

## **ORDINARY COUNCIL - 11 December 2025 Attachments**

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**From:** "Helen Tait" [REDACTED]  
**Sent:** Tue, 18 Nov 2025 14:26:55 +1100  
**To:** "Contact Us" <contactus@launceston.tas.gov.au>  
**Subject:** Building and land of Bourke St Reserve

Question on Notice to Councillors and Staff  
The land around the Bourke St historic switching station of the Duck Reach power scheme has recently been surveyed.

1. The site has significant Historic value, and potential Tourist value, for the Launceston municipality and for the state.  
It is a significant public asset in good condition. Once lost a building and site like this would be hard to replicate.  
It is valuable as a public asset. It has potential for example as a place of Council or an Arts Society 'In Residents Program' for a visiting Artist, Historian, Musician, Actor, Writer Poet etc. Or as a 'place for lease'

Question: Do you know of the foreseeable future for this site?

2. Recently Frederick St was reconstructed and the original blue stone retaining wall was partially concealed by a concrete block abutment. In front of it compensatory landscaping with Banksias, and other native plants was established by Council. This was deemed suitable for the native birds that used the park for living in, and in transiting the city. This landscaping is successfully establishing. [though currently in need of some basic maintenance]

Question: What provision is there to keep this important public landscaping in place and accessible?

--  
Helen Tait  
[REDACTED]

**TITLE: DA0335/2025 - 6 Richards Avenue, Newstead - Demolition of an Existing Dwelling and Construction of a New Dwelling**

**FILE NO:** DA0335/2025

**AUTHOR:** Jen Welch (Town Planner)

**APPROVER:** Chelsea van Riet (Executive Leader Community Assets and Design)

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**ATTACHMENT ONE**

**3. PLANNING SCHEME REQUIREMENTS**

**3.1 Zone Purpose**

8.0 General Residential Zone
8.1.1 To provide for residential use or development that accommodates a range of dwelling types where full infrastructure services are available or can be provided.
8.1.2 To provide for the efficient utilisation of available social, transport and other service infrastructure.
8.1.3 To provide for non-residential use that:
(a) primarily serves the local community; and
(b) does not cause an unreasonable loss of amenity through scale, intensity, noise, activity outside of business hours, traffic generation and movement, or other off site impacts.
8.1.4. To provide for Visitor Accommodation that is compatible with residential character.
<b>Consistent</b>
The proposal is for a single dwelling that is consistent with the purpose of the Zone.
8.4.2 Setbacks and building envelope for all dwellings
The siting and scale of dwellings:
(a) provides reasonably consistent separation between dwellings and their frontage within a street;
(b) provides consistency in the apparent scale, bulk, massing and proportion of dwellings;
(c) provides separation between dwellings on adjoining properties to allow reasonable opportunity for daylight and sunlight to enter habitable rooms and private open space; and
(d) provides reasonable access to sunlight for existing solar energy installations.
<b>Consistent</b>
The siting and scale of the proposed dwelling is considered to satisfy the objectives as follows:
(a) The building proposes a frontage setback that complies with the standard.
(b) The apparent scale, bulk and massing of the proposal is considered to be appropriate.
(c) The separation between dwellings allows reasonable opportunity for daylight and sunlight to enter habitable rooms and private open space of adjoining dwellings.
(d) The proposal is considered to provide reasonable access to sunlight for existing solar energy installations.
A1 Unless within a building area on a sealed plan, a dwelling, excluding garages, carports and protrusions that extend not more than 0.9m into the frontage setback, must have a setback from a frontage that is:

<p>(a) if the frontage is a primary frontage, not less than 4.5m, or, if the setback from the primary frontage is less than 4.5m, not less than the setback, from the primary frontage, of any existing dwelling on the site;</p> <p>(b) if the frontage is not a primary frontage, not less than 3m, or, if the setback from the frontage is less than 3m, not less than the setback, from a frontage that is not a primary frontage, of any existing dwelling on the site;</p> <p>(c) if for a vacant site and there are existing dwellings on adjoining properties on the same street, not more than the greater, or less than the lesser, setback for the equivalent frontage of the dwellings on the adjoining sites on the same street; or</p> <p>(d) if located above a non-residential use at ground floor level, not less than the setback from the frontage of the ground floor level.</p>
<b>Complies</b>
The frontage setback of the proposed development is 5.6m, complying with the standard.
A2 A garage or carport for a dwelling must have a setback from a primary frontage of not less than:
<p>(a) 5.5m, or alternatively 1m behind the building line;</p> <p>(b) the same as the building line, if a portion of the dwelling gross floor area is located above the garage or carport; or</p> <p>(c) 1m, if the existing ground level slopes up or down at a gradient steeper than 1 in 5 for a distance of 10m from the frontage.</p>
<b>Complies</b>
The proposed garage is setback from the primary frontage 6.8m, complying with the standard.
A3 A dwelling, excluding outbuildings with a building height of not more than 2.4m and protrusions that extend not more than 0.9m horizontally beyond the building envelope, must:
<p>(a) be contained within a building envelope (refer to Figures 8.1, 8.2 and 8.3) determined by:</p> <p>(i) a distance equal to the frontage setback or, for an internal lot, a distance of 4.5m from the rear boundary of a property with an adjoining frontage; and</p> <p>(ii) projecting a line at an angle of 45 degrees from the horizontal at a height of 3m above existing ground level at the side and rear boundaries to a building height of not more than 8.5m above existing ground level; and</p> <p>(b) only have a setback of less than 1.5m from a side or rear boundary if the dwelling:</p> <p>(i) does not extend beyond an existing building built on or within 0.2m of the boundary of the adjoining property; or</p> <p>(ii) does not exceed a total length of 9m or one third the length of the side boundary (whichever is the lesser).</p>
<b>Relies on Performance Criteria</b>
<p>(a) (i) The proposal complies with frontage setbacks.</p> <p>(ii) The proposal would exceed the envelope on the north eastern by up to 2m, and the north western corner by up to 2m; with a total building height of 10.5m. The screening around the pool would exceed the envelope by 1.2m. Assessment against the Performance Criteria is required.</p> <p>(b) The proposed retaining walls on the south western boundary would be within 1.5m of the boundary and exceed 9m. Assessment against the Performance Criteria is required.</p>
P3 The siting and scale of a dwelling must:
<p>(a) not cause an unreasonable loss of amenity to adjoining properties, having regard to:</p> <p>(i) reduction in sunlight to a habitable room (other than a bedroom) of a dwelling on an adjoining property;</p> <p>(ii) overshadowing the private open space of a dwelling on an adjoining property;</p> <p>(iii) overshadowing of an adjoining vacant property; and</p>

<p>(iv) visual impacts caused by the apparent scale, bulk or proportions of the dwelling when viewed from an adjoining property;</p> <p>(b) provide separation between dwellings on adjoining properties that is consistent with that existing on established properties in the area; and</p> <p>(c) not cause an unreasonable reduction in sunlight to an existing solar energy installation on:</p> <p>(i) an adjoining property; or</p> <p>(ii) another dwelling on the same site.</p>
<p><b>Complies</b></p> <p>As detailed in response to the Acceptable Solution the proposed development exceeds the building envelope in a number of places and relies on building works within the permitted setback from the side and rear boundaries. As such the following is an assessment of the proposal in relation to the performance criteria to establish whether it would result in an unreasonable impact to adjoining properties.</p> <p>The extent of the development that would exceed the building envelope was raised by the majority of representations. In response, the applicant provided a response letter and updated plans, as appended to this report, that includes several minor changes that would reduce the extent of development exceeding the building envelope and address other concerns raised by representors. The minor changes are considered capable of being implemented by condition and would mitigate some of the impacts of the development on adjoining properties.</p> <p>The following is an assessment of the proposed development in respect to the criteria. The assessment has been made of the plans as they were advertised, with regard to the minor changes recommended by the applicant and described in the Amended Plans condition.</p> <p><i>The siting and scale of a dwelling must:</i></p> <p>(a) <i>not cause an unreasonable loss of amenity to adjoining properties, having regard to</i></p> <p>(i) <i>reduction in sunlight to a habitable room (other than a bedroom) of a dwelling on an adjoining property;</i></p> <p>The proposal would result in the partial loss of sunlight to 8 Richards Avenue to kitchen windows on the north west elevation, and to a habitable room midway along the north eastern elevation. The kitchen window would receive sunshine from around 10am and for the rest of the day on the 21 June, which is not considered to be an unreasonable reduction in sunlight.</p> <p>The habitable room window on the north eastern elevation of 8 Richards Avenue is situated under an overhanging roof and in a corner of the building. 3D Sunshadow models provided with the application illustrate that on the 21 June at 10am the sunlight to the window is limited by both the proposed and existing dwelling at 6 Richards Avenue; at 11am the window would be overshadowed by the proposal, but not the existing dwelling; and at 12pm the direct sunlight is restricted due to the design of the building the window is located. As the window currently receives limited sunlight and other habitable rooms of the building have access to ample sunlight the reduction in sunlight is not considered to result in an unreasonable loss of amenity to the dwelling.</p> <p>The minor changes recommended would not alter the impacts of overshadowing.</p> <p>(ii) <i>overshadowing the private open space of a dwelling on an adjoining property;</i></p> <p>The proposal would result in overshadowing to the Private Open Space of 8 Richards Avenue and 12 Rupert Street.</p>

In considering the impact to 8 Richards Avenue, there are two decks that would be overshadowed by the proposal. As there is a substantial deck on the north western elevation that will receive minimal overshadowing the impacts are not considered unreasonable.

In considering the impact to 12 Rupert Street, the open spaces are orientated to the south west and the overshadowing would be in the late afternoon only. The impacts from the proposed development are not considered unreasonable as the open space of 12 Rupert Street would still receive in excess of 3 hours of daylight on the 21 June that would not be obscured by the proposed development. Furthermore, the existing trees along the south western edge of 12 Rupert Street would currently contribute to overshadowing of the open space.

(iii) *overshadowing of an adjoining vacant property; and*

Not Applicable, there are no adjoining vacant properties.

(iv) *visual impacts caused by the apparent scale, bulk or proportions of the dwelling when viewed from an adjoining property;*

The building would be visible from adjoining properties at 8 Richards Avenue, and 10 and 12 Rupert Street. The proposal when viewed from the street frontage of Richards Avenue appears as a two storey dwelling. The impacts to 8 Richards Avenue and 12 Rupert Street were verified in a site visit.

In considering the impacts to 8 Richards Avenue, the proposed retaining works on the ground floor level near the boundary would be excavated into the ground and would not contribute to visual impact. Those parts of the proposed building that exceed the envelope that would be visible from 8 Richards Avenue are discussed as follows:

- The volume of the proposed building enclosing the First Floor lounge, living and dining areas in the north western corner; this corner would exceed the building envelope by over 2m. This corner would be located around 4.6m to the north west of the alignment with the back elevation of 8 Richards Avenue and is setback 2.594m from the boundary. The existing elevations of 6 and 8 Richards Avenue have considerable scale to accommodate the grade of the site and the gable pitched roof. As such while the corner of the building will be visible from 8 Richards Avenue, it is not considered unreasonable.  
The impact of the bulk of the proposed development would be capable of being partially mitigated with a condition to change the angle of the wall on the lounge and have the roof fall towards the boundary. The minor change would align the bulk of the building to be consistent with the existing dwelling at 8 Richards Avenue.
- The roof above the second floor of the proposed building would exceed the building envelope by around 2m. The second floor would have limited impact to the existing dwelling at 8 Richards as it is located towards the north eastern side of the property and is setback 7.2m from the shared boundary.
- The north western corner of the pool shelter would exceed the building envelope by around 1m. Visually the pool shelter would appear as a single storey above the retaining works and would have minimal visual impact. A condition is considered appropriate to provide an additional setback. From the deck of 8 Richards Avenue the pool would be almost completely obscured by existing vegetation.

From 10 and 12 Rupert Street, that part of the proposal that would exceed the building envelope is to a maximum of 10.5m in height on the north east elevation. Development outside the building envelope would include the roof above the second floor and the walls of the second floor bedrooms, and en-suite. The

planters and roof on the second floor north east boundary are situated 2.6m from the boundary; the primary bedroom and staircase external wall and deck are 3.2m from the boundary.

In considering the impacts to the existing dwelling at 10 Rupert Street, the proposed development would be partially obscured and separated from the private open space by the existing outbuilding in the south west corner. The floor plan layout of the dwelling 10 Rupert Street means that there would be limited impact to habitable rooms from the proposed dwelling.

Conditions on the permit to screen the second floor deck, increase the setback of the master bedroom from the boundary, and to increase the setback of the first floor deck from the boundary are considered appropriate to mitigate some of the impacts of the proposed development.

In considering the impact to the existing dwelling at 12 Rupert Street, the dwelling is in excess of 12.5m from the boundary with the Subject Site, as such the proposal is considered to have limited impact on the habitable rooms of the dwelling.

The open space of the dwelling at 12 Rupert Street is lower than the Subject Site, and is orientated towards the north east elevation of the proposed development. The proposed north east elevation of the proposal would be 25m in length and exceed two to three storey in height, the elevation is proposed to be articulated with varying setbacks, materials and visual elements.

There are a number of established trees between the dwelling at 12 Rupert Street and the boundary with 6 Richards Avenue that would obscure much of the proposed development. While the development would be visible from the private open space of 12 Rupert Street, the visual impacts are not considered to be unreasonable.

- (b) *provide separation between dwellings on adjoining properties that is consistent with that existing on established properties in the area; and*

The proposed setback for retaining walls to the boundary with 8 Richards Avenue and for the swimming pool would encroach within the 1.5m side and boundary setbacks. The proposed setback to the boundary with 10 and 12 Rupert Street would be 2.5m.

The existing setbacks of established properties in the area, is for buildings to be setback between 0-1.5m to the side boundary and outbuildings built to the rear boundary. The existing dwelling on the site and 8 Richards Avenue are built to the boundary.

The side setback of the proposal to the boundary with 8 Richards would result in an increase from the existing setback.

The rear setback of the proposal to the lane would be consistent with outbuildings being built to the boundary.

The proposed setback to the adjoining dwellings at 10 and 12 Rupert Street, exceeds the permitted setback requirements setbacks.

The proposed setbacks are considered to be consistent with those established in the area.

- (c) *not cause an unreasonable reduction in sunlight to an existing solar energy installation on:*

<p>(i) <i>an adjoining property; or</i> The proposed development would result in overshadowing of the existing solar energy installations on the roof of 8 Richards Avenue. The sun shadow diagrams provided show the loss of sunlight to be between 9am and 11am on the 21 June, however they will still receive solar access for in excess of 3 hours on this day and the impact is not considered unreasonable. Sun shadow diagrams were provided as part of a representation that demonstrate that the installations would begin to have partial sunlight from 9am on June 21. These diagrams support the finding above that while the proposal would result in overshadowing of the installation, the extent is not considered to be unreasonable.</p> <p>(ii) <i>another dwelling on the same site.</i> Not applicable.</p> <p>In consideration of the Performance Criteria above, the scale and siting of the proposed development is not considered to result in an unreasonable impact on the adjoining properties.</p> <p>The Applicant has offered to make several minor changes to mitigate some of the impacts of the proposed development. It is considered appropriate that conditions are included on the permit for amended plans to implement minor changes as suggested by the Applicant.</p> <p>Therefore, the proposal is considered to have satisfied the Performance Criteria.</p>
<p>8.4.3 Site coverage and private open space for all dwellings</p> <p>That dwellings are compatible with the amenity and character of the area and provide:</p> <p>(a) for outdoor recreation and the operational needs of the residents;</p> <p>(b) opportunities for the planting of gardens and landscaping; and</p> <p>(c) private open space that is conveniently located and has access to sunlight.</p>
<p><b>Consistent</b></p> <p>The proposal meets the objective through compliance with the Acceptable Solutions.</p>
<p>A1 Dwellings must have:</p> <p>(a) a site coverage of not more than 50% (excluding eaves up to 0.6m wide); and</p> <p>(b) for multiple dwellings, a total area of private open space of not less than 60m<sup>2</sup> associated with each dwelling, unless the dwelling has a finished floor level that is entirely more than 1.8m above the finished ground level (excluding a garage, carport or entry foyer).</p>
<p><b>Complies</b></p> <p>The proposed dwelling is 357m<sup>2</sup>, the site has an area of 849m<sup>2</sup>. The proposed site coverage is 42% complying with (a). The proposal is not a multiple dwelling, (b) is not applicable.</p>
<p>A2 A dwelling must have private open space that:</p> <p>(a) is in one location and is not less than:</p> <p>(i) 24m<sup>2</sup>; or</p> <p>(ii) 12m<sup>2</sup>, if the dwelling is a multiple dwelling with a finished floor level that is entirely more than 1.8m above the finished ground level (excluding a garage, carport or entry foyer);</p> <p>(b) has a minimum horizontal dimension of not less than:</p> <p>(i) 4m; or</p> <p>(ii) 2m, if the dwelling is a multiple dwelling with a finished floor level that is entirely more than 1.8m above the finished ground level (excluding a garage, carport or entry foyer);</p>



(c) is located between the dwelling and the frontage only if the frontage is orientated between 30 degrees west of true north and 30degrees east of true north; and
(d) has a gradient not steeper than 1 in 10.
<b>Complies</b>
The proposed ground floor deck would have an area of private open space that meets the following:
(a)(i) an area of 41m <sup>2</sup> .
(b)(i) the minimum dimension is 4.8m.
(c) the area is not located between the dwelling and the frontage.
(d) the area is level.
The Proposal complies with the standard.
<b>8.4.5 Width of openings for garages and carports for all dwellings</b>
To reduce the potential for garage or carport openings to dominate the primary frontage.
<b>Consistent</b>
The proposal complies with the standard through the Acceptable Solution.
A1 A garage or carport for a dwelling within 12m of a primary frontage, whether the garage or carport is free-standing or part of the dwelling, must have a total width of openings facing the primary frontage of not more than 6m or half the width of the frontage (whichever is the lesser).
<b>Complies</b>
The proposed garage opening would be 6m wide complying with the standard.
<b>8.4.6 Privacy for all dwellings</b>
To provide a reasonable opportunity for privacy for dwellings.
<b>Consistent</b>
The proposal meets the objective through the acceptable solution of the standards.
A1 A balcony, deck, roof terrace, parking space, or carport for a dwelling (whether freestanding or part of the dwelling), that has a finished surface or floor level more than 1m above existing ground level must have a permanently fixed screen to a height of not less than 1.7m above the finished surface or floor level, with a uniform transparency of not more than 25%, along the sides facing a:
(a) side boundary, unless the balcony, deck, rooftop terrace, parking space, or carport has a setback of not less than 3m from the side boundary;
(b) rear boundary, unless the balcony, deck, rooftop terrace, parking space, or carport has a setback of not less than 4m from the rear boundary; and
(c) dwelling on the same site, unless the balcony, deck, roof terrace, parking space, or carport is not less than 6m:
(i) from a window or glazed door, to a habitable room of the other dwelling on the same site; or
(ii) from a balcony, deck, roof terrace or the private open space of the other dwelling on the same site.
<b>Complies</b>
The proposal is for several decks that would be more than 1m above ground level, including around the pool, the first floor deck, and the second floor deck.
(a) The first and second floor decks have a setback exceeding 3m complying with the side setback requirement.
(b) The pool deck is proposed to be located within 4m of a rear boundary. Screening to a height of 1.7m with a uniform transparency along the of not more than 25% is proposed on the south west boundary. Screening is on the north east side of the deck is considered appropriate to include as a condition on the permit.
The proposal is for a single dwelling, therefore (c) is not applicable.
The proposal is considered to comply with the Acceptable Solution by condition.

<p>A2 A window or glazed door to a habitable room of a dwelling, that has a floor level more than 1m above existing ground level, must satisfy (a), unless it satisfies (b):</p> <p>(a) the window or glazed door:</p> <ul style="list-style-type: none"> <li>(i) is to have a setback of not less than 3m from a side boundary;</li> <li>(ii) is to have a setback of not less than 4m from a rear boundary;</li> <li>(iii) if the dwelling is a multiple dwelling, is to be not less than 6m from a window or glazed door, to a habitable room, of another dwelling on the same site; and</li> <li>(iv) if the dwelling is a multiple dwelling, is to be not less than 6m from the private open space of another dwelling on the same site.</li> </ul> <p>(b) the window or glazed door:</p> <ul style="list-style-type: none"> <li>(i) is to be offset, in the horizontal plane, not less than 1.5m from the edge of a window or glazed door, to a habitable room of another dwelling;</li> <li>(ii) is to have a sill height of not less than 1.7m above the floor level or have fixed obscure glazing extending to a height of not less than 1.7m above the floor level; or</li> <li>(iii) is to have a permanently fixed external screen for the full length of the window or glazed door, to a height of not less than 1.7m above floor level, with a uniform transparency of not more than 25%.</li> </ul>
<p><b>Complies</b></p> <p>All windows on the north east elevation are in excess of 3m from the side boundary complying with (a)(i).</p> <p>All windows on the south east elevation would be setback in excess of 3m complying with either (a)(i) or with a sill height exceeding 1.7m above floor level in compliance with (b) (i) or frosted glass complying with (b)(iii).</p>
<p>8.4.7 Frontage fences for all dwellings</p> <p>The height and transparency of frontage fences:</p> <p>(a) provides adequate privacy and security for residents;</p> <p>(b) allows the potential for mutual passive surveillance between the road and the dwelling; and</p> <p>(c) is reasonably consistent with that on adjoining properties.</p>
<p><b>Consistent</b></p> <p>The height and transparency of the proposed frontage fence would provide adequate privacy and security for residents, allows for passive surveillance and is reasonably consistent with the height and transparency of fences on the street.</p>
<p>A1 No Acceptable Solution</p>
<p><b>Relies on Performance Criteria</b></p> <p>The proposed front fence does not meet the exemption of 4.6.3, which requires fencing above 1.2m in height to have a uniform transparency of 30%. The fence would have a height of 2.1m and a mix of materials. The application is required to be assessed against the Performance Criteria.</p>
<p>P1 A fence (including a free-standing wall) for a dwelling within 4.5m of a frontage must:</p> <p>(a) provide for security and privacy while allowing for passive surveillance of the road; and</p> <p>(b) be compatible with the height and transparency of fences in the street, having regard to:</p> <ul style="list-style-type: none"> <li>(i) the topography of the site; and</li> <li>(ii) traffic volumes on the adjoining road.</li> </ul>
<p><b>Complies</b></p> <p>The proposal includes a fence that has a height 1.0m on the west corner and increases to 2.1m to the east with the fall of the land along the boundary. The fence would be constructed with a mix of stone veneer and timber look - alum battens. The performance criteria are considered as follows:</p>

<p>(a) The proposed fence provides security and privacy for the dwelling, while allowing the residents to look through battens in the gate and parts of the fence to achieve passive surveillance of the street.</p> <p>(b) The height and transparency of the fence would be generally compatible with other existing fences in the street, where there are several solid fences. Furthermore, the fence includes:</p> <p>(i) heights to match the adjoining fences.</p> <p>(ii) Richards Avenue is not a high volume traffic road.</p> <p>The proposed fence complies with the Performance Criteria.</p>
<p><b>C2.0 Parking and Sustainable Transport Code</b></p> <p>The purpose of the Parking and Sustainable Transport Code is:</p> <p>C2.1.1 To ensure that an appropriate level of parking facilities is provided to service use and development.</p> <p>C2.1.2 To ensure that cycling, walking and public transport are encouraged as a means of transport in urban areas.</p> <p>C2.1.3 To ensure that access for pedestrians, vehicles and cyclists is safe and adequate.</p> <p>C2.1.4 To ensure that parking does not cause an unreasonable loss of amenity to the surrounding area.</p> <p>C2.1.5 To ensure that parking spaces and accesses meet appropriate standards.</p> <p>C2.1.6 To provide for parking precincts and pedestrian priority streets.</p>
<p><b>Consistent</b></p> <p>The proposal provides appropriate parking for the use of the site as a single dwelling.</p>
<p><b>C2.5.1 Car parking numbers</b></p> <p>That an appropriate level of car parking spaces are provided to meet the needs of the use</p>
<p><b>Consistent</b></p> <p>Proposed car parking is consistent with the objective through compliance with the Acceptable Solution.</p> <p>A1 The number of on-site car parking spaces must be no less than the number specified in Table C2.1, less the number of car parking spaces that cannot be provided due to the site including container refund scheme space, excluding if:</p> <p>(a) the site is subject to a parking plan for the area adopted by council, in which case parking provision (spaces or cash-in-lieu) must be in accordance with that plan;</p> <p>(b) the site is contained within a parking precinct plan and subject to Clause C2.7;</p> <p>(c) the site is subject to Clause C2.5.5; or</p> <p>(d) it relates to an intensification of an existing use or development or a change of use where:</p> <p>(i) the number of on-site car parking spaces for the existing use or development specified in Table C2.1 is greater than the number of car parking spaces specified in Table C2.1 for the proposed use or development, in which case no additional on-site car parking is required; or</p> <p>(ii) the number of on-site car parking spaces for the existing use or development specified in Table C2.1 is less than the number of car parking spaces specified in Table C2.1 for the proposed use or development, in which case on-site car parking must be calculated as follows:</p> <p><math>N = A + (C - B)</math></p> <p>N = Number of on-site car parking spaces required</p> <p>A = Number of existing on site car parking spaces</p> <p>B = Number of on-site car parking spaces required for the existing use or development specified in Table C2.1</p> <p>C = Number of on-site car parking spaces required for the proposed use or development specified in Table C2.1.</p>
<p><b>Complies</b></p>

The proposal is for a residential use for a single dwelling with 2 or more bedrooms in the General Residential Zone, requiring 2 spaces per dwelling in accordance with Table C2.1. The proposal is for a two car garage complying with the standard.
<b>C2.5.2 Bicycle parking numbers</b>
A1 Bicycle parking spaces must:
(a) be provided on the site or within 50m of the site; and
(b) be no less than the number specified in Table C2.1.
<b>Complies</b>
The proposal is for a residential use for a single dwelling with 2 or more bedrooms in the General Residential Zone, no bicycle spaces are required in accordance with Table C2.1.
<b>C2.6.1 Construction of parking areas</b>
That parking areas are constructed to an appropriate standard.
<b>Consistent</b>
Parking areas are consistent with the objective through compliance with the acceptable solution.
A1 All parking, access ways, manoeuvring and circulation spaces must:
(a) be constructed with a durable all weather pavement;
(b) be drained to the public stormwater system, or contain stormwater on the site; and
(c) excluding all uses in the Rural Zone, Agriculture Zone, Landscape Conservation Zone, Environmental Management Zone, Recreation Zone and Open Space Zone, be surfaced by a spray seal, asphalt, concrete, pavers or equivalent material to restrict abrasion from traffic and minimise entry of water to the pavement.
<b>Complies</b>
All parking areas are capable of complying with the Acceptable Solution (a) and (b) by condition, (c) does not apply to the site.
<b>C2.6.2 Design and layout of parking areas</b>
That parking areas are designed and laid out to provide convenient, safe and efficient parking.
<b>Consistent</b>
The proposed parking areas have demonstrated consistency with the objectives through compliance with the Acceptable Solution.
A1.1 Parking, access ways, manoeuvring and circulation spaces must either:
(a) comply with the following:
(i) have a gradient in accordance with Australian Standard AS 2890 - Parking facilities, Parts 1-6;
(ii) provide for vehicles to enter and exit the site in a forward direction where providing for more than 4 parking spaces;
(iii) have an access width not less than the requirements in Table C2.2;
(iv) have car parking space dimensions which satisfy the requirements in Table C2.3;
(v) have a combined access and manoeuvring width adjacent to parking spaces not less than the requirements in Table C2.3 where there are 3 or more car parking spaces;
(vi) have a vertical clearance of not less than 2.1m above the parking surface level; and
(vii) excluding a single dwelling, be delineated by line marking or other clear physical means; or
(b) comply with <i>Australian Standard AS 2890-Parking facilities, Parts 1-6</i> .
<b>Complies</b>
The proposed parking area complies with (a) as follows:
(i) gradients are consistent with the applicable Australian Standard.

<p>(ii) as there are would be only two vehicle spaces they are not required to enter and exit the site in a forward direction.</p> <p>(iii) the required access width of C2.2 is 3m, where 3.6m is proposed.</p> <p>(iv) the proposed garage provides dimensions for car parking spaces exceeding the requirements of Table C2.3.</p> <p>(v) not applicable, the proposal is not for 3 or more car parking spaces.</p> <p>(vi) the proposed garage has a clearance of greater than 2.1m above the parking surface level.</p> <p>(vii) not applicable, the proposal is for a single dwelling.</p> <p>The proposal complies with the standard.</p>
<p><b>C2.6.3 Number of accesses for vehicles</b></p> <p>That:</p> <p>(a) access to land is provided which is safe and efficient for users of the land and all road network users, including but not limited to drivers, passengers, pedestrians and cyclists by minimising the number of vehicle accesses;</p> <p>(b) accesses do not cause an unreasonable loss of amenity of adjoining uses; and</p> <p>(c) the number of accesses minimise impacts on the streetscape.</p>
<p><b>Consistent</b></p> <p>Access to the site is consistent with the objectives through compliance with the Acceptable Solution.</p>
<p>A1 The number of accesses provided for each frontage must:</p> <p>(a) be no more than 1; or</p> <p>(b) no more than the existing number of accesses, whichever is the greater.</p>
<p><b>Complies</b></p> <p>The proposal is for a single access in accordance with (a), complying with the Acceptable Solution.</p>
<p><b>C3.0 Road and Railway Assets Code</b></p> <p>The purpose of the Road and Railway Assets Code is:</p> <p>C3.1.1 To protect the safety and efficiency of the road and railway networks; and</p> <p>C3.1.2 To reduce conflicts between sensitive uses and major roads and the rail network.</p>
<p><b>Consistent</b></p> <p>The proposal requires a new vehicle crossing that demonstrates consistency with the safety requirements of the road.</p>
<p><b>C3.5.1 Traffic generation at a vehicle crossing, level crossing or new junction</b></p> <p>To minimise any adverse effects on the safety and efficiency of the road or rail network from vehicular traffic generated from the site at an existing or new vehicle crossing or level crossing or new junction.</p>
<p><b>Consistent</b></p> <p>The proposed vehicle crossing is considered to be appropriate for the road that it is to be constructed.</p>
<p>A1.2 For a road, excluding a category 1 road or a limited access road, written consent for a new junction, vehicle crossing, or level crossing to serve the use and development has been issued by the road authority.</p>
<p><b>Complies</b></p> <p>Consent to the proposed vehicle crossing has been provided by Council.</p>
<p><b>C15.0 Landslip Hazard Code</b></p> <p>The purpose of the Landslip Hazard Code is:</p> <p>C15.1.1 To ensure that a tolerable risk can be achieved and maintained for the type, scale and intensity and intended life of use or development on land within a landslip hazard area.</p>
<p><b>Consistent</b></p>

<p>The site is partially mapped for medium and low landslip hazard.</p> <p>The proposed use as a single dwelling is exempt in accordance with C15.4.1(a).</p> <p>Development in the low landslip hazard band is exempt in accordance with C15.4.1(d)(i)</p> <p>Development in the medium landslip hazard band is exempt in accordance with C15.4.1(d)(ii).</p>
<p>C16.0 Safeguarding of Airports Code</p>
<p>The purpose of the Safeguarding of Airports Code is:</p> <p>C16.1.1 To safeguard the operation of airports from incompatible use or development.</p> <p>C16.1.2 To provide for use and development that is compatible with the operation of airports in accordance with the appropriate future airport noise exposure patterns and with safe air navigation for aircraft approaching and departing an airport.</p>
<p><b>Consistent</b></p>
<p>The obstacle limitation on the site is 316m AHD where the proposal does not exceed 40.1AHD in accordance with the exemption C16.4.1.</p>
<p>C16.5.1 Sensitive use within an airport noise exposure area</p>
<p>That:</p> <p>(a) sensitive uses are appropriately located or designed to minimise exposure to excessive aircraft noise; and</p> <p>(b) the operation of airports are not compromised by the amenity expectations of sensitive uses.</p>
<p><b>Consistent</b></p>
<p>The proposal is exempt from the code in accordance with C16.4.1 (a), the airport obstacle limitation is 316m AHD, where the proposed development does not exceed 39.5m AHD.</p>



## Submission to Planning Authority Notice

### Application details

Council Planning Permit No.	DA0335/2025
Council notice date	12/08/2025
TasWater Reference No.	TWDA 2025/00964-LCC
Date of response	15/09/2025
TasWater Contact	Robert Stapleton
Phone No.	0417279866

### Response issued to

Council name	CITY OF LAUNCESTON
Contact details	Planning.Admin@launceston.tas.gov.au
Development details	
Address	6 RICHARDS AVE, NEWSTEAD
Property ID (PID)	6608500
Description of development	Demolition of an existing residential dwelling. Construction of a new residential dwelling

### Schedule of drawings/documents

Prepared by	Drawing/document No.	Revision No.	Issue date
S Group	"Concept Servicing" / Proj: J009103 – Dwg: A601	E	10/09/2025
S Group	"Concept Servicing" / Proj: J009103 – Dwg: A602	E	10/09/2025

### Conditions

#### SUBMISSION TO PLANNING AUTHORITY NOTICE OF PLANNING APPLICATION REFERRAL

Pursuant to the *Water and Sewerage Industry Act 2008* (TAS) Section 56P(1) TasWater imposes the following conditions on the permit for this application:

#### CONNECTIONS, METERING & BACKFLOW

1. A suitably sized water supply with a metered connection and sewerage system and connection to the development must be designed and constructed to TasWater's satisfaction and be in accordance with any other conditions in this permit.
2. Any removal/supply and installation of water meters and/or the removal of redundant and/or installation of new and modified property service connections must be carried out by TasWater at the developer's cost.
3. Prior to commencing construction/use of the development, any water connection utilised for construction/the development must have a backflow prevention device and water meter installed, to the satisfaction of TasWater.

#### ASSET CREATION & INFRASTRUCTURE WORKS

4. Prior to applying for a Certificate for Certifiable Works / Engineering Design Approval, the developer must physically locate all existing infrastructure to provide sufficient information for accurate design and physical works to be undertaken.

Tasmanian Water & Sewerage Corporation Pty Ltd  
GPO Box 1393 Hobart, TAS 7001  
[development@taswater.com.au](mailto:development@taswater.com.au)  
ABN: 47 162 220 653

Page 1 of 4



5. Plans submitted with the application for Certificate(s) for Certifiable Work (Building and/or Plumbing) / Engineering Design Approval must, to the satisfaction of TasWater show, all existing, redundant and/or proposed property services and mains.
6. Prior to applying for a Permit to Construct to construct new infrastructure the developer must obtain from TasWater Engineering Design Approval for new TasWater infrastructure. The application for Engineering Design Approval must include engineering design plans prepared by a suitably qualified person showing the hydraulic servicing requirements for sewerage to TasWater's satisfaction.
7. Prior to works commencing, a Permit to Construct must be applied for and issued by TasWater. All infrastructure works must be inspected by TasWater and be to TasWater's satisfaction.
8. Prior to undertaking any works related to water and sewerage, physical markers must be in place that clearly identify where water and/or sewer connections are to be made in accordance with any approved plan to TasWater's satisfaction.
9. In addition to any other conditions in this permit, all works must be constructed under the supervision of a suitably qualified person in accordance with TasWater's requirements.
10. Prior to the issue of a Certificate for Water and Sewerage Compliance (Building and/or Plumbing), all additions, extensions, alterations or upgrades to TasWater's water and sewerage infrastructure required to service the development, are to be completed generally as shown on, and in accordance with, the plans listed in the schedule of drawings/documents / concept servicing plan "Concept Servicing", and are to be constructed at the expense of the developer to the satisfaction of TasWater, with live connections performed by TasWater.
11. After testing, to TasWater's requirements, of newly created works, the developer must apply to TasWater for connection of these works to existing TasWater infrastructure, at the developer's cost.
12. At practical completion of the sewerage works and prior to TasWater issuing a Consent to a Register Legal Document, the developer must obtain a Certificate of Practical Completion from TasWater for the works that will be transferred to TasWater. To obtain a Certificate of Practical Completion:
  - a. Written confirmation from the supervising suitably qualified person certifying that the works have been constructed in accordance with the TasWater approved plans and specifications and that the appropriate level of workmanship has been achieved.
  - b. A request for a joint on-site inspection with TasWater's authorised representative must be made.
  - c. Work As Constructed drawings and documentation must be prepared by a suitably qualified person to TasWater's satisfaction and forwarded to TasWater.

Upon TasWater issuing a Certificate of Practical Completion, the newly constructed infrastructure is deemed to have transferred to TasWater.

13. After the Certificate of Practical Completion has been issued, a 12-month defects liability period applies to this infrastructure. During this period all defects must be rectified at the developer's cost and to the satisfaction of TasWater. A further 12-month defects liability period may be applied to defects after rectification. TasWater may, at its discretion, undertake rectification of any defects at the developer's cost. Upon completion, of the defects liability period the developer must request TasWater to issue a "Certificate of Final Acceptance". TasWater will release any security held for the defect's liability period.





14. The developer must take all precautions to protect existing TasWater infrastructure. Any damage caused to existing TasWater infrastructure during the construction period must be promptly reported to TasWater and repaired by TasWater at the developer's cost.
15. Ground levels over the TasWater assets and/or easements must not be altered without the written approval of TasWater.
16. A construction management plan must be submitted with the application for TasWater Engineering Design Approval. The construction management plan must detail how the new TasWater infrastructure will be constructed while maintaining current levels of services provided by TasWater to the community. The construction plan must also include a risk assessment and contingency plans covering major risks to TasWater during any works. The construction plan must be to the satisfaction of TasWater prior to TasWater's Engineering Design Approval being issued.

#### **FINAL PLANS, EASEMENTS & ENDORSEMENTS**

17. Pipeline easements, to TasWater's satisfaction, must be created over any existing or proposed TasWater infrastructure and be in accordance with TasWater's standard pipeline easement conditions.
18. Prior to the issue of a Certificate of Practical Completion from TasWater, the applicant must submit a copy of the completed Transfer for the provision of a Pipeline and Services Easement(s) to cover existing/proposed TasWater infrastructure as required by condition 17. All costs and expenses related to the transfer of easement(s) to TasWater are to be paid by the developer.
19. Prior to the issue of a TasWater Consent to Register a Legal Document, the applicant must submit a .dwg file, prepared by a suitably qualified person to TasWater's satisfaction, showing:
  - a. the exact location of the existing sewerage infrastructure,
  - b. the easement protecting that infrastructure.

The developer must locate the existing TasWater infrastructure and clearly show it on the .dwg file. Existing TasWater infrastructure may be located by a surveyor and/or a private contractor engaged at the developers cost.

#### **DEVELOPMENT ASSESSMENT FEES**

20. The applicant or landowner as the case may be, must pay a development assessment fee of \$251.35 and a Consent to Register a Legal Document fee of \$265.98, to TasWater, as approved by the Economic Regulator and the fee will be indexed, until the date paid to TasWater.

The payment is required within 30 days of the issue of an invoice by TasWater.

#### **Advice**

##### **General**

For information on TasWater development standards, please visit

<https://www.taswater.com.au/building-and-development/technical-standards>

For application forms please visit

<https://www.taswater.com.au/building-and-development/development-application-form>

##### **Important Notice Regarding Plumbing Plans and Associated Costs**

The SPAN includes references to documents submitted as part of the application. These plans are acceptable for planning purposes only and are subject to further detailed assessment and review during the next stage of the development proposal.



TasWater's assessment staff will ensure that the design contains sufficient detail to assess compliance with relevant codes and regulations. Additionally, the plans must be clear enough for a TasWater contractor to carry out any water or sewerage-related work.

Depending on the nature of the project, your application may require Building and/or Plumbing permits or could be exempt from these requirements. Regardless, TasWater's assessment process and associated time are recoverable through an assessment fee.

Please be aware that your consultant may need to make revisions to their documentation to ensure the details are fit for construction. Any costs associated with updating these plans should be discussed directly with your consultant.

#### **Service Locations**

Please note that the developer is responsible for arranging to locate the existing TasWater infrastructure and clearly showing it on the drawings. Existing TasWater infrastructure may be located by a surveyor and/or a private contractor engaged at the developers cost to locate the infrastructure.

- a. A permit is required to work within TasWater's easements or in the vicinity of its infrastructure. Further information can be obtained from TasWater.
- b. TasWater has listed a number of service providers who can provide asset detection and location services should you require it. Visit <https://www.taswater.com.au/building-and-development/service-locations> for a list of companies.
- c. Sewer drainage plans or Inspection Openings (IO) for residential properties are available from your local council.

#### **Advice to the Drainage Authority**

The combined system is at capacity in this area. TasWater cannot accept additional flows of stormwater into this area within the combined system over those currently discharged.

The Drainage Authority will be required to either refuse or condition the development to ensure the current service standard of the combined system is not compromised.

#### **Declaration**

The drawings/documents and conditions stated above constitute TasWater's Submission to Planning Authority Notice.

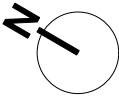




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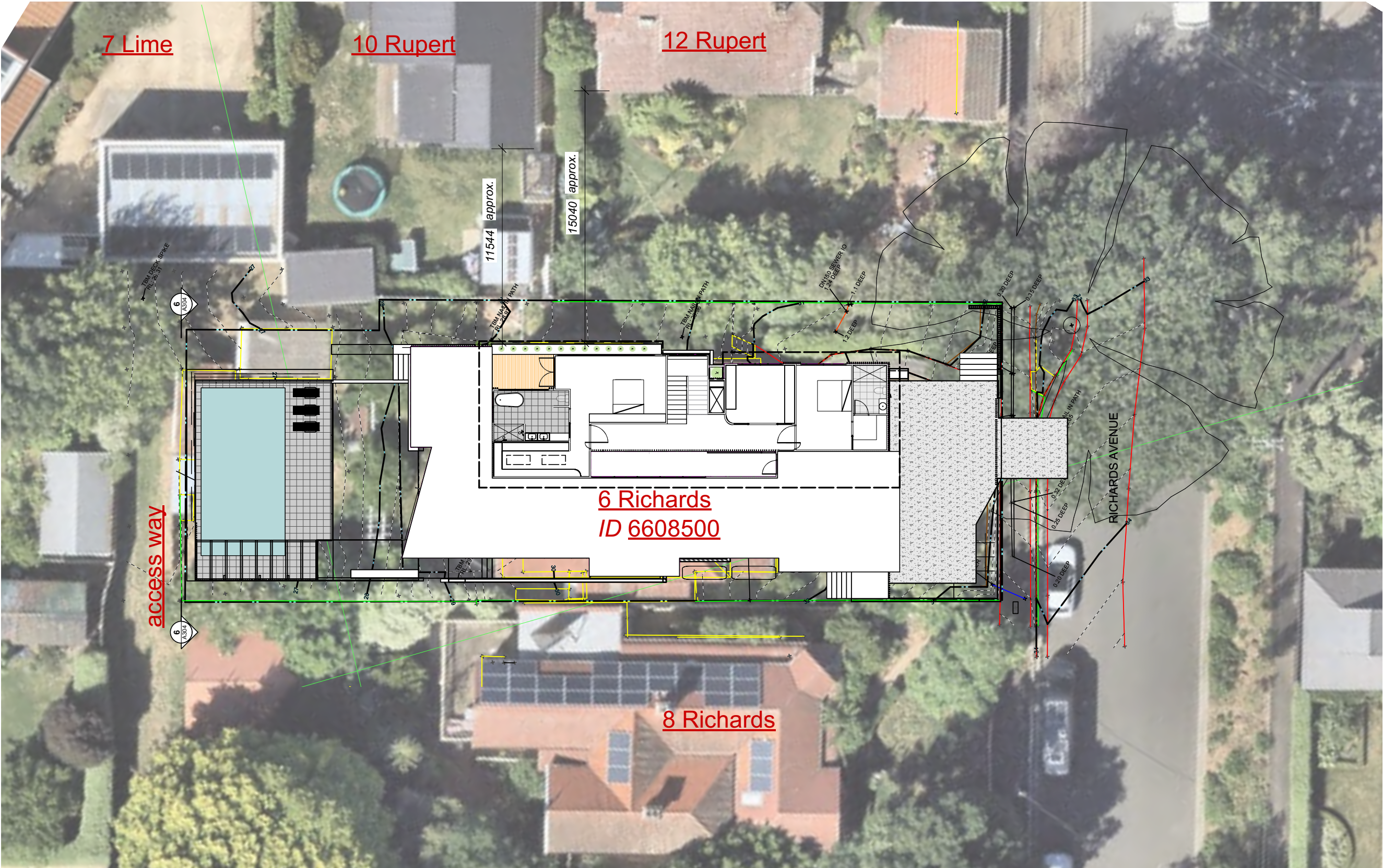


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REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A101
DWG	Site Context Plan existing		SCALE @ ISO A3 1:200
DRAWN	SG		PROJECT# J009103
CHECKED	JU		
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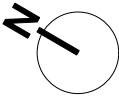




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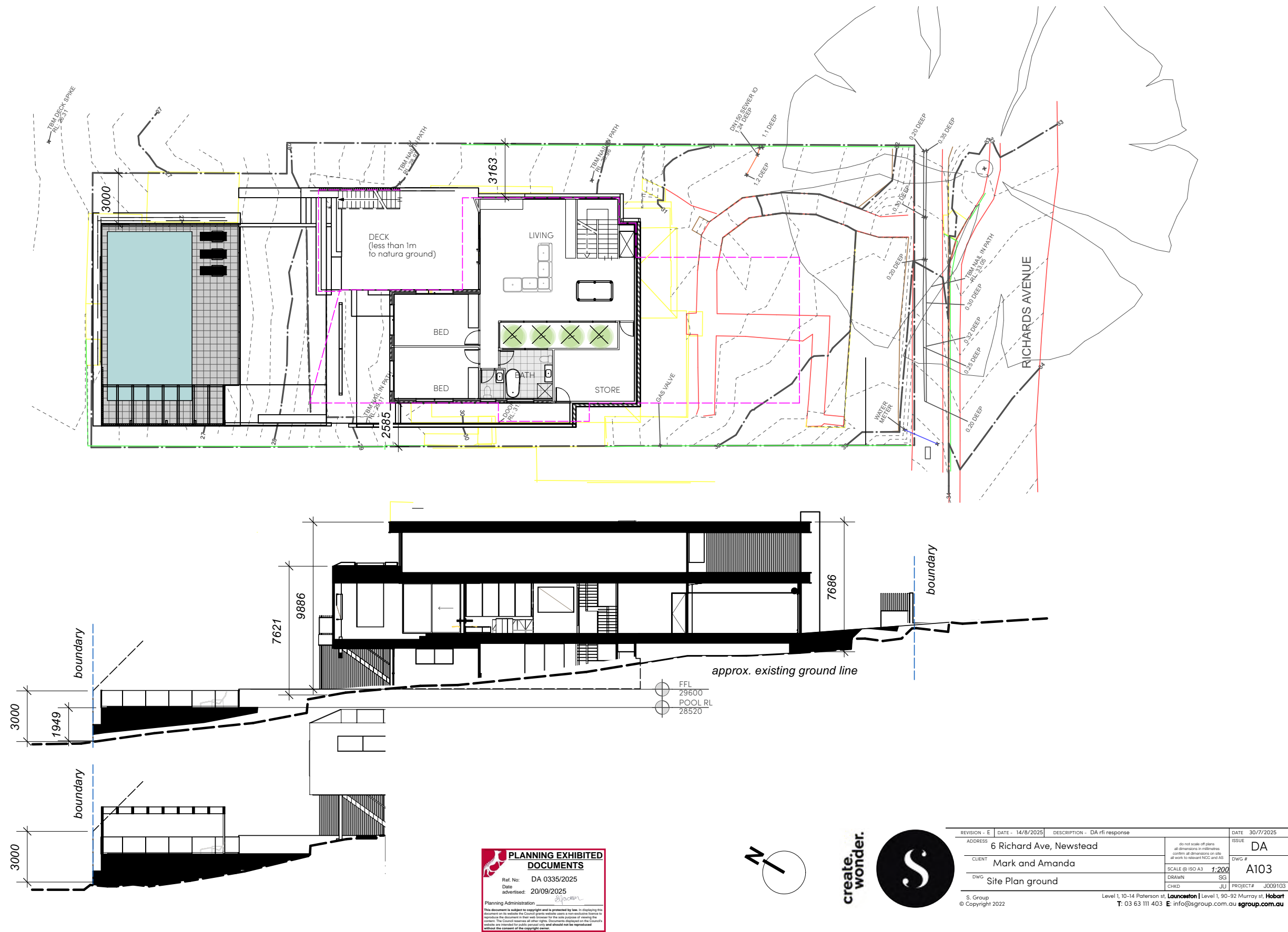


