

**MY PLACE.
MY FUTURE.**

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

Preliminary Analysis Report

Version 1, November 2018

AN INITIATIVE OF



Smart Cities Plan
Launceston City Deal

1 Table of Contents

1 Table of Contents	2
2 Document History	4
3 Introduction	5
3.1 The Northern Suburbs Revitalisation Plan and the Launceston City Deal	5
3.2 Stakeholder engagement	5
3.3 Purpose of the Preliminary Analysis Report	5
3.4 The Launceston Northern Suburbs.....	6
3.4.1 Map of the Launceston northern suburbs.....	6
3.4.2 Points of significance	6
3.4.3 Comparatively lower data indicators	7
3.4.4 Comparatively higher data indicators	8
3.5 Development of the My Place My Future Plan	8
3.5.1 Establishment of the strategic context.....	8
3.5.2 Project Development Plan.....	10
3.6 Environmental analysis.....	12
4 Preliminary Findings	15
4.1 Tools and strategies	15
4.2 Preliminary Key Considerations	16
5 Overview of the Community Consultation Program	18
5.1 Introduction.....	18
5.2 Acknowledgements	18
5.3 Consultation approach.....	18
5.4 Report methodology	20
6 Survey responses	21
6.1 Respondents place of residence	21
6.2 Health and Wellbeing pillar	22
6.2.1 Quantitative data	22
6.2.2 Qualitative data	22
6.2.3 Additional Key Considerations	23
6.2.4 Summary of the Health and Wellbeing Preliminary Key Considerations ..	23
6.3 Housing pillar.....	24
6.3.1 Quantitative data	24
6.3.2 Qualitative data	24
6.3.3 Additional Key Considerations	25
6.3.4 Summary of the Housing Preliminary Key Considerations	25
6.4 Transport Pillar	26
6.4.1 Quantitative Data	26
6.4.2 Qualitative data	27

6.4.3 Additional Key Considerations	28
6.4.4 Summary of the Transport Preliminary Key Considerations.....	28
6.5 Infrastructure and Public Spaces Pillar	29
6.5.1 Quantitative data	29
6.5.2 Qualitative data	29
6.5.3 Additional Key Considerations	29
6.5.4 Summary of the Infrastructure and Public spaces Preliminary Key Considerations	30
6.6 Additional themes	30
6.7 Exclusions from the Community Consultation Program.....	31
7 Conclusions and next steps	32
7.1 Preliminary Key Considerations most important to the community	32
7.2 Engagement of the community	32
7.3 Summary of the Preliminary Key Considerations	32
8 Next Steps	38
Appendix A: Additional information available upon request.....	39

2 Document History

Approval Date	Document name	Developer	Approved by	Actions/ Comments t
Draft	Community Consultation Report 180911 V1	Northern Suburbs Project Officer	NA	Creation of document
Draft	MPMF Needs Assessment V4 180927	Northern Suburbs Project Officer	NA	Creation of document
29/11/18	MPMF Preliminary Analysis Report	Northern Suburbs Project Officer	Project Team (verbally)	Consolidation of Community Consultation Report and Needs Assessment
13/12/18	MPMF Preliminary Analysis Report	Northern Suburbs Project Officer	Noted by NSRP Steering Committee as final	Minor modification to the noted lead for the Defence Cadet Facility Steering Committee noted there are no sections relating to Arts and Culture

3 Introduction

3.1 The Northern Suburbs Revitalisation Plan and the Launceston City Deal

The need for a holistic plan focused on the revitalisation of the Launceston northern suburbs was first identified in the *Greater Launceston Plan*, released in May 2014. This need was then reiterated as a key commitment for the City of Launceston in the *Launceston City Deal*.

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

The *Launceston City Deal* recognises that the northern suburbs of Launceston, comprising Invermay, Mowbray, Newnham, Mayfield, Rocherlea, Ravenswood, and Waverley, face social and economic challenges, particularly those associated with a relatively high rate of unemployment and the decline of traditional manufacturing jobs. In addition, the effect on the economic sustainability of the area after the planned move of the UTAS campus (currently based in Mowbray) is not yet known.

To support renewed economic and jobs growth in these suburbs, the City of Launceston will deliver a Northern Suburbs Revitalisation Plan (now renamed the My Place My Future Plan) that is aligned with the objectives of the broader Regional Economic Development Strategy. The My Place My Future Plan will provide an integrated approach to revitalising the northern suburbs' infrastructure, public space, transport (including pedestrian-priority and active transport), land-use and broader environmental needs — supporting improved lifestyle, social and economic outcomes for residents.

3.2 Stakeholder engagement

Although City of Launceston maintains responsibility for the development of the My Place My Future Plan, in order to achieve real and sustainable economic growth in these suburbs the project will require support from all levels of government. To enable this, City of Launceston is utilising the communication mechanisms and partnership approaches established through the *Launceston City Deal*.

