

**MY PLACE.  
MY FUTURE.**

A Plan for  
Living, Working  
and Playing North  
of the River

# Launceston Northern Suburbs Discussion Paper

*Version 3, February 2019*

AN INITIATIVE OF



**Smart Cities Plan**  
Launceston City Deal

# 1 Preface

City of Launceston is pleased to present the Northern Suburbs Discussion Paper. The release of this Discussion Paper is a significant milestone in the process for developing the Northern Suburbs Revitalisation Plan (now named the My Place My Future Plan), a City of Launceston commitment in the Launceston City Deal.

## **Purpose of the Discussion Paper**

The purpose of this Discussion Paper is to seek feedback on the Preliminary Key Considerations that will be used to inform the My Place My Future Plan for the Launceston northern suburbs. The My Place My Future Plan is expected to be finalised by June 2019, with a draft completed by the end of March 2019.

## **Submitting your feedback**

The City of Launceston is inviting anyone with an interest in the Launceston northern suburbs to provide written comment on this Discussion Paper. All feedback will be collated and combined with previous findings to inform a Needs Analysis.

Throughout the Discussion Paper respondents will find questions that address a specific topic. These have been included to help focus the feedback.

A Cover Sheet has been provided to accompany your submission. This template is available on the *Your Voice Your Launceston* webpage.

You should submit the completed cover sheet along with your submission via email to [myplacemyfuture@launceston.tas.gov.au](mailto:myplacemyfuture@launceston.tas.gov.au). You will receive an email confirming your submission.

## **Queries**

Please direct any queries that you have to [myplacemyfuture@launceston.tas.gov.au](mailto:myplacemyfuture@launceston.tas.gov.au).

A member of the Project Team will respond to you as soon as practicable.

## **Closing date**

Responses to the Discussion Paper may be submitted up until 5pm, 1<sup>st</sup> March 2019.

---

## 2. Introduction

### The My Place My Future Plan and the Launceston City Deal

The Launceston City Deal is a major initiative of the Commonwealth of Australia, the State of Tasmania and City of Launceston to deliver integrated investment and practical actions to build on Launceston's strengths and tackle some of our challenges. The Launceston City Deal aims to help position Launceston as one of Australia's most liveable and innovative regional cities with better education and job opportunities, regional economic growth and rising incomes.

The Launceston City Deal recognises that although the communities within the Launceston northern suburbs demonstrate many strengths and assets, they face social and economic challenges; particularly those associated with a relatively high rate of unemployment and the decline of traditional manufacturing jobs. In addition, the effect on the economic sustainability of the area after the planned move of the UTAS campus (currently based in Newnham) is not yet known. The Launceston northern suburbs refers to the communities of Invermay, Mowbray, Newnham, Mayfield, Rocherlea, Ravenswood, and Waverley. This represents approximately 32%, or a third, of the Launceston population; therefore successful revitalisation efforts will have a positive effect on the overall health and wellbeing of the broader Launceston community.

To support renewed economic and jobs growth in these suburbs, a My Place My Future Plan (The Plan) will be delivered that is aligned with the objectives of the broader Regional Economic Development Strategy. The Plan will provide an integrated approach to revitalisation to support improved lifestyle, social and economic outcomes for residents.

Although City of Launceston maintains responsibility for the development of The Plan, in order to achieve real and sustainable economic growth in these suburbs the project will require support and action from all levels of government, as well as the numerous community based activities and programs currently being implemented.

The Plan will be underpinned by six pillars:

- health and wellbeing;
- housing;
- education;
- transport;
- employment and economic growth; and
- Infrastructure and public spaces.

An overview of quantitative data related to the Launceston northern suburbs is available in *Appendix A*.