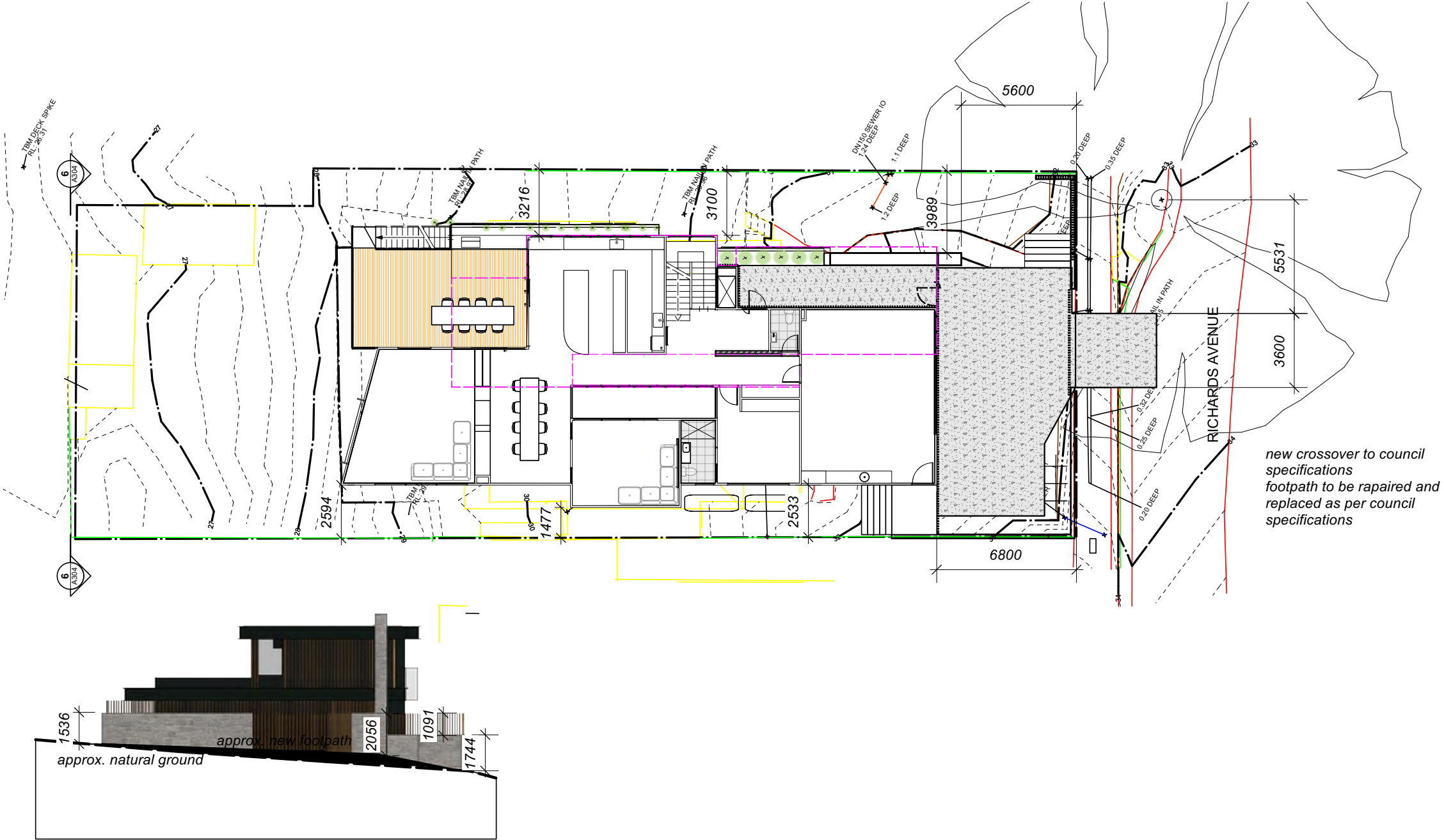
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REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A102
DWG	Site Context Plan proposed		SCALE @ ISO A3 1:200
	DRAWN SG		PROJECT# J009103
	CHECK JU		
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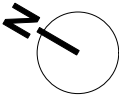




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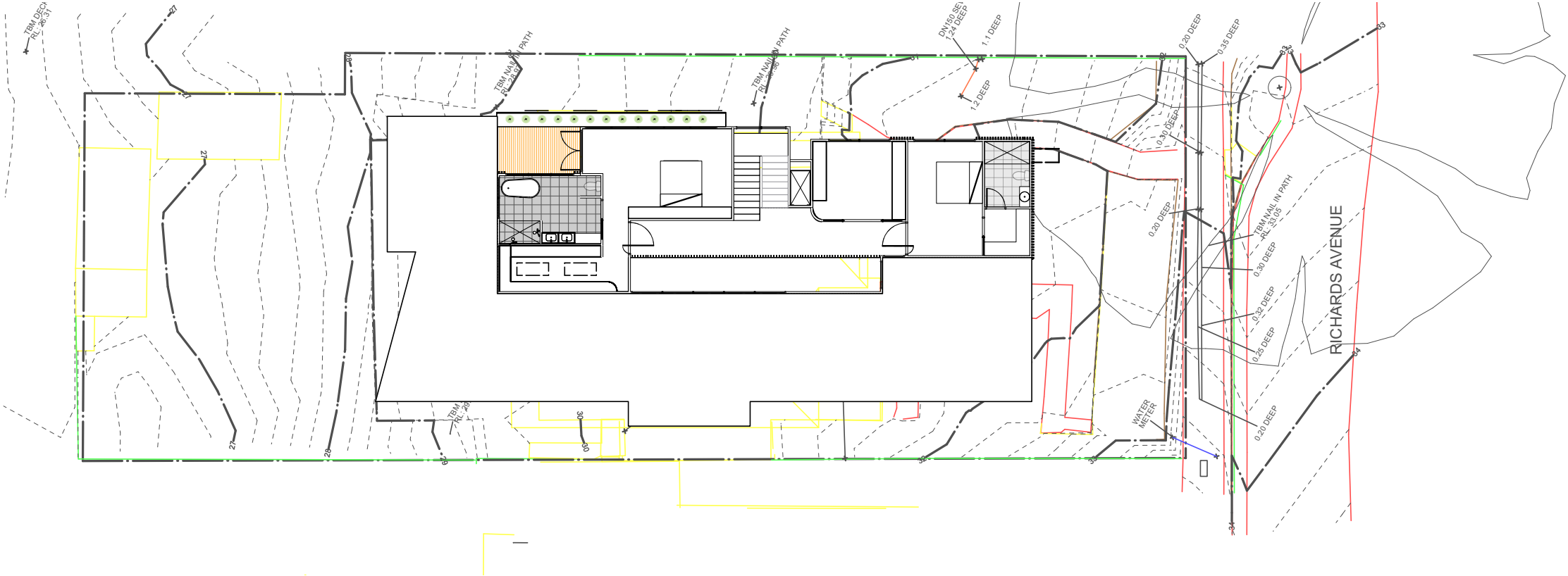
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REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:200	DWG # A104
DWG	Site Plan first floor	DRAWN SG	PROJECT# J009103
CHKD JU			
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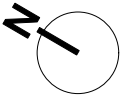


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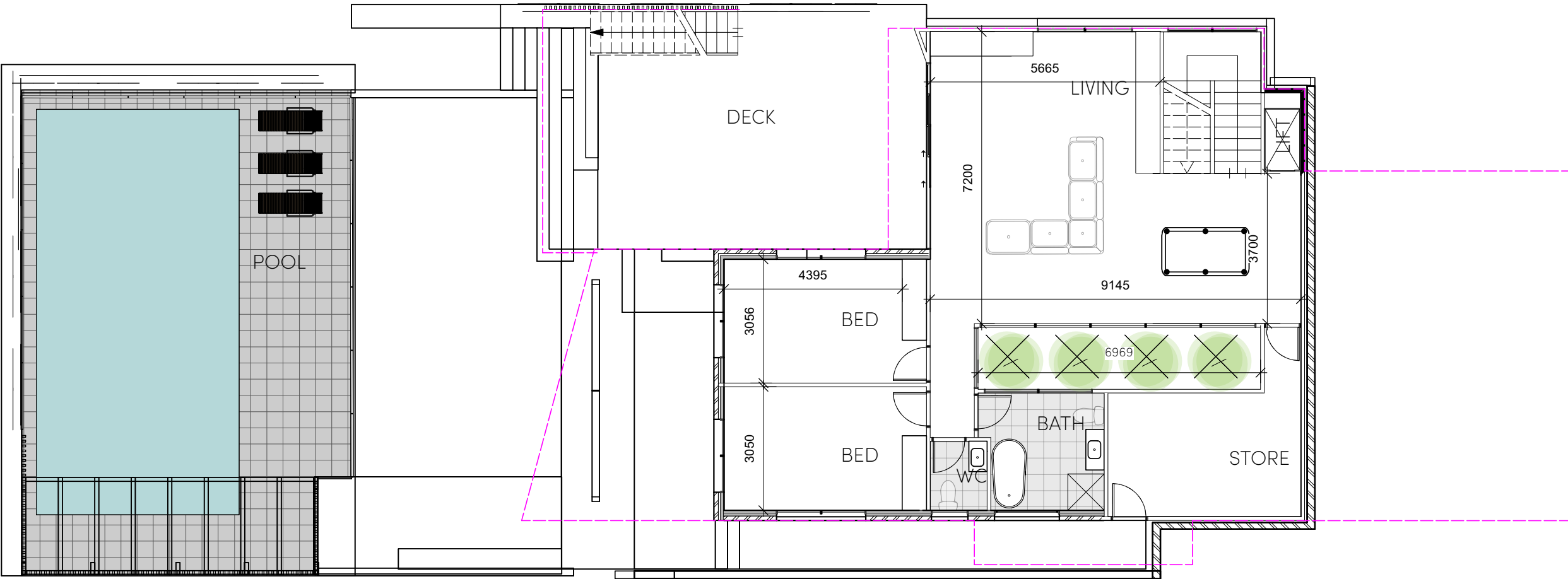
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REVISION - E		DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead			ISSUE DA
CLIENT	Mark and Amanda			DWG # A105
DWG	Site Plan second floor			SCALE @ ISO A3 1:200
	DRAWN	SG		
	CHKD	JU	PROJECT# J009103	
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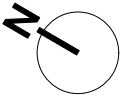
**4** **Ground Floor**  
Scale: 1:100  
146m2

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Date advertised: 20/09/2025

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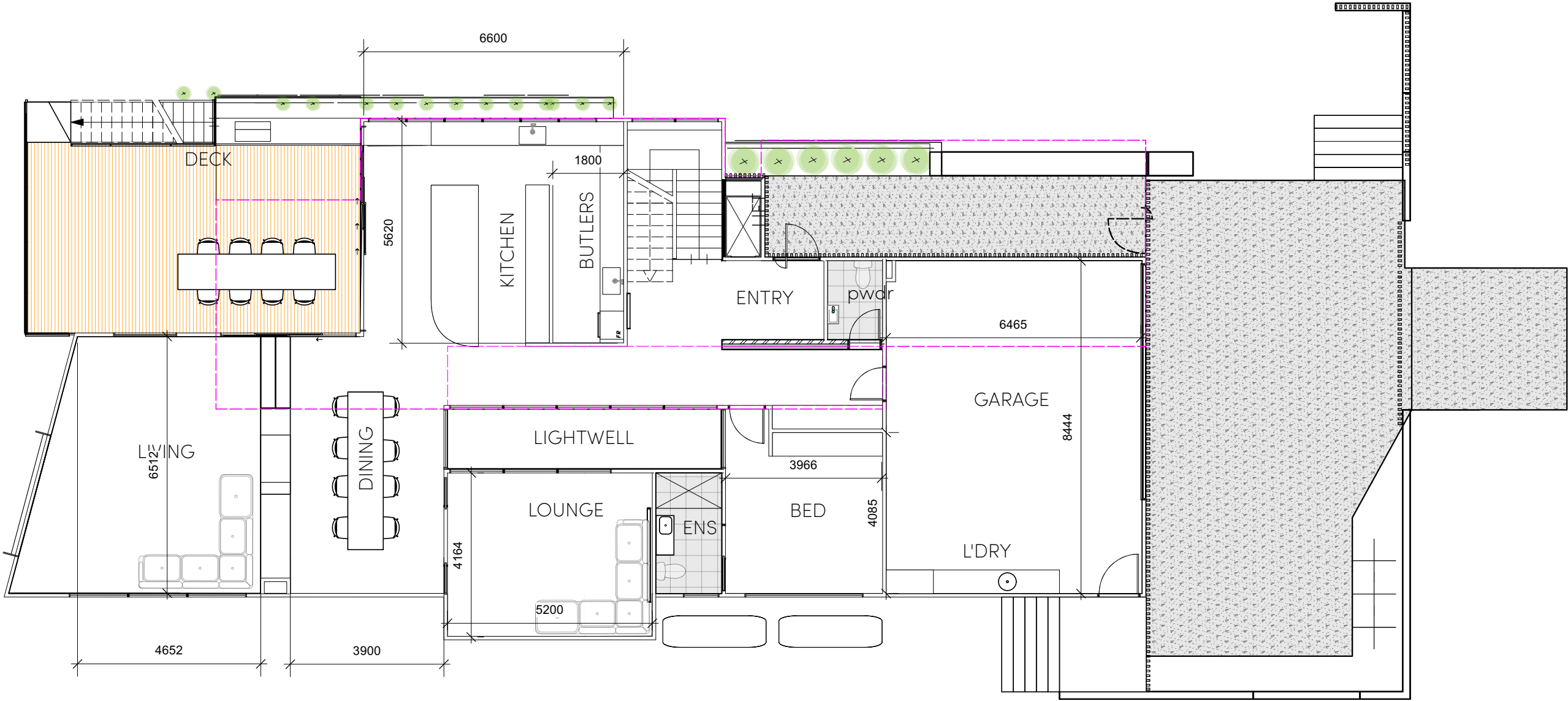


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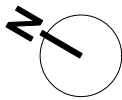


REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG #
DWG	Floor Plan Ground	DRAWN SG	A201
		CHECK JU	PROJECT# J009103
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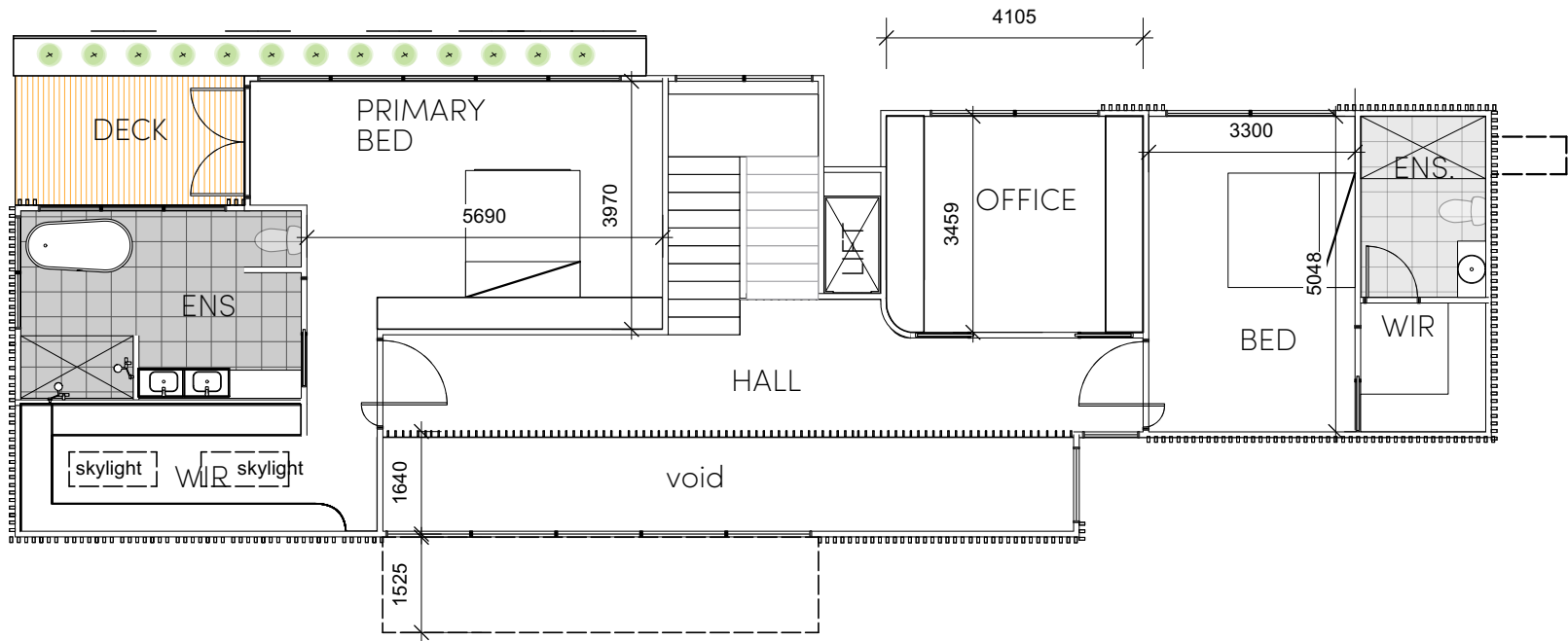
4 **First Floor**  
Scale: 1:100  
266m<sup>2</sup>



create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A202
DWG	Floor Plan First	DRAWN SG	PROJECT# J009103
		CHECK JU	
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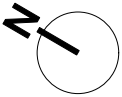


4 **First Floor**  
Scale: 1:100  
130m2

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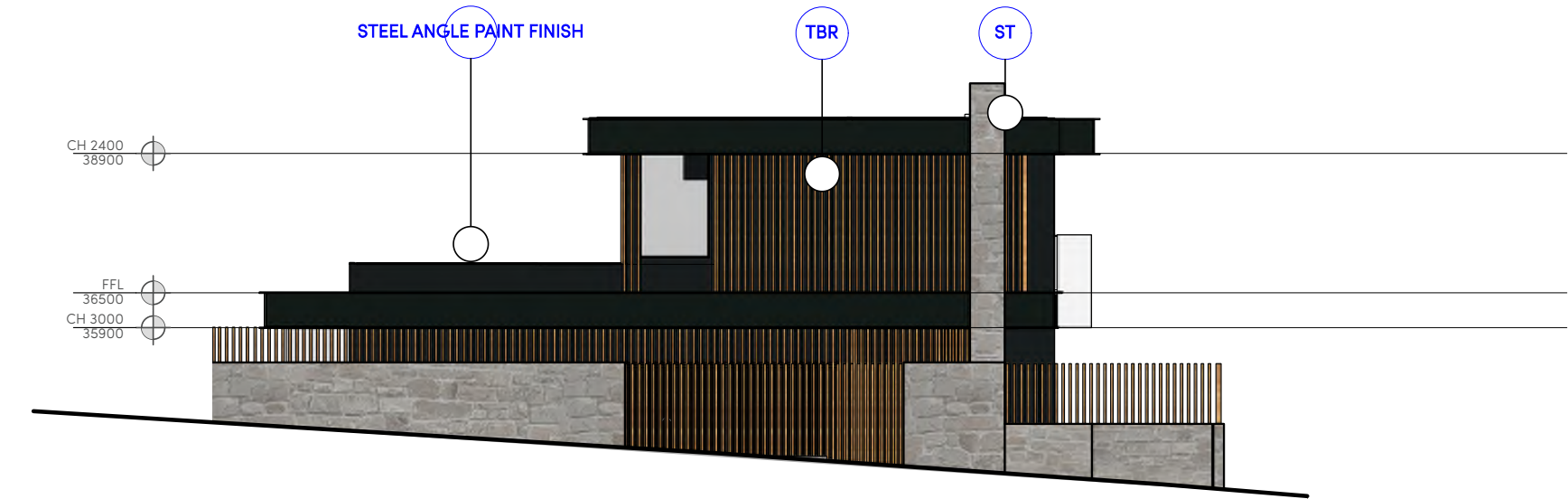


create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A203
DWG	Floor Plan Second	DRAWN SG	
		CHECK JU	PROJECT# J009103
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EXTERNAL FINISHES & COLOURS SCHEDULE:



create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG #
DWG	Elevations 01	DRAWN SG	A301
		CHKD JU	PROJECT# J009103
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EXTERNAL FINISHES & COLOURS SCHEDULE:

<b>TBR</b>	Timber look - Alum batten
<b>FT</b>	James Hardie fine texture cladding Colour: <b>as per elevations</b>
<b>ST</b>	Stone veneer



create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE	30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE	DA
CLIENT	Mark and Amanda		DWG #	A302
DWG	Elevations 02		SCALE @ ISO A3	1:100
			DRAWN	SG
			CHECK	JU
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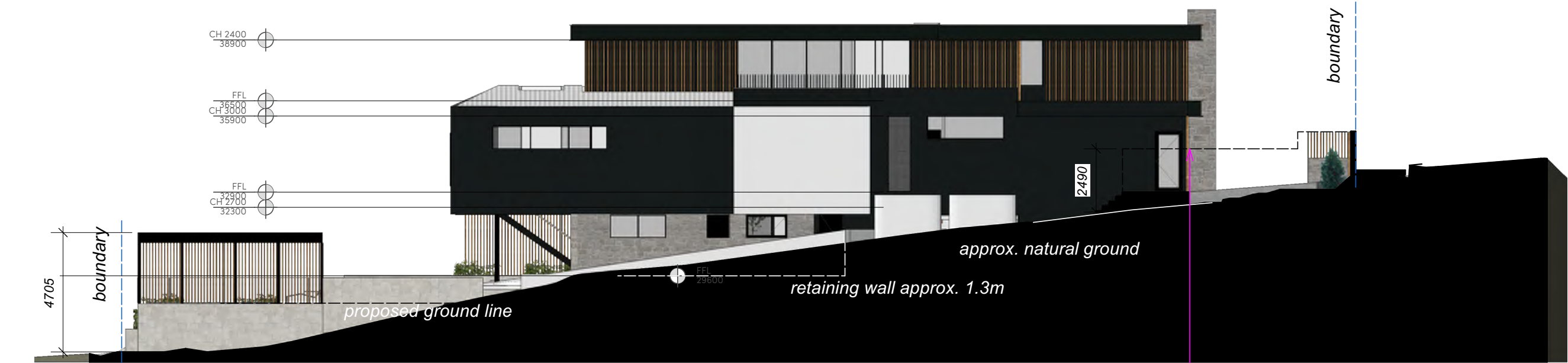
Date  
advertised: 20/09/2025

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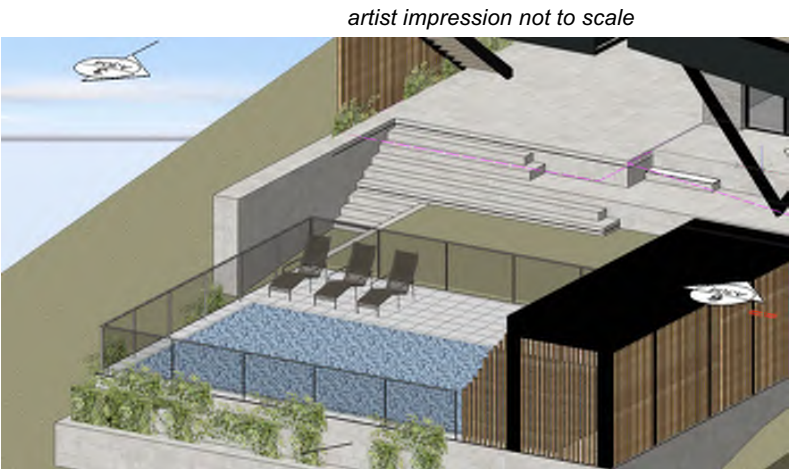
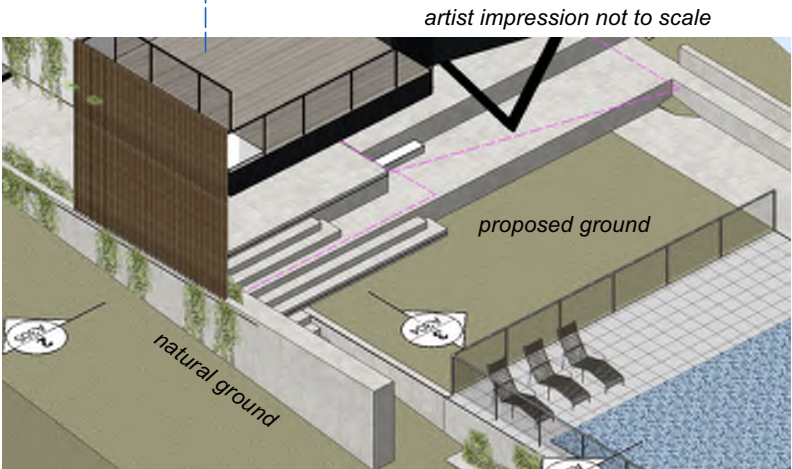
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North East elevation



South West elevation



create.  
wonder.

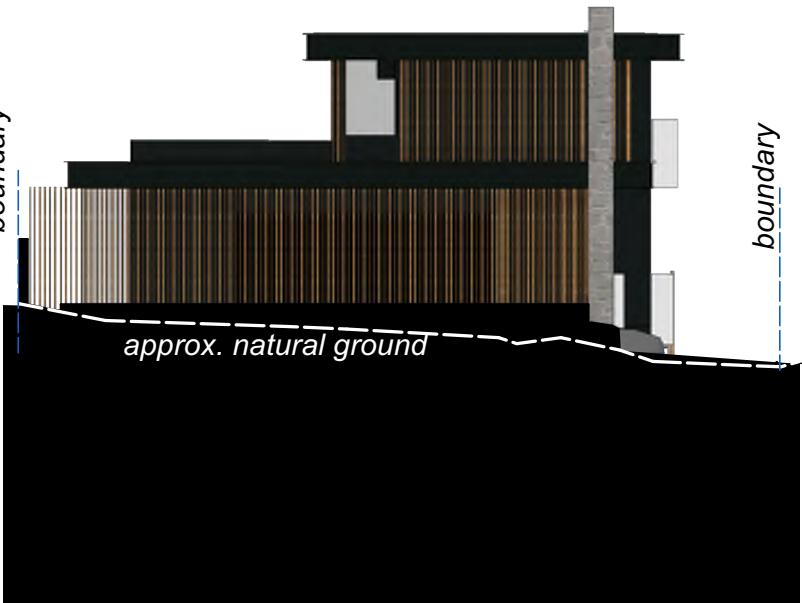


REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:150	DWG #
DWG	Major Elevations	DRAWN SG	A304
		CHKD JU	PROJECT# J009103
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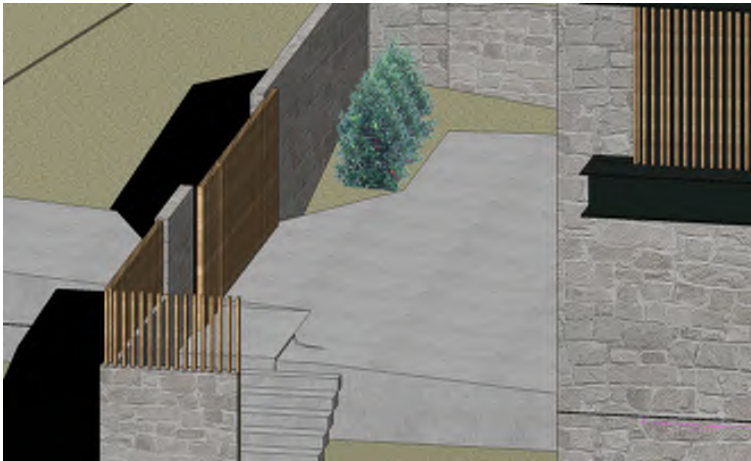


North West elevation

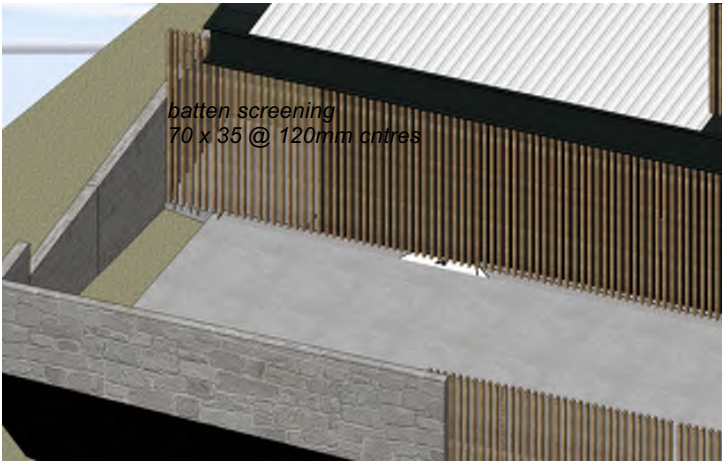


South East elevation

artist impression not to scale



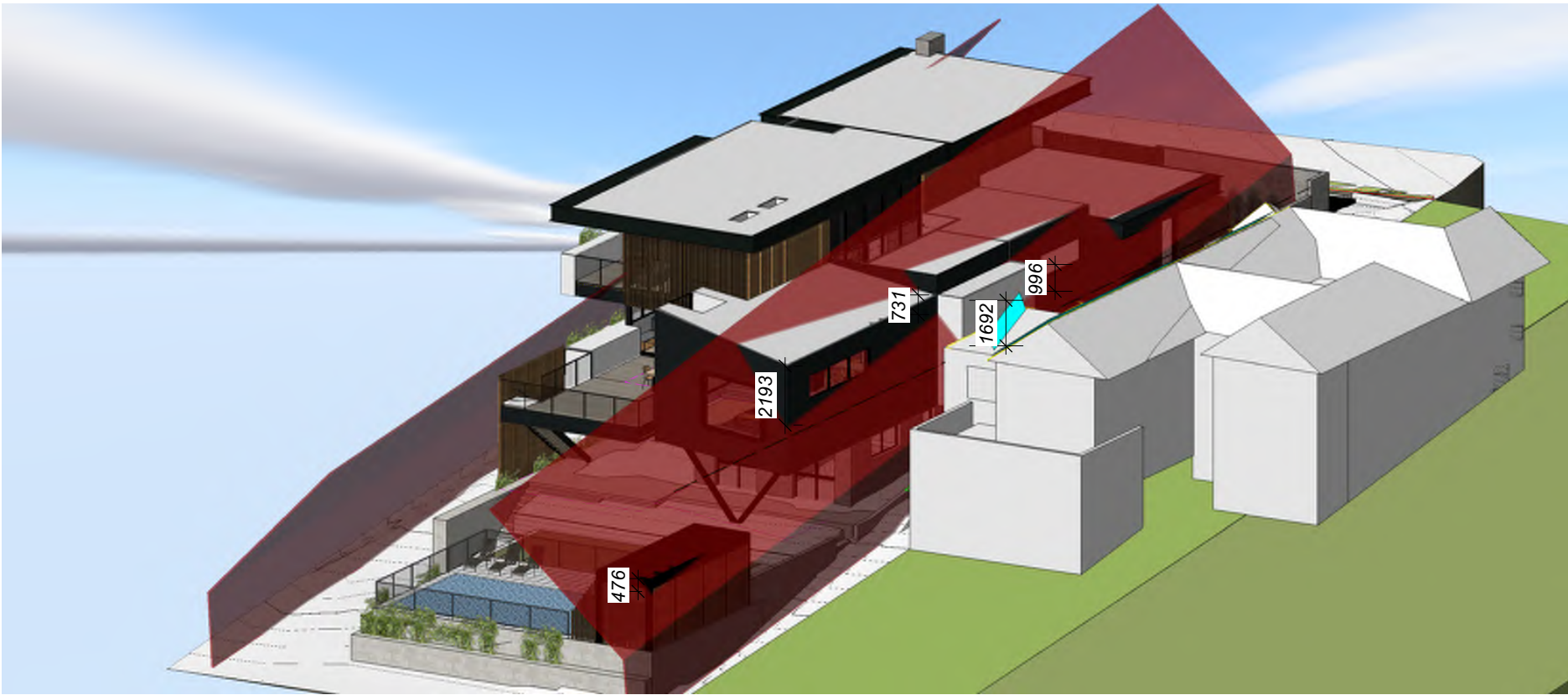
artist impression not to scale



artist impression not to scale



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:150	DWG #
DWG	Major Elevations	DRAWN SG	A305
		CHECK JU	PROJECT# J009103
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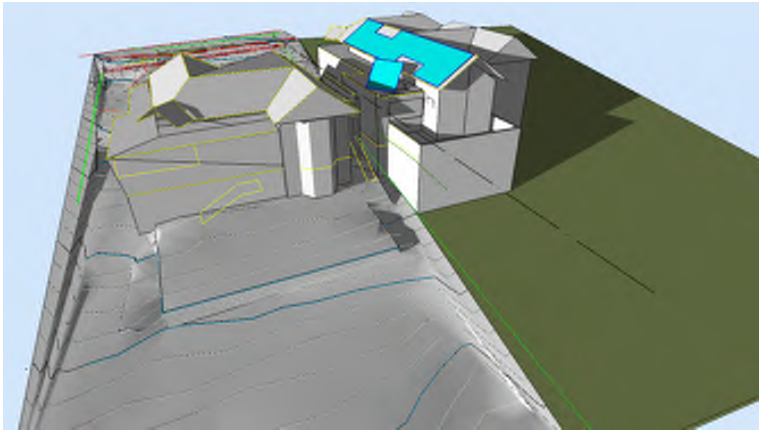
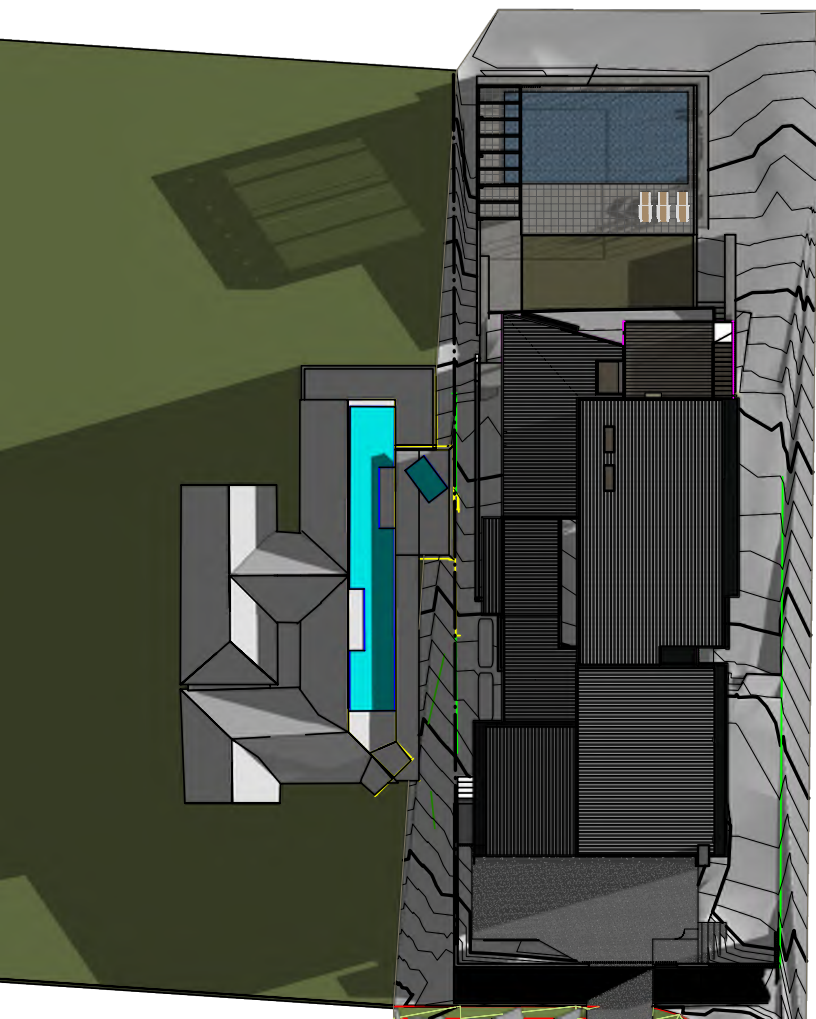
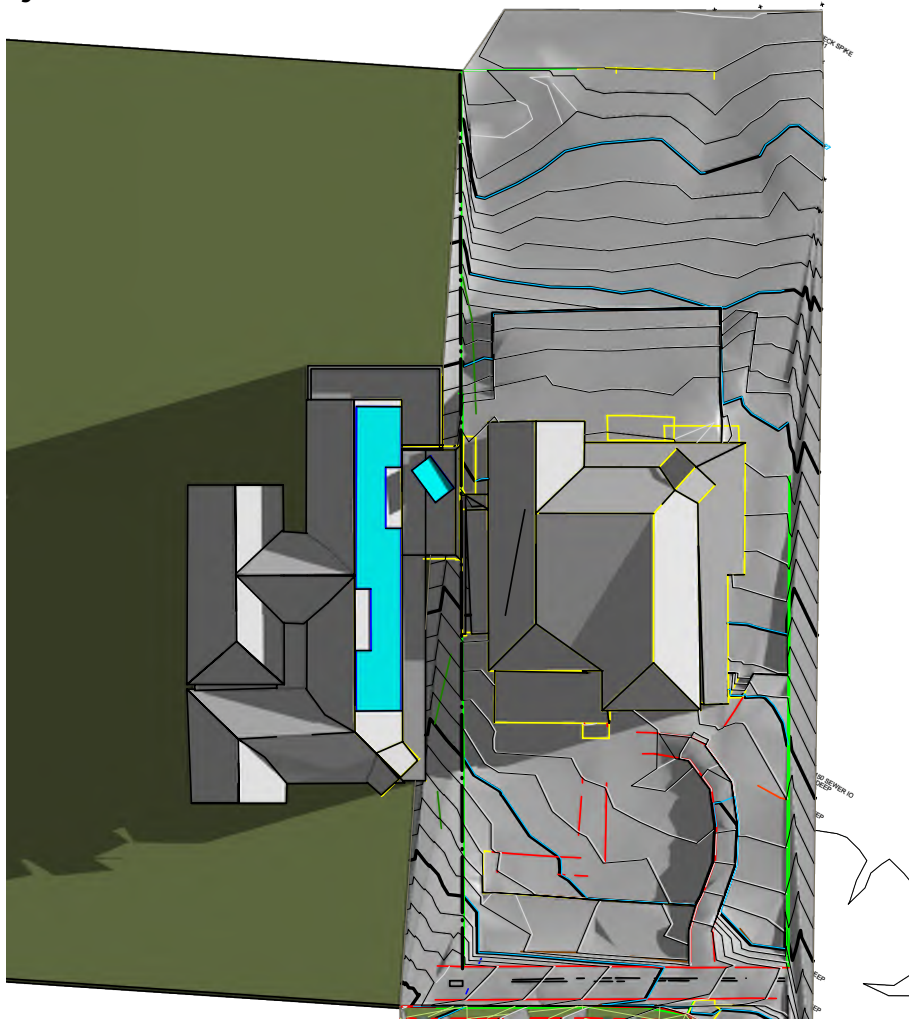
create.  
wonder.



