant Economy: Palmerston is a destination city for employment, it is a place where businesses are encouraged to set up and grow.

PURPOSE

This Report seeks to update the Committee on the progress of City of Palmerston's economic development website.

KEY MESSAGES

- Two key actions in the Palmerston Local Economic Plan (PLEP) were identified as key priorities as they have been identified as actions that would inform other future PLEP actions.
- One of these priority actions included the development of an economic development website.
- The website aligns with several actions in the PLEP.
- The website has been completed and City of Palmerston expect the launch to occur within the coming weeks. The Vibrant Economy Advisory Committee Members will be notified of the launch and applicable media releases will follow.
- The development of the website was endorsed by the Vibrant Economy Advisory Committee and later by Council as a priority action from the PLEP.
- This report provides the Committee with an update on the progress of the economic development website.

RECOMMENDATION

THAT Report entitled City of Palmerston Economic Development Website Update be received and noted.

BACKGROUND

At the 18 April 2023 Ordinary Meeting Council endorsed the following recommendations from the Palmerston Vibrant Economy Advisory Committee meeting held on 27 March 2023, being:

13.1.3 Vibrant Economy Advisory Committee Minutes - 27 March 2023

3. THAT Council endorses the recommendations from the Palmerston Vibrant Economy Committee meeting held on 27 March 2023, being:
 - Priority Actions - Palmerston Local Economic Plan
1. THAT Report entitled Priority Actions - Palmerston Local Economic Plan be received and noted.

2. *THAT the Committee recommend to Council that the priority actions of the Palmerston Local Economic Plan for the next six months are:*
 - a. *Development of a website to support and promote Economic Development within Palmerston.*
 - b. *Conduct a business survey of businesses located within Palmerston.*

CARRIED 10/799 – 18/04/2023

At the Palmerston Vibrant Economy Advisory Committee meeting held on 26 June 2023, a report was submitted to Council providing an update on the status of the development of a website to support and promote Economic Development within Palmerston.

At the meeting held on 25 September 2023 the Vibrant Economy Advisory Committee noted that the expected completion date for Phase one (1) of the website will be November 2023.

At the meeting held on 27 November 2023, the Vibrant Economy Advisory Committee noted that the expected completion date for Phase one (1) of the website would be December 2023. Unfortunately, this date was not met. The website has been completed and City of Palmerston expect the launch to occur within the coming weeks. The Vibrant Economy Advisory Committee Members will be notified of the launch and applicable media releases will follow.

The Palmerston Community plan states ‘When businesses thrive, families also thrive and our city becomes more liveable’. Economic health and prosperity are recognised as vital to supporting a successful and prosperous community.

This report entitled City of Palmerston Economic Development Website Update seeks to update the Committee on the progress of City of Palmerston’s economic development website.

DISCUSSION

Having the economic development website as a standalone website opens opportunities for search engine optimisation in the future and allows businesses to find information without having to navigate via the main council website. The most cost-effective and timely method of doing this is having a standalone URL but hosted by City of Palmerston’s existing website.

The website has been developed in three (3) phases

- Phase 1: the strategic overview and the high-level information to bring attention to the potential investor what Palmerston has to offer.
- Phase 2: tangible information for the potential investor such as contact details, business planning tools, incentive programs, available property listings within Palmerston makes it easier for the investor to make investment decisions.
- Phase 3: focuses on interaction with the end user

The website has been developed and has been structured so that over time Council can gradually build the website in accordance with the planned phases.

As noted in the Palmerston Local Economic Plan, a focussed website is a necessary tool for economic development activities. In addition to encouraging individuals to work in the area, economic development websites also offer resources that help businesses to evaluate relocation within the municipality, which contributes to the economic growth for the City of Palmerston.

Whilst the current landing page has now been published, Council Officers view the future of the page as having a larger impact. An overview of the key pages to be developed for the proposed website is described below and how each aligns to various actions in the PLEP.

