

# my DARWIN

City of Darwin launched a new online platform that provides discounts to the community to incentivise spending to support local jobs and businesses.

The innovative myDarwin digital discount initiative was the first time an Australian local government had launched a business and job support scheme of this type.

A funding pool of \$450,000 from Council's parking reserves was initially allocated to the program. Due to its great success in stimulating the local economy, the NT Government provided an additional \$200,000 to continue the program.

361

DARWIN REGISTERED BUSINESSES

\$450,000  
IN VOUCHERS



\$2,728,967

INJECTED INTO DARWIN ECONOMY



21%

SPENT AT NEW BUSINESS



28,531

REGISTERED USERS



39%

UPGRADED THEIR PURCHASE



\$7M

TO AID IN COVID-19 RECOVERY

## Supporting Our City

No increase in residential or commercial rates was a key feature of the budget handed down by Council in supporting the city in the response to COVID-19.

City of Darwin's leadership focus throughout the response and ongoing recovery to COVID-19 has been to provide clear actions and reassurance of how we are adapting to support our community.

Thank you for all doing your part.

The Darwin spirit, resilience and compassion continues to shine.

#STRONGERTOGETHER



STRONGER  
TOGETHER

Supporting  
Darwin  
through  
COVID-19



CITY OF  
DARWIN

[darwin.nt.gov.au](http://darwin.nt.gov.au)

## Keeping the city going

When Darwin first showed signs of exposure to COVID-19, Council immediately increased our work focus for keeping the city clean, our essential services running and the local economy moving.

COVID-19 catapulted City of Darwin into working in new ways as we rapidly pivoted to help meet the needs of our community.

Council quickly implemented a range of additional, proactive health and safety measures to ensure staff and the community were provided with the safest services possible. These included:

- Increased cleaning of public toilets;
- More frequent emptying of public rubbish bins
- Public barbecue areas and water bubblers being cleaned with disinfectant
- Providing hand sanitisers and hygiene advice throughout council buildings and public amenities
- Night time security patrols in the CBD jointly funded with the NT Government



## Capital Works Focus

At the time we scaled back some service delivery to meet Australian Government Guidelines.

Council focused on delivery of essential services such as waste services, maintenance and animal management.

We continued to deliver an extensive capital works program such as city-wide beautification projects and upgrades to the Gardens Amphitheatre and Nightcliff foreshore exercise equipment to ensure funds were flowing through the Darwin economy.

## Green Army

Council recognised many Darwin residents had suddenly lost employment as a result of COVID-19.

We moved quickly to recruit and stand up a Green Army to provide employment opportunities, create new work skills and further beautify and green our city.

AS A RESULT OF THE GREEN ARMY INITIATIVE.

\$1M  
BUDGET ALLOCATION



3,500  
EXTRA TREES PLANTED

40,000  
WORK HOURS COMPLETED

100  
CASUAL WORK OPPORTUNITIES

## Digital first approach

From mid-March, new social distancing guidelines meant Council took an online approach to continue providing a range of our services such as:

12,448  
PHONE CALLS RECEIVED

FREE ONLINE PET BEHAVIOUR WORKSHOPS

HEALTHY DARWIN'S YOGALATIES AND BOOTCAMP ACTIVITIES

FIRST EVER VIRTUAL COUNCIL MEETINGS

172  
ONLINE PROGRAMS DELIVERED BY LIBRARIES AND FUNBUS

41,000  
CUSTOMER EMAILS ACTIONED

DIGITAL LIBRARY LOANS DOUBLED

CASHLESS TRANSACTIONS FOR ANIMAL REGISTRATION, RATES, PARKING INFRINGEMENTS

## Economic stimulus

With many of our community facing an uncertain employment future as a result of the economic effects of COVID-19, Council introduced a wide-ranging economic support package including:

- Deferral of business and household rates to 30 June 2020
- Rent relief for tenants leasing Council properties
- Expansion of the current rate hardship policy to include ratepayers affected by COVID-19
- \$150,000 COVID 19 Community grant funding
- Waiving of all Council fees and charges to 30 June 2020

FREE ON STREET PARKING IN THE CBD

ANIMAL REGISTRATION FEES WAIVED



STREET FOOD VAN PERMIT FEES REMOVED

ADVERTISING SIGNAGE LEVIES REMOVED



OUR GREATEST STRENGTH IS OUR COMMUNITY