

CITYPROM 2018-2022



Why are we doing this?

Cityprom was formed in 1988 as an agreement between City of Launceston and a group of retailers to formulate a city marketing strategy to meet the needs of the central business district.

Launceston has undergone continual change since Cityprom's establishment and is currently undergoing possibly its most significant change with a number of key developments, particularly the University of Tasmania's Inveresk precinct, and evolving patterns of use driven by technology, education and demographics.

It is essential that Cityprom remains relevant to the changing ecosystem of the central city area and its goals closely align with those of City of Launceston.

Cityprom's Board, Staff and Stakeholders have reflected on the past and upcoming changes to Launceston and undertaken a comprehensive review of the organisation's role, structure and core competencies so as to set the organisations future course, meeting the needs of stakeholders and the economic development of the city.

Our new purpose

To ensure Central Launceston is a vibrant hub for people to live, work, learn, invest, engage, enjoy and experience, through developing and implementing strategies that encourage creativity, entrepreneurship, innovation and sustainable economic growth, establishing Launceston as a great regional city.

How will we achieve this?

- Be the lead agency who focuses solely on the Central Launceston Area and drives growth and development strategies particularly those outlined in the Greater Launceston Plan, CityDeal, Horizon 2021 and the City Heart Project, working in partnership with CoL and other key agencies and stakeholders
- Focusing our investment into strategic projects that create longer-term growth and broader impact in Launceston's inner-city whilst maintaining activations that have greater engagement from Cityprom stakeholders
- Expand the current boundaries during an initial 12 month period and moving to a 4 year service agreement with 3 year working budgets after the initial 12 month transition.
- Facilitate inner city precinct development
- Improve connectivity and pedestrianisation across the precincts of the whole of Central Launceston
- Greater focus on leveraging from partnerships and creating synergy through shared initiatives
- Under the City of Launceston strategies there are a number of Strategic Frameworks and Policy initiatives that would be ideally suited to be driven by an independent agency whose sole focus is the Central City
- Provide a contemporary creative bureaucracy for Launceston that employs evidence based strategies for inner city revitalisation
- Advocate for Central Launceston by being a single voice for inner city businesses and facilitating communication between stakeholders.

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How will Cityprom deliver this?

During the strategic consultation process, key themes emerged as to how to take the organisation forward.

Deliver goals under a transparent framework

- o Have a clear direction
- o Demonstrate how the organisation adds value
- o Work under a service agreement that aligns with CoL strategic planning framework - budgets to reflect longer term strategic development.

Identify the organisations core competencies

- o Build on existing and potential strengths.

Be agile, innovative and entrepreneurial - think ahead

- o Disrupt establishment inertia
- o Be the 'creative bureaucracy' for the city
- o Inspire Central Launceston - allow innovation to flourish.

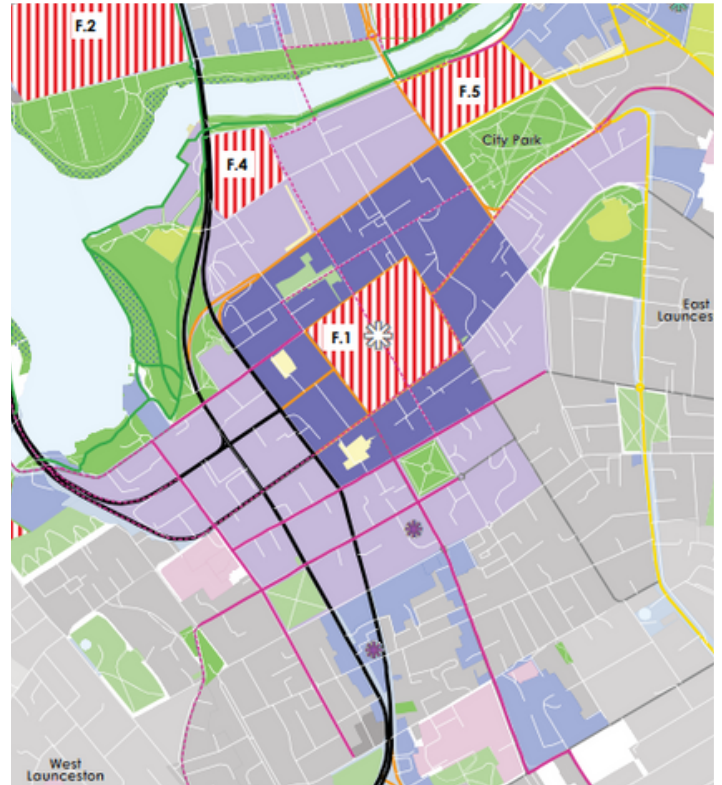
Work collaboratively with City of Launceston and other key agencies

- o Evidence based approach - one source of truth.