### Process for developing the My Place My Future Plan

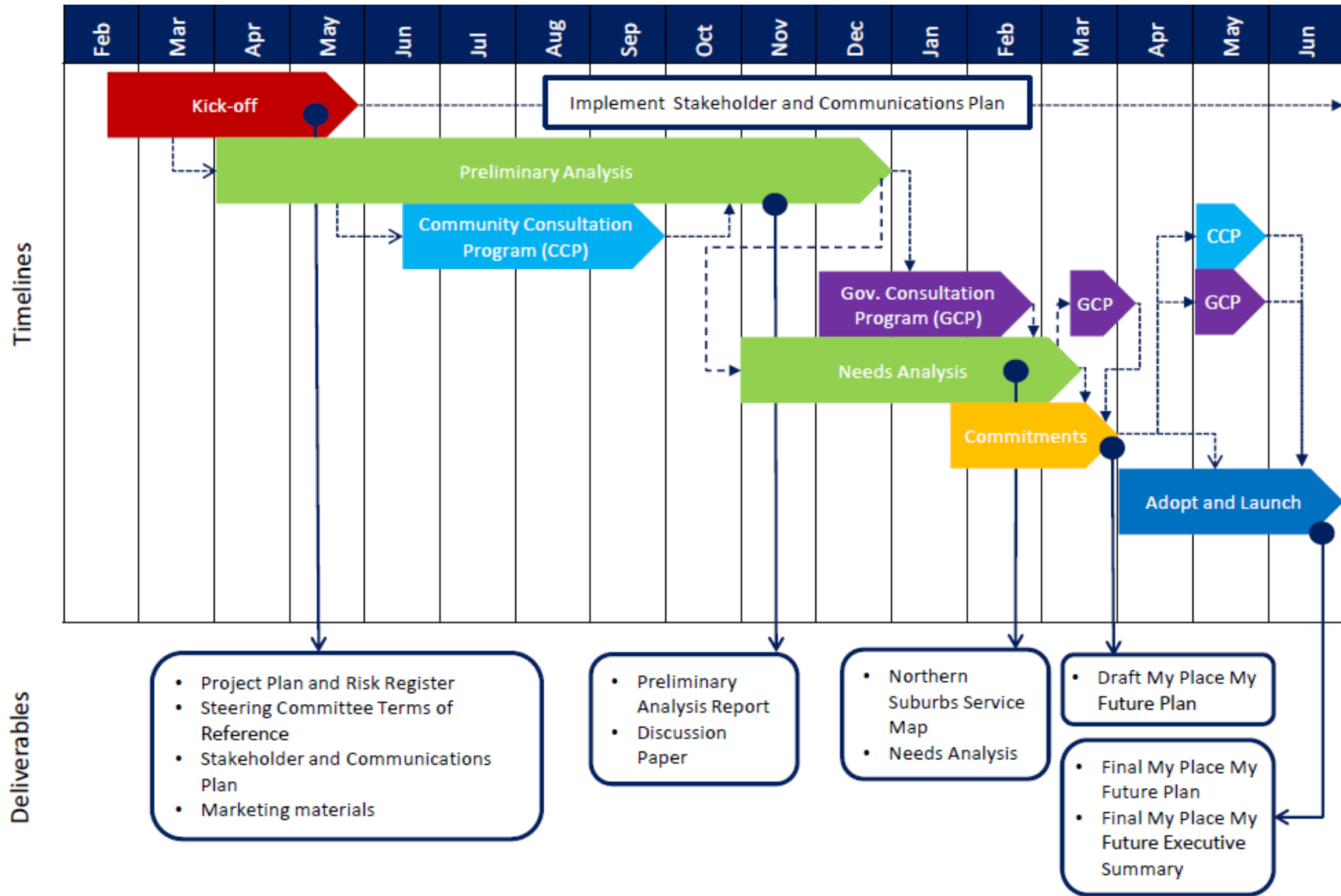
The process to develop The Plan is designed to ensure that:

- The appropriate stakeholders, including the communities of the Launceston northern suburbs and all three levels of government, are actively engaged;
- It is guided by robust governance systems;
- Each step in the process enriches and examines the validity of the information available; and
- It recognises, and works within, constraints, such as time and budget.

The following diagram provides an overview of the key phases and associated deliverables within the project.

