Regional Liveability – We Mean Business

Northern Territory Chamber of Commerce

Living It Up in the Regions!

INTRODUCTION

As "the Voice of Business in the NT", and with engagement across all business sectors and in every region of the Territory, Chamber of Commerce NT calls on the Northern Territory Government to partner with them and support an integrated, Territory-led, collaborative approach to the **strengthening of regional liveability across the Territory**.

Strengthened regional liveability **ensures regional business has what it needs** to start, survive and thrive – and feeds into **supporting increased opportunities for investment, growth and sustainability of business, all driving economic development across the Territory.**

"Living It Up in the Regions" is Chamber of Commerce NT's campaign to attract and retain workers and their families to come to, work, play and stay in regional Northern Territory.

Information and activities promoted since the campaign's inception in August 2021 are those both of Chamber NT, and those engaged in together with business, government and other organisations that all feed into enhanced liveability in regional NT.

Emphasis is on real life issues & results at the community level affecting business, workers and their families, connecting through to Territory and Federal policy development & outcomes.
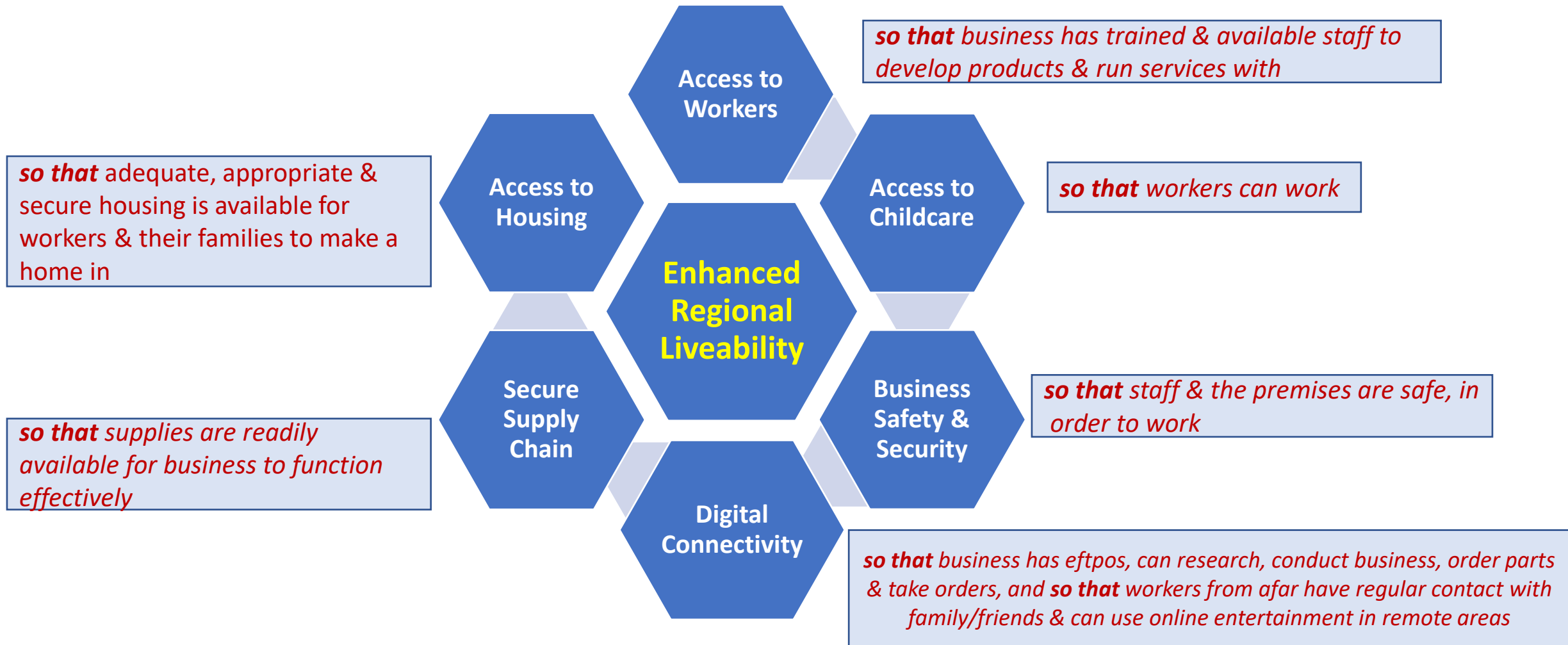
Using Chamber NT's regional liveability campaign to drive program development and outcomes throughout the NT;

