

AGENDA

Vibrant Economy Advisory Committee Meeting

Monday 21 October 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.



NADINE NILON
ACTING CHIEF EXECUTIVE OFFICER



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A Place for People

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 - 4.2 Staff
- 5 CONFIRMATION OF MINUTES
 - 5.1 Confirmation of Minutes

THAT the Minutes of the Vibrant Economy Advisory Committee Meeting held on 22 July 2024 pages 32 to 36 be confirmed.
 - 5.2 Business Arising from Previous Meeting
- 6 DEPUTATIONS AND PRESENTATIONS
- 7 CONFIDENTIAL ITEMS
 - 7.1 Moving Confidential Items into Open
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Nil
- 8 OFFICER REPORTS

COMMITTEE REPORT

Committee Meeting

AGENDA ITEM:	8.1.1
REPORT TITLE:	Vibrant Economy Advisory Committee Meeting Schedule 2025
MEETING DATE:	Monday 21 October 2024
AUTHOR:	Executive Assistant to General Manager People & Place, Emily Dehne
APPROVER:	Acting General Manager People and Place, Emma Blight

COMMUNITY PLAN

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

PURPOSE

This Report seeks endorsement for recommendations to Council from the Vibrant Economy Advisory Committee, for the proposed schedule of 2025 meeting dates.

KEY MESSAGES

- The Terms of Reference state that meetings are to be held quarterly, and officers seek the committee's recommendation to Council for the proposed dates as follows:
 - 5:30pm Tuesday 28 January 2025 In Council Chambers
 - 5:30pm Tuesday 29 April 2025 In Council Chambers
- It is being recommended that further consideration be made for the Council Advisory Committee meeting schedule after the declaration of the poll following the Local Government Election 2025.

RECOMMENDATION

1. THAT Report entitled Vibrant Economy Advisory Committee Meeting Schedule 2025 be received and noted.
2. THAT the Vibrant Economy Advisory Committee recommend to the Council:
 - a. THAT the Vibrant Economy Advisory Committee meetings for 2025 be scheduled as follows:
 - i. 5:30pm Tuesday 28 January 2025 In Council Chambers
 - ii. 5:30pm Tuesday 29 April 2025 In Council Chambers
 - b. THAT a review of the Vibrant Economy Advisory Committee meeting schedule take place after the declaration of the poll following the Local Government Election in 2025.

BACKGROUND

The Vibrant Economy Advisory Committee (Committee) is established as an Advisory Committee to City of Palmerston. Established pursuant Section 82(1) to the *Northern Territory Local Government Act 2019 (the Act)* which provides for Council to establish Advisory Committees at any time by Council resolution.

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 1st Ordinary Council meeting May 2024. The ToR requires the Committee to hold meetings quarterly, or more frequently as required.

Following the Vibrant Economy Advisory Committee meeting held on 29 April 2024, Council endorsed the Vibrant Economy Advisory Committee Meeting minutes at the 1st Ordinary Council Meeting of 07 May 2024 which provided the previous meeting schedule. Council made the following decision:

13.1.4 Vibrant Economy Advisory Committee Minutes – 29 April 2024

Moved: Councillor Fraser
Seconded: Deputy Mayor Giesecke

4. *THAT Council endorse the Vibrant Economy Advisory Committee Meeting Schedule as follows:*
 - 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 10/1320 – 7/05/2024

The Vibrant Economy Advisory Committee does not hold any decision-making powers and can only recommend a course of action to Council on matters falling within its function.

This report seeks committee endorsement of the recommendation to council from the Vibrant Economy Advisory Committee for the proposed schedule of 2025 meeting dates.

DISCUSSION

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

- 5:30pm Tuesday 28 January 2025 In Council Chambers
- 5:30pm Tuesday 29 April 2025 In Council Chambers

Due to the expected commencement of the Caretaker Period in July 2025, City of Palmerston is recommending further consideration be made for the Council Advisory Committee meeting schedule after the declaration of the poll following the Local Government Election 2025.