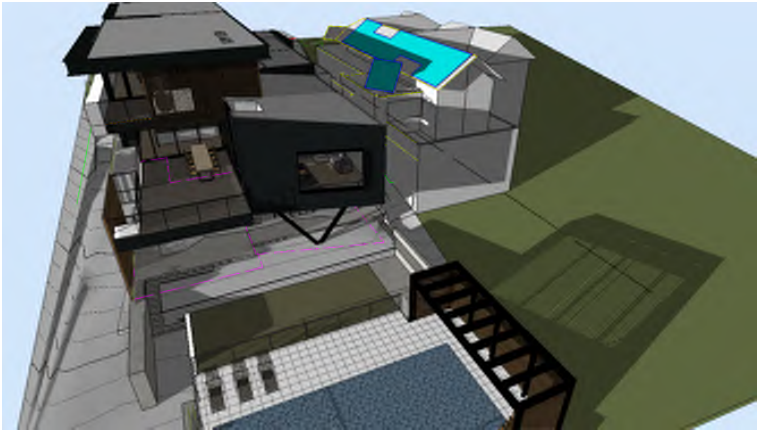
REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A404
DWG	building envelope diagrams		SCALE @ ISO A3 1:200
	DRAWN SG	CHKD JU	PROJECT# J009103
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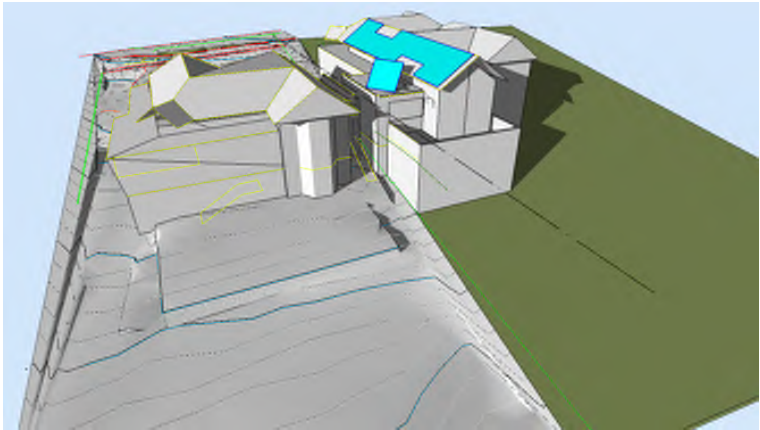
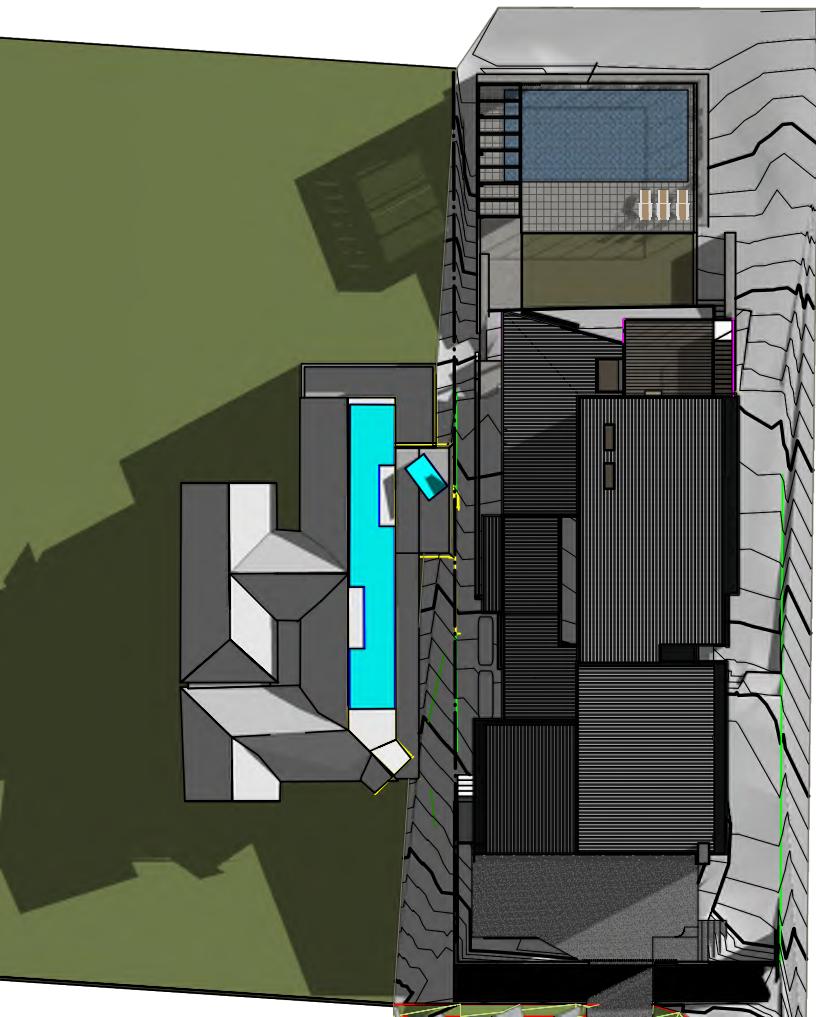
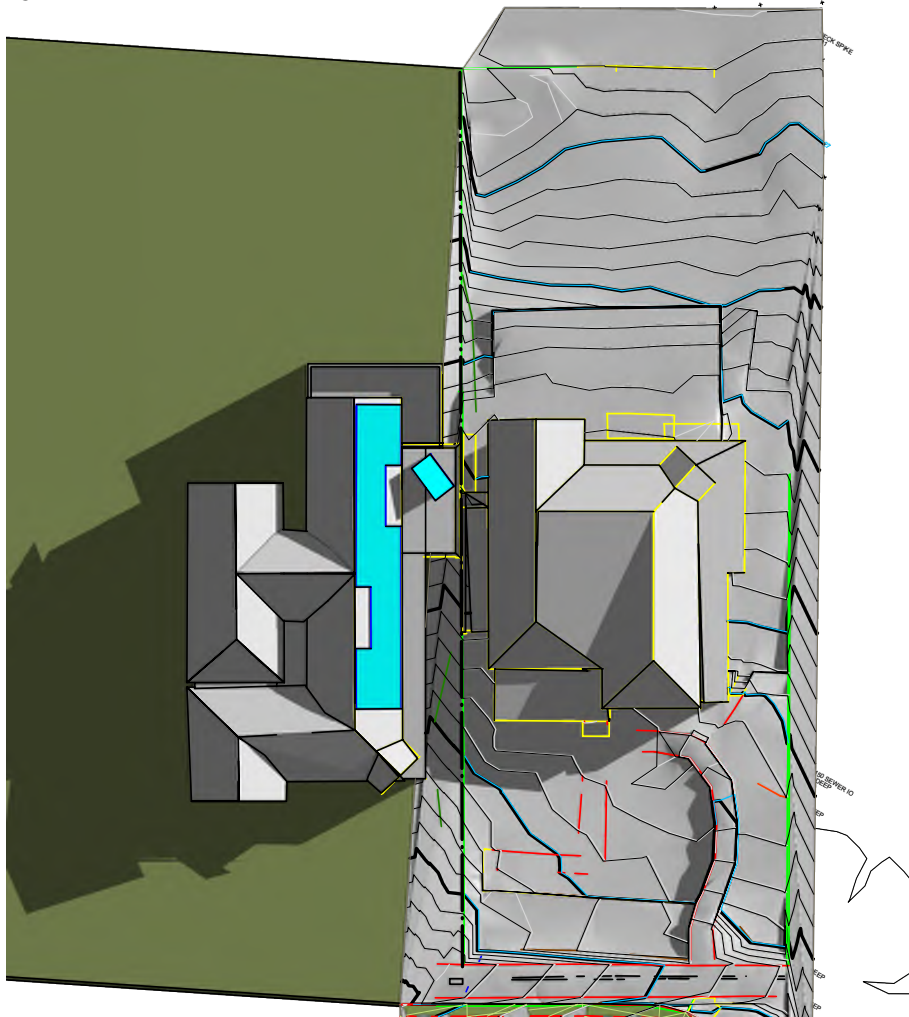
create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	DWG # A501
DWG	0900 shadows	DRAWN SG	PROJECT# J009103
		CHKD JU	
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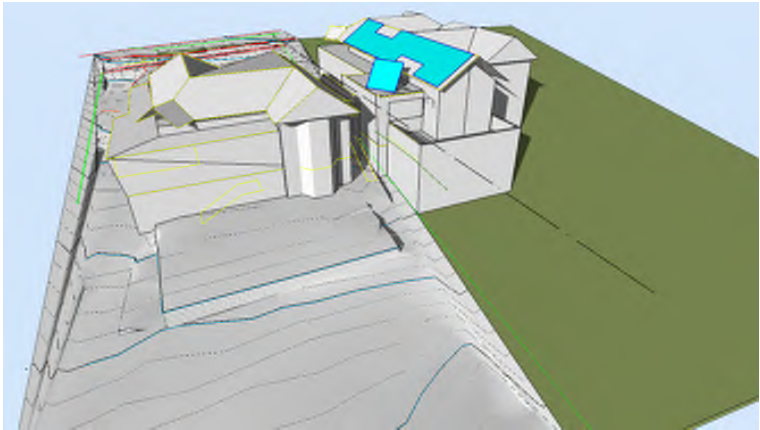
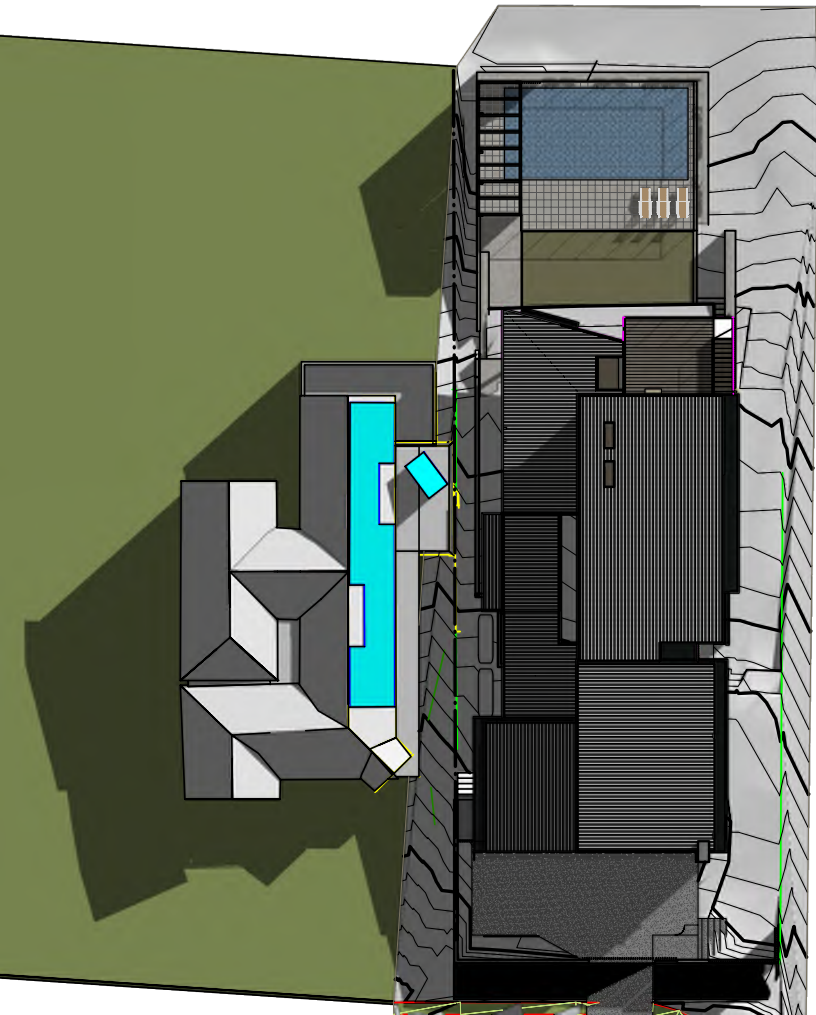
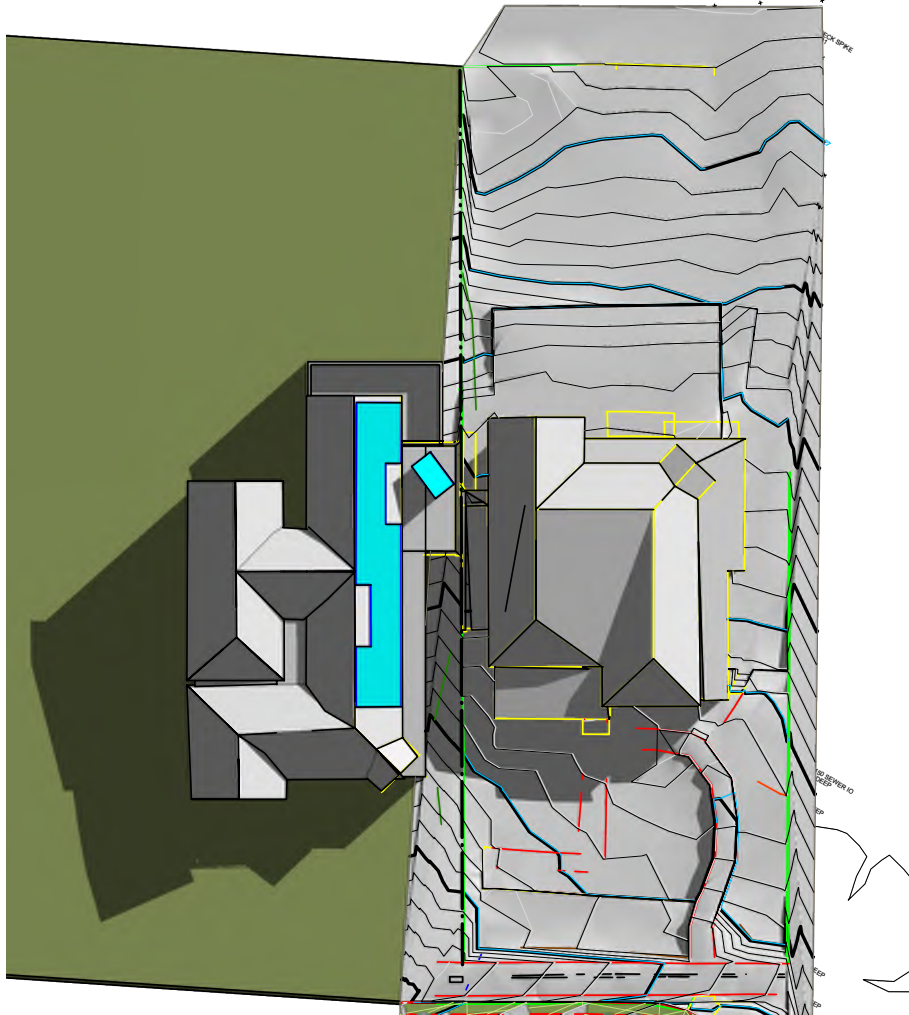
create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	30/7/2025
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	ISSUE DA
DWG	1000 shadows	DRAWN SG	DWG # A502
		CHECK JU	PROJECT# J009103
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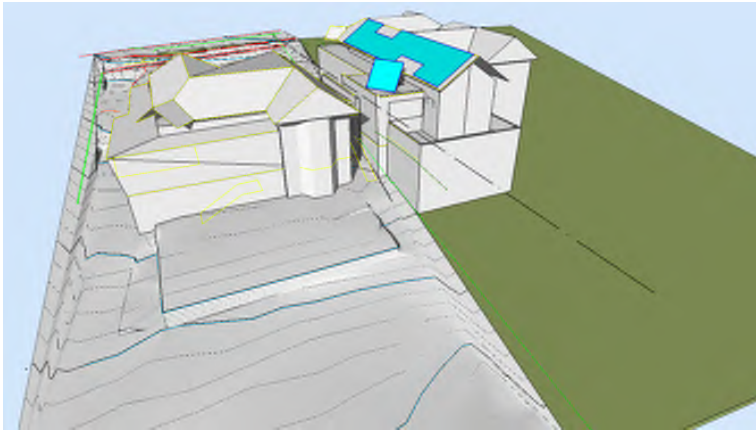
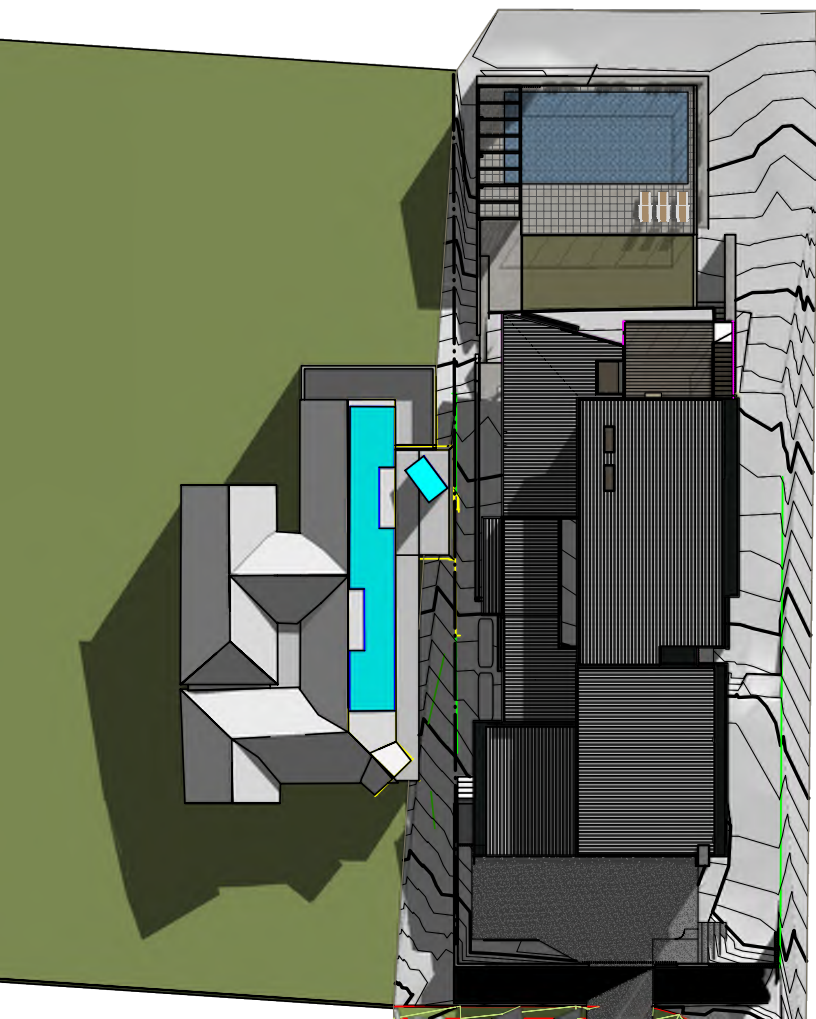
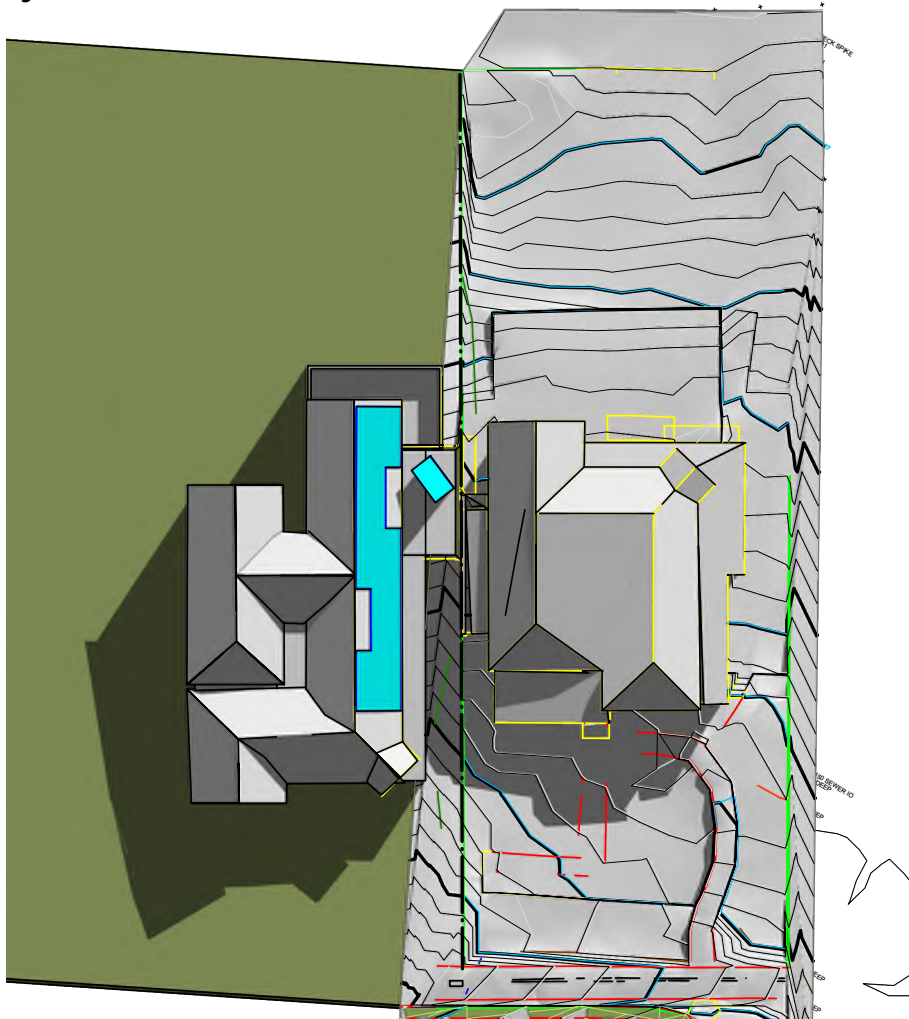
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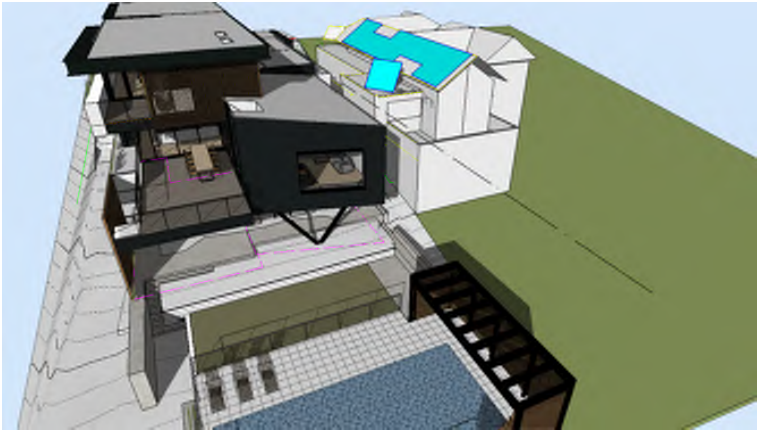
REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A503
DWG	1100 shadows		SCALE @ ISO A3 1:350
			DRAWN SG
			CHKD JU
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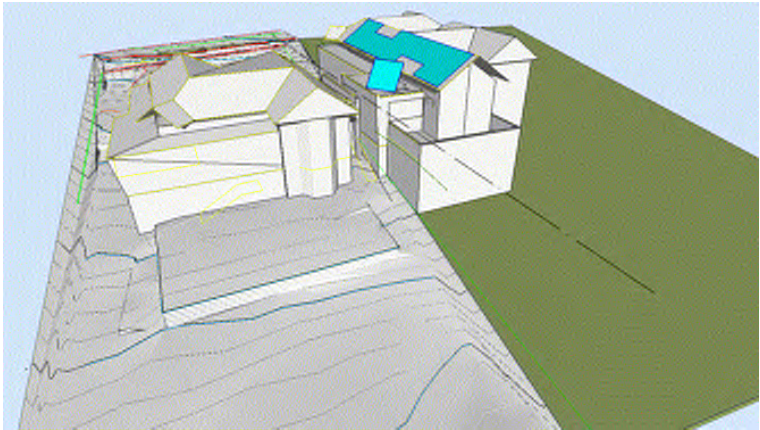
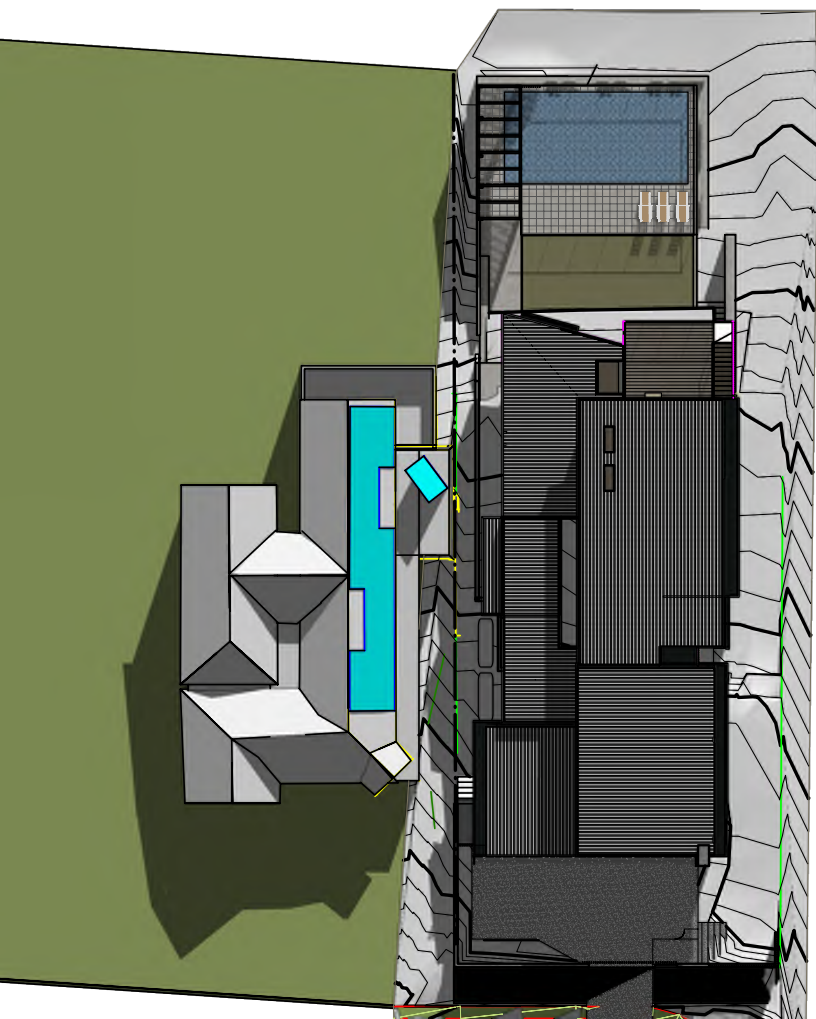
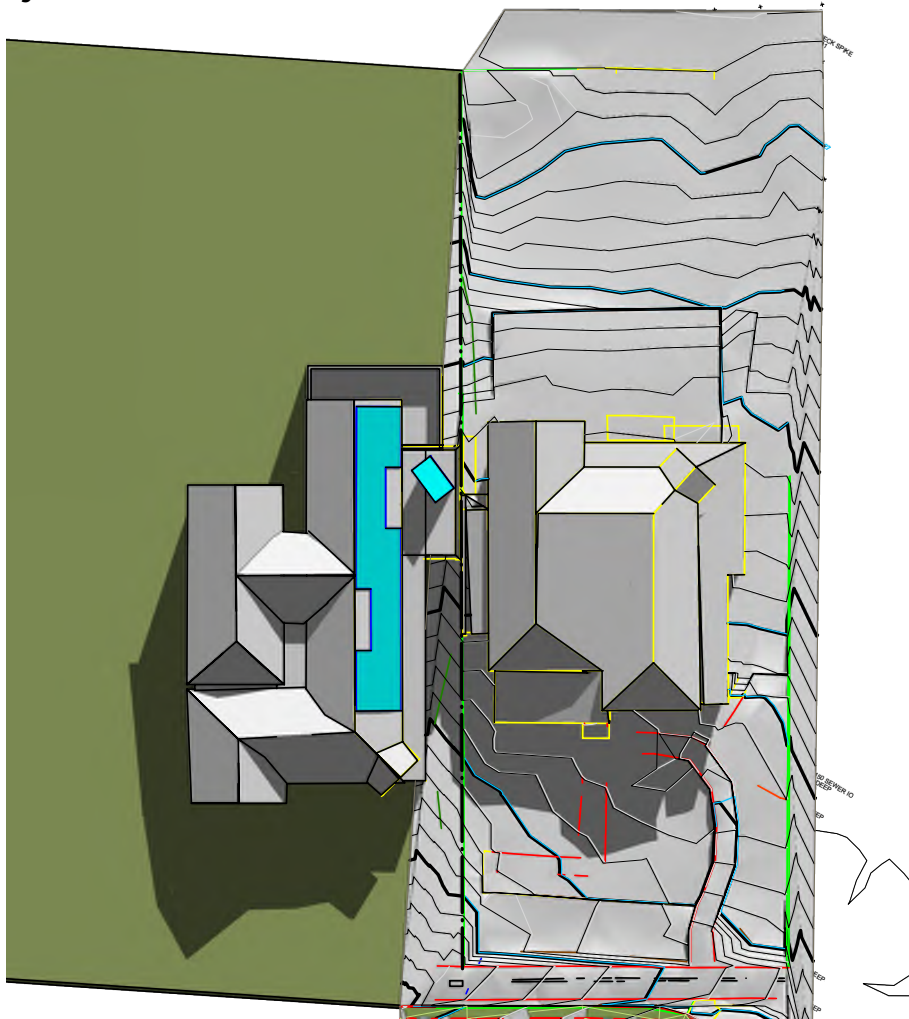
create.  
wonder.



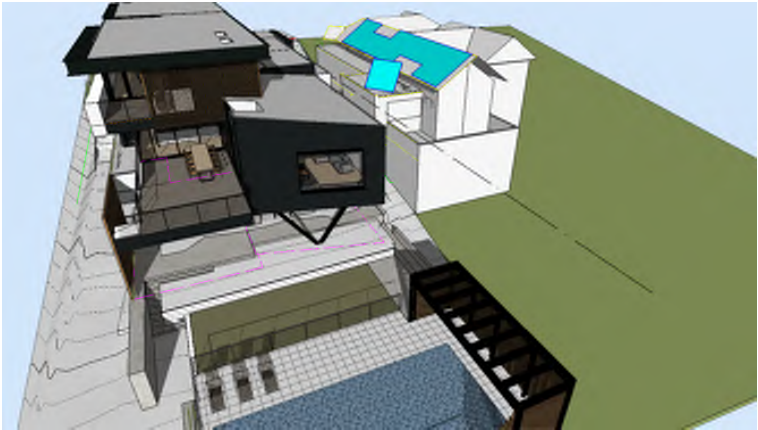
REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS		ISSUE DA
CLIENT Mark and Amanda	SCALE @ ISO A3 1:350	DWG # A504	
DWG 1200 shadows	DRAWN SG		
	CHECK JU	PROJECT# J009103	
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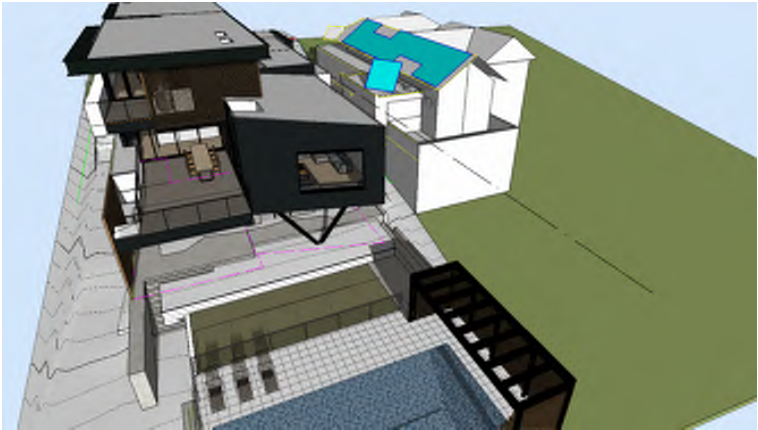
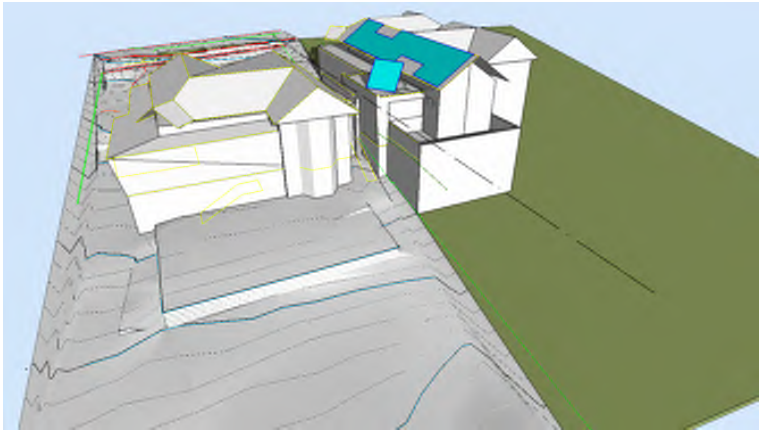
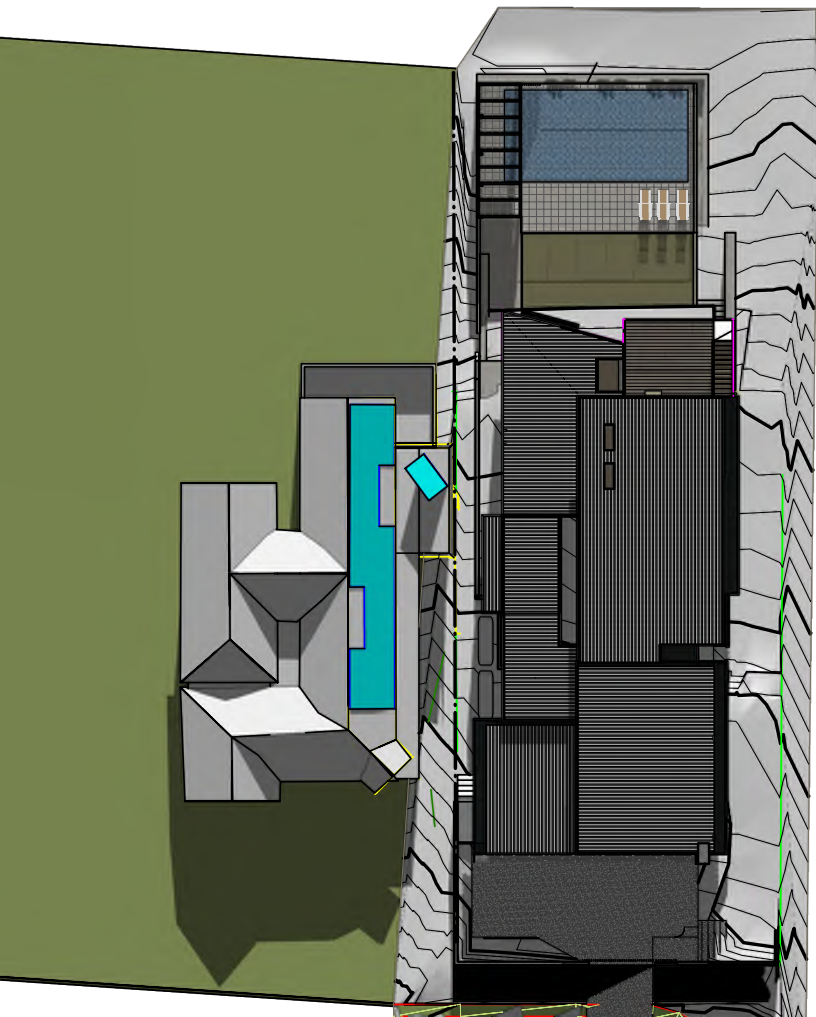
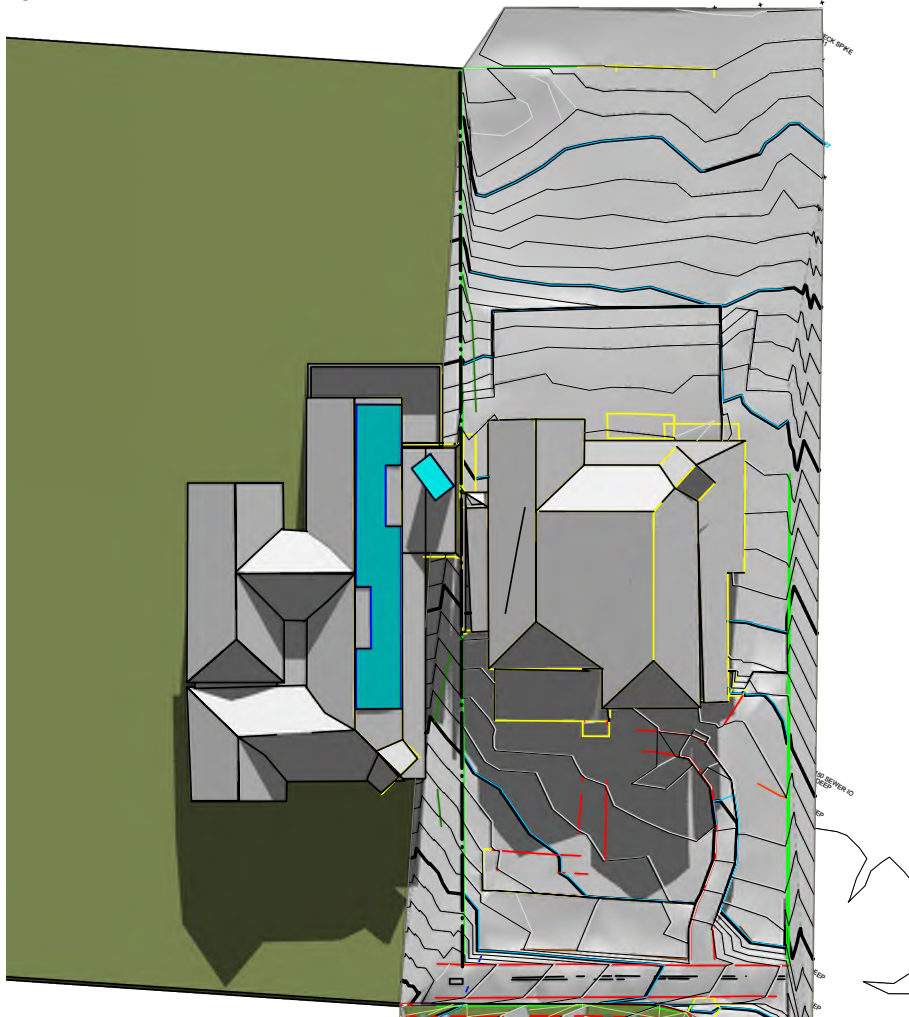
create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A505
DWG	1300 shadows		SCALE @ ISO A3 1:350
			DRAWN SG
			CHKD JU
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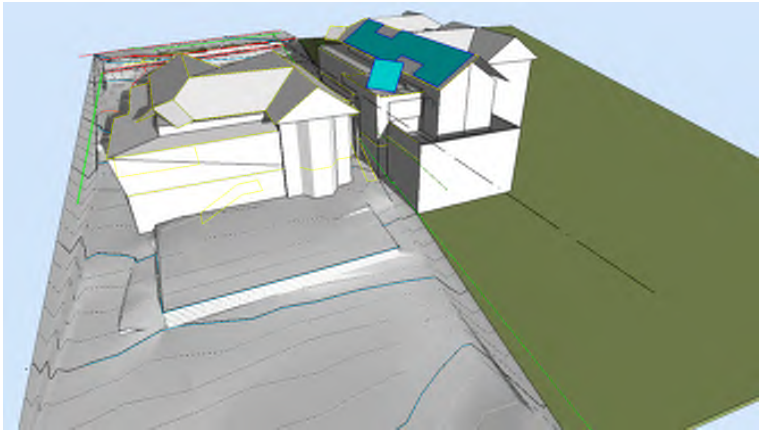
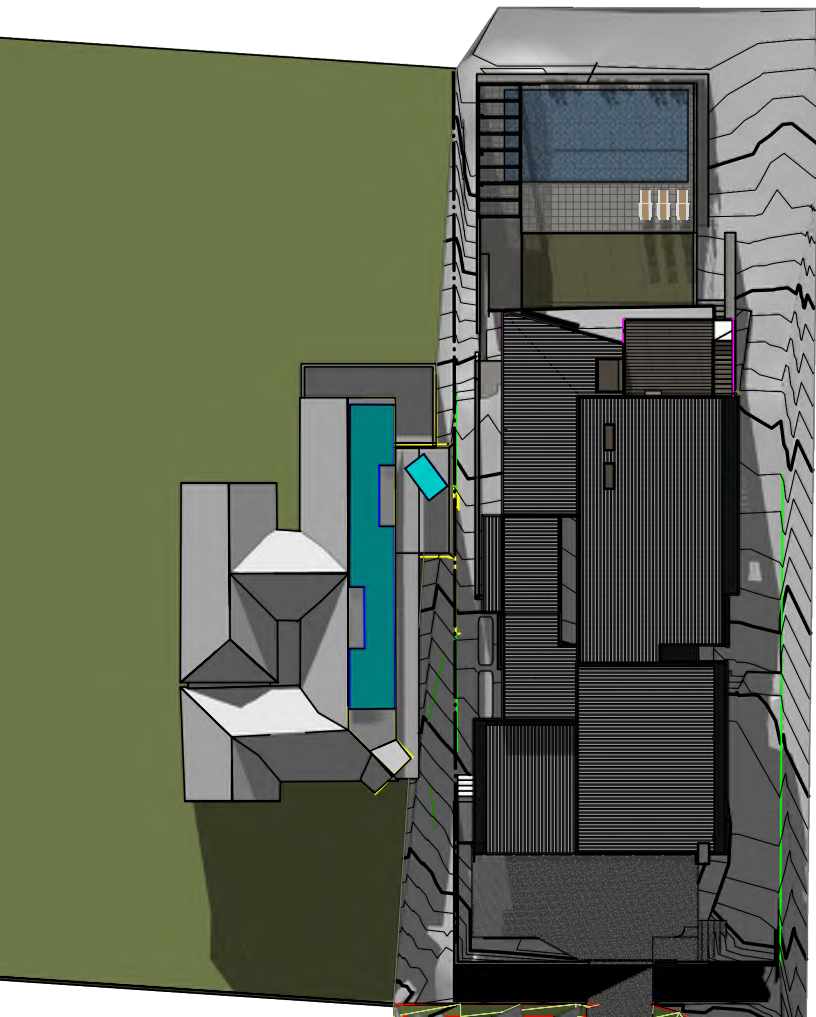
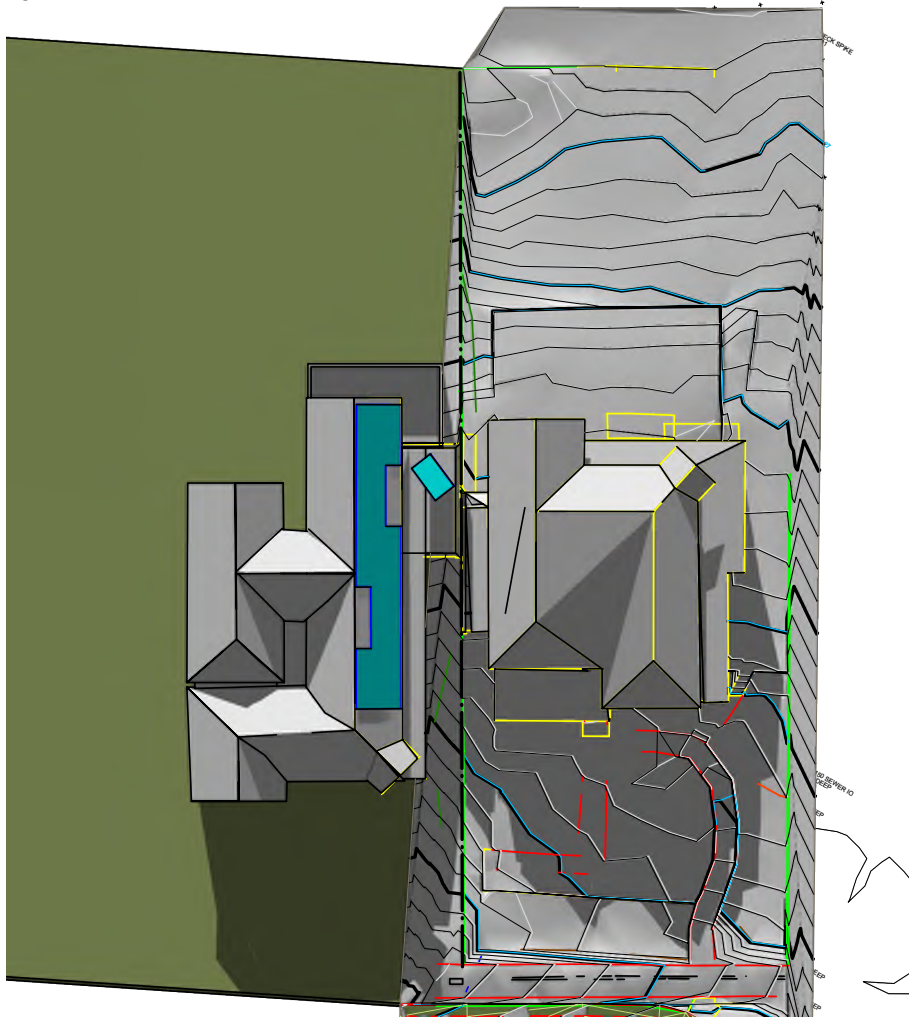


create.  
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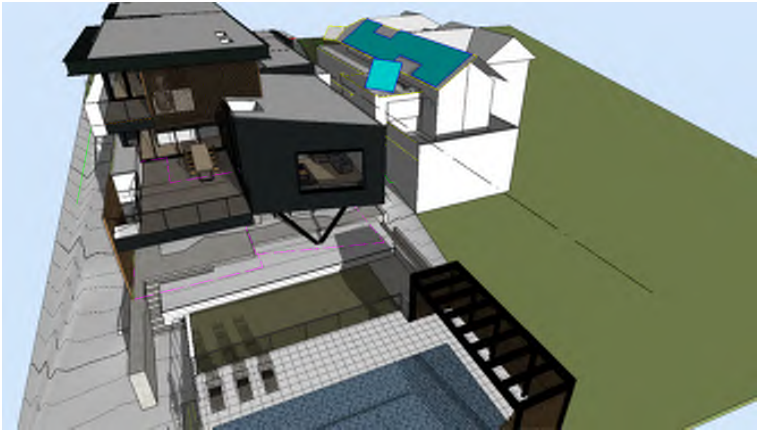


REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A506
DWG	1400 shadows		SCALE @ ISO A3 1:350
			DRAWN SG
			CHKD JU
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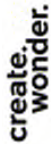
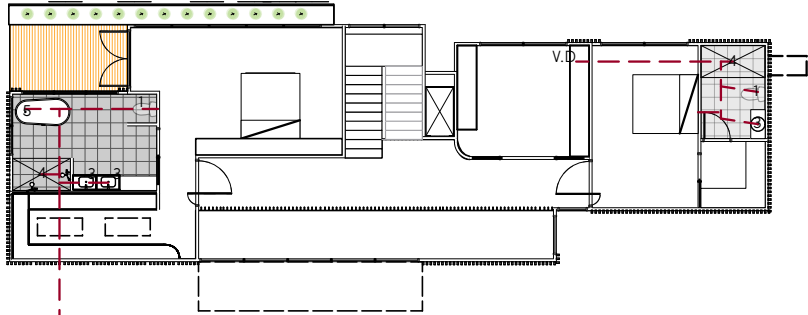
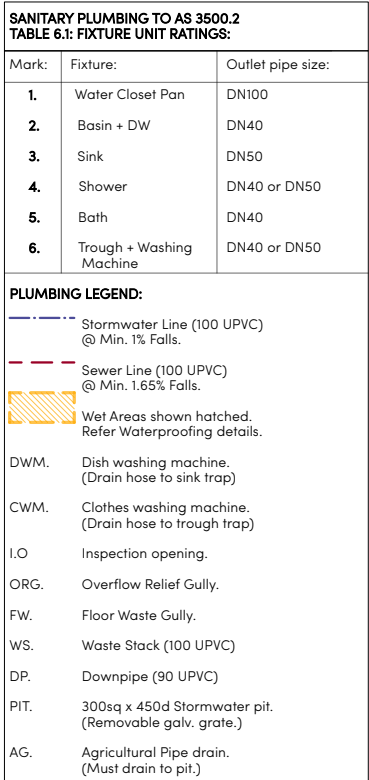


create.  
wonder.



REVISION - E	DATE - 14/8/2025	DESCRIPTION - DA rfi response	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	DWG # A507
DWG	1500 shadows	DRAWN SG	PROJECT# J009103
		CHKD JU	
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REVISION -	E	DATE -	10/09/25	DESCRIPTION -	TASWATER RFI	DATE	30/7/2025
ADDRESS	6 Richard Ave, Newstead					ISSUE	DA
CLIENT	Mark and Amanda					DWG #	A601
DWG	Concept servicing					SCALE @ ISO A3	1:200
						DRAWN	SG
						CHECK	JUL
						PROJECT #	J009103

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## NEW SEWER CONNECTION LONG SECTION

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REVISION / E DATE - 10/09/25 DESCRIPTION - TASWATER RFI		DATE 30/07/2025	
ADDRESS 6 Richard Ave, Newstead		ISSUE DA	
CLIENT Mark and Amanda		DWG# - A602	
DWG Concept servicing		SCALE @ ISO A3: 1:500 DRAWN SQ CHKD JLI PROJECT# J009103	
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Proposed dwelling  
06 Richards Ave, newstead

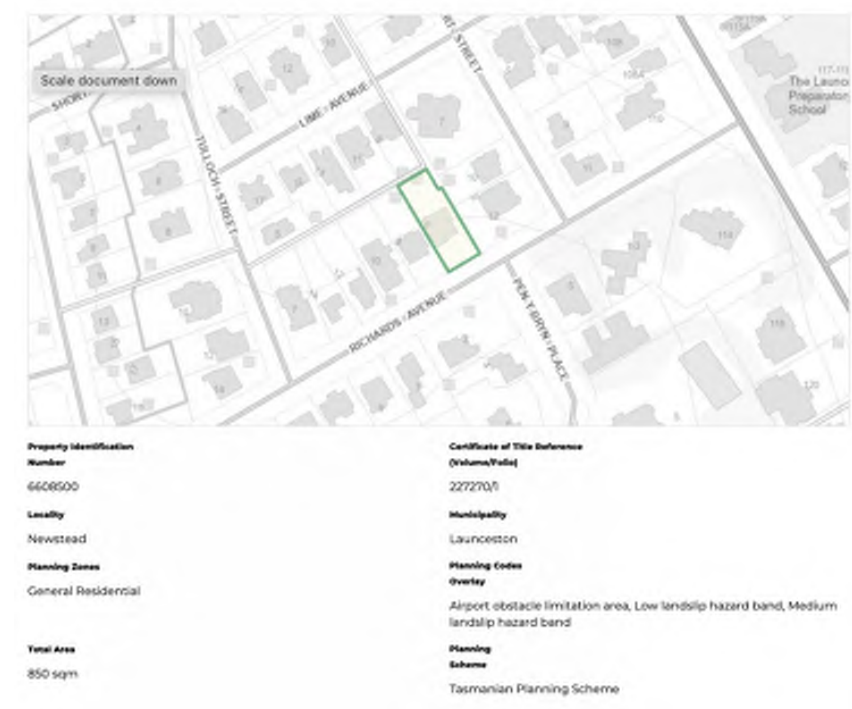
Sheet Number	Sheet Title	Current Revision	CurrentRevisionDate
A100	Cover	G	5/11/2025
A101	Site Context Plan existing	F	5/11/2025
A102	Site Context Plan proposed	F	5/11/2025
A103	Site Plan ground	F	5/11/2025
A104	Site Plan first floor	F	5/11/2025
A105	Site Plan second floor	F	5/11/2025
A106	Site landscape plan	F	5/11/2025
A201	Floor Plan Ground	F	5/11/2025
A202	Floor Plan First	F	5/11/2025
A203	Floor Plan Second	F	5/11/2025
A301	Elevations 01	F	5/11/2025
A302	Elevations 02	F	5/11/2025
A303	Elevations POOL STRUCTURE	F	5/11/2025
A304	Major Elevations	F	5/11/2025
A305	Major Elevations	F	5/11/2025
A401	3d	F	5/11/2025
A402	3d	F	5/11/2025
A403	3d	F	5/11/2025
A404	building envelope diagrams	F	5/11/2025
A405	3d	F	5/11/2025
A406	3d	F	5/11/2025
A407	3d	F	5/11/2025
A408	3d	F	5/11/2025
A409	3d	F	5/11/2025
A410	3d	F	5/11/2025
A501	0900 shadows	F	5/11/2025
A502	1000 shadows	F	5/11/2025
A503	1100 shadows	F	5/11/2025
A504	1200 shadows	F	5/11/2025
A505	1300 shadows	F	5/11/2025
A506	1400 shadows	F	5/11/2025
A507	1500 shadows	F	5/11/2025
A508	0900 MARCH shadows	F	5/11/2025
A509	1100 MARCH shadows	F	5/11/2025
A510	1300 MARCH shadows	F	5/11/2025
A511	1500 MARCH shadows	F	5/11/2025

artist impression



GENERAL INFORMATION:

Accredited Architect: Sam Haberle  
Accreditation Number: CC5618 U

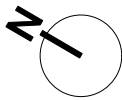


create.  
wonder.



