

**MY PLACE.
MY FUTURE.**

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

Needs Analysis

Version 1, May 2019

AN INITIATIVE OF



City of
LAUNCESTON



Smart Cities Plan
Launceston City Deal

Preamble

Introduction

The Launceston City Deal is a major initiative of the Commonwealth of Australia, the State of Tasmania and City of Launceston (COL) 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 the Northern Suburbs of Launceston face social and economic challenges, particularly those associated with a relatively high rate of unemployment and the decline of traditional manufacturing jobs. The Launceston Northern Suburbs includes Invermay, Mowbray, Newnham, Mayfield, Rocherlea, Ravenswood, and Waverley.

The My Place My Future Plan has been developed with extensive community and stakeholder consultation.

Identifying Key Considerations for the pillars

To support the identification of unmet needs within the Northern Suburbs, six pillars were identified.

These pillars are:

- Housing;
- Education;
- Employment and Economic Growth;
- Health and Wellbeing;
- Transport; and
- Infrastructure and Public Spaces.

A number of different tools and strategies were then used to gather information about each of these pillars. A summary of the tools utilised for each pillar is below.

Summary of the tools utilised

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

Community Consultation approach

COL was very conscious of developing a community consultation approach that:

- built upon previous reports and consultations undertaken;
- built on the knowledge of local subject matter experts;
- ensured all stakeholders were provided with an opportunity for input; and
- recognised the time and resource limitations.

To enable this, the community consultation approach focused on asking community members to reflect on a number of Talking Points (also referred to as Key Considerations) using a survey mechanism. A Community Consultation Report was then finalised that captured the key findings from the process.

Stakeholder Consultation approach

Two key mechanisms were implemented to enable effective stakeholder engagement. Firstly, a Steering Committee was developed. The purpose of the Northern Suburbs Steering Committee is to *"ensure that the commitments outlined in the Northern Suburbs Revitalisation Plan are aligned with the highest priority needs of the community (Northern Suburbs Revitalisation Plan Steering Committee: Terms of Reference pp. 1)"*.

¹ SME= Subject Matter Expert

Members of the Northern Suburbs Steering Committee include:

- COL representatives
- Skills Tasmania
- Communities for Children Initiative
- TasCOSS
- Office of the Tasmanian Coordinator-General
- University of Tasmania
- Northern Tasmanian Development Corporation
- Northern Suburbs Community Centre Inc.
- Starting Point Neighbourhood House
- Launceston Chamber of Commerce
- Migrant Resource Centre
- Primary Health Tasmania
- Child Health and Parenting Service

Secondly, a Discussion Paper was circulated amongst State and Federal Governments seeking input into the Preliminary Key Considerations.

The Vision of the My Place My Future Plan

The My Place My Future Plan provides a roadmap to achieve a vision that is centred on increasing:

Inclusion and connectedness. Celebrating community assets. Equity in access.

It outlines six Strategic Action Areas, and will be supported by an *Implementation Plan* and a *Monitoring and Evaluation Plan*. The My Place My Future Plan can be accessed from the COL webpage: <https://www.launceston.tas.gov.au/Home>

Purpose of the Needs Analysis

The purpose of the Needs Analysis is to present the detailed data that underpins the Strategic Action Areas outlined in the My Place My Future Plan.

It is important to note that this Needs Analysis has three main focuses:

- Presenting the available data;
- Outlining the story that the data is telling; and
- Identifying areas that need further clarification or investigation.

This is Version One of the Needs Analysis; it is acknowledged that the document will continue to be developed and updated as required. Subsequent versions of the Needs Analysis will be released as they become available.

Geography of the Northern Suburbs

The Northern Suburbs consists of seven separate suburbs. These include:

- Invermay;
 - Mowbray;
 - Newnham;
 - Mayfield;
 - Rocherlea;
 - Ravenswood; and
 - Waverley.
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Section One: Population analysis of the Northern Suburbs²³



² Unless otherwise indicated, data has been sourced from Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016, with support provided from economic .id

³ All data should be interpreted with the consideration that the Northern Suburbs data is included in the broader COL data.

Prefix: Tasmanian Population Trends

It is important that the following detailed analysis of the Northern Suburbs population is considered in the context of trends that emerging across Tasmania in general.

The key resource for understanding trends across Tasmania is *The Tasmania Report 2018, Tasmanian Chamber of Commerce and Industry*. This can be accessed at <http://www.tcci.com.au/Services/Policies-Research/Tasmania-Report/TCCI-Tasmania-Report-2018.aspx>

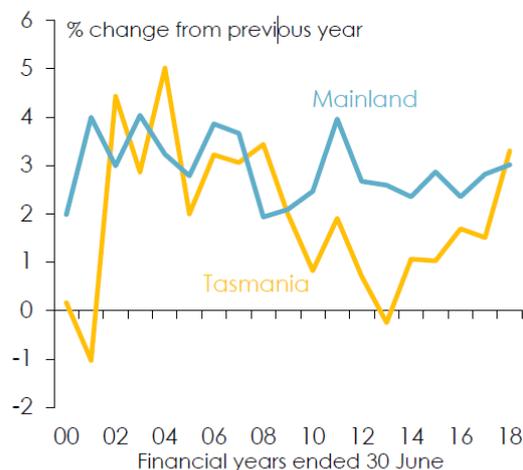
Gross State Product

Extract: *Tasmania Report 2018, Tasmanian Chamber of Commerce and Industry, pp. 8:* <http://www.tcci.com.au/Services/Policies-Research/Tasmania-Report/TCCI-Tasmania-Report-2018.aspx>

Tasmania's Overall Economic Performance in 2017 - 2018

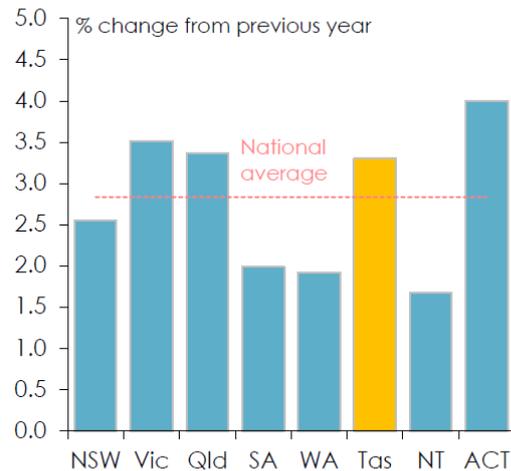
Tasmania's economy is on a roll. Overall economic activity – as measured by chain-volume or 'real' gross state product (GSP)¹ – grew by 3.3% in 2017-18, the fastest pace in ten years (Chart 1.1), and a substantial improvement on the average growth rate over the preceding five years of just 1.0% per annum. For the first time in nine years, and only the fourth time in the past 25 years, Tasmania's economy grew at a faster pace than that of Australia as a whole. Among the other states and territories only the ACT and (by much smaller margins) Victoria and Queensland recorded faster economic growth rates than Tasmania in 2017-18 (Chart 1.2).

Chart 1.1: Growth in real gross state product, Tasmania and mainland, 1999-00 to 2017-18



Source: ABS, *State Accounts* (5220.0), 2017-18.

Chart 1.2: Growth in real gross state product, states and territories, 2017-18



Source: ABS, *State Accounts* (5220.0), 2017-18.

Population Growth

The table below shows that between June 2017 and June 2018, Tasmania's total population grew by 5,791 persons (or 1.1 per cent), to 528, 201 persons as at 30 June 2018. Tasmania's population, as a proportion of Australia's population, was 2.1 per cent as at 30 June 2018.

Within this period, the majority of population growth was in the Hobart and South East region. Over the past decade, this region has grown at a faster rate than the other two regions, contributing the majority of growth at a state-level.

Region	Population June 2018: #	Change from previous year: #	Change of previous year: %
Hobart and South East	271 214	3 892	1.5%
Launceston and North East	145 033	1 218	0.8%
West and North West	111 954	681	0.6%
Tasmania	528 201	5 791	1.1%

Source: *Regional Population Growth, Abs Cat No 3218.0*

Ageing Population

Extract: *Tasmania Report 2018, Tasmanian Chamber of Commerce and Industry, pp 48:*
<http://www.tcci.com.au/Services/Policies-Research/Tasmania-Report/TCCI-Tasmania-Report-2018.aspx>

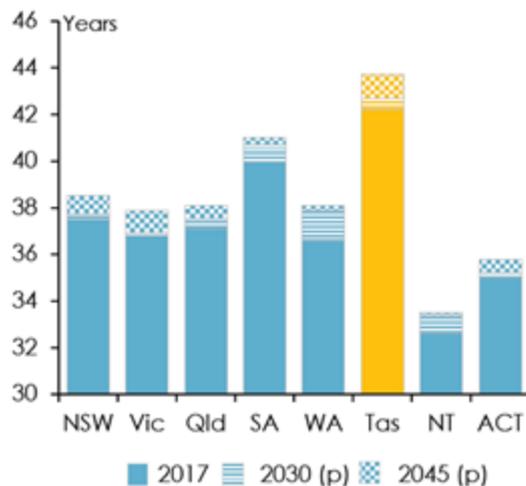
Population

The Statistics Bureau’s most recent median population projections, based on the results of the 2016 Census, point to a less rapid ageing of Tasmania’s population than those based on the previous Census.

The median age of Tasmania’s population, currently 42.2 years (5 years older than the national average), is now projected to reach 42.7 by 2030 (as against 44.3 in the previous projections), and 43.7 years by 2045 (as against 46.4 previously) (Chart 4.6).

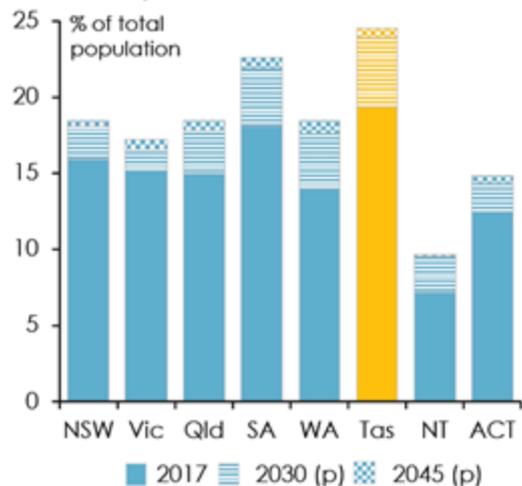
Similarly, the proportion of Tasmania’s population aged 65 or over, currently 19.3% (4 percentage points higher than the national average) is expected to rise to 23.9% by 2030 in the most recent projections (down from 25.1% previously) and 24.5% by 2045 (as against 27.2% previously) (Chart 4.7). This still leaves Tasmania with the oldest population of any state or territory, and the highest proportion of people aged 65 or over (as well as the smallest proportion aged 55-64) – but by a smaller margin than implied by the ABS’s previous projections.

Chart 4.6: ABS projections of median age, states and territories



Source: ABS, *Population Projections, Australia* [3222.0], 2017 (base) to 2066 (Series B).

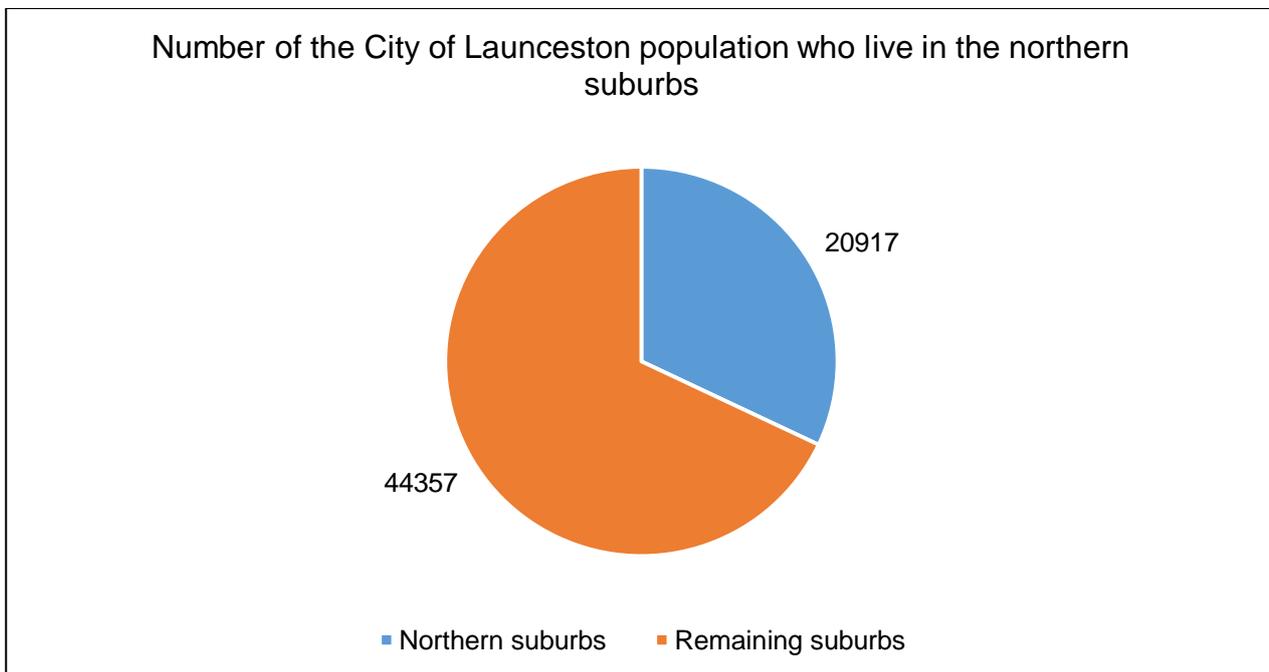
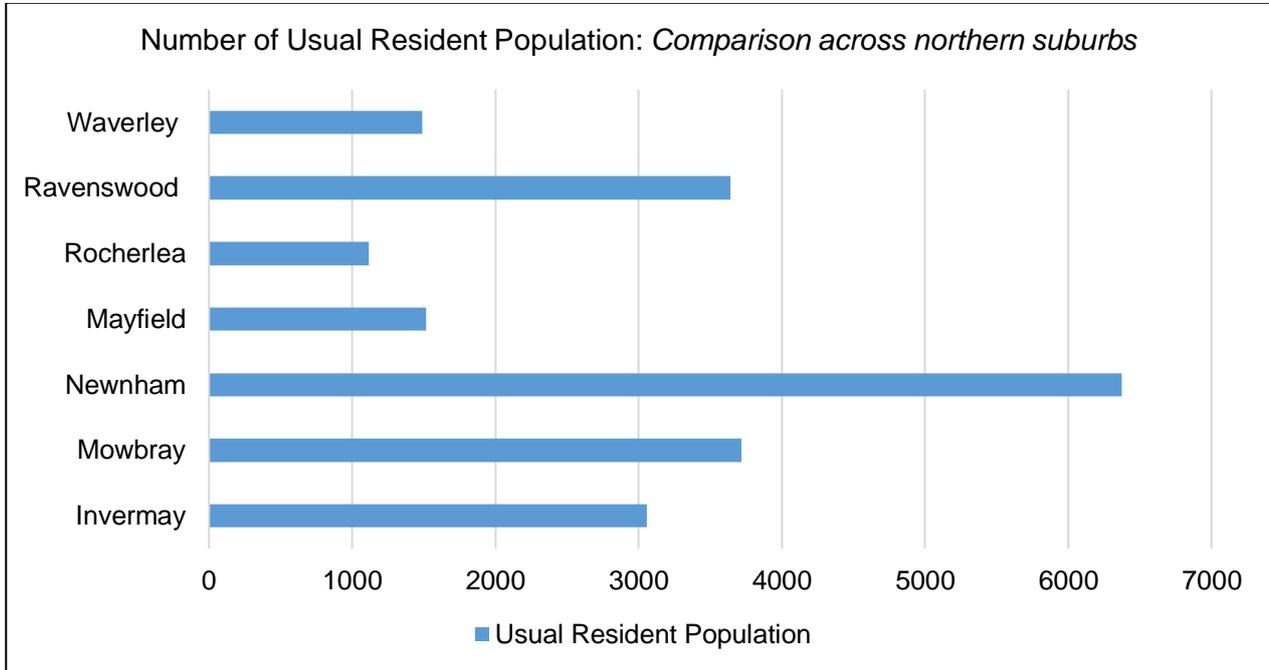
Chart 4.7: ABS projections of population aged 65 and over, states and territories



Source: ABS, *Population Projections, Australia* [3222.0], 2017 (base) to 2066 (Series B).

1.1 Northern Suburbs: Usual Resident Population 2016

- The Total Usual Resident Population of the Northern Suburbs is 20,917.
- This is approximately 32% of the COL population (Launceston population is 65,274).
- The largest suburb of the seven is Newnham, with a Usual Resident Population of 6,375.
- The smallest of the seven is Rocherlea, with a Usual Resident Population of 1,117.



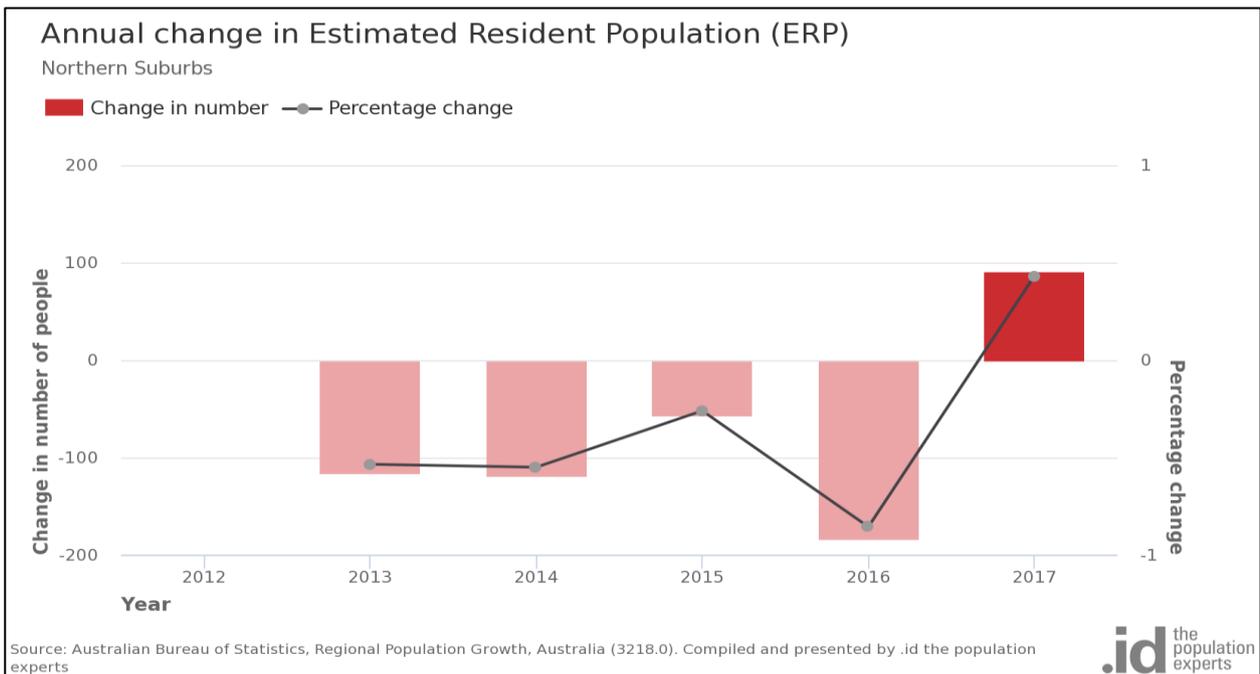
1.2 Northern Suburbs: Usual Resident Population 2016 selected subpopulation categories

- The Northern Suburbs has a higher percentage of Aboriginal and Torres Strait Islander population (5.8%), compared to both COL (3.5%) and Australia (2.8%).
- The Northern Suburbs has a lower percentage of employed population (86.4%), compared to both COL (91.7%) and Australia (93.1%).
- The Northern Suburbs have a higher percentage of the population with a need for assistance with core activities (7.0%), compared to COL (6.4%) and Australia (5.1%).

Northern Suburbs Usual resident population: 20,917				
Population group	Number	%	COL %	Australia %
Males	10,215	48.9	48.4	49.3
Females	10,680	51.1	51.6	50.7
Aboriginal and Torres Strait Islander population	1,215	5.8	3.5	2.8
Australian citizens	17,420	83.4	86.9	82.4
Eligible voters (citizens aged 18+)	13,478	64.5	67.8	62.8
Population over 15	17,154	82.1	82.3	81.3
Employed Population	7,370	86.4	91.7	93.1
Need for assistance with core activities	1,462	7.0	6.4	5.1

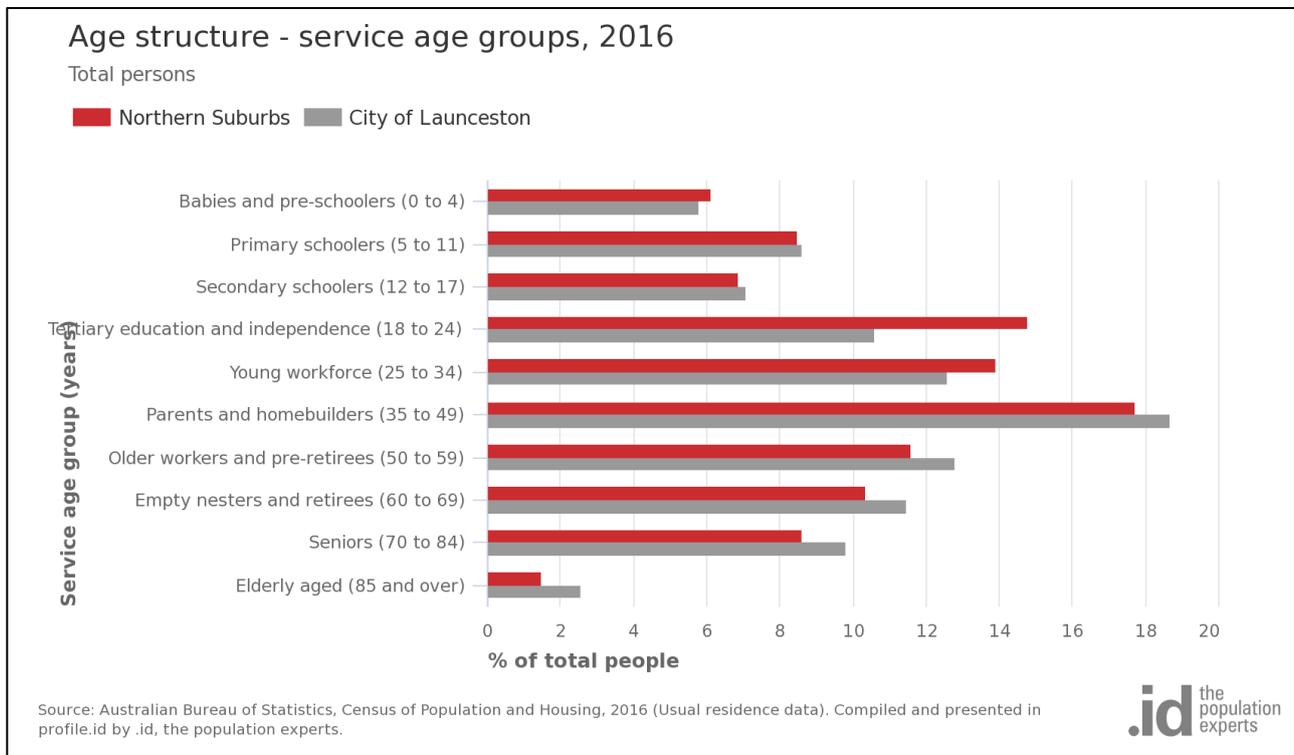
1.3 Northern Suburbs: Annual Change in Estimated Resident Population

- The Northern Suburbs experienced a small decrease in Estimated Resident Population between 2013 and 2016; however, this shifted in 2017 to a slight increase in population. There may be two reasons for this; fluctuations in UTAS enrolments and a change in the migrant population.



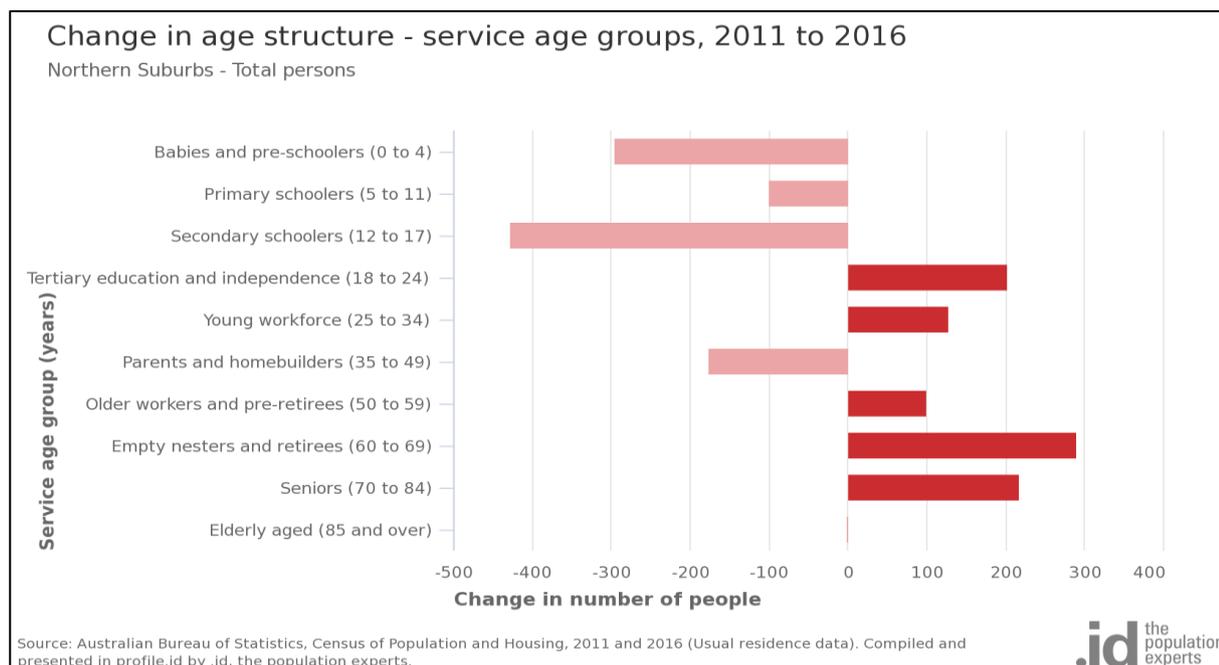
1.4 Northern Suburbs: Age structure (service age groups)

- The Northern Suburbs has a higher percentage of the population than the COL in the age groups of 0 -4 (6.1% vs. 5.8%), 18 - 24 (14.8% vs. 10.6%) and 25 - 34 (13.9% vs. 12.6%).