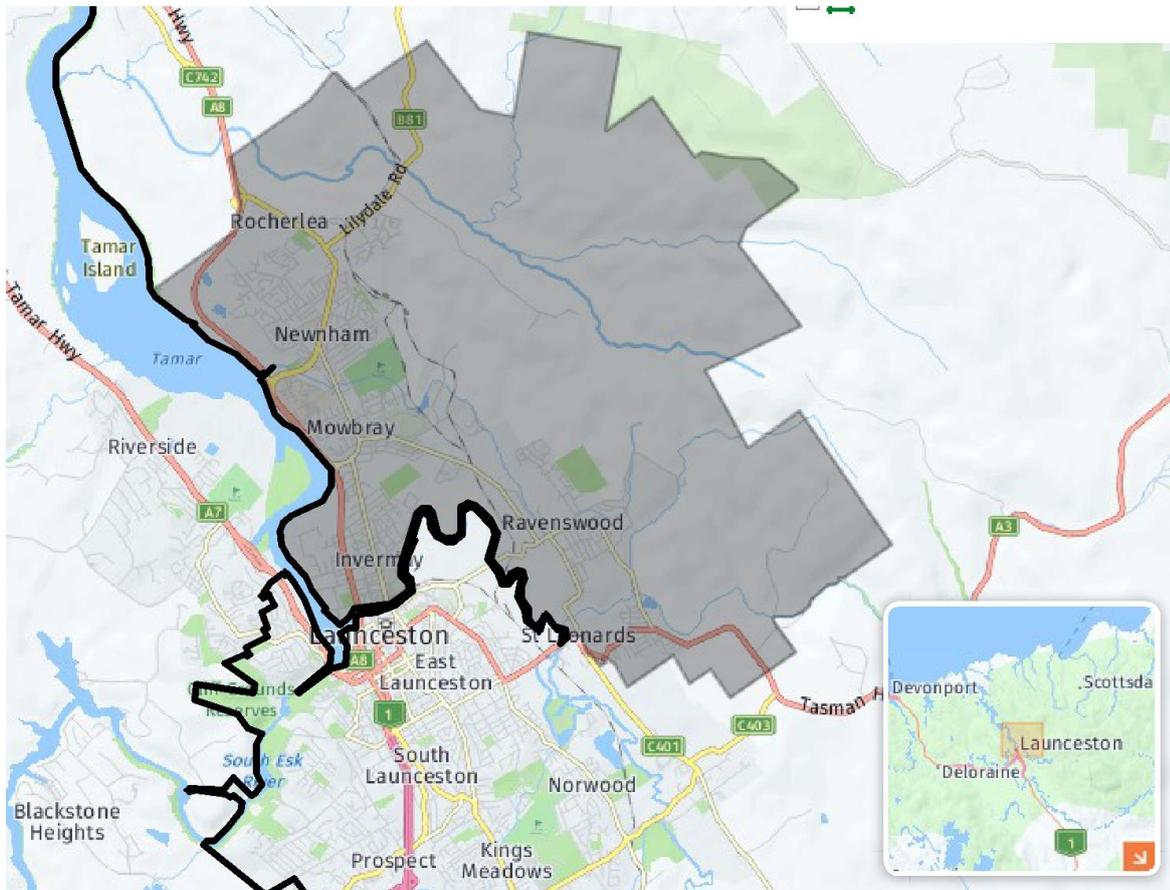
In addition, a Northern Suburbs Revitalisation Plan Steering Committee was established to provide strategic direction to City of Launceston.

3.3 Purpose of the Preliminary Analysis Report

The purpose of the **Preliminary Analysis Report** is to consolidate information gathered to date. This document will be used to inform the development of a **Discussion Paper**, which will form the foundation of the **Government Consultation Program**.

3.4 The Launceston Northern Suburbs

3.4.1 Map of the Launceston northern suburbs



3.4.2 Points of significance

<p>Population</p> <p>21,355</p> <p>ERP, 2017</p> <p>▲ Grown by 92 from the previous year.</p>	<p>Median age</p> <p>34 ⁽²⁾</p> <p>City of Launceston 39 Regional TAS 44 Tasmania 42</p>	<p>Trade qualification (certificate)</p> <p>20% ^(1.1%)</p> <p>City of Launceston 20% Regional TAS 23% Tasmania 21%</p>	<p>SEIFA index of disadvantage 2016</p> <p>815</p> <p>City of Launceston 936 Regional TAS 935 Tasmania 954</p>
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- ◀ No significant change since previous Census (less than +/-0.5%)
- ▲ Increased since previous Census
- ▼ Decreased since previous Census

- Of the 66,802 people who live within the City of Launceston, approximately 21,263 reside in the northern suburbs - representing approximately 32% of the whole population.
- Residents of the northern suburbs are, on average, younger than the average age of those living in the City of Launceston, Regional Tasmania and Tasmanian.

