

AGENDA

Vibrant Economy Advisory Committee Meeting

Monday 22 July 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.



AMELIA VELLAR
ACTING CHIEF EXECUTIVE OFFICER



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A Place for People

- 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 29 April 2024 pages 27 to 31 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:	Business Survey Outcomes and Future Actions
MEETING DATE:	Monday 22 July 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 Vibrant Economy Advisory Committee on the outcome of the City of Palmerston Business Survey conducted in March 2024 and explore potential future actions.

KEY MESSAGES

- The Palmerston Local Economic Plan 2021-2031 was created to define Council's plan to assist Palmerston reach its economic potential.
- Two 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.
- The survey was conducted from 11 – 31 March 2024.
- City of Palmerston enlisted the services of Action Market Research to conduct the business survey and consulted Urbacity, a specialist in urban planning and economics, to guide the development of the question set.
- In addition to social media posts, a letter from the Mayor was delivered to 2,000 randomly selected businesses within Palmerston, inviting them to take part in the survey.
- The survey has identified the Top Ten Headlines for further consideration.
- Council Officers have identified future actions on improving public safety through a Crime Prevention Through Environmental Design audit and supporting employment and skill development with targeted training programs.

RECOMMENDATION

1. THAT Report entitled Business Survey Outcomes and Future Actions be received and noted.
2. THAT the Palmerston Vibrant Economy Advisory Committee recommends to Council the future actions for the Business Survey as outlined in report entitled Business Survey Outcomes and Future Actions.

BACKGROUND

At the 2nd Ordinary Council Meeting of 18 April 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

Moved: Councillor Fraser
Seconded: Deputy Mayor Morrison

3. THAT Council endorses the recommendations from the Palmerston Vibrant Economy Advisory 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 gather valuable insights that will assist City of Palmerston attracting, retaining, and supporting local businesses. The data collected will play a crucial role in informing actions outlined in the PLEP.

City of Palmerston enlisted the services of Action Market Research to conduct the business survey and consulted Urbacity, a specialist in urban planning and economics, to guide the development of the question set. This collaboration was intended to ensure that the survey questions aligned with our economic development objectives.

On 6 March 2024, a letter from the Mayor was sent to 2,000 businesses in the City, informing them about the upcoming survey. The survey was then conducted from 11 to 31 March 2024. A link to the survey was provided on the City of Palmerston website, and additional advertisements were posted on City of Palmerston's social media accounts.

This Report seeks to update the Committee on the outcome of the Business Survey and provide recommendations for future actions following Council Decision at the 1st Ordinary Council Meeting of 4 June 2024; being:

13.1.3 Business Survey Results

Moved: Councillor Fraser
Seconded: Councillor Hale

1. THAT Report entitled Business Survey Results be received and noted.

2. *THAT the City of Palmerston Business Survey outcomes be referred to the Palmerston Vibrant Economy Advisory Committee for consideration and advice back to Council on potential future actions.*

CARRIED 10/1349 - 21/05/2024

DISCUSSION

Action Market Research aided in the dissemination of survey letters by providing 2,000 business addresses sourced from the Australian Business Register database. This selection was designed to ensure a comprehensive representation of various sectors within the City of Palmerston, including Administration, Agriculture, Arts, Construction, Education, Utilities, Finance, Health Care, Hospitality, IT, Real Estate, Retail, Transport, and Wholesale Trade. By encompassing a wide range of industries, the survey aimed to capture diverse business perspectives and challenges, ensuring the findings are reflective of the overall business environment in Palmerston.

The survey methodology involved a combination of telephone and online surveys to ensure broad participation. Action Market Research conducted 125 telephone interviews, including 100 businesses within the City of Palmerston and 25 from surrounding areas to gain comparative insights and understand potential factors that might influence businesses to relocate to Palmerston.

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.

The survey captured a diverse range of businesses across various sectors within the City of Palmerston. Respondents included key decision-makers such as business owners, general managers, and senior managerial roles. The industries represented in the survey spanned retail, construction, manufacturing, education, professional services, health care, and more. This broad representation ensures that the survey results provide a comprehensive view of the business landscape in Palmerston. Most businesses surveyed have been operating for over five (5) years, indicating a stable and established business community.

The Top Ten Headlines from the survey are as follows:

1. Businesses are more confident than not and are confident their business will have a significant improvement in their performance over the next 12 months.
2. The positive business confidence will drive business to invest in staff and creating new employment opportunities. Two-fifths of businesses will be looking to make a major purchase such as through new plant/equipment or property.
3. Most businesses are facing challenges in finding employees with specific skills and/or qualifications and finding employees that fit their business culture and values.
4. The key reasons for businesses choosing Palmerston to operate from relate to it being centrally located and being close to both Darwin and the more rural regions, and its convenience for customers and employees.
5. The key challenges faced by businesses operating in Palmerston relate to their business operating costs, crime and public safety issues, and the availability of suitably trained staff.
6. Just under a half of businesses are intending to expand within the City of Palmerston, and the majority of these will be looking to do so within the next 12-18 months.
7. Businesses looking to expand will do so through hiring of additional employees, expanding their online presence, and through building strategic partnerships with other local businesses.
8. Key barriers to expansion include crime related issues, and for it not being economically viable.
9. The key top-of-mind supports businesses are wanting include reducing crime, ensuring local suppliers are preferred in procurement, and reducing costs through lower rents and fees.

10. The most useful supports for business relate to improving public safety/security and reducing crime, listing businesses in local directories and government websites to boost exposure, and assisting businesses to obtain grants or tax incentives to boost investment.

The comprehensive report delivered by Action Market Research is included as **Attachment 8.1.1.1**.

Future Actions

The survey results have highlighted key areas where businesses in Palmerston face significant challenges, particularly in public safety, crime, and the availability of skilled employees.

These findings align closely with the priorities outlined in the PLEP, which aims to foster a secure, vibrant, and thriving business environment. By addressing these concerns through targeted actions, Council is committed to exploring strategic measures that not only enhance public safety but also support employment and skill development. This alignment underscores why these areas have been identified as priority actions moving forward, ensuring that the PLEP's objectives are met, and the business community's needs are effectively addressed.

Improving Public Safety and Reducing Crime: As part of ongoing efforts to address the key challenges faced by businesses in Palmerston, Council has recently undertaken a Crime Prevention Through Environmental Design (CPTED) audit.

This audit aims to evaluate the current environmental designs and identify security vulnerabilities within the municipal area. The objectives include recommending practical improvements to enhance public safety and security, which will directly address the concerns highlighted in the business survey. By further exploring implementation strategies based on these recommendations, Council aims to create a safer business environment, thereby reducing crime-related issues and fostering a more secure community for both businesses and residents. However, Council cannot achieve this alone and will require support from the Northern Territory Police, Northern Territory Government, and the broader community to successfully implement these strategies and achieve the desired outcomes.

Supporting Employment and Skill Development: Recognising the significant challenges businesses face in finding employees with specific skills and qualifications, this report emphasises the importance of strategic initiatives to support employment and skills development. Council Officers recommend the exploration of targeted training programs and capacity-building services. This includes facilitating partnerships with local educational institutions and industry leaders to ensure that training programs are aligned with the specific needs of local businesses. By addressing the skills gap and fostering a culture of continuous learning, these initiatives will help businesses find employees with the necessary skills to perform their roles effectively, ultimately contributing to a more resilient and skilled workforce in Palmerston.

CONSULTATION AND MARKETING

To promote the Survey, the Council's Marketing and Communications teams assisted 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

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:

- Action Market Research

A Place for People

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

Consultancies and costs associated with the delivery of the 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.

STRATEGIES, FRAMEWORK AND PLANS IMPLICATIONS

This report relates to the [Palmerston Local Economic Plan](#) (PLEP).

This report aligns to the PLEP by providing insights into local business challenges and opportunities. The survey findings will inform future economic development actions and strategies outlined in the PLEP.

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. 20240410 - City of Palmerston Business Survey Final Report [8.1.1.1 - 41 pages]

City of Palmerston Business Survey

FINAL REPORT
April 2024



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- 03 **Headlines & Key Insights**
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- 23 **Current Business Challenges**
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- 36 **Business Support Priorities**



TOP TEN HEADLINES

1. **Businesses are more confident than not** and are confident their business will have a **significant improvement in their performance** over the next 12 months.
2. **The positive business confidence will drive business to invest in staff and creating new employment opportunities.** Two-fifths of businesses will be looking to make a major purchase such as through new plant/equipment or property.
3. **Most businesses are facing challenges in finding employees** with specific skills and/or qualifications and finding employees that fit their business culture and values.
4. **The key reasons for business choosing Palmerston** to operate from relate to it being **centrally located** and being close to both Darwin and the more rural regions, and its **convenience for customers and employees.**
5. **The key challenges faced by business** operating in Palmerston relate to their **business operating costs, crime and public safety issues**, and the **availability of suitably trained staff.**
6. **Just under a half of businesses are intending to expand** within the City of Palmerston, and the majority of these will be looking to do so within the next 12-18 months.
7. **Businesses looking to expand will do so through hiring of additional employees, expanding their online presence**, and through building **strategic partnerships with other local businesses.**
8. **Key barriers to expansion** include **crime related issues**, and for it **not being economically viable.**
9. **The key top-of-mind supports** business is wanting include **reducing crime, ensuring local suppliers are preferred in procurement**, and **reducing costs through lower rents and fees.**
10. **The most useful supports** for business relate to **improving public safety/security and reducing crime, listing businesses in local directories and government websites to boost exposure**, and assisting businesses to **obtain grants or tax incentives to boost investment.**



KEY FINDINGS

Business Confidence

- Businesses are more confident than not that the climate for doing business will improve in the next 12 months.
- Most believe there will be an improvement in their business performance and are intending to hire additional employees to accommodate this growth.
- Two fifths of businesses are intending to make a major purchase in the next 12 months to support their business growth.
- Most businesses are finding it challenging to find suitable employees with specific skills/qualifications, and finding employees that fit their business culture and values.

Reasons for Operating from City of Palmerston

- The key top-of-mind reason for operating from Palmerston is its location, being centrally located to both the city and rural communities, and convenient for customers and employees alike.
- The benefits of operating from Palmerston also relate to its location, being centrally located and convenient for customers. In addition the high-demand for products/services given the growing community is seen as a key benefit.
- When prompted, the key benefits business gains from operating in Palmerston relate to its proximity to Darwin, and its young and growing population. Other benefits include having a significant Defence presence and the lower rent costs for business property.

Current Business Challenges

- The top-of-mind challenges faced by business include the availability of suitably trained staff, crime and safety issues, and business operating costs.
- When prompted, these same issues top the list, and are rated as being major issues – business operating costs, public safety and crime, and the availability of suitably trained staff.



KEY FINDINGS

Business Expansion

- Just under half of businesses are intending to expand within the City of Palmerston.
- Expansion within the City will include taking on more clients and driving up demand for products/services. Some will be looking for new and/or larger business premises to operate from.
- Most businesses looking to expand will be wanting to hire additional employees to deliver on their current offering, are wanting to expand their online presence, and are wanting to collaborate with other businesses through strategic partnerships.
- Most businesses that are looking to expand will be doing so within the next 12-18 months.
- Of those not looking to expand, the majority have no intention to expand, with some indicating that there is too much crime to consider expanding.
- The key things City of Palmerston could do to improve the likelihood of expansion include improving security/reducing crime, improving availability of suitable premises/land, and creating an environment for consistent business growth including continued population growth, more affordable rent and attracting trained staff.

Key Business Supports

- The key top-of-mind supports for business the City could provide include reducing crime, ensuring that local suppliers are preferred, and lower costs through reduced rent and fees.
- When prompted the most useful supports for business include improving public safety and security and reduce crime, listing businesses in local directories and government websites to improve exposure, and assisting businesses to obtain grants or tax incentives to boost investment.







METHODOLOGY



Background

The City of Palmerston engaged Action Market Research to undertake a survey with local businesses in the Palmerston area to understand the challenges that businesses are experiencing and their support needs. The aim of the survey was to address the priorities of the Palmerston Local Economic Plan (PLEP).

The questionnaire was developed by Action Market Research (AMR) in collaboration with the City of Palmerston and was finalised and approved on Wednesday, 6 March 2024.



Target Audience

Respondents included current business owners or key decision makers who operate within the City of Palmerston. Additional sample aimed to target business owners (or key decision makers) who operate outside of the City of Palmerston region, but who previously operated within or would consider relocating to CoP.



Analysis & Reporting

The results are reported in frequencies and, where relevant, NET scores. NET scores are calculated by subtracting the proportion of scores 0-4 from the proportion of scores 6-10 to determine whether the result is mostly positive or mostly negative. Summarised key findings specific to Palmerston are highlighted and called out in the data. Where appropriate, data is analysed to compare results between businesses within the City of Palmerston and businesses outside of the City of Palmerston. This is indicated using symbols (refer to the Legend on relevant pages). Survey questions and base sizes can be found in the footer of each page.