Web Page	PLEP Action	Anticipated Completion Date
Invest in Palmerston (for new businesses)	Develop an awareness campaign of business and industry opportunities and benefits in the City of Palmerston	Completed March 2024
Invest in Palmerston - run and grow your business (for existing business)	<ul style="list-style-type: none"> Develop an awareness campaign of business and industry opportunities and benefits in the City of Palmerston Deliver business support and capacity building services. Ensure tailored support for different business sizes, including sole operators Develop business networking and advocacy services in Palmerston Delivery of a short digital skills program to support upskilling of business owners and residents, allowing our community to be more digitally capable, resilient and sustainable 	<p>Business survey being undertaken in March 2024. Data from this survey will allow Council to allocate resources to the most important issues noted.</p> <p>Work on this is expected to commence in June 2024 with a report and recommendations to be completed by 21 October 2024</p>
Discover Palmerston (for prospective residents)	<p>Develop a suite of communications and marketing materials to highlight Palmerston and promote a unique selling proposition for residents</p> <p>In the longer term this page will be used to support these PLEP actions:</p> <ul style="list-style-type: none"> Develop and implement a campaign to attract Defence families to Palmerston Implement a migrant attraction campaign for the city of Palmerston 	A report on the viability of this project will be completed by the 21 October 2024

Further upgrades to the Invest Palmerston website are currently being assessed. They include the possibility of allowing users to subscribe to further Invest Palmerston updates and receive key information from the City of Palmerston. As noted in the Report dated 26 June 2023, the website will also be expanded to include the ability for local businesses to register their events on the website.

Further evolutions of the website include detailed resources on launching a business in Palmerston. This feature, effectively known as a Business Concierge Service, would provide information and requirements for individuals interesting in launching a business in Palmerston.

The Invest Palmerston website has numerous opportunities for further community engagement and empowerment. Beyond its informational value, the website is seen as a catalyst for innovation and progress within the municipality. In future, it could feature initiatives such as the 'myPalmerston' initiative that successfully stimulated the local economy during the COVID-19 recovery period.

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The website has been completed and City of Palmerston expect the launch to occur within the coming weeks. The Vibrant Economy Advisory Committee Members will be notified of the launch and applicable media releases will follow.

CONSULTATION PROCESS

The following City of Palmerston staff were consulted in preparing this Report:

- City Activation Officer

In preparing this Report, the following external parties were consulted:

- Urbacity
- We Creative

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

Consultancies were funded from within existing budget.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

Urbacity, an economic development practitioner and website designer We Creative, were engaged to deliver the content for the website.

This Report addresses the following City of Palmerston Strategic Risks:

3. **Economic Development**
Failure to articulate, provide and promote the value proposition for Palmerston as an economic centre to attract investment.

ENVIRONMENT SUSTAINABILITY IMPLICATIONS

There are no environment sustainability implications for this Report.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.

ATTACHMENTS

Nil

COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.2.3
REPORT TITLE:	Crime Prevention Through Environmental Design Audit
MEETING DATE:	Monday 25 March 2024
AUTHOR:	City Activation Manager, Matthew McNamara
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Family and Community: Palmerston is a safe and family friendly community where everyone belongs.

PURPOSE

This Report seeks to inform the Committee about the Crime Prevention Through Environment Design audit that City of Palmerston are conducting in the Palmerston Central Business District.

KEY MESSAGES

- The Department of Chief Minister and Cabinet and City of Palmerston are partnering on a Crime Prevention Through Environment Design (CPTED) audit for the Palmerston Central Business District (CBD) and Goyder Square, funded with \$75,000 allocated by Department of Chief Minister and Cabinet.
- The primary aim is to develop a comprehensive report leveraging CPTED principles to guide revitalization and gentrification, aiming to reduce criminal and anti-social behaviour while enhancing commercial sustainability
- The project will produce a CPTED Audit Report, stakeholder communications summary, compliance overview, documentation of current security measures, crime data analysis, application of CPTED principles, prioritized security recommendations, cost estimates, monitoring and evaluation plan, and a final presentation and training plan.
- A Request for Quote process has commenced, seeking expressions of interest from external consultants who have the capability to complete this project. The Request for Quote closed on 22 March 2024 with staff currently working on the selection.
- The timeframe for delivery of the report is 30 June 2024.

