



Australian Population Association Conference 2018 Abstract Submission

Date: 20 February 2018

Speaker: Anna Goat, Principal Consultant, Silver Goat.

Key conference subject: Northern Territory Population

Opportunity, Freedom and Time - how to sell Darwin as a place to live.

It is widely recognised that population growth is critical to the sustainability and growth of the Northern Territory. However, data shows that people are not coming to live in the Northern Territory, and when they do, they are not staying. Could part of the reason be that we are not selling the Territory in the right way, to the right people?

There is a significant population that has settled in Darwin long-term (over 10 years). My hypothesis is that if we can understand who these people are, and what keeps them in the Territory, then we can use these insights to 'sell' the Territory to attract like minded people - people who are more likely to settle long-term.

In 2017 I undertook a study of 20-40 year old women who had settled in Darwin long-term to understand who they were and what kept them living in Darwin. From these insights, I developed a profile of these women, and a value proposition for Darwin. The woman that is more likely to stay in Darwin long-term loves nature, camping and sports; and Darwin, to her, is a place that offers opportunity, freedom and time. If this study was extended across the Northern Territory, a campaign could be developed to attract people to the Territory that we know will find their place to thrive in the Territory.



silvergoat

This study was presented as a poster presentation at the 2017 Developing the North Conference in Cairns.

About the speaker

Anna Goat is the owner and Principal Consultant at Silver Goat, a Brand Consultancy based in Darwin. Anna has over 20 years of public speaking experience including conferences, talks, pitches, workshops and facilitation.

Examples of Anna's presentation style:

[Developing Northern Australia Conference - Developing the North Champion video.](https://northernaustralia.nt.gov.au/videos)

<https://northernaustralia.nt.gov.au/videos>

[The Business of Branding - October Business Month, 2016.](https://www.youtube.com/watch?v=qQMEvYBK478)

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