CONSULTATION AND MARKETING

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

- General Manager Finance and Governance
- Executive Assistant to General Manager Finance and Governance

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 within this Report.

BUDGET AND RESOURCE IMPLICATIONS

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

A Place for People

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

This Report addresses the following City of Palmerston Strategic Risks:

6. Governance
Failure to effectively govern.

STRATEGIES, FRAMEWORK AND PLANS IMPLICATIONS

This Report relates to the following City of Palmerston Strategies, Framework and Plans:

- Palmerston Local Economic Plan

The Vibrant Economy Advisory Committee was established to provide advice to actions and priorities relating to the [Palmerston Local Economic Plan](#) and its Action 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:	Supporting Employment and Skill Development
MEETING DATE:	Monday 21 October 2024
AUTHOR:	Economic Development Lead, Matthew Gould
APPROVER:	Acting General Manager People and Place, Emma Blight

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 a proposed program to assist business in skill development and business operations and recommend to Council the theme of the inaugural workshop.

KEY MESSAGES

- Businesses within City of Palmerston have clearly identified through the Action Market Research survey conducted by City of Palmerston that they are facing significant challenges in the costs of doing business and being able to recruit and invest in skilled staff.
- The results of the survey emphasise the importance of strategic initiatives to support employment growth and skills development with local business.
- Discussion and planning with key business facilitators and business and skills development organisations has identified key workshops and training programs for local business in coming months.
- The first stage of the planned skills development program immediately responds to the Action Market Research survey findings through qualified facilitators who provide these relevant programs across the Territory.
- This activation of a targeted employment and skill development program aligns closely with several priorities outlined in the Palmerston Local Economic Plan to assist in fostering a vibrant and thriving business environment.
- The inaugural business event will be held in late November with the main driver being to build a bridge between the local business community and City of Palmerston, showcasing economic development activities, plans, services and potential programs and gaining thoughts of the business community as to their future views, directions and assistance required to have positive economic growth.
- The theme for this inaugural event is being sought from the Vibrant Economy Advisory Committee.
- Further to this, individual workshops are planned for 2025, partnering with the Darwin Innovation Hub, the Business Enterprise Centre and using expertise from across Northern Territory Government departments in skills development and funding programs. Topics covered will include Mastering Cash Flow, Marketing 101 and Social Media for Small Business.

RECOMMENDATION

1. THAT Report entitled Supporting Employment and Skill Development be received and noted.
2. THAT the Vibrant Economy Advisory Committee recommend to the Council:
 - a. THAT the theme of the inaugural business workshop is;
 - i. <Committee to select one theme from list below>
 - 'It is 2030, what does City of Palmerston look like?'
 - 'What can City of Palmerston do to assist business and economic growth'
 - 'What does your business need right now to enable it to grow and be sustainable'

BACKGROUND

As part of the Palmerston Local Economic Plan, a priority action included the development and implementation of a business survey. The survey was conducted from 11 – 31 March 2024 with City of Palmerston enlisting the services of Action Market Research to conduct the 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 identified the Top Ten Headlines for further consideration. The survey results highlighted key areas where businesses in Palmerston face significant challenges, particularly in public safety, crime, and the availability of skilled employees. One of the key actions, "Supporting Employment and Skill Development" recognised the significant challenges businesses face in finding employees with specific skills and qualifications, which emphasises the importance of strategic initiatives to support employment and skills development. In addition, a key factor that business identified was the rising costs of doing business and expanding their online presence.

This Report seeks to update the Committee on a proposed program to assist business in skill development and business operations, and recommend to Council the theme of the inaugural workshop.

DISCUSSION

In relation to the identified key action of Supporting Employment and Skill Development, it is being recommended that targeted training programs and capacity-building services are explored. This includes facilitating partnerships with local educational institutions and industry leaders to ensure that training programs are aligned to the specific needs of local businesses. By addressing skills gaps 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.

Inaugural Event/Workshop

The first event will be a business event held in late November with the main driver being to build a bridge between the local business community and City of Palmerston, in particular showcasing economic development activities, plans, services and potential programs. This would launch the ongoing connection between City of Palmerston and the business community.