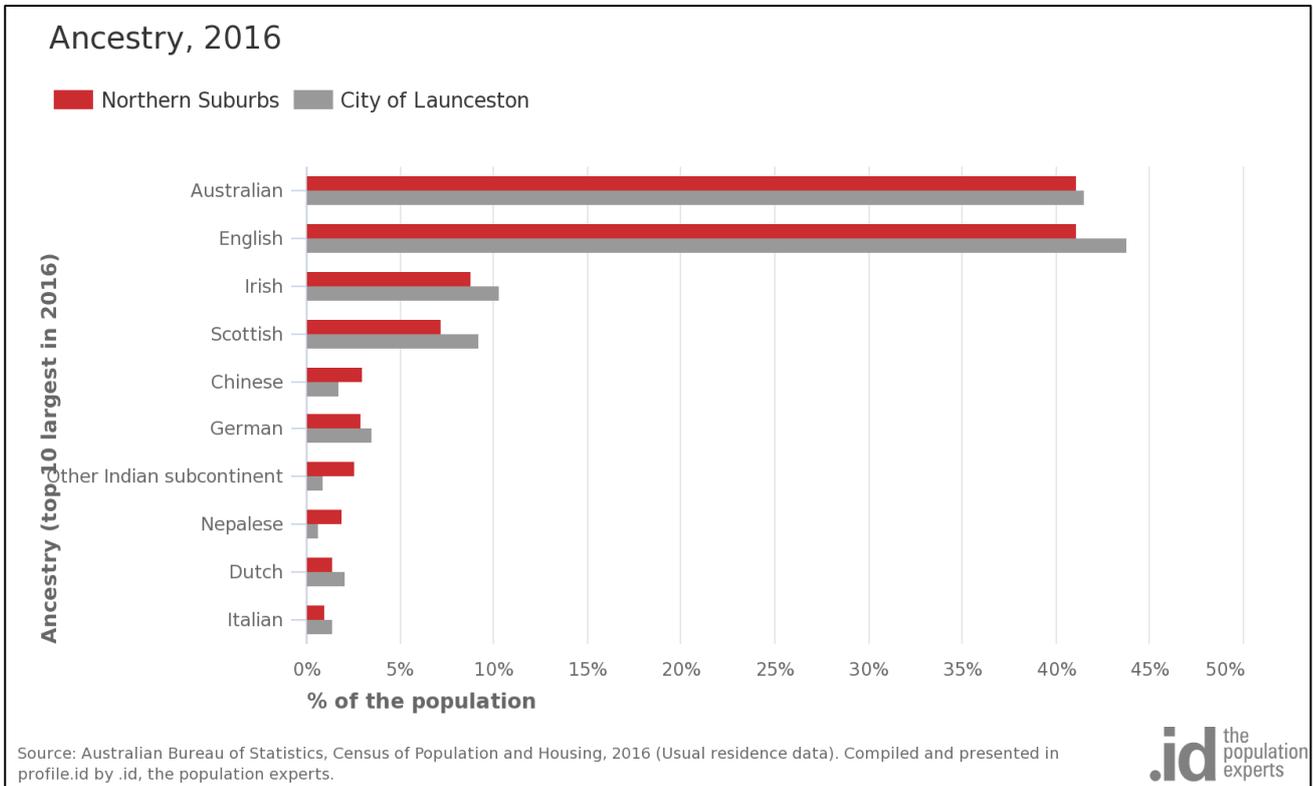
1.5 Northern Suburbs: change in Age Structure from 2011 to 2016

- There was a decrease in the age brackets of 0-4, 5-11, 12 to 17, 35 - 49 and 85 and over between 2011 and 2016.
- The most significant decrease was for the age bracket of 12 - 17 (-426).
- All other age brackets showed an increase.
- The most significant increase was in the age bracket of 60 -69 (291).



1.6 Northern Suburbs: Ancestry

- The Northern Suburbs has a higher percentage of residents with an ancestry of Chinese (3.0% vs. 1.8%), other Indian subcontinent (2.6% vs. 0.9%), and Nepalese (2.0% vs. 0.6%) than the COL.
- In terms of the number of people, this approximately equals:
 - Chinese ancestry: 627 people in the Northern Suburbs
 - Other Indian subcontinent ancestry: 543 people in the Northern Suburbs
 - Nepalese ancestry: 418 people in the Northern Suburbs.



1.7 Northern Suburbs: Index of relative Socio-economic Disadvantage

The SEIFA Index of Disadvantage measures the relative level of socio-economic disadvantage based on a range of Census characteristics. It is a good place to start to get a general view of the relative level of disadvantage in one area compared to others and is used to advocate for an area based on its level of disadvantage.

The index is derived from attributes that reflect disadvantage such as low income, low educational attainment, high unemployment, and jobs in relatively unskilled occupations. When targeting services to disadvantaged communities, it is important to also look at these underlying characteristics as they can differ markedly between areas with similar SEIFA scores and shed light on the type of disadvantage being experienced.

SEIFA Scores

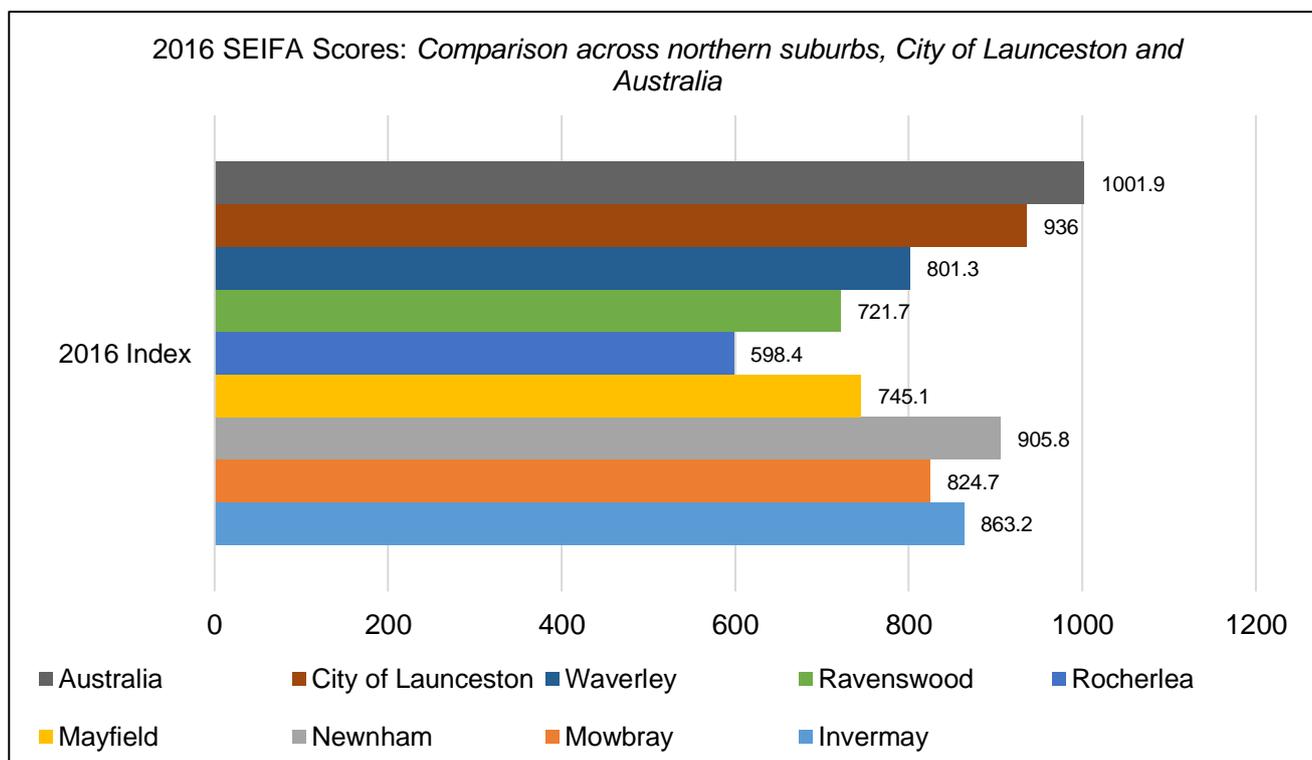
A higher score on the index means a lower level of disadvantage. A lower score on the index means a higher level of disadvantage.

SEIFA Percentile

The percentile column indicates the approximate position of this small area in a ranked list of Australia's suburbs and localities. It's meant to give an indication of where the area sits within the whole nation. A higher number indicates a higher socio-economic status. For instance, a percentile of 72 indicates that approximately 72% of Australia's suburbs have a SEIFA index lower than this area (more disadvantaged), while 28% are higher.

Extract: .id community: <https://profile.id.com.au/launceston/seifa-disadvantage-small-area?SWebID=120&WebID=260>

- Of the seven suburbs, 5 of these are in a percentile of below 5.
- Only 1% of Australia's suburbs have a SEIFA Index lower than Rocherlea.
- Newnham has the highest SEIFA score of 905.8; this is still well below the Australian percentile of 46, as well as the COL's percentile result of 17.



Area	Result	Percentile
COL	936	17
Newnham	905.8	11
Invermay	863.2	6
Mowbray	824.7	4
Waverley	801.3	3
Ravenswood	721.7	2
Mayfield	745.1	2
Rocherlea	598.4	1

Source: <https://profile.id.com.au/launceston/seifa-disadvantage-small-area?SWebID=120&BMID=50&WebID=200>

1.8 Summary of the population data for the Northern Suburbs

The population data for the Northern Suburbs helps to identify a number of key points that can assist to understand the suburbs as a collective better. These key points include:

- As the Northern Suburbs population is one third of the total for Launceston, the statistics that emerge from the Northern Suburbs have a significant impact on the broader statistics for the area.
- The Northern Suburbs has a higher percentage of Aboriginal and Torres Strait Islander population and the percentage of the population with a need for assistance with core activities.
- The Northern Suburbs has a lower percentage of the population that is employed.
- The Northern Suburbs population is younger than the COL's, particularly in the age groups of 0 -4, 18 - 24, and 25 - 34.
- The Northern Suburbs has a higher percentage of residents with an ancestry of Chinese, other Indian subcontinent, and Nepalese than the COL.
- All of the seven Northern Suburbs are in the lowest quintile (20%) on the SEIFA Index of Disadvantage.
- Of these seven suburbs, five are in the lowest 5% on the SEIFA Index of Disadvantage.
- Only 1% of Australia's suburbs have a SEIFA Index lower than Rocherlea.
- 89% of Australia's suburbs are considered more advantaged than the most advantaged of the Northern Suburbs (Newnham).

1.9 Questions to explore further

- Are there particular areas within the Northern Suburbs where the percentages of Aboriginal and Torres Strait Islander population are distinctly higher or lower, and therefore skewing the data?
 - Are there particular areas within the Northern Suburbs where the percentages those with a need for assistance with core activities are distinctly higher or lower, and therefore skewing the data?
 - Are there particular areas within the Northern Suburbs where cohorts other than the Aboriginal and Torres Strait Islander population, and those with a need for assistance with core activities, emerge as significant, but may be hidden at this higher level analysis?
 - What are the trends over time relating to emerging cohorts?
 - What is the trend for population growth for 2018?
 - Are there particular areas within the Northern Suburbs that are experiencing significant changes in population that are skewing this data?
-

- Do trends associated with a change in age structure in the Northern Suburbs align with broader trends across Tasmania?
 - Are there specific areas in the Northern Suburbs that are skewing the data relating to changes in age structures?
 - Are services aligning to the most prominent service age groups?
 - Are there specific areas in the Northern Suburbs that are skewing the data related to ancestry?
 - Are services across COL aligned with needs around ancestry?
 - What does a comparison of Northern Suburbs and COL look like if Northern Suburbs data is removed entirely from the COL data?
 - What does a comparison of data across all suburbs in the City of Launceston municipality look like?
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Section Two: Population analysis of the seven suburbs⁴⁵



⁴ Unless otherwise indicated, data has been sourced from Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016, with support provided from economic .id

⁵ All data should be interpreted with the consideration that the Northern Suburbs data is included in the broader COL data.

2.1 Invermay population analysis

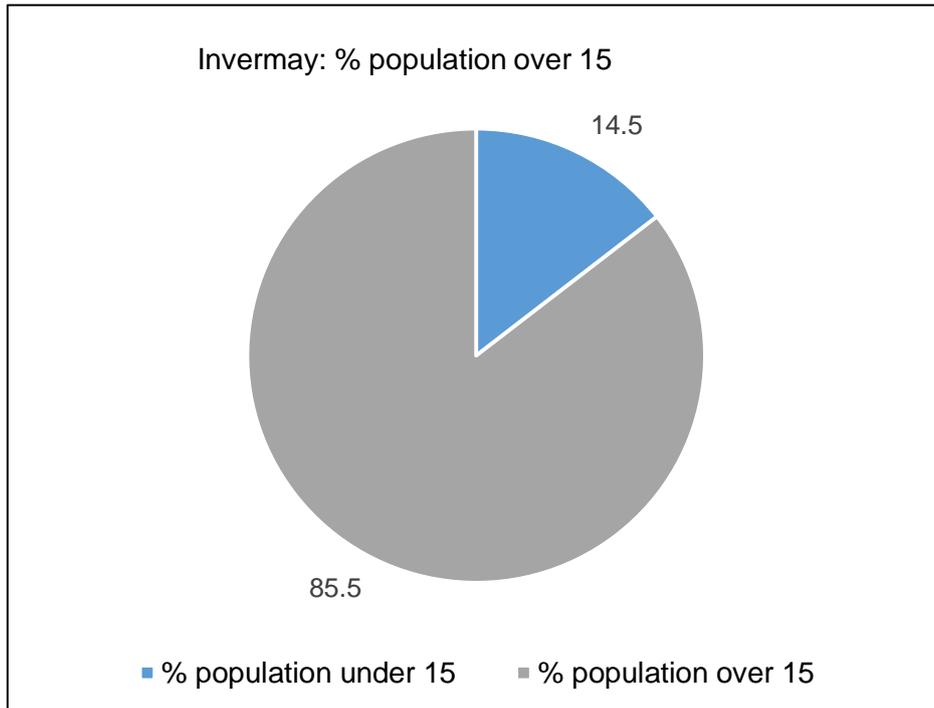
2.1.1 Invermay Usual Resident Population 2016: selected subpopulation categories

- The Usual Resident Population of Invermay is 3,059.
- Invermay is the fourth largest suburb within the Northern Suburbs, and contains approximately 14.6% of the Northern Suburbs population.
- 4.4% of the population who live in Invermay are Aboriginal and Torres Strait Islander.
- 6% of the population who live in Invermay have a need for assistance with core activities.
- Invermay has higher population over 15 (85.5%) when compared to Northern Suburbs (82.1%) and COL (82.3%).
- Invermay has a higher employed population (87%) than the Northern Suburbs (86.4%), but this is still lower than the COL percentage (91.7%).

Although not reflected in the data below, it is also worth noting that as a suburb on the fringes of the inner city, many people park their cars in Invermay and walk into the city during business hours.

Invermay Usual resident population: 3059				
Population group	Number	Invermay %	Northern Suburbs %	COL %
Males	1,508	49.2	48.9	48.4
Females	1,555	50.8	51.1	51.6
Aboriginal and Torres Strait Islander population	134	4.4	5.8	3.5
Australian citizens	2,578	84.2	83.4	86.9
Eligible voters (citizens aged 18+)	2,104	68.7	64.5	67.8
Population over 15	2,619	85.5	82.1	82.3
Employed Population	1,242	87.0	86.4	91.7
Need for assistance with core activities	182	6.0	7.0	6.4

2.1.2 Invermay: Percentage of the population over 15



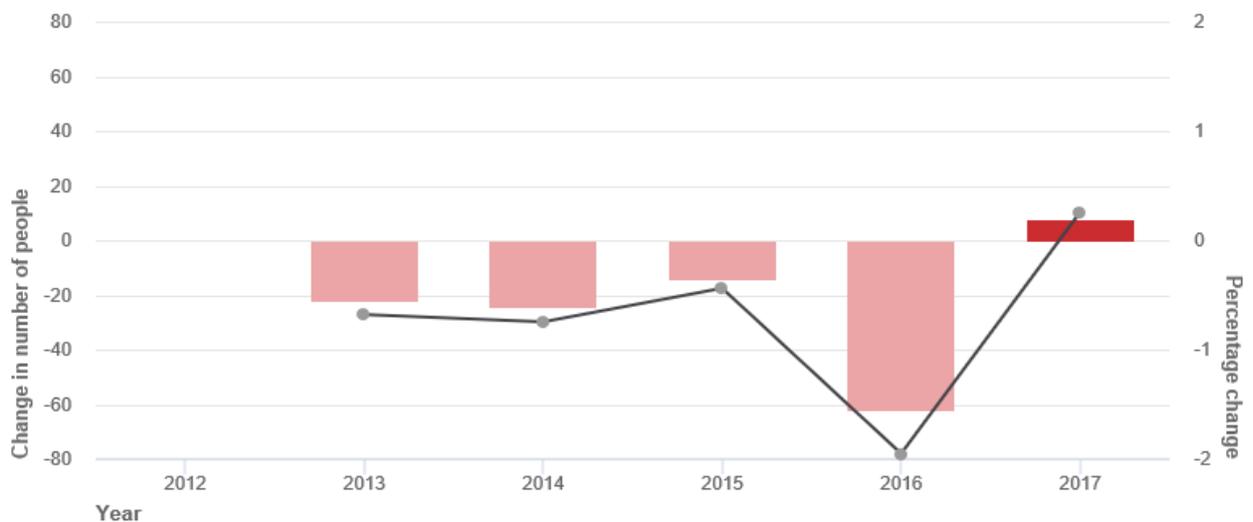
2.1.3 Invermay: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Invermay is relatively stable, with a 2% variance over a five year period.

Annual change in Estimated Resident Population (ERP)

Invermay

Change in number — Percentage change



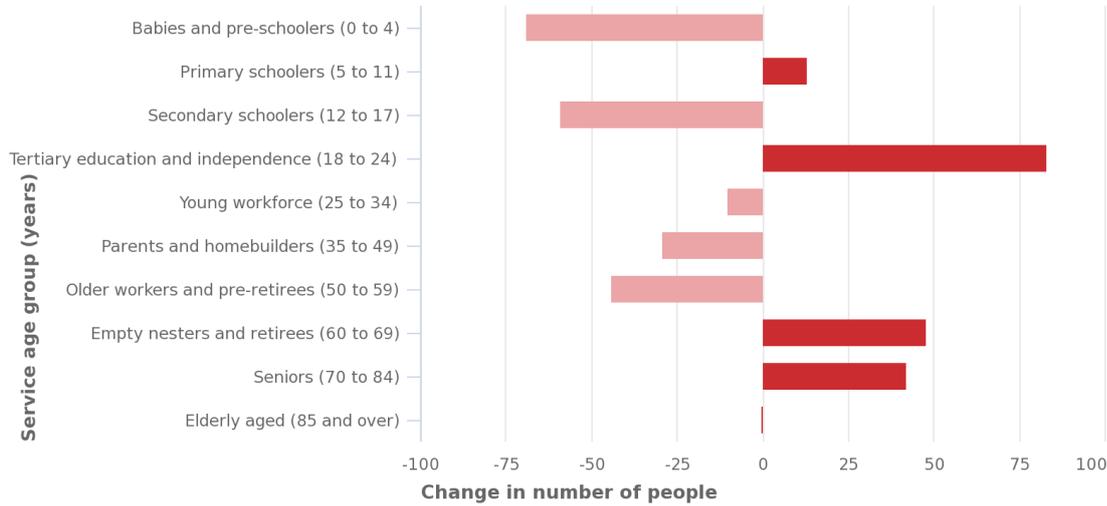
Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

2.1.4 Invermay: Change in age structure

- The most significant change in age structure from 2011 to 2016 in Invermay was an increase in the population within the 18 - 24 age bracket. It is likely this is a result of the UTAS transformation project.

Change in age structure - service age groups, 2011 to 2016

Invermay - Total persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.

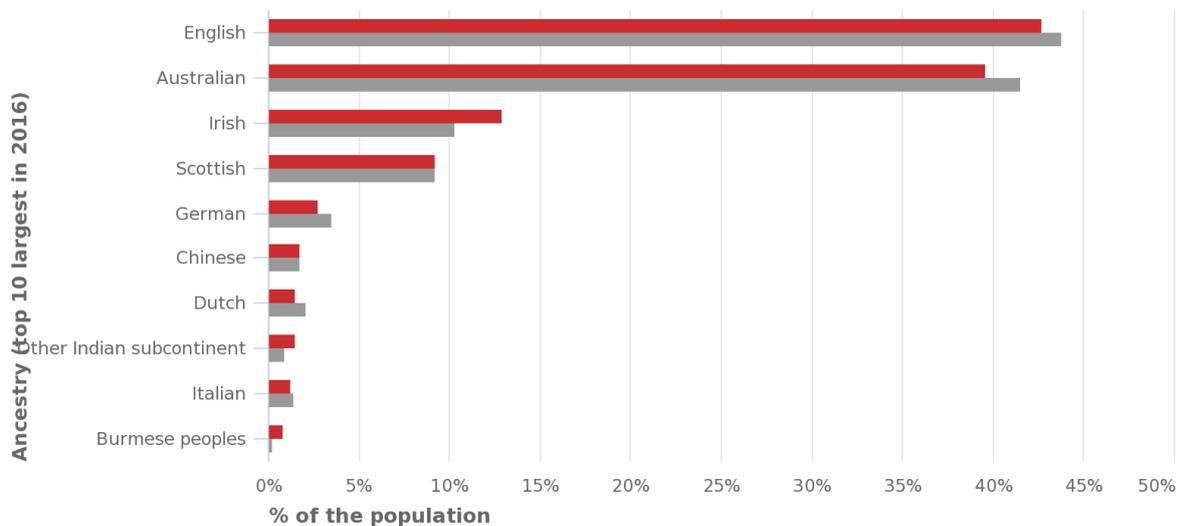


2.1.5 Invermay: Ancestry

- The ancestry of residents within Invermay is diverse. Invermay has a higher population of Irish, other Indian subcontinent and Burmese peoples than the COL.

Ancestry, 2016

■ Invermay ■ City of Launceston



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.

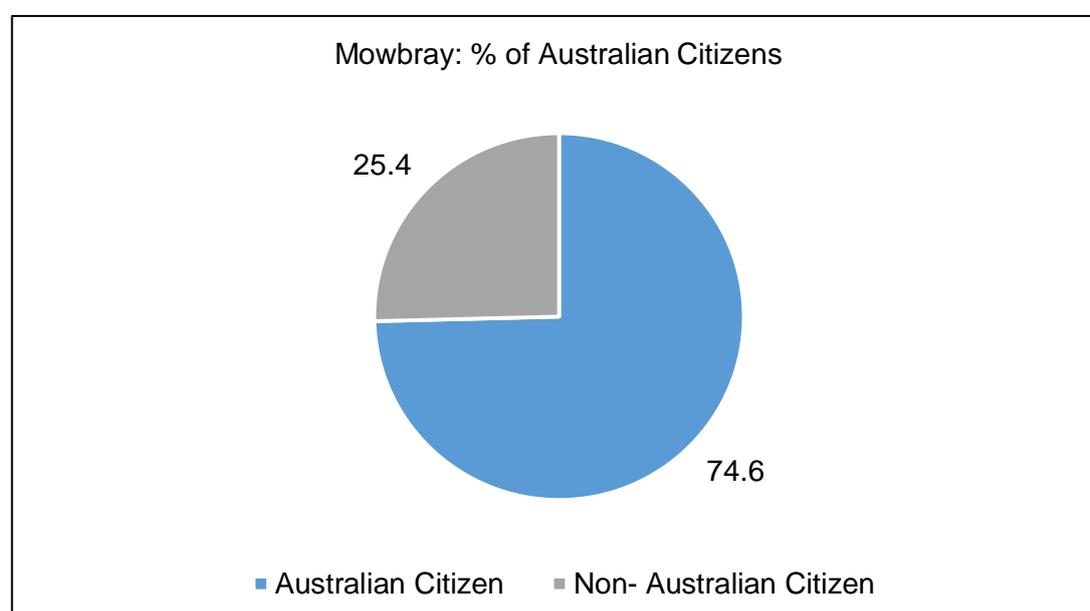


2.2 Mowbray population analysis

2.2.1 Mowbray Usual Resident Population 2016: selected subpopulation categories

- Mowbray has a Usual Resident Population of 3,718. This represents approximately 17.7% of the Northern Suburbs population.
- 4.4% of the population who live in Mowbray are Aboriginal and Torres Strait Islander.
- There is a lower percentage of Australian Citizens who live in Mowbray (74.6%), compared to Northern Suburbs (83.4%) and COL (86.9%).
- There is a lower percentage of eligible voters who live in Mowbray (57.8%), compared to Northern Suburbs (64.5%) and COL (67.8%).