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

3.4.3 Comparatively lower data indicators



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

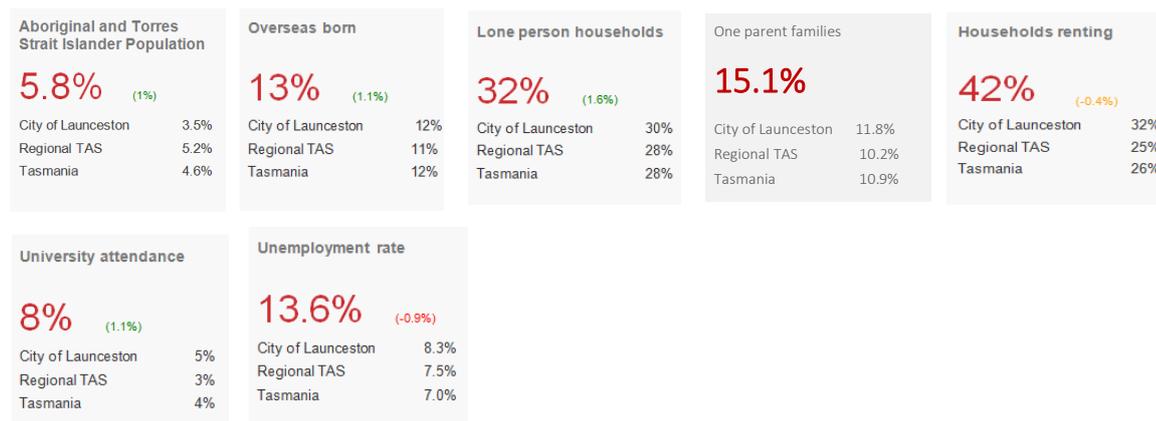
▲ Increased since previous Census

▼ Decreased since previous Census

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

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

3.4.4 Comparatively higher data indicators



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

▲ Increased since previous Census

▼ Decreased since previous Census

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

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

3.5 Development of the My Place My Future Plan

3.5.1 Establishment of the strategic context

A desktop review of existing strategic documents and plans was undertaken. This included:

- Launceston City Deal, and associated planning/ reporting documents.
- Greater Launceston Plan.
- City of Launceston Strategic Plan.
- City of Launceston Economic Development Strategy.
- 2018 - 2019 City of Launceston Annual Plan.

In addition to the desktop research, extensive stakeholder engagement was undertaken. These reviews resulted in the establishment of the six key areas (referred to as pillars) that will underpin the My Place My Future Plan.

These pillars are:

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

There is alignment of these pillars across the various plans, including the *Launceston City Deal*. The alignment with the *Launceston City Deal* is demonstrated below.

Alignment between Launceston City Deal and My Place My Future Pillars

	Health and Wellbeing	Education	Housing	Transport	Infrastructure and Public Spaces	Economic and employment growth
Governance, city planning and regulation						✓
Infrastructure and investment				✓	✓	✓
Jobs and skills	✓	✓				✓
Innovation and digital opportunities						✓
Liveability and sustainability	✓					✓
Housing			✓			✓

The My Place My Future Plan will be developed in a manner that listens to, and learns from, residents and visitors to the northern suburbs. It will also build upon the identity and pride inherent within these communities.

3.5.2 Project Development Plan

The foundation of the My Place My Future Plan will be the identification of **Key Considerations**.