RECOMMENDATION

THAT Report entitled Crime Prevention Through Environmental Design Audit be received and noted.

BACKGROUND

The Department of Chief Minister and Cabinet (DCM&C) approached City of Palmerston, seeking to collaborate on a Crime Prevention Through Environment Design (CPTED) audit and subsequent report for the Palmerston Central Business District (CBD), an area inclusive of Goyder Square.

Funding amounting to \$75,000 has been allocated from DCM&C, with the report due for completion by 30 June 2024.

The key objective of this project is to develop a comprehensive report, leveraging CPTED principles, to guide the revitalisation and gentrification of the Palmerston CBD, including Goyder Square. The aim is to decrease the likelihood of criminal and anti-social behaviour while bolstering the sustainability of individual commercial enterprises within the vicinity.

The primary deliverable from this project is a comprehensive report that furnishes explicit recommendations. The project will provide, as a minimum, the following outcomes:

- CPTED Audit Report – a comprehensive report outlining the findings, analysis and recommendations.
- Stakeholder communications – a detailed summary of stakeholder engagement efforts and feedback.
- Legal and regulatory compliance overview – outline how the audit adheres to local, state and federal legislation and regulations.
- Current security measures documentation – present existing security measures, including lighting, landscaping, access controls etc.
- Crime data analysis summary – summarise key points from the crime data analysis, highlighting trends and patterns.
- CPTED Principles application overview – briefly explain the application of CPTED principles in the audit.
- Recommendations Summary – a concise list of prioritised recommendations for enhancing security. Innovation, contemporary and customised are key themes.
- Cost Estimates Overview – provide an overview of estimated costs associated with recommended changes. This needs to clearly outline the solution, cost and benefit.
- Monitoring and Evaluation overview – Outline the proposed monitoring and evaluation plan with key performance indicators.
- Final Presentation and Training Plan – provide details on the planned presentation to Council and training for relevant personnel.

DISCUSSION

The City Activation Team have initiated the CPTED audit process. This involved:

- Collaborating with the Assets Officer to create a map in Council's mapping system, ARCGIS, delineating the designated whilst also capable of housing multiple layers of information. This involved coordinating with the CCTV Unit of the Joint Emergency Services Communications Centre, Police Fire and Emergency Services (PFES) to integrate relevant data onto the map. Additionally, meetings were conducted with FibreSense to develop an accurate vehicle heat map of the area.
- Conducting research to identify suitable companies capable of providing CPTED audits and subsequently initiating a Request for Quote (RFQ) process to solicit expressions of interest from external consultants possessing the requisite expertise for the task. The RFQ closed on 22 March 2024 and Council Officers are currently engaged in the selection process.
- Exploring the possibility of deploying pedestrian counting technology within the designated audit area.

A CPTED Project Committee was formed, chaired by City of Palmerston with membership being:

Position	Organisation Represented
City Activation Manager (Chair)	City of Palmerston
City Activation Officer (Minutes)	City of Palmerston
Regional Director, Greater Darwin	Chief Minister and Cabinet
Regional Development Officer, Greater Darwin	Chief Minister and Cabinet
Director Portfolio Management	Department of Infrastructure, Planning and Logistics
Director of Strategic Infrastructure Planning	Department of Infrastructure, Planning and Logistics
A/Regional Manager Greater Darwin, Small Business Champions	Department of Industry, Tourism and Trade

During the initial meeting of the Committee, discussions centred around defining the appropriate Terms of Reference, establishing the project scope and timelines, outlining objectives for funding agreements, and reaching a consensus to incorporate provisions offering alternatives to standard security recommendations aligned with CPTED principles. The committee also agreed upon a project completion time, setting it for 30 June 2024.

As the project progresses, reports will be provided to Council and, as required, to the Committee.