Mowbray Usual resident population: 3718				
Population group	Number	Mowbray %	Northern Suburbs %	COL %
Males	1901	51.0	48.9	48.4
Females	1828	49.0	51.1	51.6
Aboriginal and Torres Strait Islander population	162	4.4	5.8	3.5
Australian citizens	2781	74.6	83.4	86.9
Eligible voters (citizens aged 18+)	2154	57.8	64.5	67.8
Population over 15	3081	82.6	82.1	82.3
Employed Population	1328	85.9	86.4	91.7
Need for assistance core activities	228	6.2	7.0	6.4

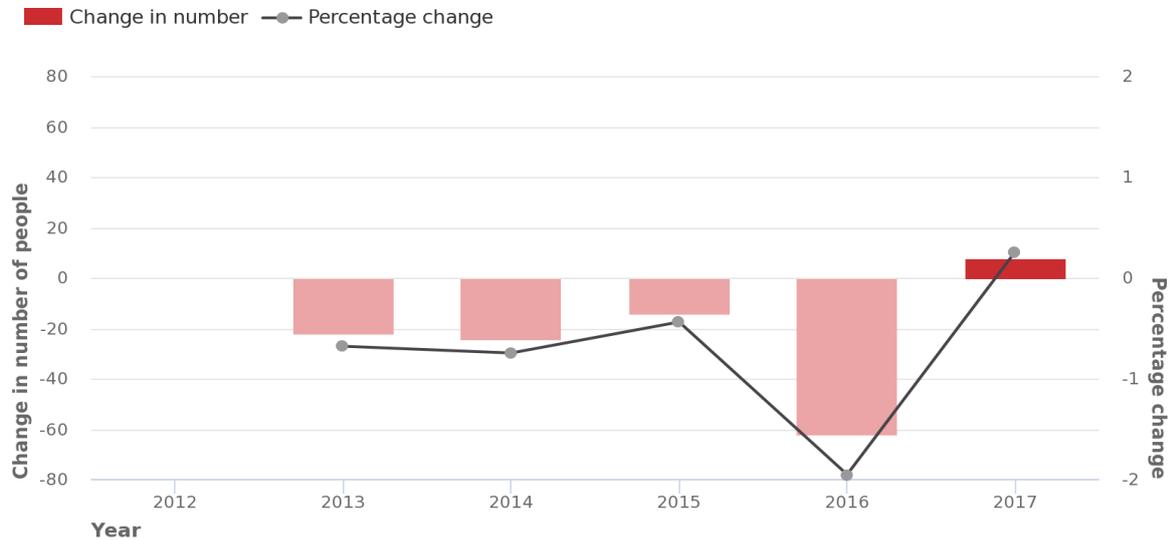


2.2.2 Mowbray: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Mowbray is relatively stable, with less than a 2% variance over a five year period.

Annual change in Estimated Resident Population (ERP)

Invermay



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

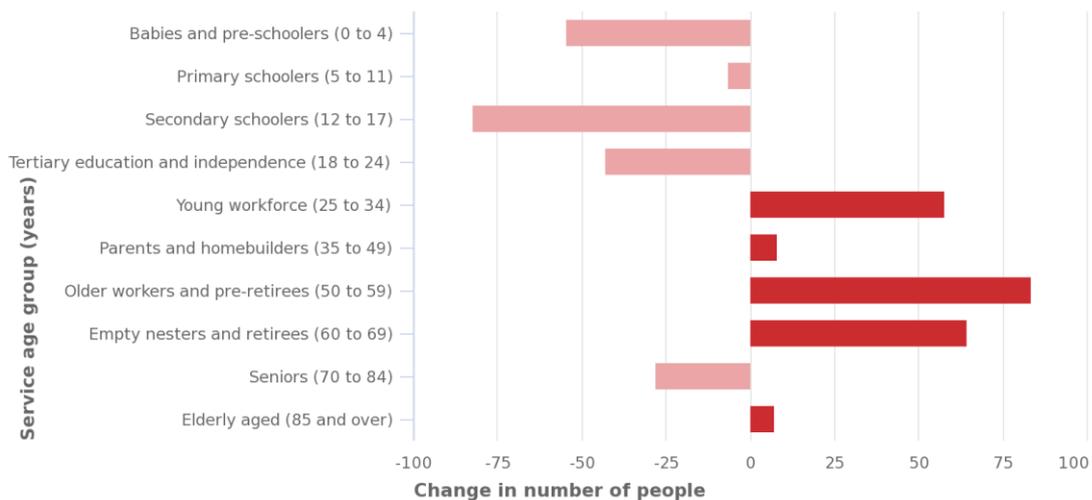


2.2.3 Mowbray: change in age structure

- The most significant change in age structure for Mowbray has been in the 50 - 59 year old age bracket; this has seen an increase of between 75 and 100 people between 2011 and 2016.

Change in age structure - service age groups, 2011 to 2016

Mowbray - Total persons



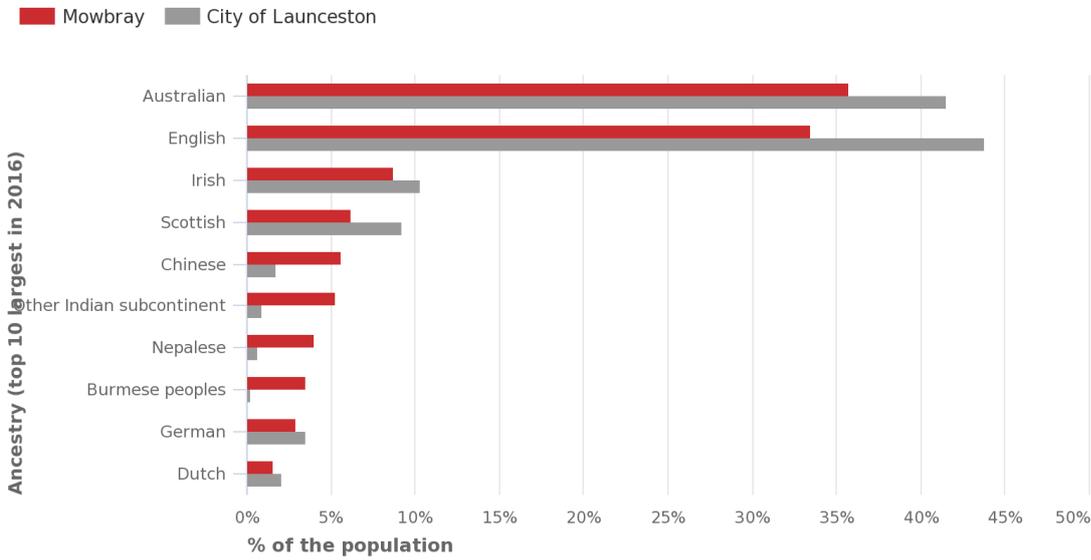
Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.2.4 Mowbray: Ancestry

- The ancestry of residents within Mowbray is diverse. Mowbray has a higher population of Chinese, other Indian subcontinent, Nepalese and Burmese peoples than the COL.

Ancestry, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.3 Newnham population analysis

2.3.1 Newnham Usual Resident Population 2016: selected subpopulation categories

- Newnham has a higher percentage of Aboriginal and Torres Strait Islander peoples (4.6%) than the COL (3.5%), but lower than the Northern Suburbs percentage (5.8%).
- Newnham has a lower percentage of Australian Citizens (81.8%) than the Northern Suburbs (83.4%) and the COL (86.9%).

Newnham Usual resident population: 6375				
Population group	Number	Newnham %	Northern Suburbs %	COL %
Males	3,165	49.6	48.9	48.4
Females	3,212	50.4	51.1	51.6
Aboriginal and Torres Strait Islander population	294	4.6	5.8	3.5
Australian citizens	5,219	81.8	83.4	86.9
Eligible voters (citizens aged 18+)	4,128	64.7	64.5	67.8
Population over 15	5,337	83.7	82.1	82.3
Employed Population	2,565	89.7	86.4	91.7
Need for assistance core activities	386	6.0	7.0	6.4

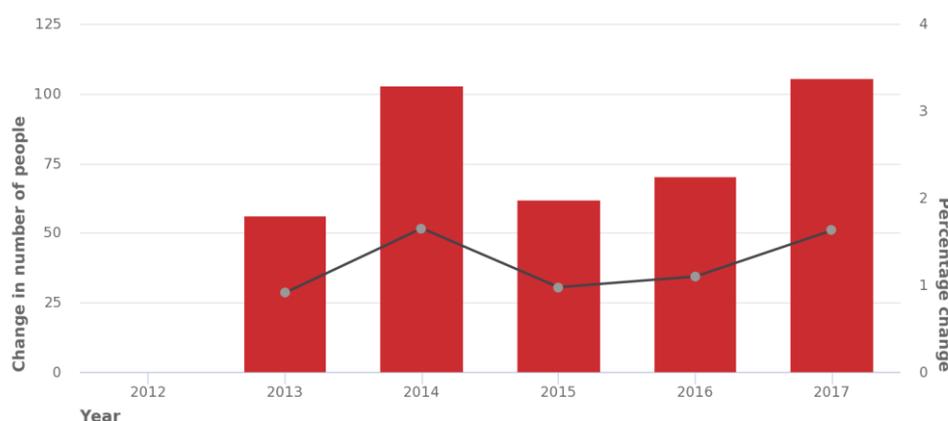
2.3.2 Newnham: Annual Change in Estimated Resident Population

- There is a trend in Newnham towards population growth, rather than decline.

Annual change in Estimated Resident Population (ERP)

Newnham

Change in number — Percentage change

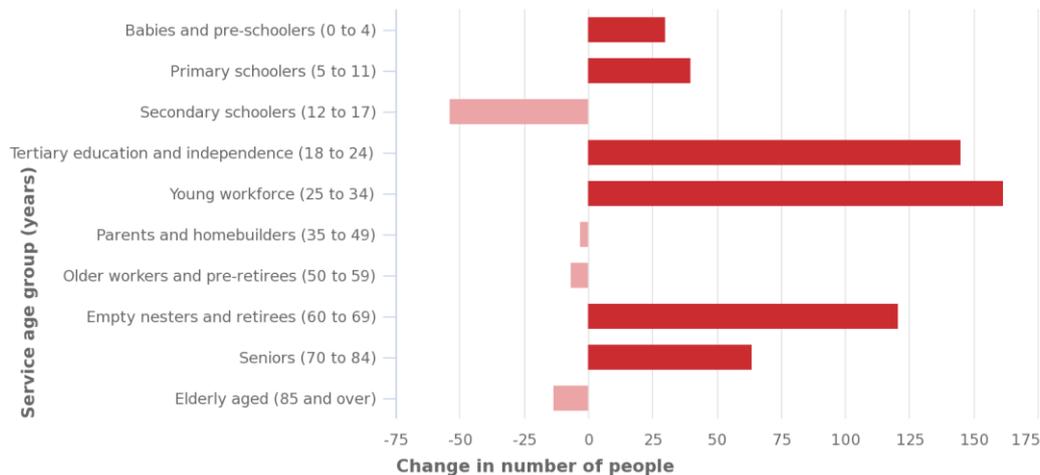


2.3.3 Newnham: Change in age structure

- The most significant change in the age structure of Newnham between 2011 and 2016 was within the ages of 18 - 24 and 25 - 34. These age brackets saw a growth of approximately 140 and 155 respectively.

Change in age structure - service age groups, 2011 to 2016

Newnham - Total persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.

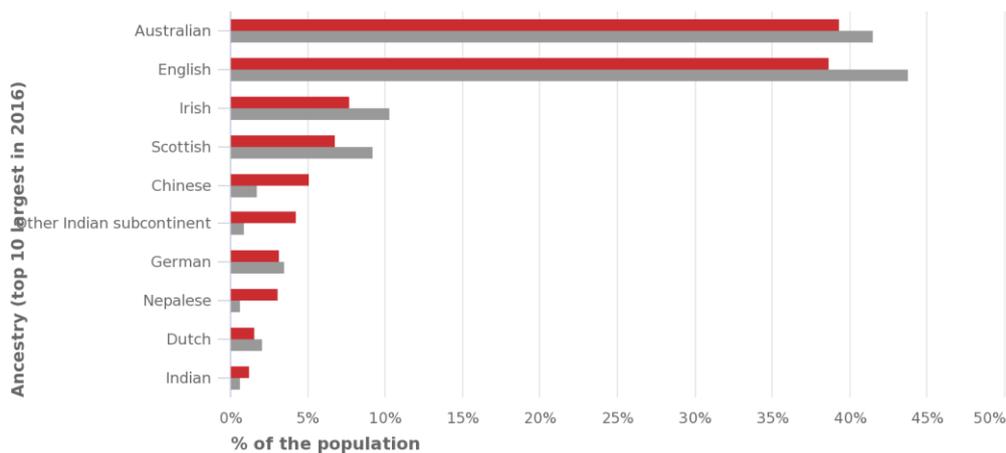


2.3.4 Newnham: Ancestry

- Newnham has a diverse population in terms of ancestry. It has larger percentages of Chinese, Other Indian subcontinent, Nepalese and Indian populations than the COL.

Ancestry, 2016

■ Newnham ■ City of Launceston



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.4 Mayfield population analysis

2.4.1 Mayfield Usual Resident Population 2016: selected subpopulation categories

- Mayfield has a higher Aboriginal and Torres Strait Islander population (6.5%) than the Northern Suburbs (5.8%) and COL (3.5%).
- Mayfield has a lower percentage of the population over 15 (78.7%) than the Northern Suburbs (82.1%) and COL (82.3).
- Mayfield has a lower percentage of employed population (85.7%) than the Northern Suburbs (86.4%) and the COL (91.7%).
- Mayfield has a higher percentage of residents with a need for assistance with core activities (7%) than the COL (6.4%). This is the same percentage as the Northern Suburbs (7%).

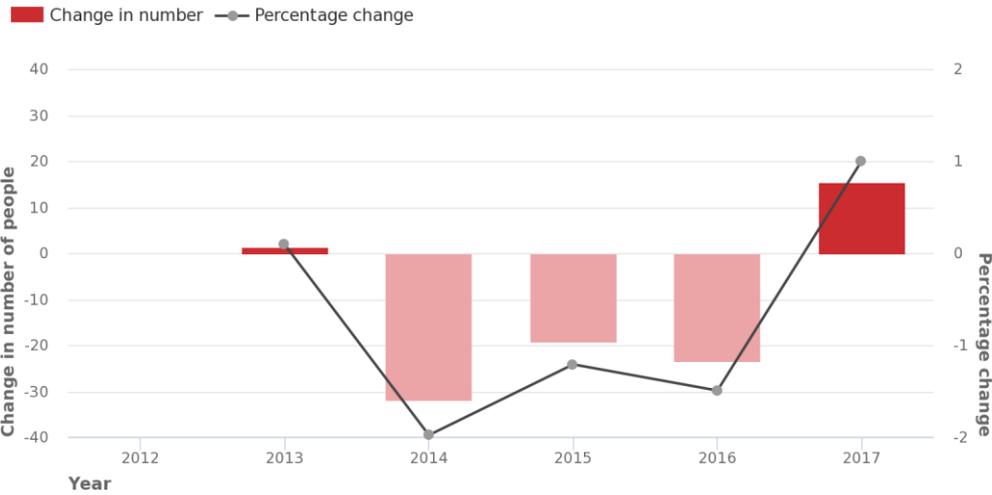
Mayfield Usual resident population: 1516				
Population group	Number	Mayfield %	Northern Suburbs %	COL %
Males	708	46.9	48.9	48.4
Females	802	53.1	51.1	51.6
Aboriginal and Torres Strait Islander population	99	6.5	5.8	3.5
Australian citizens	1,289	85.4	83.4	86.9
Eligible voters (citizens aged 18+)	965	63.9	64.5	67.8
Population over 15	1,189	78.7	82.1	82.3
Employed Population	447	85.7	86.4	91.7
Need for assistance core activities	106	7.0	7.0	6.4

2.4.2 Mayfield: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Mayfield is relatively stable, with less than a 2% variance over a five year period.

Annual change in Estimated Resident Population (ERP)

Mayfield



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

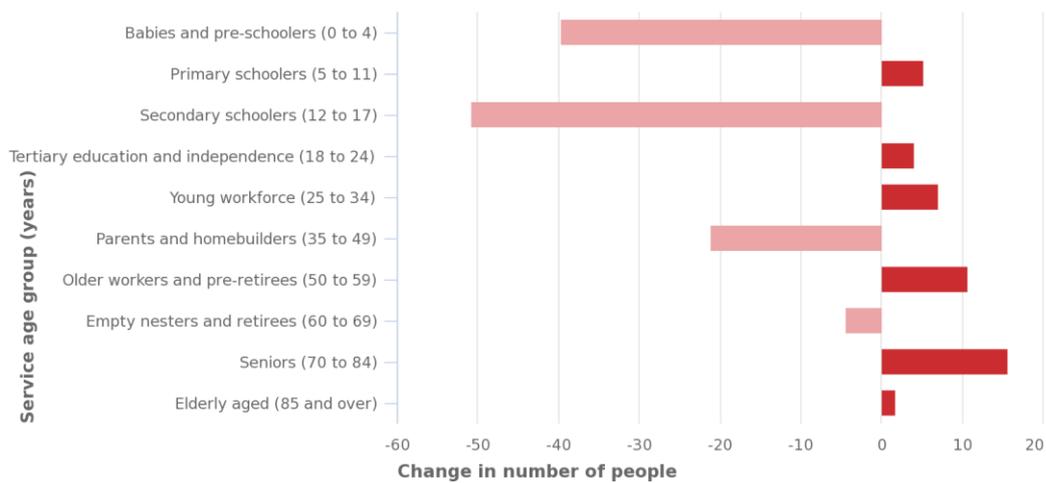


2.4.3 Mayfield: change in age structure

- The most significant change in age structure within Mayfield is within the age brackets of 0-4 and 12--17; both of these have seen a decline of the number of people of approximately 40 and 50 respectively.

Change in age structure - service age groups, 2011 to 2016

Mayfield - Total persons



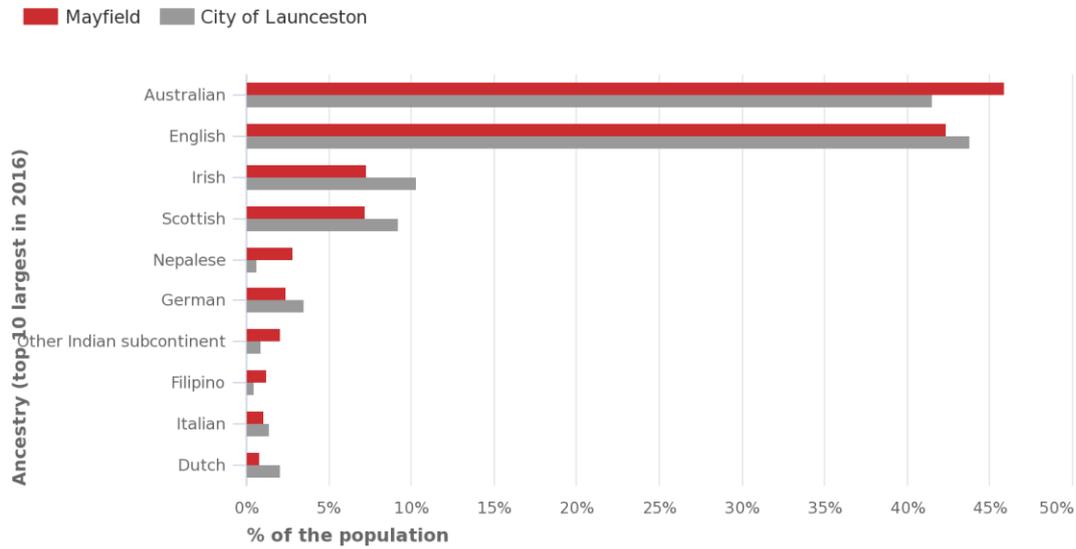
Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.4.4 Mayfield: Ancestry

- Mayfield has a higher number of residents with an Australian ancestry than the COL (approx. 46% vs. 42%). The suburb also has a higher Nepalese, other Indian subcontinent and Filipino population than the COL.

Ancestry, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.5 Rocherlea population analysis

2.5.1 Rocherlea Usual Resident Population 2016: selected subpopulation categories

- Rocherlea has a higher percentage of Aboriginal and Torres Strait Islander population (13.1%) than the Northern Suburbs (5.8%) and the COL (3.5%).
- Rocherlea has a higher percentage of Australian citizens (87.4%) than the Northern Suburbs (83.4%) and the COL (86.9%).
- Rocherlea has a lower percentage of the population over 15 (76.4%) than the Northern Suburbs (82.1%) and the COL (82.3%).
- Rocherlea has a lower percentage of employed population (71.4%) than the Northern Suburbs (86.4%) and the COL (91.7%).
- Rocherlea has a higher percentage of the population with a need for assistance with core activities (13.3%) than Northern Suburbs (7%) and COL (6.4%).

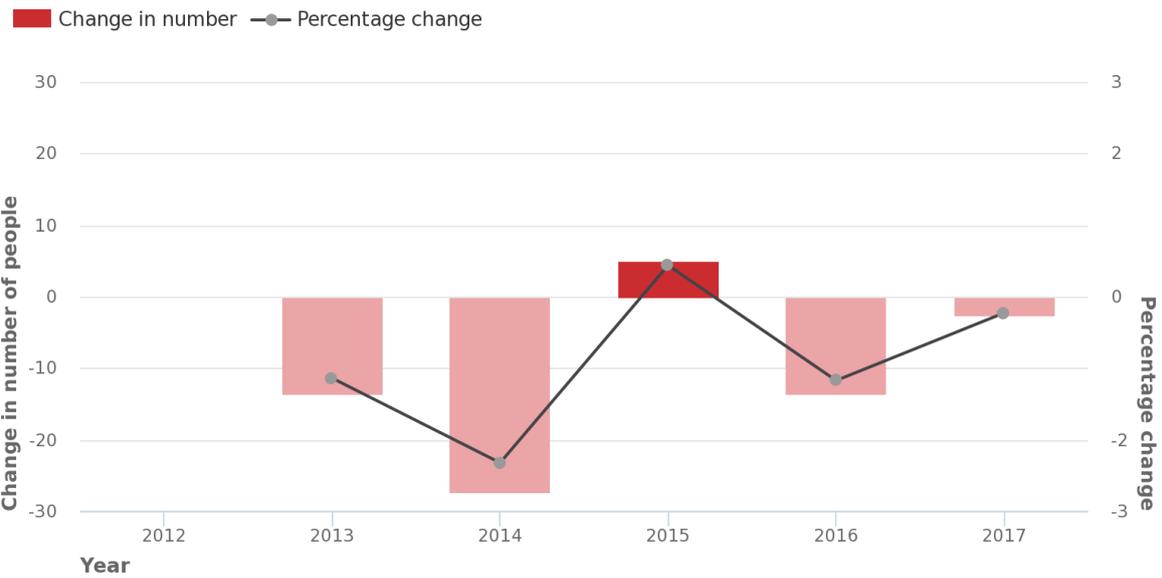
Rocherlea Usual resident population: 1117				
Population group	Number	Rocherlea %	Northern Suburbs %	COL %
Males	502	45.0	48.9	48.4
Females	614	55.0	51.1	51.6
Aboriginal and Torres Strait Islander population	146	13.1	5.8	3.5
Australian citizens	975	87.4	83.4	86.9
Eligible voters (citizens aged 18+)	720	64.6	64.5	67.8
Population over 15	851	76.4	82.1	82.3
Employed Population	207	71.4	86.4	91.7
Need for assistance core activities	148	13.3	7.0	6.4

2.5.2 Rocherlea: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Rocherlea is relatively stable, with less than a 3% variance over a five year period.

Annual change in Estimated Resident Population (ERP)

Rocherlea



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

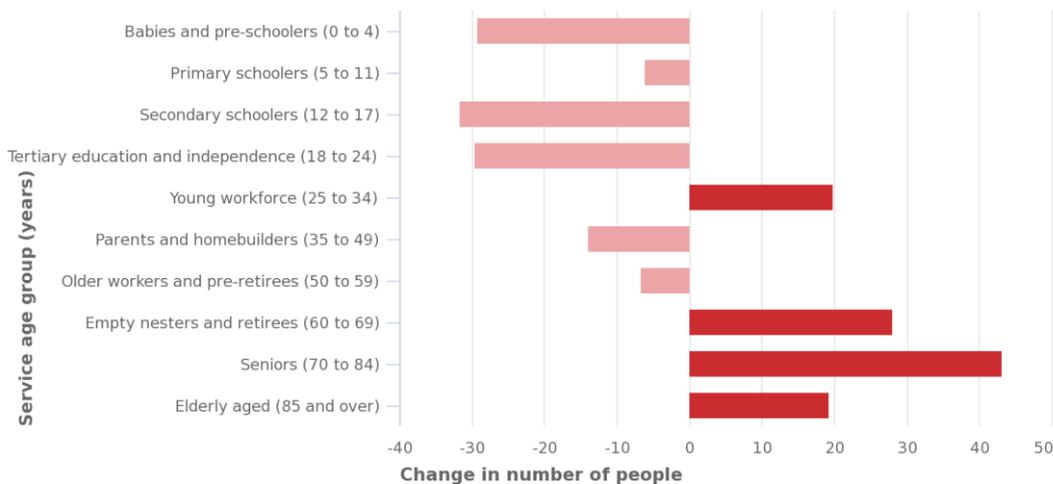


2.5.3 Rocherlea: Change in age structure

- The most significant change in age structure within Rocherlea is within the age brackets of 70 -84; this has seen a growth of approx. 40 people.