REVISION - G	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3	DWG # A100
DWG	Cover	DRAWN SG	PROJECT# J009103
		CHECK JU	
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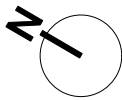
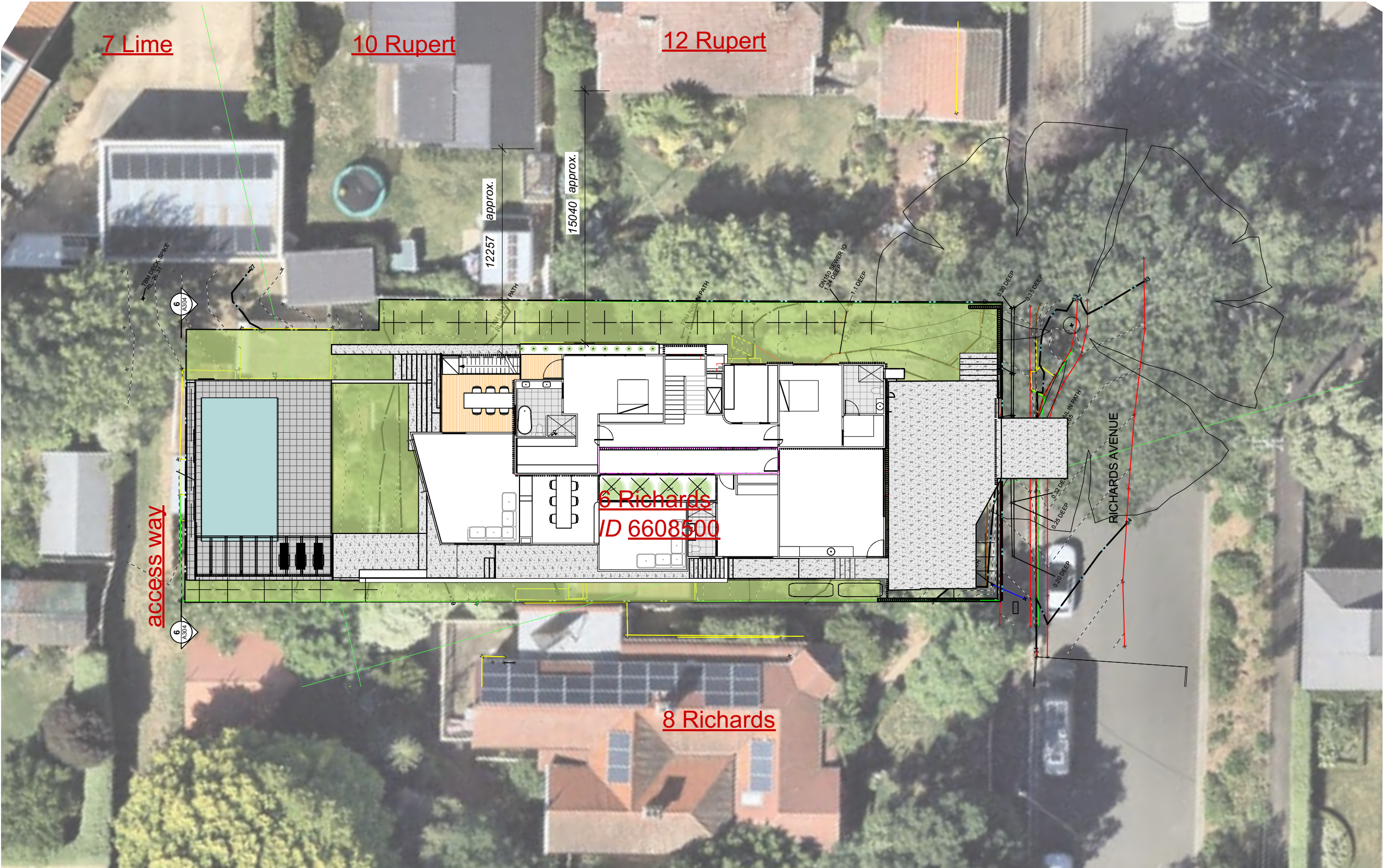


create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3	DWG #
DWG	Site Context Plan existing	DRAWN SG	A101
CHKD	JU	PROJECT# J009103	
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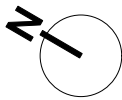
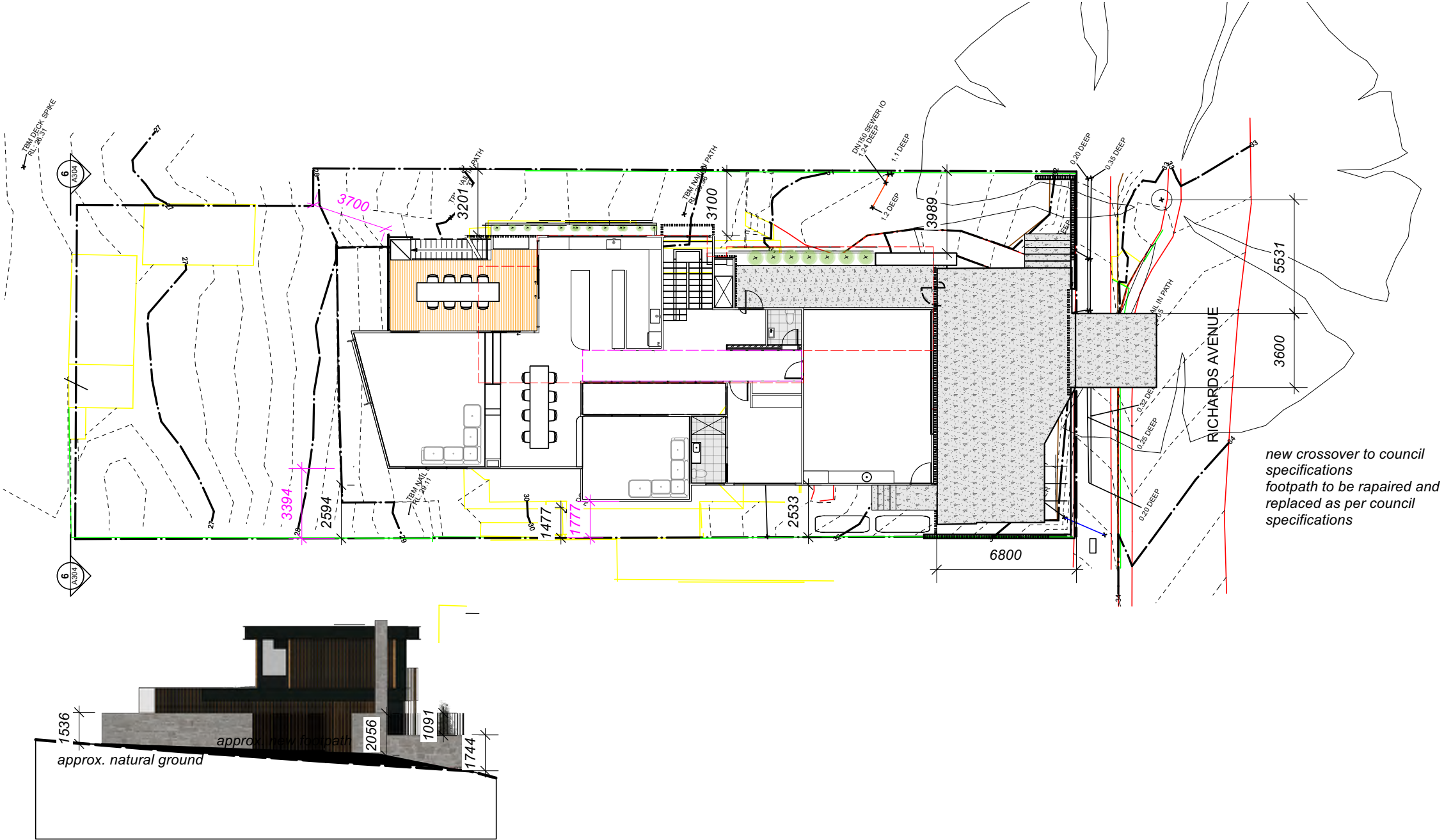
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REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:200	DWG #
DWG	Site Context Plan proposed	DRAWN SG	A102
		CHECK JU	PROJECT# J009103
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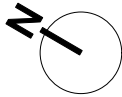
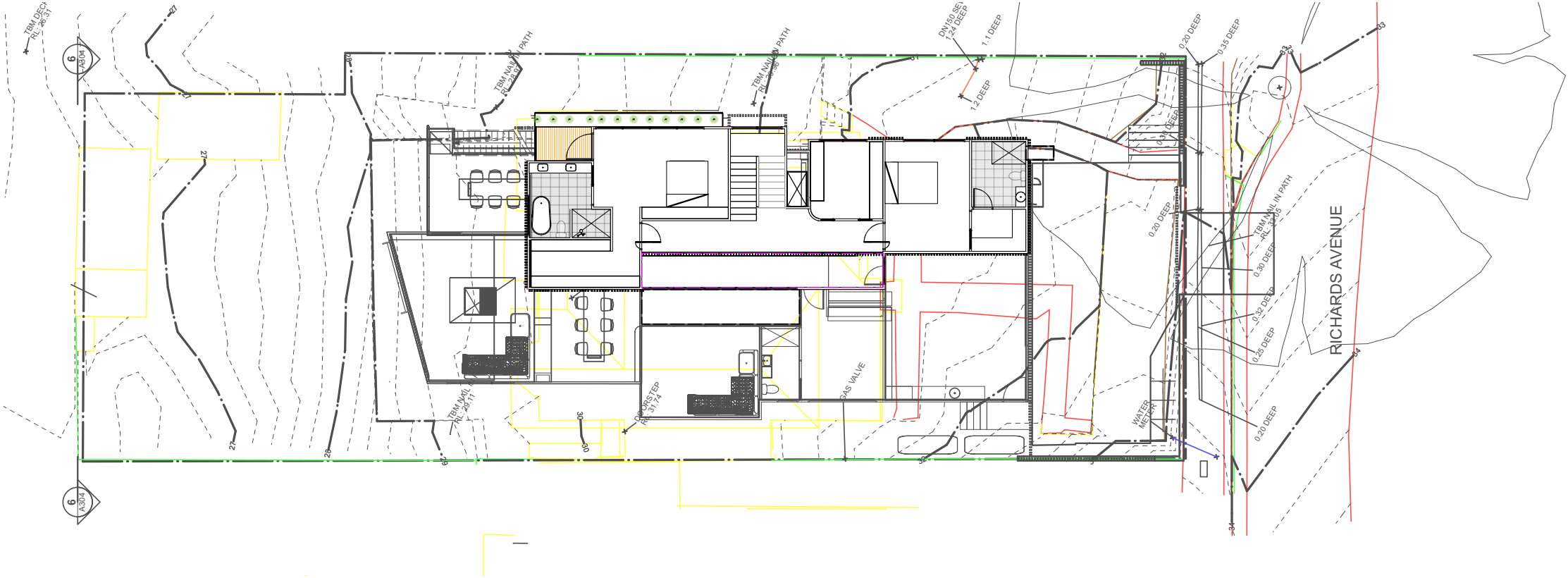




create.  
wonder.



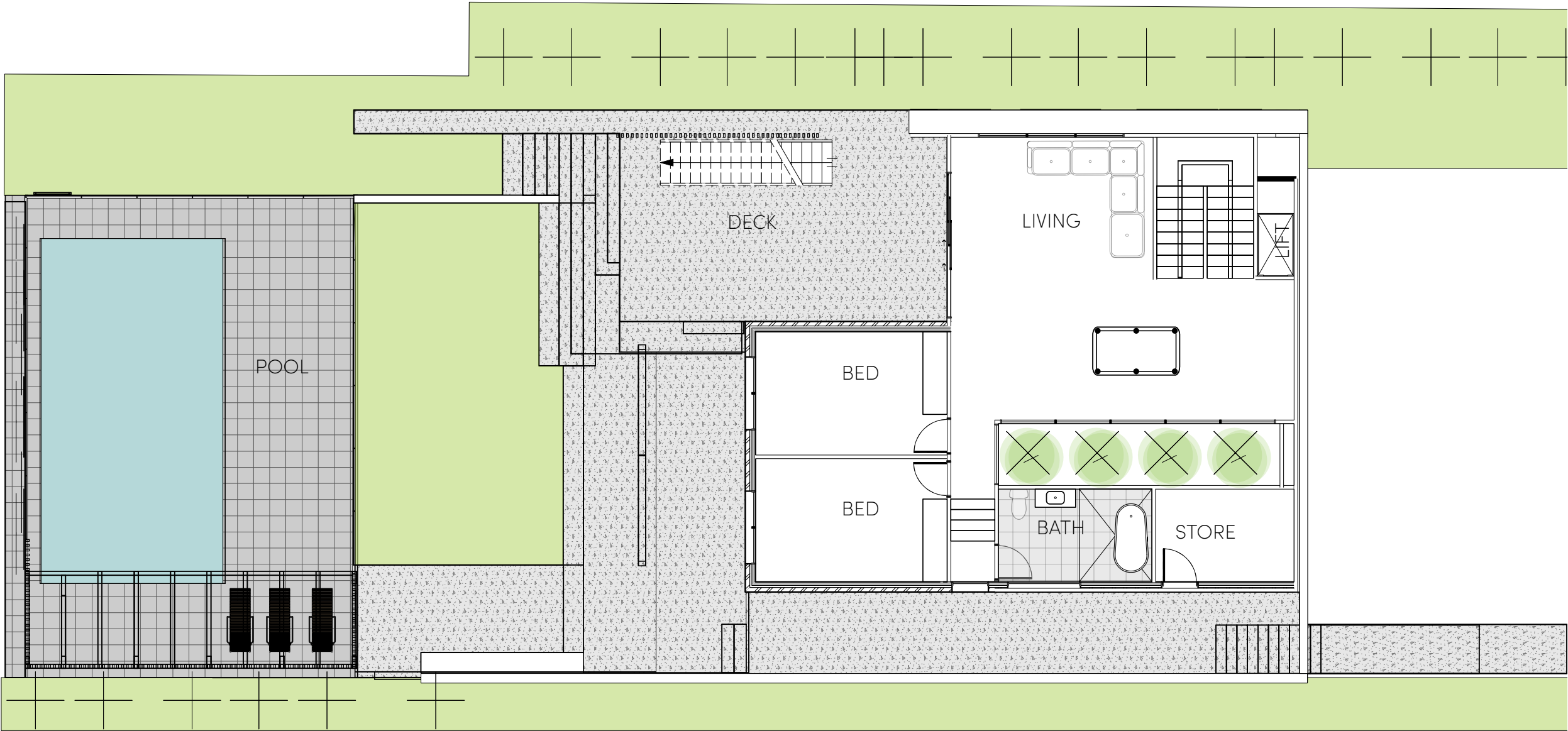
REVISION - F		DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead		do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS		ISSUE DA
CLIENT Mark and Amanda		SCALE @ ISO A3 1:200		DWG # A104
DWG Site Plan first floor		DRAWN SG	CHKD JU	PROJECT# J009103
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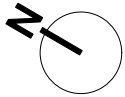
create.  
wonder.



REVISION - F		DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead		do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS		ISSUE DA
CLIENT Mark and Amanda		SCALE @ ISO A3 1:200		DWG # A105
DWG Site Plan second floor		DRAWN SG	CHKD JU	PROJECT# J009103
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**4** **Ground Floor**  
Scale: 1:100  
146m2 **now 126m2**

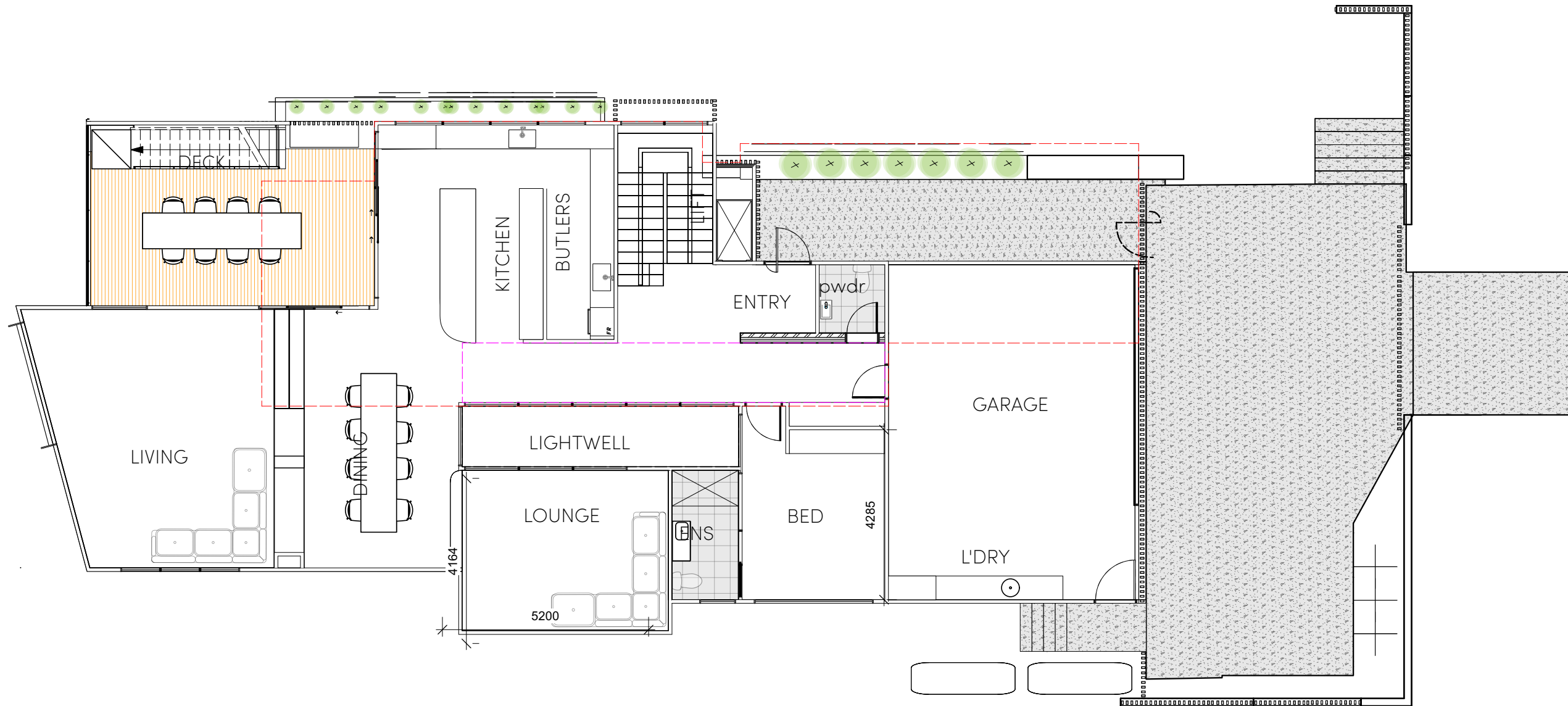


create.  
wonder.

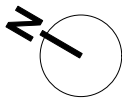


REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A201
DWG	Floor Plan Ground	DRAWN SG	PROJECT# J009103
		CHKD JU	
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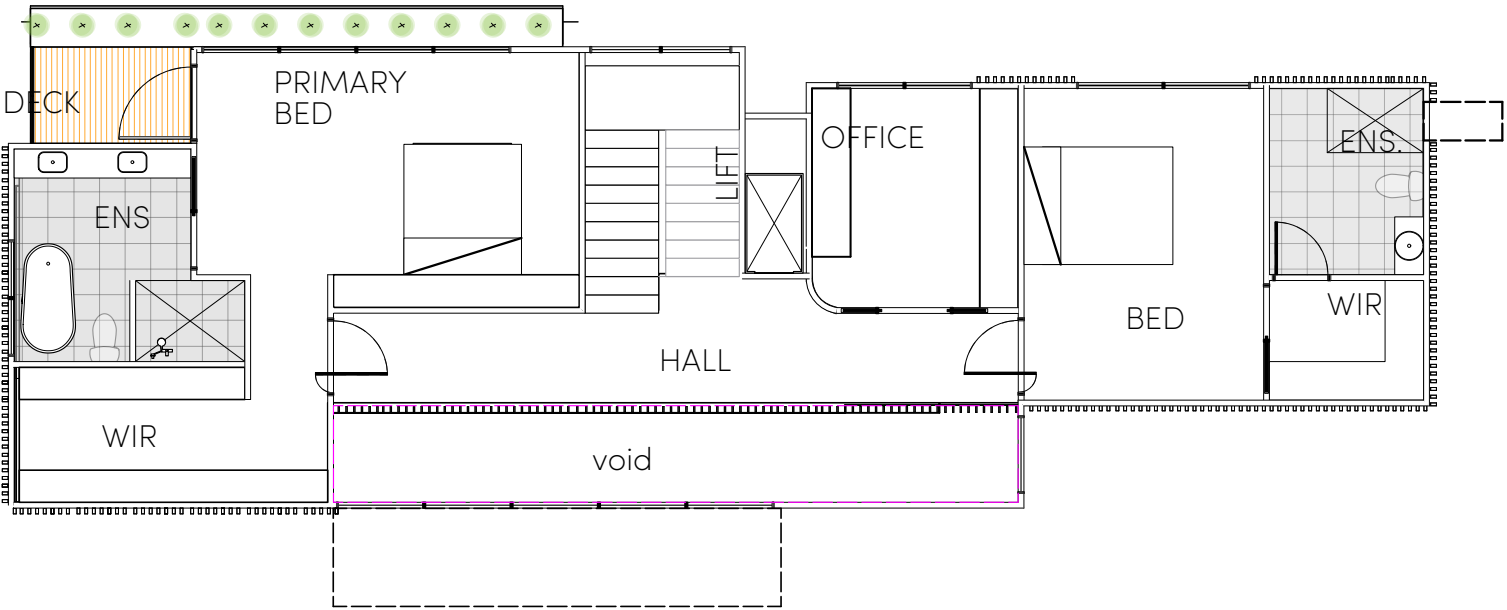
4 **First Floor**  
Scale: 1:100  
266m2 **now 256m2**



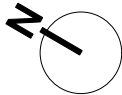
create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A202
DWG	Floor Plan First	DRAWN SG	PROJECT# J009103
		CHKD JU	
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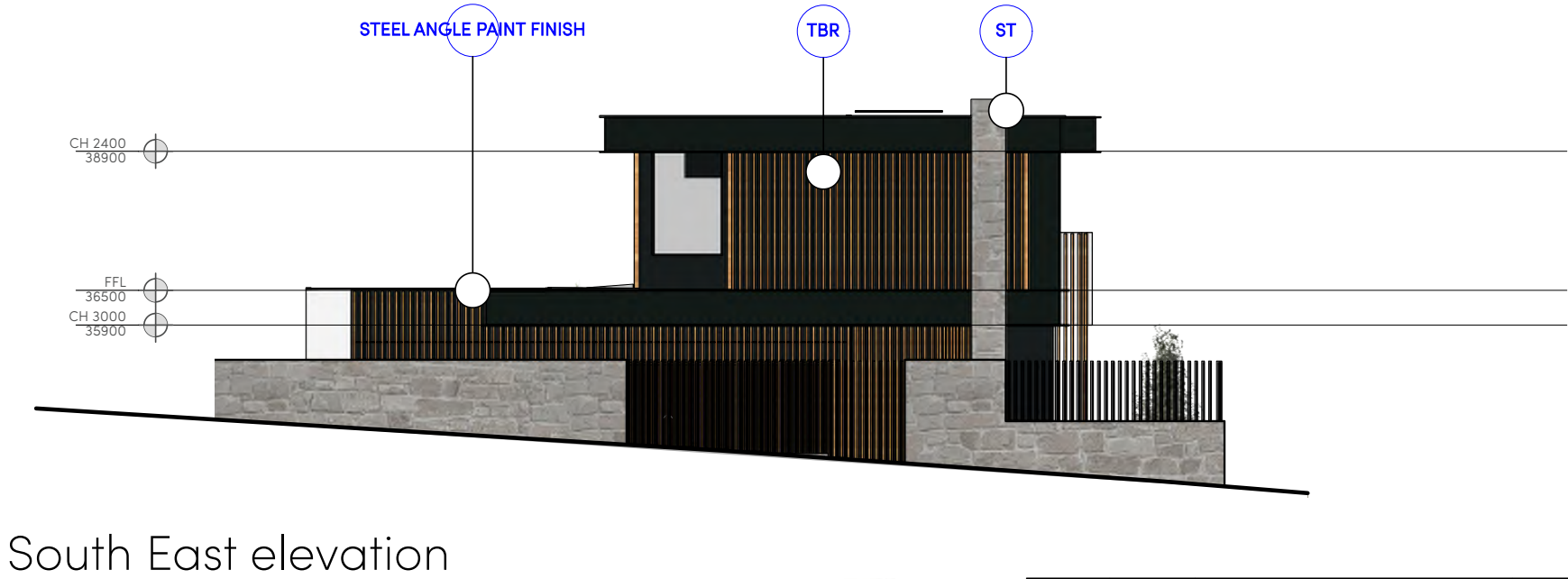
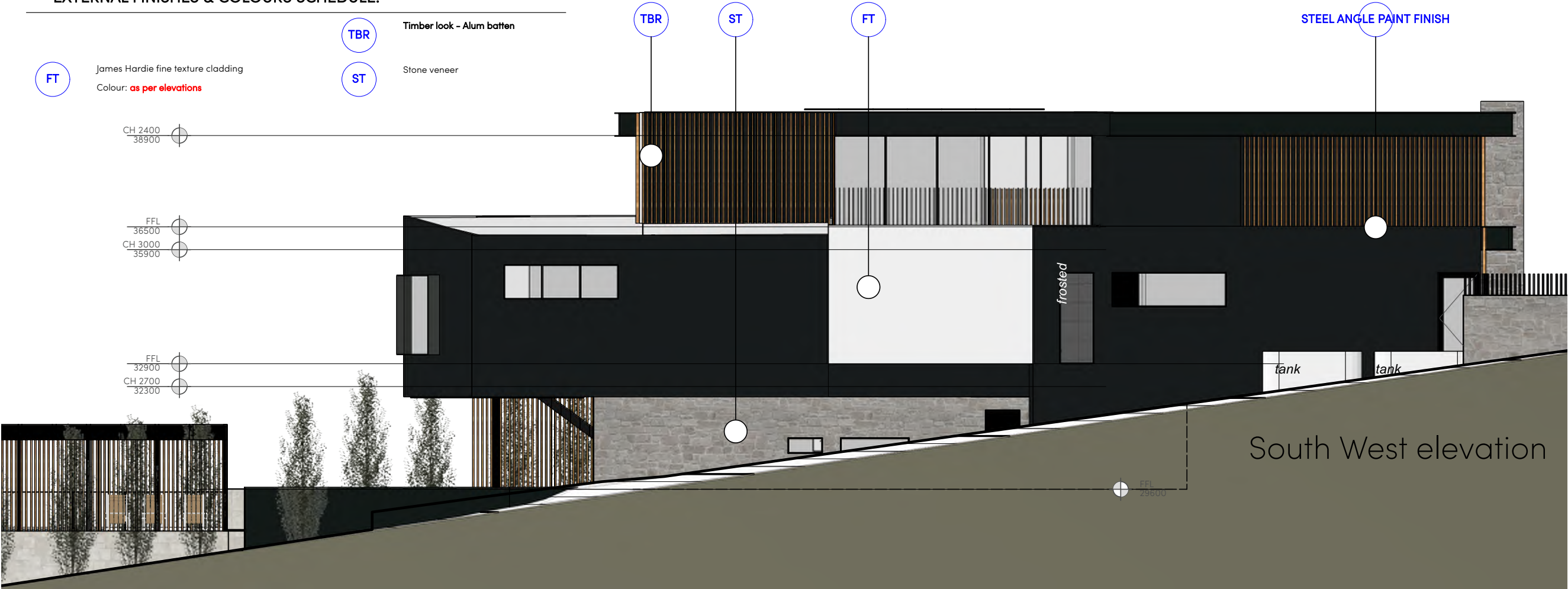


**4 First Floor**  
Scale: 1:100  
130m2    now 120m2



REVISION - F		DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead		do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS		ISSUE DA
CLIENT Mark and Amanda		SCALE @ ISO A3 1:100		DWG # A203
DWG Floor Plan Second		DRAWN SG	CHKD JU	PROJECT# J009103
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EXTERNAL FINISHES & COLOURS SCHEDULE:



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A301
DWG	Elevations 01	DRAWN SG	PROJECT# J009103
		CHKD JU	
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EXTERNAL FINISHES & COLOURS SCHEDULE:

- TBR

Timber look - Alum batten
- FT

James Hardie fine texture cladding  
Colour: **as per elevations**
- ST

Stone veneer

create.  
wonder.

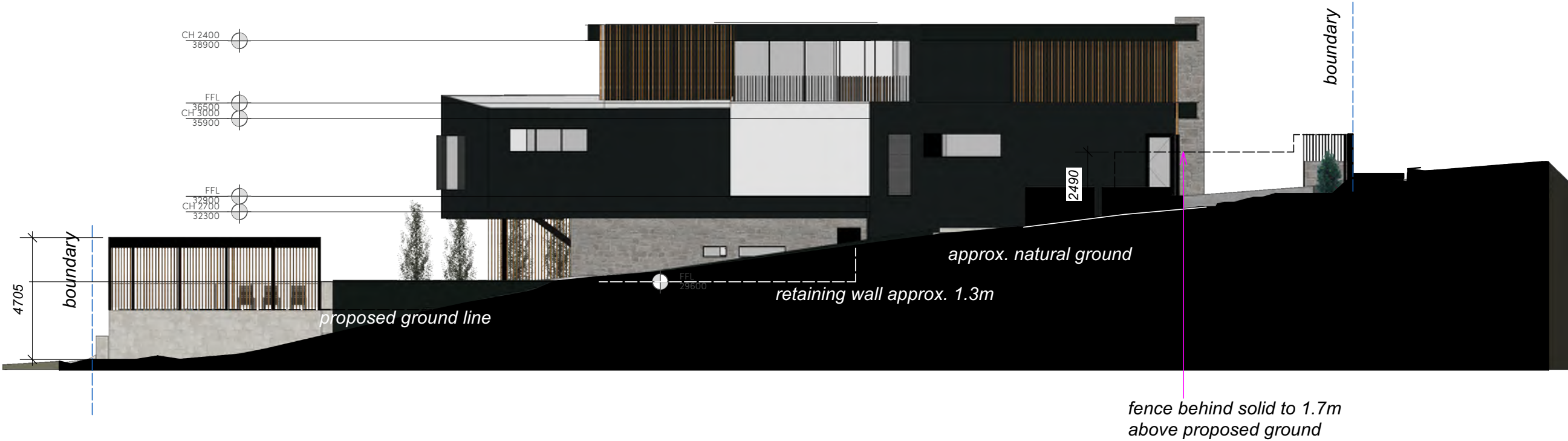
REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead			ISSUE DA
CLIENT Mark and Amanda			DWG # A302
DWG Elevations 02			SCALE @ ISO A3 1:100
			DRAWN SG
			CHECK JU
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North East elevation



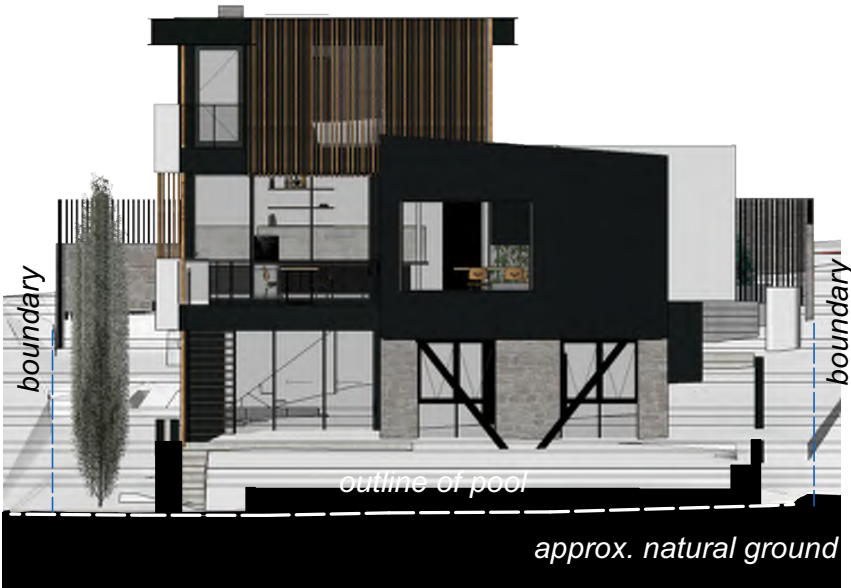
South West elevation

create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:150	DWG #
DWG	Major Elevations	DRAWN SG	A304
CHKD	JU	PROJECT# J009103	
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North West elevation



South East elevation

artist impression not to scale



create.wonder.

S

REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead			ISSUE DA
CLIENT Mark and Amanda			DWG # A305
DWG Major Elevations			SCALE @ ISO A3 1:150
			DRAWN SG
			CHECK JU
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create.  
wonder.

REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE DA
CLIENT	Mark and Amanda		DWG # A401
DWG	3d	SCALE @ ISO A3 1:100	PROJECT# J009103
		DRAWN SG	
		CHKD JU	
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create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG #
DWG	3d	DRAWN SG	A402
		CHKD JU	PROJECT# J009103
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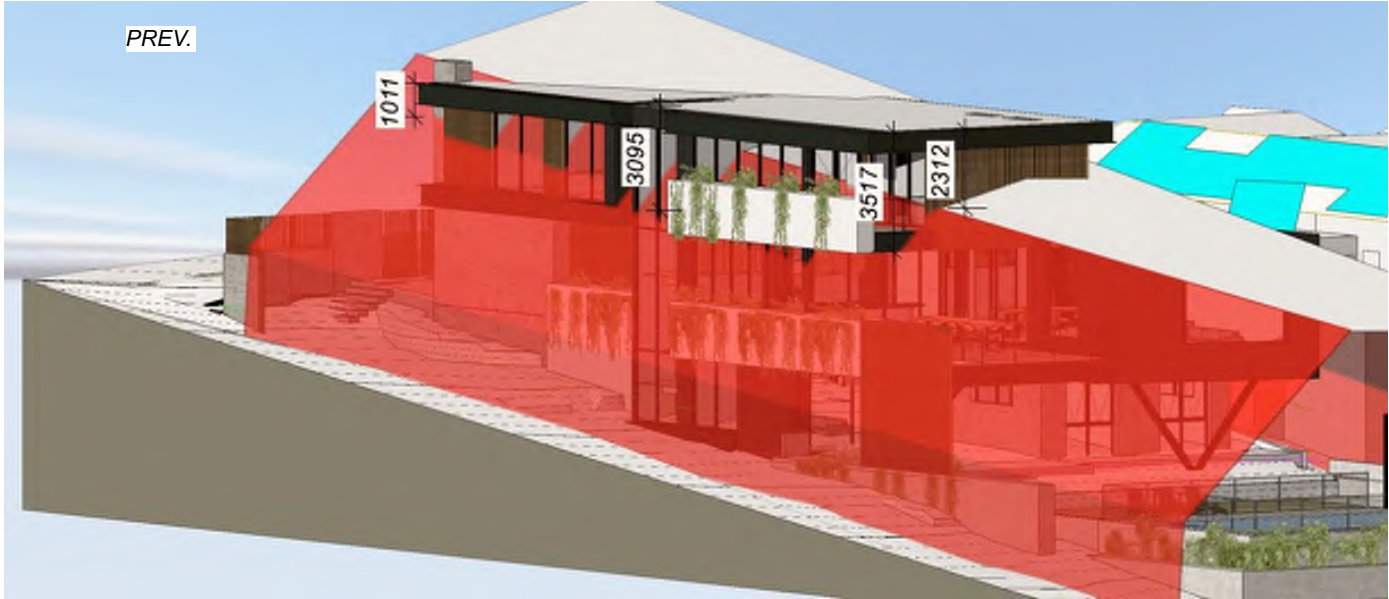
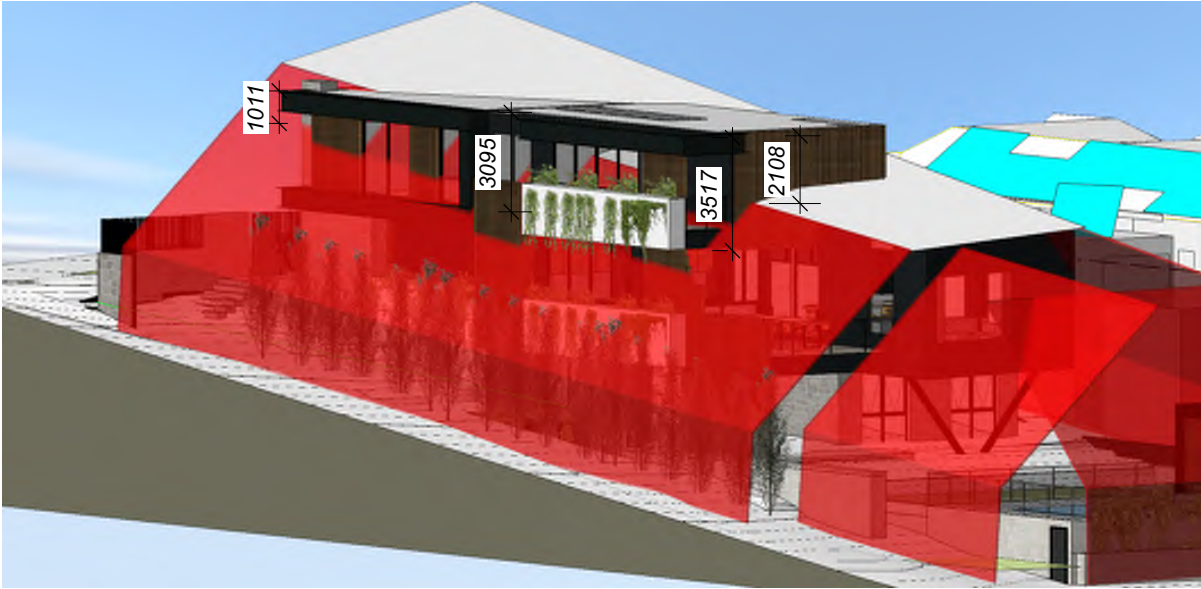
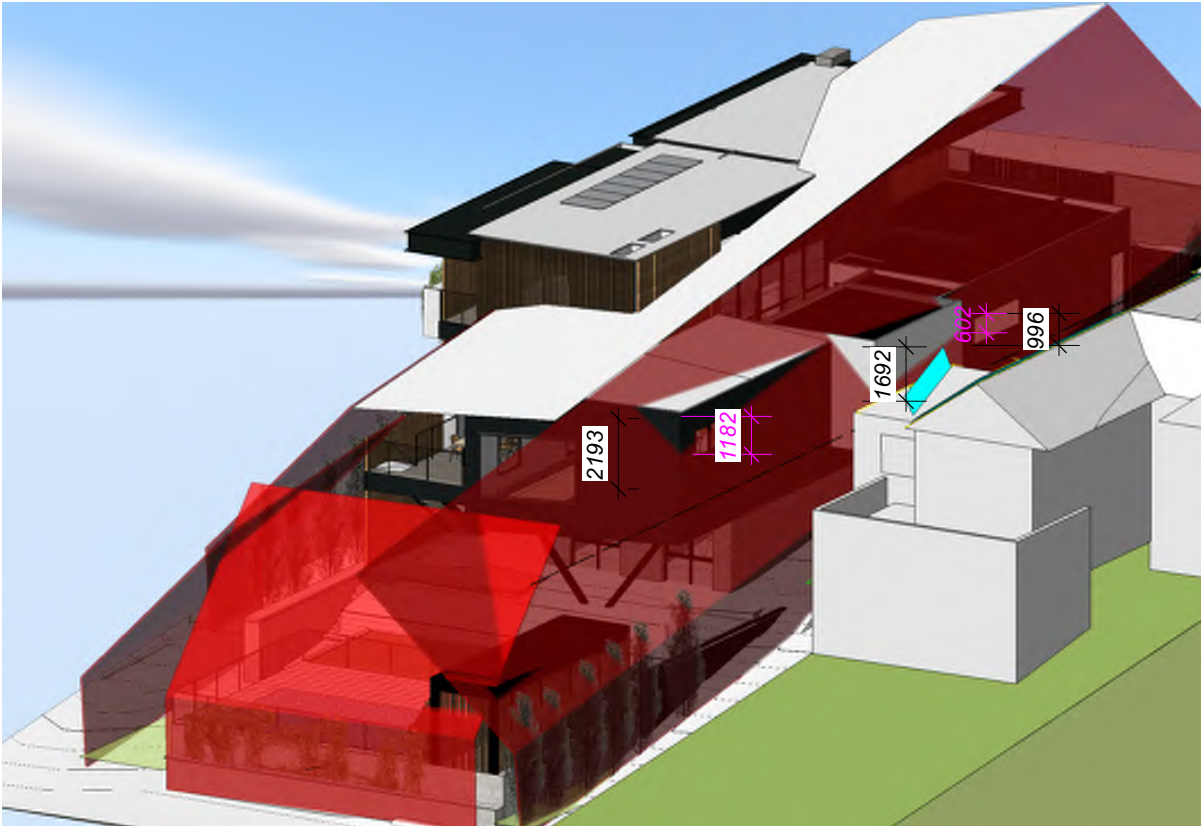


create.  
wonder.



REVISION - F		DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS		6 Richard Ave, Newstead		ISSUE
CLIENT		Mark and Amanda		DA
DWG		3d	SCALE @ ISO A3 1:100	DWG #
			DRAWN SG	A403
			CHKD JU	PROJECT# J009103
S. Group		Level 1, 10-14 Paterson st, Launceston   Level 1, 90-92 Murray st, Hobart		
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create.  
wonder.

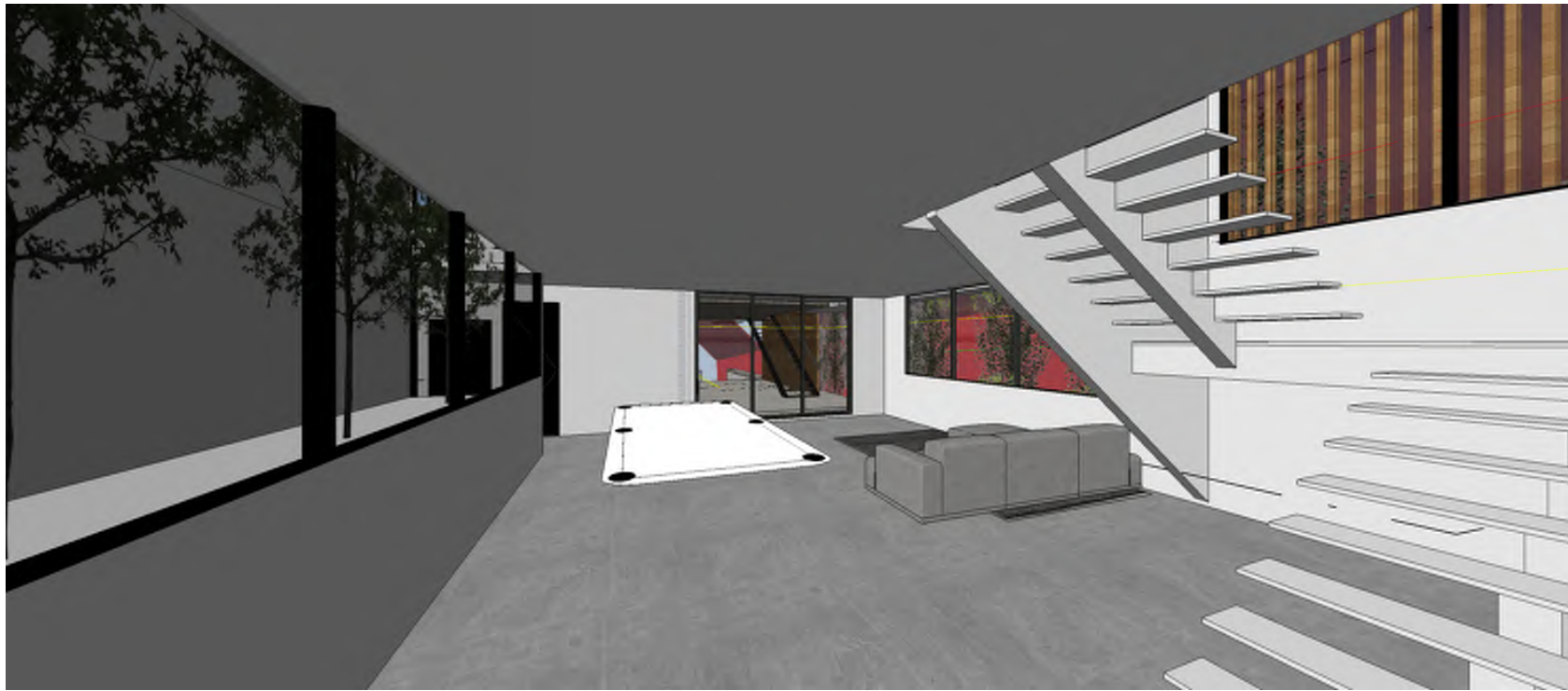
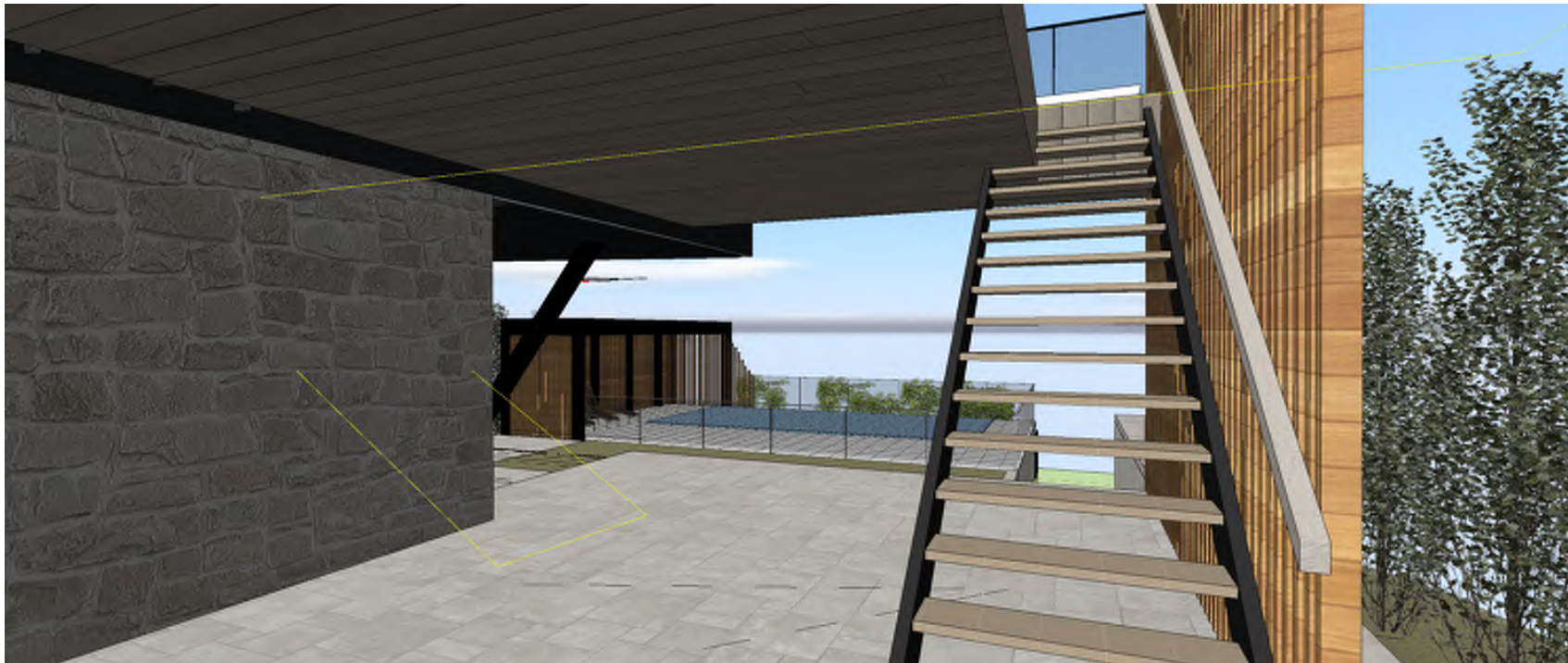


REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead		ISSUE
CLIENT	Mark and Amanda		DWG #
DWG	building envelope diagrams		A404
SCALE @ ISO A3	1:200		PROJECT#
DRAWN	SG		J009103
CHECKED	JU		


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create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead			ISSUE DA
CLIENT Mark and Amanda			DWG # A405
DWG 3d	SCALE @ ISO A3 1:100	DRAWN SG	PROJECT# J009103
	CHKD JU		
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create.  
wonder.

REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead			ISSUE DA
CLIENT Mark and Amanda			DWG # A406
DWG 3d	SCALE @ ISO A3 1:100	DRAWN SG	PROJECT# J009103
CHKD JU			
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create.  
wonder.



REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS 6 Richard Ave, Newstead			ISSUE DA
CLIENT Mark and Amanda			DWG # A407
DWG 3d	SCALE @ ISO A3 1:100		
	DRAWN SG		
	CHKD JU	PROJECT# J009103	
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	REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments		DATE	30/7/2025
	ADDRESS	6 Richard Ave, Newstead			ISSUE	DA
	CLIENT	Mark and Amanda			DWG #	A408
	DWG	3d	SCALE @ ISO A3	1:100	DRAWN	SG
			CHKD	JU	PROJECT#	J009103
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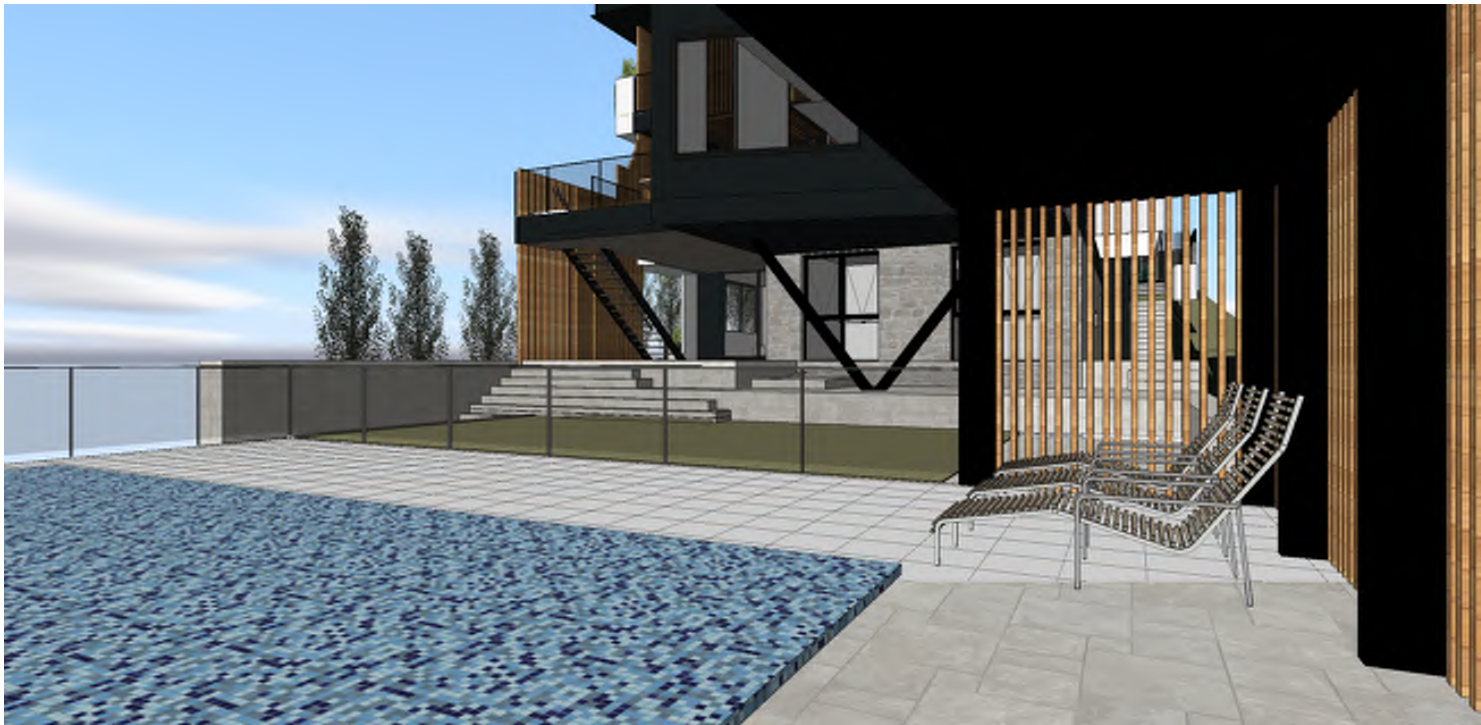
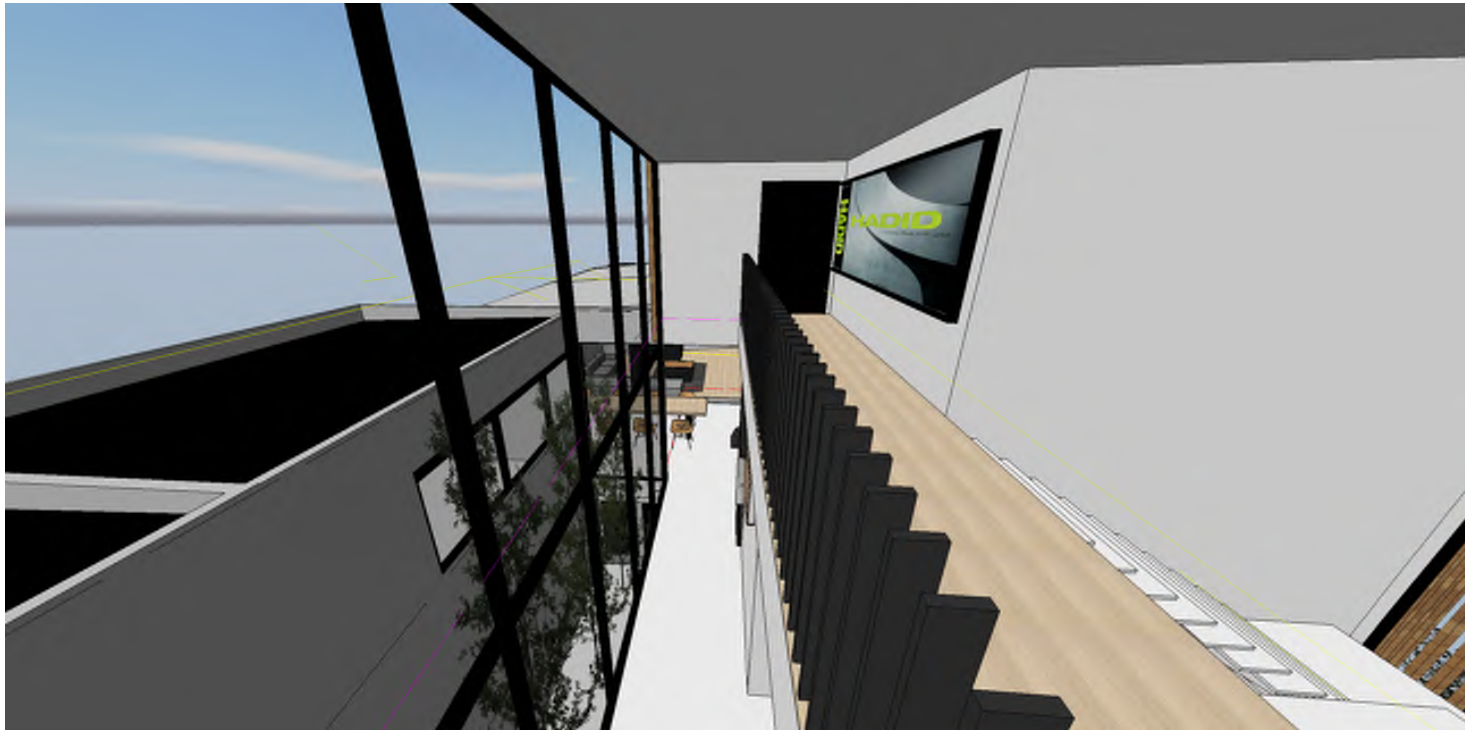


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REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE - 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG #
DWG	3d	DRAWN SG	A409
		CHKD JU	PROJECT# J009103
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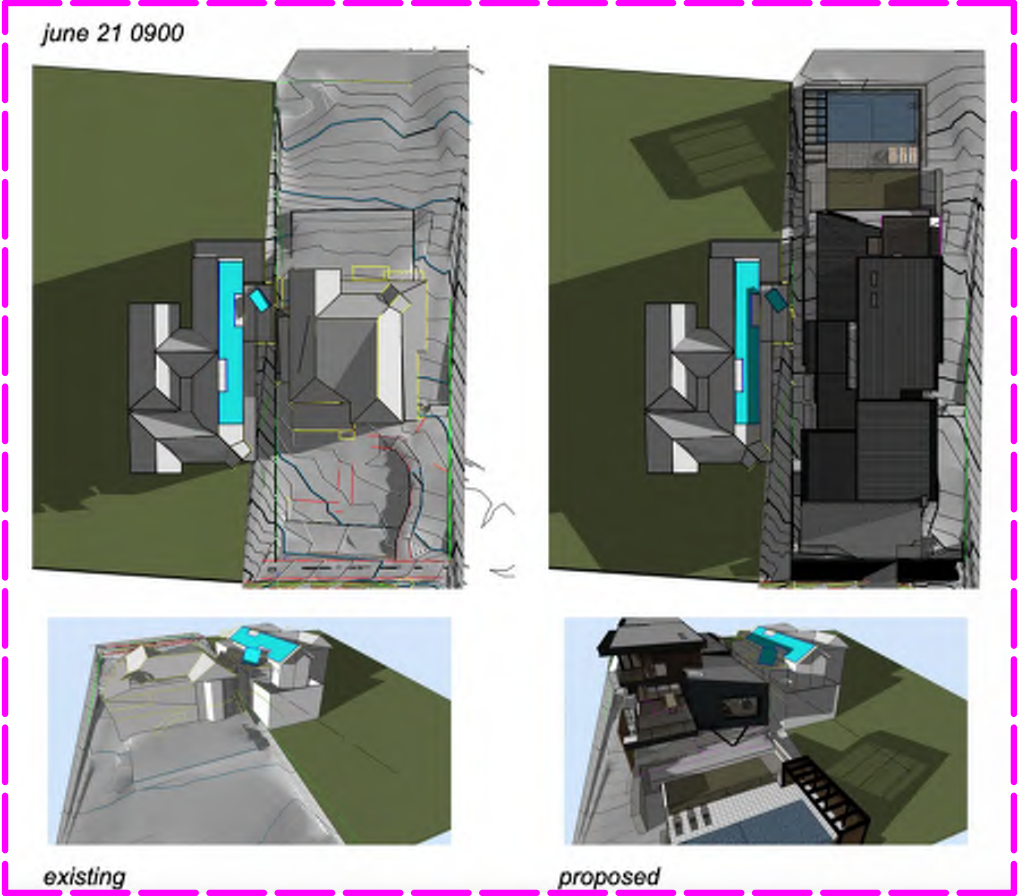
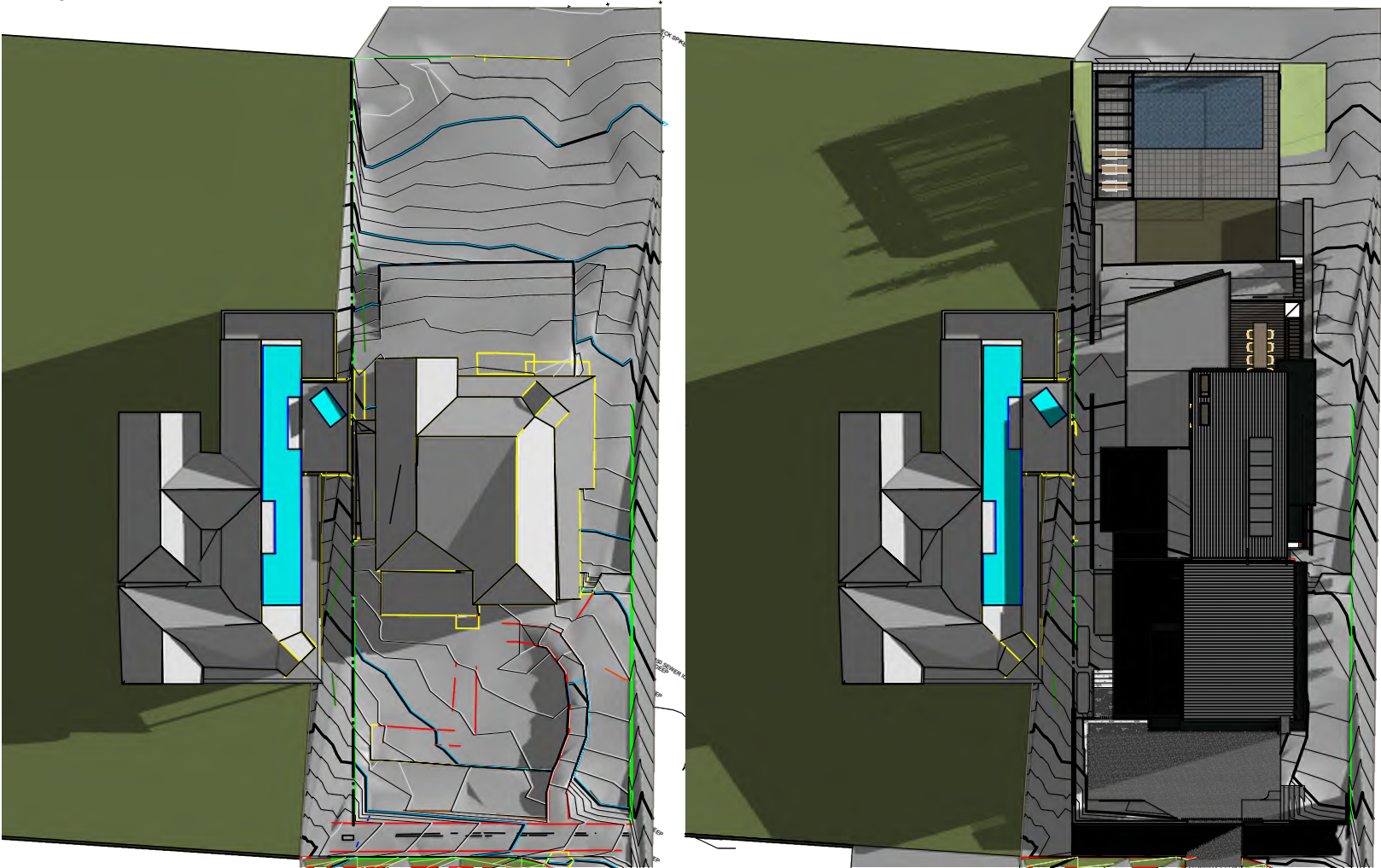




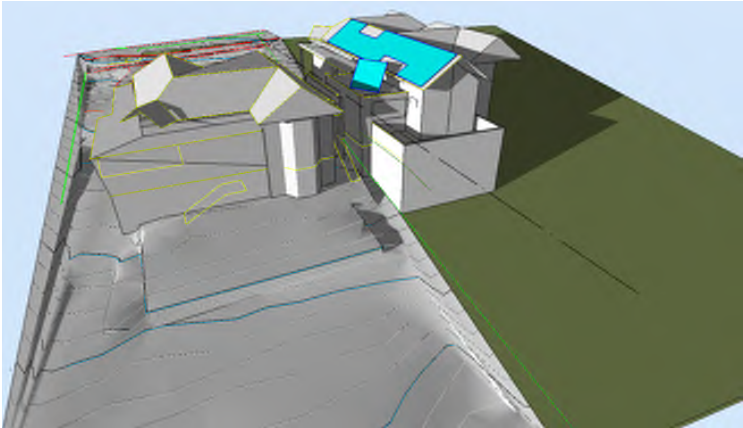
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ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCC and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:100	DWG # A410
DWG 3d		DRAWN SG	
		CHKD JU	PROJECT# J009103
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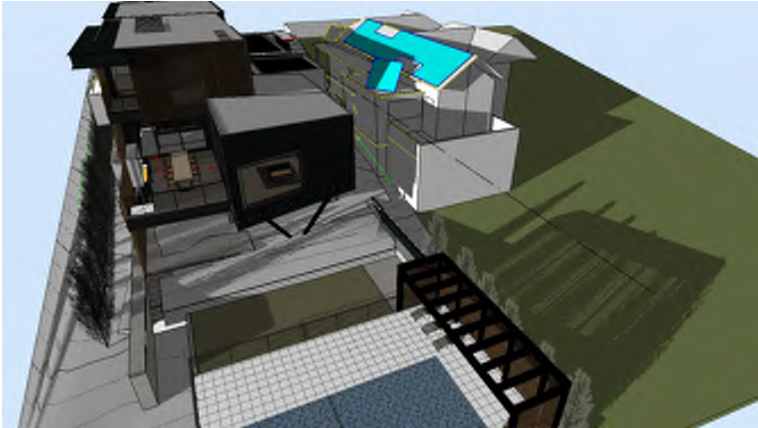
june 21 0900



previous shadows before amendments



existing



proposed



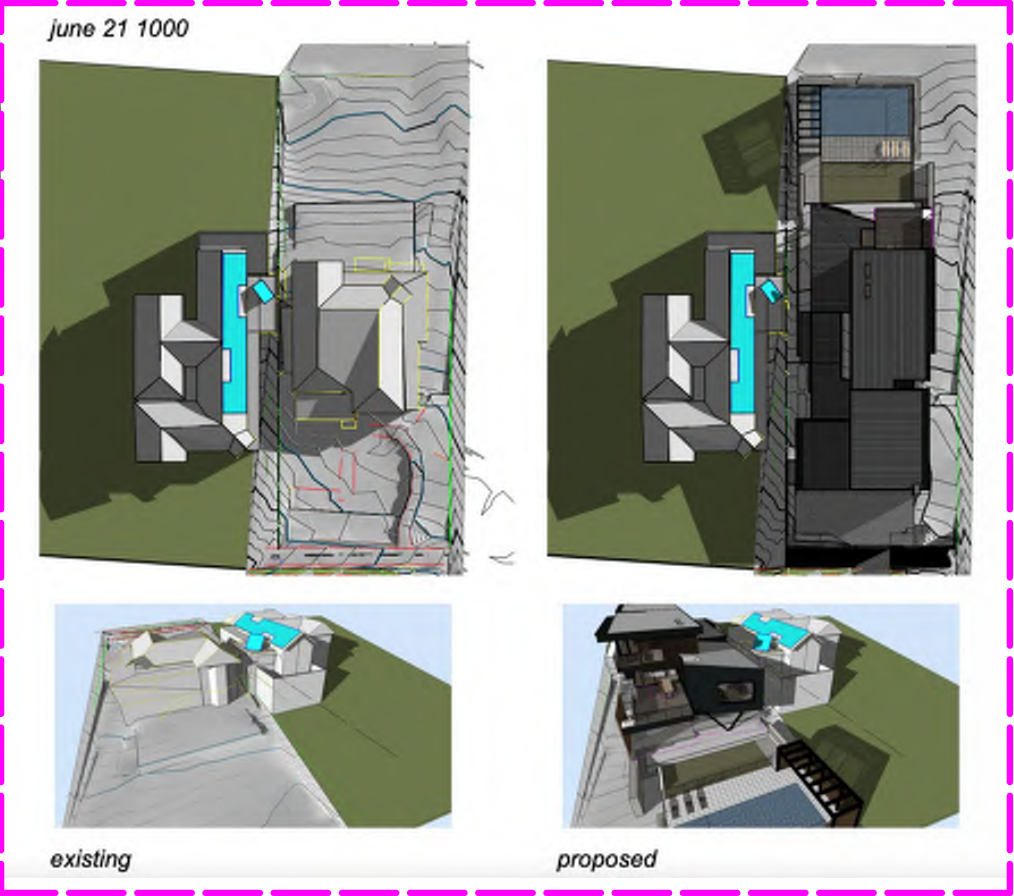
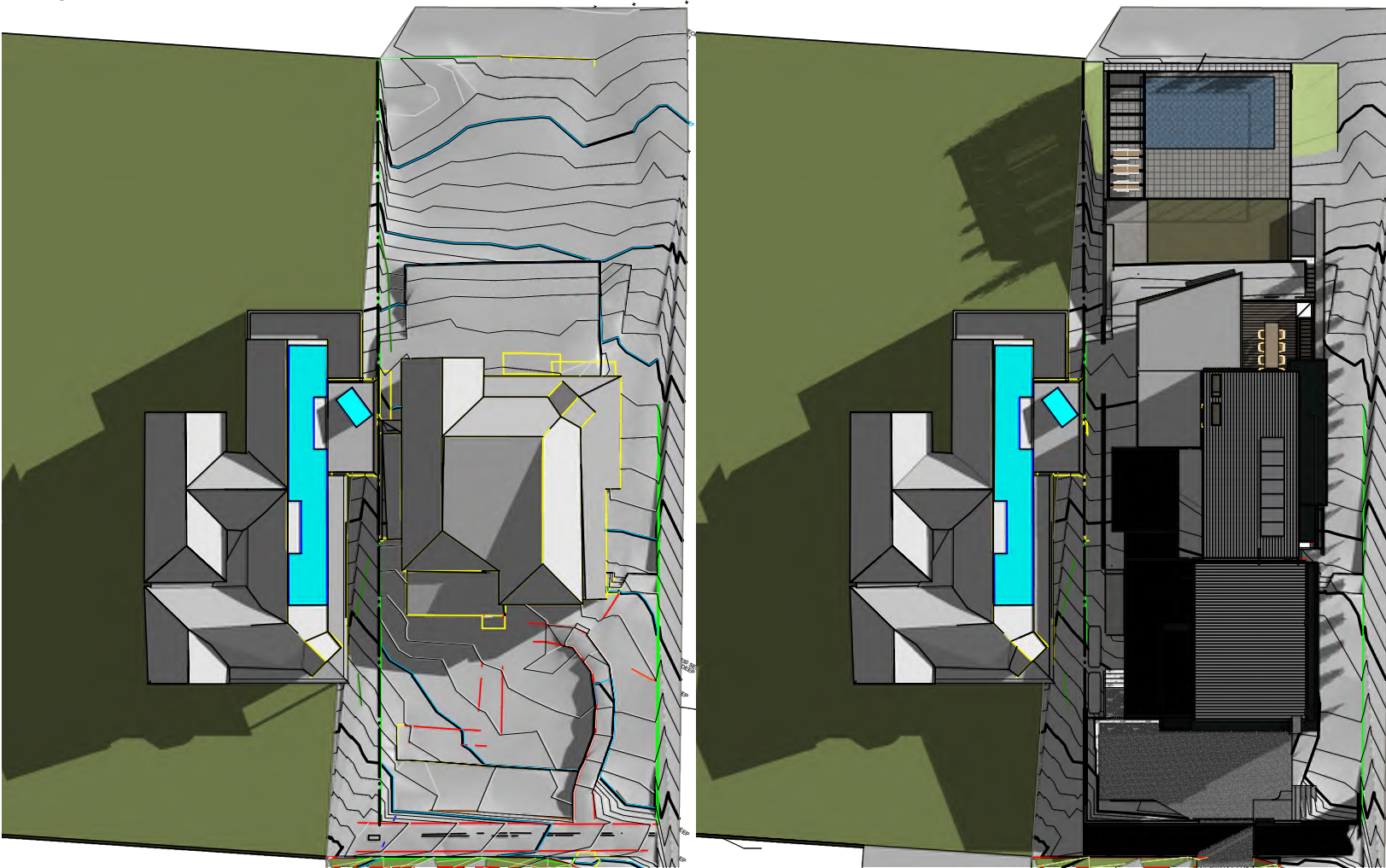
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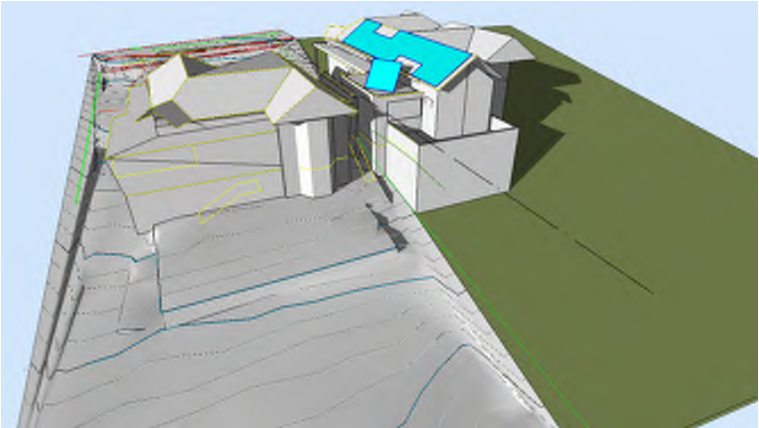
REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	DWG # A501
DWG	0900 shadows	DRAWN SG	PROJECT# J009103
		CHKD JU	
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june 21 1000



previous shadows before amendments



existing



proposed



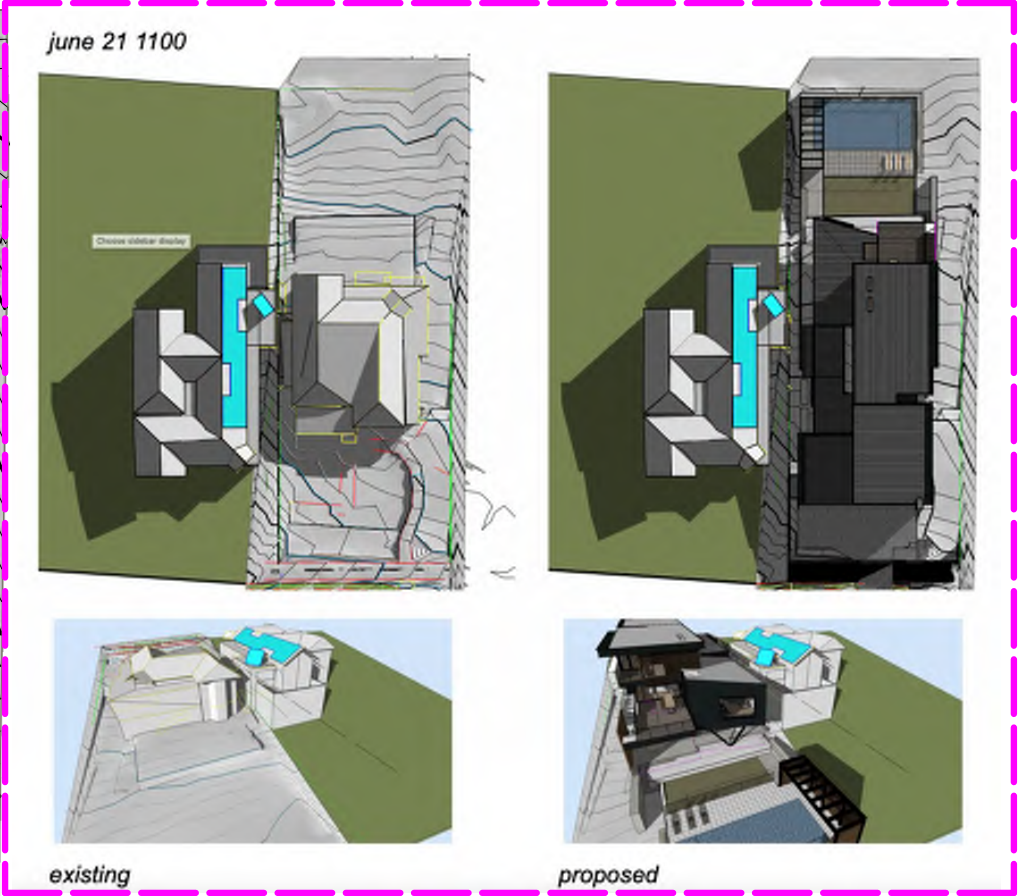
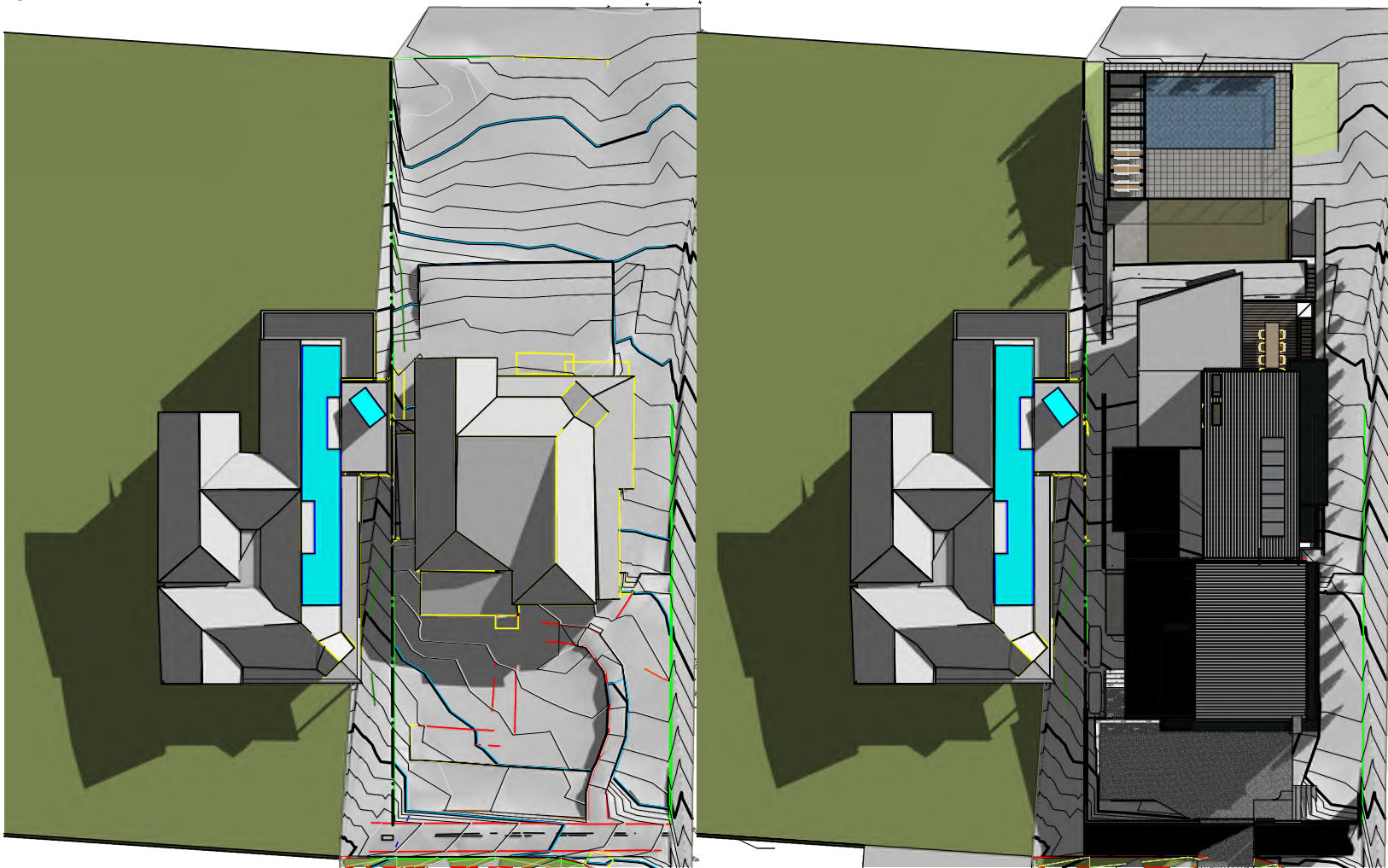
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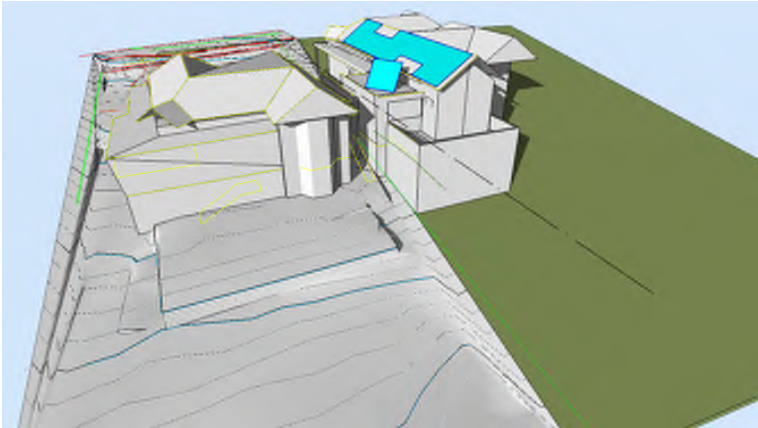
REVISION - F	DATE - 5/11/2025	DESCRIPTION - DA amendments	DATE 30/7/2025
ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE DA
CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	DWG # A502
DWG	1000 shadows	DRAWN SG	PROJECT# J009103
		CHKD JU	
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june 21 1100