CONSULTATION PROCESS

The following City of Palmerston staff were consulted in preparing this Report:

- Civil Operations Team Leader – Infrastructure
- Asset Officer – Infrastructure
- City Activation Officer

In preparing this Report, the following external parties were consulted:

- Department of Chief Minister and Cabinet
- CCTV Unit, Joint Emergency Services Communications Centre, PFES
- FiberSense

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

The total cost of the project is being funded by Department of Chief Minister and Cabinet as follows:

- Crime Prevention Through Environmental Design (CPTED) review of Goyder Square Precinct - \$75,000 with an expected completion date of 30 June 2024.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

By addressing risk, legal, and legislative implications proactively, council can ensure that the CPTED audit leads to an effective and legally compliant intervention that enhances community safety while minimising potential liabilities and legal risks.

This Report addresses the following City of Palmerston Strategic Risks

1. **Community Safety**
Failure of Council to effectively plan and deliver its role in community safety.

ENVIRONMENT SUSTAINABILITY IMPLICATIONS

In addition to its primary focus on crime prevention and community safety, the principles of CPTED can have significant implications on environmental sustainability. Through promoting efficient land use, integrating green infrastructure and encourage sustainable transport options, CPTED Designs with broader environmental objectives.

Incorporating green spaces and landscaping not only enhances the aesthetic appeal of an area but also fosters biodiversity. Furthermore, measures to reduce litter and vandalism, often emphasised in CPTED strategies, contribute to a cleaner environment and less waste accumulation.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.



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ATTACHMENTS

Nil



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9 INFORMATION AND CORRESPONDENCE

9.1 Information

9.2 Correspondence

10 GENERAL BUSINESS

11 NEXT COMMITTEE MEETING

THAT the next Vibrant Economy Advisory Committee Meeting of Council be held on Monday, 29 April 2024 at 5:30pm in the Council Chambers, Civic Plaza, 1 Chung Wah Terrace, Palmerston.

12 CLOSURE OF MEETING



MINUTES

Vibrant Economy Advisory Committee Meeting

Monday 27 November 2023

The Advisory Committee Meeting of the City of Palmerston held in the Council Chambers, Civic Plaza, 1 Chung Wah Terrace, Palmerston, NT 0830

'A Place for People'



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COMMITTEE MINUTES

Minutes of Vibrant Economy Advisory Committee Meeting
held in Council Chambers
Civic Plaza, 1 Chung Wah Terrace, Palmerston
on Monday 27 November 2023 at 5:30pm.

PRESENT

COMMITTEE MEMBERS	Councillor Mark Fraser (Chair) Mayor, Athina Pascoe-Bell (Ex-officio) Deputy Mayor, Daniella Eveleigh Mohan Kandasamy, Local Business Owner Representative
STAFF	Acting Chief Executive Officer, Amelia Vellar General Manager Finance and Governance , Wati Kerta Minute Secretary, Bertsie Taru Executive Assistant to General Manager People and Place, Emily Dehne City Activation Manager, Matthew McNamara
GALLERY	Nil

Initials: _____



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COMMITTEE MINUTES

1 ACKNOWLEDGEMENT OF COUNTRY

City of Palmerston acknowledges the Larrakia people as the Traditional Custodians of the Palmerston region. We pay our respects to the Elders past, present and future leaders and extend that respect to all Aboriginal and Torres Strait Islander people.

2 OPENING OF MEETING

The Chair declared the meeting open at 5.31 pm.

3 APOLOGIES AND LEAVE OF ABSENCE

3.1 Apologies

Moved: Mayor Pascoe-Bell
Seconded: Mohan Kandasamy

1. THAT the apology received from Ruth Palmer for 27 November 2023 be received and noted.
2. THAT the apology received from Councillor Benjamin Giesecke for 27 November 2023 be received and noted.
3. THAT the apology received from Carmine Rauseo for 27 November 2023 be received and noted.
4. THAT the apology received from Brandon Evans for 27 November 2023 be received and noted.