Change in age structure - service age groups, 2011 to 2016

Rocherlea - Total persons



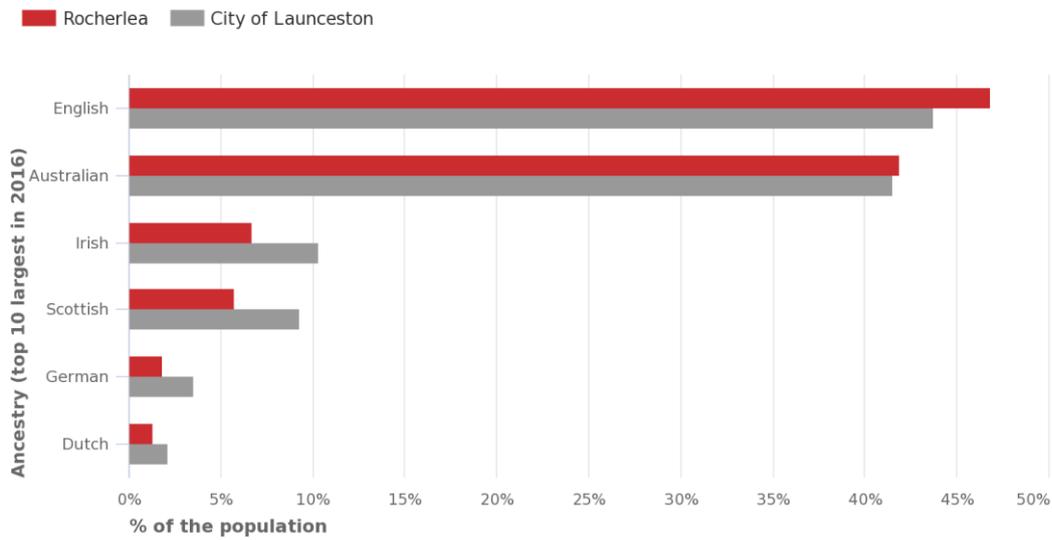
Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.5.4 Rocherlea: Ancestry

- Rocherlea has a higher percentage of those with an English ancestry and Australian ancestry than the COL.

Ancestry, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.6 Ravenswood population analysis

2.6.1 Ravenswood Usual Resident Population 2016: selected subpopulation categories

- Ravenswood has a higher percentage of Aboriginal and Torres Strait Islander population (8.7%) than the Northern Suburbs (5.8%) and COL (3.5%).
- Ravenswood has a higher percentage of Australian Citizens (89.4%) than the Northern Suburbs (83.4%) and the COL (86.9%).
- Ravenswood has a lower percentage of the population over 15 (79.6%) than the Northern Suburbs (82.1%) and COL (82.3%).
- Ravenswood has a lower percentage of employed population (82.1%) than the Northern Suburbs (86.4%) and COL (91.7%).
- Ravenswood has a higher percentage of the population with a need for assistance with core activities (8.5%) than the Northern Suburbs (7%) and COL (6.4%).

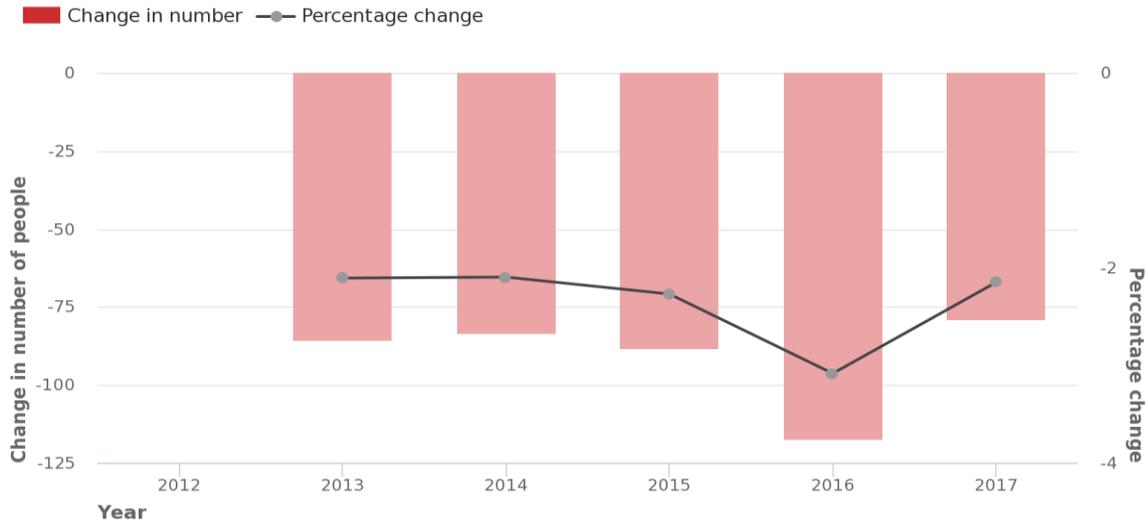
Ravenswood Usual resident population: 3644				
Population group	Number	Ravenswood %	Northern Suburbs %	COL %
Males	1,720	47.4	48.9	48.4
Females	1,905	52.6	51.1	51.6
Aboriginal and Torres Strait Islander population	316	8.7	5.8	3.5
Australian citizens	3,239	89.4	83.4	86.9
Eligible voters (citizens aged 18+)	2,416	66.7	64.5	67.8
Population over 15	2,884	79.6	82.1	82.3
Employed Population	1,049	82.1	86.4	91.7
Need for assistance core activities	310	8.5	7.0	6.4

2.6.2 Ravenswood: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Ravenswood is demonstrating a slight decline over the previous five years; although this does not exceed a 4% variance.

Annual change in Estimated Resident Population (ERP)

Ravenswood



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

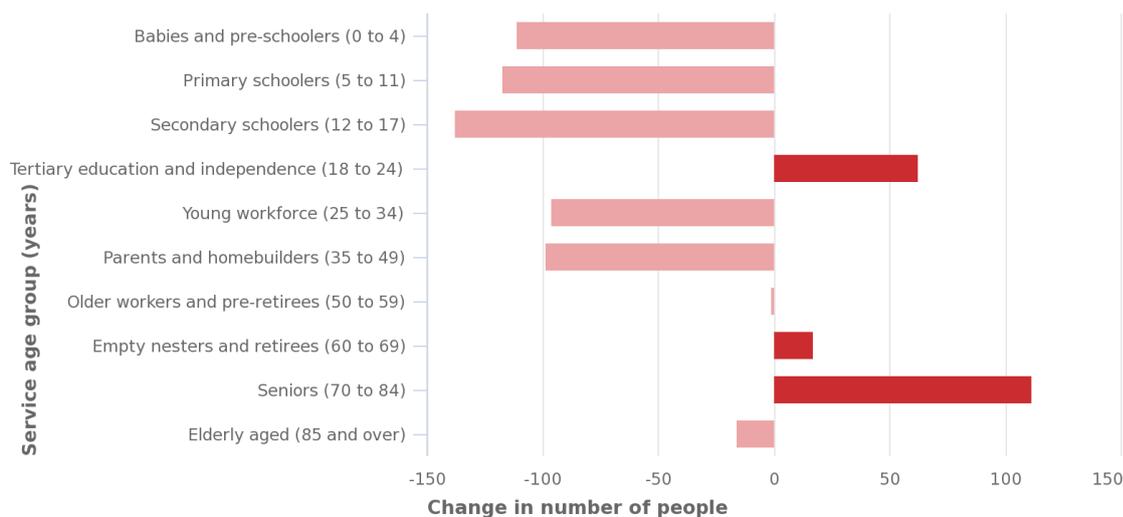


2.6.3 Ravenswood: change in age structure

- The most significant change in age structure within Ravenswood is within the 70 - 84 age bracket; this has seen an increase in approximately 100 people between 2011 and 2016.

Change in age structure - service age groups, 2011 to 2016

Ravenswood - Total persons



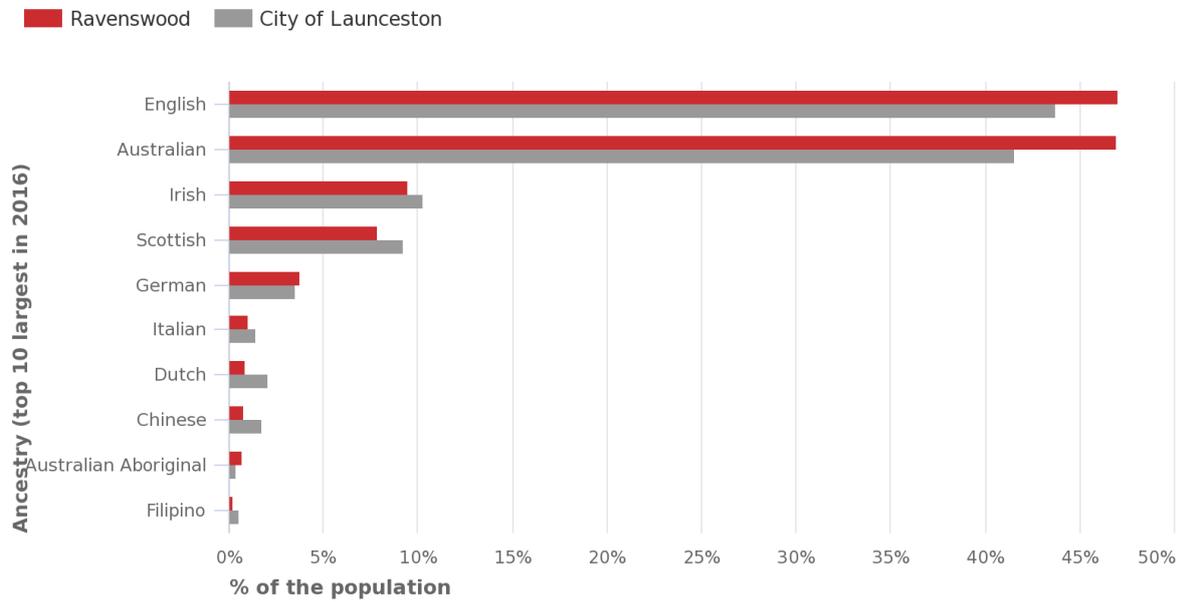
Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.6.4 Ravenswood: Ancestry

- Ravenswood has a higher percentage of those with an English, Australian or German ancestry than the COL.

Ancestry, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.7 Waverley population analysis

2.7.1 Waverley Usual Resident Population 2016: selected subpopulation categories

- Waverley has a higher percentage of Aboriginal and Torres Strait Islander population (4.3%) than the Northern Suburbs (5.8%) and COL (3.5%).
- Waverley has a higher percentage of Australian Citizens (90.7%) than the Northern Suburbs (83.4%) and the COL (86.9%).
- Waverley has a lower percentage of the population over 15 (80.8%) than the Northern Suburbs (82.1%) and the COL (82.3%).
- Waverley has a higher percentage of the population with a need for assistance with core activities (6.7%) compared to Northern Suburbs (7%) and COL (6.4%).

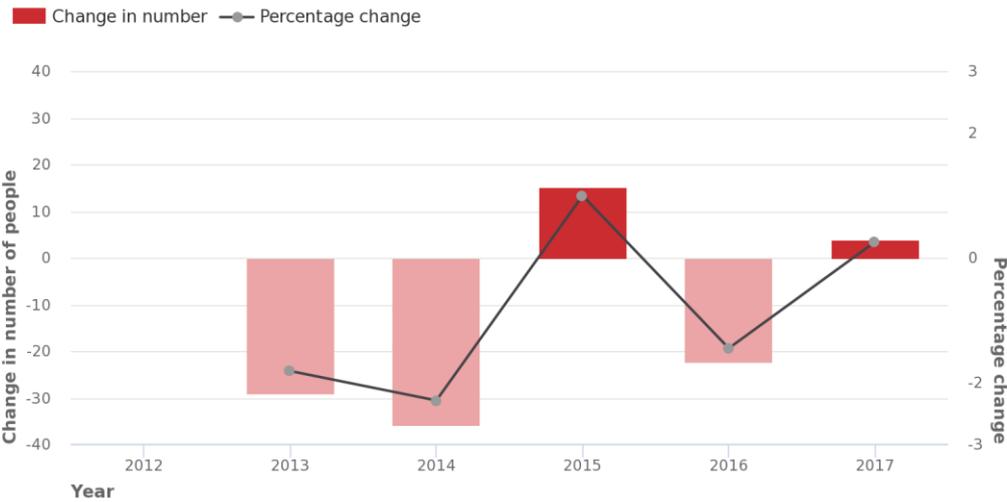
Waverley Usual resident population: 1487				
Population group	Number	Waverley %	Northern Suburbs %	COL %
Males	713	48.3	48.9	48.4
Females	764	51.7	51.1	51.6
Aboriginal and Torres Strait Islander population	64	4.3	5.8	3.5
Australian citizens	1,339	90.7	83.4	86.9
Eligible voters (citizens aged 18+)	990	67.1	64.5	67.8
Population over 15	1,193	80.8	82.1	82.3
Employed Population	532	88.3	86.4	91.7
Need for assistance core activities	100	6.7	7.0	6.4

2.7.2 Waverley: Annual Change in Estimated Resident Population

- The Estimated Resident Population of Waverley is relatively stable, with less than a 3% variance over a five year period.

Annual change in Estimated Resident Population (ERP)

Waverley



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

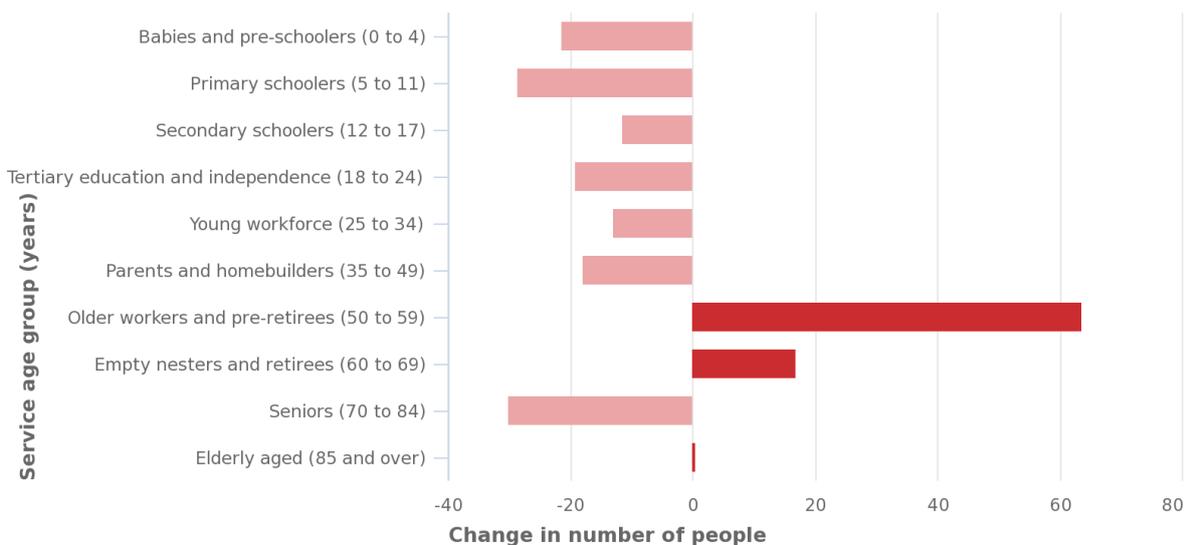


2.7.3 Waverley: change in age structure

- The most significant change in age structure in Waverley between 2011 and 2016 was within the ages of 50 - 59; this bracket showed a growth of approximately 62 people.

Change in age structure - service age groups, 2011 to 2016

Waverley - Total persons



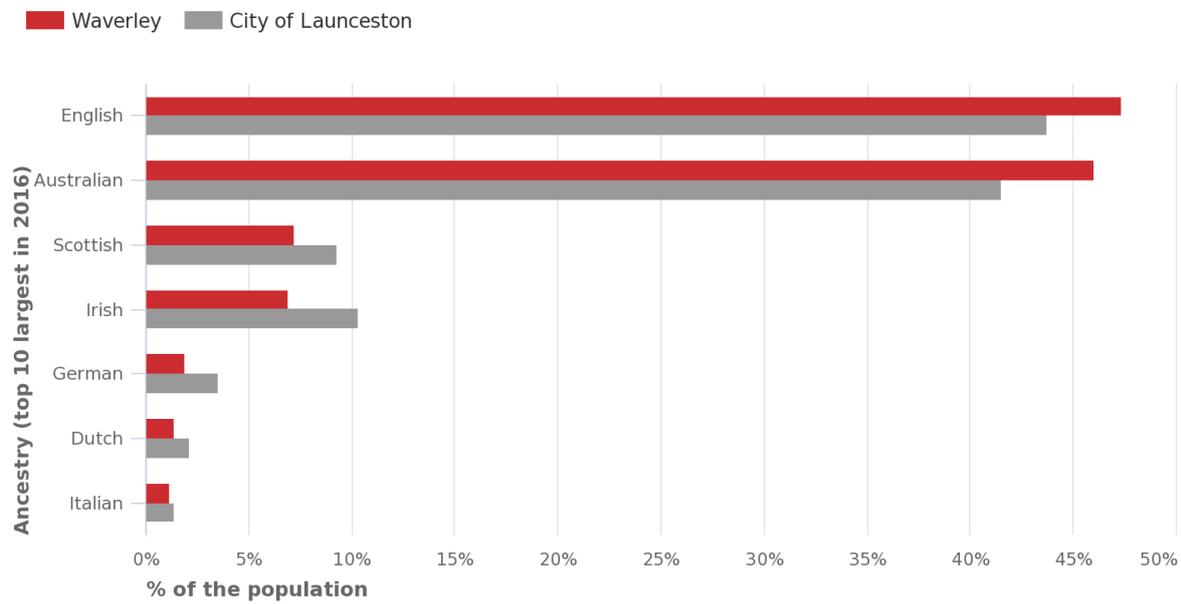
Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.7.4 Waverley: Ancestry

- Waverley has a higher percentage of residents with an English or Australian ancestry than the COL.

Ancestry, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



2.8 Population analysis across the Northern Suburbs in numbers

- The analysis above has focus on the differences in the percentages of the population groups. The table below shows the number of people within each of the selected population groups; it is worth noting that in some instances this is more insightful than the percentage of the population.
- Information not included in the tables above has been indicated in italics.

Population group	Invermay	Mowbray	Newnham	Mayfield	Rocherlea	Ravenswood	Waverley
TOTAL POPULATION	3,059	3,718	6,375	1,516	1117	3,644	1487
Males	1,508	1,901	3,165	708	502	1,720	713
Females	1,555	1,828	3,212	802	614	1,905	764
Aboriginal and Torres Strait Islander population	134	162	294	99	146	316	64
Australian citizens	2,578	2,781	5,219	1,289	975	3,239	1,339
<i>Non- Australian citizens</i>	<i>481</i>	<i>937</i>	<i>1156</i>	<i>227</i>	<i>142</i>	<i>405</i>	<i>148</i>
Eligible voters (citizens aged 18+)	2,104	2,154	4,128	965	720	2,416	990
Population over 15	2,619	3,081	5,337	1,189	851	2,884	1,193
<i>Population under 15</i>	<i>440</i>	<i>637</i>	<i>1,038</i>	<i>327</i>	<i>266</i>	<i>760</i>	<i>294</i>
Employed Population	1,242	1,328	2,565	447	207	1,049	532
Need for assistance with core activities	182	228	386	106	148	310	100

2.9 Summary of population analysis across the Northern Suburbs

The information available for each of the seven suburbs demonstrates that they are all unique in nature. This needs to be considered when developing any form of service, program or intervention for the individual suburbs, or the collective Northern Suburbs.

Section Three: Preliminary Needs Analysis and Community Consultation



3.1 Introduction

Population data enables insights into the makeup and characteristics of a community. However, equally important is the analysis of qualitative data. For the My Place My Future Plan, extensive community consultations enabled the identification of key themes.

These key themes were then combined with the insights provided from the data to identify the Strategic Action Areas.

This section will outline the Community Consultation Program that was undertaken. Additional information related to this Program can be located in the *My Place My Future: Community Consultation Report*.

3.2 Identifying Preliminary Key Considerations

A range of tools were used to identify the top five Preliminary Key Considerations for each pillar (a summary of these is available in the Preamble of this report). A summary of these Preliminary Key Considerations is below. These Preliminary Key Considerations were used to form the basis of the Community Consultation Program.

Preliminary Key Considerations

Health and Wellbeing	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
Housing	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
Transport	Driving in a way that isn't safe to those either inside or outside the vehicle
	Being able to use public transport to travel to places within the Northern Suburbs
	Being able to use public transport to travel to places outside the Northern Suburbs

	The way that roads connect together within, and outside of, the Northern Suburbs
	The railway lines that run through the Northern Suburbs
Infrastructure and Public Spaces	Not making the most of vacant land
	The standards of existing community resources
	The need for more attractive, safe places within the communities
	The need for more places of interest in the Northern Suburbs
	Protecting community assets so they can be used by everyone
Education	Getting to school
	Alternative education models for primary school children
	Support for parents to remain engaged in student learnings
	Equitable access to opportunities
	Supporting positive mental health for primary school children
Employment and Economic Growth	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 business to the Northern Suburbs
	Improve the Mowbray Precinct to create a bustling business centre/ hub in the Northern Suburbs
Other	Support for newly arrived Australians

3.3 Community Consultation Program

A Community Consultation Program was held between the 6th and the 31st August 2018. The purpose of the Program was to get community feedback on the Preliminary Key Considerations identified for the health and wellbeing, housing, infrastructure and public spaces and transport pillars.

Responses to the survey were analysed and grouped into three categories; no opinion, not significantly supported and significantly supported. A brief overview of each of these categories is below.

Category	Response in the survey	What it suggests
No opinion	<ul style="list-style-type: none"> No opinion 	<p>Responses in this category should be considered as neither negative nor positive.</p> <p>It may also indicate that this is not something that they have any personal experiences with.</p>
Not significantly supported	<ul style="list-style-type: none"> Not important Somewhat important Quite important 	<p>Responses in this category indicate that the Preliminary Consideration is not resonating as important to the respondent.</p> <p>This may indicate that the Preliminary Consideration is not something that they have any personal experiences with, or that it is not something that has a significant impact on the respondent.</p>
Significantly supported	<ul style="list-style-type: none"> Very important Extremely important 	<p>Responses in this category indicate that the Preliminary Consideration is important to the respondent; indicating that this Preliminary Consideration should remain a priority.</p>

3.4 Health and Wellbeing pillar

3.4.1 Qualitative data

Qualitative data provides additional understanding into the Preliminary Key Considerations. Common themes that emerged are listed below.

- There is a lack of adequate recreational facilities to support an active lifestyle.
- There are not enough options to support healthy eating choices in the Northern Suburbs. This includes education and options to purchase.
- Safety, relating to dangerous dogs and lack of police presence, contributes to the ability of people to get out and about and be active and live a healthy lifestyle.
- There is a lack of a family centre in and around Mowbray, Newnham, Rocherlea and Mayfield.
- There are varying levels of access to community based health services across the Northern Suburbs
- Cost can be a significant barrier for people when it comes to accessing health services.
- There is a gap in access to mental health services, particularly in relation to suicide support and young people.
- There are barriers for people living in the Northern Suburbs when it comes to accessing GP's. The most prevalent include the cost of GPs, and the ability to get an appointment to see a GP in the required time-frame (i.e. immediately if required).

3.4.2 Quantitative data

The quantitative responses demonstrate that the five Preliminary Key Considerations are significantly supported by the community. It is interesting to note the overwhelming responses relating to helping people live a healthy lifestyle (82.8% significantly supported), and access to a GP (87.1% significantly supported).

It is also worth noting that those Talking Points that received a lower score are likely to be less of a priority than others.

Quantitative survey responses to health and wellbeing pillar

Key consideration	# responses	% no opinion	% not significantly supported	% significantly supported
Helping people live a healthy lifestyle	228	0.8%	16.2%	82.8%
Helping young mothers and women have healthy babies	228	5.7%	20.6%	73.6%
Access to community based health services in Rocherlea, Newnham, Mayfield and Mowbray	228	4.8%	19.2%	75.8%
Access to mental health and sexual health services	227	4.4%	18.5%	77%
Access to a GP	226	2.2%	10.6%	87.1%

3.4.3 Additional Key Considerations

No additional Key Considerations were identified.

3.4.4 Summary of the Health and Wellbeing Preliminary Key Considerations

Findings from the Community Consultation Program supported the preliminary Key Considerations; all five were more than 70% significantly supported by the respondents.

3.5 Housing pillar

3.5.1 Qualitative data

Qualitative data provides additional understanding into the Preliminary Key Considerations. Common themes that emerged are listed below.

- Many residents are concerned about the cost of housing, both in private rentals and community housing properties.
 - Owning a home is perceived as a much more affordable option, but for some taking the step from renting to owning is very difficult.
 - Many comments supported the importance of housing stability.
 - Positive and negative comments were received about maintenance requests being actioned. This indicates that responses are variable, and very case specific - both within the private and public housing spheres.
 - Heating of housing was identified as a concern by many of the respondents. Comments provided include concerns with the cost of electricity to run heaters, and that these costs are exacerbated by the inability of older homes to adequately hold the heat.
 - The importance of feeling safe within the home, and within the neighbourhood was reinforced many times.
-

- Clear themes emerged that housing in the Northern Suburbs is not responsive enough to those who have specific needs relating to a disability or who are getting older.
- Concerns about vacant houses being set alight emerged as a key theme. This is closely related to concerns about vacant houses not being available on the rental market, despite housing needs.

3.5.2 Quantitative data

The quantitative responses demonstrate that all five Preliminary Key Considerations are significantly supported by the community. Overwhelmingly, the Preliminary Key Consideration that received the highest percentage rate of support is feeling safe inside the home and in the neighbourhood (91.40%).

It is also worth noting that those Talking Points that received a lower score are likely to be less of a priority than others.

Quantitative survey responses to housing pillar

Key consideration	# responses	% no opinion	% not significantly supported	% significantly supported
The cost of housing	225	6.2%	23 %	70.60%
How long people are able to live in on place before having to move	224	6.2%	37.8%	55.70%
The appropriateness of the home	222	3.6%	31.9%	64.30%
Feeling safe inside the home and in the neighbourhood	223	3.5%	4.8%	91.40%
Ability to meet the needs of people who are getting older or who have a disability	223	5.3%	12.8%	81.50%

3.5.3 Additional Key Considerations

An additional theme emerged strongly enough to warrant inclusion as a Preliminary Key Consideration, This Preliminary Key Consideration relates to the management of vacant houses.