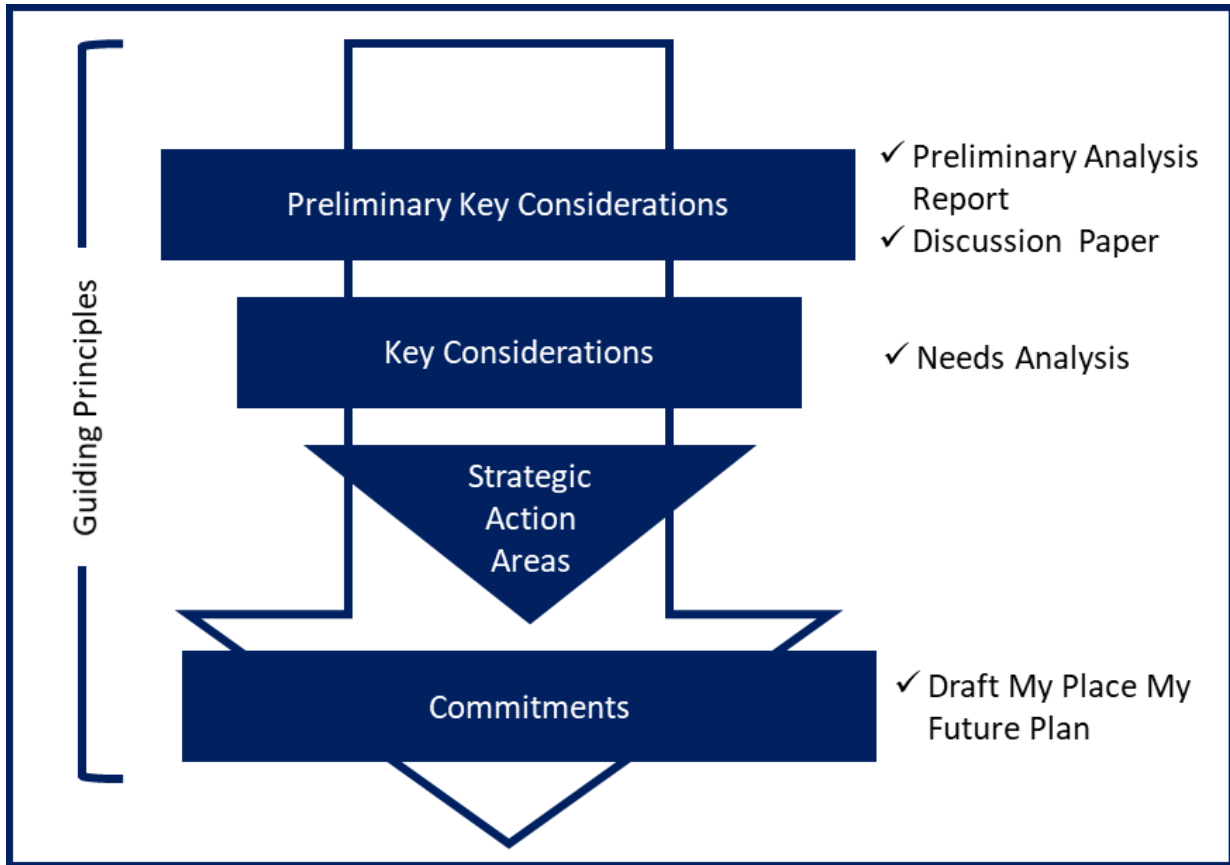
---

Diagram one: Project Development Plan



Each of the deliverables from the key phases contributes to the information that will inform The Plan. A diagram depicting the consolidation of information is below.

Diagram two: Consolidation of information



## Governance Structures

Work to date has been completed by the City of Launceston project team, with the support and guidance of a Northern Suburbs Steering Committee. The role of this Committee is to ensure that The Plan is aligned with the highest priority needs of the community. The Project Team has also been supported by the Office of the Coordinator General, and has met all reporting obligations to the City Deal Executive Board.

## Preliminary Key Considerations

The City of Launceston has completed a *Preliminary Analysis Report*, which concluded with the identification of thirty-three (33) Preliminary Key Considerations. A number of different tools and strategies were used to identify the Preliminary Key Considerations for each pillar. The approach was tailored as required, and findings shared with any related projects or programs.

Tools/strategies that were used to identify the Preliminary Key Considerations included:

- Desktop review of available literature and data.
- Targeted consultation with subject matter experts.
- Commissioned reports.
- Strategic partnerships.
- Workshops or focus group sessions.
- Community Consultation.