Relevant guests such as Departmental representatives from NTG, local business services and peak bodies would be invited to "mix" on the tables with the business community. Business invitees will come from contacts made through business engagement, and the recently acquired City of Palmerston Monitor

CRMS database will be used to select businesses by industry to ensure a diverse cross section of the business community.

A facilitator has been engaged to provide a brief workshop component to identify, through a facilitated session, the needs and thoughts of the business community as to their future views, directions and assistance required to have positive economic growth. This would be done through a scenario setting with groups at tables working over the scenario and each table reporting back to the main group.

Guidance is sought from the Vibrant Economy Advisory Committee on potential topics for discussion including:

- 'It is 2030, what does City of Palmerston look like?' or
- 'What can City of Palmerston do to assist business and economic growth?' or
- 'What does your business need right now to enable it to grow and be sustainable?'

At the workshop, the themes emerging from the discussions will be identified and summarised.

Individual Workshops

Individual workshops for business have also been planned utilising trained facilitators at the Darwin Innovation Hub, the Business Enterprise Centre and also using expertise from across Northern Territory Government departments in skills development and funding programs. It is envisaged based on availability that the workshop program will commence in early 2025. The following themes have been identified:

Workshop #1: Mastering Cash Flow

This knowledge can help SME owners determine their current financial position, identify trends, and make decisions that can increase profitability and reduce risk.

Workshop #2: Marketing 101

Understanding your audience's wants, creating value for them, and building long-term relationships. The workshop will assist to create brand awareness, generate leads (qualified prospects) and convert leads into customers.

Workshop #3: Social Media for Small Business

How to use social media as a marketing channel and to use it efficiently and practically to achieve marketing goals.

Additionally, the Department of Trade, Business and Asian Relations has offered to run a session on business grants available in NT particularly around the Biz Secure Program which provides funding for Territory businesses to enhance the security of their premises against the risk of break ins and crime as well as other funding initiatives.

CONSULTATION AND MARKETING

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

- City Activation Manager

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

- Darwin Innovation Hub
- Business Enterprise Centre
- Department of Trade, Business and Asian Relations

A Place for People

- Migration NT
- NT Chamber of Commerce
- Industry Skills Advisory Council NT

POLICY IMPLICATIONS

There are no policy implications for this Report.

BUDGET AND RESOURCE IMPLICATIONS

Funding for this project is allocated in the 2024/25 Financial Year Budget.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

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 following City of Palmerston Strategies, Framework and Plans:

[Palmerston Local Economic 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:	8.2.1
REPORT TITLE:	CommBank iQ Spend Data
MEETING DATE:	Monday 21 October 2024
AUTHOR:	Economic Development Lead, Matthew Gould
APPROVER:	Acting General Manager People and Place, Emma Blight

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 spend data within the City of Palmerston.

KEY MESSAGES

- Council Officers were recently able to secure economic spend data through CommBankiQ on Palmerston comparing June 2019 to June 2024 on a free introductory basis, providing a comparative analysis of spending trends in Palmerston over the five (5) year period from June 2019 to June 2024.
- The primary aim was to get a picture of the trends in Palmerston in the key spend areas to assist planning on key growth sectors and increasing changes in spend in other sectors.
- Supermarket spend, although very high, is mainly increasing in line with population growth yet other food retailing such as smaller local grocery points and markets are increasing rapidly.
- Visitor spend in Pubs, Taverns and Bars coupled with Take Away and Fast Food are a rapidly increasing market.
- Both the resident and visitor market spend in Attractions, Events and Recreation underscore the significance of Palmerston's offerings in these sectors and the value of work completed by City of Palmerston.
- The data provides an opportunity to work in partnership with tourism organisations such as Tourism Top End that have a strong relationship with Council Officers, to identify marketing initiatives in building a strong visitor economy.
- The Visitor Economy market is an area of potential growth for the Palmerston economy. Alongside this market, there is potential opportunity to develop strategies around how the data reflects on how local residents are spending and where marketing efforts could build a stronger economic base.

