

2018-2028 Northern Territory Population Growth Strategy

August 2018

On 22 August 2018 Northern Territory (NT) Chief Minister Michael Gunner released the Territory Labor Government's *2018-2028 Northern Territory Population Growth Strategy*.

The *Strategy* is the first of its kind in the Northern Territory, using incentives to grow the population and establishing a new Masterbrand – *The Territory, Boundless Possible* – to attract people and businesses to live and work in the Territory.

The *Strategy* will invest \$50.4 million over two years, and is underpinned by research from Charles Darwin University.

Population growth targets

The *Strategy* sets a goal of returning the Territory's population growth rate to its historical long-term average of 1.4 per cent from the current rate of 0.6 per cent. The target of 2,600 additional territorians per year is expected to create 21,000 jobs over ten years and provide a \$10 billion injection to the Territory's economy.

Incentives

Population growth initiatives will be geared towards attracting early-career women; mid- and late-career workers; and migrants, particularly those who enter occupations on the NT Skilled Occupation Priority List.

Investment attraction initiatives will focus on encouraging local employment in industries including infrastructure, tourism, defence, trade, and international engagement.

Under the *Strategy* livability in the Territory will be enhanced through revitalisation of the Darwin and Alice Springs CBDs and improving recreational and cultural experiences.

The *Strategy* is supported by annual Population Action Plans and introduces financial incentives to grow the population, including:

- **New Territorians Bonus:** from 1 November 2018, a cash payment to eligible applicants to cover relocation costs. The payment will provide \$3,000 for singles; \$6,000 for couples; and \$7,000 for families.
- **Local Benefits Bonus:** \$1,250, payable after six months of residence in the NT, to be spent on local costs such as vehicle registration and childcare. The Bonus must be spent within two years.
- **Five-year Retention Bonus:** a cash payment to eligible applicants after five years of continuous residence in the NT, to be spent locally for purposes that benefit a long-term resident. The payment will provide \$3,000 for singles; \$6,000 for couples; and \$7,000 for families.

The Territory, Boundless Possible

On 21 August 2018 the Gunner Labor Government unveiled its new territory brand Masterbrand – *The Territory, Boundless Possible* – to market the Territory both nation-wide and internationally as a place to visit, live and do business.

The campaign will work in tandem with the *Population Growth Strategy* over two years to shift perceptions of the NT, presenting it as a place of prosperity and opportunity.



The campaign will target a cohort of more than 2 million Australians categorised by market researchers as 'committed opportunists', whose aspiration attracts them to working and living in the Territory.

An initial campaign will be launched to raise awareness within the Territory before an international launch at the *Reaching South to the Territory* trade mission in Shenzhen, China. This will be followed by a national launch at the *Facing North* business mission in Canberra.

Further information

Further information on the *2018-2028 Northern Territory Population Growth Strategy* is available [here](#).

Further information on *The Territory, Boundless Possible* campaign is available [here](#).

For further information, contact your NT Hawker Britton consultant [Claire March](#).