A summary of the tools utilised for each pillar is below.

Diagram three: Summary of the tools utilised to identify Preliminary Key Considerations

	Health and Wellbeing	Education	Housing	Transport	Infrastructure and Public Spaces	Economic and employment growth
Desktop review	✓		✓	✓	✓	✓
SME <sup>1</sup> targeted consultation						✓
Commissioned report			✓			
Strategic Partnership	✓	✓				
Workshop/ focus group		✓		✓	✓	
Community Consultation	✓		✓	✓	✓	

### Inter-relationships between Preliminary Key Considerations

In many circumstances, there is an inter-relationship between the Preliminary Key Considerations, and the pillars that they may sit under. Respondents should note that the inter-relationships will be explored in more detail once the Key Considerations are finalised in the *Needs Analysis*.

For the purpose of guiding the conversation, the Preliminary Key Considerations have been placed under the most appropriate pillar.

#### Want more information?

If you would like more information on the processes used to identify the Preliminary Key Considerations, including the Community Consultation undertaken, please take a moment to read through the *Preliminary Analysis Report*. This is available on the *Your Voice Your Launceston* webpage as supporting material for this Discussion Paper.

If you still have questions, please contact the project team using the contact details provided at the front of this Discussion Paper.

<sup>1</sup> SME= Subject Matter Expert

## 2 Guiding Principles

The Plan will feature a series of Guiding Principles. These Guiding Principles are intended to provide broad direction for the project team and the accountable agencies. It will also enable community members and organisations to understand the principles behind decision making.

The proposed Guiding Principles are:

- Respect the environment, arts and culture, history and individuals in the Launceston northern suburbs.
- Recognise and accommodate for the uniqueness of each community in the Launceston northern suburbs.
- Appropriately balance a strength based view of each community in the Launceston northern suburbs with recognition of any challenges.
- Pursue a standard of service excellence and equity of access.
- Foster the agency and empowerment of individuals and communities, and actively seek opportunities for collaboration.
- Be transparent.

### QUESTION ONE: GUIDING PRINCIPLES

Do any of these Guiding Principles need to be modified or removed? Are there additional principles that need to be added?

### Guiding Principles in practice

There are a number of ways that the Guiding Principles will be used in practice:

- During the development of The Plan, the Project Team will ensure that each action aligns with the Guiding Principles.
- During the implementation of The Plan, the Project Team will monitor progress and make decisions based on alignment with the Guiding Principles.
- All agencies that are accountable for an action in The Plan will be encouraged to align the action with the Guiding Principles.

### QUESTION TWO: GUIDING PRINCIPLES IN PRACTICE

Are there any other examples, case studies, or suggestions for how the Guiding Principles can be put into practice?

### 3 Preliminary Key Considerations

#### Health and Wellbeing

The Preliminary Key Considerations identified for Health and Wellbeing are listed below, in no order of priority:

- Helping people live a healthy lifestyle;
- Helping young mothers and women have healthy babies;
- Access to community based health services in Rocherlea, Newnham, Mayfield and Mowbray;
- Access to mental health and sexual health services;
- Access to a GP;
- Support for the Culturally and Linguistically Diverse (CALD) communities; and
- Combatting negative perceptions.

The most prevalent learning from these Preliminary Key Considerations, and the most significant gap identified, is the lack of physical health facilities in the northern suburbs that provide financially accessible health care. Although there are appropriate facilities in Ravenswood (Child and Family Centre and Community Health Centre), the communities of Rocherlea, Mayfield, Newnham and Mowbray lack the same level of access. It is also noted that there are no health facilities in Waverley, and there are reported challenges for these residents to access the facilities in Ravenswood.

A frequent topic of conversation that arose throughout community consultations was the need to take a strengths based approach to the northern suburbs, and begin to combat the negative perceptions that may exist.

#### QUESTION THREE: HEALTH AND WELLBEING KEY CONSIDERATIONS

- Are these the most prevalent key considerations relating to Health and Wellbeing in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
- Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
- Are there any examples or relevant case studies of innovative solutions that should be considered?
- Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions. Points to consider **may** include:
  - Additional health or support services, and/or
  - Modifications to existing health or support services; and/ or
  - Changes in how the community accesses GP's.