Commencing in late 2021, Chamber NT's regional liveability campaign is underpinned by 6 pillars - all **ENABLERS** that matter to business & workers in their lives & in the lives of their families, living in regional & remote towns, communities as well as on the land. These will change over time as different areas of focus require attention. Initial pillars are;
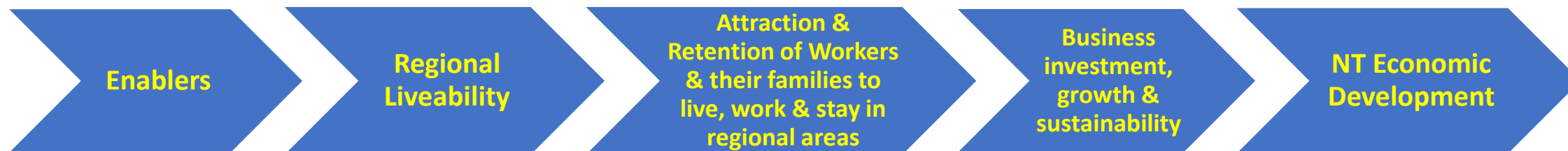
1) **Access to Workers** – Finding ways to attract & retain professional and skilled/semiskilled/unskilled workers from interstate & overseas to come and work in the NT. Including workforce training & development

2) **Access to Housing** – Finding opportunities to ensure appropriate, adequate & secure housing is available for workers & their families

3) **Access to Childcare** – Ensuring adequate, safe & appropriate childcare, available for children of workers, so that they can work

4) **Secure Supply Chains** – Engage with business and peak industry bodies to identify supply chain weakness and gaps, advocate for business to responsible agencies and encourage collaboration to reduce replication.

5) **Improve Safety and Security for business** – supporting businesses on crime/ASB prevention as well as those impacted by crime/ASB. Stakeholder engagement and information sharing with key partner agencies.

6) **Consistent, quality & available Digital Connectivity** – Information sharing and action supporting available, consistent & quality coverage for E Commerce, business research & development and family functionality, and as a retention strategy with workers from interstate/offshore so they can stay in touch with family & friends.

(Related areas of liveability also include access to schooling, transport corridor and health care among others.)

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ENABLERS for REGIONAL DEVELOPMENT

Access to Workers

so that business has trained & available staff to develop products & run services with

Access to Housing

so that adequate, appropriate & secure housing is available for workers & their families to make a home in

Access to Childcare

so that workers can work

Enhanced Regional Liveability

Secure Supply Chain

so that supplies are readily available for business to function effectively

Business Safety & Security

so that staff & the premises are safe, in order to work

Digital Connectivity

so that business has eftpos, can research, conduct business, order parts & take orders, and *so that* workers from afar have regular contact with family/friends & can use online entertainment in remote areas

WHY ENABLERS for REGIONAL DEVELOPMENT are IMPORTANT

Enablers → **Regional Liveability** → **Attraction & Retention of Workers & their families to live, work & stay in regional areas** → **Business investment, growth & sustainability** → **NT Economic Development**

Enablers	Regional Liveability	Attraction & Retention of Workers	Business investment	NT Economic Development
Workers **Housing** **Childcare** **Business Safety** **Internet/Phone** **Supply Chain**	Enhanced liveability means more people are likely to want to live & work there	Also contributes towards Community connectedness Stronger regional centres Social cohesion Community sustainability	Diversity of quality products & services available Trade & Investment, international engagement	Also contributes towards Strengthening Australia's overall development Increased defence capability for national security

WHY THIS MATTERS?

"**Information & Awareness** *contribute to* **Understanding** *to help shape* **Informed Decisions** *creating* **Policy** *with aligned* **Actions** *for* **Outcomes** that support **Sustainable Regional Development for the Northern Territory.**"

Campaign Enablers **all contribute towards** attracting & retaining workers & their families to live, work, play & stay in regional and remote parts of the NT **so that**

- **Professional & skilled/semiskilled workers will fill key positions enabling business to fully function, developing & providing services & products**
- **Workers bring families who become an inherent part of the community, using services & active in local community organisations**

Which contributes towards sustainable business IN community, viable local services, social cohesion, community development and continuity, and investment, growth and economic development.