RECOMMENDATION

THAT Report entitled CommBank iQ Spend Data be received and noted.

BACKGROUND

CommBankiQ is a joint venture between CommBank and Quantium. Quantium is a global leader in data analysis for business. CommBankiQ uses CommBank consumer transaction data to create actionable

insights for businesses and governments across the country to greater understand spending behaviours. CommBankiQ have a sub-product, CounciliQ, that provides a comprehensive spend analysis platform, supporting Local Government to measure economic data and local impacts through spend.

DISCUSSION

The program operates by a detailed process that makes the data nationally representative. All CommBank consumer transactions are enriched to understand more about the customer and business where the transactions occurred. The data is then de-identified to protect privacy and mapped to the Australian Bureau of Statistics (ABS) Census to remove any bias from CommBank customers and make the data representative of all Australians, not just CommBank customers.

As an example, CommBankiQ through CounciliQ would look at Palmerston residents, see what the CommBank customer base looked like, compare to the census and then up or down weight our customers to map exactly to the population. CommBankiQ works with large national partners like Westfield, Qantas and Woolworths meaning they benchmark the spend data against other brands to compare and ensure accuracy.

The CounciliQ product assists economic development teams and Councils to:

- Make decisions based on real customer behaviour;
- Understand specific and granular spend of our residents, businesses, visitors and leakage, and
- To identify clear partnerships opportunities to increase customer engagement, such as Tourism Top End and Tourism NT, to further leverage the visitor economy.

Council was granted access, on a free introductory basis, to CommBankiQ data, providing a comparative analysis of spending trends in Palmerston over the five (5) year period from June 2019 to June 2024. The following table highlights expenditure across seven (7) major spending categories and, notably, distinguishes between visitor and local resident spending during this timeframe.

Table 1

Category	June 2024 Spend	% Overall Increase since 2019	% Increase Change in Resident Spend Since 2019	% Increase Change in Visitor Spend Since 2019
Supermarkets	13.8M	29.4%	30.2%	27.5%
Other food Retailing	4.4M	80.5%	90.5%	65.8%
Department Stores, Clothing & Accessories	4.2M	42.3%	29.6%	54.3%
Takeaway and Fast Food	3.4M	100.3%	77.5%	148.3%
Restaurants	1.5M	43.6%	19.2%	76.6%
Attractions, Events and Recreation	616K	115.2%	125.5%	105.8%
Pubs, Taverns and Bars	343K	129.9%	78.4%	215.5%

A Place for People

The following are key summary points taken from the data:

- Supermarket spend, although very high, is mainly increasing with population growth, yet other food retailing such as smaller local grocery points and markets are increasing rapidly.
- Visitor spend in Pubs, Taverns and Bars coupled with Take Away and Fast Food are a rapidly increasing market.
- Both the Resident and Visitor market spend in Attractions, Events and Recreation highlight the importance of the Palmerston offer in that space and the work done by City of Palmerston.
- The Restaurant scene, although increasing slightly, does not have a big take up by residents but is an important and strong offer attracting increasing numbers of Visitors.
- The Department Store market, which is mainly national brands such as Target and Kmart has only a small increase in resident spend but is reasonably substantial in visitor spend.

The figures are very promising for the City of Palmerston outlook for planning, mainly around the small and medium enterprise (SME) business sector, as the larger businesses seem able to hold their own with increasing spend on a steady basis. The Events/Recreation figures, coupled with the promising Food sector figures, could see more marketing and communications initiatives around both sectors to capitalise on the increasing Visitor yield.

Tourism Top End and Tourism NT facilitate partnerships with local businesses and event organisers, enriching the overall visitor experience and encouraging higher spend in the municipality. Council Officers will continue to liaise with both Tourism Top End and Tourism NT to develop innovative strategies aimed at increasing visitation to Palmerston, create informed strategies enhancing visitor spend, optimise resource allocation and ultimately boost economic growth in Palmerston.

By combining local insight from Tourism Top End with the quantitative data from sources such as CommBankiQ, Council can create an engaging visitor experience that continues to align with visitor interests, fostering repeat visits and increased spending behaviours.