previous shadows before amendments



existing



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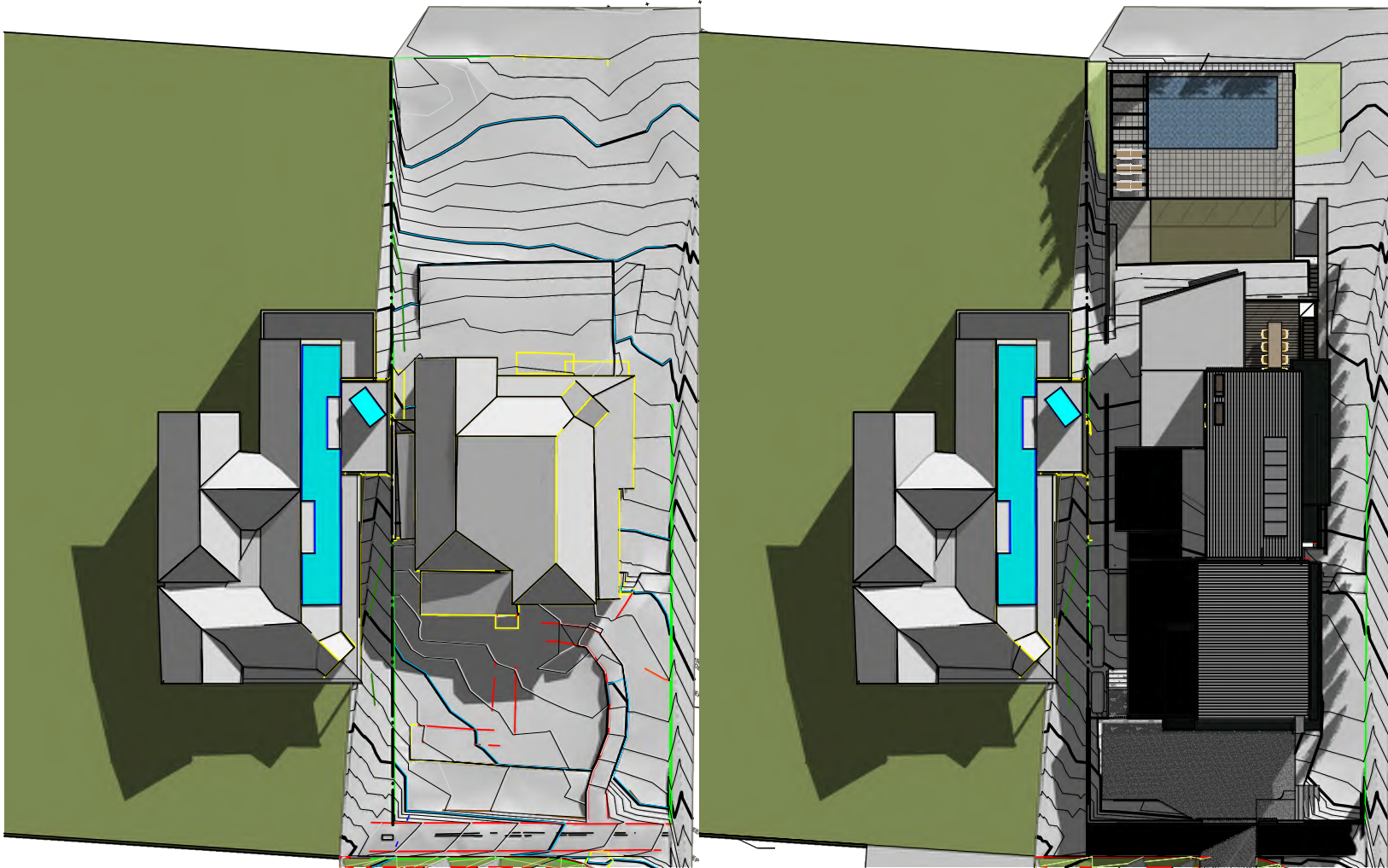
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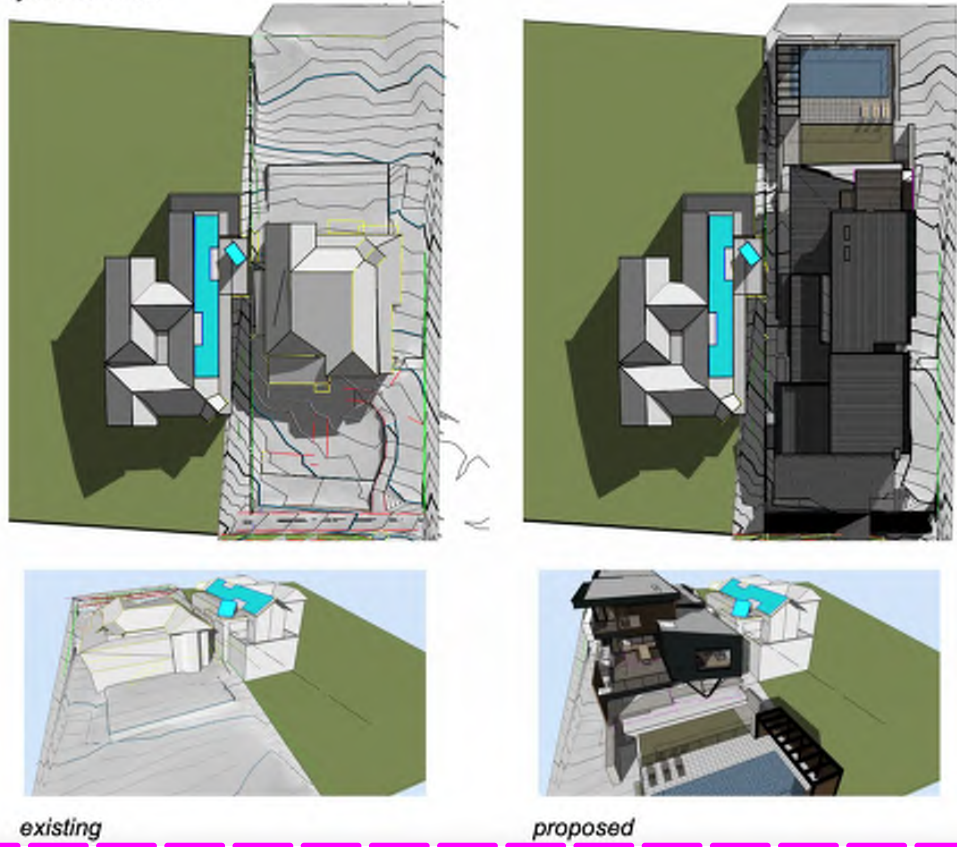
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CLIENT	Mark and Amanda	SCALE @ ISO A3 1:350	DWG #
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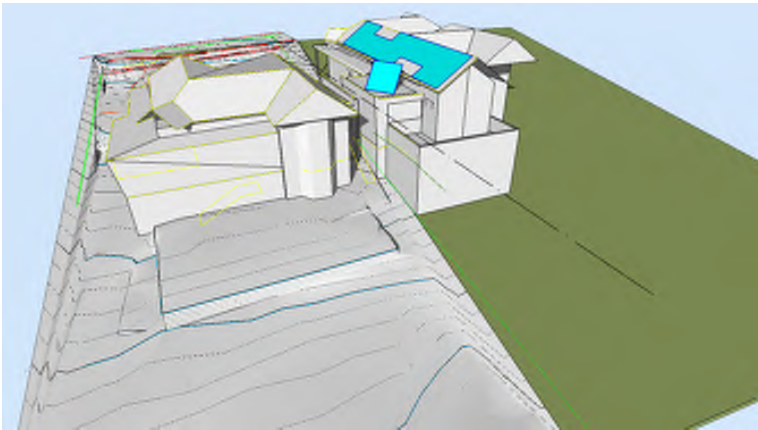
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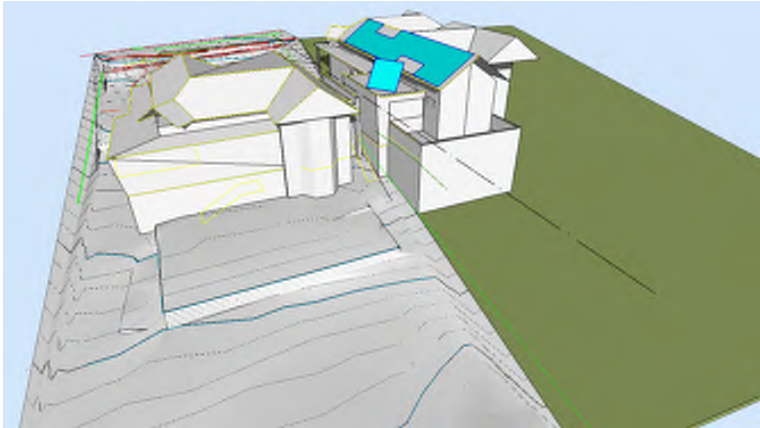
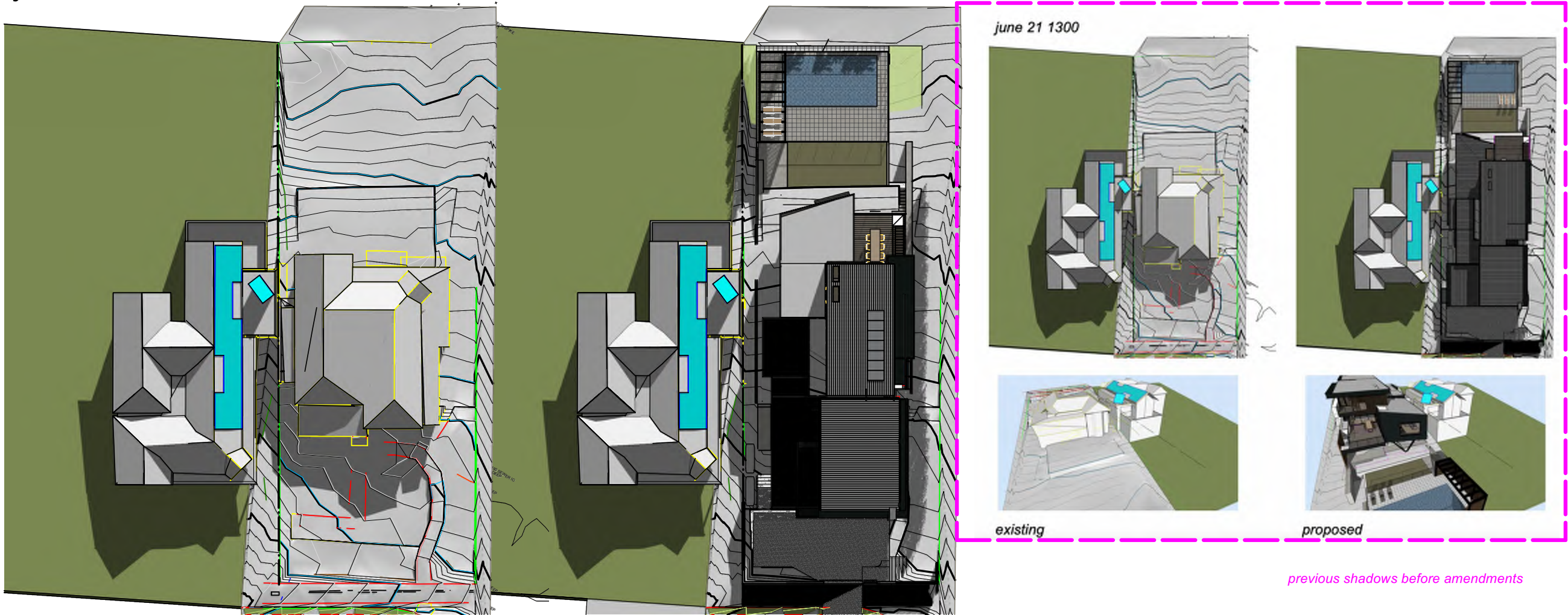
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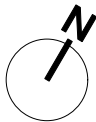
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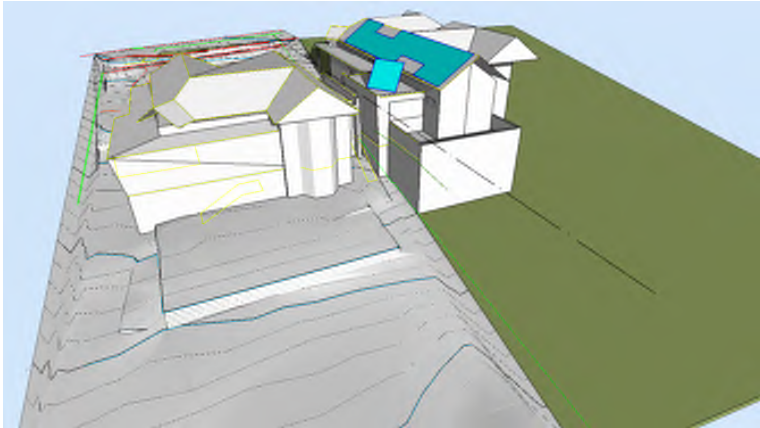
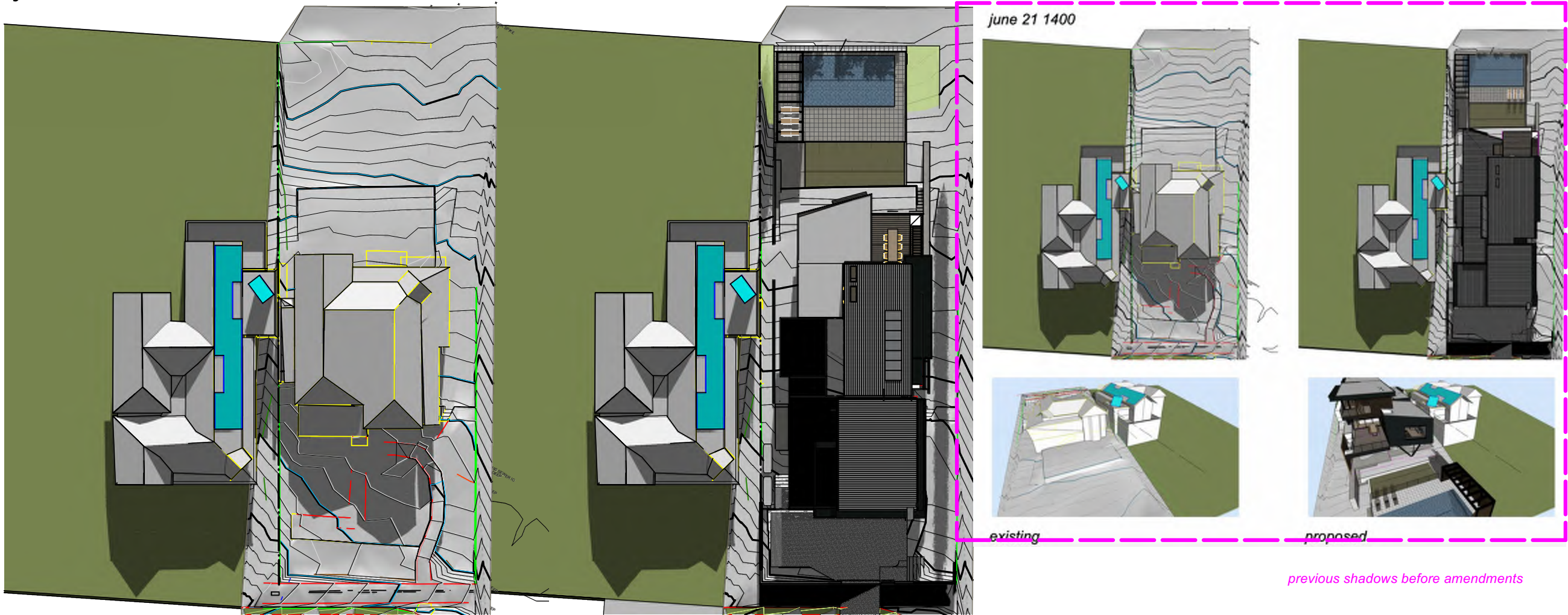
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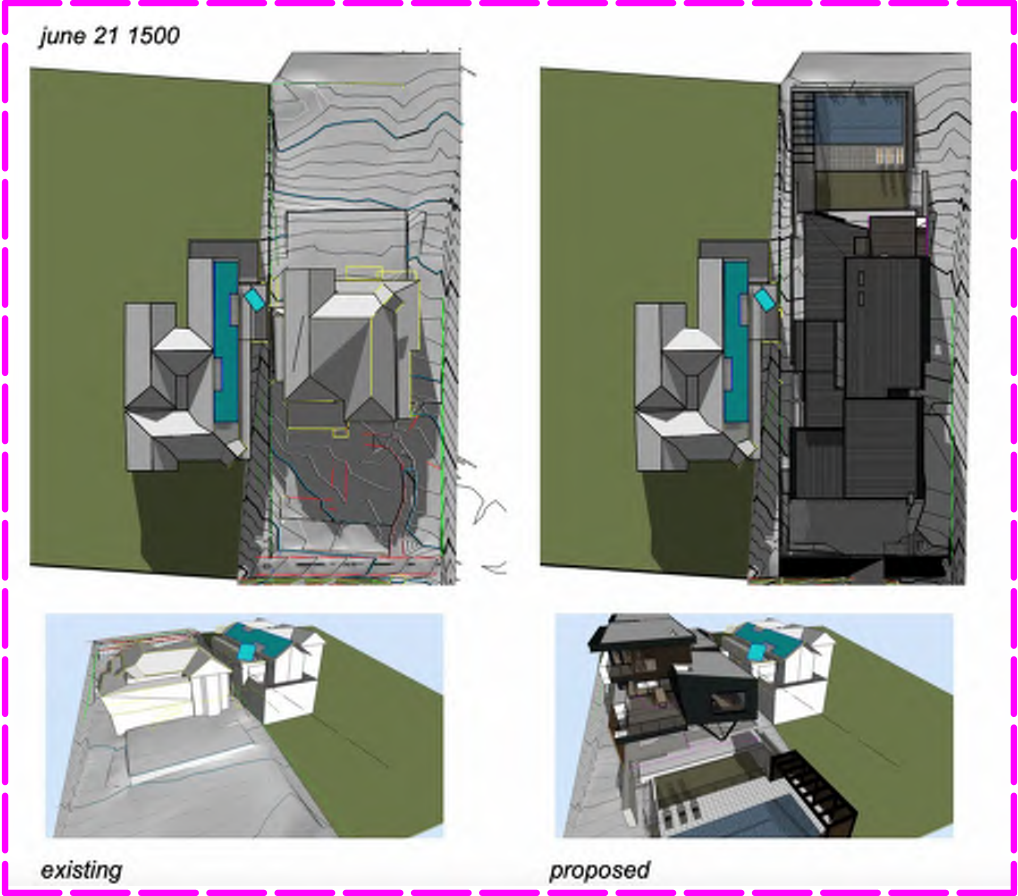
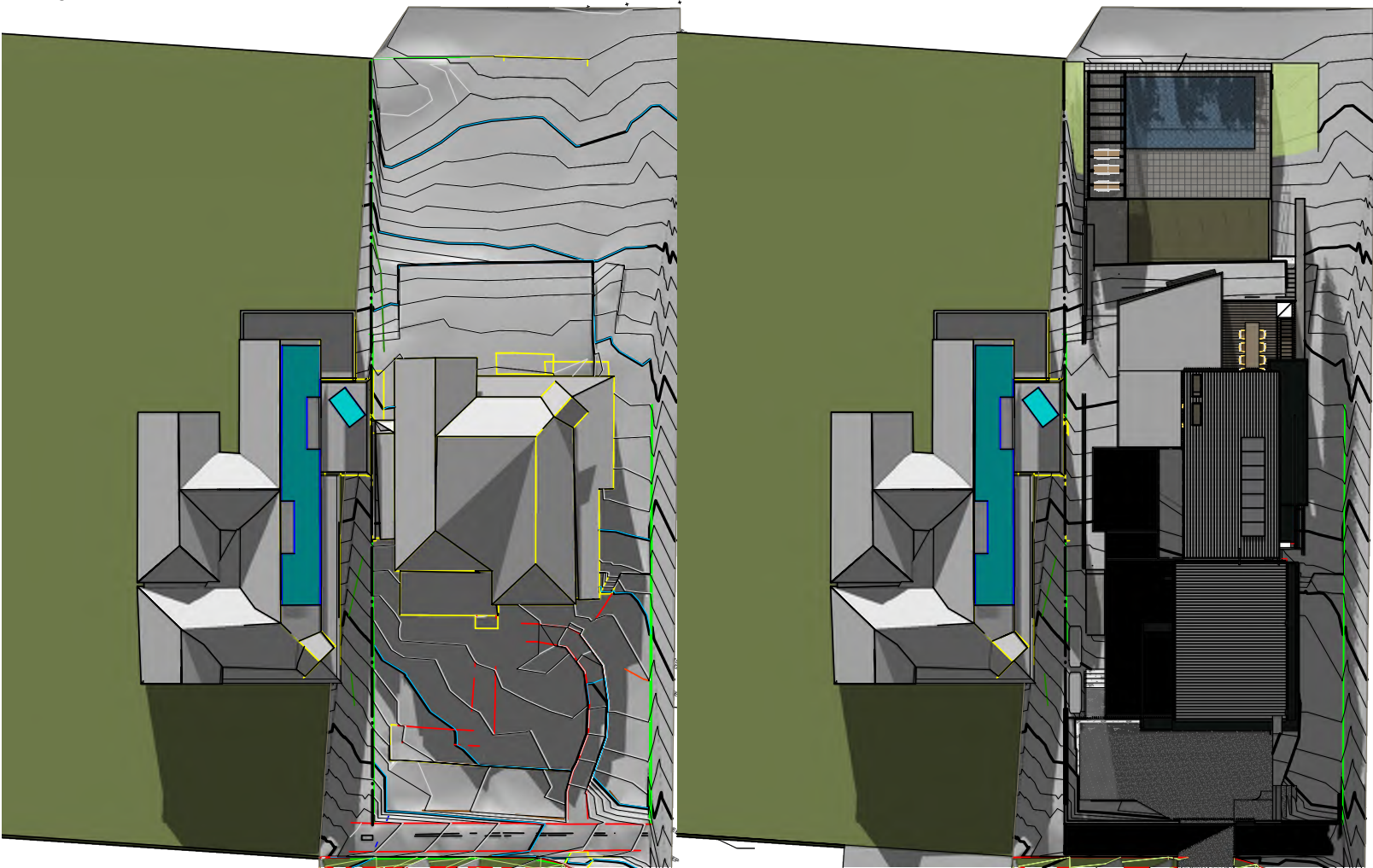
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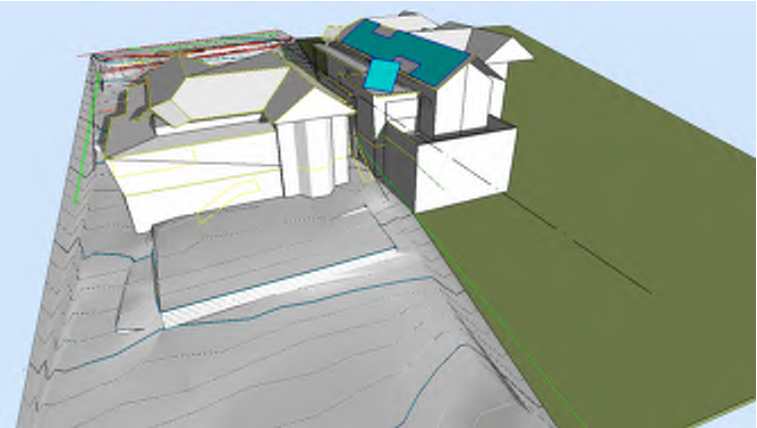
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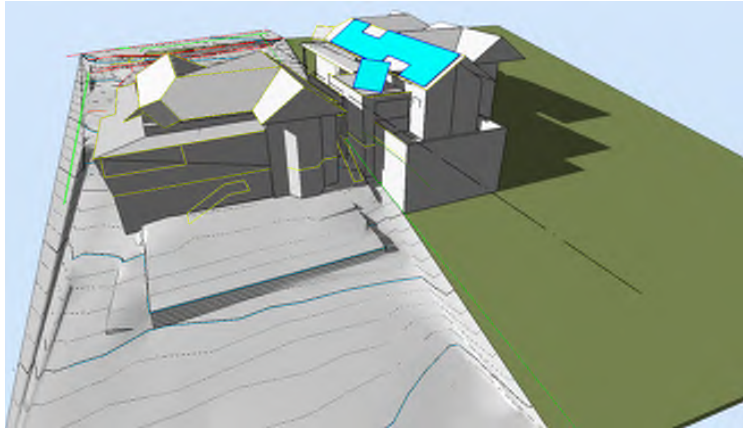
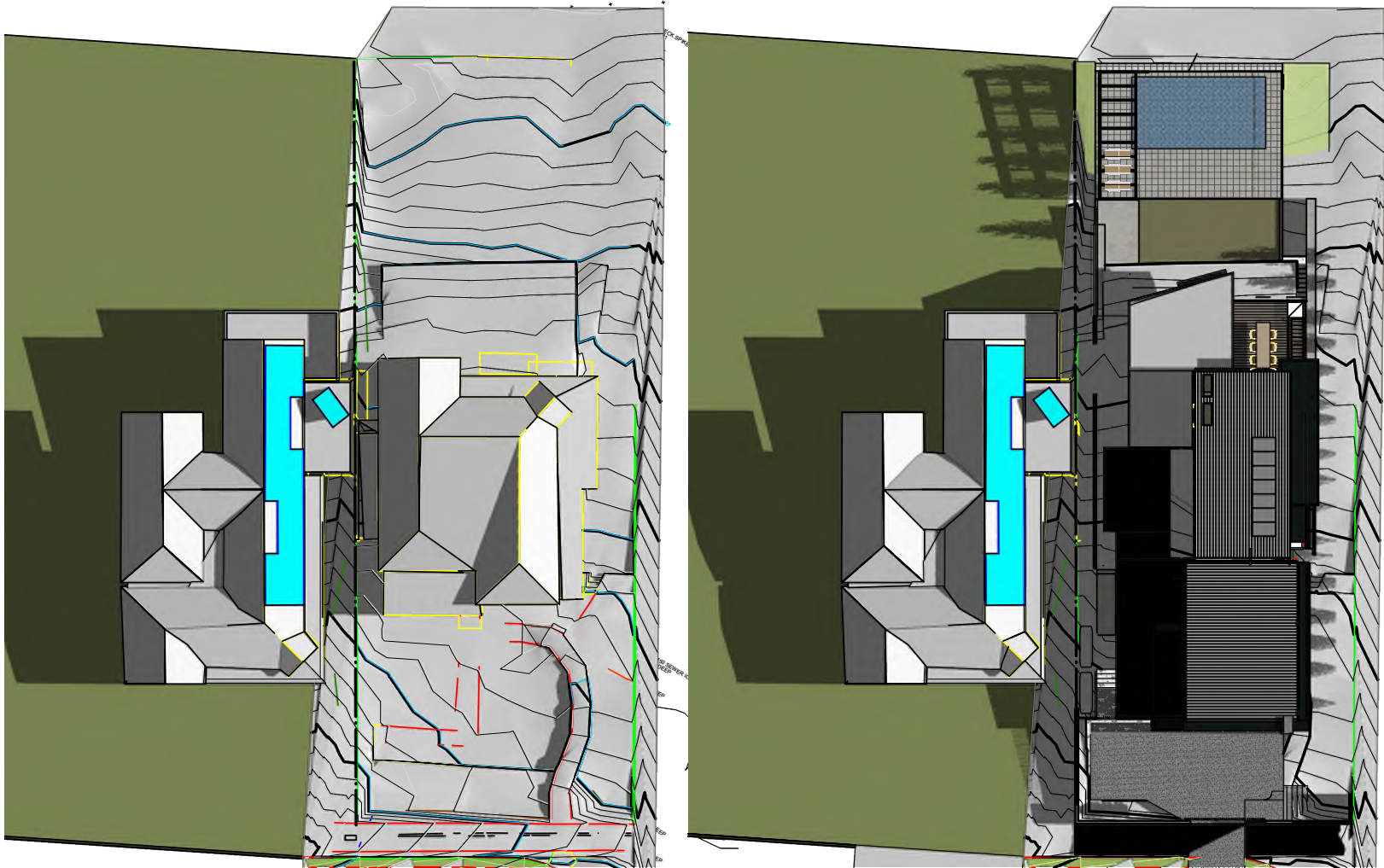
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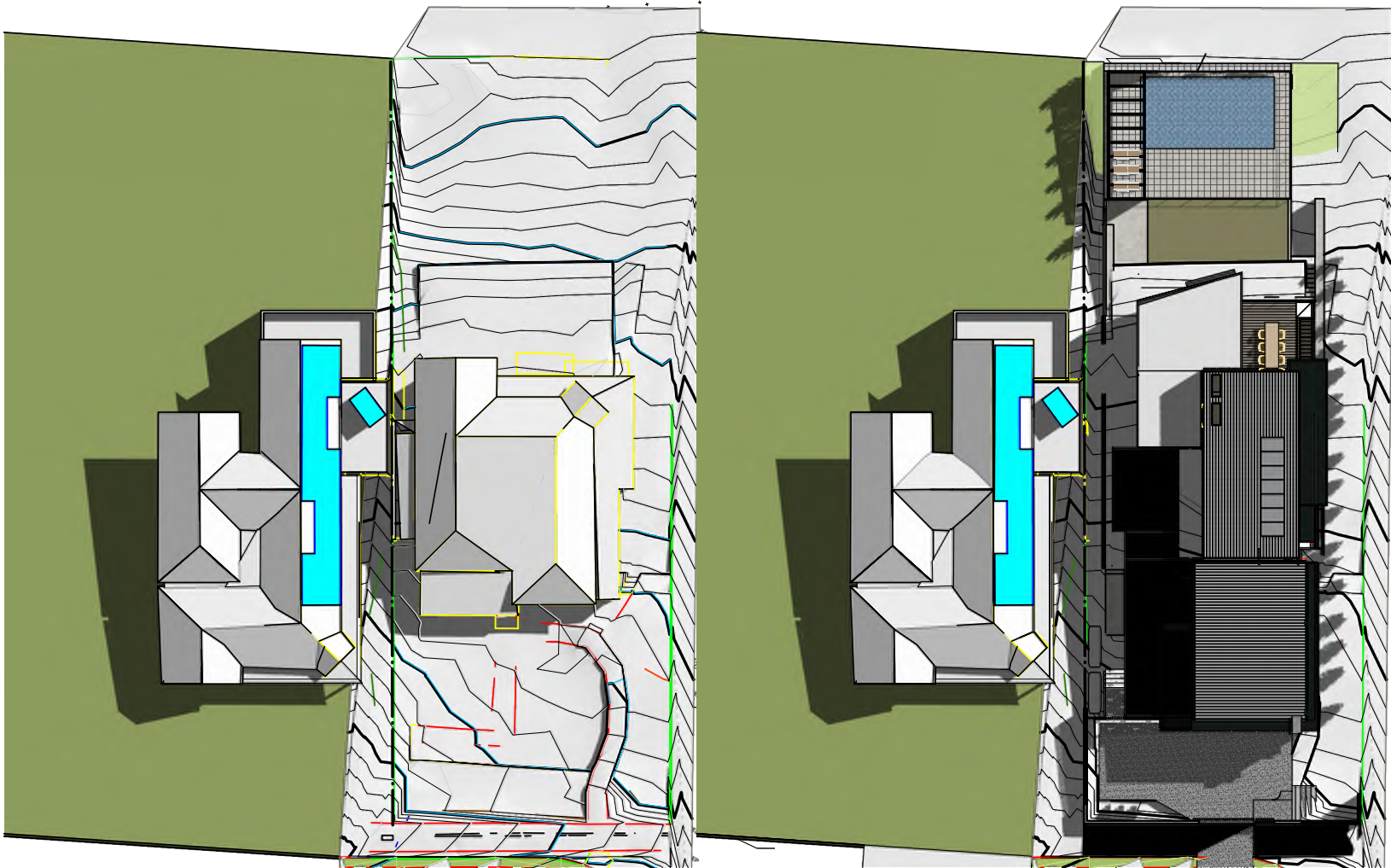
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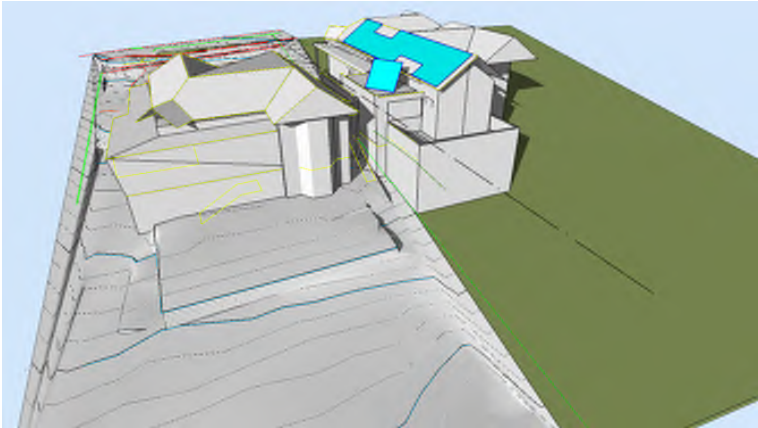
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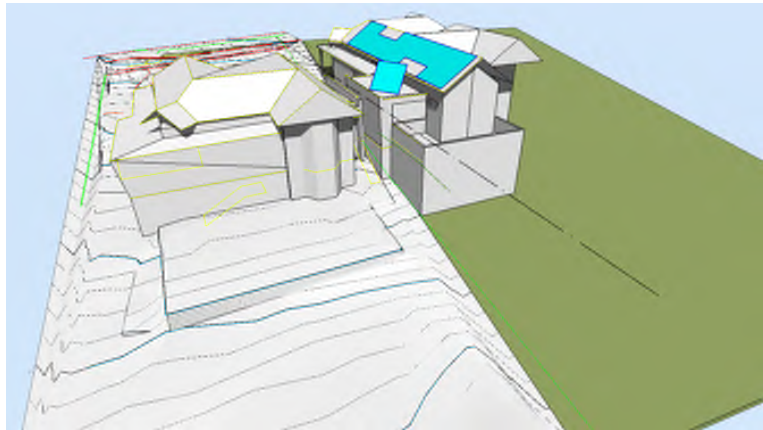
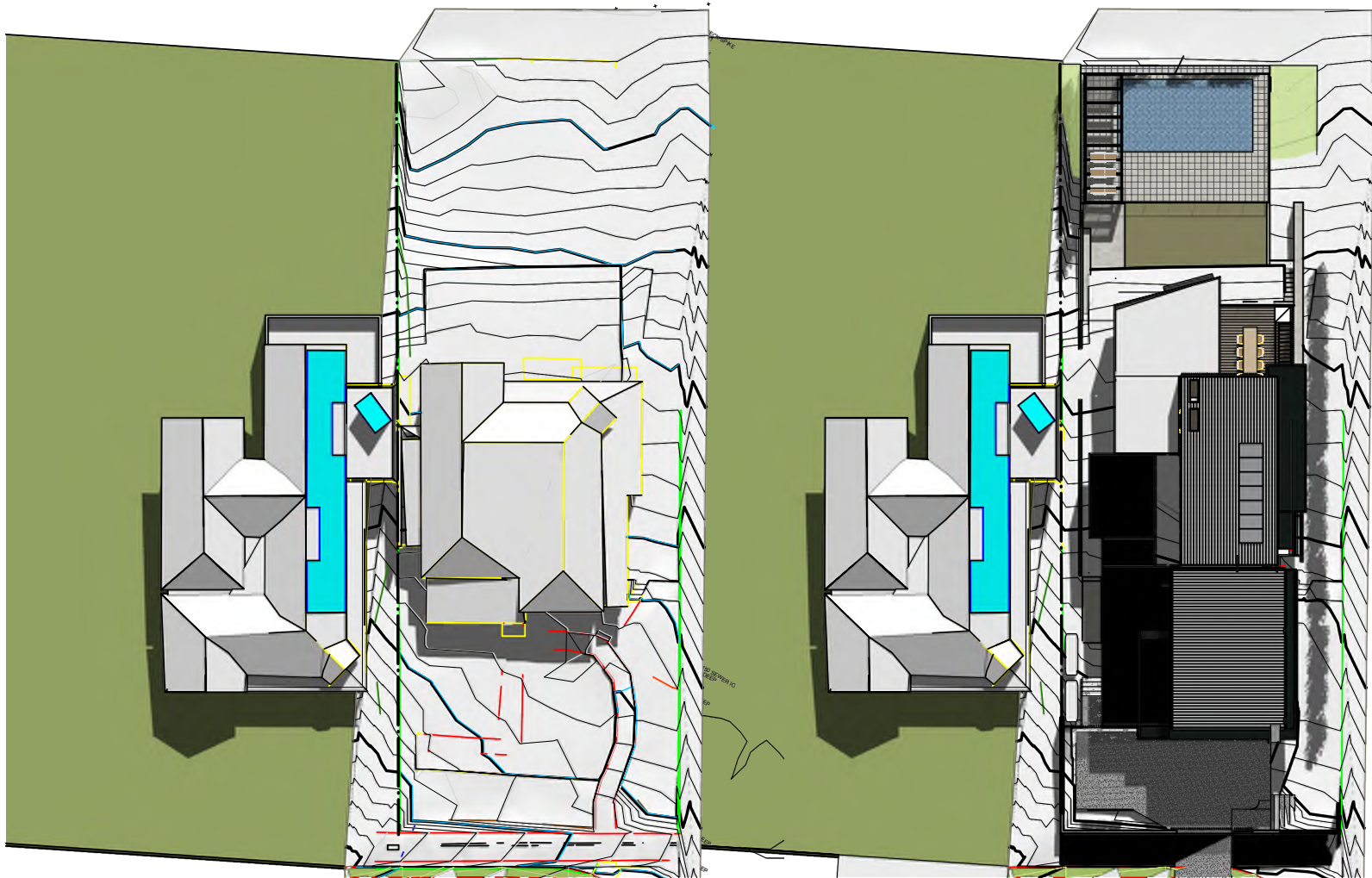
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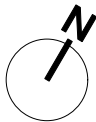
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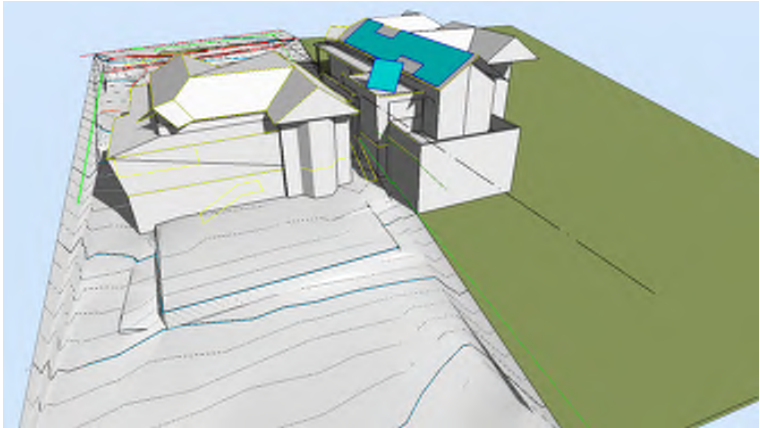
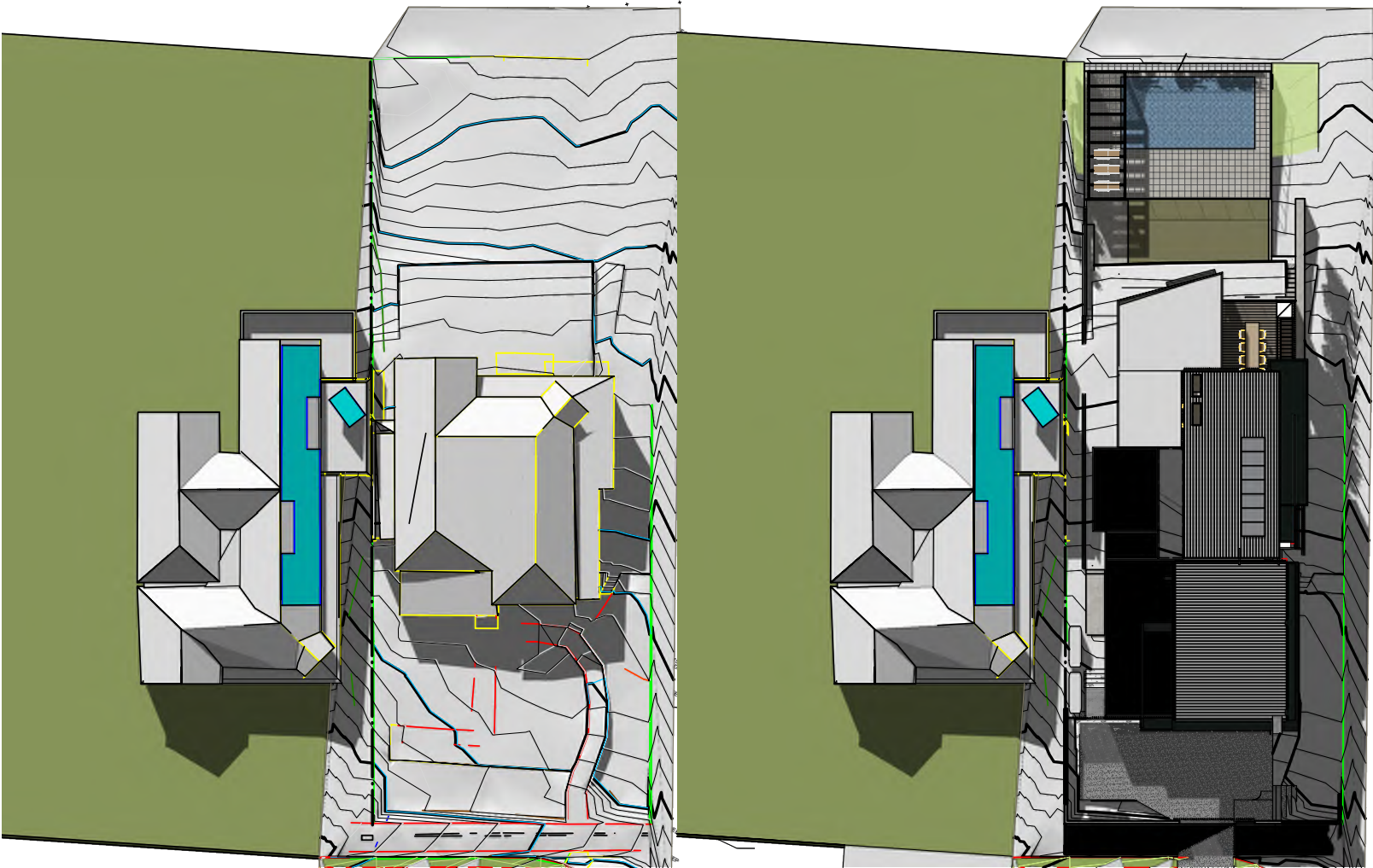
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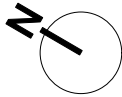
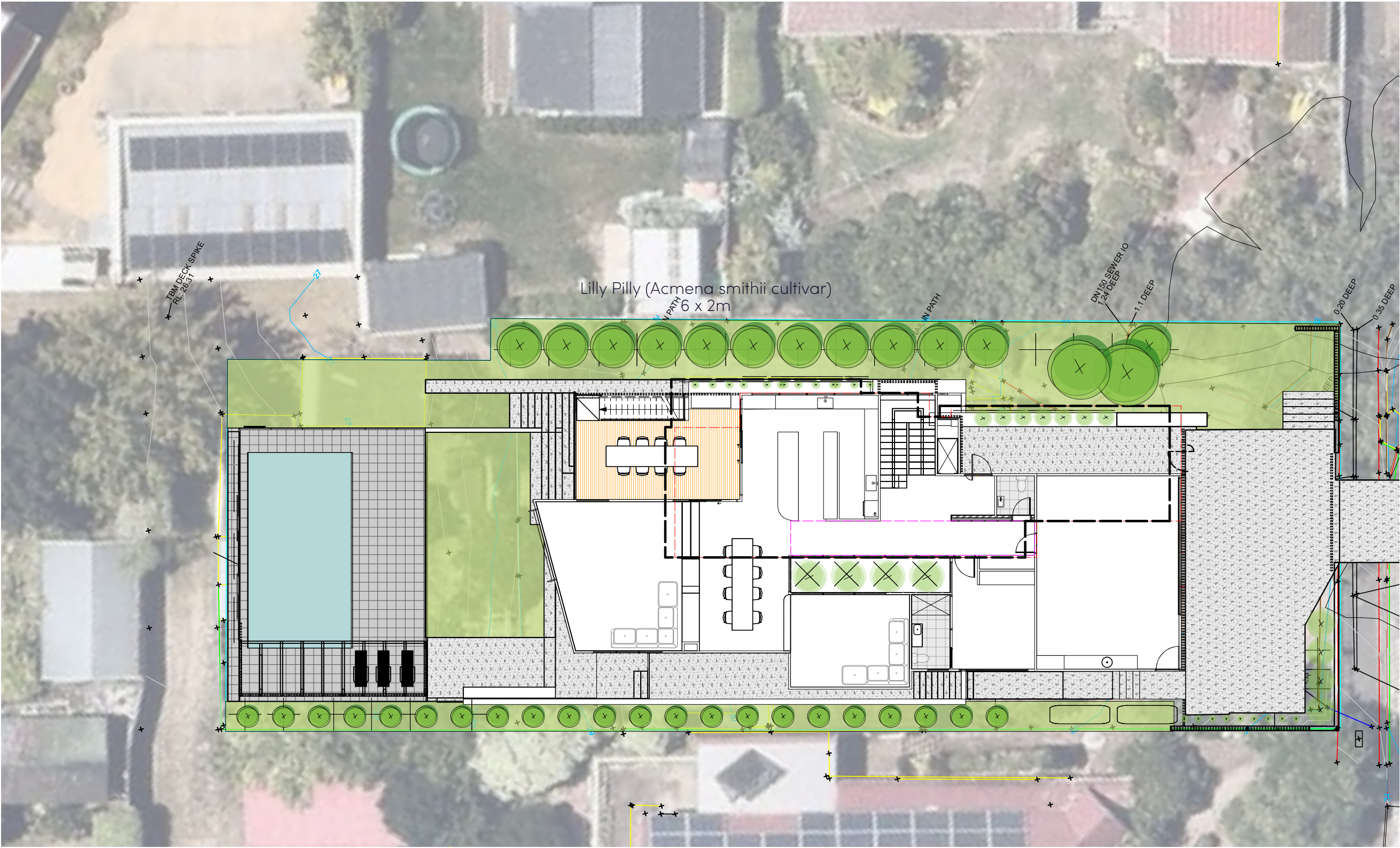


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ADDRESS	6 Richard Ave, Newstead	do not scale off plans all dimensions in millimetres confirm all dimensions on site all work to relevant NCG and AS	ISSUE
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DWG	Site landscape plan	DRAWN SG	DWG # A106
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Our Reference No. L241010  
Council Reference No. DA0335/2025  
Date 7 November 2025



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City Of Launceston  
PO Box 396, LAUNCESTON 7250

Via Email: council@launceston.tas.gov.au

**RE: Response to Representations - 6 Richards Avenue, Newstead - Residential -  
Demolition and Construction of Single Dwelling**

Dear Planning Authority,

We understand that during the advertising period a number of representations were received. We appreciate the opportunity to have received and properly consider the representations, and to provide a response to the matters raised by representors.

Since close of advertising, the applicant (Nova Land Consulting), in conjunction with S. Group and the property owner, have undertaken a detailed review of the representations and explored a range of refinements to the proposal that could be undertaken. The intent of this process has been to identify opportunities to reduce perceived impacts and ensure that the development appropriately balances the needs of the future occupants with the amenity of the surrounding area. While several matters raised fall outside the scope of an assessment against the planning scheme (such as rodent control), we have nonetheless sought to consider and respond constructively to the concerns raised by the representors.

The design to date has so far been guided by the specific needs of the future occupants, particularly the requirement to provide an accessible living environment for an individual with mobility limitations on the first floor. To achieve this, the first-floor level has been designed as the principal living floor, ensuring direct access to the garage areas as well as ensuring adequate fall for some of the servicing constraints present on the site.

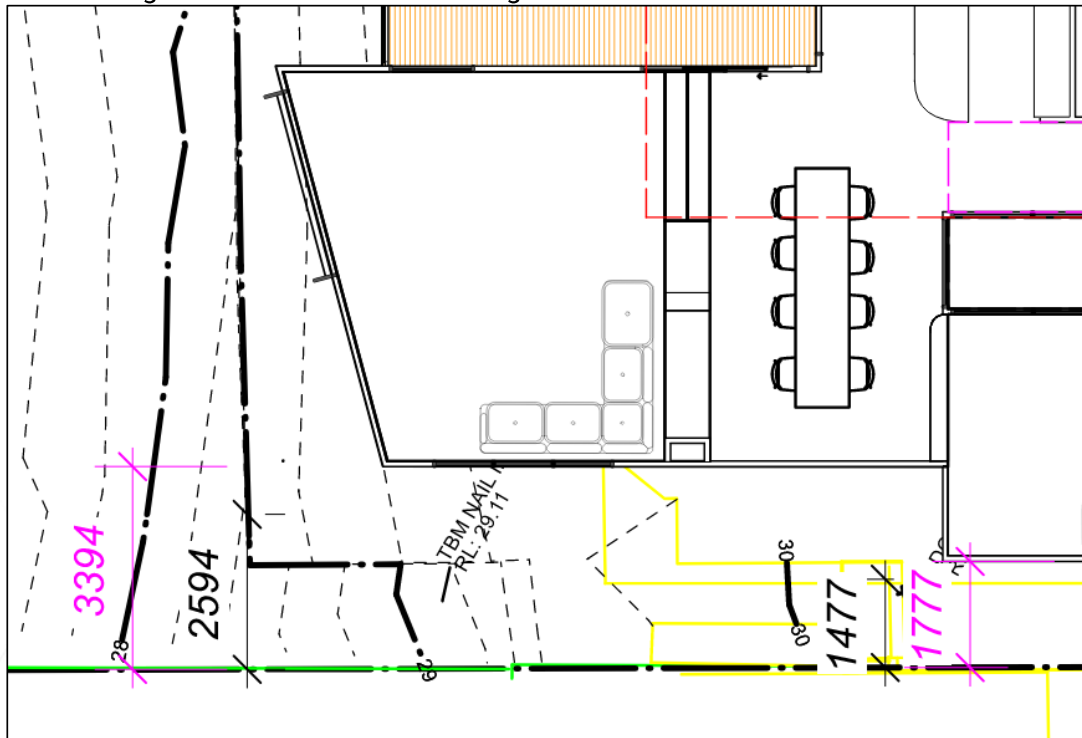
Several representations raised concerns regarding the building envelope. As the proposal exceeds the envelope outlined in clause 8.4.2 (A3), the building envelope is no longer determinative, and assessment is based on the performance criteria, which operate as a standalone control (*Henry Design v Launceston City Council [2017] TASRMPAT 11*). Notwithstanding this, and in response to the issues raised by representors, a range of potential refinements have been explored to further align the built form with the intended envelope, to reduce the perceived bulk of the development, and to enhance the amenity outcomes for adjoining properties.

These include:

- Increasing the south-west side setback to the second living area by 300 mm (from 1.477 m to 1.777 m) to enhance separation between dwellings.



- These changes could look like the following:



- Repositioning decks to ensure a minimum setback of 3 m from side boundaries, reducing opportunities for overlooking and meeting the acceptable solution 8.4.6(A1).

This change could look like the following:

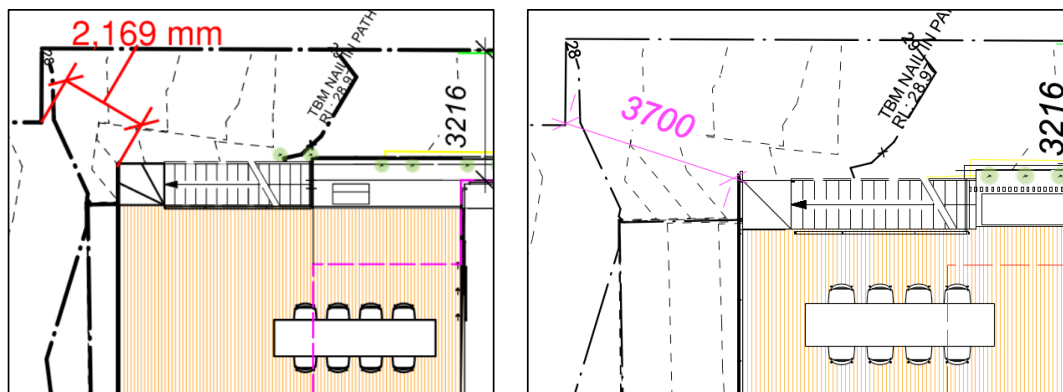


Figure: Potential setbacks from first floor deck (Left - Previous Setback proposed; Right - Amended Setbacks)

- Installing additional privacy screening to stairs and upper-level decks to address potential overlooking.

This change could look like the following:



Figure: Potential screening from first floor deck (Left - no screening proposed; Right - Amended to include screening and vegetation)

An indicative landscaping plan has also been drafted to demonstrate the intention to integrate the development within its surroundings through appropriate planting and vegetated screening. The landscaping has been designed to soften the built form and enhance privacy between properties. A landscaping design could look like the following with boundary plantings on both sides:



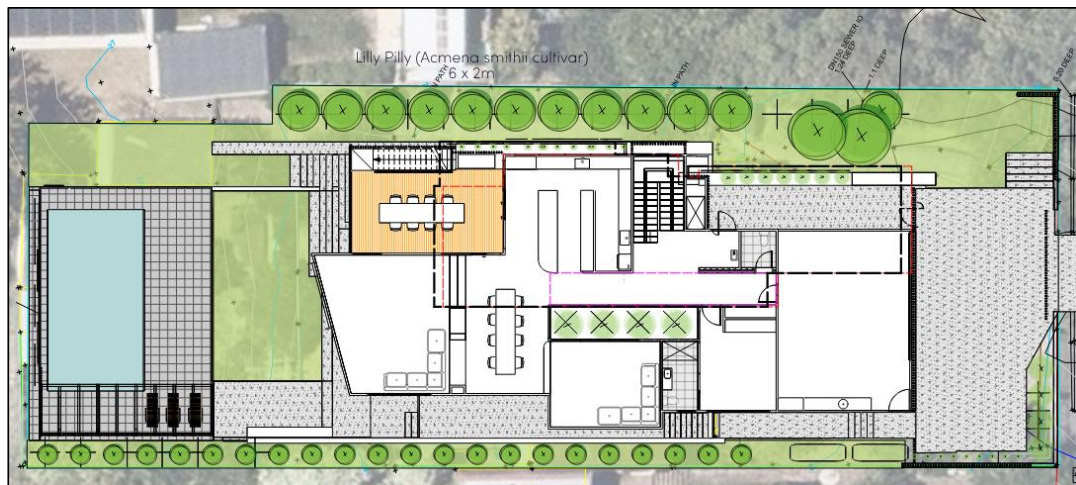


Figure: Indicative Landscaping Plan

On top of these highlighted changes, the following have all also been considered:

- Increasing the master bedroom setback from 18.2 m to 19.6 m, removing 1.4 m of building length along the top floor to reduce visual bulk and perceived overlooking towards 10 & 12 Rupert Avenue and improve solar access to the property at 8 Richards Avenue.
- Repositioning laundry stairs and the retaining wall from directly abutting the western boundary to achieve a minimum 1.15 m setback from the boundary.
- Increasing the pool setback from the boundary adjoining 8 Richards Avenue to 1.31 m.
- Lowering the screening adjacent to the garage/laundry area to fence height.
- Removing eave overhangs from sections of the garage, laundry and upper floor to reducing the built form projection and shading impacts.

These changes could look like the following:



Figure: Northern elevations – originally proposed (left) and amended (right). The amended design shows reduced overhangs, eaves, and screening elements; some key areas of change are highlighted.



Figure: Comparison of western elevations – original design (left) and amended design (right). illustrating the reduction in built form along the western boundary, with the upper level shifted southward to reduce potential overlooking into 10 Rupert Street and eave projections removed to lessen shadowing and visual bulk.

Cumulatively these changes will result in a reduction of total floor areas across all levels (ground: 126m<sup>2</sup> from 146m<sup>2</sup>; first: 256m<sup>2</sup> from 266m<sup>2</sup>; top: 120m<sup>2</sup> from 130m<sup>2</sup>), resulting in a corresponding decrease in the overall built form.

Collectively, these refinements would:

- Reduce overshadowing by lessening overall building mass and height in key interface areas, particularly toward 8 Richards Avenue;
- Mitigate visual impacts through increased setbacks from boundaries like 8 Richard Avenue, reduced projections, and simplified articulation; and



- Improve privacy by providing greater separation from main outlook points and incorporating screening measures toward adjoining dwellings like 10 Rupert Street.

With regard to comments referencing the former Launceston Interim Planning Scheme 2015 purpose of “*encouraging residential development that respects the existing and desired neighbourhood character*,” it is noted that this zone purpose statement does not apply under the *Tasmanian Planning Scheme – Launceston*.

It is important to note that, while certain exceptions apply, the planning scheme is not intended to prohibit alternative design outcomes i.e. modern design within an established suburb. Rather, it is intended to regulate the impacts of use and development to ensure sustainable and appropriate outcomes. Although the modern design aesthetic of the proposal may differ from some personal preferences, this does not imply that it is incompatible with the planning scheme or that the resulting impacts would be considered unreasonable.

In summary, the refinements identified represent a genuine and balanced response to the issues raised in the representations. They improve visual and spatial outcomes for neighbouring properties while maintaining the intended result for the site.

Should further clarification or discussion be required, we would be pleased to engage further to ensure a well-resolved and equitable outcome is achieved.

Yours faithfully,

Nova Land Consulting,



Alex Bowles  
TOWN PLANNER

# IKEDA REPORT

**Councillor Tim Walker**

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It has been an honour to represent the City of Launceston on the delegation celebrating the 60th anniversary of the Ikeda Launceston sister city relationship. While the relationship has risen and ebbed over this time, it is clear that it remains an important link to our collective histories and futures. My anticipation is that this visit will be the beginning of a consolidation of the benefits that can flow from a consistent approach. The opportunities for collaboration with Ikeda are further increased when Launceston is made aware of the enthusiasm by which our sister city views the relationship, something that is hopefully expounded in the report below.

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DECEMBER 11, 2025

LAUNCESTON CITY COUNCIL



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## 2025 Ikeda Delegation

I took the opportunity to begin my visit to Japan a week earlier than the official delegation. This afforded a chance to absorb some of Japanese culture and practice before meeting with Ikeda. A few things become obvious quickly. Civic engagement and respect are embedded through an environmental consciousness and general desire for harmony. A distinct lack of self entitlement means parents feel safe to ride their bikes with children on busy streets, commuters make way for each other on trains, and people generally don't eat, drink, or talk loudly to each other or on phones in public. These are not written rules, just the everyday behaviour that is considered a normal part of Japanese life.

It is natural when we visit another culture to make comparisons with our own community, and sense a desire to take the good things we see and transplant them home. In Japan, for example, public rubbish bins are generally absent, with individuals taking their own rubbish with them, or simply not generating it in the first place.

***If we attempted to do this in Launceston, it might be impossible to ever get such a broad consensus. What could we take from this example? Could we consider some areas as 'bin free', and ask people to take care of their own rubbish?***

I spent a few days in Tokyo, and then a few more wandering through the regions on my way to Ikeda. In all I caught five regional trains on my way to Ikeda, located just on the northern outskirts of Osaka. The train system is efficient, prompt and so convenient for locals and tourists alike, and also integrated with buses where needed. Regional Japan is generally less affluent, although agriculture is prolific, and there is an endless amount of manufacturing buildings in all but the more isolated regions. There is no shortage of magnificent natural beauty, and an abundance of cultural and social traditions. I stayed in a traditional Japanese onsen and hotels. While often no one spoke English, I was afforded friendly and welcoming experiences. By the time I arrived at Osaka for

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the beginning of our official Ikeda visit, I had a growing appreciation of the respectful and generous ways of the community.

### **Day One - Official Welcome and Briefing 29.10.25**

It would be great to show Launceston the greeting we received at the steps of Ikeda Town Hall. I don't think anyone was expecting 500 or so council staff and community members, replete with taiko drummers, that made us feel incredibly welcome and appreciated. This, followed by an official ceremony in the council chamber, left no doubt about the significance of the relationship we have with Ikeda. We were given briefings on the chamber, and later, administrative briefings on council, education, and infrastructure responsibilities. I would have liked longer and more detailed opportunities to delve into many of the aspects of this side of council workings, but that would take much longer and focussed sessions.

Similarly, the Chamber of Commerce reception that evening was wonderful, but felt like not enough time to talk to the hundreds of people who attended. Those I did speak with were engaged and interested in learning all they could. This day was also the beginning of many and varied lunches and dinners that overwhelmed with culinary delights. The potential for connections regarding our respective food cultures has not yet been discussed, but I can see opportunities for a chef exchange, or a primary produce exposition at some point in the future.

### **Day Two - Wombats and Noodles 30/10/25**

Being a long time friend of Androo Kelly from Trowanna Wildlife Park, I was highly anticipating our visit to the wombats that have become a symbol of the municipality of Ikeda. Androo has overseen Ikeda's wombat program, and has visited many times. Ikeda is currently improving the wombat enclosures, and it was heartening to see that they were spending significant money on the project. Previously, it had been reported that the enclosures were in need of this work. I think there are many opportunities for Launceston to become more involved in this program, and to reassess our role in the ongoing faunal exchange. I would welcome inviting Androo to address a Launceston Council workshop in the near future, seeking an understanding of what we can contribute to build this relationship.

A visit to the Cup Of Noodles Museum gave some insight into local manufacturing history and pride, and how products have evolved to continue producing today. The interactive displays and engagement were a highlight, and the museum is obviously well patronised and very successful. This also tied into



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the Toyosu rice cracker factory visit the next day, showing a local working factory that continues to manufacture in the region.

**Day Three - Toyosu and Daihatsu, Hosogo School 31/10/25**

Two local working manufacturers of very different products provided a marked contrast. On the one hand, the Toyosu cracker factory was an efficient, if somewhat aged facility, with their 'beginning to end' process relying on twenty year old machinery, employing dozens of people in tasks that could possibly be automated in the future.

The Daihatsu factory showed clearly what modern robotic and automated manufacturing looks like, with a production line of small sports cars on clear display. This type of local industry is the type of manufacturing that has evolved and innovated to continue providing employment and income in the region, and it is clear that the company also contribute to the community in charitable ways. It would be interesting to learn the Ikeda Councils role in any incentives or ongoing support that is offered to the manufacturing sector, or whether it is an Osaka Prefecture, or national government role in ensuring productivity.

The visit to Hosogo Compulsory Education School was a highlight of the day, with enthusiastic students and teachers keen to interact and display their talents. While education is a central role for Ikeda Council, we don't have the same level of involvement in Launceston. That is not to say that we should not consider our role in supporting our children and schools in ways, and certainly facilitate the opportunity to make ongoing connections between Launceston schools and those in Ikeda. This is a big opportunity that I know a number of councillors are excited about.

**Day Four - Kimonos and Castles 01/11/25**

Largely a day to appreciate cultural tradition and Ikeda history, councillors were dressed in kimonos and toured the Ikeda Castle Park, also experiencing a tea ceremony. It all goes toward the hospitality and generosity of the community, that we were treated to personal and insightful experiences on our last full day in Ikeda.

It is hard to convey the level of hospitality that we experienced from day one until the moment we were farewelled at the train station on day five. It was not just the events, the food, or the friendliness. It was the overall atmosphere of genuine enthusiasm and warmth that will leave a lasting impression upon me.

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### Conclusions

There are many, many opportunities that I would like to follow up, knowing that we have an enthusiastic community in Ikeda that will respond accordingly at the right time. What is most important now is that councillors in Launceston get an opportunity to develop ideas and build relationships with our counterparts. It will be better that we continue by doing some things well, rather than trying to do everything at once.

***We must begin by creating opportunities for our respective communities to connect, whether that be students, chefs, producers, environmental pursuits educators, tourism, or general citizens who have an interest in being involved.***

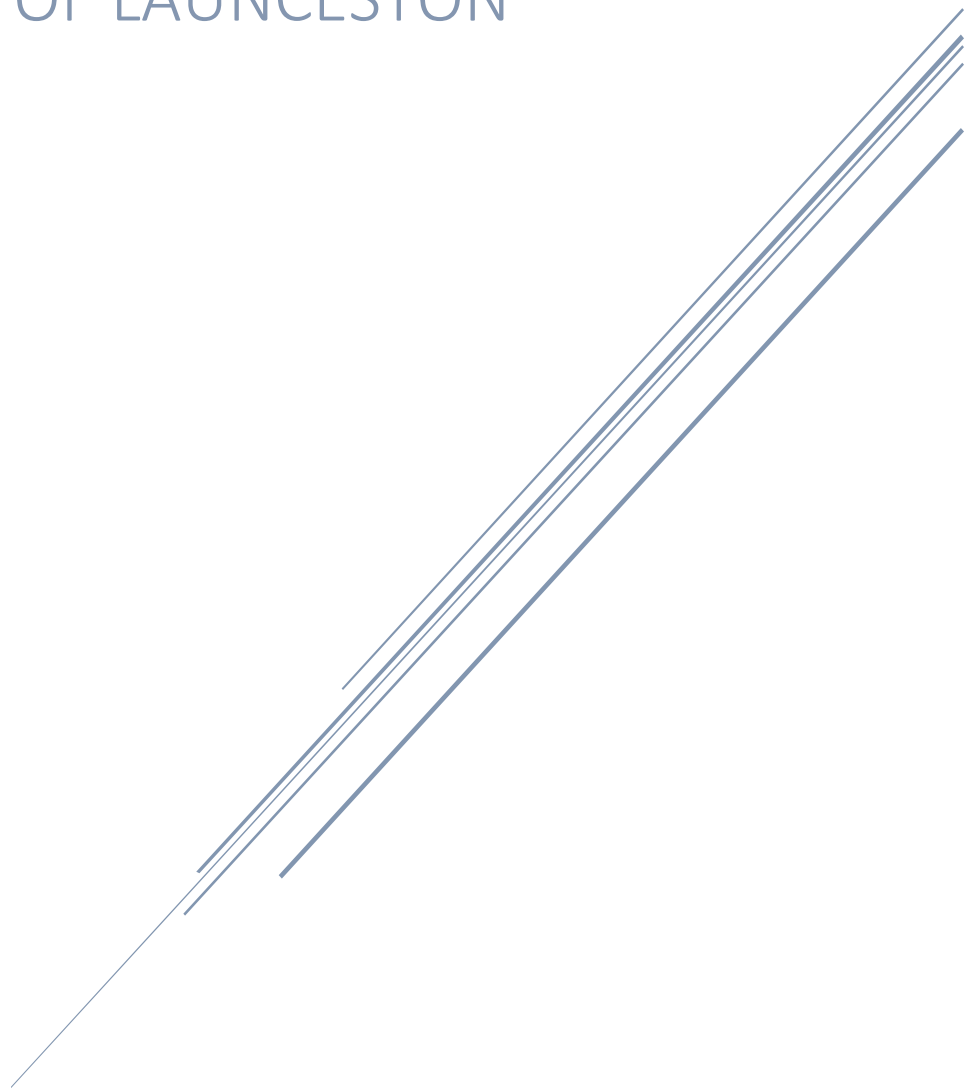
Ultimately, Launceston could have a more permanent presence in Ikeda, and vice versa, and opportunities could be facilitated by the councils.

There are many simple things that can also be done to acknowledge the importance of our relationship on a daily level. Apart from a more active online connection, some improved signage, symbols and stationery could all be considered as ways to acknowledge our sister city. Launceston Council must also address its relationship with its other sister cities, with some further decisions to be made regarding their future. Should we choose to focus primarily upon our oldest relationship, and what significance should we place upon our other sister city relationships?

The inclusion of former exchange student Peter Stackhouse in the official group was an invaluable addition, providing awareness of previous work and continuity, and showing a genuine respect for the relationship with Ikeda. I would suggest a series of workshops and community events for Launceston Council in the new year, leading to a clear resolution to the path forward. These questions and steps forward need to be discussed and resolved with some urgency, as it is clear that Launceston has taken some of this for granted in a way that Ikeda has shown us that does not need to be the case. Thank you Ikeda, and thank you to the City of Launceston.



# REVIEW OF THE IMPACTS OF SHORT STAY ACCOMMODATION ON THE RENTAL MARKET IN THE CITY OF LAUNCESTON



City of Launceston  
2023

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## Introduction

Since the first arrival of Airbnb in Australia in 2012, short stay accommodation has disrupted the tourism and visitation accommodation sector and is having an impact on housing supply in some localities across the country (Adcock, 2022).

Short stay accommodation refers to premises that are let out to paying guests for overnight accommodation, generally to people who are on holiday. This may be for a very short period (one or two nights) or for extended periods (a number of weeks). The term 'short stay' generally describes the accommodation as being on a temporary basis, rather than a longer-term residential use, with premises let out to guests through a dedicated booking platform, such as Airbnb, HomeAway (previously known as StayZ) or Bookings.com (Tasmanian Government, 2019).