## Housing

The Preliminary Key Considerations identified for Housing are listed below, in no order of priority:

- The cost of housing;
- How long people are able to live in one place before having to move;
- The appropriateness of the home;
- Feeling safe inside the home and in the neighbourhood;
- Ability to meet the needs of people who are getting older or who have a disability; and
- Management of vacant houses.

The first five Preliminary Key Considerations were identified via a commissioned report specifically focusing on housing in the northern suburbs. The final Preliminary Key Consideration, management of vacant houses, emerged from initial community consultations.

The Preliminary Key Considerations that initiated the most conversations during the community consultation were the importance of feeling safe inside the home and in the neighbourhood, and the ability to be responsive to the housing needs of people who are getting older or who have a disability.

Interestingly, the management of vacant houses emerged strongly during the community consultation. Concerns focused on vacant houses providing a target for vandals, as well as a lack of understanding of why, in a time when some families are reportedly in need of affordable housing, properties would remain vacant for an extended period of time.

### **QUESTION FOUR: HOUSING KEY CONSIDERATIONS**

- Are these the most prevalent key considerations relating to Housing in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
  - Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
  - Are there any examples or relevant case studies of innovative solutions that should be considered?
  - Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions.
-

## Education

The Preliminary Key Considerations identified for Education are listed below, in no order of priority:

- Getting to school;
- Alternative education models for primary school children;
- Support for parents to remain engaged in student learnings;
- Equitable access to opportunities; and
- Supporting positive mental health for primary school children.

The important point to note about the education pillar is the scope. This was defined as "*any barriers or opportunities relating to achieving educational attainment to Year Twelve in Invermay, Mowbray, Newnham, Mayfield, Rocherlea, Ravenswood and Waverley*" - hence, the progression to higher education was not explored<sup>2</sup>.

It should also be noted that Education is not traditionally an area that City of Launceston would consider when undertaking strategic planning. However, education has such a significant relationship with the economic health of a community that it needs to be considered as a key component of any revitalisation efforts. City of Launceston sought to work with appropriate agencies where possible.

Additional key points that emerged throughout conversations relating to this pillar include:

- There are strong linkages between transport and education - for example, the ability of students to easily access transport to and from school, and to and from extra-curricular activities.
- There are strong linkages between education and the health and wellbeing pillar - particularly in relation to the supports for families, and the services available to support positive mental health for primary school children.

### QUESTION FIVE: EDUCATION KEY CONSIDERATIONS

- Are these the most prevalent key considerations relating to Education in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
- Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
- Are there any examples or relevant case studies of innovative solutions that should be considered?
- Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions.

---

<sup>2</sup> The rationale for the scope was due to the activity already happening in relation to higher education in Launceston. It was identified that including a broader scope would a significant risk that may result in unnecessary confusion, and counter-productivity.

## Transport

The Preliminary Key Considerations identified for transport are listed below, in no order of priority:

- Driving in a way that isn't safe to those either inside or outside the vehicle (hooning);
- Being able to use public transport to travel to places within the northern suburbs, and outside the northern suburbs;
- The way that roads connect together within, and outside of, the northern suburbs; and
- The railway lines that run through the northern suburbs.

It is evident that transport is a complex subject, and even more so in a region with a significant reliance on public transport. The linkages between the other five pillars and transport emerged strongly throughout the analyses undertaken; particularly the impact on individuals and community if there is a lack of access to appropriate public transport.

It should also be noted that there is a significant amount of work relating to transport being undertaken by a number of agencies already<sup>3</sup>; respondents should note that the Plan will seek to support, and integrate with, plans and strategies where possible.

### QUESTION SIX: TRANSPORT KEY CONSIDERATIONS

- Are these the most prevalent key considerations relating to Transport in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
- Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
- Are there any examples or relevant case studies of innovative solutions that should be considered?
- Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions. Your response **may** focus on the following:
  - Current public transport routes and infrastructure (i.e. bus stops)
  - Current active transport mechanisms, and potential strategies and opportunities to increase active transport as an alternative to public transport
  - Current road connectivity, and the impact that this has on communities

---

<sup>3</sup> This work is outlined in the Launceston City Deal.