3.5.4 Summary of the Housing Preliminary Key Considerations

The data supported the Preliminary Key Considerations. However, it should be noted that there were some that were more significantly supported than others. There was also a sixth theme that emerged strongly enough to warrant inclusion as a priority.

3.6 Transport Pillar

3.6.1 Qualitative data

Qualitative data provides additional understanding into the Preliminary Key Considerations. Common themes that emerged are listed below.

- Many respondents who commented identified a concern with hooning or unsafe driving practices.

- There are also concerns about unregistered vehicles and unlicensed drivers.
- Hooning, or unsafe driving, occurs not just on public roads, but through public areas such as walking tracks and public parks.
- Although it should be noted that not everyone had a negative experience with the available public transport, the overall theme was one of dissatisfaction. The reasons for this varied, but include:
 - Accessibility - particularly for disabled or older people;
 - Frequency of services (most notably, links between Mowbray, Rocherlea and Ravenswood);
 - Lack of bus shelters;
 - Requirement to change buses in the city to access anywhere not in the Northern Suburbs; and
 - Ability to get from the home to the bus stop.
- The lack of available public transport options also emerged; i.e., the reliance on buses as the only form of public transport.
- There is frustration towards the location of the transit centre in the City, and the requirement to change buses to travel anywhere outside of the Northern Suburbs.
- Frustration regarding road connectivity is aimed at:
 - Some small roads within communities
 - Connectivity between East and West Tamar
 - Connectivity in and around the Mowbray precinct
 - Connectivity between Rocherlea and Mayfield
 - Connectivity between Rocherlea and Ravenswood
 - Connectivity between the East Tamar Highway and Mowbray
 - Connectivity between the city and Invermay (congestion)
- Nostalgia about when passenger trains were running regularly in Tasmania, and confusion about why they do not operate anymore, both transporting passengers from Northern Suburbs to the city, and transporting passengers and tourists across Tasmania
- Frustration at the current state of the train tracks through the Northern Suburbs, including rubbish build up, being used for other purposes, and disrespect of the tracks

3.6.2 Quantitative Data

The quantitative responses demonstrate that four of the Preliminary Key Considerations are significantly supported by the community. The lowest rating, of 32.4%, was received in relation to the railway lines through the Northern Suburbs.

It is also worth noting that those Talking Points that received a lower score are likely to be less of a priority than others.

Quantitative survey responses to transport pillar

Key consideration	# responses	% not significantly supported	% significantly supported
Driving in a way that isn't safe to those either inside or outside the vehicle	221	13.5%	86.4%
Being able to use public transport to travel to places within the Northern Suburbs	223	29.5%	70.4%
Being able to use public transport to travel to places outside the Northern Suburbs	224	29.4%	70.5%
The way that roads connect together within, and outside of, the Northern Suburbs	220	32.7%	67.2%
The railway lines that run through the Northern Suburbs	219	67.5%	32.4%

3.6.3 Additional Key Considerations

No additional Preliminary Key Considerations were identified.

3.6.4 Summary of the Transport Preliminary Key Considerations

The community consultation undertaken mostly supported the initial Preliminary Key Considerations that were identified for the Transport pillar - the exception was related to the railway lines through the Northern Suburbs.

However, it must be noted that the railway lines through the Northern Suburbs are still part of a functioning transport corridor; any damage to this corridor poses significant risks to the community. Therefore, although the community response was low, COL has chosen to retain this as a Key Consideration.

3.7 Infrastructure and Public Spaces Pillar

3.7.1 Qualitative data

Qualitative data provides additional understanding into the Preliminary Key Considerations. Common themes that emerged are listed below.

- Need for more green spaces, especially those that encourage active recreational use
- Maintenance of the existing facilities should be increased
- Safety needs to be a focus for existing areas and new areas to be developed.

3.7.2 Quantitative data

The quantitative responses demonstrate that all of the Preliminary Key Considerations relating to infrastructure and public spaces were significantly supported. The highest response rate was protecting community assets so they can be used by everyone (86%).

Quantitative survey responses to infrastructure and public spaces pillar

Key consideration	# responses	No opinion	% not significantly supported	% significantly supported
Not making the most of vacant land	223	8%	36.7%	55.1%
The standards of existing community resources	224	4.9%	18.7%	76.3%
The need for more attractive, safe places within the communities	224	4.4%	12.9%	82.5%
The need for more places of interest in the Northern Suburbs	222	6.7%	27.4	65.7%
Protecting community assets so they can be used by everyone	223	5%	9%	86%

3.7.3 Additional Key Considerations

No additional Key Considerations were identified.

3.7.4 Summary of the Infrastructure and Public spaces Preliminary Key Considerations

The community consultation undertaken mostly supported the Preliminary Key Considerations that were identified for the Infrastructure and Public Spaces Pillar. The most important themes that emerged from the consultation related to needing more attractive, safe places and protecting these, and existing spaces, from vandalism.

The Community Consultation Program has not resulted in a change to the Preliminary Key Considerations.

3.8 Additional themes

Additional themes also emerged that should be considered in the final My Place My Future Plan. These are summarised below.

Support for newly arrived Australians

It was noted that there is a need for additional support for newly arrived Australians. This includes support beyond the support currently provided. Potential opportunities were identified through the school to assist families become engaged in the broader community.

It was also noted that there is a lack of understanding and information about the decision making processes of families to choose to relocate to a particular suburb.

Changing negative perceptions

It quickly emerged that there is a belief that the broader Launceston community are more likely to view the Northern Suburbs in a negative way than in a positive. This is an important point that can be addressed through a tailored and targeted communications and marketing plan that focuses on the assets within these communities.

Environmental management

Several points emerged that are related to the management of the environment. Firstly, the prevalence of wood smoke, and the effect that it has on the residents within the communities was identified as a concern. Secondly, the idea of embracing the natural environment was raised; for example, seeking opportunities for communities to lead the way in urban connections to wildlife, nature, bush skills, conservation, and environmental awareness through use of young volunteers and training entities.

3.9 Government Consultation Program

To support the information obtained thus far, a Discussion Paper was developed and released for additional feedback. The primary target for this Discussion Paper was the State and Federal Governments.

Feedback was received from both State and Federal governments; this supported the majority of the Preliminary Key Considerations, and provided additional insights into existing programs and services, as well as potential opportunities. This information was critical in the move from pillars to Strategic Action Areas.

3.10 The Strategic Action Areas

All of this information was combined to create the Strategic Action Areas and the Strategies within. Structuring the process of gathering information around the pillars worked well; however, it became problematic to structure the strategies in the final MPMF Plan around these. This was because many of the pillars related to traditional ways of viewing the distribution of responsibilities and it was difficult to acknowledge the way that each of the pillars interacted with each other. Instead, the pillars informed the development of the Strategic Action Areas.

The final six Strategic Action Areas are:

- Strategic Action Area 1: Enterprise Growth
 - Strategic Action Area 2: Employment and Wage Growth
 - Strategic Action Area 3: Celebration of community strengths
 - Strategic Action Area 4: Liveability
 - Strategic Action Area 5: Strengthening the next generations
 - Strategic Action Area 6: Access
-

Section Four: Enterprise Growth⁶⁷



⁶ Unless otherwise indicated, data has been sourced from Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016, with support provided from economic .id

⁷ All data should be interpreted with the consideration that the Northern Suburbs data is included in the broader COL data.

4.1 Background

There is a need for a strategic approach to enterprise growth within the Northern Suburbs that identifies opportunities and makes it easier for enterprises to establish themselves, and to continue to grow and flourish. This Strategic Action Area is focused on identifying ways to make it easier for enterprises to establish, grow and flourish in a manner that improves the economic status of both the Northern Suburbs and the broader COL municipality.

4.2 Opportunities

From an enterprise growth approach, there are a number of opportunities within the Northern Suburbs. These are listed briefly below.

Economic Hubs

There are a number of economic hubs in the Northern Suburbs. These economic hubs have been identified as:

- Industrial precinct on Georgetown Road;
- Industrial precinct at Remount Road and Cavalry Road;
- Killafaddy and along St Leonards Road;
- UTAS campus in Newnham;
- UTAS campus in Inveresk;
- Invermay Industrial and Retail precinct; and
- Mowbray central business district.

Planning for Innovation

A key component of the Launceston City Deal is developing and implementing a plan for harnessing innovation within the region. There is an opportunity for the Northern Suburbs to trial, pilot or lead some of these initiatives.

Northern Transformation Project

The Northern Transformation Project will have a significant impact on the Northern Suburbs, particularly the plan to relocate the UTAS campus from Newnham to Inveresk. This move provides the Northern Suburbs with the potential for strong economic stimuli, as well as important social impact. The My Place My Future Plan should consider the potential opportunities that the campus relocation raises for the communities of the Northern Suburbs.

Investment and development

There are many opportunities relating to investment and development in the Northern Suburbs. These opportunities range from large scale development, through to smaller scale developments. These opportunities should be identified and harnessed in a cohesive manner.

Arts and Cultural Strategy

Another key component of the Launceston City Deal is the development and implementation of a municipality wide Arts and Cultural Strategy. It is likely that the Arts and Cultural Strategy will result in increased activities within the Northern Suburbs.

4.3 Data

The analysis of data to inform the development of the Enterprise Growth Strategic Action Area has focused on the following components:

- Educational attainment levels; and
- Skills and Qualifications;

4.3.1 Educational attainment levels

Northern Suburbs: Highest level of schooling

Extract: *.id community*:

<https://profile.id.com.au/launceston/schooling?WebID=300&BMID=50>

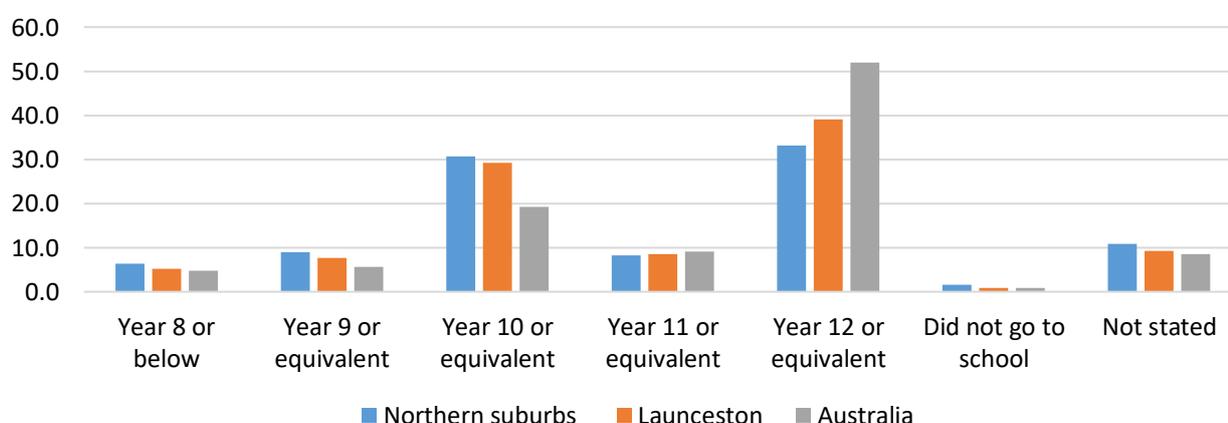
An analysis of the highest level of schooling attained by the population in Northern Suburbs in 2016 compared to Australia shows that there was a higher proportion of people who had left school at an early level (Year 10 or less) and a lower proportion of people who completed Year 12 or equivalent.

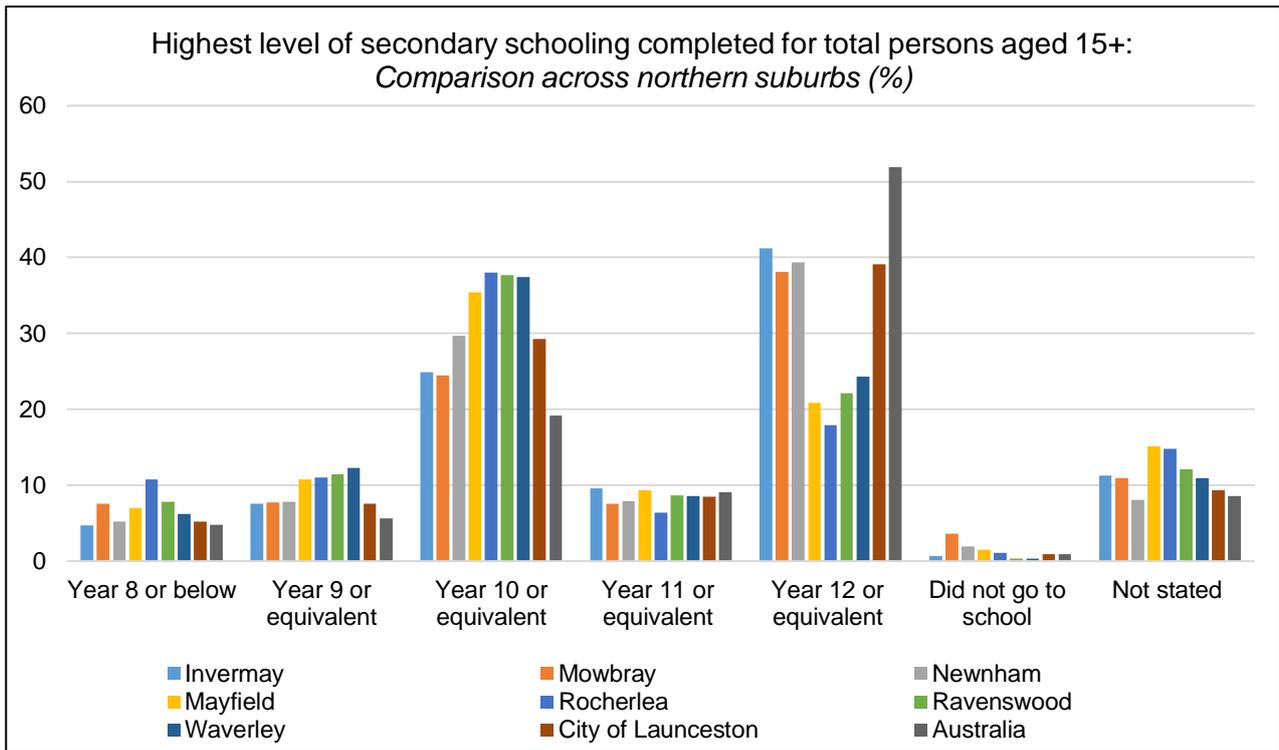
Overall, 47.8% of the population left school at Year 10 or below, and 33.2% went on to complete Year 12 or equivalent, compared with 30.4% and 51.9% respectively for Australia.

The major differences between the level of schooling attained by the population in Northern Suburbs and Australia were:

- A *larger* percentage of persons who completed year 10 or equivalent (30.7% compared to 19.2%)
- A *larger* percentage of persons who completed year 9 or equivalent (9.0% compared to 5.6%)
- A *larger* percentage of persons who completed year 8 or below (6.4% compared to 4.8%)
- A *smaller* percentage of persons who completed year 12 or equivalent (33.2% compared to 51.9%)

Highest level of secondary schooling completed for total persons aged 15+: Comparison between northern suburbs, City of Launceston and Australia (%)





4.3.2 Qualifications

Northern Suburbs: Skills and Qualifications

Extract: *.id community:*

<https://profile.id.com.au/launceston/qualifications?WebID=300&BMID=50>

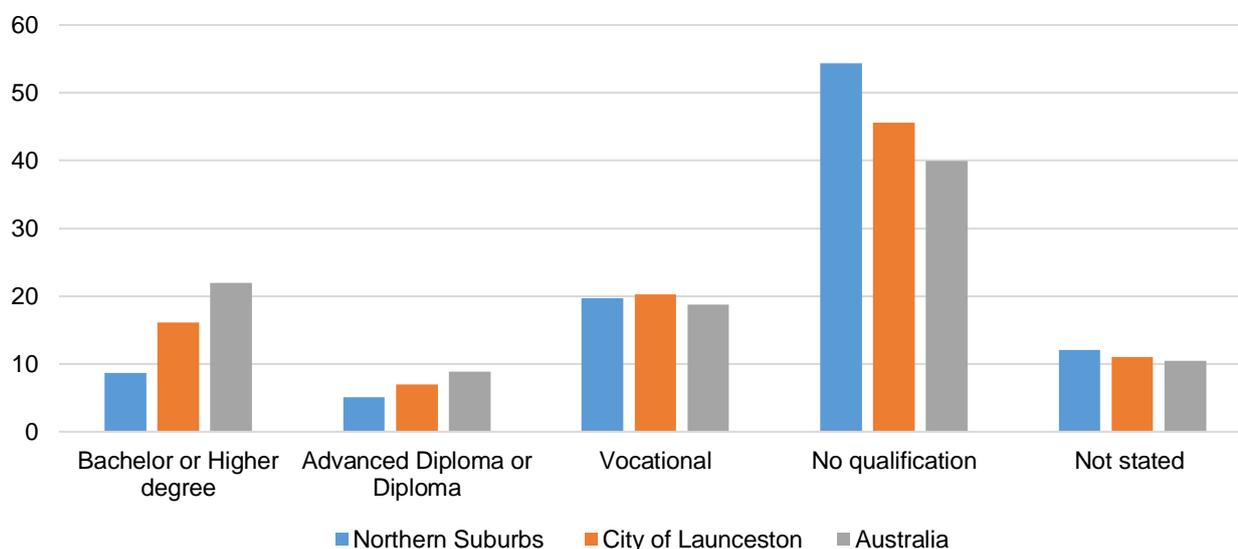
Analysis of the skills and qualifications of the population in Northern Suburbs in 2016 compared to Australia shows that there was a lower proportion of people holding formal qualifications (Bachelor or higher degree; Advanced Diploma or Diploma; or Vocational qualifications), and a higher proportion of people with no formal qualifications.

Overall, 33.5% of the population aged 15 and over held educational qualifications, and 54.4% had no qualifications, compared with 49.6% and 39.9% respectively for Australia.

The major differences between skills and qualifications held by the population of Northern Suburbs and Australia were:

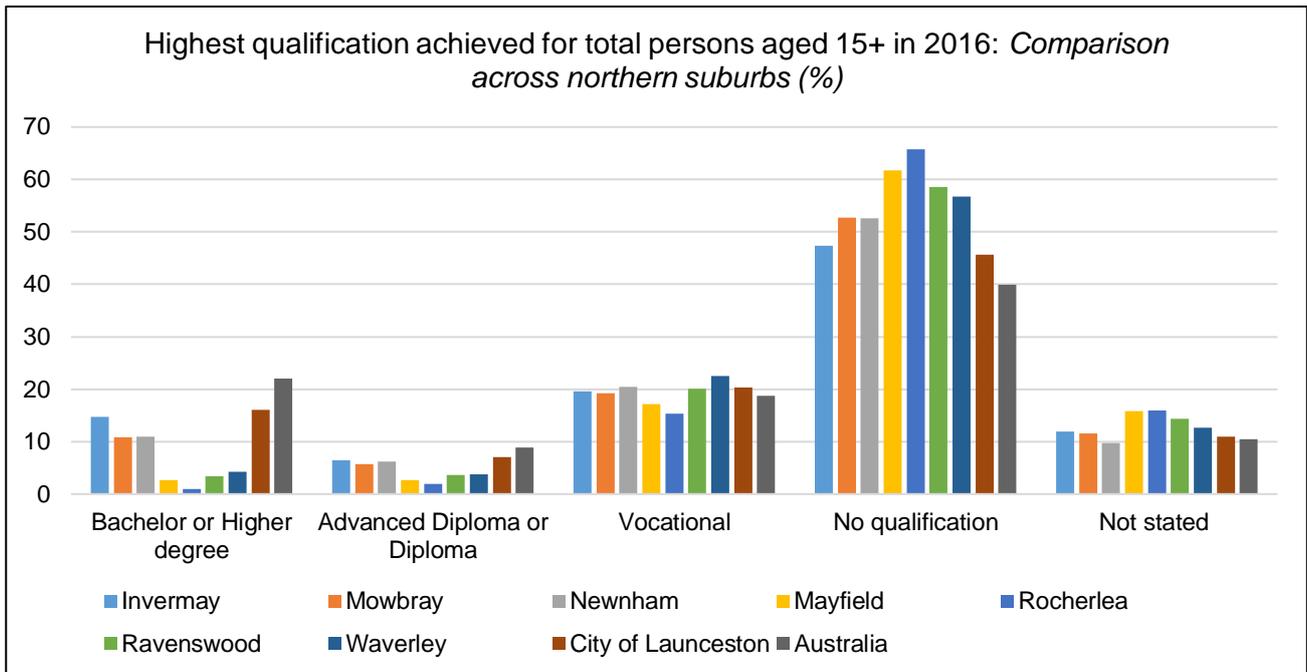
- A *larger* percentage of persons with no qualifications (54.4% compared to 39.9%)
- A *smaller* percentage of persons with Bachelor or Higher degrees (8.7% compared to 22.0%)
- A *smaller* percentage of persons with Advanced Diploma or Diplomas (5.1% compared to 8.9%)

Highest qualification achieved for total persons aged 15+: Comparison between northern suburbs, City of Launceston and Australia (%)



A comparison of the highest qualification achieved across the Northern Suburbs shows additional themes.

- Rocherlea has the lowest rate of residents with a Bachelor or Higher degree (1%). This is markedly lower than the Australian percentage (22%).
- 65.8% of residents in Rocherlea do not have a qualification.
- Waverley has the highest rates of residents with a vocational qualification (22.5%).



4.4 Summary

The findings that have emerged from this analysis can be considered as two separate areas; the first, addressing concerns that arise after considering the data above, and the second, leveraging from the current and future opportunities.

Combined, this Strategic Action Area therefore needs to consider:

- Improvements to educational attainment levels within the Northern Suburbs.
- Supports to increase the attractiveness of the area for enterprise growth, including both large scale investments and supports for micro-businesses.
- Leveraging the opportunities presented through the UTAS Transformation Project.
- Leveraging the opportunities presented through the innovation and entrepreneur work being undertaken as part of the Launceston City Deal.
- Leveraging the opportunities to enhance the identified economic hubs, particularly Mowbray as the Major Activity Centre.

Section Five: Employment and Wage Growth⁸⁹



⁸ Unless otherwise indicated, data has been sourced from Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016, with support provided from economic .id

⁹ All data should be interpreted with the consideration that the Northern Suburbs data is included in the broader COL data.

5.1 Background

Employment and income data highlight a need for a range of focused strategies aimed at increasing employment rates. Strategies in this Strategic Action Area will aim to do this by focusing on:

- Increasing employment opportunities in specific growth areas;
- Integrating with current strategies and initiatives; and/or
- Removing barriers to employment.

The growth area identified is Health Care and Social Assistance Industry (i.e. hospitals, medical and other health care services, residential care services and social assistance services).

A second focus of this Strategic Action Area is on sparking and nourishing innovation. *"Launceston has a long history of pioneering firsts and overcoming challenges. We believe we can and must build on this history to take advantage of our assets, natural endowments and capabilities so we are in front of (not left behind or ricocheted by) disruptive changes in the world"* (2nd Road, A new era of innovation for Greater Launceston).

5.2 Data

The analysis of the data to support the development of the Employment and Wage Growth Strategic Action Area has focused on the following components:

- Labour Force
- Employment Status
- Disengaged persons
- Industry sector of employment
- Occupation of employment
- Individual income quartiles
- Equivalised household income
- Change in employment

Qualitative data also indicates that transport can be a significant barrier to employment. Therefore, car ownership rates have also been explored. This data should be also be considered with the data presented for Enterprise Growth; specifically, data related to educational attainment and qualification rates.