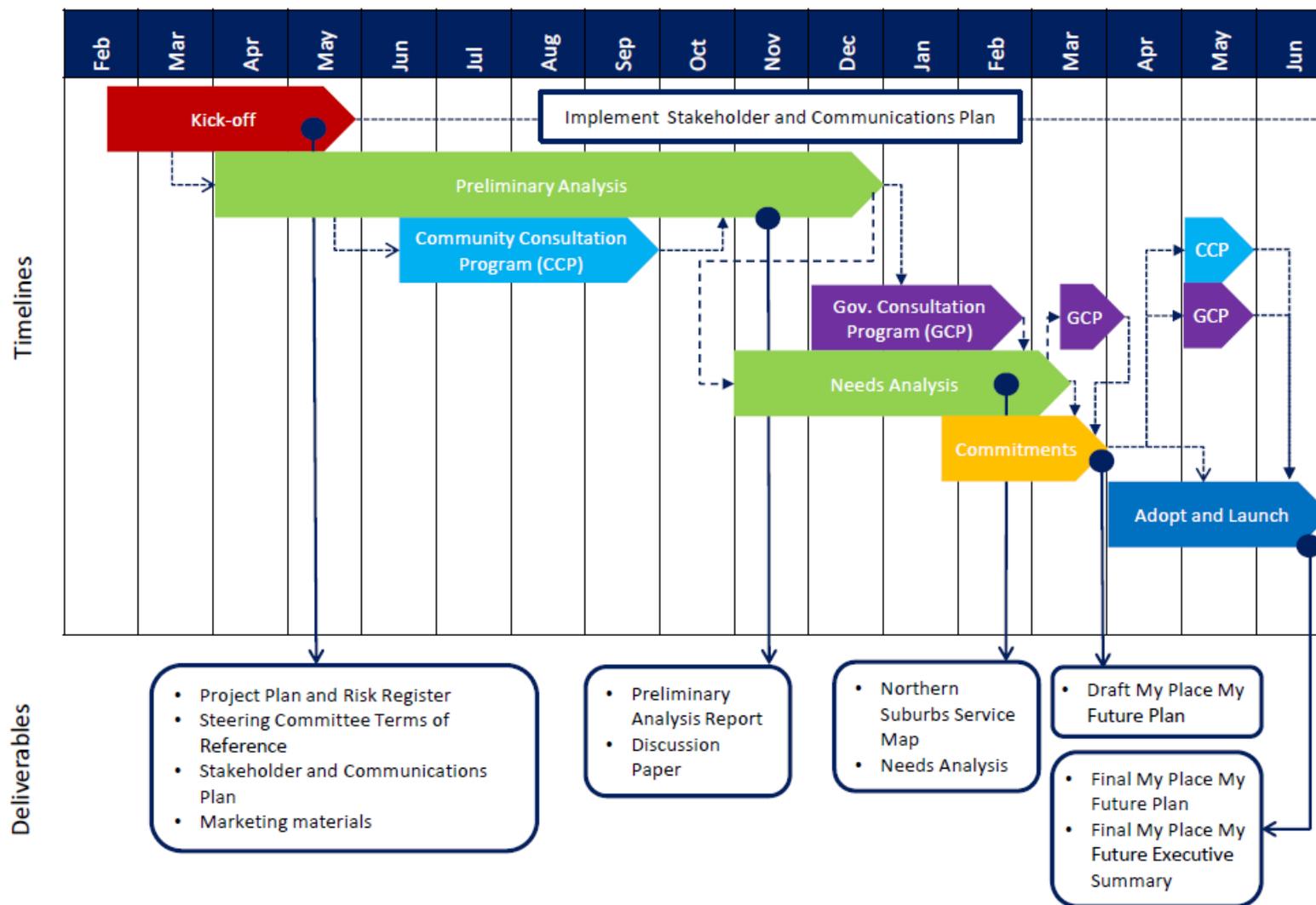
- **Preliminary Key Considerations** will be drawn from available information.
- Consultation on these will then occur with community and government, which will result in the identification of **Key Considerations**.
- These **Key Considerations** will then inform the development of **Strategic Action Areas**.
- From these **Strategic Action Areas**, specific **Commitments** will be developed.

The following diagram provides an overview of the seven key phases within the project. These include:

- Kick-off
- Preliminary Analysis
- Community Consultation Program
- Government Consultation Program
- Needs Analysis
- Solutions and Consolidation
- Adopt and Launch

My Place My Future: Project Development Plan

Last update: 26 November 2018



3.6 Environmental analysis

The implementation of the *Launceston City Deal* and the *2018 - 2019 City of Launceston Annual Plan* has resulted in a large number of significant developments and opportunities - many of which are underway at the same time as the My Place My Future Plan. A short overview of related projects is below. Further information on any of these projects is available by contacting the lead agency.

Summary of related projects

Activity	Lead agency	Potential impact on the northern suburbs
Relocation of the university campus from Mowbray to the Inveresk Precinct, and development of a master-plan for the Newnham campus	University of Tasmania	At this point, it is not yet known what the master-plan for the Newnham campus will include. However, we do know that there will be significant changes in this space, and there are opportunities to strategically shape new developments in this area. The effect on the economic sustainability of the area is also unknown.
Defence Cadet Facility in the Northern Suburbs		This activity is likely to result in the relocation of existing cadet facilities to vacant land in the northern suburbs. There may be opportunities to explore how the community can access and benefit from these facilities. This may also support creating an area of interest in the northern suburbs. There may also be opportunities to introduce new defence facilities.
Regional Economic Development Strategy	Northern Tasmania Development Corporation	The Regional Economic Development Strategy is scheduled for release by the end of 2018. This will outline a series of actions at a regional macro perspective that will aim to improve the economic status of the region. After its release, the consistency and alignment between the Regional Economic Development Strategy and the My Place My Future Plan will be analysed.