SAMPLE



Telephone Interviewing

AMR commenced telephone interviewing with businesses in the City of Palmerston area and surrounds on Tuesday, 12 March 2024.

A total of n=125 interviews were completed by telephone, made up of n=100 businesses within the City of Palmerston area and n=25 outside the City of Palmerston area.

The average interview length was 25.7 minutes.



Client Sample

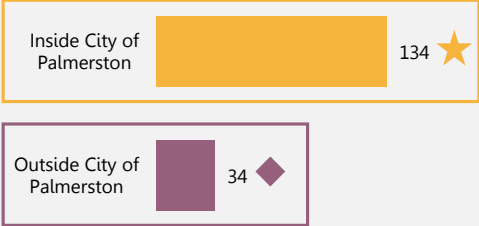
The City of Palmerston undertook a mail-out to 2,000 randomly selected businesses using the Australian Business Register, and businesses were invited to participate via a QR Code to an online version of the survey.

In addition, the City undertook promotion of the online survey via email, website and social media to boost participation.

A total of 43 interviews were completed, made up of 34 businesses within the City of Palmerston area and n=9 outside the City of Palmerston area.

The average interview length was 24.7 minutes.

Inside City of Palmerston vs Outside City of Palmerston



Fieldwork Period

Interviews were undertaken between 11th March and 5th April 2024.

Confidence Interval

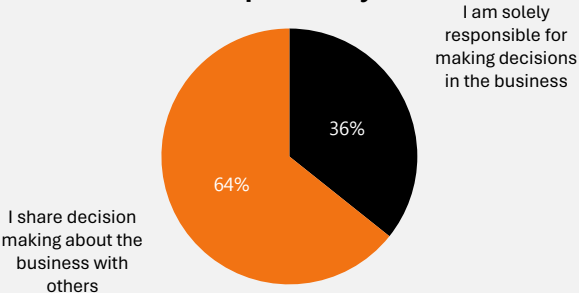
A total of 168 interviews provides a confidence interval of +/- 7.3% when reporting on the total outcome.





DEMOGRAPHICS

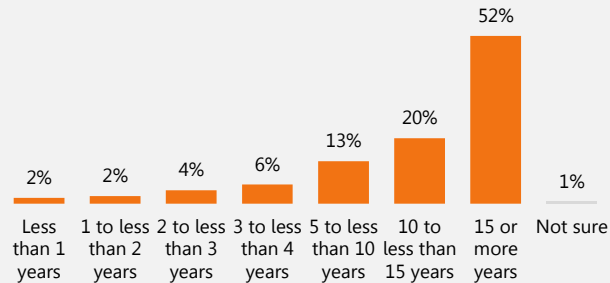
Decision-making Responsibility



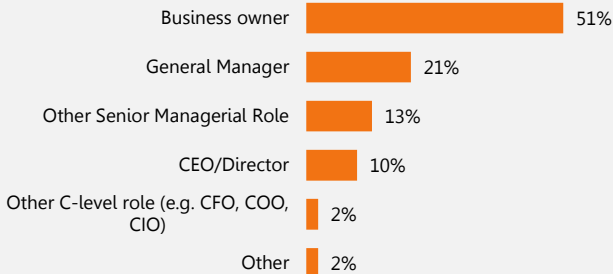
Industry

- Retail – 21%
- Construction – 19%
- Manufacturing – 10%
- Education & Training – 6%
- Professional Services – 5%
- Health Care & Social – 4%
- Mining – 3%
- Wholesale Trade – 3%
- Arts & Recreation – 3%
- Agriculture – 2%
- Energy, Water & Waste – 2%
- Accommodation & Food – 2%
- Admin & Support Services – 2%
- Transport, Postal, Warehousing – 2%
- Real Estate – 2%
- IT – 1%
- Finance & Insurance – 1%
- Public Admin & Safety – 1%

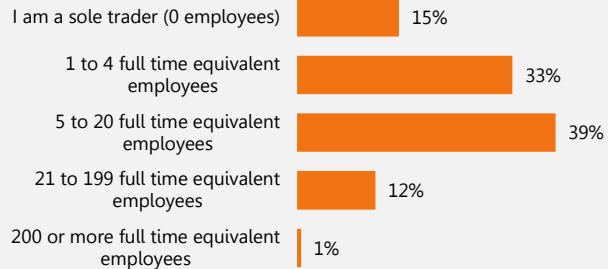
Business Tenure



Role Within The Business



Full-Time Employees

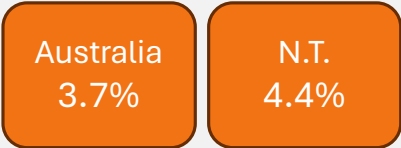


A1. Which of the following best describes your role within the business? Base: Total, n=168
 A2. Which of the following best describes your role within the business? Base: Total, n=168
 Z1. For how many years has your business been operating? Base: Total, n=168
 Z2. How many full-time employees does your business employ? Base: Total, n=168
 Z3. Which of the following industries does your business operate within? Base: Total, n=168



CURRENT ECONOMIC CLIMATE

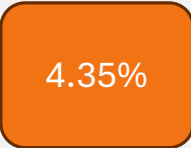
Unemployment Rate



NT unemployment rate is low and tracking below the 10-year average.

ABS Labour Force Figures, February 2024

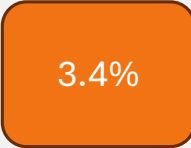
Interest Rates



While have been stable in 2024, interest rates remain at the highest point since November 2011.

RBA Cash Rate, March 2024

Inflation



Inflation remains above the RBA's target range of 2-3%.

ABS Monthly CPI Indicator, February 2024

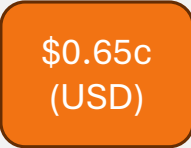
NT Petrol Prices



Current average petrol prices in the NT are on the rise, up from \$1.85 in January 2024.

PetrolSpy, Unleaded 91, April 2024

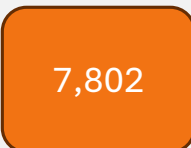
Australian Dollar



The Australian Dollar has been below \$0.70c USD since January 2023

Trading Economics AUD, April 2024

Stock Market (ASX)



The ASX recording strong performance in 2024, up 8% year on year.

ASX, April 2024



LOOKING AHEAD TO THE NEXT 12 MONTHS

Confidence in Climate for Doing Business in City of Palmerston for the Next 12 Months

■ Confident (6-10) ■ Neutral (5) ■ Not confident (0-4)



+10
NET

Likelihood of Improvement in Business Performance in Next 12 Months

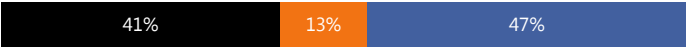
■ Confident (6-10) ■ Neutral (5) ■ Not confident (0-4)



+36
NET


Likelihood of a Major Purchase in the Next 12 Months

■ Confident (6-10) ■ Neutral (5) ■ Not confident (0-4)




-6
NET


12 Month Outlook



+10 NET
Confidence that business will improve



+36 NET
Positivity that there will be an improvement in business performance



-6 NET
Likelihood of a major purchase

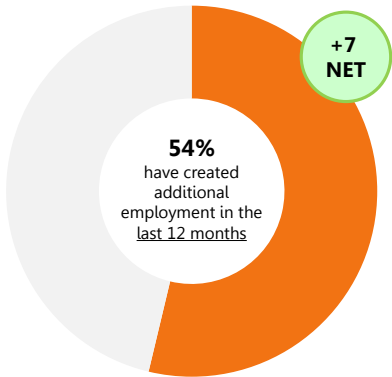
Confidence that the climate for doing business will improve in the next 12 months is positive (+10 NET), indicating that there are more businesses who are confident in the climate for doing business in City of Palmerston than there are businesses who are not confident that the climate for doing business will improve. Similarly, businesses are also confident that there will be a positive improvement in business performance in the next 12 months (+36 NET).

Conversely, that likelihood that businesses will make a major purchase is negative (-6 NET), indicating that there are fewer businesses who are looking to make a major purchase in the next 12 months. However, there remain two-fifths of businesses that indicate they are intending to make a major purchase.

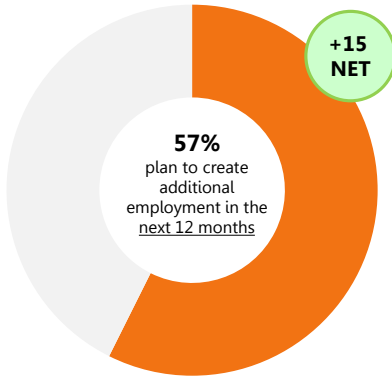
B1. How confident are you that the climate for doing business in your area will improve over the next 12 months? Base: Inside CoP, n=134
 B2. How likely is it that there will be a significant positive improvement in the performance of your business in the next 12 months? Base: Inside CoP, n=134
 B3. 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? Base: Inside CoP, n=134

EMPLOYMENT CREATION & INTENTIONS

Have Created Additional Employment in the Last 12 Months



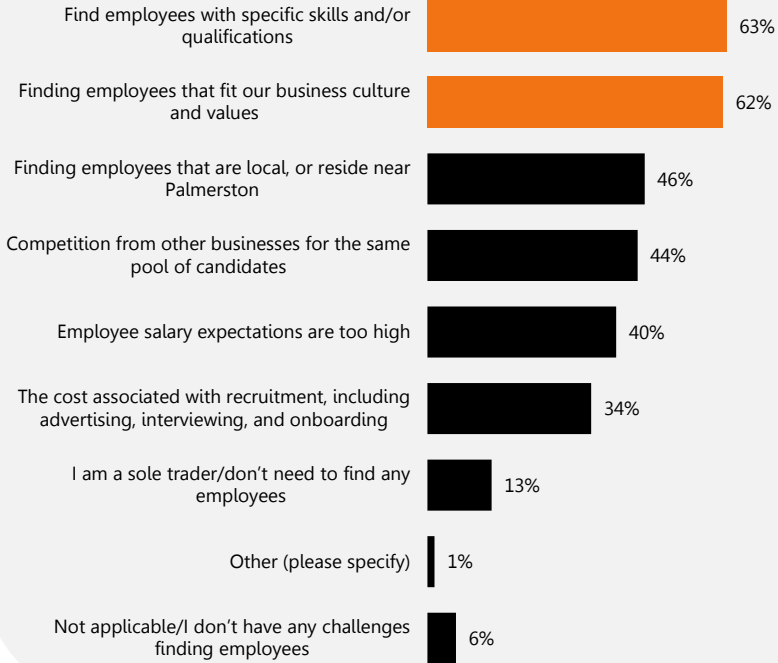
Intention to Create Additional Employment in the Last 12 Months



Positivity towards the next 12 months is also highlighted in employment creation and intentions. The NETs show that more businesses have created additional employment in the past 12 months than not (+7 NET) and that there are more businesses intending to create additional employment than not in the next 12 months (+15 NET).

Finding employees with specific skills/qualifications and finding employees to fit the business culture are the biggest challenges businesses in Palmerston are facing in creating additional employment.