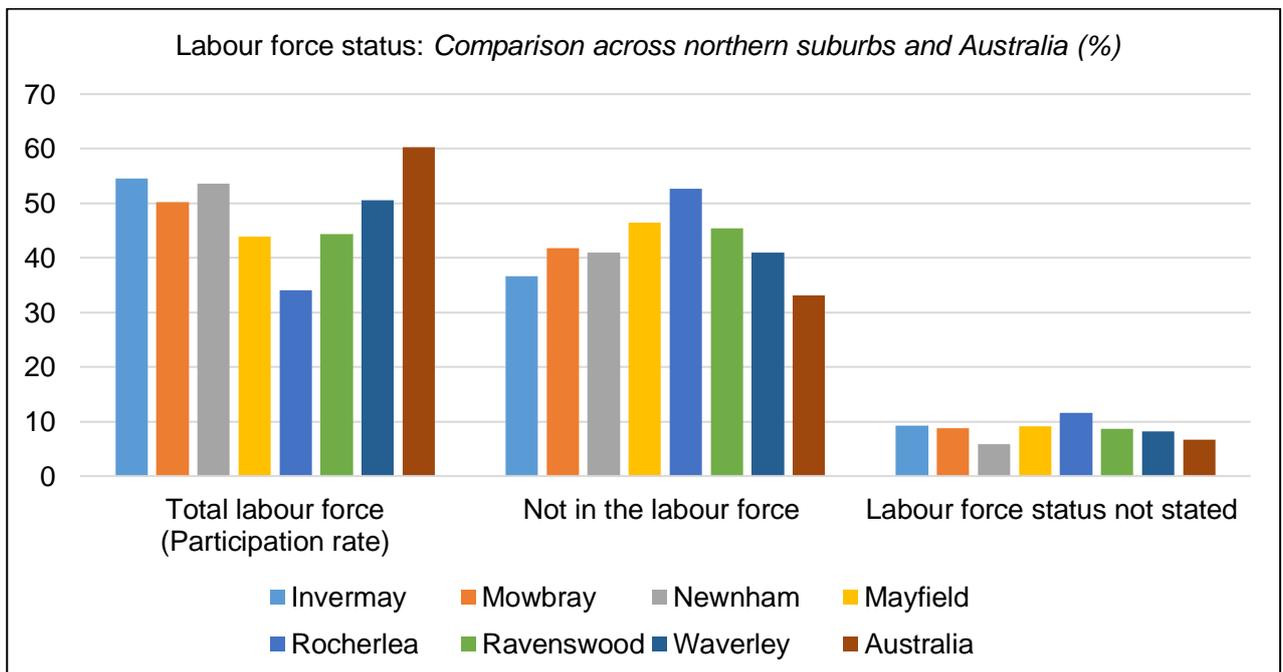
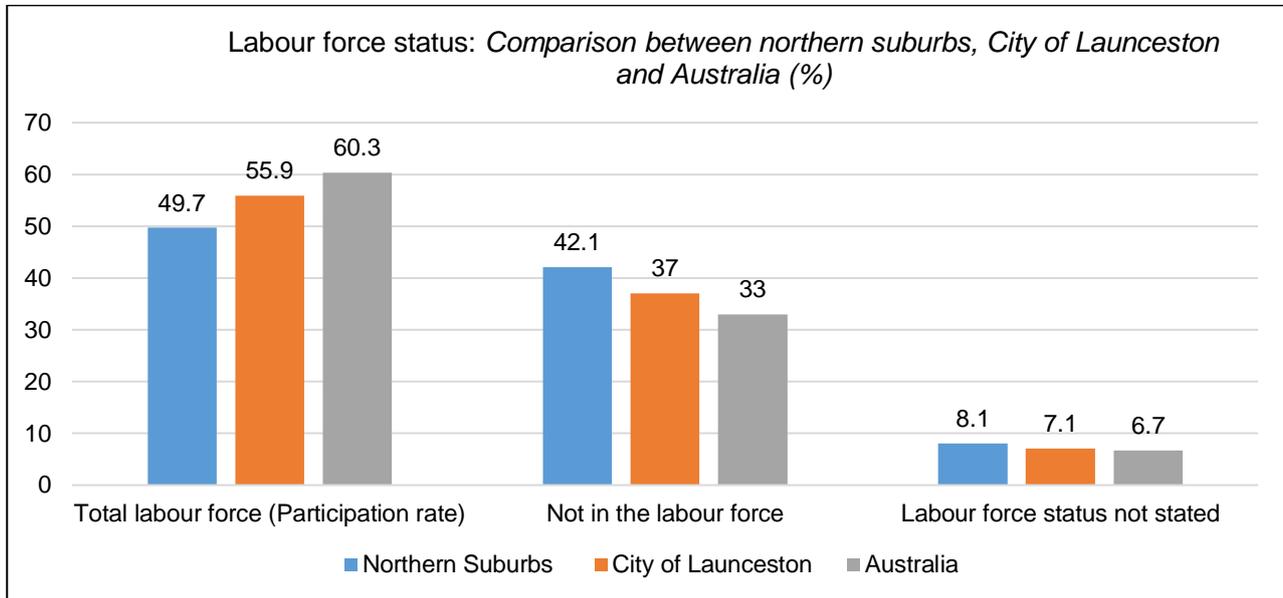
There is also alignment between the information presented here and the 2019/2020 TasCoss Budget Priorities Statement (accessible from <https://www.tascoss.org.au/tascoss-budget-priorities-statement-2019-2020/>)

5.2.1 Labour Force

The labour force participation rate refers to the number of residents that are:

- aged 15 years and over; and
- Employed or actively looking for work.

This data indicates a large difference between the labour force participation rate of those in the Northern Suburbs, the COL and Australia, with the Northern Suburbs demonstrating a lower rate.



The data also indicates that the highest percentage of people not in the labour force are within Rocherlea (52.7%), Mayfield (46.4%) and Ravenswood (45.4%).

5.2.2 Employment Status

Northern Suburbs: Employment status

Extract: .id community: <https://profile.id.com.au/launceston/employment-status?SWebID=120&WebID=300&BMID=50>

Northern Suburbs's employment statistics are an important indicator of socio-economic status. The levels of full or part-time employment, unemployment and labour force participation indicate the strength of the local economy and social characteristics of the population.

Northern Suburbs: Employment status

Extract: .id community: <https://profile.id.com.au/launceston/employment-status?SWebID=120&WebID=300&BMID=50>

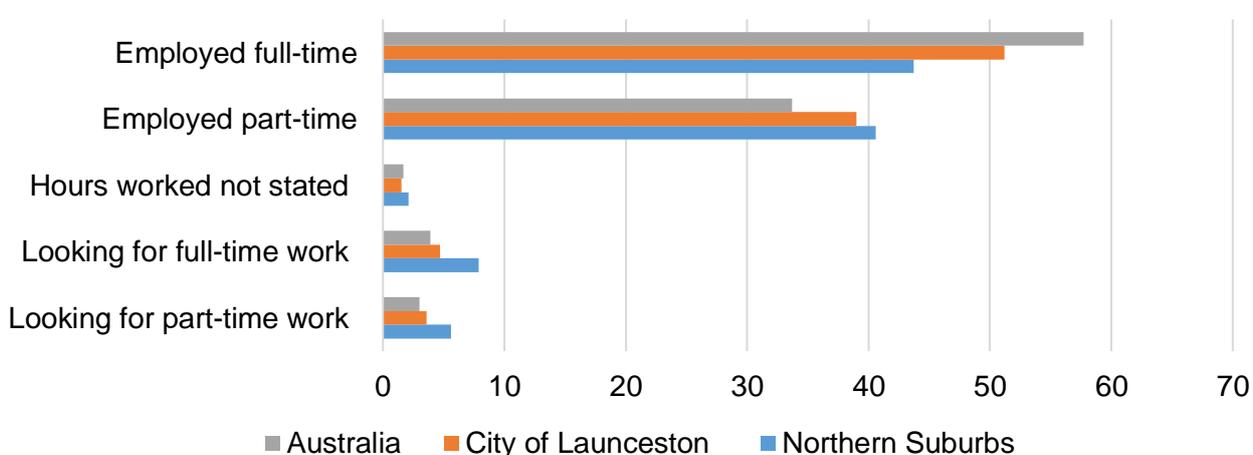
The size of northern suburbs's labour force in 2016 was 8,527, of which 3,462 were employed part-time and 3,730 were full time workers.

Analysis of the employment status (as a percentage of the labour force) in Northern Suburbs in 2016 compared to Australia shows that there was a lower proportion in employment, and a higher proportion unemployed. Overall, 86.4% of the labour force was employed and 13.6% unemployed, compared with 93.1% and 6.9% respectively for Australia.

The labour force participation rate refers to the proportion of the population aged 15 years and over that was employed or actively looking for work. *"The labour force is a fundamental input to domestic production. Its size and composition are therefore crucial factors in economic growth. From the viewpoint of social development, earnings from paid work are a major influence on levels of economic well-being."* (Australian Social Trends 1995).

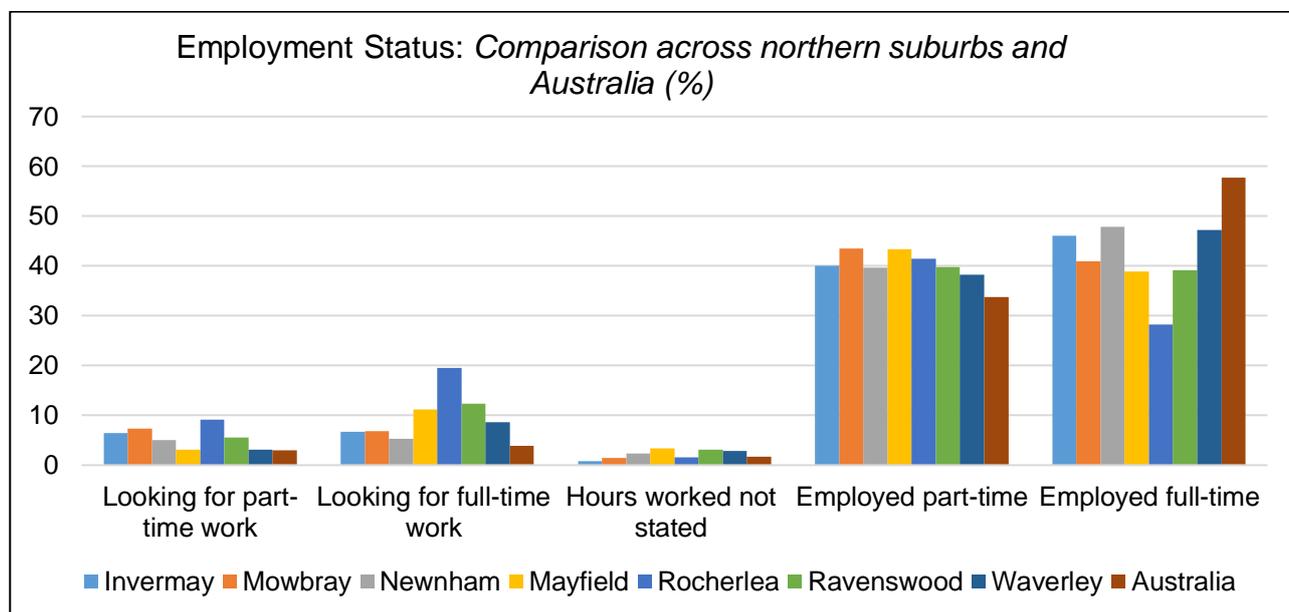
Analysis of the labour force participation rate of the population in Northern Suburbs in 2016 shows that there was a lower proportion in the labour force (49.7%) compared with Australia (60.3%).

Employment Status: Comparison between northern suburbs, City of Launceston and Australia (%)



At a suburb level, a number of themes also emerged.

- Invermay, Newnham and Waverley have the highest labour force participation rates.
- Mayfield, Rocherlea and Ravenswood have the highest rates of those not in the labour force - indicating that there are a high number of residents not employed or actively looking for work.



5.2.3 Disengaged persons

Northern Suburbs: Disengaged persons

Extract: .id community: <https://profile.id.com.au/launceston/disengagement-by-age?SWebID=120&WebID=300&BMID=50>

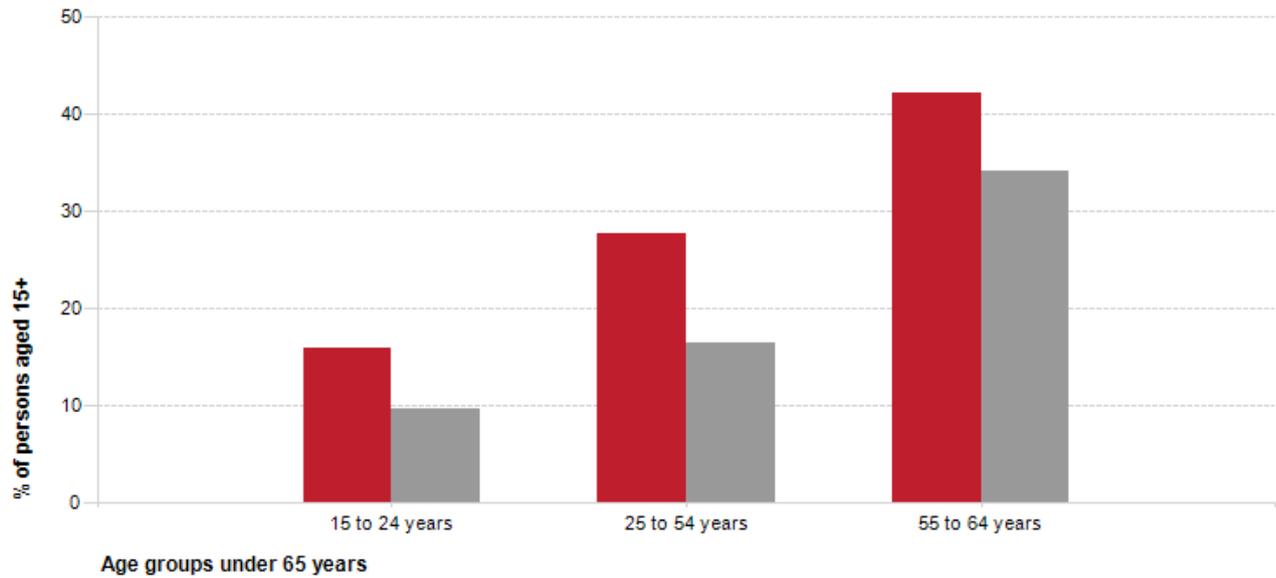
Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full time employed or full-time student would be "Fully engaged", while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.

Engagement in the labour and education market is highly dependent on age. Retirees are generally disengaged, while stay-at-home parents are also likely to be disengaged. The rate of engagement, particularly in the younger and working age groups can be affected by access to strong employment and education markets and is a measure of socio-economic status and the level of welfare dependency in an area.

Disengaged persons by age, 2016

Total disengaged persons under 65 years

■ Northern Suburbs ■ Australia



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data)
Compiled and presented in profile.id by .id, the population experts.

.id the population experts

The graph above indicates that all age groups within the Northern Suburbs are well above the Australian average when it comes to disengagement. It also shows that the largest gap is in the 25 - 54 years age bracket. This gap is significant, and may require targeted strategies.

5.2.4 Industry sector of employment

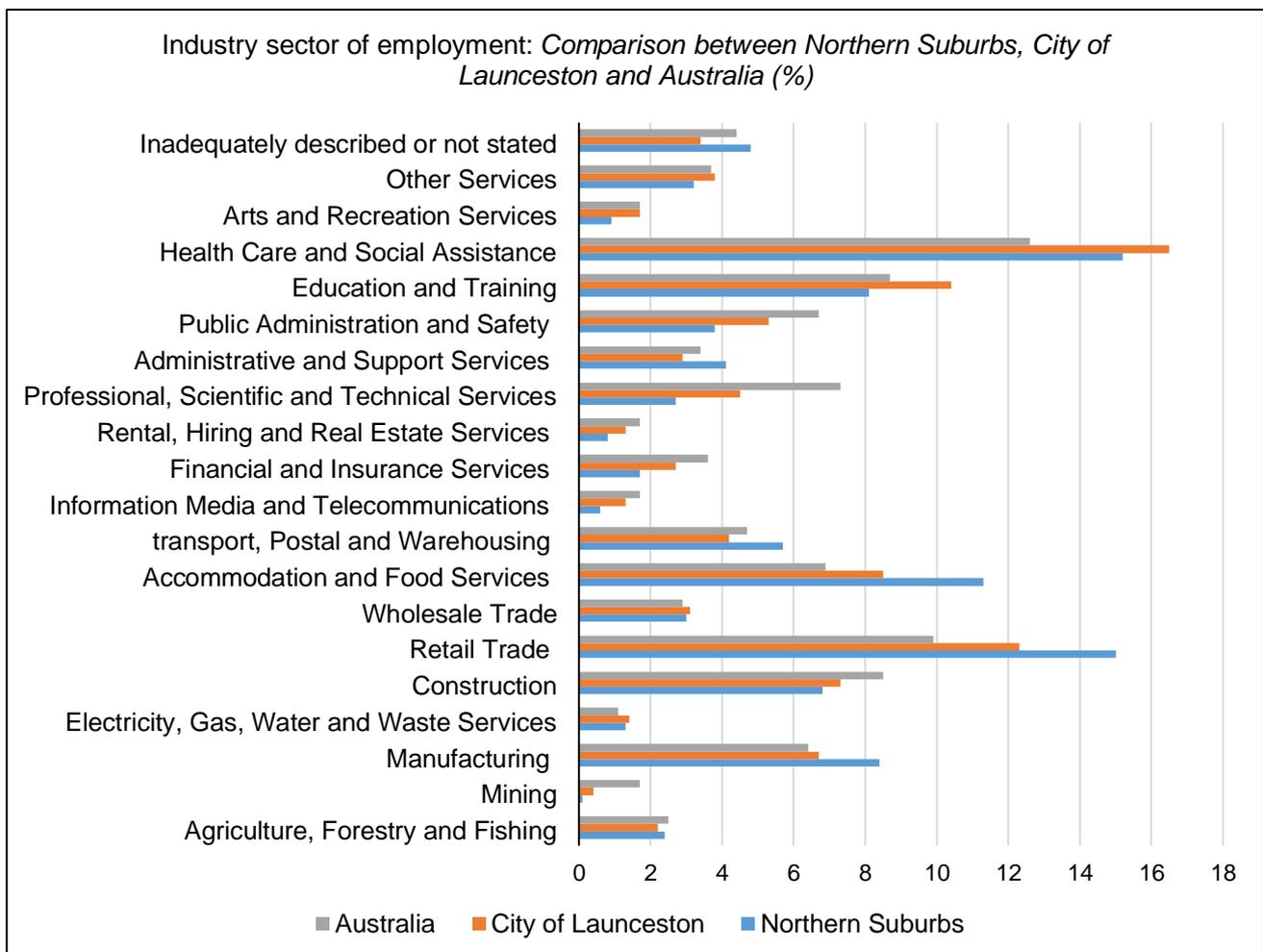
Northern Suburbs: Industry sector of employment

Extract: .id community:

<https://profile.id.com.au/launceston/industries?SWebID=120&WebID=300&BMID=50>

Northern Suburbs's industry statistics identify the industry sectors in which the residents work (which may be within the residing area or elsewhere). This will be influenced by the skill base and socio-economic status of the residents as well as the industries and employment opportunities present in the region.

When viewed in conjunction with Residents Place of Work data and Method of Travel to Work, industry sector statistics provide insights into the relationship between the economic and residential role of the area.



An analysis of industries demonstrates that the Northern Suburbs have more than the national average of residents working within the following industries:

- Administration and support services;
- Transport, postal and warehousing;
- Accommodation and food services;
- Retail trade; and
- Manufacturing.

5.2.5 Occupation of employment

Northern Suburbs: Occupation of employment

Extract: *.id community:*

<https://profile.id.com.au/launceston/occupations?SWebID=120&WebID=300&BMID=50>

Northern Suburbs's occupation statistics quantify the occupations in which the residents work (which may be within the residing area or elsewhere). This will be influenced by the economic base and employment opportunities available in the area, education levels, and the working and social aspirations of the population. When viewed with other indicators, such as Educational Qualifications and Individual Income, Occupation is a key measure for evaluating Northern Suburbs's socio-economic status and skill base.

Northern Suburbs: Occupation of employment

Extract: *.id community:*

<https://profile.id.com.au/launceston/occupations?SWebID=120&WebID=300&BMID=50>

An analysis of the jobs held by the resident population in Northern Suburbs in 2016 shows the three most popular occupations were:

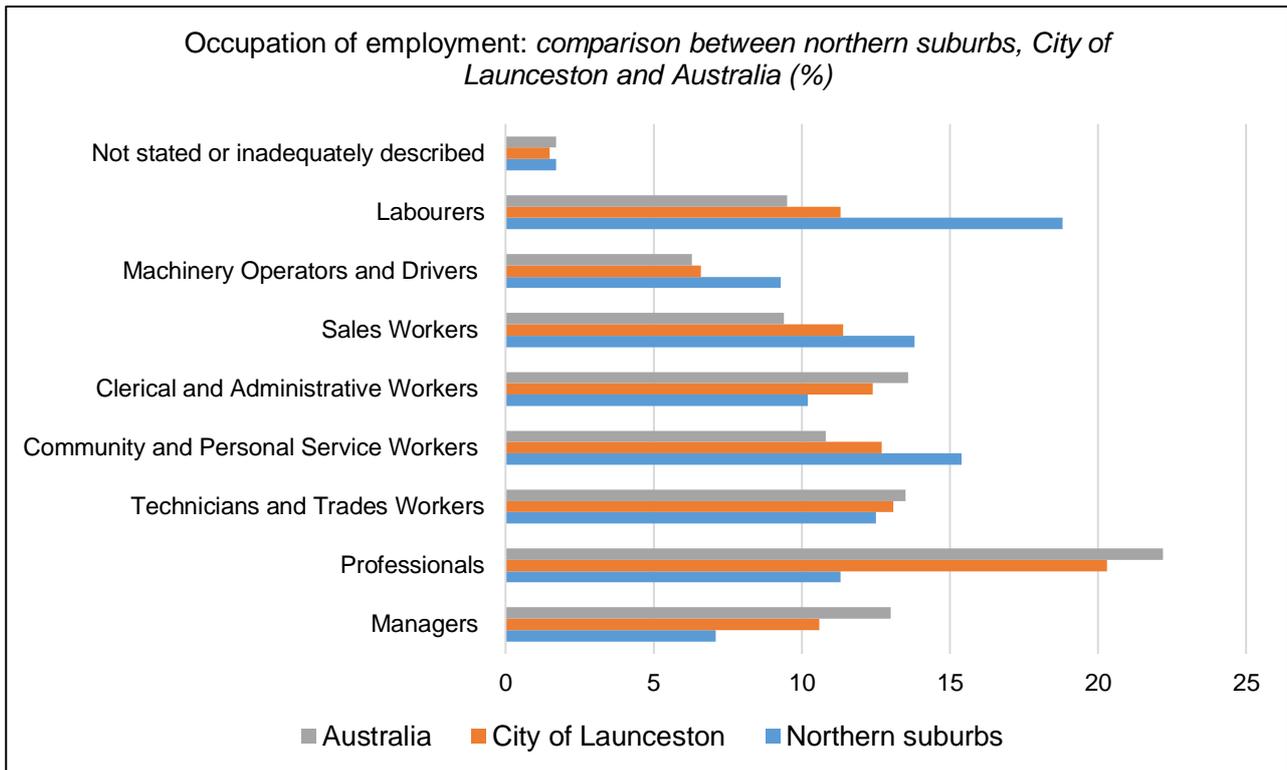
- Labourers (1,384 people or 18.8%)
- Community and Personal Service Workers (1,130 people or 15.4%)
- Sales Workers (1,013 people or 13.8%)

In combination these three occupations accounted for 3,527 people in total or 48.0% of the employed resident population.

In comparison, Australia employed 9.5% in Labourers; 10.8% in Community and Personal Service Workers; and 9.4% in Sales Workers.

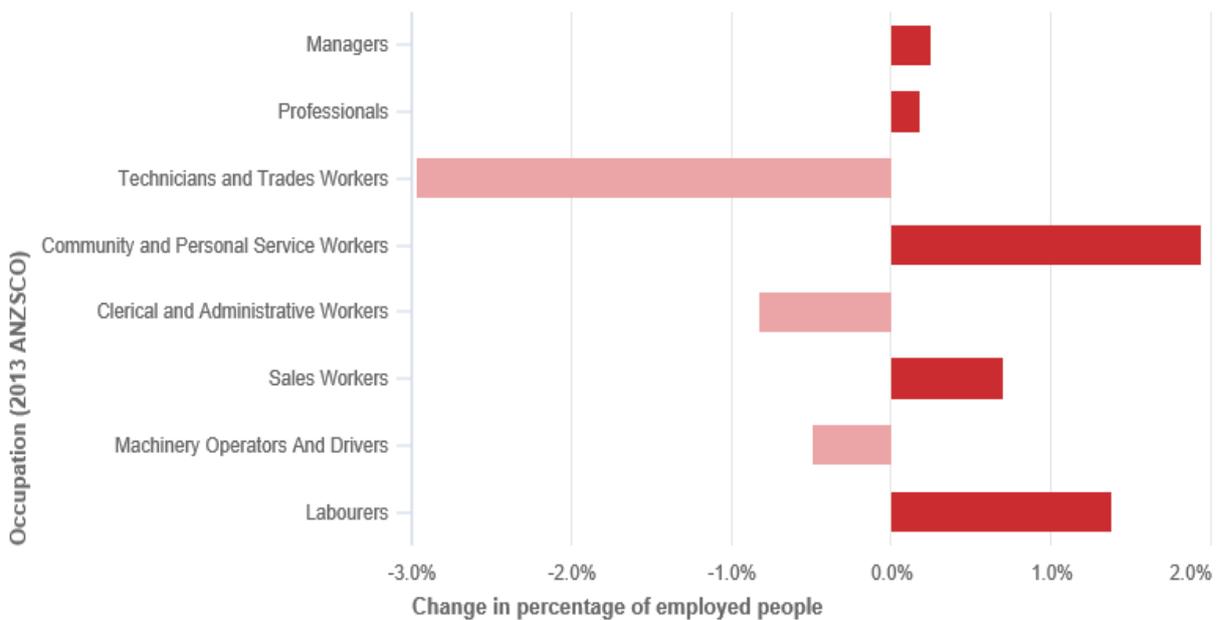
The major differences between the jobs held by the population of Northern Suburbs and Australia were:

- A *larger* percentage of persons employed as Labourers (18.8% compared to 9.5%)
- A *larger* percentage of persons employed as Community and Personal Service Workers (15.4% compared to 10.8%)
- A *smaller* percentage of persons employed as Professionals (11.3% compared to 22.2%)
- A *smaller* percentage of persons employed as Managers (7.1% compared to 13.0%)



Change in occupation of employment, 2011 to 2016

Northern Suburbs - Total employed persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



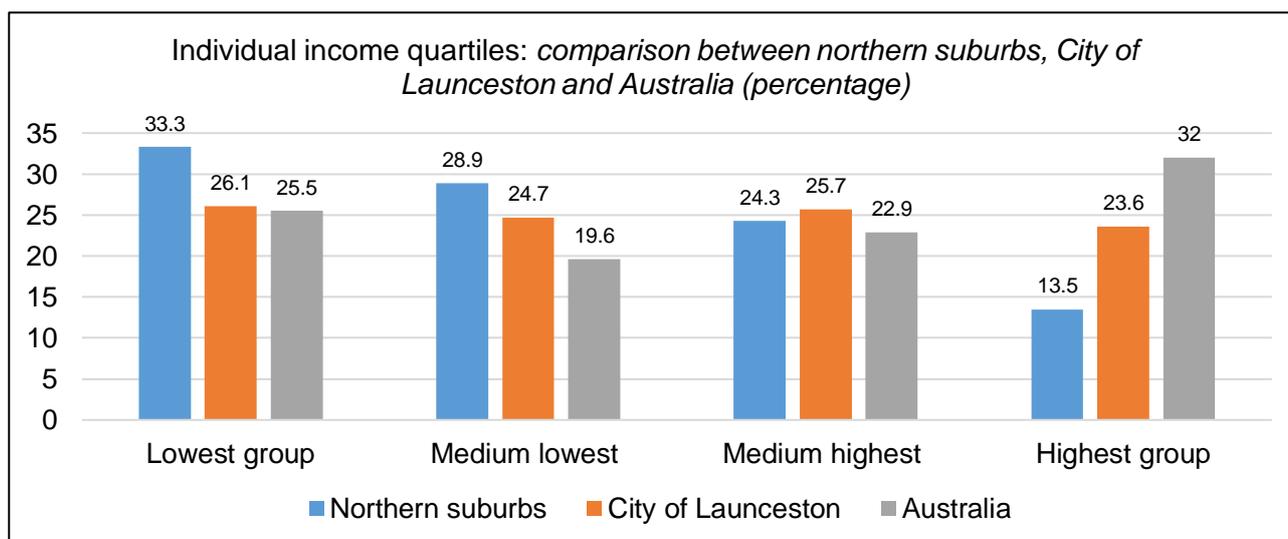
The chart above indicates the most significant trends over a four year period were a small decline (3.0%) in employment in Technicians and Trades Workers and a small increase (1.9%) in employment for Community and Personal Services Workers.

