

24 August 2021

A vibrant economic plan for City of Palmerston

City of Palmerston is establishing Palmerston as a city for employment and business enterprise, with the launch of its very first Local Economic Plan on Tuesday, 24 August 2021.

In collaboration with the Northern Territory Government, this 10-year-plan has been written to highlight key industries for growth, encouraging new businesses to set up and grow.

City of Palmerston, in partnership with the Northern Territory Government, is already investing in lifestyle attractions including sports and recreational infrastructure and public spaces providing more opportunities for new business development and the vital infrastructure needed to support the ever-growing Palmerston population.

With more affordable rental options, a young growing population, close proximity to port and rail infrastructure, a strong defence presence, newly opened health precinct, and Charles Darwin University Campus, Palmerston is one of the Territories' fastest growing cities and is in a prime location and economic position to promote growth and opportunity for new business owners looking to set up new businesses and grow existing businesses.

Already, Territorians are finding success. Justin Drennan, co-owner of Asal's Cafe & Dessert Bar and one of Palmerston's up and coming restaurant pioneers, has successfully opened all three of his businesses in the Palmerston area during the last year.

A Palmerston local and passionate Territorian, Justin has watched Palmerston grow as he has, and is taking advantage of the many benefits and opportunities available to begin building his own restaurant empire.

With the new plan, City of Palmerston are encouraging more business growth in industry sectors including education, health, defence, agribusiness, and energy and minerals.

Through the Local Economic Plan, City of Palmerston will support and advocate for more business and industry attraction and retention, short- and long-term business development and innovation, as well as sustaining and growing its population to bolster the community and build a vibrant and thriving economy.

City of Palmerston will continue to monitor the progress of the plan and actively assess ways to attract new businesses and foster relationships with existing business owners – focusing on reducing red tape and making it easier to do business, enhancing safety with the use of smart technology, and creating local business networking and development services.

For more information on the Local Economic Plan, visit
<https://www.palmerston.nt.gov.au/council/forms-and-publications/publications>

Quotes from City of Palmerston Mayor, Athina Pascoe-Bell

"We want businesses to call Palmerston home. We want them to come and establish themselves in the heart of the city, that is what the Local Economic Plan is for."

"The Local Economic Plan will bolster local business and create a vibrant economy as the Community requested in the City of Palmerston's Community Plan – delivering on our promise to the Palmerston people."

"Palmerston is the city for growth – both for industries and families. We have a young, growing population, with 13 schools to choose from and plenty of sport and recreational activities designed to support families and grow a local workforce who will one day give back to their community."

Quotes from the Minister for Small Business, Minister for Jobs and Training, Hon Paul Kirby

"We want to make the Territory the easiest place to do business and we know business is booming in Palmerston across the retail, hospitality and construction sectors."

"This Plan is a great example of different levels of Government working together to support Territory businesses and local jobs."

Quotes from the Member for Drysdale, Hon Eva Lawler

"We can see Palmerston's potential and that is why we continue to invest in the growth of our community. Our Government has built the Palmerston Police Station, Palmerston Regional Hospital, Zuccoli Primary School and is building the Palmerston Regional Fire Station."

"The launch of the Local Economic Plan complements the work the Territory Government is undertaking in Palmerston; building quality infrastructure, investing in projects and supporting local business."

Quotes from Justin Drennan, co-owner of Asal's Cafe & Dessert Bar

"As a young boy growing up in Palmerston, I saw the city grow and knew that one day it would bring me a great opportunity."

"I can see more opportunities and more potential for my business to continue to grow with the economy."

"The City of Palmerston has so much to offer new and established businesses and this local plan will help people like me to identify business potential and grow their businesses."

Media Contact

Emily Milikins – 0488 473 406
emily@truenorthcomm.com.au