Challenges in Finding Employees

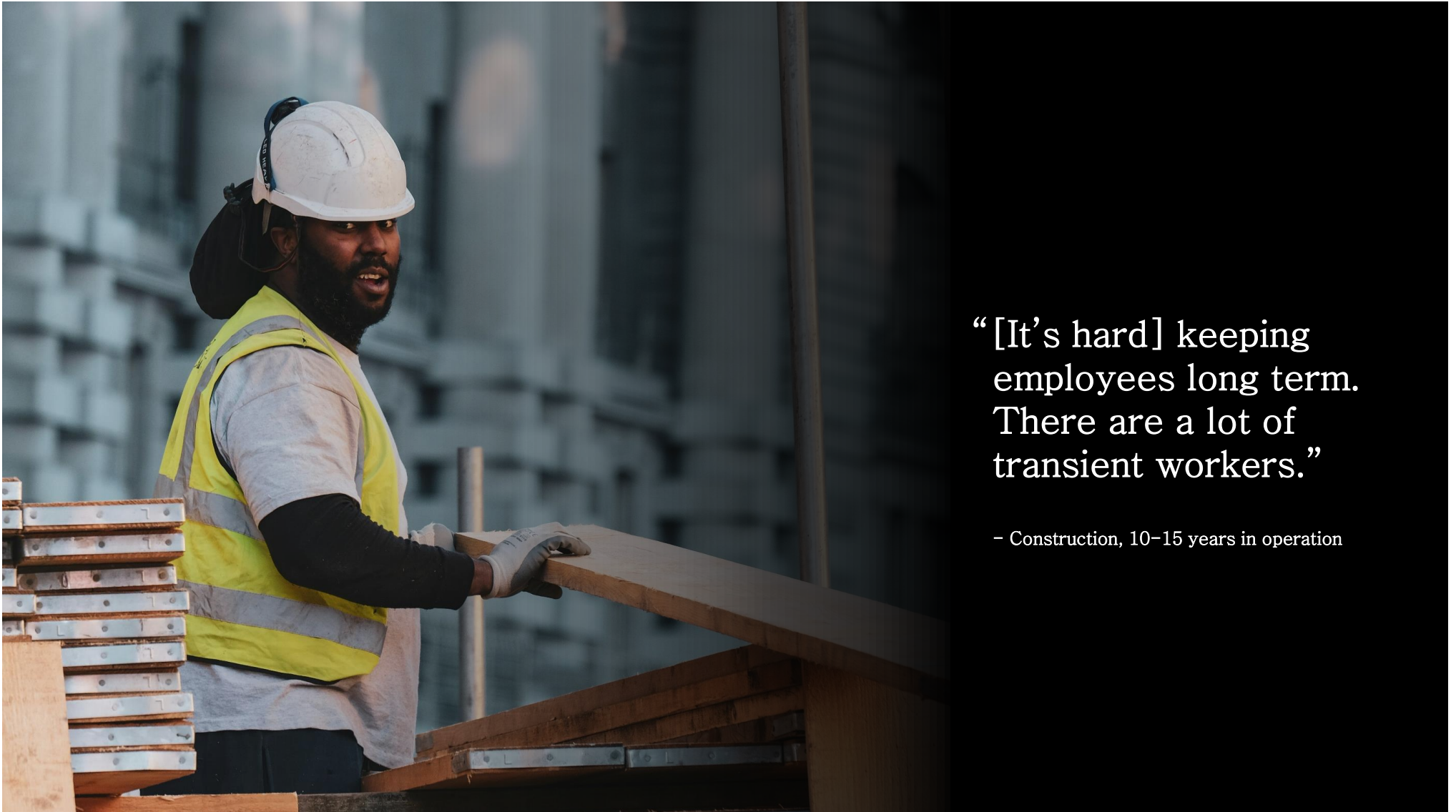


B4. In the last 12 months, have you created any additional employment including hiring additional employees or overtime for your current employees? Base: Inside CoP, n=134
 B5. In the next 12 months, are you likely to take on any additional employees in your business, or create any additional overtime? Base: Inside CoP, n=134
 B6. Below are a range of possible challenges your business faces in finding employees. Base: Inside CoP, n=134



“There are a lot of
people who do not
want to work.”

- Manufacturing, 15+ years in operation



“[It’s hard] keeping employees long term. There are a lot of transient workers.”

– Construction, 10–15 years in operation



**STRENGTHS & BENEFITS OF OPERATING
FROM CITY OF PALMERSTON**

WHY CHOOSE PALMERSTON?

Top of Mind Reasons for Operating From the City of Palmerston (10 most frequent mentions)



The top 3 mentions for reasons why the business chose to operate out of Palmerston relate to location.

When asked to consider the reason they decided to operate their business from City of Palmerston, top of mind for business owners tended to be location.

The most frequent mention was because the owner lives in Palmerston and/or is in close proximity for employees (28%), followed by Palmerston being a central location suited to both city and rural customers (17%) and general convenience for customers (10%).

Other mentions included a high demand in that area (10%) and that the location was close to the business' current client base (7%), is affordable (7%) and the location is suitable for the industry of the business due to facilities/other businesses in the area (6%).

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? Base: Inside CoP, n=134





“I think it is a central location for our business. The location is not in the city, but it is also not rural. We have work in both directions, both rural and city central, so it works well for us.”

- Construction, 10-15 years in operation

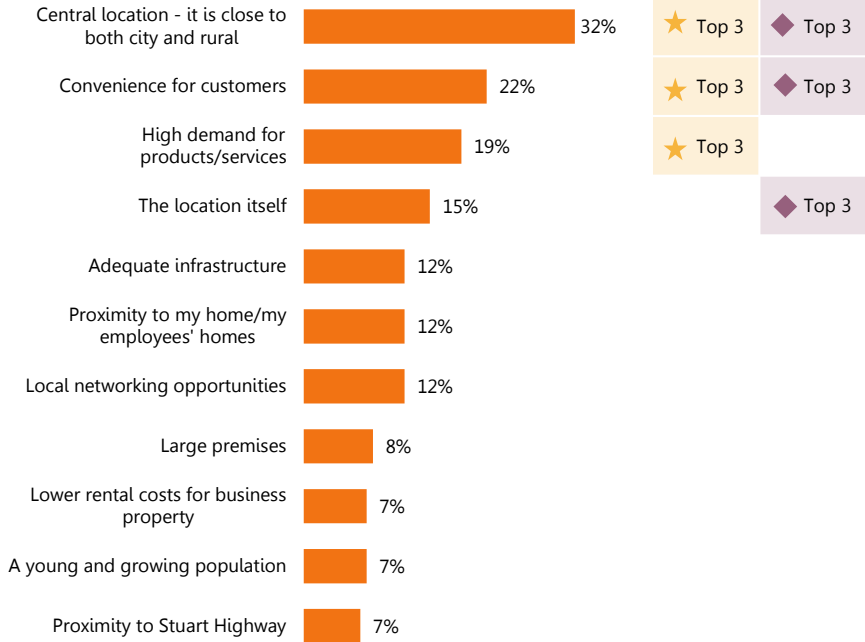


“[There’s] high exposure and high traffic; we're on the road between Darwin and Palmerston.”

- Retail, More than 15 years in operation

TOP OF MIND BUSINESS STRENGTHS OF CURRENT LOCATION

Top of Mind Strengths of City of Palmerston (Top 10 most frequent mentions)



Top 4 Overall Strengths of City of Palmerston

- Central location – close to both city and rural areas**
- Convenience and easy access for customers**
- High demand for products/services in this area**
- The location itself is good**

When asked to list the top three strengths of operating from the City of Palmerston, when aggregated, the most common strength was the business' central location (32%), followed by convenience for customers (22%) and a high demand for products/services in that area (19%).

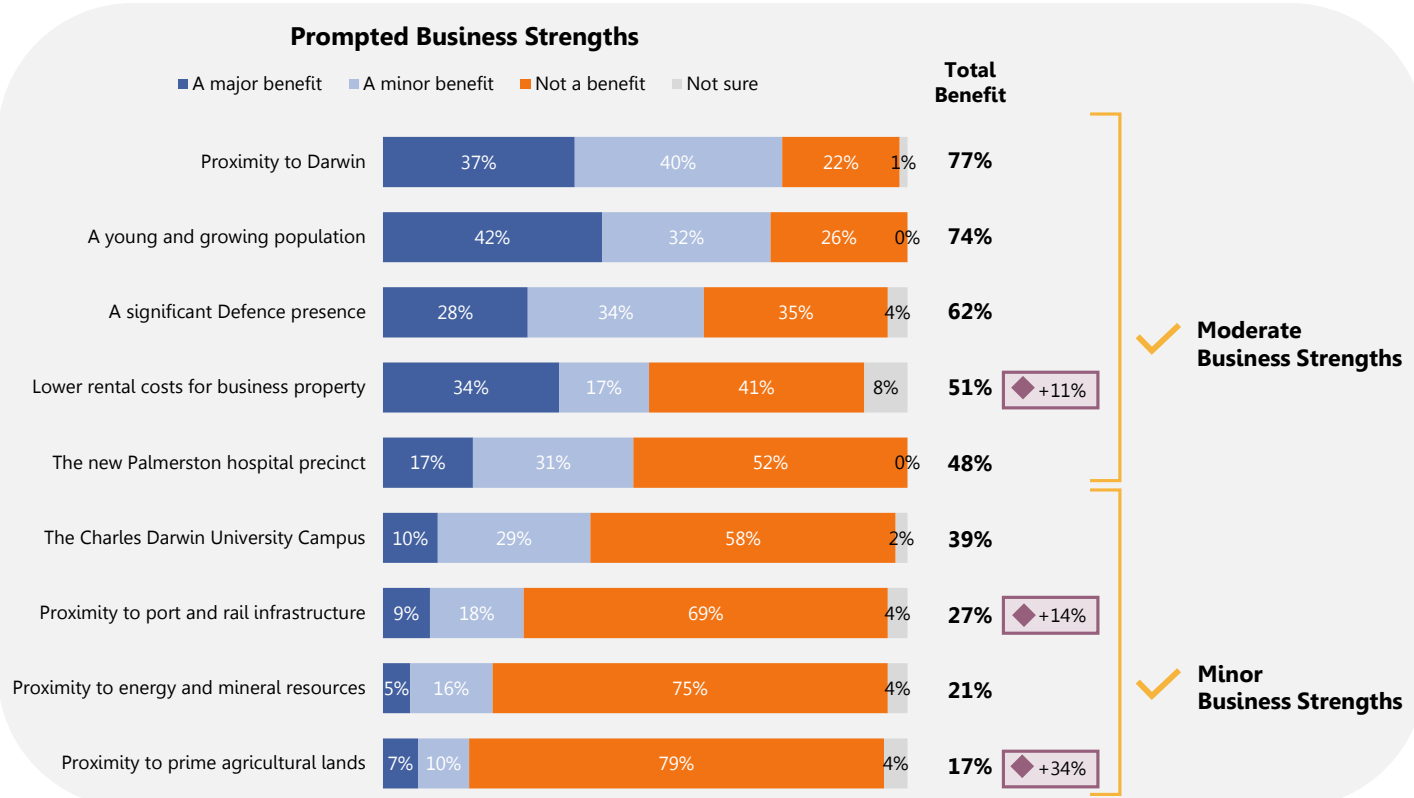
The order of mention is also important to consider what is truly top of mind. For businesses **Inside City of Palmerston**, among first mentions, the top three were central location, convenience for customers, and high demand for products/services. Top three first mentions were similar for businesses **Outside City of Palmerston** when asked what they consider to be the top three strengths of operating from their *current location*, however, did not include a high demand for product/services or proximity to home.

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? Base: Inside CoP, n=134

Inside City of Palmerston ★ Outside City of Palmerston ◆



PROMPTED BUSINESS STRENGTHS OF CITY OF PALMERSTON



Respondents were also asked to rate the degree to which particular aspects of their location were considered a benefit to their business.

For businesses **Inside the City of Palmerston**, the proximity to Darwin was considered the greatest strength (76% total benefit), followed by a young and growing population (74% total benefit) and a significant Defence presence (61% total benefit).

Comparatively, businesses **Outside the City of Palmerston** were more likely to benefit from lower rental costs (+11% difference), proximity to port and rail infrastructure (+14% difference) and proximity to prime agricultural lands (+34% difference).