Manage change and change expectations

- o Period where Launceston's cultural expectations are being stretched
- o Be a key agent in supporting and delivering change
- o Drive the CBD community to take ownership of change.

A voice for Central Launceston businesses



Is there an underlying framework?



From events to city beautification, longer-term pedestrianisation strategies to issues relating to specific businesses, this framework supports the operational role of Cityprom.

Each area compliments and is reliant on each other, as well as a partnership with the stakeholders of the Central Launceston.

What will happen to the existing Cityprom projects?

We will continue to facilitate the activations and events that have proven to create vibrancy in the city.

The new approach will allow for greater advocacy on behalf of the member partners on issues that stifle innovation, prosperity and creativity, and we will continue to seek out opportunities that will help the inner city businesses grow and develop.

With a focus on proven strategies that have been demonstrated around Australia, and the world, in creating vibrant, innovative and creative city centres, such as:

- **Increased inner city living**
- **A people focused centre (pedestrianisation)**
- **A creative and design based approach to public amenity.**

How can I learn more?

Visit cityprom.com.au

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Goals and Objectives

Along side the existing role that Cityprom plays in the inner-city the following outlines some of the goals and objectives the organisation is looking to achieve.

These will underpin the top principals that create vibrant cities:

- Inner City Living
- A people focused city centre
- Visually and functionally great amenity

SHORT TERM

- Develop Central City Brand of Place
- Increase in advocacy for our partners/members/stakeholders
 - o Business owners need to run their businesses, Cityprom can be a single voice on issues that consistently affect the multiple sectors
 - o Examples include on-street dining/trading review - what are the barriers, inconsistencies and how do we encourage, parklet policy
- Database upgrade – fully searchable, interactive map of Central Launceston businesses
- Co-locate with other agencies and stakeholders to drive partnerships and create synergies
- Vibe Launch
 - o New activations and opportunities leveraging from stakeholder lead engagement that have strategic alignment to the broader objectives (opportunities and new projects in 2017/18)
 - Sawtooth ARI – Street Art Festival
 - Monaro Club street rally
 - BOFA - village activation
 - Blooming Festival - inner city pop-ups
 - Youth skate/art festival, Royal Park
 - A day in the Kingsway
 - Christmas in the Quadrant
 - Day of the Dead
 - Transfer of the Launceston Night Markets
 - o Assess new and existing activations against the criteria for precinct development, vibrancy, social and cultural benefit and economic benefit to stakeholders
- Parklet installation, activation and assessment
- Move to an online portal for busking bookings
- Linking Infrastructure plan
- Night-time economy strategy
- Activations
- Expand Boundaries
- New Strategic Plan to encompass new direction
- Recruit for new direction
- Partnership strategy
 - o Multiple partners trying to achieve the same outcomes
 - o Synergy
 - o Less duplication
 - o Common goals

MEDIUM TERM

- Inner Precinct Scoping Strategy
 - o Incentive Program
- Sculptural Trail
- Parking (modern parking strategy/app)
- Inner-city living strategy
 - o Why do people live in cities?
 - Build on strengths
 - Rectify barriers
 - o The walking city – are we people focused?
 - o Promote Inner-City Lifestyle
 - o Identify IC amenity shortfalls
 - I.E dog friendly, dog parks, laundromats, food
- Identify key supporting components from City Heart Project/CityDeal/Greater Launceston Plan/Gehl Report
 - o Identify planning strengths and weaknesses – build on established research
 - Engage Civil/Fire engineers for property audit
 - Multi-purpose zoning
 - Change of use for 'B' grade commercial property
 - Incentive (property)
 - Temporary City Heart Project activations
- Connectivity strategy
- University of Tasmania activation partnership strategy
 - o University City dynamic
 - o Knowledge exchange
 - o University cities are creative cities

LONG TERM

- One way streets
- Connectivity between new precincts
- The walking city