5.2.6 Individual income quartiles

Northern Suburbs: individual income quartiles

Extract: .id community: <https://profile.id.com.au/launceston/individual-income-quartiles?SWebID=120&WebID=300&BMID=50>

Northern Suburbs's income statistics are an indicator of socio-economic status. With other data sources, such as [Household Income](#), [Qualifications](#) and [Occupation](#), they help tell the story of the area's economic opportunities and socio-economic status. Individual income levels are not comparable over time because of the influences of economic change such as wage level fluctuations and inflation. The income quartile method is the most objective method of comparing change in the income profile of a community over time.



The graph above highlights the differences in individual income quartiles between the Northern Suburbs, COL and Australia, with the Northern Suburbs having an additional 7.2% of residents in the lowest group when compared to the COL.

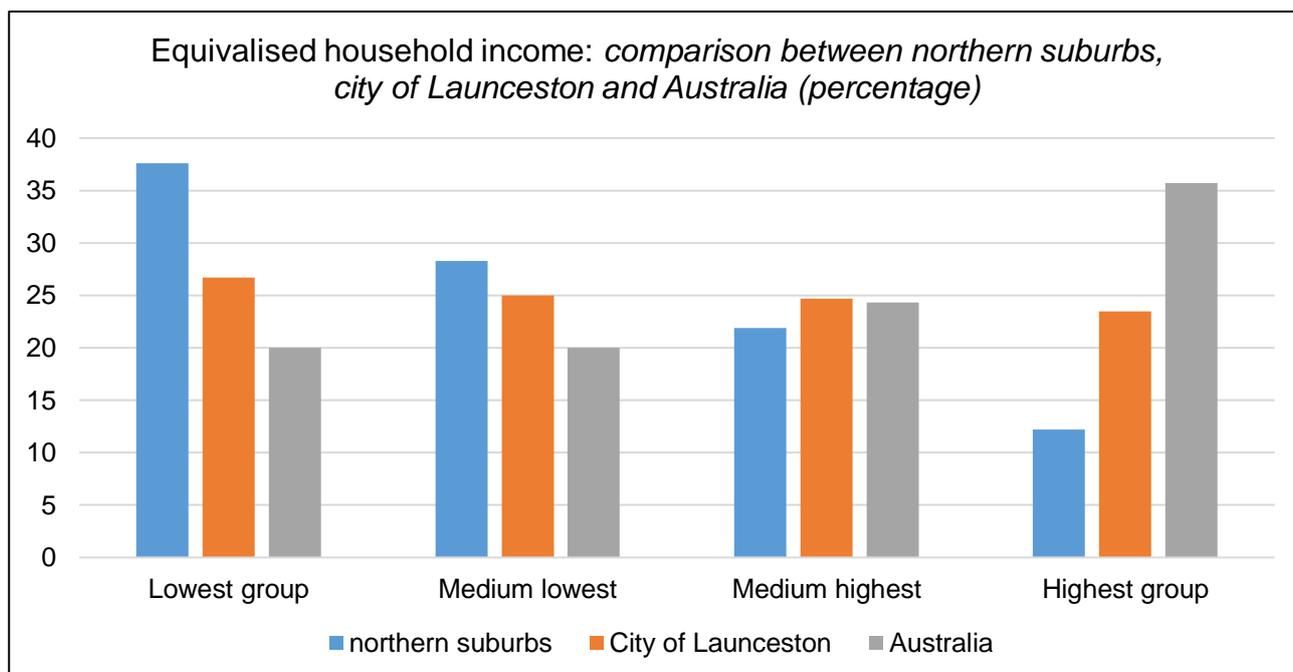
Equivalised household income

Northern Suburbs: equivalised household income

Extract: .id community: <https://profile.id.com.au/launceston/equivalised-household-income-quartiles?WebID=10&SWebID=120&BMID=50>

While Household Income is a useful measure, it is difficult to tell if changes over time and between geographic areas are due to actual changes in income levels, or due to changes in household size and composition. For example, an increase in lower income households could be due to job losses in key economic sectors, or simply due to decreasing household size as adult children leave home.

Equivalised Household Income puts all households on an equal footing independent of household size and composition to enable a true comparison between areas and over time. It is an indicator of the income resource available to a household of standard size and is the best measure of the changing economic fortunes of households.



A comparison of both individual income quartiles and equivalised household incomes shows that the Northern Suburbs have a higher proportion of residents in the lower quartile, and a lower number of residents in the higher quartile.

5.2.7 Change in employment

Northern Suburbs: Change in employment

Extract: .id community: <https://economy.id.com.au/launceston/employment-by-industry-fte?sEndYear=2009>

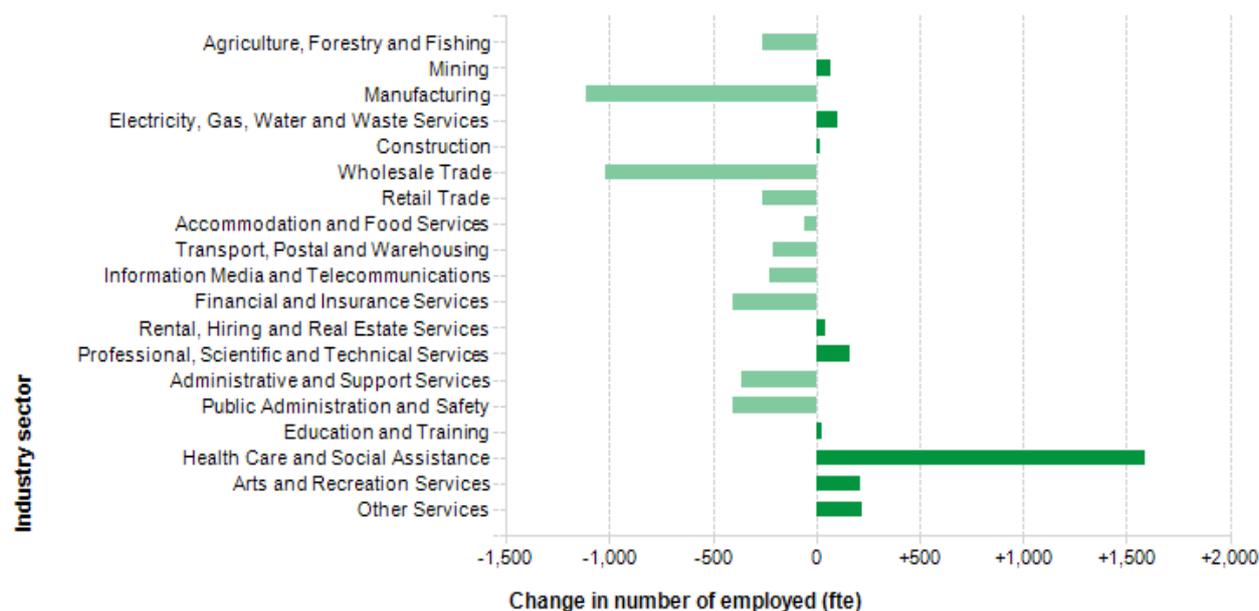
Full-time equivalent (FTE) employment is modelled by NIEIR and takes into account differences in hours worked between industry sectors. It is a measure that allows direct comparison of employment between industries.

Typically, industries such as Retail Trade and Accommodation and Food Services, which employ many part-time workers, have lower FTE employment than total employment.

FTE employment is calculated directly by dividing the total hours worked in each industry by 38. By comparing the number of full-time equivalent jobs in each industry sector to a regional benchmark, you can clearly see the structure of City of Launceston's economy. This can be done by directly comparing the area to its benchmark, or by using a location quotient to look at the relative size of industries.

Change in employment (FTE), 2008/09 to 2017/18

City of Launceston



Source: National Institute of Economic and Industry Research (NIEIR) @2018
Compiled and presented in economy.id by .id the population experts

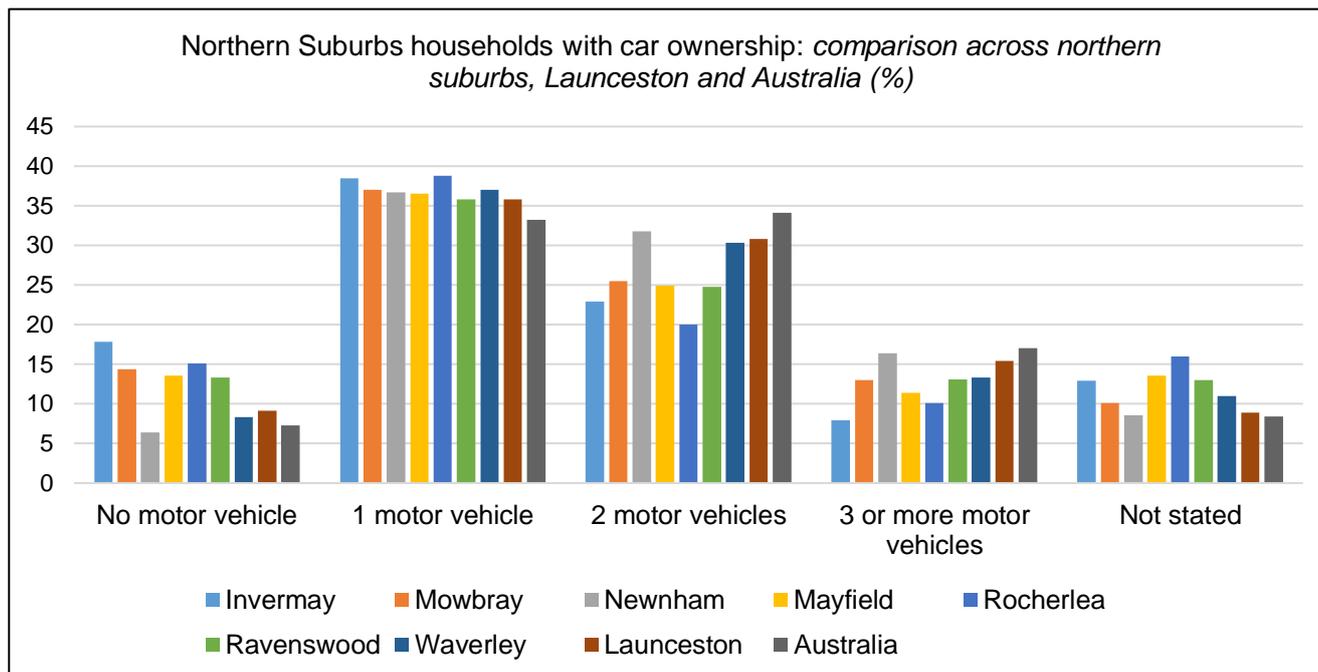
.id
the population experts

The diagram above shows a significant growth over the last decade in the Health Care and Social Assistance industry (+1,592 FTE) and Professional, Scientific and Technical Services (+165 FTE) within the COL.

The growth within the sub-industries within the Health Care and Social Assistance industry is also note-worthy; this is summarised in the table below.

Sub-industry	2008/2009	2017/2018	Change
Hospitals	1678	1935	+257
Medical and other health care services	1065	1700	+634
Residential care services	732	892	+161
Social assistance services	1021	1561	+540

5.2.8 Car ownership in the Northern Suburbs



Analysis of car ownership in 2016 indicates 40% of households in Northern Suburbs had access to two or more motor vehicles, compared to 46% in COL. However, this varied considerably within the individual suburbs; 15.1% of residents in Rocherlea stated they had no motor vehicle, whilst 6.4% of those in Newnham stated that they had no motor vehicle.

5.3 Summary

An analysis of the data relating to employment and wage growth support the need for additional supports to be provided. This is evidenced by data that, when compared with the COL and Australia, demonstrates a lower % of educational attainment rates, a lower % of qualifications, a lower % of those with access to a motor vehicle, a higher unemployment rate and a higher number of disengaged persons.

In terms of providing these additional supports, strategies are focused on:

- Increasing educational attainment rates, both for adults and the younger cohort. For adults, a direct link between educational attainment and employment should be made.
- Work-readiness, not just in terms of educational attainment and qualifications, but support in terms of understanding expectations in the work-place and overcoming potential barriers to employment.
- Creating alignment between employment opportunities (current and future), formal qualifications and work readiness and preparation programs.
- Creating opportunities for potential employers to engage with potential employees, with the intention of creating direct pathways between qualifications and employment.

Section Six: Celebration of Community Strengths



6.1 Background

There are many amazing people, activities, programs, and places within the Northern Suburbs of Launceston, and it is important that these continue to be recognised, harnessed and celebrated.

This Strategic Action Area is focused on supporting the Northern Suburbs, the COL municipality, and the broader Tasmanian community, to celebrate the assets within the region and build upon the existing sense of pride.

6.2 Data

This Strategic Action Area draws upon a wide range of data, both qualitative and quantitative, to inform the development of the strategies. In addition, the strategies are, where possible, grounded in theory that supports community development.

It should also be noted that there are significant linkages between this Strategic Action Area, and the work that will be undertaken as part of the Launceston Cultural Strategy and the Mowbray ABCDE Program.

6.3 Quantitative data

As demonstrated in *Sections One and Two*, the Northern Suburbs residents have a broad range of cultural backgrounds; all of which creates a rich and diverse cultural community. It is important that the strength and uniqueness of this diversity is not just acknowledged, but celebrated within the broader Launceston municipality.

6.4 Qualitative data

An extensive community consultation program was undertaken between the 6th and the 31st August 2018. This program supported a number of themes that had emerged from the literature review of previous reports. These main themes related to this Strategic Action Area that emerged were:

- There are a lot of innovative activities occurring across the Northern Suburbs already, and a large number of 'unofficial' community leaders.
 - There is an existing knowledge base available in the Northern Suburbs that should be used to seek innovative ways of addressing concerns (as evidenced by the large number of solutions put forward).
 - There is a huge sense of pride from many in the community about their region; most of this was directed at the way that people come together to support each other on a daily basis.
 - Public Spaces can have a significant impact on how people interact with each other, spend their spare time and develop habits. There was also a significant link made between Public Spaces and health and well-being.
 - Often, the Northern Suburbs are spoken about in a negative manner rather than a positive manner. The risk is that this perception becomes self-perpetuating and disempowering for those who live, work and play here. This can have a significant impact on both the economic status of the region and the wellbeing of the residents of the Northern Suburbs.
-

6.5 Summary of findings

The qualitative and quantitative findings create a picture of a series of communities that, despite the hardships demonstrated in the quantitative data, have an innate sense of pride for their existing assets.

The focus therefore becomes one of seeking mechanisms to increase and celebrate this sense of pride, by building upon existing assets and enhancing the existing cultural foundation.

6.6 Theoretical underpinnings: Looking to solutions

With the learnings from the qualitative and quantitative data, combined with an understanding of the significant linkages with other projects, a review of theories and modern approaches was undertaken.

6.6.1 The role of culture

Culture is embedded in a sense of place, and can be utilised as a vehicle to enhance social capital. The first important thing to note is that a definition of culture is difficult, as it can be contentious and narrowing. What should be focused on is that:

- Culture defines who we are as a people;
- Culture includes history, behaviours, attitudes, creativity, innovation, entrepreneurship, and the way that individuals think, learn and communicate; and
- A positive culture can support a community to prosper in material, intellectual and spiritual terms.

Therefore, when considering using culture as an enabler for creating change, it is important to consider the role of all activities that a community may engage in as a part of that culture. For example, this may include religious beliefs, the history of an area or of individuals or sporting assets and practices.

In developing actions for this Strategic Action Areas, the My Place My Future Plan will draw upon the expert knowledge available at the COL; particularly, the work that has been done to date on the *Launceston Cultural Strategy*.

6.6.1 ABCDE Learning Sites

The COL, through a partnership with Bank of I.D.E.A.S., use an asset-based community driven efforts (ABCDE) approach to develop Learning Sites throughout the Launceston municipality. This model shifts people's thinking from needs and deficiencies to assets and capacities, and from consumer to co-producer, co-owner and citizen. Throughout the process, facilitators work with residents to discover, map, connect and celebrate their diverse range of community assets. These assets are then harnessed to complete actions that strengthen the communities.

The Learning Site includes 8 key touchstones to be achieved in no particular order:

- find a community builder team
 - recruit a community connector
 - host conversations to discover assets and what people care about
 - engage local groups and associations
 - build connections through social interaction activities and shareable community opportunities
 - visioning and planning
 - implementing change (doing and reviewing); and
 - fostering celebration.
-

The ABCDE Learning Sites help everyone focus on what's strong, not what's wrong within a community.

6.6.2 Place-making and the role of Public Spaces

The importance of having positive public spaces emerged very strongly throughout the qualitative data. In particular, public spaces were often discussed in the context of:

- The negative impact that having a space that is not appealing can have on the individuals who frequent that space. This is linked with criminological theories that having visible signs of anti-social behaviour can in fact increase, or encourage, further anti-social behaviour.
- An increase of public spaces may have a role in increasing physical and emotional well-being. A lack of safe and inviting public spaces can actually be a deterrent to going outside and being active. It also makes things such as impromptu, or planned, meetings with other community members difficult, as there is no neutral space to meet.
- An involvement from community members in creating and maintaining a public space can lead to an increased probability that the space will remain respected and well-looked after. This also creates an opportunity to foster community grassroots leadership, and empower residents. This is linked with the ABCDE approach currently being implemented by the COL.

6.6.3 Social enterprises

Social enterprises are becoming increasingly more prevalent as a method of achieving a social purpose. The *Finding Australia's Social Enterprise Sector analysis* defines social enterprises as organisations that:

- Are led by an economic, social, cultural, or environmental mission consistent with a public or community benefit;
- Trade to fulfil their mission;
- Derive a substantial portion of their income from trade; and
- Reinvest the majority of their profit/surplus in the fulfilment of their mission.

The role of social enterprises in both the celebration of community assets, as well as continuing to build upon these assets, presents many exciting opportunities for the communities themselves.

6.6.4 Resources

- Finding Australia's Social Enterprise Sector 2016: Analysis, 2016, Centre for Social Impact and Swinburne University of Technology, <https://www.socialtraders.com.au/about-social-enterprise/fases-and-other-research/social-enterprise-in-australia/>
 - Culture and Local Development: Maximising the Impact, Guide for Local Governments, Communities and Museums, 2018, OECD and International Council of Museums, OECD.
-

6.7 Summary

The information gathered indicates that there is a strategic need to focus attention on celebrating the assets within the Northern Suburbs. Such a strategic focus will have a positive impact on social, cultural and economic indicators.

The strategies, therefore, are focused on:

- Using an assets based approach to showcase the assets within the community; including (but not limited to), historical, cultural and sporting assets.
 - Involving the community in the ongoing development of public spaces.
 - Supporting community based social enterprises and community leaders.
 - Enhancing social inclusion.
-

Section Seven: Liveability



7.1 Background

All residents within the COL municipality should be able to live in an area that facilitates an active and enjoyable lifestyle, feels safe, supports wellness, and enhances a positive sense of belonging within the broader community.

This Strategic Action Area outlines an approach for continuous improvement to the liveability of the Northern Suburbs, including enhancing civic participation.

7.2 Data

This Strategic Action Area is largely focused on the qualitative data that emerged from the community consultation program. However, it needs to be acknowledged that specific data will need to be drawn in the design of actions to support the strategies. It is this data that will enable accurate decisions about the best investments relating to liveability.

The intention of the Needs Analysis for this Strategic Action Area is simply to establish the need for future investigations and action.

7.3 Qualitative data

The findings from the community consultation program supported the notion that there is an inequality in the liveability of the Northern Suburbs when compared with the broader Launceston municipality. This inequality can be summarised in terms of access to both private and public facilities (i.e. active gym equipment, cycle paths, playgrounds), and the attractiveness and ongoing maintenance of the facilities that are available.

A large gap emerged in the qualitative discussions around access to a multi-purpose sports and health and wellbeing facility. Although there are numerous sporting grounds and facilities (Rocherlea Football club, Ravenswood Adventure Park), as well as numerous not-for-profit activities (i.e. Healthy Tasmania programs), there is no one place that enables open community participation in health and well-being activities in a safe and contained environment.

A significant opportunity emerged from the community consultation in terms of developing additional active transport measures. A submission received from the Tamar Bicycle Users Group (TBUG) references research that states that "the health, social, and environmental benefits from regular cycling and indeed walking are enormous. Recent research in the UK for example has indicated that rates of diabetes, heart attacks and some forms of cancer may be reduced by up to 50% via regular recreational cycling". In this submission, TBUG argue for the need to consider two key projects:

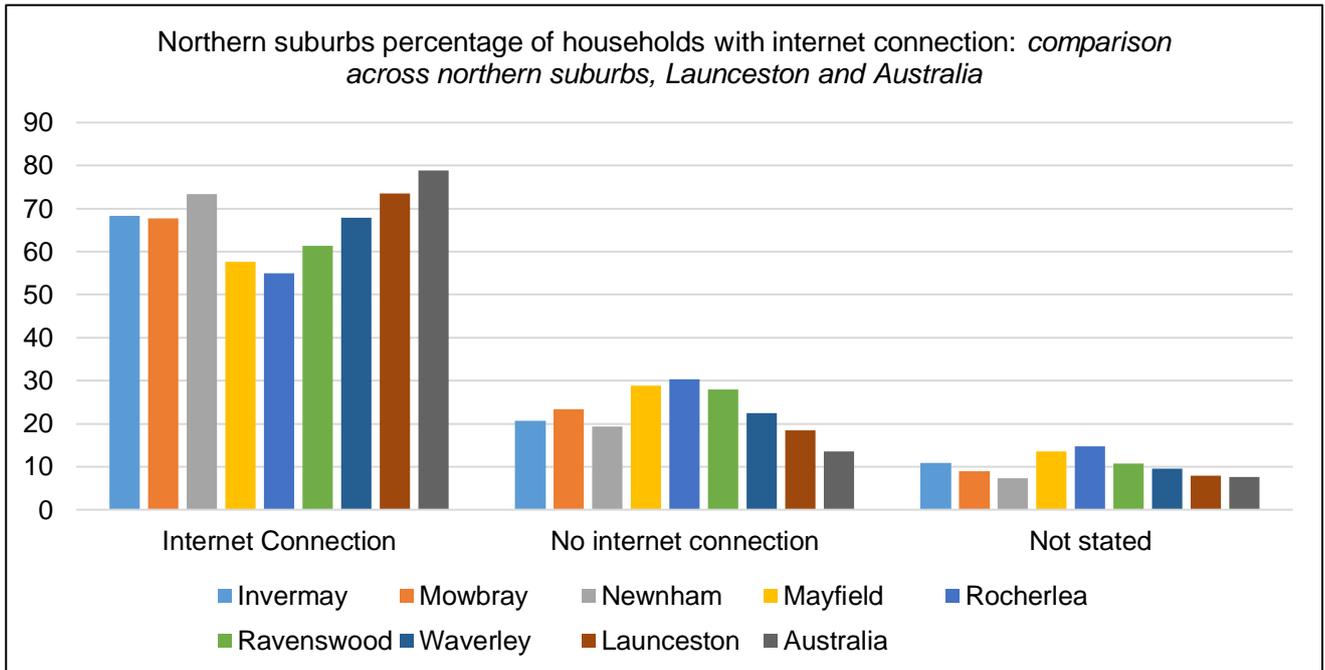
- Completing the Inveresk - Rocherlea Trail
- Improving linkages between separated on-road and off-road cycle-ways to make it easier to get to schools, TAFE, university, workplaces, shops and other services. For example, sealing the trail from Inveresk to Vermont Road.

Finally, significant concerns also emerged around road safety; particularly, driving faster than the speed limit, driving in an unsafe manner and the use of unregistered vehicles.

7.4 Quantitative data

At this point, the analysis of quantitative data has focused on internet access. As discussed above, further detailed analyses will be required as actions are developed.

7.4.1 Northern Suburbs: internet connection



Source: Australian Bureau of Statistics, *Census of Population and Housing 2011 and 2016*.

The graph above shows that the communities of the Northern Suburbs have a very different level of access to the internet than the broader Launceston municipality. There is no known difference between the infrastructure that is available in the Northern Suburbs and the infrastructure that is available in the Launceston municipality.

Given the technological era that we live in, limited access to the internet can significantly impact upon the ability of an individual to participate in civil activities and access services. It can also limit the ability of individuals to access new and innovative forms of services, such as managing health from home.