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. Base: Inside CoP, n=134

Inside City of Palmerston ★ Outside City of Palmerston ◆

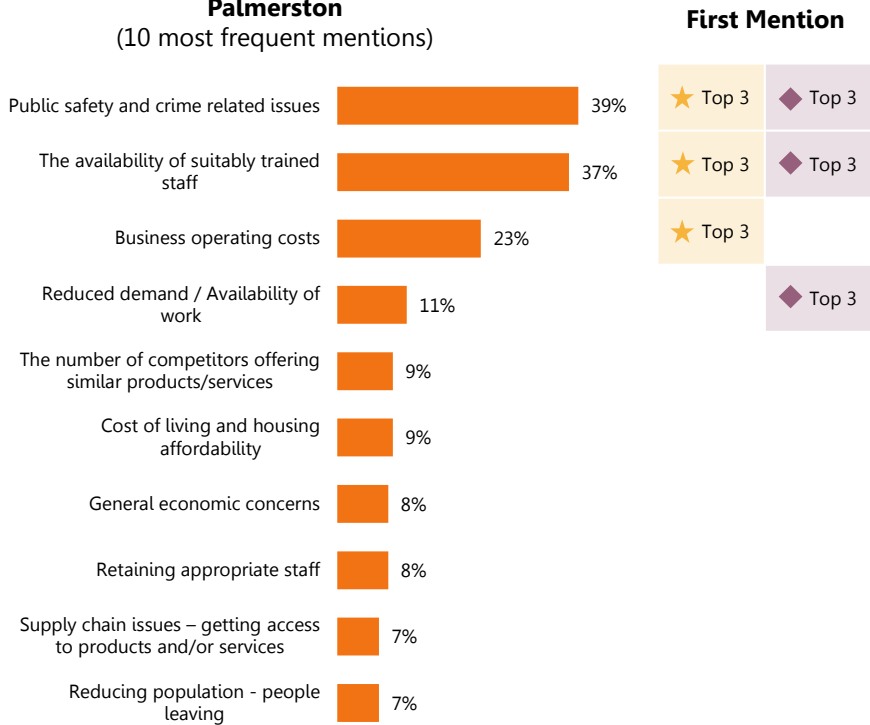




CURRENT BUSINESS CHALLENGES

TOP OF MIND BUSINESS CHALLENGES

Top of Mind Challenges of City of Palmerston (10 most frequent mentions)



Top 4 Overall Challenges of Current Location

- Public safety and crime-related issues
- Availability of suitably trained staff
- Business operating costs
- Reduced demand and/or availability of work

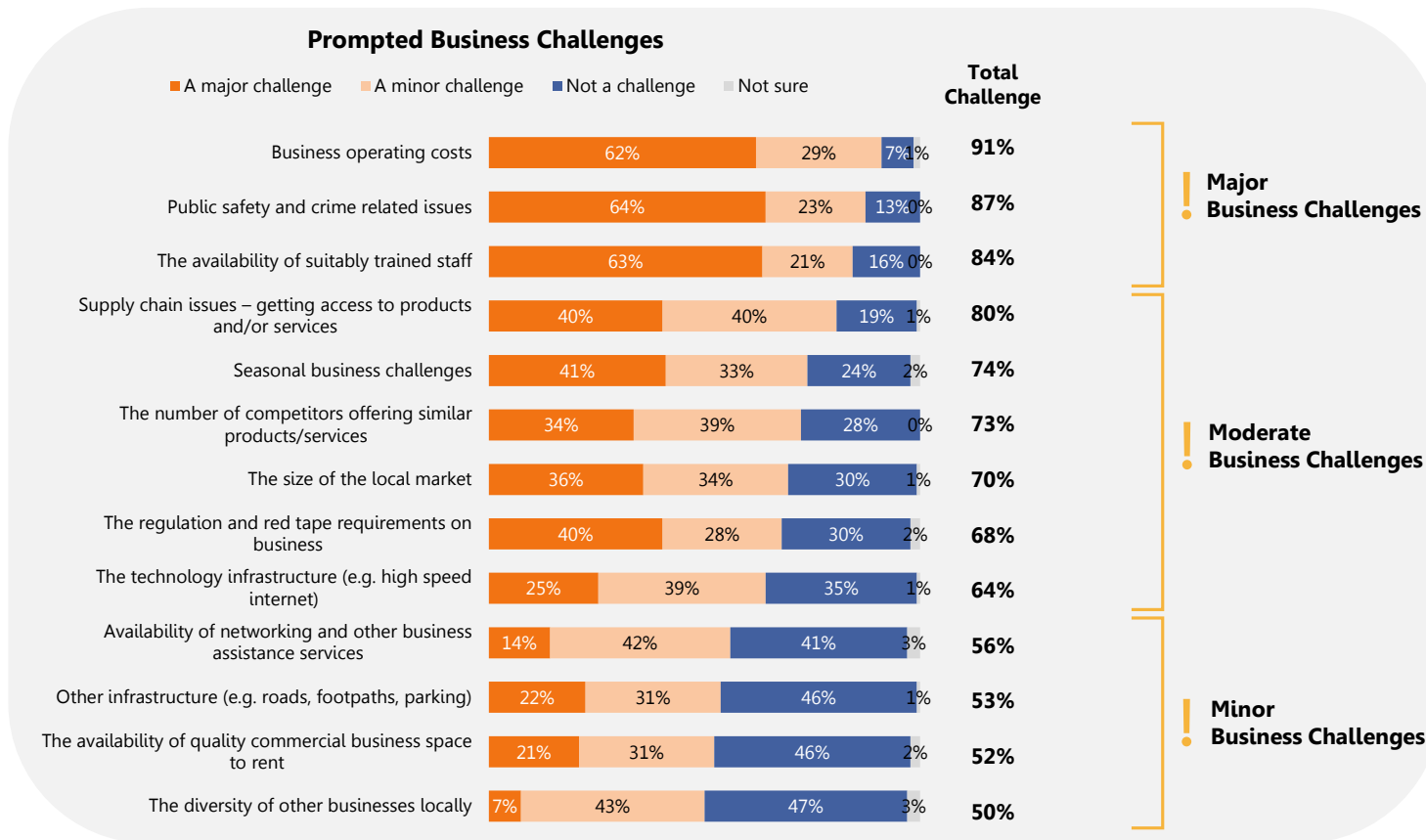
When asked to list the top three challenges for their business, the most common challenge was public safety and crime-related issues (39%), followed by the availability of suitably trained staff (37%) and business operating costs (23%).

The top two challenges are common among both businesses **Inside the City of Palmerston** and those **Outside the City of Palmerston**.

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? Base: Inside CoP, n=134

Inside City of Palmerston ★ Outside City of Palmerston ▲

PROMPTED BUSINESS CHALLENGES



When prompted with a list of possible business challenges, the **key major challenges** faced by business relate to:

- Business operating costs (62% major challenge).
- Public safety and crime related issues (64% major challenge).
- The availability of suitably trained staff (63%).

Other moderate challenges relate to:

- Supply chain issues (40% major challenge).
- Seasonal business challenges (41% major challenge).
- Regulation and red tape requirements on business (40% major challenge).
- The size of the local market (36% major challenge).
- Number of competitors offering similar products/services (34%).

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. Base: Inside CoP, n=134

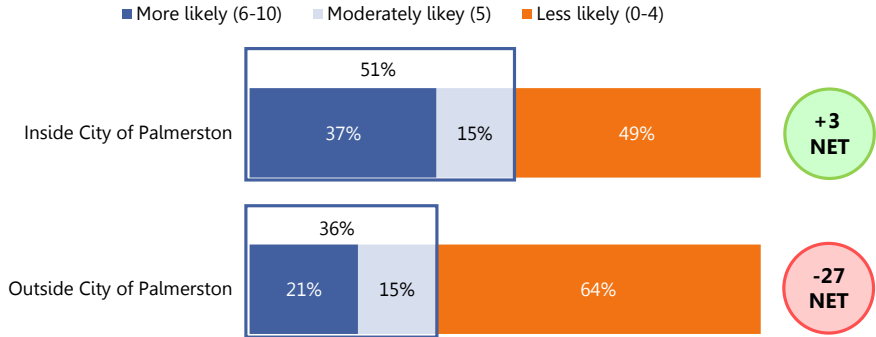


BUSINESS EXPANSION

LIKELIHOOD TO EXPAND



Business Expansion Intention in City of Palmerston



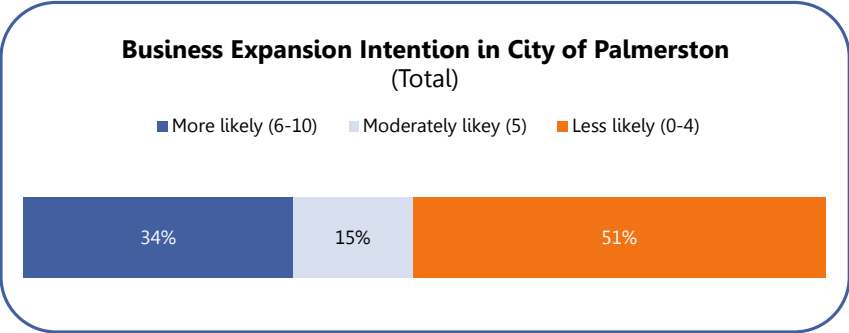
The majority of businesses located **Inside the City of Palmerston** have intentions to expand within the City (51% likely).

Of those businesses currently located **Outside the City of Palmerston**, just over a third have intentions to expand within the City (36%).

C6. How likely would you be to expand your business into the City of Palmerston? Base: Inside CoP, n=134; Outside CoP, n=34

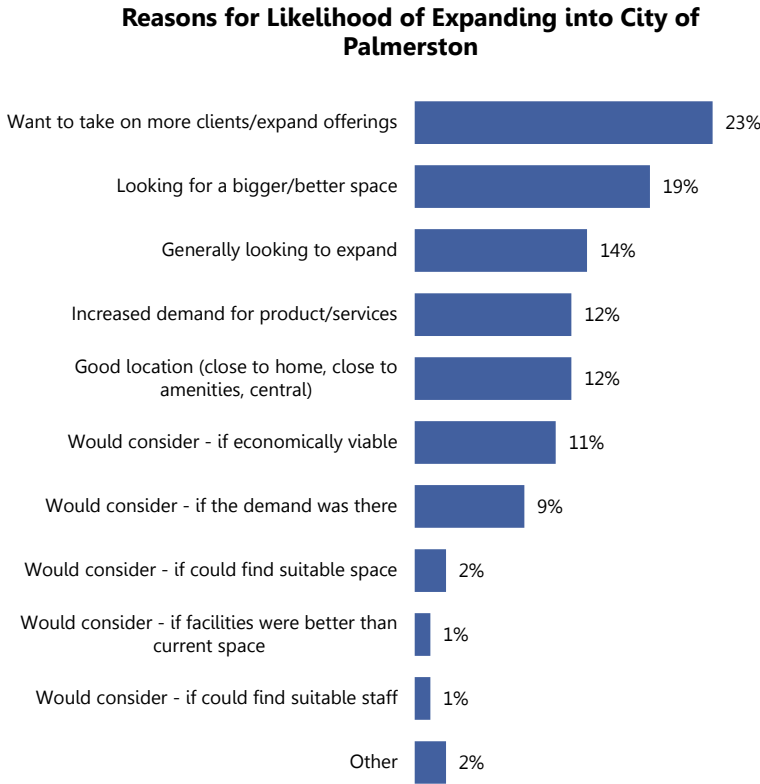


MORE LIKELY TO EXPAND WITHIN THE CITY OF PALMERSTON



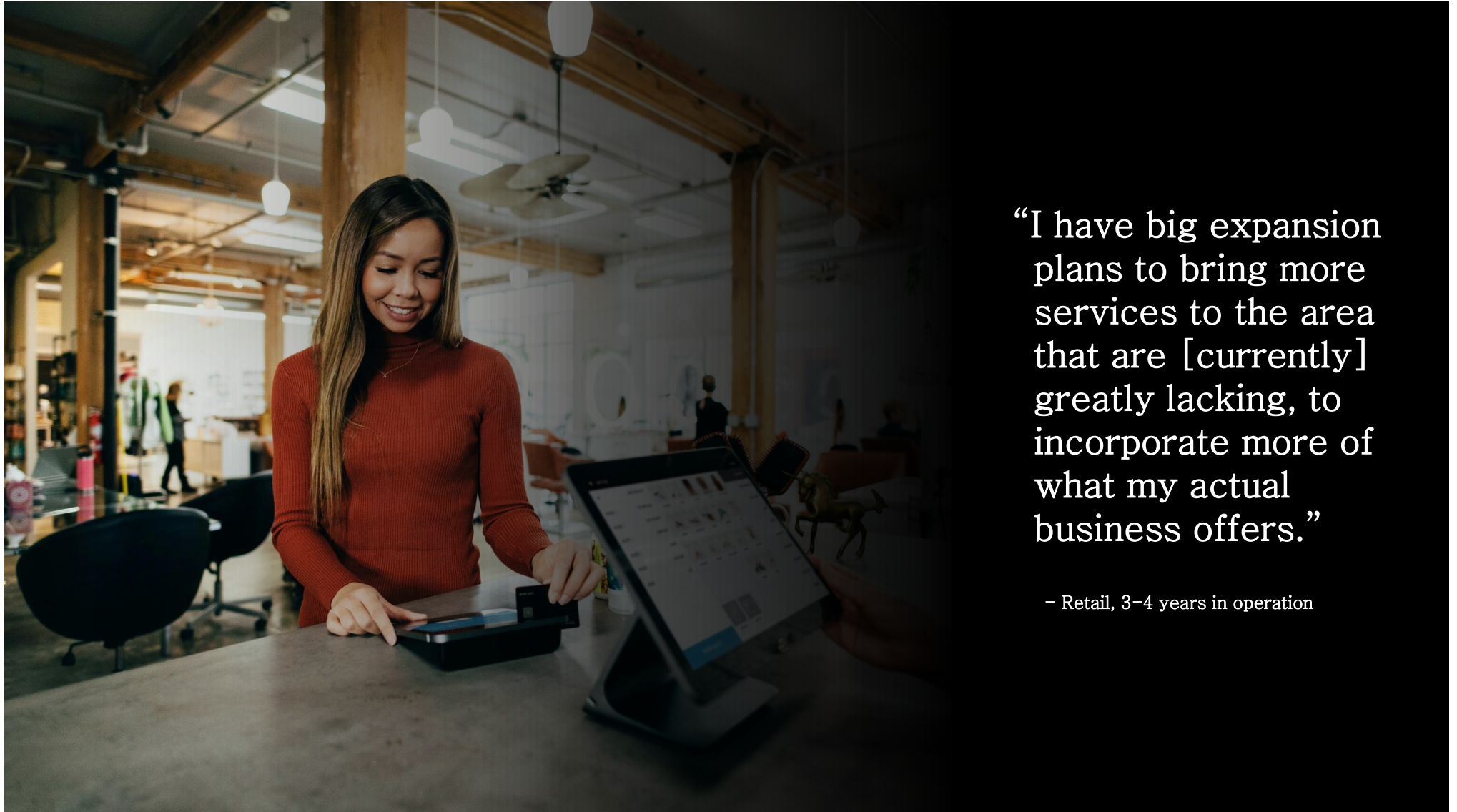
Overall, there are just under half who are intending to expand into the City of Palmerston.