Activity	Lead agency	Potential impact on the northern suburbs
Greater Launceston Transport Vision	Department of State Growth	<p>The Greater Launceston Transport Vision addresses a much larger geographical footprint than the northern suburbs. However, it is anticipated that the Vision will support an increased focus on pedestrian-priority and active transport.</p> <p>After its release, the consistency and alignment between the Greater Launceston Transport Vision and the My Place My Future Plan will be analysed.</p>
Launceston Cultural Strategy	City of Launceston	<p>The Launceston Cultural Strategy will outline a plan that will better coordinate and promote cultural events. There are opportunities to build upon, and promote, the cultural fabric of the northern suburbs.</p> <p>After its release, the consistency and alignment between the Launceston Cultural Strategy and the My Place My Future Plan will be analysed.</p>
Greater Launceston Transformation Strategy	Office of the Coordinator General and City of Launceston	<p>The Greater Launceston Transformation Strategy includes a much larger geographical footprint than the My Place My Future Plan.</p> <p>However, its focus on utilising innovative strategies to address concerns or implement solutions may present opportunities for the northern suburbs.</p>
ABCDE Learning Sites	City of Launceston	<p>A commitment in the City of Launceston's 2018 - 2019 Annual Plan, City of Launceston commenced the implementation of an innovative model of community development, the ABCDE (Asset Based Community Driven Effort) Learning Sites approach, in 2016. These projects have resulted in the empowerment of a number of community members within Rocherlea and Ravenswood, and a rich set of data that can be used as evidence to inform the My Place My Future Plan.</p>

Activity	Lead agency	Potential impact on the northern suburbs
		City of Launceston is planning the implementation of the next project, which will start in Mowbray in 2019. This will present many opportunities to develop, and or/ implement actions outlined in the My Place My Future Plan.
Suicide Prevention Program	City of Launceston	<p>City of Launceston is working with a range of community stakeholders to develop a safety net to prevent suicide as a part of a national trial program.</p> <p>The outcome of this program could have a significant impact on services available in the northern suburbs.</p>
Jobs and Skills	Various agencies	There are a range of projects and commitments underway that relate to jobs and skills growth across Launceston. As they progress, potential impacts and opportunities relating to the northern suburbs will be assessed.

4 Preliminary Findings

4.1 Tools and strategies

A number of different tools and strategies were used to identify the Preliminary Key Considerations for each pillar. The approach was tailored as required.

Tools/ strategies that were used to develop the Considerations included:

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

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	✓		✓	✓	✓	

¹ SME= Subject Matter Expert

4.2 Preliminary Key Considerations

The following preliminary Key Considerations were identified using the available tools and strategies.

Summary of 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

5 Overview of the Community Consultation Program

5.1 Introduction

A Community Consultation Program was implemented between the 6th and the 31st August 2018. The purpose of the Program was to get community feedback on the Preliminary Key Considerations (referred to as 'Talking Points' during the community consultation) identified for the health and wellbeing, housing, infrastructure and public spaces and transport pillars.

Two surveys were conducted; the target audience for the first survey, titled *help shape the way we live, work and play north of the river*, was the broader Launceston community. The target audience for the second, *providing health services north of the river*, was health professionals providing services in the northern suburbs. These surveys are available upon request.

5.2 Acknowledgements

The Project Team would like to acknowledge the following groups and/or individuals for their assistance with the My Place My Future community consultations:

- The staff and volunteers at Starting Point Neighbourhood House and Northern Suburbs Community Centre.
- Invermay Post Office, Top Shop Waverley, Ravenswood IGA, Migrant Resource Centre Playgroup and Capital Chemist Mowbray.
- The Tamar Bicycle User Group (TBUG).
- Mowbray Market Place.
- The many various community leaders, from a range of organisations and positions, who participated in an e-blast campaign.
- The Mowbray Neighbourhood Watch group and the RACT Northern Regional Advisory Committee.
- The COL Community Development team.
- The COL Communications team.
- The COL Information Technology.

5.3 Consultation approach

The 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.

Key points relating to the consultation approach

<p>The survey mechanism</p>	<ul style="list-style-type: none"> • A survey was published on the Your Voice Your Launceston webpage. • All members of the community, regardless of their place of residence, were invited to complete the survey. • None of the questions were mandatory. • Respondents were not required to register to Your Voice Your Launceston, nor were they required to provide any personal information. • Respondents were asked to: <ul style="list-style-type: none"> ○ indicate their suburb of residence; ○ their interest in the northern suburbs; ○ provide a response on a Likert Scale (from 0 - 5) of how important the Talking Points were to them. • Opportunities were available to provide comments specific to the Talking Points, as well as general comments.
<p>Promotional activities</p>	<p>A range of promotional activities were undertaken, including:</p> <ul style="list-style-type: none"> • A media event, which resulted in articles in the Examiner and on local television networks; • E-blasts from COL staff, and key members of the community; • Posters and fliers being placed in local businesses; • Presentations provided to groups or committees; • Online information and survey on Your Voice Your Launceston web page; and • Targeted social media campaigns, both by COL and other organisations within the community.
<p>Support to participate in the consultation</p>	<p>Although feedback was gathered via a survey on Your Voice Your Launceston, community members were provided with multiple avenues for completing the survey. Supports included:</p> <ul style="list-style-type: none"> • The presence of COL staff in the communities, with a purpose of conducting face to face consultations. This included: <ul style="list-style-type: none"> ○ Maintaining a presence at all Neighbourhood Houses within the communities ○ Undertaking pop-up consultations at various hotspots within the communities ○ Delivering presentations to local committees or groups with a specific interest in the My Place My Future Plan

- The installation of permanent iPads within each of the Neighbourhood Houses, with direct access to the survey.
- Training and information resources to staff and volunteers at the Neighbourhood Houses

5.4 Report methodology

Quantitative results obtained from the Likert Scales used were analysed and presented using the following classification process.