The data from the food and restaurant, as well as the attractions, recreation and events sectors, highlight opportunities to increase local resident spend, with improved emphasis on 'Buy Local' campaigns.

CONSULTATION AND MARKETING

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

- Representatives of CommBankiQ

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. Access to the data was provided on a free once off introductory basis.

A Place for People

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

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 following City of Palmerston Strategies, Framework and Plans:

- [Palmerston Local Economic 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:	8.2.2
REPORT TITLE:	Invest Palmerston Update
MEETING DATE:	Monday 21 October 2024
AUTHOR:	Economic Development Lead, Matthew Gould
APPROVER:	Acting General Manager People and Place, Emma Blight

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 Invest Palmerston website and future planned actions.

KEY MESSAGES

- Two key actions in the Palmerston Local Economic Plan were identified as key priorities as they have been identified as actions that would inform other future Palmerston Local Economic Plan actions.
- One of these priority actions included the development of an economic development website.
- The website aligns with several actions in the Palmerston Local Economic Plan.
- The website has been developed, following endorsement from the Vibrant Economy Advisory Committee and Council as a priority action from the Palmerston Local Economic Plan.
- Council Officers have prioritised areas of the website to be enhanced
- This next stage will increase the Invest Palmerston website's reach to business and potential investors through focused connectivity and targeted campaigns that will be developed through a series of enhanced features on the Invest Palmerston website in areas such as photography, branding, imagery, resources and new initiatives.

RECOMMENDATION

THAT Report entitled Invest Palmerston 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

- a. *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 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 Invest Palmerston Update seeks to update the Committee on the progress of City of Palmerston's economic development website.

DISCUSSION

The Invest Palmerston website has been developed as a standalone website, which opens opportunities for search engine optimisation and allows businesses to find information without having to navigate via the main council website.

The website is now live and is being further developed and enhanced in three (3) phases as outlined below.

- Phase 1: the strategic overview and the high-level information to bring attention to the potential investor what Palmerston has to offer. This phase was completed in early 2024.
- 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. This phase is currently in development.
- Phase 3: focuses on interaction with the end user. This phase will be the final phase of the website.

Future Actions

Discussions have commenced regarding the current look and feel of the Invest Palmerston website and to enhance the website on several fronts, in line with Stages 2 and 3 as mentioned above.

Various functions of the website will be further enhanced as a way forward to bring the Invest Palmerston website to its full functionality and alignment to the intended target organisations, being new business, investors, skilled workers and potential growth of existing business through renewed strategies from external sources.

Integration of Businesses

Further photos of businesses are required to provide a display of the business mix in Palmerston. The Department of Chief Minister and Cabinet and City of Palmerston are jointly engaging a photographer to provide photos of businesses for the web page but also to keep photo stock for future local reports. Council Officers have recently engaged a drone operator who has provided excellent quality aerial shots both day and night to further add to the imagery available on the website.



Yarrowonga



Wishart Industrial area



Palmerston CBD

As part of the enhancement, additional quotes from business will be sourced covering a diverse group of industries from manufacturing, retail, food and hospitality and financial services providing a sense of a healthy business mix.

Further to this, a series of videos will be made in early 2025. These videos will feature a variety of businesses throughout the municipality and will be shared on Council's website and social media channels.

Latest projects

The Latest Projects section of the Invest Palmerston website has several current project photos and stories, with the ability of adding to, including ongoing free car parking and business-related events planned for later in 2024. This will include updates on business attraction stories and campaigns to attract migration and defence families as identified in the Palmerston Local Economic Plan.

Business Planning Tools

To improve connectivity with the business community, a resource section will be developed with links to useful and appropriate resources for business such as marketing plan templates, business planning templates, funding sources, government programs, new investment initiatives, mentoring programs and other available products.

CONSULTATION AND MARKETING

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

- Marketing and Communications Officer

POLICY IMPLICATIONS

There are no policy implications for this Report.