Of those who are likely to expand within the City of Palmerston, their key reasons for doing so relate to growing their business through taking on new clients and/or expanding their service offering (23%), or expanding by moving into a larger or better business premises (19%).



C6. How likely would you be to expand your business into the City of Palmerston? Base: Total, n=168
C7. You mentioned that you are not likely/likely to expand your business in the City of Palmerston. Why is that? Base: Likely to expand (5-10/10), n=81

Inside City of Palmerston ★ Outside City of Palmerston ◆



“I have big expansion plans to bring more services to the area that are [currently] greatly lacking, to incorporate more of what my actual business offers.”

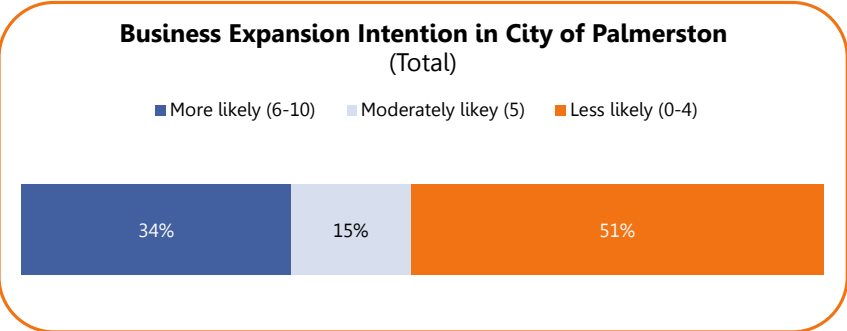
- Retail, 3-4 years in operation



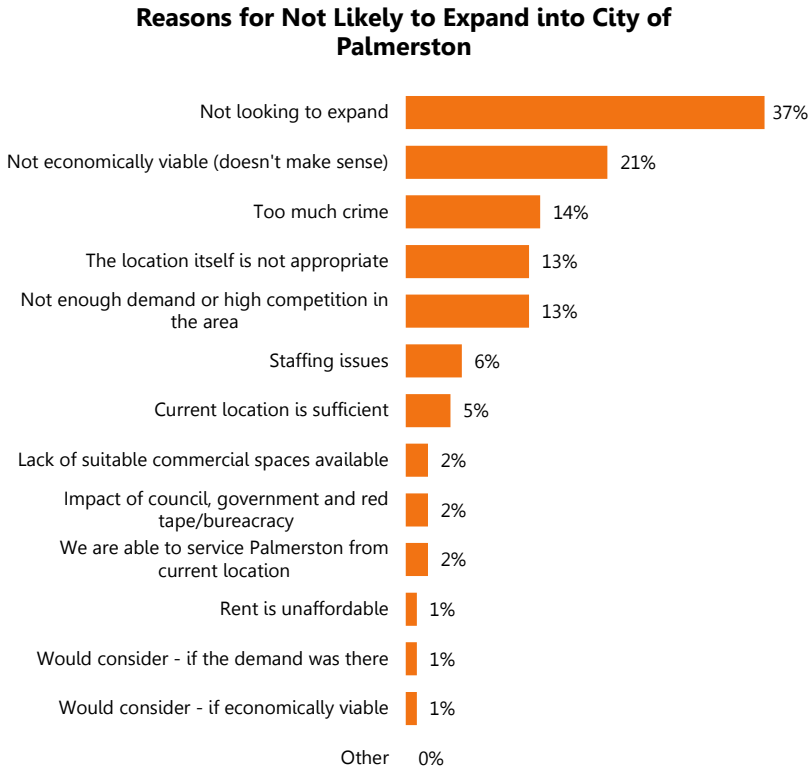
“I want to keep my business close to where I live. We hope to gain more work in Palmerston and even with City of Palmerston.”

- Other services, 2-3 years in operation

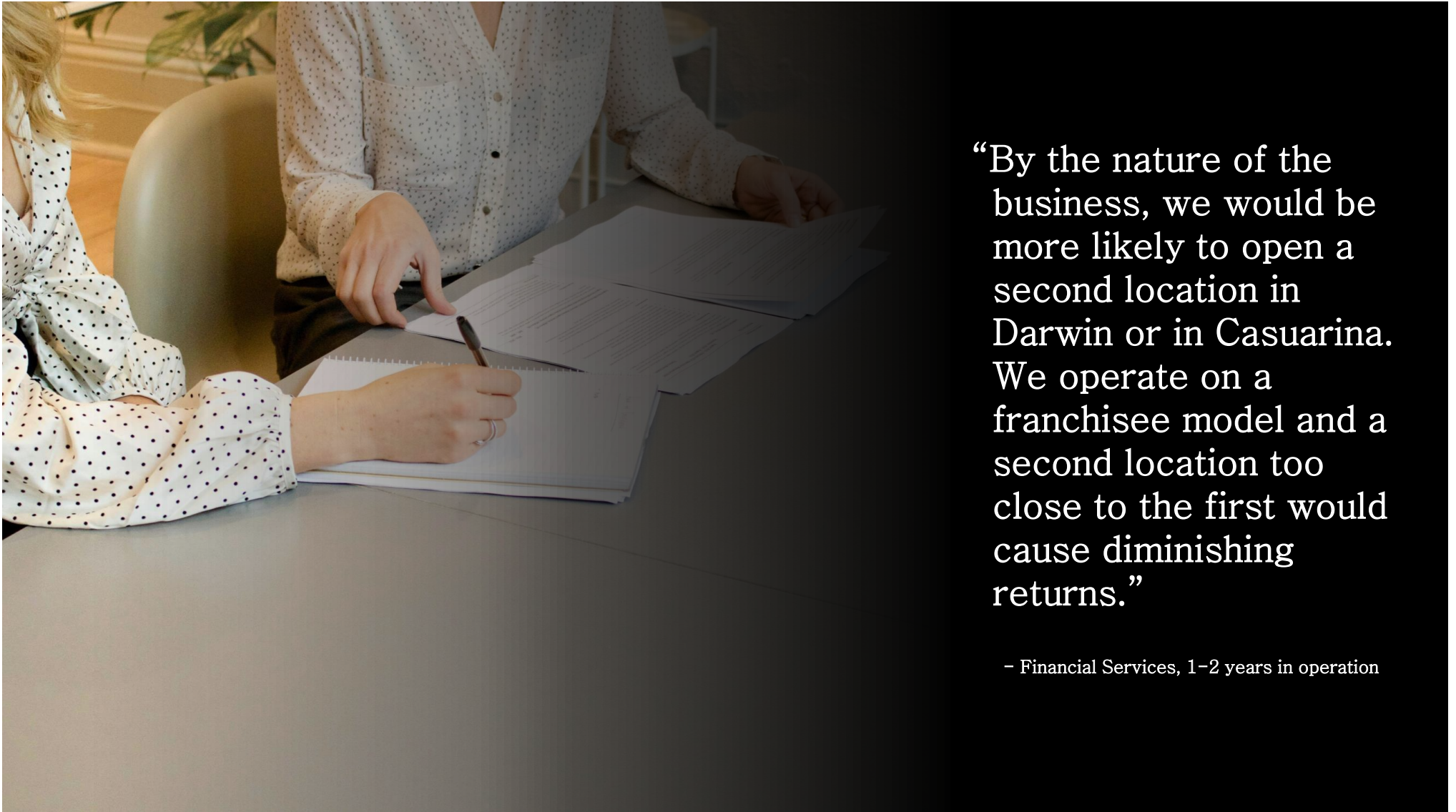
LESS LIKELY TO EXPAND WITHIN THE CITY OF PALMERSTON



Of those who are not intending to expand, their key reasons relate to not having an intention to expand generally (37%), or it not being economically viable to do so (21%). Crime is also considered a key barrier to business wanting to expand within the City (14%).



C6. How likely would you be to expand your business into the City of Palmerston? Base: Total, n=168
C7. You mentioned that you are not likely/likely to expand your business in the City of Palmerston. Why is that? Base: Not likely to expand (0-4/10), n=86



“By the nature of the business, we would be more likely to open a second location in Darwin or in Casuarina. We operate on a franchisee model and a second location too close to the first would cause diminishing returns.”

- Financial Services, 1-2 years in operation

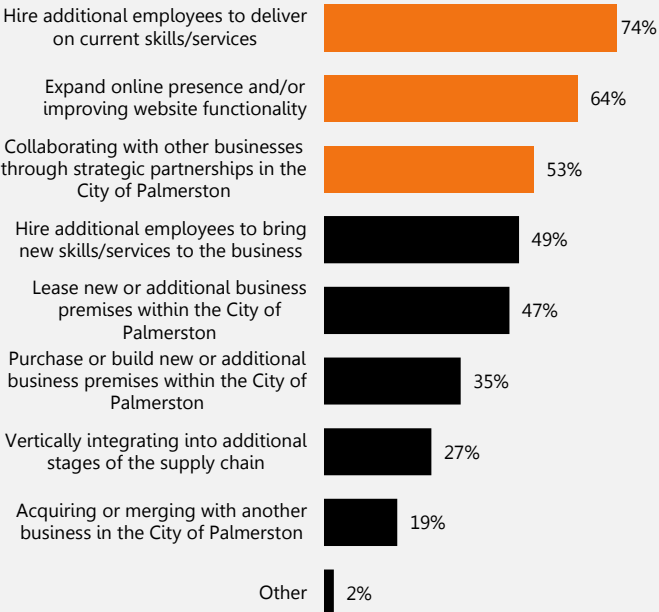


“I’m better off working from home. There’s a lack of affordable locations to have an office space in the Palmerston region.”

– Admin & Support Services, 5–10 years in operation

PLANS OF EXPANSION

Plans to Expand Within City of Palmerston

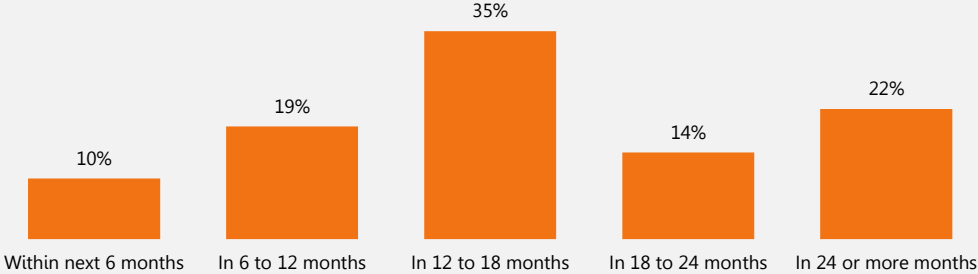


Of those businesses intending to expand, their main expansion plans relate to **hiring additional employees to deliver current services** (fewer businesses are interesting hiring additional employees to deliver new services).

Additionally, businesses will be **expanding online presence** and **wanting to build strategic partnerships** with other local businesses within the City of Palmerston.

The majority of these businesses are intending to expand within the next 12-18 months.