Summary of classification process

Likert Scale option	Classification for analysis
No opinion	No opinion
Not important	Not significantly supported
Somewhat important	Not significantly supported
Quite important	Not significantly supported
Very important	Significantly supported
Extremely important	Significantly supported

Commentary responses were coded and then analysed to identify key themes.

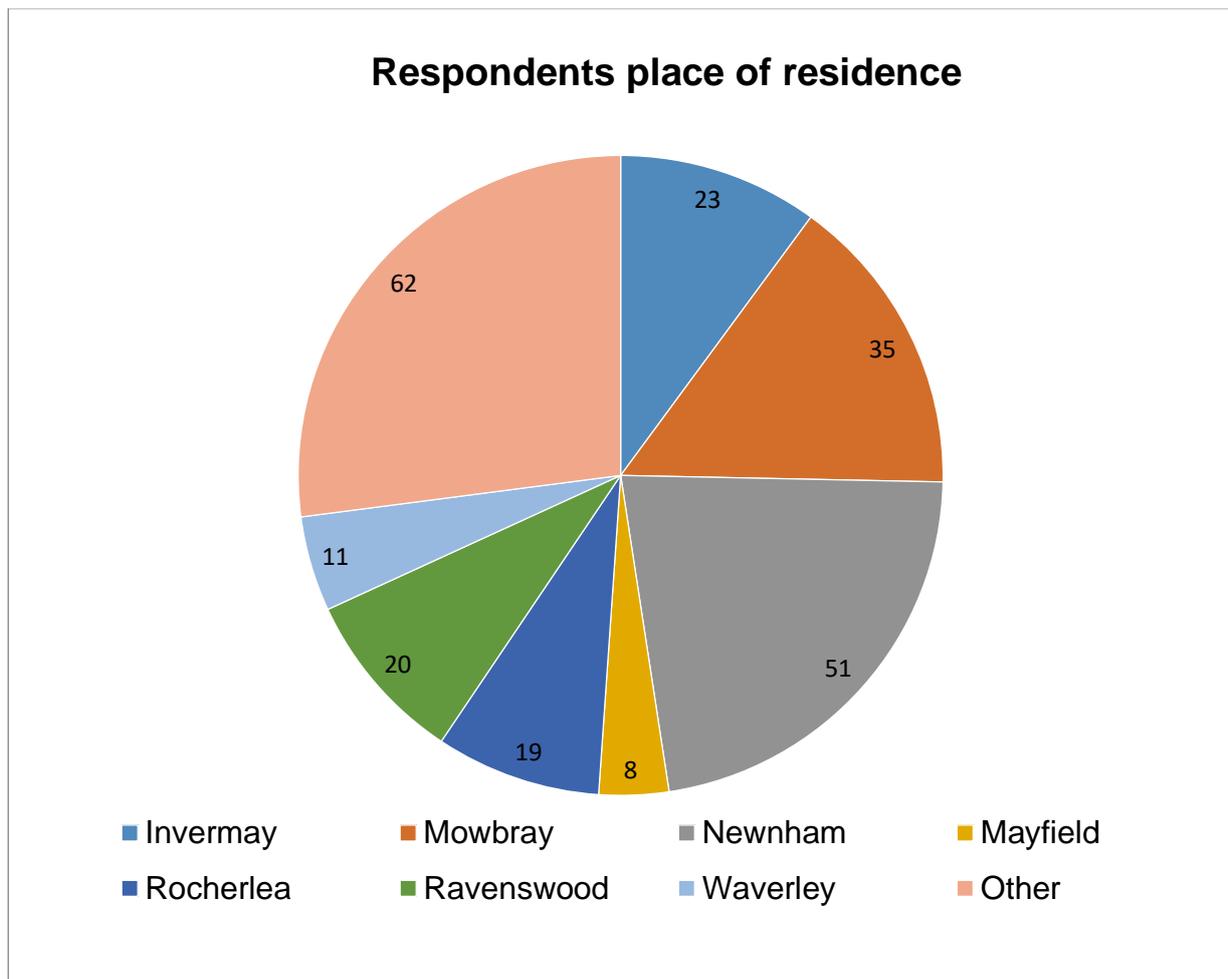
6 Survey responses

6.1 Respondents place of residence

Of the 229 responses received to the question: *Where do you live?* 73% stated that they lived in the Northern Suburbs, and 27% provided a response of 'other'. As the focus of the My Place My Future Plan is those who live, work and play in the northern suburbs, the survey was not limited to residents.

Although all seven suburbs in the northern suburbs were represented, Mayfield, Waverley and Rocherlea provided the lowest response rates.