## Infrastructure and Public Spaces

The Preliminary Key Considerations identified for Infrastructure and Public spaces are listed below, in no order of priority:

- Not making the most of vacant land;
- The standards of existing community resources;
- The need for more attractive, safe places within the community;
- The need for more places of interest in the northern suburbs;
- Protecting community assets so they can be used by everyone; and
- Environmental Management.

Of these Preliminary Key Considerations, the points with the most significance are the need for more attractive, safe places within the communities (including general beautification of the streetscapes) and the need to implement measures that protect these spaces from vandalism.

The other interesting point to note in this pillar is the need for more places of interest in the northern suburbs. Conversations on infrastructure and public spaces frequently focused on the lack of facilities in the region for the communities to access - thus impacting on its attractiveness as a place to live, work and play. The ability of the area to attract those who live beyond the northern suburbs is one that has many impacts across multiple pillars.

Topics regarding the natural environment emerged during the community consultation. Discussions were largely related to increasing community capacity relating to environmental management and the negative impacts of wood smoke. However, this needs to be explored more with the community to fully understand concerns and opportunities.

### **QUESTION SEVEN: INFRASTRUCTURE AND PUBLIC SPACES KEY CONSIDERATIONS**

- Are these the most prevalent key considerations relating to Infrastructure and Public Spaces in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
  - Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
  - Are there any examples or relevant case studies of innovative solutions that should be considered?
  - Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions.
-

## Employment and Economic Growth

The Preliminary Key Considerations identified for Employment and Economic Growth are listed below, in no order of priority:

- Increase skills to match current and future employment opportunities;
- Increase real employment opportunities;
- Create a regional attraction in the northern suburbs;
- Create a program to attract more businesses to the northern suburbs; and
- Improve the Mowbray precinct to create a bustling centre/ hub in the northern suburbs.

As with other pillars, there are significant inter-relationships between employment and other pillars. Thus, actions in The Plan will seek to consider the potential impact on employment and economic growth, and maximise any positive effects where possible.

It should also be noted that The Plan will align with the Regional Economic Development Plan (currently in development).

### **QUESTION EIGHT: EMPLOYMENT AND ECONOMIC GROWTH KEY CONSIDERATIONS**

- Are these the most prevalent key considerations relating to Employment and Economic Growth in the Launceston northern suburbs? Respondents are invited to provide comment on individual Preliminary Key Considerations if desired.
  - Are there any existing or planned strategies, plans, programs or extension of services that will impact on any of the Preliminary Key Considerations that are listed above?
  - Are there any examples or relevant case studies of innovative solutions that should be considered?
  - Are there any changes required in the Launceston northern suburbs in relation to this topic, and if so, what are these? Where possible, provide an explanation for the basis of any suggestions.
-

## Want more information?

### Interactive map of the Launceston northern Suburbs

The City of Launceston has developed a map to support you with your response. You can access the map from the *Your Voice Your Launceston* website. Here you will find information that will enable you to see the location of existing public and private facilities in the northern suburbs. This includes information to support responses to:

- Health and Wellbeing
- Transport
- Infrastructure and Public Spaces
- Education

Please note that it is recommended that you view these interactive maps using Google Chrome.

### Preliminary Analysis Report

The City of Launceston has developed a Preliminary Analysis Report; this provides further detail on the process and findings. This can be accessed from the *Your Voice Your Launceston* webpage.

### Additional literature

#### Health and Wellbeing

- *Health and Wellbeing of Tasmania's Children, Young People and their Families Report (July 2017)*. <https://www.childcomm.tas.gov.au/publications/>
- *The State of Launceston's Children Report (November 2016)* <https://www.anglicare-tas.org.au/publications/general/state-launceston%E2%80%99s-children>
- *Health Intelligence Report (November 2016)* - accessible by contacting Primary Health Tasmania

#### Housing

- *Launceston Northern Suburbs Revitalisation Plan Consultation: Housing: Indicative issues and recommendations (Shelter Tas and TasCOSS, July 2018)* -available upon request.