A Place for People

BUDGET AND RESOURCE IMPLICATIONS

Funding for this project is allocated in the 2024/25 Financial Year Budget.

RISK, LEGAL AND LEGISLATIVE IMPLICATIONS

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 following City of Palmerston Strategies, Framework and Plans:

[Palmerston Local Economic 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



A Place for People

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 Tuesday, 28 January 2025 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 22 July 2024

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

Council business papers can be viewed on the City of Palmerston website www.palmerston.nt.gov.au

'A Place for People'



A Place for People

COMMITTEE MINUTES

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

PRESENT

COMMITTEE MEMBERS	Councillor Mark Fraser (Chair) Councillor Morrison Brandon Evans, Department of the Chief Minister and Cabinet Representative Ruth Palmer, Property Council Representative Carmine Rauseo, Local Business Owner Representative
STAFF	Deputy Chief Executive Officer, Amelia Vellar City Activation Manager, Matthew McNamara Economic Development Lead, Matthew Gould Minute Secretary, Emily Dehne
GALLERY	Nil

Initials:

MINUTES VIBRANT ECONOMY ADVISORY COMMITTEE MEETING - 22 JULY 2024

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A Place for People

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 5:31pm.

3 APOLOGIES AND LEAVE OF ABSENCE

3.1 Apologies

Moved: Councillor Morrison
Seconded: Brandon Evans

THAT the apology received from Mohan Kandasamy for 22 July 2024 be received and noted.

CARRIED VEAC10/51 – 22/07/2024

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: Ruth Palmer
Seconded: Councillor Morrison

THAT the Minutes of the Vibrant Economy Advisory Committee Meeting held on 29 April 2024 pages 27 to 31 be confirmed.

CARRIED VEAC10/52 – 22/07/2024

Initials: _____

MINUTES VIBRANT ECONOMY ADVISORY COMMITTEE MEETING - 22 JULY 2024

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A Place for People

COMMITTEE MINUTES

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 Business Survey Outcomes and Future Actions

Moved: Councillor Morrison
Seconded: Ruth Palmer

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.

CARRIED VEAC10/53 - 22/07/2024

8.2 Receive and Note Reports

8.2.1 Palmerston Street Art Festival 2024

Moved: Councillor Morrison
Seconded: Brandon Evans

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

CARRIED VEAC10/54 - 22/07/2024

Initials: _____

MINUTES VIBRANT ECONOMY ADVISORY COMMITTEE MEETING - 22 JULY 2024

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A Place for People

COMMITTEE MINUTES

8.2.2 Crime Prevention Through Environmental Design Outcomes Update

Moved: Brandon Evans
Seconded: Carmine Rauseo

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

CARRIED VEAC10/55 – 22/07/2024

8.2.3 Investment and Economic Growth

Moved: Councillor Morrison
Seconded: Ruth Palmer

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

CARRIED VEAC10/56 – 22/07/2024

9 INFORMATION AND CORRESPONDENCE

9.1 Information

Nil

9.2 Correspondence

Nil

10 GENERAL BUSINESS

10.1 Property Crime and Anti-Social Behaviour Survey

Moved: Ruth Palmer
Seconded: Councillor Morrison

THAT the verbal update from Ruth Palmer on the Property Crime and Anti-Social Behaviour Survey Results be Received and Noted.

CARRIED VEAC10/57 – 22/07/2024

11 NEXT COMMITTEE MEETING

Moved: Councillor Morrison
Seconded: Carmine Rauseo

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.

CARRIED VEAC10/58 – 22/07/2024

Initials: _____

MINUTES VIBRANT ECONOMY ADVISORY COMMITTEE MEETING - 22 JULY 2024

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COMMITTEE MINUTES

12 CLOSURE OF MEETING

Moved: Councillor Morrison
Seconded: Brandon Evans

THAT the meeting of the Vibrant Economy Advisory Committee held in Council Chambers, Civic Plaza, Palmerston on 22 July 2024 closed at 6:06pm.

CARRIED VEAC10/59 - 22/07/2024

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

Chair

Print Name

Date

UNCONFIRMED