Timeline of Expansion

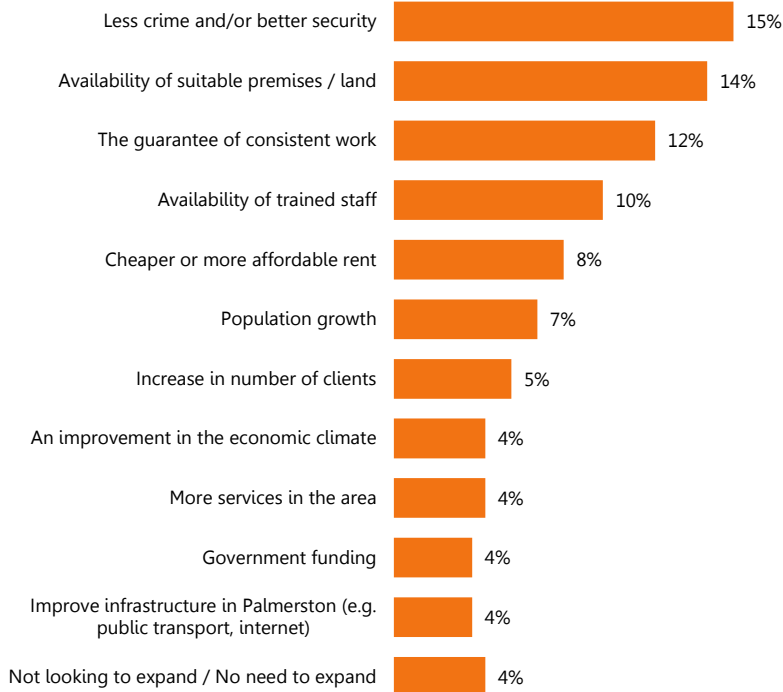


C8. In which of the following ways will your business expand within the City of Palmerston? Base: Likely to expand (5-10/10), n=81
 C9. In what timeframe would you be looking to expand [into / further in] the City of Palmerston? Base: Likely to expand (5-10/10), n=81



KEYS TO FURTHER EXPANSION

Top of Mind Business Needs for Expansion (Top 12 mentions)



Top 5 Business Needs for Expansion



Less crime and/or better security



Availability of suitable premises/land



The guarantee of consistent work



Availability of trained staff



Cheaper or more affordable rent

To encourage greater expansion within the City of Palmerston, businesses would like there to be less crime and/or better security (15%), greater availability of suitable premises/land (14%), and the guarantee of consistent work (12%).

To support consistent work, there needs to be a greater pool of available and trained employees, which may be supported by an increase in the local population.

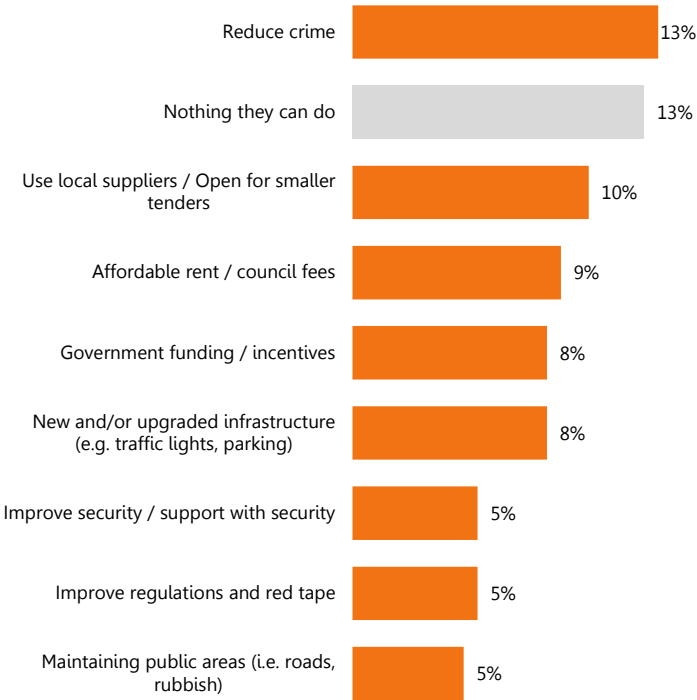
C10. Thinking about expansion [into / further in] the City of Palmerston, what is the key thing that would need to happen for this expansion to occur? Base: Total, n=168



BUSINESS SUPPORT PRIORITIES


BUSINESS SUPPORT

Top of Mind Support for Businesses (Top 9 mentions)




★ +7%


Top 5 Top of Mind Business Supports from City of Palmerston




Reduce crime




CoP use local suppliers / open for smaller tenders



Affordable rent and/or council fees



Government funding / incentives



New / upgraded infrastructure

The most frequently mentioned support for businesses was reducing crime (13%), followed by using local suppliers/contractors to perform required work (10%) and helping to make rent and council rates more affordable (9%).

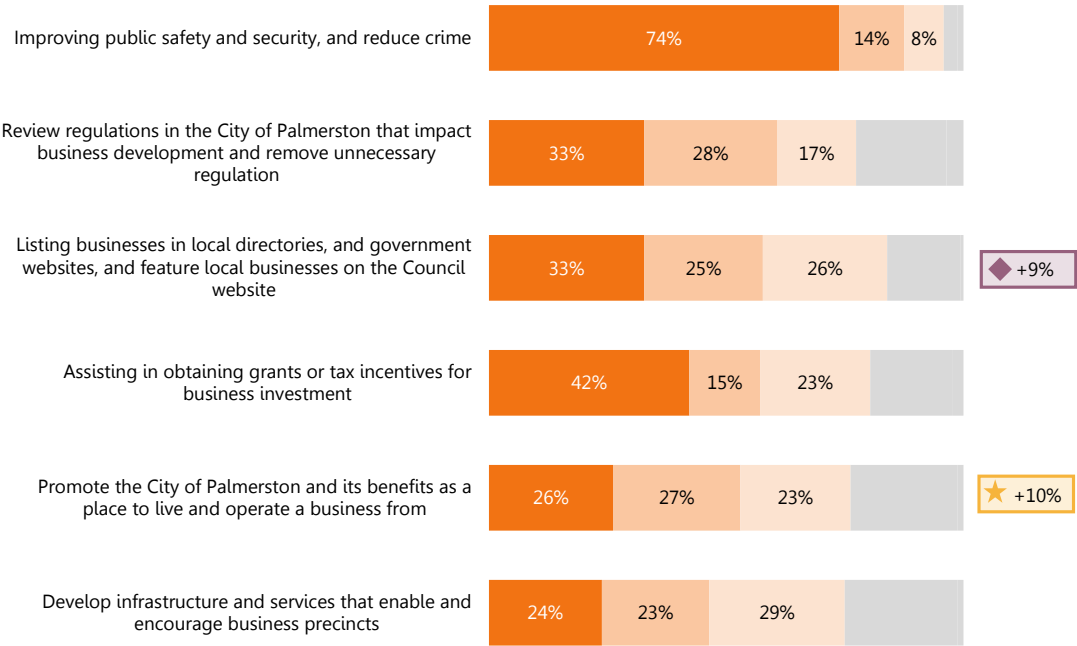
A further 13% of business indicated that there wasn't anything the City of Palmerston could do to better support them.

D1. In what ways could the City of Palmerston better support your business? Base: Total, n=168


BUSINESS SUPPORT USEFULNESS

Top 6 Most Useful Business Supports


Extremely useful Very useful Somewhat useful




Top 3 Useful Business Supports



Improving public safety and security, and reduce crime



Review regulations in the CoP that impact business development and remove unnecessary regulation



Assisting in obtaining grants or tax incentives

The top six most useful business supports have been ranked based on NET Usefulness (Extremely useful + Very useful).

Improving public safety and security is seen as the most useful support for businesses (88% NET Usefulness), followed by reviewing regulations that impact business development (61% NET Usefulness) and listing businesses in local directories or council website (58% NET Usefulness).

Understandably, businesses **Inside the City of Palmerston** were more likely to find the promotion of City of Palmerston useful than businesses Outside City of Palmerston.

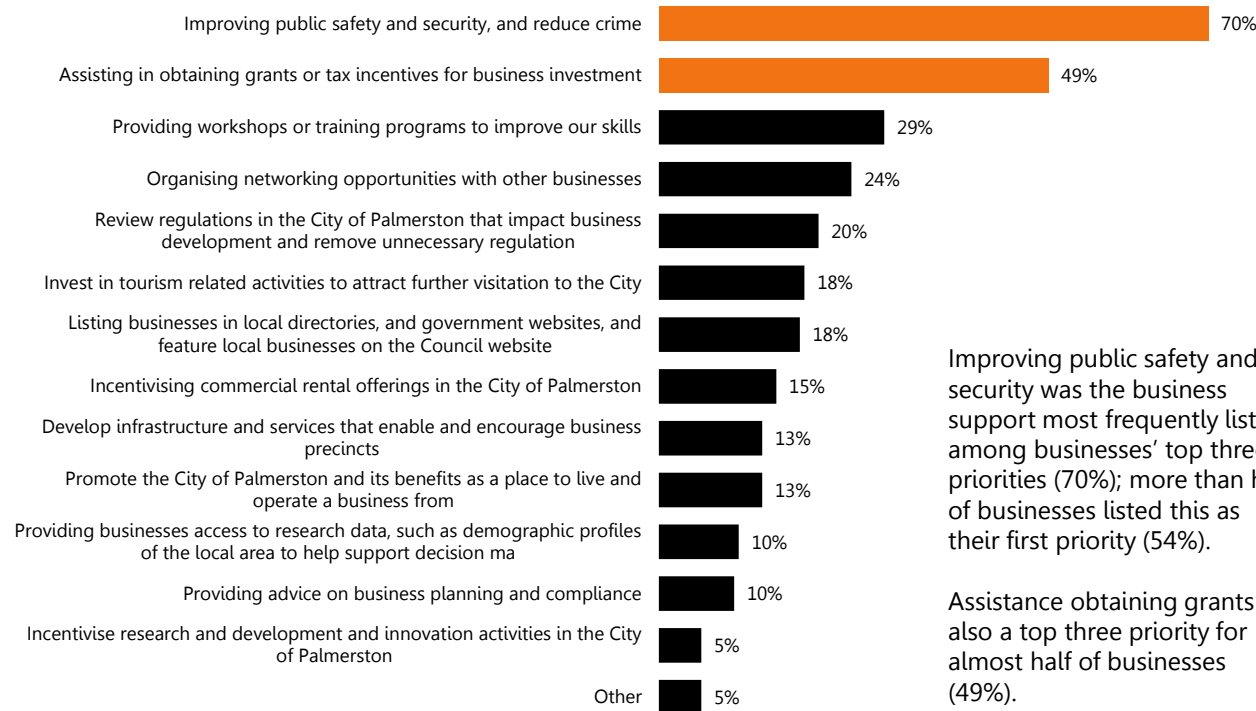
D2. I am going to read out some possible business support services that the City of Palmerston could provide your business. For each, please indicate whether this would be extremely useful, very useful, somewhat useful, or not at all useful to your business. Base: Total, n=168

Inside City of Palmerston ★ Outside City of Palmerston ◆



PRIORITIES FOR BUSINESS SUPPORT

Priority Business Support



Improving public safety and security was the business support most frequently listed among businesses' top three priorities (70%); more than half of businesses listed this as their first priority (54%).

Assistance obtaining grants is also a top three priority for almost half of businesses (49%).



Top 5 Priorities for Business Support



Improving public safety and security, and reduce crime



Assisting in obtaining grants or tax incentives



Providing workshops or training programs to improve our skills



Organising networking opportunities with other businesses



Review regulations in the CoP that impact business development and remove unnecessary regulation

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 second? And third? Base: Total, n=168

WHAT SUPPORTS ARE USEFUL AND SHOULD BE PRIORITISED?



Improving public safety and security, and reduce crime



Assisting in obtaining grants or tax incentives



Review regulations in the CoP that impact business development and remove unnecessary regulation

When considering supports that are considered both useful and a priority for businesses within the City of Palmerston, these are:

- Improving public safety and security, and reduce crime.
- Assisting in obtaining grants or tax incentives.
- Review regulations in the CoP that impact business development and remove unnecessary regulation.

This helps to highlight a difference between the 'nice to haves' and the 'must haves' when it comes to support for businesses.

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. Base: Inside CoP, n=134
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 second? And third? Base: Inside CoP, n=134



COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.2.1
REPORT TITLE:	Palmerston Street Art Festival 2024
MEETING DATE:	Monday 22 July 2024
AUTHOR:	Place and Culture Lead, Sheridan Dryden
APPROVER:	Deputy Chief Executive Officer, Amelia Vellar

COMMUNITY PLAN

Cultural Diversity: In Palmerston we celebrate our cultures in a way that values our diversity.

PURPOSE

This report seeks to provide an update to the Committee on the 2024 Palmerston Street Art Festival.

KEY MESSAGES

- The inaugural Palmerston Street Art Festival was held between 17 – 29 June 2024.
- City of Palmerston, collaborated with the Northern Territory Government and Proper Creative, to launch a similar vibrant program to the Darwin Street Art Festival.
- A media event announcing the beginning of the Palmerston Street Art Festival was held on 17 June.
- The festival featured 13 local artists, the festival not only showcased local talent, but stimulated local economic growth.
- The festival focused on skill development for local artists, city beautification and deepening community engagement through a central precinct.
- Activities included a painting jam, activation events, workshops and a Street Art Wrap Up Party, held on 29 June on Frances Drive, all aimed at energising the local arts scene.

RECOMMENDATION

THAT Report entitled Palmerston Street Art Festival 2024 be received and noted.