CARRIED VEAC10/33 - 27/11/2023

3.2 Leave of Absence Previously Granted

Nil

3.3 Leave of Absence Request

Nil

4 DECLARATION OF INTEREST

4.1 Committee Members

Nil

4.2 Staff

Nil

Initials: _____

MINUTES VIBRANT ECONOMY ADVISORY COMMITTEE MEETING - 27 NOVEMBER 2023

23



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COMMITTEE MINUTES

5 CONFIRMATION OF MINUTES

5.1 Confirmation of Minutes

Moved: Councillor Fraser
Seconded: Deputy Mayor Eveleigh

THAT the Minutes of the Vibrant Economy Advisory Committee Meeting held on 25 September 2023, pages 17 to 21 be confirmed.

CARRIED VEAC10/34 - 27/11/2023

5.2 Business Arising from Previous Meeting

Nil

6 DEPUTATIONS AND PRESENTATIONS

6.1 City of Palmerston Economic Development Activities

Michael Cullen entered the meeting at 5:39 pm.

Moved: Deputy Mayor, Eveleigh
Seconded: Mohan Kandasamy

THAT the presentation by Michael Cullen be received and noted.

Michael Cullen left the meeting at 6.05 pm

CARRIED VEAC10/35 - 27/11/2023

7 CONFIDENTIAL ITEMS

7.1 Moving Confidential Items into Open

Nil

7.2 Moving Open Items into Confidential

Nil

7.3 Confidential Items

Nil

8 OFFICER REPORTS

8.1 Action Reports

8.1.1 Committee Schedule of Meetings 2024

Moved: Deputy Mayor Eveleigh

Initials: _____



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COMMITTEE MINUTES

Seconded: Mayor Pascoe-Bell

1. THAT Report entitled Committee Schedule of Meetings 2024 be received and noted.
2. THAT the Vibrant Economy Advisory Committee recommend to the Council:
 - a. The Vibrant Economy Advisory Committee adopts the Committee meeting be held at 5.30pm in Chambers at Civic Plaza, 1 Chung Wah Terrace, Palmerston on the following dates:
 - i. Monday 25 March 2024
 - ii. Monday 24 June 2024
 - iii. Monday 23 September 2024
 - iv. Monday 25 November 2024

CARRIED VEAC10/36 – 27/11/2023

8.2 Receive and Note Reports

8.2.1 Business Survey Update

Moved: Mohan Kandasamy
Seconded: Mayor Pascoe-Bell

THAT Report entitled Business Survey Update be received and noted.

CARRIED VEAC10/37 – 27/11/2023

8.2.2 Update on Economic Development Website

Moved: Mayor Pascoe-Bell
Seconded: Deputy Mayor Eveleigh

THAT Report entitled Update on Economic Development Website be received and noted.

CARRIED VEAC10/38 – 27/11/2023

8.2.3 Economic Development Activities

Moved: Deputy Mayor Eveleigh
Seconded: Mohan Kandasamy

THAT Report entitled Economic Development Activities be received and noted.

CARRIED VEAC10/39 – 27/11/2023

Initials: _____



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COMMITTEE MINUTES

9 INFORMATION AND CORRESPONDENCE

9.1 Information

Nil

9.2 Correspondence

Nil

10 GENERAL BUSINESS

Nil

11 NEXT COMMITTEE MEETING

Moved: Mayor Pascoe-Bell
Seconded: Deputy Mayor Eveleigh

THAT the next Vibrant Economy Advisory Committee Meeting of Council be held on Monday, 25 March 2024 at 5.30pm, in the Council Chambers, Civic Plaza, 1 Chung Wah Terrace, Palmerston.
{resolution}

CARRIED VEAC10/40 – 27/11/2023

12 CLOSURE OF MEETING

Moved: Mohan Kandasamy
Seconded: Deputy Mayor Eveleigh

THAT the meeting of the Vibrant Economy Advisory Committee held in Council Chambers, Civic Plaza, Palmerston on 27 November 2023 closed at 6:19 pm.

CARRIED VEAC10/41 – 27/11/2023

The Chair declared the meeting closed at 6:19 pm.

Chair

Print Name

Date

Initials: _____