Respondents place of residence



6.2 Health and Wellbeing pillar

6.2.1 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).

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%

6.2.2 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.

6.2.3 Additional Key Considerations

No additional Key Considerations were identified.

6.2.4 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.

Summary of the Health and Wellbeing Preliminary Key Considerations

Preliminary Key Consideration	Additional information
Helping people live a healthy lifestyle	Solutions could focus on: <ul style="list-style-type: none"> • Increasing the availability of recreational facilities to support an active lifestyle for all, including secondary students and families. • Identifying ways to support healthy eating choices in the northern suburbs, including education and options to purchase. • Identifying ways to increase the likelihood that those who do want to stay active in the northern suburbs are able to do so in a safe environment. • Identifying ways to address substance abuse, including alcohol, drug and tobacco use.
Helping young mothers and women have healthy babies	Solutions could focus on: <ul style="list-style-type: none"> • Increasing the amount, and type, of support that is available for young mothers. • Identifying ways to improve family planning.
Equitable access to affordable and accessible health services	Solutions could focus on: <ul style="list-style-type: none"> • Identifying ways to ensure there is equitable access to affordable and accessible health services across the northern suburbs. • Identifying ways to reduce barriers to accessing affordable health services.
Equitable access to affordable and accessible mental health services	Solutions could focus on: <ul style="list-style-type: none"> • Identifying ways to increase access to mental health services, including those for youth, and/ or for suicide support.

Preliminary Key Consideration	Additional information
	<ul style="list-style-type: none"> Identifying ways to increase support for those who require immediate mental health support, including for substance abuse related incidents.
Access to a GP	<p>Solutions could focus on:</p> <ul style="list-style-type: none"> Identifying ways to minimise the barriers related to accessing a GP, including the cost, wait times and after hours services.

6.3 Housing pillar

6.3.1 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%).

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%

6.3.2 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.

6.3.3 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.

6.3.4 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.

Summary of the Housing Preliminary Key Considerations

Preliminary Key Consideration	Additional information
The cost of housing	Solutions could focus on: <ul style="list-style-type: none"> • Increasing access to long-term affordable housing in the northern suburbs, including increasing stock of smaller houses. • Making sure residents have adequate budget management skills.
How long people are able to live in one place before having to move	Solutions could focus on: <ul style="list-style-type: none"> • Addressing the reasons for people being required to move houses, and looking for ways to minimise this, or provide support when it is required.

Preliminary Key Consideration	Additional information
The appropriateness of the home	Solutions could focus on: <ul style="list-style-type: none"> • Making heating more environmentally friendly and cost-effective. • Reviewing the accountability of housing providers to action maintenance requests within specific time-frames.
Feeling safe inside the home and in the neighbourhood	Solutions could focus on: <ul style="list-style-type: none"> • Increasing safety preventative measures such as police presence, locally based police precincts, CCTV or more street lights. • Introducing areas with specific housing for vulnerable populations (i.e. older people).
Ability to meet the needs of people who are getting older or who have a disability	Solutions could focus on: <ul style="list-style-type: none"> • Increasing accountability of housing providers to action modification or relocation requests.
Management of vacant houses	Solutions could focus on: <ul style="list-style-type: none"> • Increasing transparency relating to vacant homes within the communities. • Reviewing accountability of housing providers to maintain transparency.

6.4 Transport Pillar

6.4.1 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.

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%

Key consideration	# responses	% not significantly supported	% significantly supported
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%

6.4.2 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 no 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

6.4.3 Additional Key Considerations

No additional Preliminary Key Considerations were identified.

6.4.4 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, City of Launceston has chosen to retain this as a Key Consideration.

Summary of the Transport Key Considerations

Preliminary Key Consideration	Additional information
Driving in a way that isn't safe to those either inside or outside the vehicle	Solutions could focus on: <ul style="list-style-type: none"> • Development of an anti-hooning Program.
Being able to use public transport to travel to places within the northern suburbs, and outside the northern suburbs ²	Solutions could focus on: <ul style="list-style-type: none"> • Increasing public transport system accessibility. • Ensuring that the public transport system meets community needs.
The way that roads connect together within, and outside of, the northern suburbs	Solutions could focus on: <ul style="list-style-type: none"> • Increasing the way that the road network enables effective and safe movements in the northern suburbs, and lends itself to future development of the area.
The railway lines that run through the northern suburbs	Solutions could focus on:

² Note that this is a combination of two previous Preliminary Key Considerations (being able to use public transport to travel to places within the northern suburbs, and being able to use public transport to travel to places outside of the northern suburbs).

Preliminary Key Consideration	Additional information
	<ul style="list-style-type: none"> Ensuring that trains are able to move safely and efficiently through the northern suburbs traffic corridor.

6.5 Infrastructure and Public Spaces Pillar

6.5.1 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%

6.5.2 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.

6.5.3 Additional Key Considerations

No additional Key Considerations were identified.

6.5.4 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.