BACKGROUND

Established in 2017, the Darwin Street Art Festival has transformed the streets of Garramilla/Darwin into an expansive outdoor gallery, annually attracting thousands of visitors. For over seven (7) years, the festival has infused the local streets with dynamic colours, incredible artworks, and captivating local narratives, making it one of Australia's longest-running street art festivals.

One of the pillars of the City of Palmerston Creative Industry Strategy 2023-2027 is that skilled and professional networks are in place, with arts, community organisations and government agencies ready, willing and able to develop partnerships.

Following the success of the Darwin Street Art Festival, City of Palmerston collaborated with the Northern Territory Government and Proper Creative, who established a dedicated working group to deliver the festival.

A Place for People

Partnerships like this maximise inclusion, foster pathways, and create progressive and ground-breaking arts experiences. It is a measure of success of the strategy that Council works in partnership with established Northern Territory arts organisations (such as Proper Creative), and Government agencies to maximise financial resourcing, access to skilled arts professionals and access to opportunities for Palmerston artists and audiences.

The core objective of introducing a new brand and festival is to place our community and its artists at the forefront, showcasing their stories and talents to a broader audience. Highlighting local artwork not only enriches the cultural fabric of the community but also stimulates the local economy by attracting tourists and supporting local businesses.

DISCUSSION

Following the success of the Darwin Street Art Festival, City of Palmerston collaborated with the Northern Territory Government and Proper Creative to deliver the Palmerston Street Art Festival. These partnerships are crucial for maximising inclusion, fostering artistic pathways, and creating groundbreaking arts experiences that attract visitors and stimulate the local economy.

The primary objective of the festival and its new branding is to place the community and its artists at the forefront, showcasing their stories and talents to a broader audience. This not only enhances the City's liveability by beautifying public spaces but also promotes economic development by attracting tourists and creating opportunities for local artists and businesses.

The Palmerston Street Art Festival is a shining example of how strategic initiatives can enhance both liveability and economic development within a community. By adopting a place-based strategy, the festival emphasised skill development, showcased local artists, and fostered robust partnerships, creating a vibrant, accessible precinct that celebrated both new and existing murals.

The CBD served as the genesis of the festival, which is planned to expand into other areas of the City and neighbouring suburbs in subsequent years.

Held from 17 to 29 June, the festival featured both local and international artists who infused Palmerston with dynamic colours and creativity. The transformation of 14 walls into stunning murals not only beautified the city but also created a unique attraction for residents and visitors alike. A map detailing the locations of each mural and the respective artists was provided (**Attachment 8.2.1.1**), enhancing the visitor experience.

A key highlight of the festival was the strong representation of local talent, with 13 of the participating artists hailing from the Northern Territory. This focus on local artists aligns with the City of Palmerston Creative Industry Strategy 2023-2027, which emphasises the importance of skilled and professional networks and the development of impactful partnerships.

The artist line up for 2024 included:

Caleb Dude	Sofles	Jesse Bell
Sofles	Kbar	Trent Bundirrik Lee
Jesse Bell	William Hewitt	Miss Polly
Snaps	Rhenz	Riece Hours
Izzy Craven	Jason Lee	

This initiative improved the Palmerston economy by:

- Increasing foot traffic around the Palmerston CBD.
- Providing employment opportunities for local artists.

A Place for People

- Beautifying public spaces, enhancing the city's appeal.
- Generating positive media coverage and word-of-mouth, promoting Palmerston as an artistic destination.
- Creating potential for ongoing economic benefits from tourists visiting the murals throughout the year.

A full review of the 2024 Festival will evaluate the total economic benefits it provided to the community and will establish our position and continue support for the initiative to continue in 2025.

In conclusion, the Palmerston Street Art Festival exemplifies how strategic partnerships and community-focused initiatives can significantly enhance liveability and drive economic development, making Palmerston a vibrant and thriving artistic hub.



Bethany O'Shea

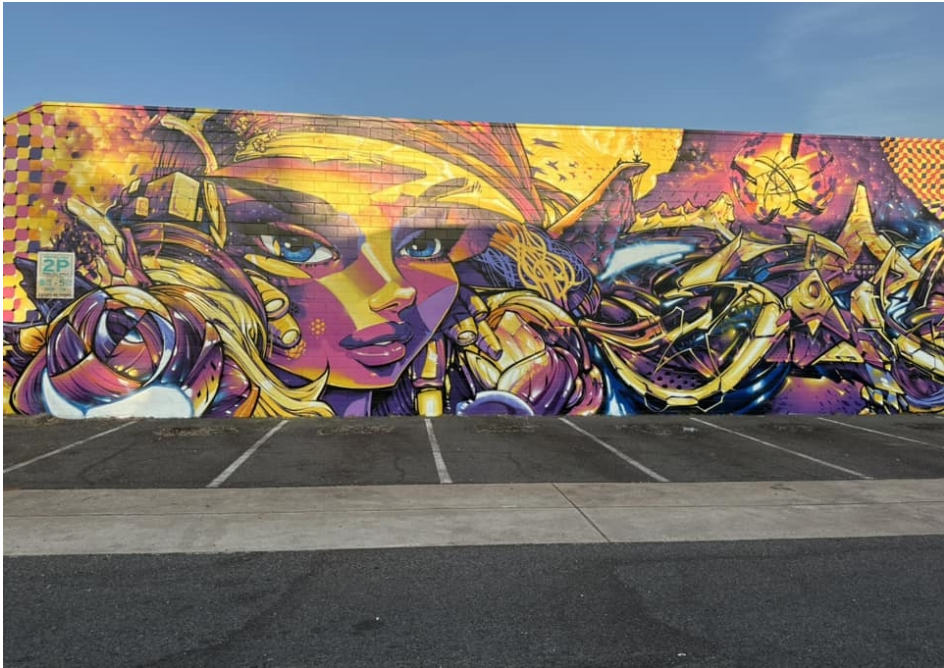


Kimaya Charlton



Rhenz

A Place for People



Sofles



Jesse Bell



Participants at the Street Art Festival Wrap Up Party



Live Art Demonstration by Kbar

CONSULTATION AND MARKETING

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

- City Activation Officer

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

City of Palmerston partnered with Activate Darwin (Northern Territory Government) with Council contributing \$50,000 for artworks and Activate Darwin contributing \$100,000 to support the art works, administration including insurances and marketing of the event.

City of Palmerston contributed approximately \$20,000 towards the Street Art Wrap Up Party event, bringing the total investment to \$70,000.

A Place for People

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

This Report addresses the following City of Palmerston Strategic Risks:

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

STRATEGIES, FRAMEWORK AND PLANS IMPLICATIONS

This Report aligns directly with the [Creative Industries Plan \(2023-2027\)](#).

The Palmerston Street Art Festival directly enhances the strategic cultural assets, fostering a vibrant arts community which supports skill development and local economic growth through arts and creativity.

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. 202473 Palmerston Street Art Festival Map V 2 [8.2.1.1 - 2 pages]



2024 ARTISTS

- | | |
|--------------------|-------------------------|
| 1. Caleb Dude | 8. Kbar |
| 2. Sofles | 9. William Hewitt |
| 3. Jesse Bell | 10. Rhenz |
| 4. Snaps | 11. Trent Bundirrik Lee |
| 5. Izzy Craven | 12. Jason Lee |
| 6. Kimaya Charlton | 13. Miss Polly |
| 7. Bethany O'Shea | 14. Riece Hours |



COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.2.2
REPORT TITLE:	Crime Prevention Through Environmental Design Outcomes Update
MEETING DATE:	Monday 22 July 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 update the Vibrant Economy Advisory Committee on City of Palmerston's Crime Prevention Through Environmental Design Audit.

KEY MESSAGES

- The Department of Chief Minister and Cabinet and City of Palmerston are partnering on a Crime Prevention Through Environmental Design audit for the Palmerston Central Business District and Goyder Square, funded with \$75,000 allocated by Department of Chief Minister and Cabinet.
- The primary aim was to develop a comprehensive report leveraging Crime Prevention Through Environmental Design principles to guide revitalisation and gentrification, aiming to reduce criminal and anti-social behaviour while enhancing commercial sustainability.
- Connley Walker (audit consultants) were engaged to carry out the Crime Prevention Through Environmental Design Audit.
- Known for their expertise in security risk assessments and strategy development, Connley Walker brought significant expertise in applying Crime Prevention Through Environmental Design principles in various high-profile projects.
- The comprehensive Crime Prevention Through Environmental Design Audit Report, includes project background and objectives, a stakeholder engagement summary, report findings, recommendations, proposed monitoring and an evaluation plan.
- Urban Spark Studio were engaged to deliver a supplementary Place/Urban design report, leveraging its proficiency in integrating safety and aesthetic considerations into urban environments.

RECOMMENDATION

THAT Report entitled Crime Prevention Through Environmental Design Outcomes Update 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 Environmental Design (CPTED) audit and subsequent report for the Palmerston Central Business District (CBD), an area inclusive of Goyder Square.

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.

At the Vibrant Economy Advisory Meeting held on Monday 29 April 2024, officers presented a receive and note report advising that a CPTED audit was currently being conducted. Since this time Council has received a report outlining the findings.

DISCUSSION

City of Palmerston engaged Connley Walker and Urban Spark Studio for two (2) separate but complementary reports.

In April, Connley Walker conducted an extensive CPTED audit for the CBD encompassing Goyder Square. Renowned for their proficiency in security risk assessments and strategy development, Connley Walker brought a wealth of experience in applying CPTED principles in various high-profile projects.

The consultants employed a comprehensive methodology to assess the security situation in Palmerston CBD. Their approach included thorough site inspections, engagement with a diverse array of stakeholders, and a meticulous review of data, including police attendance figures, to formulate their findings.

During their visits, the consultants interacted with local business owners, Northern Territory Government (NTG) staff, community members, and Northern Territory Police to gather insights and firsthand accounts of the area's safety dynamics. This multi-faceted approach ensured a holistic understanding of the security landscape in Palmerston CBD.

Preliminary findings from the consultants suggested that while Palmerston CBD was fundamentally well-designed according to CPTED principles, there were opportunities for further activation to enhance safety and community engagement. These initial suggestions highlighted the need for more dynamic public spaces and increased surveillance measures to deter anti-social behaviour and foster a sense of security among residents and visitors.

Meanwhile, in July, Urban Spark Studio was commissioned with a supplementary Place/Urban design review to complement the findings of the CPTED Audit undertaken by Connley Walker. Urban Spark Studio are Urban Designers, Landscape Architects, Strategic Urban Planners and Placemakers. They have national and international experience in working with city regeneration and public realm design and implementation Leveraging their expertise in integrating safety measures and aesthetic considerations into urban environments. They are looking towards integrating emerging ideas and strategies for Palmerston that could form a framework over time. This report has also recently been received by Council Officers and is being reviewed.

The ongoing collaboration with NTG and relevant departments was crucial to implementing these recommendations effectively. The involvement of these bodies ensured that the strategies proposed were not only practical but also aligned with broader regional safety and development plans. This partnership aimed to leverage local knowledge and resources, with a combined goal of creating a more secure and vibrant Palmerston CBD.

These reports are extensive and are currently under review by Council Officers. The full CPTED audit report will be presented at a future Vibrant Economy Advisory Committee meeting for detailed discussion and strategy consideration.

A Place for People

This project underscores City of Palmerston's commitment to creating a safe, welcoming environment that supports both commercial activity and community wellbeing.

CONSULTATION AND MARKETING

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:

- Connley Walker
- Urban Spark Studio

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

The total cost of the project is \$75,000 and is funded via a grant from the Department of Chief Minister and Cabinet.

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.

STRATEGIES, FRAMEWORK AND PLANS IMPLICATIONS

This report relates to the [Palmerston Local Economic Plan](#) (PLEP).

This report aligns to the PLEP by providing insights into local business challenges and opportunities. The survey findings will inform future economic development actions and strategies outlined in the PLEP.

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:	Investment and Economic Growth
MEETING DATE:	Monday 22 July 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 Vibrant Economy Advisory Committee on City of Palmerston's financial spend and direct investment into the local economy.

KEY MESSAGES

- In 2021, Council launched its 10-year Palmerston Local Economic Plan.
- The Palmerston Local Economic Plan was developed after thorough economic analysis of Palmerston and key stakeholder engagement to support and work alongside the Northern Territory Governments Economic Development Framework.
- There are approximately 1,987 businesses in Palmerston, with 21% growth experienced over the past four (4) years.
- Gross Regional Product is strong at \$1.977 billion in the 2023 Financial Year.
- Council's Operational Budget for the 2024/2025 financial year is \$48.955 million, with capital expenditure at another \$10.833 million, demonstrating Council's strong investment in the local economy.
- Council takes immense pride in the high local spend rate, with 88.87% of Council's expenditure directly benefiting the local economy.
- Council has earmarked significant funds for community centric projects, which will further stimulate the local economy.
- Council has several major capital projects underway that have a planned, or contracted value, greater than \$1 million, including Archer Waste Management Facility, Driver Community Centre and Zuccoli Community Hub.