#### Employment and Economic Growth

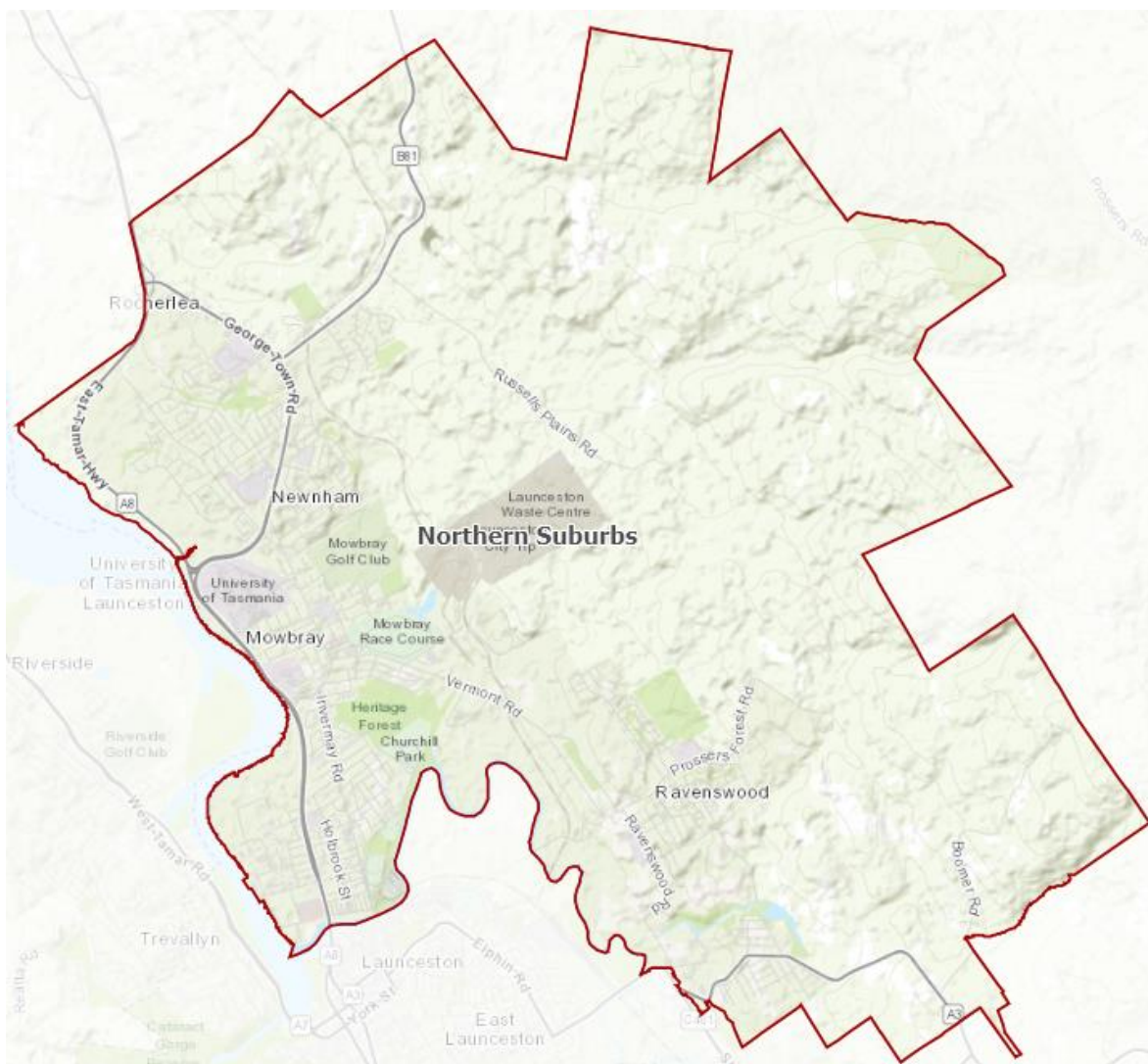
- Horizon 2021 - <https://www.launceston.tas.gov.au/Business-and-Development/Economic-Profile>

If you still have questions, please contact the project team using the contact details provided at the front of this Discussion Paper.