Right across Australia, driven primarily by local councils faced with growing housing insecurity and complaints from locals, attempts are underway to regulate short stay accommodations. However, experts agree that reasons for housing-supply shortages being experienced across Australia are complex, differing from region to region, and short stay accommodation is just one factor (Adcock, 2022).

In Tasmania, the short stay accommodation issue has been most recently considered by the City of Hobart which, at its 1 August 2022 meeting, resolved to consider differential rating for properties used for short stay visitor accommodation and vacant residential land during its broader review of the City Rating and Valuation Strategy. The City of Hobart had previously resolved at its meeting on 28 March 2022 to stop any new permits for whole-house short stay development in residential areas. As a result, Hobart unsuccessfully sought an amendment to their Interim Planning Scheme.

It is within this context that the City of Launceston resolved at its meeting on 25 August 2022 to investigate and review the growth of short-term accommodation rental properties in the City of Launceston area and, if it is found to be warranted, make recommendations on what options exist for the City of Launceston to help slow, stop or even reverse the trend of existing long-term rental properties being migrated to short-term rental accommodation properties. The full motion is included as Attachment 1.

This report has been prepared in accordance with the Council's resolution as an independent investigation on the impacts of short stay accommodation within the City of Launceston. The Council is aware that there are other contributions being made on the impacts of short stay accommodation, with Shelter Tas and Airbnb being two of the more prominent voices. While the Council is not seeking to question the validity of these contributions, it needs to be understood that this report is specific to the City of Launceston and is based on a wide range of data sources and therefore, it does not necessarily accord with the conclusions being drawn by these other entities.

## Background

Short stay accommodation in private dwellings has been an important part of the holiday rental market, especially in holiday areas, for many years. Historically it has been managed by property owners themselves or by local agents and in many instances has probably flown under the regulatory radar, occurring with limited impact and scrutiny, whether or not it was actually a permitted land use (LGAT, 2018).

With the advent of peer to peer online advertising platforms, such as Airbnb, Stayz and HomeAway, it is now much easier for property owners to let their properties; whether their principal place of residence, an empty beach house or an investment property; for short-term holiday letting. In Tasmania, the establishment of these platforms has coincided with significant growth in visitation, leading to the rapid growth of properties being listed on these platforms (LGAT, 2018).

Local Government recognises that short stay accommodation is only one factor influencing housing supply and affordability in Tasmania, however it is clear that it is having an impact. There is a growing body of evidence, from a number of cities, that the supply of short stay visitor accommodation, available through online booking platforms, has seen the extensive conversion of properties from long-term rental to short-term visitor accommodation properties. In Tasmania, the growth of short stay visitor accommodation is occurring at the same time as the housing market is generally becoming less affordable, particularly in urban areas and increasingly in popular holiday destinations (LGAT, 2018).

Looking nationally, research by Sigler and colleagues at the University of Queensland shows that between 2016 and 2019, nearly 350,000 properties were listed at least once, with an average growth in listings of 2.43% a month. But the closed borders of the pandemic, Sigler says, slashed listings (Adcock, 2022).

Last year Prof Sara Dolnicar, a University of Queensland tourism researcher, forecast that "coronavirus has disrupted the disrupter" - that property investors would put their properties on the long-term market "and may never return to Airbnb. Now, she says: *"I was wrong. Where money can be made, everybody is flocking back into the short-term market."* (Adcock, 2022).

Attempts to regulate the rise of short stay accommodation are widespread: "You look at New York, San Francisco, Dublin, Byron Bay, Mornington ... they have all had similar issues in terms of consuming local housing stock and disturbing local residents ... but all of these jurisdictions have been forced into separate legal battles (Adcock, 2022).

In July 2022 the Brisbane City Council introduced a new transitory accommodation rating category for residential properties that are being rented through short-term accommodation platforms. The new rating category requires eligible owners to pay 50% higher rates if they rent out their properties on a short term basis through websites like Airbnb or Bookings.com.

Under the new rating category, an entire property must have been offered, available for used as short term accommodation for more than 60 days a year to be included, while Owner-occupiers who rent out a spare room for short stay accommodation are excluded.



The Lord Mayor says "*Brisbane currently has a severe housing shortage because not enough homes are being built to meet demand ... we want this new rating category to convince owners to return properties to the long-term rental market so they can be permanent homes*" (Inside Local Government, 2022).

The New South Wales government has introduced a state planning policy that overrides local planning controls. It mandates a code of conduct and fire safety, and, in greater Sydney, limits un-hosted short stay listings to 180 days per year (Adcock, 2022).

In Tasmania, the *Short Stay Accommodation Act 2019* (SSA Act) came into effect on 4 June 2019 as a direct response to the commitments from the Housing Summit hosted by the Premier of Tasmania on 15 March 2018. Specifically, it delivers a data sharing partnership with booking platforms that offer short stay accommodation in Tasmania (Tasmanian Government, 2019).

The SSA Act serves two important roles. It ensures that everyone is 'playing by the rules' in relation to the current planning requirements for short stay accommodation, and provides a clear indication of the extent that housing is used for short stay accommodation in Tasmania.

The SSA Act introduces measures for the collection of information on short stay accommodation in Tasmania to:

- Provide greater support for local councils in enforcing the existing planning requirements for short stay accommodation; and
- Allow for a better understanding of the impacts of the broader housing markets.

Short stay accommodation does not include the letting out of premises under a residential tenancy agreement under the *Residential Tenancy Act 1997*, or any other arrangement which a person uses the premises as their primary place of residence. Nor does it apply to hotels, motels or caravan parks.

The SSA Act is limited to certain short stay accommodation located within the residential zones in existing planning schemes to align with Planning Directive No. 6 - exemption and Standards for Visitor Accommodation in Planning Schemes.

While short stay accommodation exists in many planning scheme zones, such as business and rural zones, the impacts on housing are clearly greatest in the residential zones. It is within the residential zones that an increase in short stay accommodation, specifically through the conversion of existing houses, can affect housing affordability and housing availability.

The SSA Act is also limited to short stay accommodation listed on a booking platform.

The majority of short stay accommodation available in Tasmania utilises a booking platform for advertising and booking purposes. The booking platforms therefore provide a convenient and coordinated means for collecting information on the operation of short stay accommodation in Tasmania. This does not include platforms that only advertise and provide no booking service for short stay accommodation, such as newspaper classified, Gumtree and Facebook, or websites operated by a short stay premises provider that provide a means of booking accommodation.

The SSA Act requires a short stay premises provider to supply the following information to a booking platform provider before entering into a formal agreement to advertise the premises and take bookings through the booking platform:

- A statement confirming that the short stay accommodation:
  - Has the required planning permit and identifies the relevant planning permit number;
  - Does not require a planning permit; or
  - Has existing use rights established under s.12 of the Land Use Planning and Approvals Act 1993;
- The address of the premises and how many bedrooms are used for short stay accommodation; and
- Whether the premises comprises all or part of the primary place of residence for the provider.

Short stay accommodation within a dwelling is exempt from requiring a planning permit if the dwelling is used by the owner or occupier of their primary place of residence and:

- The dwelling is only let out to visitors while the owner or occupier is on vacation or temporarily absent; or
- Visitors are accommodated in not more than 4 bedrooms while the owner or occupier is living there.

For all other instances, a planning permit subject to specific planning requirements is required from the relevant local council (Tasmanian Government, 2019).

The matter of rating short stay accommodation was raised by the Tasmanian Local Government sector and was considered at the Local Government Association Tasmania (LGAT) General Meetings on 18 March 2022 and 16 September 2022. As a result of these meetings the LGAT advised that Tasmanian Councils have existing powers for differentially rating vacation rental (short stay) properties. The LGAT advised as follows:

*"Section 107 of the Local Government Act 1993 (LG Act) allows that a council, by absolute majority, may declare that the general rate, a service rate, or service charge varies within the municipal area or within different parts of the municipal area according to the use or predominant use of the land and/or a series of other factors (i.e. the non-use of the land, locality of the land, etc).*

*The Local Government (General) Regulations 2015, Regulation 33, defines 'use' in line with the Valuer-General Land Use Codes published as part of the LIST.*

*In 2019, following the introduction of the Short Stay Accommodation Act 2019, the Office of the Valuer-General (OVG) reviewed the Land Use Codes applied to these types of properties and created a new Valuation Property Classification Code (R7 - Short Stay Visitor Accommodation). Prior to this there was no Land Use Code for vacation rental/short stay visitor accommodation, meaning differential rating could not occur on these types of properties, unless they were considered under a Commercial Land Use Code.*



*This change allows councils to differentially rate short stay or vacation rental properties provided they are classified by as Code R7 - Short Stay Visitor Accommodation.*

*For councils to apply a differential rate to vacation rental properties they must be reclassified by the Valuer-General as R7 - Short Stay Visitor Accommodation. This change requires written notification from council that a permit has been approved and/or that there is a change in use. While a re-valuation is not required, verification of use for pre-existing permits will need to be undertaken by the OVG. In regard to municipal valuations, the Valuer-General has noted that "In undertaking statutory valuations we operate under a valuation of land act; not a valuation of the nature and intensity of residential use."*

*The process for a council deciding to pursue differential rating for short stay accommodation is:*

- *Council to decide, by absolute majority, to differentially rate properties classified by the Valuer-General as R7 – Short Stay Visitor Accommodation in line with the LG Act (s.107).*
- *Council to review and update where appropriate its rates and charges policy in line with the LG Act (s.86B).*
- *Council to issue permits for Short Stay Visitor Accommodation, in line with the Land Use Planning and Approvals Act 1993 and Short Stay Accommodation Act 2019.*
- *Council to provide written notification to the Valuer-General that a permit has been approved and/or that there is a change in use.*
- *Existing properties will be picked up through the OVG's periodic, whole of municipality valuations. Outside of this cycle, councils will need to contact the OVG.*
- *The Valuer-General to verify the change in use and code properties as R7.*
- *Council to apply differential rates to properties with R7 classification ([www.lgat.tas.gov.au/news-and-events/meetings/lgat-general-meetings](http://www.lgat.tas.gov.au/news-and-events/meetings/lgat-general-meetings) - General Meeting – 16 September 2022 - Agenda)*

## Short Stay Accommodation - Data & Analysis

The Council's Innovation and Performance Team has completed a comprehensive analysis of the questions posed in the Council's motion in respect to short stay accommodation in Launceston. In completing the analysis the team has reviewed available data from a range of sources including: Australian Bureau of Statistics (ABS) Census, Real Estate Institute of Tasmania (REIT), propertyvalue.com.au, Consumer Building and Occupational Services (CBOS), City of Launceston as well as data from short stay providers.

### Council Motion Questions 1 and 2

**Question 1:** Home ownership and tenancy baseline analysis (*number of dwellings in the City of Launceston that are owner occupied and the number that are rented long term, in both actual numbers and as a percentage of the market, for each of the two census periods, 2011 & 2016*).

**Question 2:** Compare this data with census 2021, including identifying new dwellings built and occupied between 2016 and 2021

### Response:

Figure 1 shows the baseline analysis of 2011, 2016 and 2021 census data for owner occupied dwellings and rentals. This is broken down by total number of private dwellings, number of owner-occupied dwellings, and rentals along with percentages of 'the market' (which we have defined as the total number of private dwellings). It is important to note that 'rentals' as defined by the census includes both long and short-term rentals. The percentage of owner-occupiers to total private dwellings is in the 53 - 55% range, with a dip in 2016, when there were fewer owner-occupiers than in 2011. The percentage of rentals as a proportion of private dwellings remains almost constant at 29% from 2011 to 2016 and increases a little to 30% for 2021. There was a 2.7% increase in private dwellings from 2011 to 2016 and a 4.3% increase from 2016 to 2021, with a corresponding increase in rentals of 3.2% and 7.7% respectively.

### Private dwellings, owner occupied and rentals 2011-2021

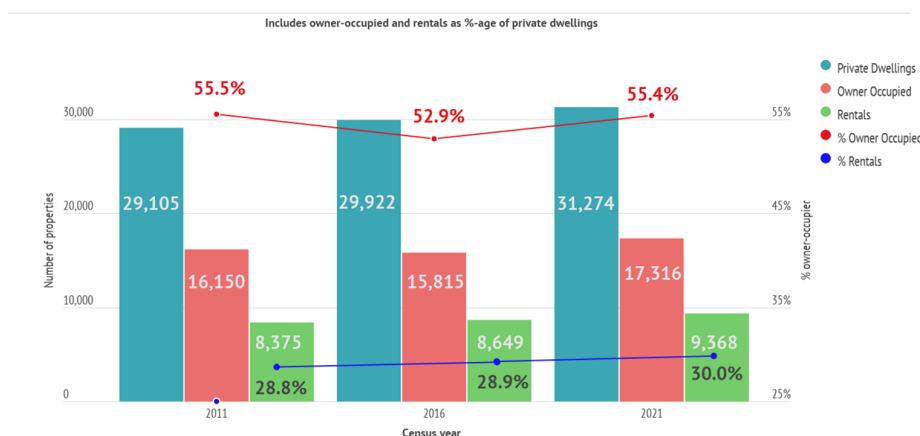


Figure 1 Baseline analysis: dwellings and rentals, 2011-2021. 'Rentals' includes both long-term and short-term rentals.



Council Motion Question 3

**Question 3:** *Identify the number of whole property short term accommodation licences that have been issued by Council since 2019.*

**Response:**

In order to host short stay and visitor accommodation in Launceston a property owner must attain a planning permit from the City of Launceston, unless the property is on 'home-sharing' exemption or has existing use rights. The City of Launceston has granted 225 Permits since the *Short Stay Accommodation Act 2019* came into effect, as shown in Table 1. It should be noted that once they are commenced a Planning Permit will not expire for a Short Stay Accommodation use.

Calendar year	Permits issued
2019	87
2020	39
2021	57
2022	42
<b>Total</b>	<b>225</b>

Table 1 Planning permits issued since 2019 - City Development Data

Council Motion Question 4

**Question 4:** Review the actual number of whole of properties and short term rental properties that currently exist in the short-term rental marketplace in the City of Launceston Council area on the various short term rental platforms

**Response:**

There are 31,274 private dwellings within the Launceston Local Government Area (LGA) as reported by census 2021 data.

In order to understand the complete picture of the housing market within Launceston it needs to be understood that there are a high number (2,315) of unoccupied dwellings, which consist of:

- All usual residents away from their dwelling on Census night;
- Unoccupied dwellings in self-contained retirement villages; and
- Non-residential premises and construction sites may have dwellings that are not habitable but are identified as unoccupied private dwellings.

There were also 1,042 dwellings which were categorised as 'Other tenure' which consists of:

- Tenure type not stated (560 dwellings); and
- Rent-free dwellings (482 dwellings), occupied under life tenure schemes and 'other tenure type(s)'.

Figure 2 shows a breakdown of these dwellings by tenure type.

Number of owner-occupied, unoccupied, rentals and short-term rental properties 2021

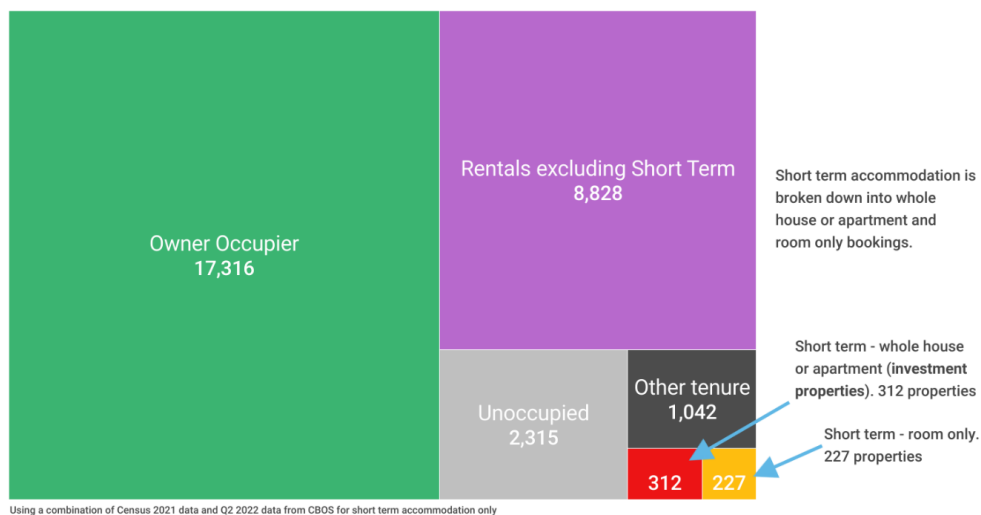


Figure 2 Dwellings broken down by owner-occupied, unoccupied, rentals and short-term rentals

Under the SSA Act, data is collected by CBOS and supplied in two forms: summary information which has been cleaned and deemed more accurate, and detail information which is less accurate (there are duplicates), but does have some location



data which we have used to create representative maps of short stay accommodation. We have been in contact with CBOS requesting locations of the summary data, which would allow accurate maps to be created, but at the present time they are unable to do this, hence our maps are only indicative of the location of short stay accommodation.

From the Q2 2022 summary data provided by CBOS, there are 551 short term accommodation dwellings within Launceston LGA, of which 312 are not the owner's primary residence, in other words, an investment property. This corresponds to 1% of all private dwellings.

Using the Q1 2022 detail data from CBOS, approximately 39% of short stay accommodation listings are in central Launceston, and significantly fewer listings in suburban areas (refer Figure 3). Of particular note is the high proportion of listings (10%) in Invermay. Anecdotally, this data includes listings that are no longer available on the platform.

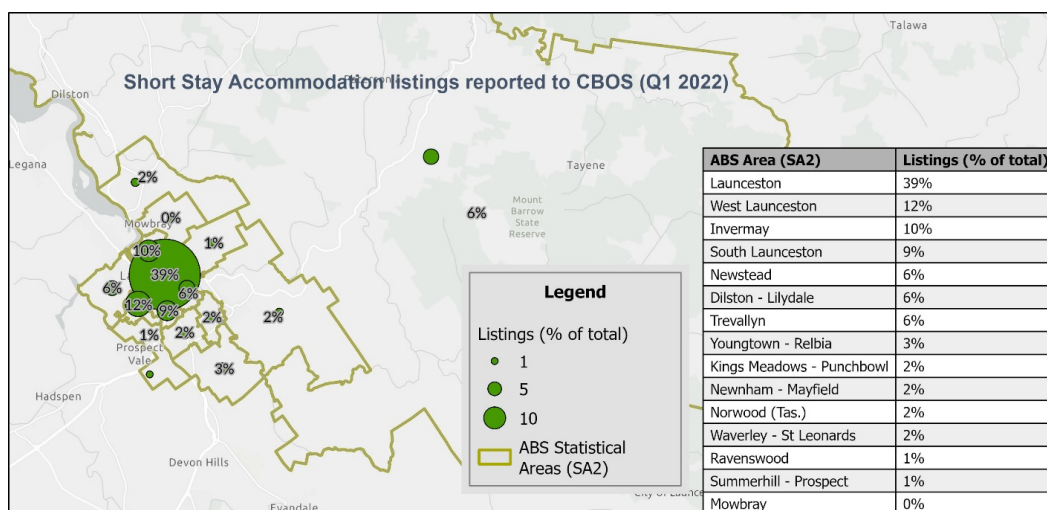


Figure 3 The CBOS detail data reported by Short Stay Accommodation providers on a map of Launceston (figures are approximate)

Short stay accommodation providers and other websites provide additional data, outside the scope of CBOS, and based on real usage of the short stay dwelling. For example, from one of these sites, insideairbnb.com, we determined that 80% of short term rentals were for full homes/apartments, and it is reasonable to assume that this is the case for other short stay rental providers.

Figure 4 is a representation of the insideairbnb.com data with a breakdown between entire home/apartment and room rentals for Launceston, showing the differing ratios by suburb.

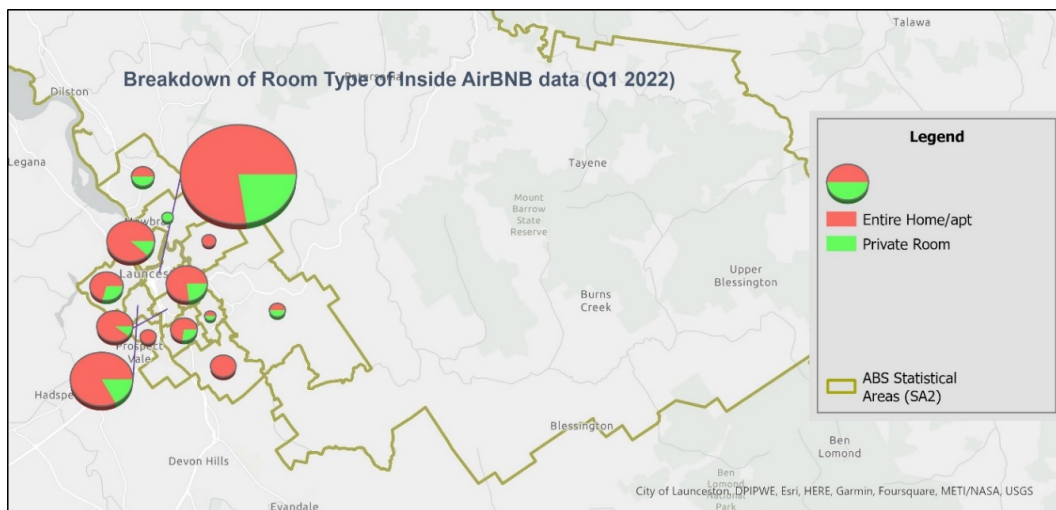


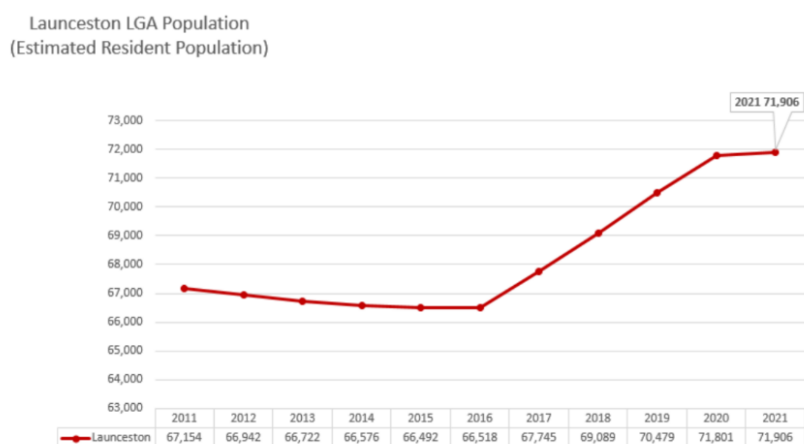
Figure 4: insideairbnb.com data of breakdown of rental type (whole home/apartment) vs private room on a map of Launceston

It is difficult to establish exact figures for the number of short-term rental properties from all providers, but the Council's internal research on the Airbnb and Stayz websites returned a figure of 623 properties whilst CBOS data gave a total of 551 properties. This highlights the difficulty in providing such figures.

It is also currently very difficult to track the number of long term rentals that transition to short stay accommodations and more transparent data is required to be provided on short stay accommodations and the interactions on the long-term rental market.

### Launceston's Growth

The estimated Resident Population (ERP) figures are released yearly at the end of June. In 2022 the ERP for Launceston LGA was 71,906. The 2021 census was on 10 August and gave a figure of 70,055.

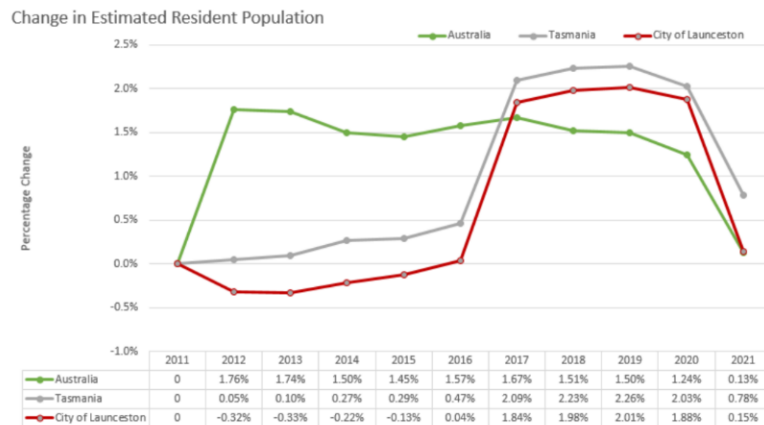


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0)

Figure 5: Launceston LGA Population Growth



The percentage change in Estimated Resident Population shows Launceston's population has increased by 7.5% since 2016, outperforming Australia as a whole, but not Tasmania generally.



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0)

Figure 6: Change in Launceston LGA Resident Population

The City of Launceston's 2022 State of the City Report shows that while Launceston's municipal population has increased 4.5% since 2020 the city's rental vacancy rate has plummeted to just 0.8 per cent in the June 2022 quarter, according to figures from the REIT.

The city's real estate market is proving to be a mixed bag, with Launceston's median house price rising to \$585,000 according to the REIT.

The median rent on a three bedroom property is now \$450 a week which is 12% higher than it was just a year ago.

The figures show that only two out of every 250 rental properties in the Launceston LGA was available to rent.

Overall, in 2022 there are 31,274 private dwellings in the city, with an average of 2.3 people living in each household, with an average of 1.8 vehicles per residence.

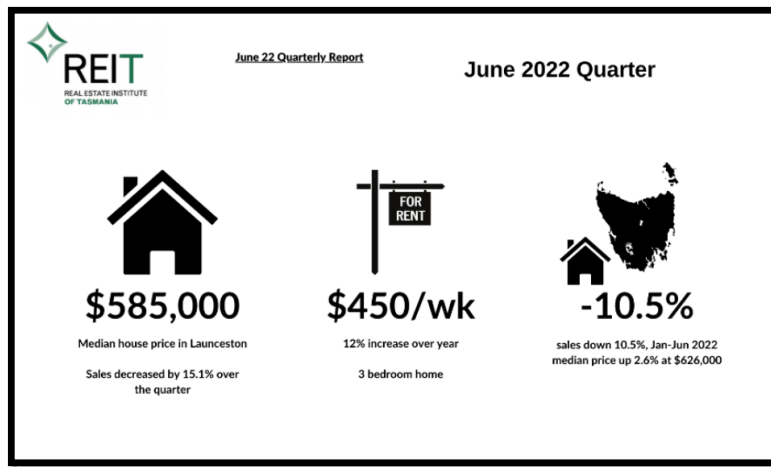


Figure 7: Launceston Housing Data

### Local Economic Impact of Short Stay Accommodation

The Tasmanian Accommodation Snapshot 2022 from Tourism Tasmania (PDF file: <https://www.tourismtasmania.com.au/siteassets/documents/accommodation-snapshots/2022-09-accommodation-snapshot-ye-june-2022.pdf>) drew attention to occupancy rates for short stay accommodation and found that although there were 89,900 nights of accommodation available in the Launceston LGA, the demand was 59,400 nights or an occupancy of 66% with an estimated revenue of \$12.9m (a 44% increase on the prior year). This short-term occupancy of 66% was the highest in Tasmania. It is worth noting that this higher occupancy of short stay accommodation is in part due to an 11% reduction in short stay accommodation stock over the same period.

The commercial accommodation market for Launceston City and the Northern region has an average annual occupancy rate of 72% to June 2022, although this is anticipated to be higher in the next reporting period. This generally means there are beds available for visitors throughout most of the year. During the peak season (December to March) when commercial accommodation occupancy is at times greater than 90%, the short stay accommodation market plays an important part in ensuring visitors have accommodation options available, especially for major events.

The short stay accommodation sector contributes some \$12.9m to the local tourism industry, which in 2021 was valued at \$324.2m. Tourists and renters are non-overlapping populations with distinct needs, and traditionally, non-overlapping markets have catered to these populations.

### Discussion

Launceston's high population growth has added pressure on our housing market, while the city is also experiencing decreasing household size, with one and two person households now accounting for over 50% of all households. This means that more houses are required for the current population regardless of growth. Additionally, the

median house price has doubled for central and the balance of Launceston between 2013 and 2021. Housing affordability is declining rapidly across all sectors.

Launceston can now be classified as one of the most expensive rental housing markets in Australia. From the recent Examiner news article "Rental stress creeping into Launceston and regions as Job Seekers spent 59% of income on rent" <https://www.examiner.com.au/story/8000616/rental-stress-in-launceston-as-caps-on-rent-rises-called-for/>. The median Launceston renter spends \$450 per week for a three-bedroom home, rents have increased 12% in the last year and rental availability is 0.8%. This rental situation affects all individuals, such as job seekers who pay up to 59% of their income to maintain a roof over their heads, compared to single seniors who pay 35% of their income, a pensioner couple who pay 31%, and single part-time worker parents who pay 41% of their income (<https://www.tomorrowtogetherlaunceston.com.au/state-of-the-city-2022>).

Determining the impact that short stay accommodation on the city's rental market is not a straight forward proposition as there are a number of influencing factors which must be considered.

The City of Launceston has granted 225 short stay accommodation planning permits since the SSA Act came into effect in 2019.

Overall, the short stay accommodation market of 551 properties constitutes under 2% of the available residential market of 31,274 properties. This reduces to 1% when only whole houses or apartments are considered.

Approximately 312 of the short stay accommodations which operate in the City of Launceston are for whole homes or apartments.

The proportion of rental to overall private dwellings has remained at around 29-30% over 11 years, in spite of a 9.1% increase in private dwellings from 2016 to 2021. Importantly, short stay accommodation has not grown much faster than either private dwellings or rental dwellings. The ratios across all three have been stable for some time, all growing together. Crucially, this means that the residential rental market has grown fast enough to offset any that are converting to short stay accommodation.

Accordingly, as formalised whole house or apartment short stay accommodations accounts for less than 1% of all dwellings and around 3.1% of all rented dwellings, it is not considered that short stay accommodation is a major driver of the housing stress which is being experienced within the City of Launceston. There has been enough new rentals added to the market within Launceston to offset the loss of whole houses and/or apartments to short stay accommodation. It is clear therefore, that much of the issue is being caused by demand that is currently outstripping supply, which is why the Council has placed so much emphasis on regional land use planning and new residential land over the last few years.

The City of Launceston has a series of agreed strategies to provide housing over the next 20 + years. This can be summarised as:

1. Up to approximately 1,500 houses in the development south of Prospect. Currently in an advanced state of preparation



2. St Leonards Growth Corridor. A structure plan for approximately 3,500 lots. Preliminary concept plans prepared.
3. Alanvale. Approximately 450 lots. Concept structure plan prepared to round off the Alanvale suburb.
4. The Green. 600 Lots of mixed tenure housing development between Rocherlea and Mowbray.
5. Housing Supply Orders for 214 lots at Techno Park and Wildor Crescent.
6. Encouragement for inner city residential, higher density development around activity centres and infill.

These proposals are either approved, being approved or consistent with adopted strategic documents including the Greater Launceston Plan and the Northern Region Land Use Strategy.

These proposals equate to a potential for approximately 7,500 residential lots. The likely number of houses may be 25% higher factoring in multiple dwellings or the likelihood of decreasing lot sizes over time.

The long term average demand for dwellings in the City of Launceston is approximately 200-250 per year. The planned development pipeline is therefore sufficient for at least 40 years, longer if the city is successful in encouraging/ facilitating infill development.

The problem of housing supply currently being experienced have not been generated by lack of feasible and strategically aligned options for development, but by an inability to bring land to the market in a timely and predictable way.

The strategic planning for new development and corresponding infrastructure on the scale outlined above need a co-ordinated and aligned approach.

### Conclusion

It is very clear that the Council needs to continue or even accelerate its efforts to create additional residential land within the City of Launceston. The question is whether the Council needs to regulate against any acceleration of the short stay accommodation market? At current formalised levels, there does not appear to be a compelling need to regulate the market as it is not having a significant impact on the Launceston rental market, while at the same time it is making a positive contribution to the local economy. This said, however, experience in other localities has demonstrated that there is real potential for short stay accommodation to increase to a level whereby it can adversely impact upon the local rental market.

### Further Considerations for Discussion

The short stay market is now a relatively mature part of the accommodation market with the potential for future growth. In that context a factor that needs consideration is that of equity, as accommodation providers such as bed and breakfasts, hotels and motels, caravan parks (etc.) are paying additional rates in recognition of the increased level of service required for these businesses. Short stay accommodation providers

are currently not paying any additional rates to operate these businesses within their residential dwellings. In the interests of equity with these existing visitor accommodation businesses the Council could consider introducing a differential rate for short stay accommodation providers, which would also serve to prevent a saturation of the short stay accommodation sector occurring within the city of Launceston. By appropriately rating these businesses it would increase the margins which would cause the owners of dwellings used as short stay accommodation to consider returning their residences to the local rental market.

It has been established by the LGAT that Tasmanian Councils have the legal ability to introduce a differential rate for short stay accommodations, however, there is no single clear basis for such a rate. For instance, is it appropriate to apply a differential rate to a short stay accommodation on the basis of them having a planning Permit (or existing use rights), even though they may or may not operate? In determining to rate short stay accommodation premises the Brisbane City Council determined that an entire property must have been available for use as a short stay accommodation for more than 60 days a year, which does present obvious regulatory burdens for the Council. Accordingly, it is recommended that the Council investigate a suitable approach for rating short stay accommodations that operate within the City of Launceston.

The other issue that this paper has identified is the large number of unoccupied dwellings within the City of Launceston, as illustrated by the last census. This issue has been highlighted in recent media reports which, utilising de-identified TasWater service usage data, identified that 1,192 dwellings were empty in Launceston during 2021 ([www.examiner.com.au/story/808074/shocked-empty-houses-leaves-tasmania-behind](http://www.examiner.com.au/story/808074/shocked-empty-houses-leaves-tasmania-behind)). This has led to calls being made for an empty homes levy to be introduced in Tasmania by organisations such as the Tenant's Union of Tasmania. The Victorian Government introduced a vacant residential land tax in 2018 for homes left unoccupied for more than six months of the previous calendar year within 16 Melbourne-based Council areas. The tax is charged annually and is calculated at 1% of the properties capital investment value. The purpose of the tax is to increase the availability of housing in many of Melbourne's middle and inner suburbs. While the Tasmanian Government has ruled out such a move there would be merit in the Council requesting the Local Government Association of Tasmania (LGAT) to investigate and report on the implementation of a similar tax within the State from a Local Government perspective.

## Recommendations

That the Council:

1. Ask the Chief Executive Officer to investigate the introduction of a differential rate for short stay accommodation providers in Launceston and provide options for the Council to consider;

2. Lobby the State Government to require more transparent data to be provided on short stay accommodations and the interactions on the long-term rental market. Specifically, it must be easier to track the number of long term rentals that transition to short stay accommodations;
3. Prioritise actions to create additional residential land within the City of Launceston;
4. Continue to monitor the City's rental market with a specific focus on the number of short stay accommodations that are available within Launceston; and
5. Request the Local Government Association of Tasmania (LGAT) to investigate and report on the implementation of a vacant residential land tax for unoccupied homes within the State.



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2011 Launceston (C), Census All persons QuickStats | Australian Bureau of Statistics (abs.gov.au) - <https://www.abs.gov.au/census/find-census-data/quickstats/2011/LGA64010>

2016 Launceston (C), Census All persons QuickStats | Australian Bureau of Statistics (abs.gov.au) - <https://www.abs.gov.au/census/find-census-data/quickstats/2016/LGA64010>

2021 Launceston, Census All persons QuickStats | Australian Bureau of Statistics (abs.gov.au) - <https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA64010>

<https://www.tomorrowtogetherlaunceston.com.au/state-of-the-city-2022>

<https://www.examiner.com.au/story/808074/shocked-empty-houses-leaves-tasmania-behind>

<https://www.cbos.tas.gov.au/topics/housing/short-stay-accommodation-act>

<http://insideairbnb.com/>

<https://www.tourismtasmania.com.au/siteassets/documents/accommodation-snapshots/2022-09-accommodation-snapshot-ye-june-2022.pdf>

<http://data.insideairbnb.com/australia/tas/tasmania/2022-09-07/data/listings.csv.gz>

<http://data.insideairbnb.com/australia/tas/tasmania/2022-06-05/data/listings.csv.gz>

<http://data.insideairbnb.com/australia/tas/tasmania/2022-03-08/data/listings.csv.gz>

**Attachment 1 - City of Launceston Motion**

'That Council requests the Chief Executive Officer to investigate and review the growth of short-term accommodation rental properties in the City of Launceston area and report back to Council in a timely manner after the election has been completed. The report should consider, but not be limited to, the following:

1. undertake a baseline analysis of 2011 and 2016 census data to establish the number of dwellings in the City of Launceston that are owner occupied and the number that are rented long term, in both actual numbers and as a percentage of the market, for each of these two census periods.
2. compare this data with similar data from the 2021 census, including identifying the number of new dwellings built and occupied between 2016 and 2021.
3. identify the number of whole of property short-term accommodation licences that have been issued by the Council since October 2019 after the declaration of the Short-Term Accommodation Act of 2019 by the Tasmanian State Government.
4. review the actual number of whole of properties and short term rental properties that currently exist in the short-term rental marketplace in the City of Launceston Council area on the various short term rental platforms.
5. investigate and, if it is found to be warranted, make recommendations on what options exist for the City of Launceston Council to help slow, stop or even reverse the trend of existing long-term rental properties being migrated to short-term rental accommodation properties.'

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**22.1. Status Report on Notices of Motions**

**FILE NO:** SF5547

**AUTHOR:** Lorraine Wyatt (Council and Committees Officer)

**APPROVER:** Sam Johnson OAM (Chief Executive Officer)

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**DECISION STATEMENT:**

To receive the updated Status Report – Notices of Motion.

**RELEVANT LEGISLATION:**

*Local Government Act 1993 (Tas)*

*Local Government (Meeting Procedures) Regulations 2015*

**RECOMMENDATION:**

That Council:

1. Receives the Status Report of Notices of Motions.

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**REPORT:**

In accordance with s16 (5) of the *Local Government (Meeting Procedures) Regulations 2015*, a Councillor may give to the Chief Executive Officer a written notice of motion, (at least 7 days before a meeting), together with supporting information and reasons, to be included on the agenda of that meeting.

To ensure decisions are made in a transparent and accountable way, updates regarding the Status Report - Notice of Motions will be reported to each Council meeting.

Items marked as 'completed' will be removed from the list following the meeting at which this is reported.



Notices of Motions Status Report

Date	Project/Initiative Notice of Motion	Owner	Progress
<b>10 March 2022</b> Councillor D C Gibson	<b>Windermere/Swan Bay Roads</b> <i>That Council acknowledges the concerns of the residents and requests the Chief Executive Officer to investigate the issues raised and provide a detailed report to Council for consideration in April 2022.</i>	Sam Johnson OAM (Chief Executive Officer)	<p>Report of investigation provided at Workshop on 14 April 2022.</p> <p>The Council was successful in receiving funding through the State Government's Safer Rural Roads Program to upgrade the junction of John Lees Drive and Windermere Road, as committed to in the Windermere/Swan Bay Report.</p> <p>The works will involve installation of a painted channelised right turn lane on John Lees Drive, making this turn safer for turning vehicles, as well as installation of a solid island on Windermere Road at the junction; the aim of this island is to limit the space available and attractiveness for anti-social behaviour such as burnouts to occur.</p> <p>The works are estimated to cost \$64,000 with \$52,000 being funded by the State and \$12,000 by the Council and will be delivered this financial year.</p>
<b>5 May 2022</b> Councillor D C Gibson	<b>Launceston Pump Track</b> <i>That Council requests the Chief Executive Officer to investigate the options for the provision of a pump track or pump tracks within Launceston and report back to Council within the next three months.</i>	Sam Johnson OAM (Chief Executive Officer)	<p>Completed:</p> <p>World Trail completed the construction of the pump track and their contracted works on 22 January 2025. The Roads crew installed a boom gate and rock placement barrier to limit large vehicle access to the pump track. Short term additional work will include the installation of bins on site and planting of the riparian zone (2-metre additional reeds along the river edge).</p> <p>A longer-term plan exists to landscape the entire site including tree planting, however this is dependent on a future budget allocation.</p>

			A formal launch event is being organised by the Community Development team, scheduled for 22 February 2025.
<b>11 August 2022</b> Councillor D C Gibson	<b>Launceston Skate Park</b> <i>That the Council requests the Chief Executive Officer to:</i> <ol style="list-style-type: none"> <li>1. immediately investigate operational issues at the Launceston Skate Park at Royal Park, such as drainage and initiate immediate works to address any identified problems.</li> <li>2. within three months, advise the renewal planning timeline for this important facility, to ensure the recreational needs and expectations of our community are continued through replacement.</li> <li>3. investigate and report in 2022/2023 the upgrade options to this loved facility, including necessary budget costings.</li> </ol>	Sam Johnson OAM (Chief Executive Officer)	The design of the Royal Park Skatepark extension has been completed by Convic. The design included extensive community engagement through surveys and community workshops. The design doubles the footprint of the current skatepark and blends the existing skatepark with new features that focus on beginner and family friendly features. A tender for construction will be issued in early February 2025.
<b>11 August 2022</b> Councillor T G Walker	<b>Suburban Business District Green Spaces</b> <i>In support of, and complimentary to, the City of Launceston's recent Memorandum of Understanding with the Launceston Chamber of Commerce regarding the urban greening of the City, that the Council agrees to pursue the following initiatives:</i>	Sam Johnson OAM (Chief Executive Officer)	<p>This motion provided in-principle support for the provision of additional green spaces adjacent to and/or within suburban business districts such as (but not limited to) Kings Meadows, Mowbray, St Leonards and Newstead.</p> <p>The development of the Urban Greening Strategy documented existing canopy and green space, urban heat island effect, and urban density and competition for green space. The Strategy,</p>

	<ol style="list-style-type: none"> <li>1. <i>provides its in-principle support for the provision of additional green spaces adjacent to and/or within suburban business districts such as (but not limited to) Kings Meadows, Mowbray, St Leonards and Newstead; and</i></li> <li>2. <i>requests the Chief Executive Officer to ensure that current review process for the Greater Launceston Plan includes a framework to promote the opportunity and identify suitable spaces for this provision, either currently held land, or prospective sites that may be available for this purpose; and</i></li> <li>3. <i>following the review of the GLP, that the Council develop an implementation plan which identifies and provides the necessary actions and resourcing to deliver the green spaces. The implementation plan would need to include a community engagement process with, amongst other objectives, the need to determine the extent and scope of infrastructure that would be desirable in these spaces; and</i></li> <li>4. <i>that priority be given to maximising the greening of the area, but that</i></li> </ol>		<p>endorsed in November 2023, identified actions to retain and increase canopy cover:</p> <p><b>T1.1</b> Increase upper, mid and low canopy cover in the City of Launceston in parks, recreation and open space areas, civic spaces, streets and road corridors and in residential areas, including private and public areas; and</p> <p><b>T1.5</b> Promote nature-based solutions to greening areas of high density, such as green roofs, vertical gardens, arbours and structures.</p> <p>The Launceston Urban Greening Implementation Plan specifically identifies actions within high traffic areas and suburban business districts:</p> <p><b>O-9</b> Explore partnership with privately owned car parks to install cascading or street level plantings.</p> <p><b>Priorities:</b></p> <ol style="list-style-type: none"> <li>1. Kings Meadows shopping precinct</li> <li>2. Mowbray shopping precinct</li> <li>3. Central Business District (CBD)</li> </ol> <p><b>O-14</b> Implement urban greening opportunities for traffic calming applications, including planting in medians, outstands and chicanes.</p>
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	<i>additional facilities such as playgrounds or toilets be considered desirable additions if possible.</i>		
<b>25 August 2022</b> Councillor A G Harris	<p><b>Short Term Rental Accommodation Review</b></p> <p><i>That Council requests the Chief Executive Officer to investigate and review the growth of short-term accommodation rental properties in the City of Launceston area and report back to Council in a timely manner after the election has been completed.</i></p> <p><i>The report should consider, but not be limited to, the following:</i></p> <ol style="list-style-type: none"> <li><i>undertake a baseline analysis of 2011 and 2016 census data to establish the number of dwellings in the City of Launceston that are owner occupied and the number that are rented long term, in both actual numbers and as a percentage of the market, for each of these two census periods.</i></li> <li><i>compare this data with similar data from the 2021 census, including identifying the number of new</i></li> </ol>	Sam Johnson OAM (Chief Executive Officer)	<p>A report titled: <i>Review of the Impacts of Short Stay Accommodations on the Rental Market in the City of Launceston</i> was considered by Council at the meeting on 23 March 2023.</p> <p>The Local Government Association of Tasmania (LGAT) convened an expert reference group at its June 2023 meeting which supported the below resolutions;</p> <ul style="list-style-type: none"> <li>- That LGAT convene an expert reference group from member councils to develop recommendations for the sector to consider on:</li> <li>- What further data and support is required to assist local government in responding to the housing crisis.</li> <li>- What changes are required to manage short stay accommodation's contribution to housing availability, local amenity, economic development, and equitable rating.</li> <li>- What tools are available to encourage owners of unoccupied dwellings to make their properties available as long-term rentals</li> </ul> <p>LGAT supported the below Housing Reference Group sectoral positions at the March 2024 meeting;</p> <ul style="list-style-type: none"> <li>• Proposed Sector Position (1): that measures to manage the impacts of short stay accommodation on housing should: <ul style="list-style-type: none"> <li>o Target the impacts of commercially let residences on residential areas</li> <li>o Avoid targeting short stay accommodation in non-residential areas, and true home sharing.</li> </ul> </li> </ul>

	<p><i> dwellings built and occupied between 2016 and 2021.</i></p> <p><i>3. identify the number of whole of property short-term accommodation licences that have been issued by the Council since October 2019 after the declaration of the Short-Term Accommodation Act of 2019 by the Tasmanian State Government.</i></p> <p><i>4. review the actual number of whole of properties and short term rental properties that currently exist in the short-term rental marketplace in the City of Launceston Council area on the various short term rental platforms.</i></p> <p><i>5. investigate and, if it is found to be warranted, make recommendations on what options exist for the City of Launceston Council to help slow, stop or even reverse the trend of existing long-term rental properties being migrated to short-term rental accommodation properties.</i></p>		<ul style="list-style-type: none"> <li>• Proposed Sector Position (2): that the Tasmanian Government: <ul style="list-style-type: none"> <li>○ properly enforce the data reporting requirements of the Short Stay Accommodation Act 2019 and resolve gaps in the data collection to support better management of the impacts of residential short stay accommodation.</li> <li>○ develop a consolidated dashboard of housing related data for Tasmania to assist planning and housing responses.</li> </ul> </li> <li>• Proposed Sector Position (3): that councils monitor the outcome of the City of Hobart's LPS and, if successful, utilise it as a model for managing commercially let residences.</li> <li>• Proposed Sector Position (4): that to support the conversion of existing lawful commercially let residences back to residential use, councils implement, where appropriate, and advocate for economic measures, such as a coordinated incentivisation and disincentivisation regime, such as land tax, stamp duty, capital gains tax, and negative gearing.</li> <li>• Proposed Sector Position (5): that councils investigate and, where appropriate, apply a differential rating regime for commercially let residences in residential areas. It is worth noting that despite the relative popularity of a cap on nights per year in other jurisdictions, the LGAT Housing Reference Group was of the view that this mechanism risked a significant enforcement resourcing burden with an uncertain effect on housing availability, and that the other measures outlined in this position paper are worthy of progressing prior to a nights per year cap. However, this measure shouldn't be</li> </ul>
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			<p>ruled out for Tasmania with its effectiveness in other jurisdictions to be monitored.</p> <p>Recommendations approved during this Council report are as follows</p> <p>1. requests the Chief Executive Officer investigate the introduction of a differential rate for short stay accommodation providers in Launceston and provide options for Council to consider;</p> <p>Update - A differential rating category code has been implemented by the Office of the Valuer-General specifically for Short Term Accommodation (R7 code). Using this rating category requires a property to be permanently used for Short Term Accommodation, and the reclassification must be completed by the Valuer-General. So whilst this mechanism is available to Council, it has not yet been implemented. Hobart City Council have implemented the use of this differential rating category with 401 properties being classified as R7 Short Term Accommodation as at February 2025.</p> <p>2. lobbies the State Government to require more transparent data be provided on short stay accommodations and the interactions on the long-term rental market. Specifically, it must be easier to track the number of long term rentals that transition to short stay accommodations;</p> <p>Update - complete as per LGAT sectoral position 2 (above)</p>
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			<p>3. prioritises actions to create additional residential land within the City of Launceston;</p> <p>Update - Council is actively pursuing growth of new residential land, primarily through the St Leonards Structure Plan and Infrastructure and Funding Framework</p> <p>4. continues to monitor the City's rental market with a specific focus on the number of short stay accommodations that are available within Launceston; and</p> <p>Update - Quarterly data is provided by the Tasmania Government regarding the number of registered Short Term Accommodation properties</p> <p>5. requests the Local Government Association of Tasmania investigate and report on the implementation of a vacant residential land tax for unoccupied homes within the State.</p> <p>Update - LGAT Housing Position Statement (November 2024) states: councils seek economic measures, such as land tax, stamp duty, capital gains tax, and negative gearing, to incentivise helpful market behaviours and return commercially let residences back to residential use.</p>
<p><b>15 December 2022</b> Councillors D H McKenzie and A E Dawkins</p>	<p><b>Clean Air Strategy</b> <i>That Council agrees that Launceston City Council develop a Clean Air Strategy, which should not be limited to but will include:</i></p>	<p>Nathan Williams (Executive Leader Delivery and Performance)</p>	<p>The clean air strategy was presented to Councillors for their guidance and direction in November 2024.</p> <p>The strategy is likely to be delivered in-house, so we need to ensure the additional FTE is approved by the new EL D&amp;P before we can recruit.</p>