7.4.2 Housing Tenure

Northern Suburbs: Housing Tenure

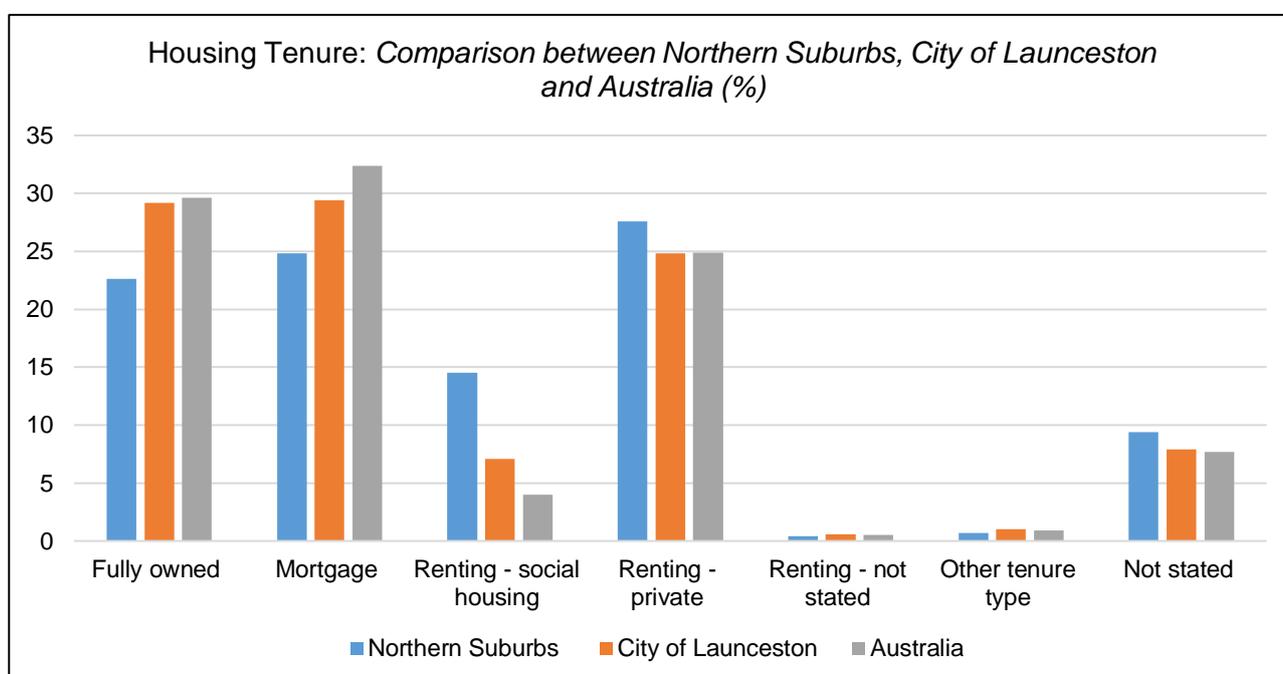
Extract: *.id community:*

<https://profile.id.com.au/launceston/qualifications?WebID=300&BMID=50>

Analysis of the housing tenure of the population of Northern Suburbs in 2016 compared to Australia shows that there was a smaller proportion of households who owned their dwelling; a smaller proportion purchasing their dwelling; and a larger proportion who were renters.

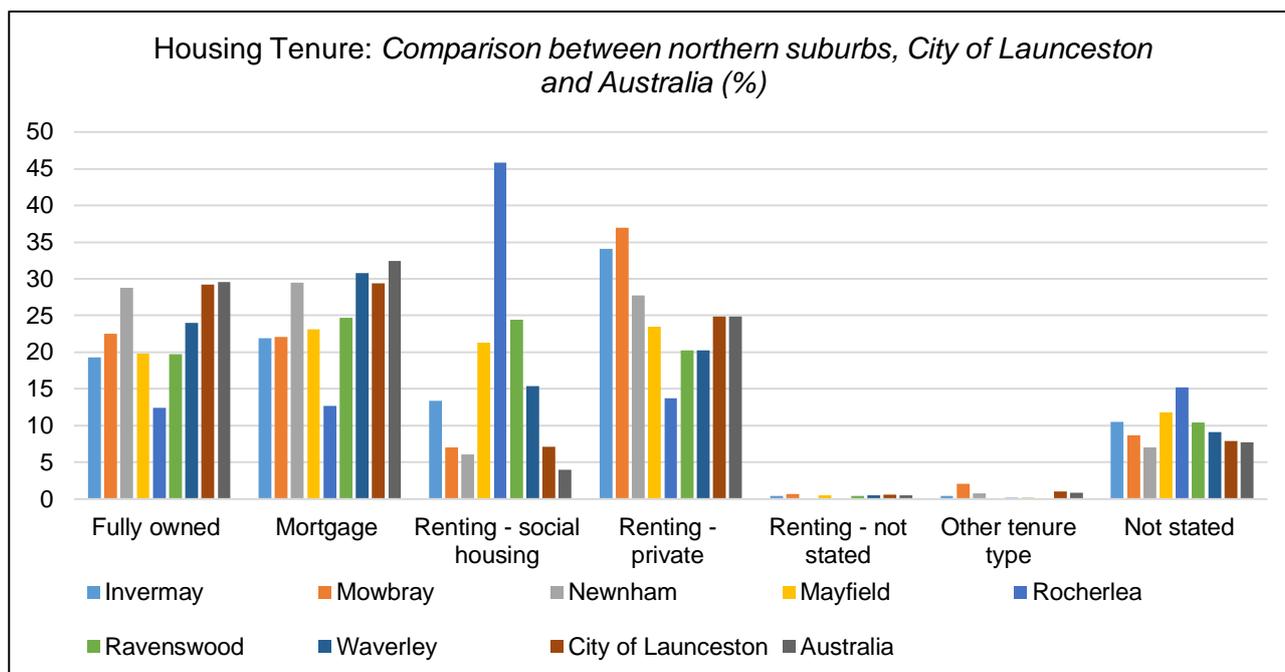
Overall, 22.6% of the population owned their dwelling; 24.8% were purchasing, and 42.5% were renting, compared with 29.6%, 32.4% and 29.4% respectively for Australia.

The total number of households in Northern Suburbs increased by 142 between 2011 and 2016.



A comparison of housing tenure types across the Northern Suburbs shows the additional themes.

- Newnham has the highest number of fully owned houses (28.8%), and Rocherlea has the lowest (12.4%).
- Mowbray has the largest number of private rentals (37%).
- Rocherlea has the highest number of renting - social housing (45.8%). This is a stark comparison to the overall COL percentage of 7.1%.



7.4.3 Rental Stress

Northern Suburbs: Rental Stress

Extract: .id community: <https://atlas.id.com.au/launceston/maps/rental-stress>

Rental Stress is defined as per the NATSEM (National Centre for Social and Economic Modelling) model as households in the lowest 40% of incomes, who are paying more than 30% of their usual gross weekly income on rent.

Housing affordability has become a significant social and economic problem in recent years, and between 2006 and 2011 rents across Australia increased by close to 50%. While stress can be very dependent on individual circumstances, using Census data to analyse this provides a good indication of the areas in the City of Launceston where households may be having problems meeting their housing commitments.

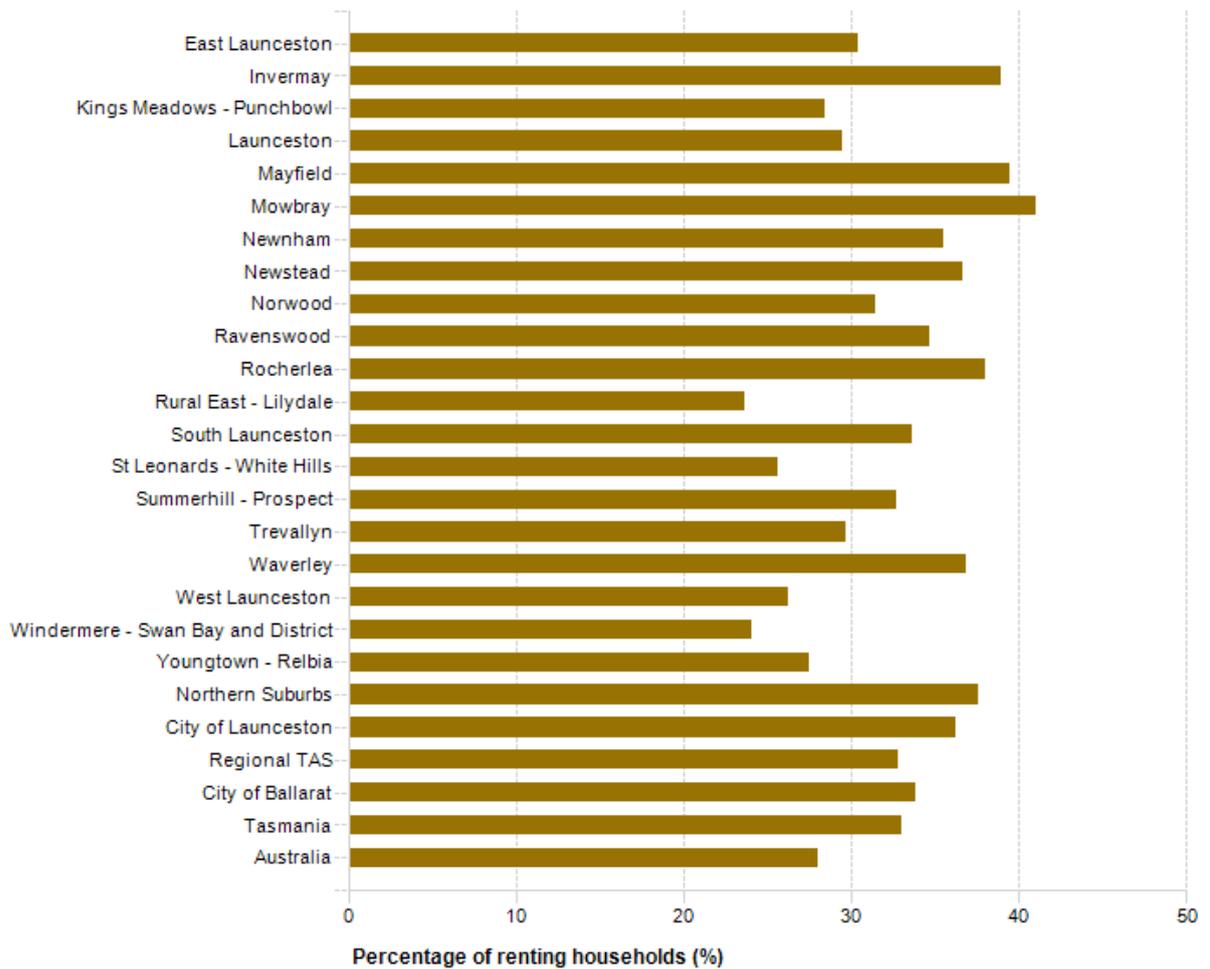
In 2016, 36.2% of the City of Launceston's renting households were experiencing rental stress compared to 32.8% in Regional TAS.

While the City of Launceston had a higher proportion of households experiencing rental stress, it is important to note that this varied across the City Council. Proportions ranged from a low of 23.7% in Rural East - Lilydale to a high of 41.0% in Mowbray. The five areas with the highest percentages were:

- Mowbray (41.0%)
- Mayfield (39.4%)
- Invermay (39.0%)
- Rocherlea (38.0%)
- Northern Suburbs (37.6%)

Rental stress, 2016

City of Launceston



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Enumerated data)
Compiled and presented in atlas.id by .id, the population experts.

.id the population experts

- High levels of rental stress in Mowbray (41.0%) may be attributed to the high population of residents engaged in tertiary level education (15.5%).
- The Northern Suburbs overall has a higher rate of rental stress (37.6%) than the COL (36.2%), and Australia (28.0%).

7.5 Summary

The findings thus far support the need for strategies that increase the liveability within the Northern Suburbs, and decrease the perception of inequality. At the same time, it needs to be acknowledged that further research is required before specific actions in response to the identified strategies are designed and implemented.

The strategies, therefore, are focused on:

- Prioritising the development of a multi-purpose community facility.
 - Improving liveability by gathering the information required to develop a *Northern Suburbs Facility Improvement Plan*.
 - Increasing access to the internet, and civic participation.
 - Increasing road safety campaigns.
 - Diversification of housing, including home ownership.
-

Section Eight: Strengthening the next generations



8.1 Background

There are some areas which can be influenced through the strategies detailed within this Plan; however, there are also some inter-generational systemic areas that will take many years to reflect the impact of any strategies. The intent of this Strategic Action Area is to focus on breaking this inter-generational cycle by building the capacity and capability of children, their families, and young people - by focusing both on the first 1000 days and beyond.

8.2 Data

This Strategic Action Area draws upon a range of qualitative and quantitative data. It is also built upon the notion that the point of intervention for inter-generational change is with children, young people and their families. Following this theory, the most influential impacts on these cohorts can be had within early children health providers, and education providers.

8.3 Quantitative data

It is not the intention of this Needs Analysis to repeat data that has been analysed elsewhere. However, it is the intention that the document provides pathways to available data. Therefore, to access quantitative data that identifies the need to support children, families and young people, the following reports should be accessed:

- COL Youth Engagement Framework: accessible from <https://www.launceston.tas.gov.au/Community/Youth>
- Commissioner for Children and Young People Tasmania: Reports, Submissions and Annual Reports: accessible from <https://www.childcomm.tas.gov.au/publications/>

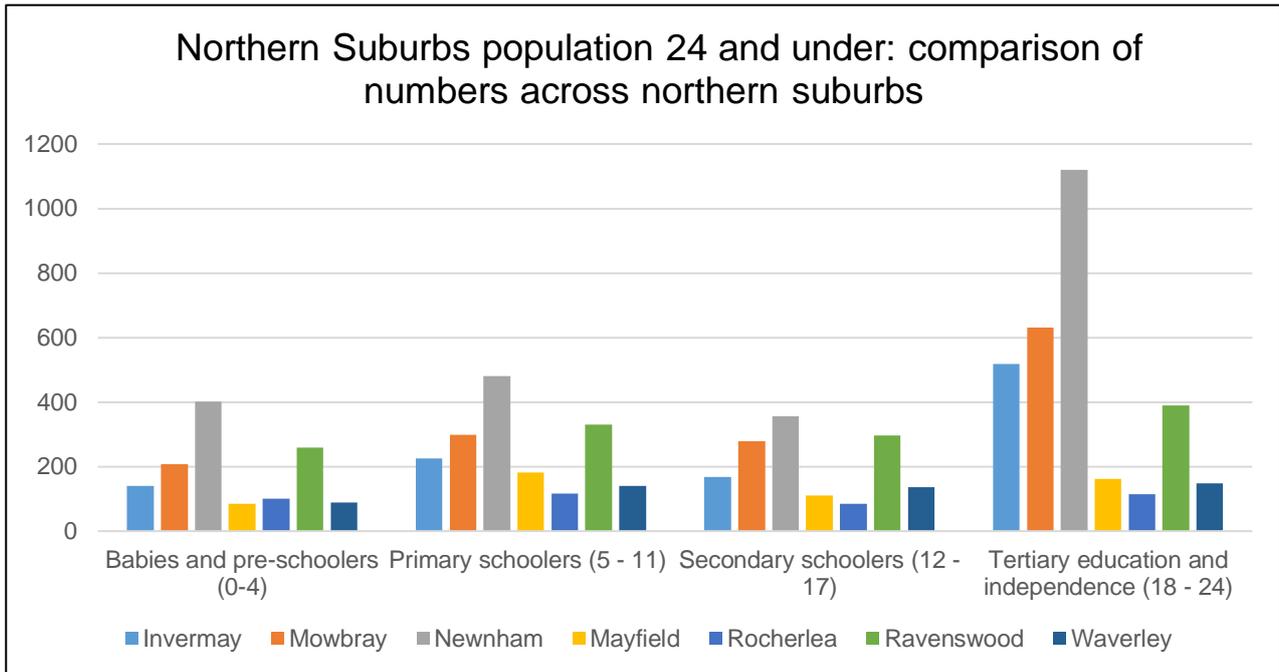
The strategies outlined in the Strategic Action Area are intended to work in conjunction with existing programs and agencies.

8.3.1 Age Structure

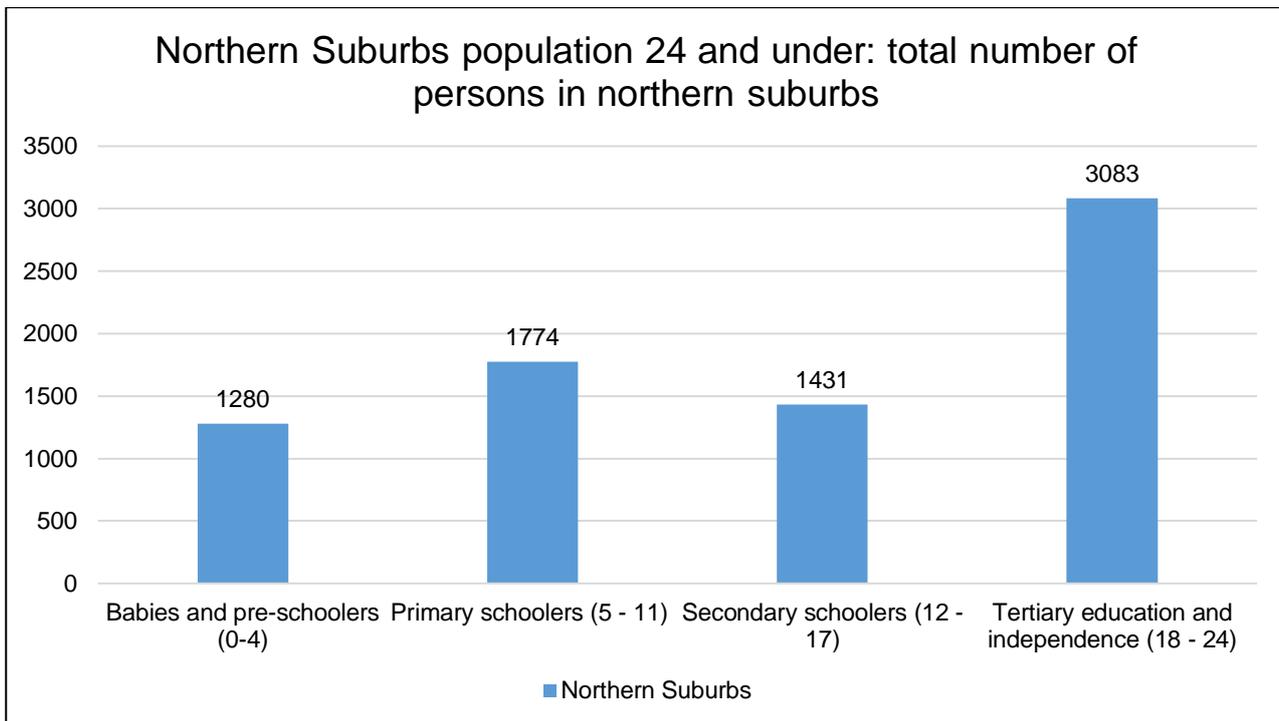
As demonstrated in Section 1.6, the Northern Suburbs has a higher percentage of the population than the COL in the age groups of:

- 0 -4 (6.1% vs. 5.8%)
 - 18 - 24 (14.8% vs. 10.6%) and;
 - 25 - 34 (13.9% vs. 12.6%).
-

8.3.2 Analysis of Northern Suburbs Population under 24 and under

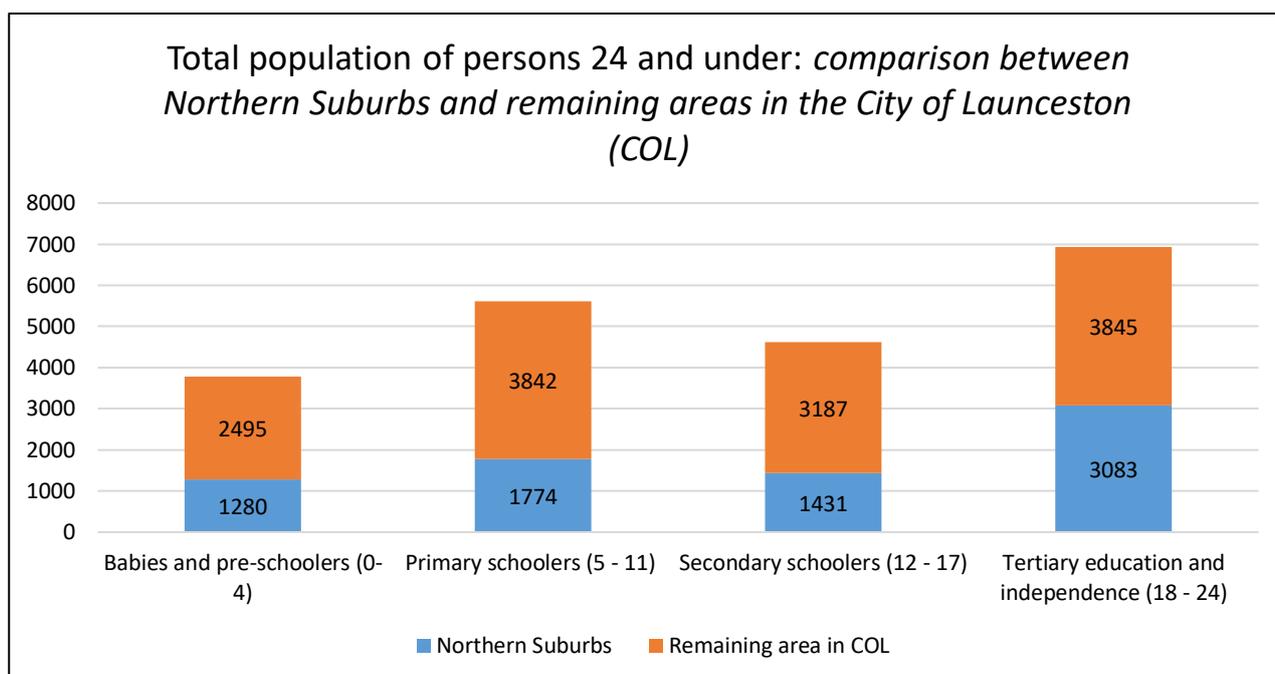


The table above indicates the communities within the Northern Suburbs that have a higher number of the population within specific service age groups. This table has deliberately used numbers, instead of percentages; this is important in this context so that the actual number of people can be understood.



In total, living in the Northern Suburbs there are:

- 1280 persons aged 0 - 4;
- 1774 persons aged 5 - 11;
- 1431 persons aged 12- 17; and
- 3083 persons aged 18 - 24



The table above provides an insight into the residential location of the COL's total population aged 24 and under. This translates to:

- 33% of the COL's total population aged 0 - 4 live in the Northern Suburbs.
- 31% of the COL's total population aged 5 - 11 live in the Northern Suburbs.
- 30.9% of the COL's total population aged 12 - 17 live in the Northern Suburbs.
- 44% of the COL's total population aged 18 -24 live in the Northern Suburbs.

8.4 Qualitative data

Youth, or young people, arose in multiple contexts within the community consultation program. These can be separated into two key areas; the importance of age appropriate and safe environments, and the importance of initiatives that address specific concerns or issues.

In terms of prevention, an ongoing theme emerged around the need to provide young people with age appropriate and safe environments within public spaces. The link between the lack of such spaces and the potential for increased anti-social behaviours emerged throughout the many conversations that were had. In addition to the role of public spaces, was the importance of role models on the behaviours of young people; in particular, the impact that the lack of positive role models can have on youth.

The positive outcomes of engagement for youth with community, sport and recreational activities was continuously reinforced; however, it was also identified that there is a lack of spaces where youth can get these engagement in a targeted manner.

A second theme emerged around the lack of suitable programs available for youth in the occasions that additional supports are required. This includes the availability of youth-specific mental health support, support for children in out of home care and alternative education models. Frustrations were expressed at the lack of targeted support for those children who do not fit into traditional educational models, and for a number of reasons, may require more targeted supports.

8.5 Summary

With such a large percentage of the population aged 24 years or under, it is important that the My Place My Future Plan considers, and implements, strategies targeted at children, young people and their families. The My Place My Future Plan should consider the individual needs for each of the service age groups in the context of the two themes that emerged from the qualitative data.

Therefore, the strategies are centred on:

- Access to appropriate public spaces;
 - The importance of the first 1000 days of life;
 - Opportunities for positive role models;
 - Youth specific programs and supports;
 - Meaningful engagement in sport, recreational and community activities.
-

Section Nine: Access



9.1 Background

The term access can take on many different meanings, with this interpretation often driven by one's own experience. This was evident throughout the many community conversations that were had during the collection of the quantitative data.

The main focus areas for access that emerged were:

- Access to ongoing and consistent preventative health services including health promotion and education programs;
- Access to ongoing and consistent education and support to manage an existing condition;
- Access to a GP;
- Access to extra-curricular and leisure activities;
- Access for all;
- Access to a healthy and sustainable food source;
- Access to appropriate housing; and
- Access to transport.

There are many barriers that may prevent access to the listed items; however, they were often reported as linked to things such as finances, transport, or the availability of the service.

The focus of this Strategic Action Area is on increasing access by creating the mechanisms to get the right people, at the right time, having the right conversation - and with access to the right information.

9.2 Data and summary

This Strategic Action Area needs to be considered differently to the others. The reasons for this include:

- The scope of this Strategic Access Area is much larger than the others. As mentioned above, the access requirements of individuals differ vastly.
- There are many points identified that are the result of structural or systemic issues.
- There are many different subject matters included in the scope, and it would be fruitless to bring together qualitative evidence to support them all in the one document.
- There are many different stakeholders that are involved in this Strategic Action Area.

Therefore, similar to Strategic Action Area 4 (Liveability), this Strategic Action Area will require the gathering of additional information before a platform is created from which an informed decision relating to action can be made.

For this reason, and as mentioned above, this Strategic Action Area is largely based on the qualitative data gathered from the Community Consultation Program, which is summarised.

Strategies are focused on:

- Creating mechanisms to enable informed decisions and easy identification of gaps.
 - Enhancing collaboration and cooperation between providers.
 - Prioritising transport needs (both public and active) so that they link with the needs of the communities.
-