RECOMMENDATION

THAT Report entitled Investment and Economic Growth be received and noted.

BACKGROUND

Council launched the Palmerston Local Economic Plan (PLEP) in 2021. The 10-year plan challenges everyone to work together to make Palmerston a destination city for employment and a place where businesses are encouraged to set up and grow.

A Place for People

The PLEP was developed after thorough economic analysis of Palmerston and key stakeholder engagement to support and work alongside the Northern Territory Governments Economic Development Framework.

To help support implementation of this plan, the Palmerston Vibrant Economy Advisory Committee was convened, made up of local business owners, industry leaders and Council elected representatives.

DISCUSSION

The City of Palmerston is a testament to youthful dynamism and economic vitality. With a population of approximately 40,000 and a median age of 31.8 years, Palmerston stands as one of the youngest and most vibrant cities in the Northern Territory. This youthful demographic is a key driver of our City's energetic atmosphere and forward-thinking initiatives.

Our community enjoys a gross weekly household income of \$2,199, surpassing the Northern Territory average of \$2,061. This higher income level reflects the economic prosperity and opportunities available in Palmerston, contributing to a higher standard of living for our residents.

Business growth in Palmerston has been remarkable, with approximately 1,987 businesses operating within the City and a 21% growth rate over the past four years. This significant increase in business activity underscores our City's attractiveness as a commercial hub and highlights the robust entrepreneurial spirit that thrives here.

The strength of Palmerston's economy is further evidenced by our Gross Regional Product (GRP), which stands at a strong \$1.977 billion for the 2023 financial year. This solid economic performance is a clear indicator of the City's capacity for growth and resilience in the face of broader economic challenges.

Council's commitment to economic stimulation is unwavering. For the 2024/25 financial year, the Operational Budget is \$48.955 million, complemented by an additional \$10.833 million in capital expenditure. This substantial investment underscores our dedication to fostering a thriving local economy and ensuring sustained local economic growth.

Council takes immense pride in the high local spend rate, with 88.87% of Council's expenditure directly benefiting the local economy. This strategic focus not only bolsters local businesses but also ensures that the broader community reaps the benefits of our financial strategies. By prioritising local spending, we are able to create a positive feedback loop that enhances economic stability and growth within Palmerston.

Looking ahead, Council has earmarked significant funds for community-centric projects. These initiatives are designed to further stimulate the local economy, providing long-term benefits to residents and businesses alike. Our forward-thinking approach aims to create a sustainable and prosperous future for Palmerston, ensuring that our city continues to thrive and evolve in the years to come.

Council has several major projects underway, each valued over \$1 million, including the Archer Waste Management Facility, Driver Community Centre, and Zuccoli Community Hub.

Archer Waste Management Facility

An allocation of \$1.8 million towards the design and construction of a new recycling area, including a cardboard compactor, improvements to access and roads, relocation of the gate house, service upgrades, and an undercover general waste push-pit to improve safety and functionality.



Archer Waste Management Facility

Summary: Upgrade of the Archer Waste Management Facility (AWMF) includes design and construction of a new recycling area, including a cardboard compactor, improvements to access and roads, relocation of the gate house, service upgrades, and an undercover general waste push-pit area to improve safety and functionality.

Website Link: <https://palmerston.nt.gov.au/operations/major-projects/archer-waste-managementfacility-awmf-upgrade>

Project Budget: \$1,800,000

Funding Source(s): Waste and Recycling Facility Upgrade Works

City of Palmerston \$1,200,000

Northern Territory Government \$400,000

Priority Infrastructure Fund Cardboard Compactor

City of Palmerston \$100,000

Northern Territory Government \$100,000

NT Recycling Modernisation Anticipated Completion Date(s):

- Gatehouse Relocation – June 2024
- Cardboard Compactor installation and commissioning – October 2024
- Recycling area stage – Dry season 2024

Remaining stages – 2024/25

Status Update

Percentage Complete: Gatehouse Relocation 98% Complete.

Tender Design 100% complete for Stage 2 (recycling area, including cardboard compactor)

Gatehouse Redevelopment Contract Sum: \$262,66

Driver Community Centre

Summary: The Driver Community Centre was constructed in the mid 1980's as a Childcare Facility located adjacent to Driver Primary School. The existing facility is reaching end of life and requires redevelopment to better address the needs of the community.

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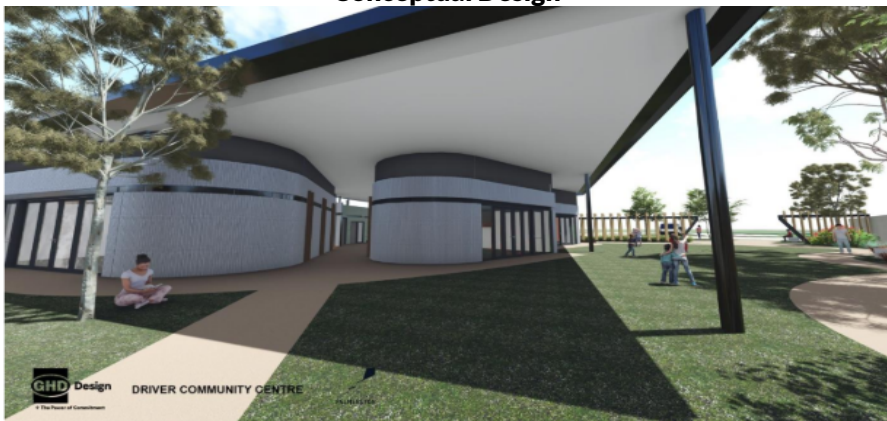
Estimated Construction Budget: \$3.0 million Funding Source(s):

- Design - City of Palmerston - \$250,000
- Construction - To be determined.

The design includes a total internal floor area of 353 metres, with a total internal occupancy of 100 users across three spaces (pods), each with adjacent outdoor space.



Conceptual Design



Conceptual Design



Conceptual Design

Zuccoli Community Project

The Master Plan for the Zuccoli Community aims to provide an integrated multi-purpose community precinct to meet open space, recreation and community needs for the rapidly growing Zuccoli community and wider City of Palmerston.

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The project has been divided into three stages, subject to funding;

- Stage 1 dog park featuring water play amenities, public restroom facilities – Complete.
- Stage 2 pump track, nature/sensory walking trail – Current stage.
- Future stages – skate park, basketball court, community buildings including community centre, library, playground, gardens.

Website Link: <https://palmerston.nt.gov.au/operations/major-projects/zuccoli-and-surroundscommunity-hub-construction-0>

Estimated Total Budget: \$30 million

Current Stage Funding Source(s):

- City of Palmerston - \$675,571
- Federal Government – \$411,889 LRCI (Local Roads & Community Infrastructure) – Walking Trail
- Northern Territory Government - \$250,000 – Pump Track

Stage one (1) of the project which included a dog park, water play amenities, and a public restroom is completed. Stage two (2) of the project which includes a pump track, and a nature/sensory walking trail is currently underway with an estimated completion date of April 2025. Future stages of the project include Zuccoli Community Hub. As part of this future stages of the Hub will include a community centre, library, playgrounds, gardens, basketball court and a skate park.

Within the 2024/2025 City of Palmerston budget, Council have committed a further \$300,000 Zuccoli

Community Hub Design



Community Benefit Scheme

City of Palmerston is committed to fostering community engagement and enhancing the social wellbeing of its residents through the Community Benefit Scheme (CBS).

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In the 2023/24 financial year, the CBS allocated \$235,260 to various community groups, projects, and events, significantly benefiting the local community. \$157,500 of this was allocated to sponsorships and multi-year agreements.

Council supported eleven multi-year agreements which included: Palmerston and Litchfield Seniors, eight (8) sporting groups, RSPCA Million Paws Walk and Riding for the Disabled Top End with six (6) organisations receiving sponsorship funding including: Forrest Parade School Farmers Fair, Darwin Symphony Orchestra Family Proms, Two Two One Mental Health Professional Conference, Darwin Salties Wheelchair Basketball, Walking off the War Within NT and the Special Children's Christmas Party.

Notably, the scheme has supported numerous sporting groups and events, promoting active lifestyles and community participation.

By investing in these initiatives, Council not only encourages physical activity and social cohesion but also boosts the local economy through increased participation and event-related spending. This strategic focus aligns with our commitment to creating a vibrant, inclusive, and economically thriving community.

CONSULTATION AND MARKETING

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

- Project Support Officer
- City Activation Officer

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

2. **Financial Sustainability**
Failure of Council to be financially sustainable to deliver key services and infrastructure for the community.
3. **Economic Development**
Failure to articulate, provide and promote the value proposition for Palmerston as an economic centre to attract investment.

STRATEGIES, FRAMEWORK AND PLANS IMPLICATIONS

This report relates to the [Palmerston Local Economic Plan \(PLEP\)](#) by providing insights into local business challenges and opportunities.

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



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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, 21 October 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 29 April 2024

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 29 April 2024 at 5:30pm.

PRESENT

COMMITTEE MEMBERS	Councillor Mark Fraser (Chair) Deputy Mayor Benjamin Giesecke Brandon Evans, Department of the Chief Minister and Cabinet Representative Carmine Rauseo, Local Business Owner Representative
STAFF	Chief Executive Officer, Luccio Cercarelli City Activation Manager, Matthew McNamara City Activation Officer, Tree Gillam Minute Secretary, Emily Dehne
GALLERY	Nil

UNCONFIRMED



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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 5:33pm.

3 APOLOGIES AND LEAVE OF ABSENCE

3.1 Apologies

Moved: Deputy Mayor Giesecke
Seconded: Brandon Evans

1. THAT the apology received from Ruth Palmer for 29 April 2024 be received and noted.
2. THAT the apology received from Mayor Pascoe-Bell for 29 April 2024 be received and noted.
3. THAT the apology received from Mohan Kandasamy for 29 April 2024 be received and noted.

CARRIED VEAC10/42 – 29/04/2024

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

5 CONFIRMATION OF MINUTES

5.1 Confirmation of Minutes

Moved: Brandon Evans
Seconded: Deputy Mayor Giesecke



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COMMITTEE MINUTES

THAT the Minutes of the Vibrant Economy Advisory Committee Meeting held on 27 November 2023 pages 22 to 26 be confirmed.

CARRIED VEAC10/43 – 29/04/2024

5.2 Business Arising from Previous Meeting

Nil

6 DEPUTATIONS AND PRESENTATIONS

Nil

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 Vibrant Economy Advisory Committee Meeting Schedule 2024

Moved: Deputy Mayor Giesecke

Seconded: Brandon Evans

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 |

CARRIED VEAC10/44 – 29/04/2024

8.1.2 Terms of Reference Review

Moved: Deputy Mayor Giesecke

Seconded: Carmine Rauseo



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COMMITTEE MINUTES

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**.

CARRIED VEAC10/45 – 29/04/2024

8.2 Receive and Note Reports

8.2.1 Business Survey Update - 2024

Moved: Brandon Evans
Seconded: Carmine Rauseo

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

CARRIED VEAC10/46 – 29/04/2024

8.2.2 City of Palmerston Economic Development Website Update

Moved: Deputy Mayor Giesecke
Seconded: Carmine Rauseo

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

CARRIED VEAC10/47 – 29/04/2024

8.2.3 Crime Prevention Through Environmental Design Audit

Moved: Deputy Mayor Giesecke
Seconded: Brandon Evans

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

CARRIED VEAC10/48 – 29/04/2024

9 INFORMATION AND CORRESPONDENCE

9.1 Information

Nil

9.2 Correspondence

Nil



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COMMITTEE MINUTES

10 GENERAL BUSINESS

Nil

11 NEXT COMMITTEE MEETING

Moved: Deputy Mayor Giesecke
Seconded: Carmine Rauseo

THAT the next Vibrant Economy Advisory Committee Meeting of Council be held on Monday, 22 July 2024 at 5:30pm in the Council Chambers, Civic Plaza, 1 Chung Wah Terrace, Palmerston.

CARRIED VEAC10/49 – 29/04/2024

12 CLOSURE OF MEETING

Moved: Carmine Rauseo
Seconded: Deputy Mayor Giesecke

THAT the meeting of the Vibrant Economy Advisory Committee held in Council Chambers, Civic Plaza, Palmerston on Monday 29 April 2024 closed at 6:06pm.

CARRIED VEAC10/50 – 29/04/2024

The Chair declared the meeting closed at 6:06pm.

UNCONFERMED