## Appendix A: The Launceston Northern Suburbs

### Map of the Launceston northern suburbs



#### 3.1.1 Points of significance<sup>4</sup>

Population	Median age	Trade qualification (certificate)	SEIFA index of disadvantage 2016
<b>21,355</b>	<b>34</b> <sup>(2)</sup>	<b>20%</b> <sup>(1.1%)</sup>	<b>815</b>
ERP, 2017 ▲ Grown by 92 from the previous year.	City of Launceston 39 Regional TAS 44 Tasmania 42	City of Launceston 20% Regional TAS 23% Tasmania 21%	City of Launceston 936 Regional TAS 935 Tasmania 957

◆ No significant change since previous Census (less than +/-0.5%)

▲ Increased since previous Census

▼ Decreased since previous Census

- Of the 66,802 people who live within the City of Launceston, approximately 21,263 reside in the northern suburbs - representing approximately 32% of the whole population.

<sup>4</sup> Data sourced from Economic .id

- Residents of the northern suburbs are, on average, younger than the average age of those living in the City of Launceston, Regional Tasmania and Tasmanian.
- There is no significant difference in the percentage of people who hold a trade qualification or certificate between the northern suburbs, the City of Launceston, Regional Tasmania and Tasmanian averages.
- The northern suburbs scores lower on the SEIFA Index than the City of Launceston, Regional Tasmania and Tasmania (the lower that the score is, the higher the level of disadvantage is calculated to be).

### Comparatively lower data indicators



◀▶ No significant change since previous Census (less than +/-0.5%)

▲ Increased since previous Census

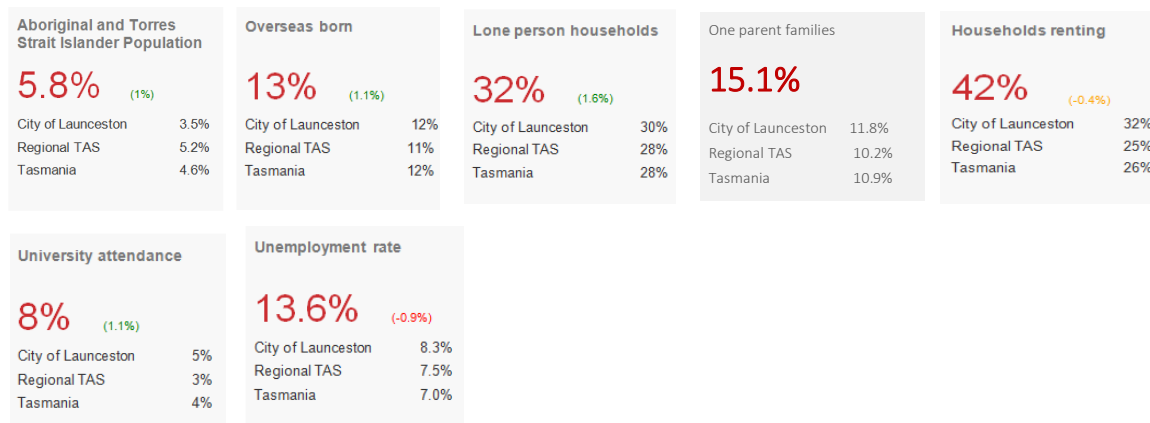
▼ Decreased since previous Census

When compared to City of Launceston, Regional Tasmania and Tasmania, the northern suburbs have:

- A lower median weekly income
- A lower percentage of older couples without children
- A lower percentage of couples with children
- A lower percentage of households with a mortgage
- A lower median weekly mortgage repayments
- A lower median weekly rent payments
- A lower number of residents who hold a university qualification
- A lower percentage of people in the labour force



## Comparatively higher data indicators



◀▶ No significant change since previous Census (less than +/-0.5%)

▲ Increased since previous Census

▼ Decreased since previous Census

When compared to City of Launceston, Regional Tasmania and Tasmania, the northern suburbs have:

- A higher population of Aboriginal and Torres Strait Islanders
- A higher population of overseas born residents
- A higher percentage of lone person householders
- A higher percentage of one parent families
- A higher percentage of households that are renting
- A higher number of residents attending university (likely to be attributed to the current location of UTAS campus in Mowbray)
- A higher un-employment rate