Summary of the Infrastructure and Public spaces Preliminary Key Considerations

Preliminary Key Consideration	Additional information
Not making the most of vacant land	Solutions could focus on: <ul style="list-style-type: none"> Identifying areas of vacant land for development, and developing a plan of approach.
The standards of existing community resources	Solutions could focus on: <ul style="list-style-type: none"> Ensuring that existing community resources are well maintained, undergo regular improvements, and are viewed as a community asset.
The need for more attractive, safe places within the communities	Solutions could focus on: <ul style="list-style-type: none"> Developing a program that includes the introduction of attractive, safe places within the northern suburbs.
The need for more places of interest in the northern suburbs	Solutions could focus on: <ul style="list-style-type: none"> Exploring opportunities to introduce new attractions to the northern suburbs that increase its attractiveness as a place to live, work and play.
Protecting community assets so they can be used by everyone	Solutions could focus on: <ul style="list-style-type: none"> The development of an anti-vandalism program.

6.6 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 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. Pollution and recycling were also emerging topics.

6.7 Exclusions from the Community Consultation Program

The Employment and Economic Development Pillar and the Education Pillar were not included in the Community Consultation Program.

7 Conclusions and next steps

This Preliminary Analysis Report provides several insights that will inform the development of the My Place My Future Plan. A short summary of these are below.

7.1 Preliminary Key Considerations most important to the community

The Preliminary Key Considerations that emerged as most important to the community (those that were <80% significantly supported) were:

Preliminary Key Considerations that are the most important to the community

Helping people live a healthy lifestyle	82.8%
Access to a GP	87.1%
Feeling safe inside the home and in the neighbourhood	91.40%
Ability to meet the needs of people who are getting older or who have a disability	81.50%
Driving in a way that isn't safe to those either inside or outside the vehicle	86.4%
The need for more attractive, safe places within the communities	82.5%
Protecting community assets so they can be used by everyone	86%

A thematic analysis of these indicates three key themes that are most important to community; safety, health and accessibility.

7.2 Engagement of the community

The response rates, the quality of the comments, and the information gathered through interviews indicates a willingness to engage, a high level of pride and ownership over the communities, and a desire to see, and support, positive changes.

7.3 Summary of the Preliminary Key Considerations

In conclusion, the table below provides a summary of the Preliminary Key Considerations that will form the basis of the **Discussion Paper** used to support the **Government Consultation Program**. The column on the left lists the Preliminary Key Considerations. Checks in the remaining columns indicate there is an alignment with the My Place My Future Pillars.

Summary of the Preliminary Key Considerations and alignment with My Place My Future Pillars

Preliminary Key Consideration	Alignment with My Place My Future Pillars						
	Health and Wellbeing	Housing	Transport	Infrastructure/ Public Spaces	Employment/ Economic growth	Education	Other
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	✓				✓	✓	
The cost of housing		✓			✓		
How long people are able to live in one place before having to move		✓				✓	
The appropriateness of the home	✓	✓					

Preliminary Key Consideration	Alignment with My Place My Future Pillars						
	Health and Wellbeing	Housing	Transport	Infrastructure/ Public Spaces	Employment/ Economic growth	Education	Other
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	✓	✓					
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, and 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			✓				
Not making the most of vacant land				✓	✓		
The standards of existing community resources	✓			✓			

Preliminary Key Consideration	Alignment with My Place My Future Pillars						
	Health and Wellbeing	Housing	Transport	Infrastructure/ Public Spaces	Employment/ Economic growth	Education	Other
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	✓			✓			
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	✓		✓	✓	✓		

Preliminary Key Consideration	Alignment with My Place My Future Pillars						
	Health and Wellbeing	Housing	Transport	Infrastructure/ Public Spaces	Employment/ Economic growth	Education	Other
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	✓			✓	✓	✓	
Combatting negative perceptions	✓				✓		✓
Management of vacant houses		✓		✓			
Support for the Culturally, and Linguistically Diverse (CALD) communities	✓						

Preliminary Key Consideration	Alignment with My Place My Future Pillars						
	Health and Wellbeing	Housing	Transport	Infrastructure/ Public Spaces	Employment/ Economic growth	Education	Other
Environmental management	✓						✓

8 Next Steps

This Preliminary Analysis Report has consolidated findings from two activities; a **Preliminary Analysis** and a **Community Consultation Program**. The next step will be to engage with various stakeholders to identify any services, programs or projects that may already be in place to address the Preliminary Key Considerations. This engagement will enable the development of a **Needs Analysis**.

The **Needs Analysis** will identify the final **Key Considerations**, as well as the **Strategic Action Areas** to be addressed in the final My Place My Future Plan.

Appendix A: Additional information available upon request

The following reports are available upon request:

- Health and Wellbeing Analysis
- Housing Analysis
- Transport Analysis
- Infrastructure and Public Spaces Analysis
- Employment and Economic Development Analysis
- Education Analysis
- Community Consultation Report