	<ol style="list-style-type: none"> <li>1. <i>review of current State and Federal Government legislation to determine its effectiveness in supporting a clean air strategy and where there are improvements required develop a plan to lobby for change;</i></li> <li>2. <i>review of the effectiveness of past Council programs to improve air quality outcomes, such as the Wood Heater buy-back program;</i></li> <li>3. <i>compilation of baseline data to provide a base to measure improvements;</i></li> <li>4. <i>engagement of Northern Councils to achieve shared actions where possible;</i></li> <li>5. <i>education of industry and the broader community on better environmental practices;</i></li> <li>6. <i>investigation of more effective enforcement processes; and</i></li> <li>7. <i>recommendations to Council regarding means to improve outcomes. Report back to Council should occur in reasonable time outlining next steps and to enable progress to be achieved ahead of next winter.</i></li> </ol>		<p>Pending successful recruitment happening before July 2025 we anticipate the following as a reasonable timeline (and we anticipate tasks can be undertaken concurrently):</p> <ul style="list-style-type: none"> <li>• Recruitment of Environmental Health Officer: End June 2025</li> <li>• Review and finalisation of project plan and stakeholder engagement plan: August 2025</li> <li>• Review of data and precedent studies: December 2025</li> <li>• - Gap analysis: March 2025</li> <li>• Stakeholder engagement: June 2026</li> <li>• Data collation: December 2026</li> <li>• Draft strategy and action plan: February 2027</li> <li>• Stakeholder review draft strategy and action plan (incl. Councillor workshops prior to going out to broader stakeholder group): June 2027</li> </ul> <p>Finalise strategy and action plan (incl. Councillor meeting to endorse): December 2027.</p>
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<p><b>23 March 2023</b> Councillor T G Walker</p>	<p><b>Paterson Barracks</b> <i>That the Council:</i></p> <ol style="list-style-type: none"> <li><i>1. agrees in principle that there is value in retaining the Paterson Barracks for community ownership and public use;</i></li> <li><i>2. continue liaising with the Department of Defence in relation to the site;</i></li> <li><i>3. request the CEO to develop a pre-feasibility study assessing the value in preparing a business case for the City of Launceston to activate the site in accordance with the objectives of the City Deal, including assessing opportunities for community groups, events, meeting space, markets and commercial and/or retail use;</i></li> <li><i>4. within 12 months, make a final decision on whether to develop a business case and prepare a formal proposal to submit to the Department of Defence, seeking a concessional sale of the Paterson Barracks to the City of Launceston;</i></li> <li><i>5. if it is decided to proceed with a business case and proposal, write to the Defence Department, relevant Minister and any other related</i></li> </ol>	<p>Sam Johnson OAM (Chief Executive Officer)</p>	<p>A site inspection has been completed by Council Officers to finalise the project scoping work. Information has been obtained on the heritage values of the site and the pre-feasibility report has been commenced.</p> <p>A draft pre-feasibility report has been completed and is currently undergoing officer review. This is likely to be presented to the January 2025 Council meeting.</p>
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	<p><i>parties expressing initial interest in potential ownership of the site on behalf of the Launceston community; and</i></p> <p>6. <i>acknowledge that the Launceston Historical Society, the Tasmanian Family History Society, the Friends of the Launceston Mechanics' Institute and the Royal Australian Artillery Association have all expressed a keen desire in having a permanent presence at the site</i></p>		
<p><b>4 May 2023</b> Councillor A E Dawkins</p>	<p><b>Financial support for Veterinary Practices Treating Injured Animals</b> <i>That Council requests the Chief Executive Officer to:</i></p> <p>1. <i>modify the Draft Council 2023/2024 Fees and Charges to set a \$0 fee at the Launceston Waste Centre for veterinary services to drop off native animals that are killed on our roads; and</i></p> <p>2. <i>investigate other measures available to City of Launceston to reduce the financial impost on veterinary practices tasked with treating sick and injured wildlife.</i></p>	<p>Sam Johnson OAM (Chief Executive Officer)</p>	<p>The 2023/2024 Fees and Charges were amended in accordance with the motion. Additional options will now be explored.</p>
<p><b>29 June 2023</b> Councillor L M McMahon</p>	<p><b>Reinstatement of the State Government's Financial Contribution to the Active Launceston Program</b></p>	<p>Leanne Purchase (Acting Executive Leader)</p>	<p>Correspondence was sent to the Premier on 6 July 2023. A response was received by way of a \$20,000 one off grant that</p>

	<i>That Council requests the Chief Executive Officer write to the Premier and request the reinstatement of the State Government's financial contribution to the Active Launceston program.</i>	Connections and Liveability)	Council had been allocated by the State Government, in recognition of the Active Launceston Program.  The recurring funding that Council previously received has not been reinstated. The Liveable Communities Team will engage with the Tasmanian Government around this.
<b>21 September 2023</b> Councillor A E Dawkins	<p><b>Establishing a Leadership Role for the City of Launceston in the Prevention of Child Sexual Abuse</b></p> <p><i>To show local community leadership and responsiveness to the revelations of widespread historic and contemporary child sexual abuse in Launceston, as evidenced in the recent Commission of Inquiry* hearings, it is moved that Council:</i></p> <ol style="list-style-type: none"> <li><i>1. investigates opportunities to acknowledge victim/survivors of child sexual abuse through the inclusion of an appropriate public art installation in the next stage of the City Heart development.</i></li> <li><i>2. engages with the organisers of the National Child Sexual Abuse Survivors Day to support community events planned for the Launceston municipality.</i></li> <li><i>3. includes an assessment criterion for grant applications to the Council requiring respondent</i></li> </ol>	Leanne Purchase (Acting Executive Leader Connections and Liveability)	<p>Work is well underway with respect to child safety as follows:</p> <ol style="list-style-type: none"> <li>1. Public art will be commissioned over the next 2- 3 years and will follow extensive consultation with victim survivors. The process of establishing artwork requires the utmost sensitivity due to the trauma involved of those we are seeking to acknowledge. Advice from the Victorian Black Saturday commemorative public art process was that it took several years to ensure victim and survivor voices we appropriately heard and recognised so that the memorial was respectful and not retraumatising.</li> <li>2. The signing of the Council's commitment to child safety was undertaken on National Survivors Day in November 2024. The day was held in partnership with the In Good Faith Foundation.</li> <li>3. This is still to be developed. However, a recent lease with St Vincent De Paul stipulated that the organisation must adhere to the Child and Youth Safe Standards, so steps are already being taken to ensure our partners are adhering to the CYSO.</li> <li>4 a). This work has yet to commence.</li> <li>4b). Officers will present to a council meeting in 2025 on the progress to date in achieving the standards.</li> </ol>

	<p><i>entities (clubs, associations, etc.) to demonstrate how they comply with the Child and Youth Safe Standards.</i></p> <p>4. <i>requests the Council's Officers report to a future Council Meeting on:</i></p> <p>a) <i>the feasibility of conducting site visits to two peer communities** where the councils have assumed a Child Sexual Abuse Prevention role and make recommendations as to how the City of Launceston can show further leadership***.</i></p> <p>b) <i>progress against compliance with the National Principles for Child Safe Organisations, including Child Sexual Abuse prevention awareness for Councillors.</i></p> <p>* Commission of Inquiry (COI) into the Tasmanian Government's Responses to Child Sexual Abuse in Institutional Settings.</p> <p>** Possible peer communities include Ballarat, Victoria and Maitland, New South Wales.</p>		
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	<p>*** Examples of further leadership roles for local government might include: - Co-delivery of Child Sexual Abuse Prevention Community Awareness Campaigns in conjunction with the Child Safe Regulator. - Co-convening standards compliance workshops for local clubs, associations and businesses with the Regulator. - Auspicing and participating as part of a Launceston consortium of community organisations committed to Child Sexual Abuse prevention in non-institutional settings</p>		
<p><b>16 May 2024</b> Councillor A J Palmer</p>	<p><b>Family Violence</b> <i>That Council:</i></p> <ol style="list-style-type: none"> <li><i>1. acknowledges that family and domestic violence has never, and will never be tolerated in our community; and</i></li> <li><i>2. recognises the strategies and programs Council has in place to support victims of domestic and family violence; and</i></li> <li><i>3. implement a respectful relationships program, for all Staff and Councillors (presently employed), to commence within the 2024/2025 financial year and that it is included as part of the on boarding and</i></li> </ol>	<p>Nathan Williams (Executive Leader Delivery and Performance)</p>	<ol style="list-style-type: none"> <li>1. The City of Launceston acknowledges that family and domestic violence have no place in our community or workplace.</li> <li>2. Community Development works in this space by supporting 16 Days of Activism and other initiatives as they arise. Council's Enterprise Agreement specifically references victims of family violence (section 6.17) and seeks to support impacted employees by way of leave provisions, financial support, access to the Employee Assistance Program, changes to working patterns and contact details.</li> <li>3. Further work is required as to the appropriateness of the respectful relationships program, specifically whether it is trauma informed, and whether there might be more appropriate ways to raise awareness with staff and Councillors. There are survivors of family and domestic violence at council and care needs to be taken</li> </ol>

	<i>induction for new staff and future Councillors, starting July 1 2024.</i>		not to trigger or retraumatize those who are victim survivors of family and domestic violence.  The Human Resources Team has reviewed the Family Violence Loan procedure and is finalising an updated document. The Organisational Development Team are researching training options.
<b>13 June 2024</b> Councillor A E Dawkins	<b>Establishing an Inclusion Action Plan and Community Consultation</b> <i>That Launceston City convene a round table of LGBTIQ+ residents and their allies to discuss and recommend further action by the City to foster LGBTIQ+ equity and inclusion with the goal of developing an Inclusion Action Plan</i>	Leanne Purchase (Acting Executive Leader Connections and Liveability)	Work has not yet commenced. Officers will commence work on an equity and inclusion strategy in 2025, including consulting with Launceston's most disadvantaged and marginalised communities to ensure they have a voice in the development of the strategy and corresponding action plans. The work will involve co-design with those with a disability (including those who are neurodivergent), culturally and linguistically diverse (CALD) and migrant communities and LGBTQIA+ people.
<b>25 July 2024</b> Councillor D C Gibson	<b>Funding for Tamar Valley Peace Festival</b> <i>That Council supports the Tamar Community Peace Trust's 2024 Tamar Valley Peace Festival by way of \$10,000 from Council funds.</i>	Leanne Purchase (Acting Executive Leader Connections and Liveability)	Completed:  This item was withdrawn from the 5 September 2024 Council Meeting agenda.
<b>22 August 2024</b> Mayor Councillor M K Garwood	<b>Increase Housing Diversity in the Municipality</b> <i>That Council explores an opportunity to increase housing diversity in the municipality by:</i> <ul style="list-style-type: none"><li>• <i>Investigating the use of a CBD or inner-city landholding for the development of community</i></li></ul>	Leanne Purchase (Acting Executive Leader Connections and Liveability)	This project is awaiting consultant availability. The original consultant withdrew from Phase 2 works and an alternative consultant is being sourced in addition to internal discussions about Phase 2 in the context of other strategic projects to ensure there is no duplication of effort.

	<p><i>housing as well as retaining public car parking facilities;</i></p> <ul style="list-style-type: none"> <li>• <i>Engage a Registered Community Housing Provider (CHP) or a private developer with demonstrable experience partnering with the community housing sector, following due process, to devise plans for the identified site that result in affordable housing at a high-density in line with desirable heights for the CBD; and</i></li> <li>• <i>Support the proponent to apply for funding in a future round of the Federal Government's Housing Australia Future Fund to develop the site for affordable housing</i></li> </ul>		
<p><b>19 September 2024</b> Councillor J J Pentridge</p>	<p><b>Emergency Management Response</b> <i>That Council</i></p> <ol style="list-style-type: none"> <li>1. <i>Explore options for the purchase of mobile power units (generators) for use in events of power outages, and to support Council's emergency management response; and</i></li> <li>2. <i>A report be presented to Council outlining these options for Council's consideration.</i></li> </ol>	<p>Chelsea van Riet (Executive Leader Community Assets and Design)</p>	<p>Officers will provide an update to Council no later than 6 March 2025 on status of work as per the previous update.</p>



<p><b>19 September 2024</b> Mayor Councillor M K Garwood</p>	<p><b>CCTV (Closed Circuit Television) System Within Launceston Central Business</b> <i>That Council:</i></p> <ol style="list-style-type: none"> <li><i>Undertakes a review of the current CCTV (Closed Circuit Television) system within the Launceston Central Business District, to provide options for system improvement, and a focus on community safety; and</i></li> <li><i>A report be presented to Council summarising the review, including any future options for system improvement and investment.</i></li> </ol>	<p>Chelsea van Riet (Executive Leader Community Assets and Design)</p>	<p>Council will engage with an external consultant, via a Request for Quotation process, to perform the review of the current CCTV system.</p> <p>A report will be provided to Council in due course upon completion of the review.</p>
<p><b>12 December 2024</b> Councillor A G Harris</p>	<p><b>City of Launceston to Establish a Memorandum of Understanding with Dorset Council to Facilitate the Development of Stage 3 of the North East Rail Trail</b> <i>That Council:</i></p> <ol style="list-style-type: none"> <li><i>Provides in-principle support of the North East Rail Trail Stage 3 – Lilydale Falls to Scottsdale in concept only;</i></li> <li><i>approves providing Dorset Council a letter of support outlining Council's in-principle support for the project; and</i></li> </ol>	<p>Leanne Purchase (Acting Executive Leader Connections and Liveability)</p>	<p>This work is in progress.</p>

	<p>3. <i>be provided with a project report to better understand implications to Council, such as costs, ownership and technical challenges.</i></p>		
<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Bicycle Donation to Tasmania Police</b> <i>That Council:</i></p> <p>1. <i>purchase two (2) fit-for-purpose bicycles, to a combined maximum value of \$15,000 (excluding GST), to be donated to Tasmania Police for the sole purpose of reintroducing the bike patrols within the Launceston Central Business District.</i></p>	<p>Leanne Purchase (Acting Executive Leader Connections and Liveability)</p>	<p>Officers will develop an MOU with Tasmania Police which will set out the expectations for:</p> <ul style="list-style-type: none"> <li>• how often the bicycles will be used</li> <li>• where the bicycles will be used</li> <li>• maintenance responsibilities</li> <li>• ownership of the bikes</li> <li>• transfer of bikes back to CoL in the event the bike patrols are not deemed feasible by TasPol.</li> </ul> <p>The MoU will be presented to the Council in the first quarter of 2025.</p>
<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Mobile LED Screen</b> <i>That Council:</i></p> <p>1. <i>investigates the procurement of a large mobile LED screen to support City activation, and events; and</i></p> <p>2. <i>the project is to be considered as part of annual plan and budget discussions.</i></p>	<p>Leanne Purchase (Acting Executive Leader Connections and Liveability)</p>	<p>Officers will commence more detailed investigations into fixed and mobile screens and also projection options, with a report to be tabled to council in the first half of 2025.</p>
<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Street Art Festival and Street Art Laneways</b> <i>That Council:</i></p> <p>1. <i>pursuant to the City of Launceston Public Art Strategy 2023-2031,</i></p>	<p>Leanne Purchase (Acting Executive Leader Connections and Liveability)</p>	<p>Work has commenced on the laneway festival and laneway gallery. A Councillor briefing will be provided in early 2025 once a site has been identified.</p>

	<i>prioritises the Opportunity - City Centre Laneways recommendation for a Street Art Laneway Gallery to be developed for delivery in FY2024/2025, and a second gallery for delivery in FY2025/2026; and pursuant to the City of Launceston Public Art Strategy 2023-2031, prioritises the Opportunity - City Centre Laneways recommendation for a Laneway Festival to be developed in conjunction with each gallery described in the above recommendation.</i>		
<b>12 December 2024</b> Councillor S Cai	<b>Graffiti Removal from Private Dwellings Within the Launceston Municipality</b> <i>That Council:</i> <ol style="list-style-type: none"> <li>considers expanding graffiti removal to include private dwellings and infrastructure by: <ul style="list-style-type: none"> <li>reviewing and amending the City of Launceston's graffiti policy framework to expand to removal of graffiti in all locations throughout the municipality.</li> </ul> </li> </ol>	Chelsea van Riet (Executive Leader Community Assets and Design)	Due to the recruitment of a new Senior Leader for City Amenities this work has not commenced as planned last month. It will commence in February 2025.
<b>23 January 2025</b> Councillor T J Walker	<b>Provision of Multi-storey Parking in the CBD on Boxing Day</b> <i>That Council:</i>	Nathan Williams (Executive Leader	Work is scheduled to commence in February 2025, with the intention of providing the report back to Council within the three-month timeframe noted with the Notice of Motion.



	<ol style="list-style-type: none"> <li>1. <i>notes the demand for parking on Boxing Day in the Central Business District;</i></li> <li>2. <i>investigate options for providing parking in the Central Business District on Boxing Day at the following locations:</i> <ol style="list-style-type: none"> <li>a) <i>Paterson Street East Car Park, located at 1-15 Paterson Street, Launceston</i></li> <li>b) <i>Paterson Street West Car Park, located at 79-83 Paterson Street, Launceston</i></li> <li>c) <i>Elizabeth Street Car Park, located at 32 Elizabeth Street, Launceston;</i></li> </ol> </li> <li>3. <i>investigate the feasibility of providing parking on other public holidays; and</i></li> <li>4. <i>report findings back to a Council meeting within three months of this motion.</i></li> </ol>	Delivery and Performance)	
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**RISK IMPLICATIONS:**

Not considered relevant to this report.

**ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACT:**

Not considered relevant to this report.

**STRATEGIC DOCUMENT REFERENCE:**

*City of Launceston Corporate Strategic Plan 2014 - 2024*

Strategic Priority 3: We are a progressive leader that is accountable to our governance obligations and responsive to our community.

10-Year Goal: To ensure decisions are made in a transparent and accountable way, that effectively meet our statutory obligations, support quality services and underpin the long-term sustainability of our organisation.

Focus Areas:

1. To provide for the health, safety and welfare of the community.
2. To fairly and equitably discharge our statutory and governance obligations.
3. To ensure decisions are made on the basis of accurate and relevant information.
4. To continually improve our service delivery via a continuous improvement mindset, pursuing efficiency gains and adopting technological and other process innovations.
5. To maintain a financially sustainable organisation.

**BUDGET AND FINANCIAL IMPLICATIONS:**

Not considered relevant to this report.

**DISCLOSURE OF INTERESTS:**

The Author and Chief Executive Officer have no interests to declare in this matter.

**ATTACHMENTS:**

Nil

Supporting statement for Notice of Motion to investigate the feasibility of an Edge Lane Road lane treatment on Windermere Road, Windermere.

**Background:**

Following the Council Officer's report back to this Council on Councillor D C Gibson's original motion on 10 March 2022 about improved pedestrian & cyclist safety on Windermere Road on 13 November 2025, I wish to submit the following Notice of Motion and this supporting statement to investigate the feasibility of an edge treatment on Windermere Road, Windermere.

Councillor Gibson's original motion was in response to residents of Windermere Road contacting Councillors' and the Council regarding pedestrian and cyclist safety on Windermere Road, Windermere. This was due to the winding nature of the existing road, the lack of a dedicated pedestrian footpath on which residents could safely push a pram, walk their dog, walk or run as a form of exercise and some reported near misses by cyclists from cars when travelling on this road.

Council's response is to initiate a new "welcome sign" at the Swan Bay end of the road and supplementary sign boards on pedestrian warning signs along the 4km of the road.

Edge Lane Roads are in use in both New Zealand and Denmark and provide a safer alternative to pedestrians and cyclists to using the edge of the roadway with cars speeding past at 50kmph.

Edge Lane Roads have two 1.5M to 2M wide pathways marked on each side of a single lane in the middle of the roadway. Speed limits of 30kmph or 40kmph are recommended as is the installation of speed humps to slow vehicles as they enter and exit the Edge Lane Road.

Local community consultation with Windermere residents will be required to best determine where the Edge Lane Road marking should commence and finish and to provide education and receive feedback from the residents on improvements or the success or otherwise of the trial.



I'm aware of other Edge Lane Road style of projects have been implemented recently throughout Australia, including a Safe Active Street on Pierce St in Toowoomba in Queensland in 2024 and also The Esplanade at Coles Bay, where a single Edge Lane pedestrian and cycle path is marked on the roadway which has provided improved safety for all pedestrians and cyclists using this road.

However, I would envisage that Windermere Road would look more like this example than either of the other two I have mentioned if the feasibility assessment supports an increase in safety for all road users.



I happy to provide other information on this Council proposed motion as necessary.

Councillor Alan Harris.

18<sup>th</sup> November 2025.

## CITY OF LAUNCESTON

### MEMORANDUM

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FILE NO:

DATE: 18<sup>th</sup> November 2025

TO: Sam Johnson OAM Chief Executive Officer

c.c. councilmeetings@launceston.tas.gov.au

FROM: Alan Harris Councillor

**SUBJECT: Notice of Motion - Feasibility of introducing Edge Lane Road treatment for Windermere Road**

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In accordance with Clause 19(3) of the *Local Government (Meeting Procedures) Regulations 2025* please accept this Notice of Motion for placement on the agenda of the Meeting of Council to be held on 11<sup>th</sup> December 2025.

#### Motion

This motion requests Council investigate the feasibility of implementing Edge Lane Road as an additional treatment to the new sign boards originally proposed. The feasibility assessment will allow an understanding if the edge treatment would be a safe and viable solution in this area. As this is a new initiative for Tasmania the feasibility work is integral to ensure that safety is increased for those who walk and cycle.

The assessment will require some additional consultation with the Dilston / Windermere community as well as other key stakeholders including the Tasmanian State Government and Transport Commission to ensure alignment with Australian Standards as the proposed represents a change from standard and contemporary road management practices. It is proposed that the feasibility investigations commence in 2026 with a report tabled at council by the year end.

#### Background

Following the Council Officer's report back to this Council on Councillor D C Gibson's original motion on 10 March 2022 about improved pedestrian & cyclist safety on Windermere Road on 13 November 2025, I submit the following Notice of Motion and this supporting statement to investigate the feasibility of an Edge Lane Road on Windermere Road, Windermere.

Councillor Gibson's original motion was in response to residents of Windermere Road contacting Councillors and the Council regarding pedestrian and cyclist safety on Windermere Road, Windermere. This was due to the winding nature of the existing road, the lack of a dedicated pedestrian footpath on which residents could safely push a pram, walk their dog, walk or run as a form of exercise and some reported near misses by cyclists from cars when travelling on this road.

Council's response is to initiate a new "welcome sign" at the Swan Bay end of the road and supplementary sign boards on pedestrian warning signs along the 4km of the road

## CITY OF LAUNCESTON

### MEMORANDUM

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will still be installed to assist in community safety until the feasibility assessment is completed and the alternative solution considered.

#### **Attachments**

See attached sheet.

Signed:

**Councillor Alan Harris**

**18<sup>th</sup> November 2025**





# **NORTHERN YOUTH COORDINATING COMMITTEE MEETING MINUTES**

**04 NOVEMBER 2025  
TOWN HALL RECEPTION ROOM  
11:00AM - 1:00PM**

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**Purpose - Northern Youth Coordinating Committee**

*The primary purpose of the Northern Youth Coordinating Committee is to:*

- *Provide an opportunity for Federal, State and Local Government and non-government youth service providers to come together to achieve a more coordinated approach to youth issues across Northern Tasmania.*
  - *Provide a way for services to work cooperatively on youth issues. By working together, agencies can share resources to provide the best range of appropriate services to young people.*
- 

**1. OPENING OF MEETING - ATTENDANCE**

Jack Hodson	Tas Labour
Eddie Kidd	headspace
Andy Beeston	George Town Council
Mary Brooke	Libraries Tasmania
Oscar O'Shea	City of Launceston
Jeremy Hollister	NEBHUB
Jacqui Leslie	Reconnect, Relationships Australia
Joseph McLennan	Working It Out
Jack Brooks	Dorset Community House
Claudia Taylor	City of Launceston (Chair + minute taker)
Tiara Hawea	Back on Track, DECYP
Warren Brown	St Vincent De Paul
Melinda Drake	Launceston College / School Health Nurse
Kel Moore	Home Base
Wytarna McDonald	Anglicare Tas (Communities for Children)
Ella McKercher-Mall	Anglicare Tas (Communities for Children)
Suze Johnston	National Joblink
Taylor Frimley	National Joblink
Libby McGrath	Northern Midlands Council (Online)
Jo Horton	Youth Network of Tasmania (online)
Courtney Adams	Karinya Young Women's Service (Online)
Amanda Couzner	Meander Valley Council (Online)

**2. CONFIRMATION OF MINUTES**

The minutes from the meeting held on 2 September 2025 were received and confirmed.

**3. BUSINESS ARISING FROM PREVIOUS MINUTES**

Financial Literacy Summary Report has been received from Youth Network of Tasmania (YNOT). File is sent as separate attachment.

**4. CORRESPONDENCE**

No correspondence received

**5. PRESENTATIONS**

**5.1 Jack Hodson – Tas Labor (Office of Janie Finlay MP and Jess Green MP)**

**Topic:** Youth Engagement Update

- The offices of Jess Green MP and Janie Finlay MP are focusing on youth engagement initiatives across Northern Tasmania.
- Jess Green holds the Shadow Ministry for Children and Young People portfolio, with related budget and funding discussions ongoing.
- A Youth Roundtable is being established by Jess Green's office, and NYCC members will be invited to participate.
- Updates were provided on the Invermay Road Hub project – Phase 3 funding of \$18.3 million is expected to be secured in Q1 2026, with opening planned thereafter.
- The team recently coordinated a Book Week costume and book combination project, with materials distributed to schools and youth services.

**5.2 Warren Brown – St Vincent de Paul Society Tasmania**

**Topic:** Cost of Living Game

- Presentation on an educational Cost of Living Game delivered to schools.
- The activity focuses on real-life financial experiences rather than competition, helping young people understand budgeting, decision-making, and cost-of-living pressures.

Please contact: [Warren.Brown@vinniestas.org.au](mailto:Warren.Brown@vinniestas.org.au) if interested in use of the game.

**6. REPORTS**

**6.1 City of Launceston – Youth Advisory Group (YAG)**

**Presented by:** Oscar O'Shea

- Preparing the YAG End-of-Year Report for presentation to Council.
- YAG members participated in the Big Day of Little Things for Mental Health Week; strong engagement and collaboration were noted.
- One member received employment support and a reference as a result of YAG involvement.
- Deck the Malls Christmas Banner Project: YAG members helped judge artwork from children and youth entrants.
- Planning for 2026 includes youth training opportunities such as First Aid and Responsible Service of Alcohol (RSA) courses.



- Recruitment for 2026 is underway, with a promotional video and flyer being developed by members for release early next year.

### **6.2 West Tamar Youth Advisory Council (YAC)**

**Report submitted via email by:** Kirsten Howard

- Two successful Children's Week events held in Beaconsfield and Exeter with strong collaboration from service providers.
- Future Changers Camp scheduled for 14–16 January 2026 (ages 12–17); applications currently open.
- Youth Art Showcase open until 30 January 2026, with exhibition on 9 February 2026.
- Seven YAC members completed First Aid Training, along with seven George Town youth participants.
- 2026 Youth Mayor interviews completed; recommendation being presented to Council with handover planned for 4 December 2025.
- Upcoming projects include a Youth Festival, Relay for Life Colour Run Fundraiser, and a Masquerade Ball.

### **6.3 Youth Network of Tasmania (YNOT)**

**Report presented by:** Jo Horton (online)

- Recent Tasmanian Youth Forum (TYF) held in Burnie with 26 participants.
- Topics discussed:
  - Sexual education in schools
  - Impacts of social media restrictions
  - Access to opportunities in the North West
  - Bullying and supports for neurodivergent students
- Forum report to be circulated in coming weeks.
- Planning underway for a Northern TYF in early 2026.
- YNOT partnering with RACT for youth road safety workshops.
- Updates provided on the Tas Youth Voice Network and Tasmanian Community Fund opportunities.
- State budget review indicates a tighter financial environment for the youth sector.

#### **6.4 Northern Midlands Council (NMY)**

**Report by:** Libby McGrath

- Newly appointed Youth Officer (Week 2 in role).
- Plans to establish a Youth Group in early 2026.
- Expressions of Interest sent to local businesses and high schools.
- Program highlight: Free2B Girls – safe and inclusive space for young women.

#### **6.5 Youth Reference Group (headspace)**

**Report by:** Eddie Kidd

- Big Day of Little Things event successful as part of Mental Health Month activities.
- Multiple mental health events delivered throughout October.
- Planning for 2026 includes a focus on Work and Study Workshops and key youth engagement areas.

#### **7. NYCC FUNDING APPLICATIONS**

The Committee voted 51% in favour of supporting the National Joblink “Transition to Work Cookbook – Young and Hungry” project.

- Funding Approved: \$2,500.00
- NYCC members will participate in the project's launch event at National Joblink's Registered Training Organisation (Another Wild Thyme Café).
- Members will also support cookbook distribution and engagement activities with participating young people.

#### **8. NEXT MEETING** Reconvene in February 2026

**MEETING CLOSED: 12:33pm**

# VISITATION FRAMEWORK

*December 2025*

*Shaping  
Futures*





# ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Palawa people as the original and ongoing owners and custodians of Lutruwita/Tasmania, including the banks of Kanamaluka/Tamar River, where we gather. We pay our respects to their Elders past and present and acknowledge that sovereignty was never ceded. We honour the strength, culture and stories of the Tasmanian Aboriginal people who have met on these lands for generations and continue to care for Country today.

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## MAYOR'S FOREWORD



Launceston is more than a destination. It is a living, breathing city shaped by its people, its places and its stories.

For generations, visitors have been drawn here by our natural environment, the warmth of a local Launnie welcome, and the quiet confidence that runs beneath everything we do.

As we launch the city's first Launceston Visitation Framework, we set a clear and purposeful path to ensure that every visitor who walks our streets feels like a local. Connected, inspired and eager to return.

This framework is built on the understanding that visitation is not just about numbers. It is about enhancing liveability, fuelling prosperity, and celebrating the very essence of Launnie.

It reflects the voices of our community. From the growers and makers who define our UNESCO City of Gastronomy, to the families who want a city that works for residents and visitors.

Guided by our 10-Year Strategic Plan and its pillars of People, Place and Prosperity, we have identified seven focus areas that will shape our visitor economy over the next five years: from making everyone

feel they belong, to telling our story authentically, building a city that buzzes year-round, and ensuring growth is balanced, resilient and smart.

We know our strengths: a compact, walkable city cradled by nature, rich in heritage and alive with creativity. We also know where we must improve: better transport connections, a stronger night-time economy, more inclusive experiences, and a digital presence that matches the warmth of our welcome.

None of this happens in isolation. This framework is a commitment to shaping our future together, with industry, with regional partners, with Visit Northern Tasmania and Tourism Tasmania, and most importantly, with you, our community.

As Mayor, I am proud to lead a city that doesn't chase the spotlight but earns it through authenticity, care and connection. The Launceston Visitation Framework is our roadmap to a future where visitation doesn't just grow our economy. It grows our pride, our identity, and our sense of home.

Welcome to Launnie.

— Mayor Matthew Garwood





# LANGUAGE TO NOTE

**This framework uses a set of terms that have specific meaning in the context of Launceston's visitor economy. Defining them here ensures clarity and consistency.**

**Basecamp:** Launceston is the natural basecamp for exploring Northern Tasmania. As the region's central hub, it connects visitors to the Tamar Valley, Meander Valley and the island's wild northern landscapes, while offering all the comforts, culture and character of a vibrant city. Being a basecamp means more than a starting point; it reflects Launceston's role as a destination in its own right and its importance to the wider region.

**Community:** Launceston's character is shaped by its people. From those whose families have lived here for generations to those who have recently made the city their home, each brings stories, traditions and ideas that add to the mix. Together, they form a community that is warm, welcoming and quietly extraordinary. A city where diversity is not just present but celebrated and where every contribution helps weave the rich fabric of Launnie's identity.

**Connected:** In this framework, connected refers to more than physical infrastructure. It encompasses technological connections (Wi-Fi, EV charging,

RV facilities), physical networks (roads, walkways, signage), natural environments (rivers, reserves) and social landscapes. Connectivity shapes accessibility for all visitors, particularly those with varying abilities.

**Culture:** Culture in Launceston is layered and diverse. For tens of thousands of years, the Stoney Creek Nation gathered on the banks of kanamaluka and clans across the island met at the Gorge, a sacred place. Today, Tasmanian Aboriginal culture continues to thrive as a vital and living part of our city. Alongside this deep history, Launceston's culture is also expressed in its creativity, arts, food, festivals and everyday way of life. From heritage streets and green spaces to galleries, live music and events, culture shapes how we live, connect and welcome others.

**Event:** Events are defined as planned public or private gatherings that deliver cultural, social, economic or environmental outcomes. They can range from small community activities to major festivals, business events and civic ceremonies. Within the City of Launceston, events are recognised



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for their ability to connect people, activate spaces, celebrate identity and drive visitation. They include, but are not limited to, food and wine festivals, arts and cultural programs, sporting fixtures, conferences, exhibitions and community celebrations.

**Gastronomy:** Gastronomy is more than food, it is the connection between people, place and produce. In Launceston, it reflects how we grow, make, share and celebrate what comes from our region. As Australia's second UNESCO City of Gastronomy, Launceston's gastronomy recognises the creativity and care embedded in our food systems, from local producers and farmers to chefs, brewers and artisans.

**Sector vs industry:** The word sector captures the broad system of people, organisations and influences that make up visitation. The term industry refers more narrowly to businesses grouped in categories, such as hospitality or accommodation. We use sector to reflect the wider ecosystem that supports Launceston's visitor economy.

**Positive impact:** Defined by Tourism Tasmania as "maximising good, minimising harm and sharing benefits broadly." This principle underpins our

approach to ensuring that tourism supports both the community and the environment.

**Undercurrent:** The undercurrent is the essence of Launceston's place brand — the subtle, authentic qualities that define the city. It is the rhythm of daily life, the warmth of community and the creative energy that visitors experience when they connect with Launnie.

**Visitor servicing:** Visitor servicing refers to the ways visitors are supported before, during, and after their stay in Launceston. It includes both face-to-face interactions, such as at the Launceston Visitor Information Centre, ambassadors, and digital touchpoints like websites, social media, and wayfinding.

**Visitor/visitation vs tourist/tourism:** We use the term visitor throughout this framework because of its broad relevance. A visitor is anyone who comes to Launceston from outside their home place, whether for leisure, work, study, or to see family and friends. A tourist, by contrast, is often defined more narrowly as someone travelling for leisure. Every visitor shapes our economy and our community, and all are part of Launceston's story.







## EXECUTIVE SUMMARY

**Launceston is a city where heritage, creativity and nature come together to create a distinctive visitor experience. Visitation has long been part of our story, shaping our streets, supporting local business and connecting us to the world. Today, the visitor economy is more than an industry, it is a driver of liveability, prosperity and community pride.**

The Launceston Visitation Framework sets a clear direction for how Council will lead, enable and advocate for visitation over the next five years. It builds on the successes of the 2019–22 Tourism Plan and responds to new opportunities and challenges in a rapidly evolving visitor landscape. Guided by the City of Launceston's 10-Year Strategic Plan and its core pillars of People, Place and Prosperity, the framework identifies Council's three key roles in visitation:



### Lead

Provide clear direction for Launceston's visitor economy, ensuring strategies, data and priorities align with Council's 10-Year Strategic Plan. This includes convening partners, setting the vision and embedding visitation into broader city planning.



### Enable

Create the conditions for growth by investing in infrastructure, placemaking, digital platforms and visitor services. Enabling also includes supporting operators and industry capability, so local businesses can thrive and visitors have quality experiences.



### Advocate

Represent Launceston's interests at regional, state, national and international levels to secure investment, raise visibility and ensure the city's story is told authentically. Advocacy includes building strong partnerships that position Launceston as a destination of choice and amplify its unique identity.

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Visitation contributes significantly to Tasmania's \$3.52 billion visitor economy and supports more than 50,800 jobs statewide. The north plays a central role in this success, welcoming over 731,000 visitors annually who come for our food, events, nature and culture. The framework ensures we continue to capture these benefits while shaping visitation in a way that enhances the daily lives of residents.

Our vision is for Launceston to be recognised nationally and internationally as a welcoming, human-scale city where every visitor feels like a temporary local. To achieve this, the framework focuses on seven priorities:

1. **Everyone belongs** - Making Launceston a city where all visitors feel valued, connected and able to participate fully in what the city offers.
2. **Authentically Launnie** - Amplifying the place brand through food, heritage, arts and creativity and ensuring every interaction reflects Launceston's unique character.
3. **Vibrant city life** - Building a year-round mix of events, experiences and activities that extend dwell time, encourage repeat visitation and strengthen the night-time economy.
4. **Balanced and resilient** - Balancing visitation with liveability, embedding environmental responsibility, strengthening the workforce and ensuring the visitor economy supports long-term resilience.
5. **Smart decisions** - Using research, insights and digital tools to guide decisions, measure outcomes and connect with audiences in more personalised and impactful ways.
6. **Stronger together** - Strengthening ties with industry, regional partners and all levels of government to grow Launceston's reputation, share resources and maximise impact.
7. **Well-connected city** - Improving transport, signage and accessibility to make it easier for visitors to arrive, move around and experience the city and its surrounding region with ease.

Implementation will be supported by annual action plans, ongoing monitoring and a review in 2027–28 to ensure accountability and responsiveness. By aligning Council's efforts with the Tasmanian Government's Visitor Economy and Events strategies and by leveraging our unique identity, Launceston is positioned to grow as a destination of choice while delivering lasting benefits for our community and economy.

This framework is not just about attracting more visitors. It is about ensuring visitation enhances who we are, celebrates what we value and secures a prosperous and sustainable future for Launceston. Visitation supports local jobs and contributes directly to the vitality of our CBD, events and creative sectors.

### Acknowledgements

The City of Launceston extends sincere thanks to all who contributed to the development of the Visitation Framework. We acknowledge the valuable input of local businesses, tourism and hospitality operators, cultural partners, industry bodies and regional stakeholders whose insights and experience have helped shape this framework.

This framework reflects a shared vision for a vibrant, inclusive and future-ready visitor economy, one that continues to strengthen Launceston's identity, liveability and reputation as a leading regional destination.







## OUR VISION

**Launceston is recognised worldwide as a city of connection and welcome. A place where people are invited to share our stories and experience our gastronomy, landscapes, and culture. Visitors feel part of the community, exploring a city where heritage meets innovation, and where the visitor economy strengthens liveability, creativity, and opportunity.**

**Undercurrent narrative:** There's something that runs beneath the surface here, a quiet confidence that defines Launceston. You may not see it at first, but you feel it. In the morning light over the Gorge, in the curve of a heritage street, in the welcome of a stranger. It's an undercurrent, shaped by generations of makers, growers, dreamers and doers who've built a city with creativity, care and community at its heart.

Cradled by three waterways, Launnie is both grounded and growing, a cultural hub and a city of gastronomy where nature and innovation flow side by side. From our first storytellers, the Tasmanian Aboriginal people, to the generations who now call this place home, Launceston has always been a meeting place where people come together to share, create and connect.

As the basecamp for Northern Tasmania, Launceston anchors the visitor journey, the place where every great Tasmanian story begins. It connects travellers

to the Tamar Valley, Meander Valley, and wild northern landscapes, while offering all the comforts, creativity, and character of a vibrant regional city.

Our city is human in scale and rich in character. Heritage buildings stand easily beside modern design, while laneways, galleries, parks and markets reveal a rhythm that's both relaxed and alive. We've mastered the art of simple pleasures: good food, good company, and a deep respect for place.

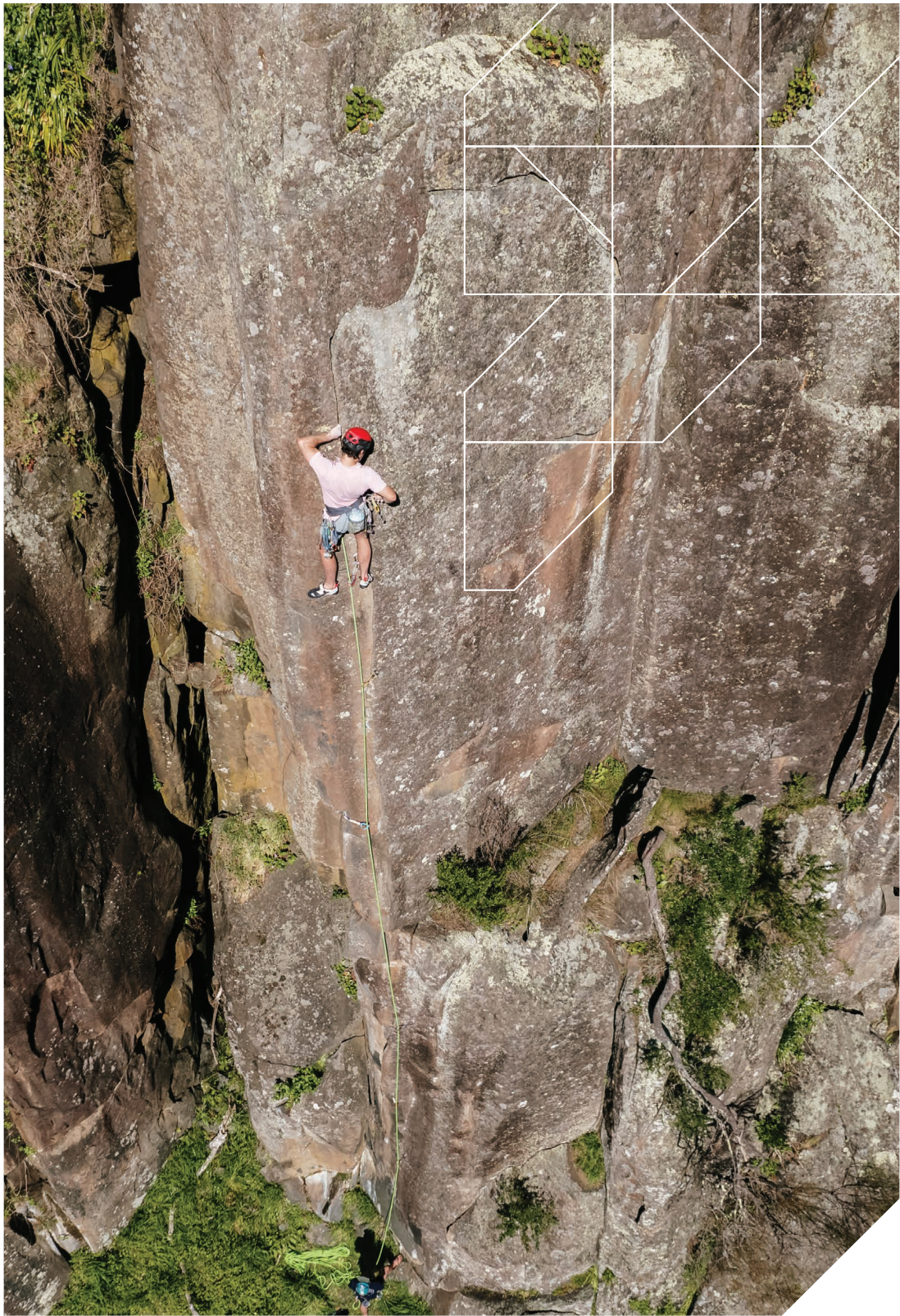
We don't chase the big-city spotlight. We'd rather let authenticity do the talking. Here, the farm gate is the local store, nature is our playground, and every visitor is welcomed as a temporary local.

This is Launnie, a city that balances heritage with innovation, creativity with calm, and everyday life with something quietly extraordinary.

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# STRATEGIC ALIGNMENT

**The Visitation Framework is designed to work in step with broader strategies and policies at the local, regional and state level. It ensures tourism growth is not pursued in isolation but as part of a coordinated approach to city-making, community wellbeing and economic resilience.**

At the local level, the Visitation Framework directly aligns with the City of Launceston's 10-Year Strategic Plan, supporting objectives that celebrate identity, enhance liveability, foster economic prosperity and reinforce Launceston's role as a regional hub. It does not stand alone rather it builds upon and complements the work already underway across Council. It complements key initiatives such as the City Heart Project, which is revitalising the city centre with more welcoming, walkable and accessible spaces. City Heart provides the physical platform on which visitation can thrive, while the Visitation Framework ensures that these investments translate into meaningful outcomes for visitation and the wider visitor economy.

The framework connects closely with the City of Launceston Events Framework, recognising events as a key driver of visitation, economic activity and community pride. From food and wine festivals and cultural celebrations to major sporting fixtures, conferences and national competitions, events stimulate overnight stays, increase visitor spend and encourage repeat visitation. By aligning strategies, Council ensures that investments in public space, cultural identity and destination marketing deliver stronger outcomes.

Launceston Central is a Council-funded, place-based marketing partner that works at street level with local businesses, residents, and visitors already in the city. Together, our efforts strengthen the CBD as a welcoming, creative and commercially vibrant destination that builds a thriving day- and night-time

economy that encourages people to stay longer, explore more, and keep returning.

Launceston's role as the basecamp for Northern Tasmania makes collaboration with neighbouring councils critical. By working closely with West Tamar, George Town, Meander Valley, Northern Midlands, Break O'Day and others, we can ensure visitors see Launceston as part of a broader northern journey. Shared itineraries, joint campaigns and storytelling help strengthen the entire region while reinforcing Launceston as the natural hub.

Visit Northern Tasmania provides the regional layer of destination management, amplifying Launceston's story through shared marketing, industry development and advocacy while we focus on place-based initiatives that showcase our city's unique strengths.

Tourism Tasmania provides the statewide platform for marketing and research, which Launceston can leverage to sharpen its decision-making and visibility in national and international markets. By utilising their data, insights and consumer research, we ensure our strategies are aligned to real demand drivers. Campaign partnerships also provide opportunities to amplify Launceston's stories to audiences we could not otherwise reach.

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# VISITATION AT A GLANCE

These insights are drawn from the Launceston Visitor Profile and Experience Report (June 2025), prepared by Myriad Research on behalf of the City of Launceston. The report combined intercept surveys in Launceston in February 2025 with online surveys of recent visitors, capturing the experiences and perspectives of more than 1,300 respondents across domestic and international markets.

The findings provide a detailed picture of who is visiting Launceston, why they come, how they spend their time and money and

what shapes their overall satisfaction. They also highlight the strengths that underpin our visitor economy such as nature, gastronomy and culture, alongside opportunities to improve transport, dining and late-night experiences.

This evidence base is central to the Visitation Framework, ensuring that future priorities and actions are grounded in the lived experiences of our visitors.



### Visitor origin

**68%** 

of visitors come from interstate, mainly the eastern states.

**19%** are international visitors.

**12%** are intrastate (Tasmanians outside Greater Launceston).

### Visitor profile

**41%** 

travelled in pairs, **29%** in small groups (3–4 people), **15%** solo.

Average length of stay: 4.2 nights overall, with interstate visitors averaging 4.1 nights and overseas visitors 6.3 nights.

Evenly spread across age groups, with **53%** under 50 and **47%** over 50.

### Spending

Average spend per category

#### Accommodation

**\$476** 

(highest for interstate, \$638)

#### Food & drink

**\$404** 

(overseas \$615)

#### Activities

**\$333** 

(interstate highest)

#### Retail

**\$375** 


(highest for overseas visitors)

### Visitor experience

**99%**

of visitors said their expectations were met or exceeded.

**50%**

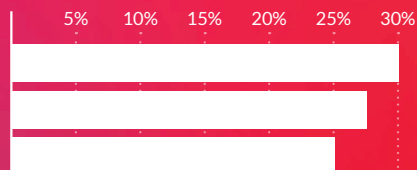
reported their experience was above expectations. 

#### Top highlights

Scenery and nature

Food and drink

Cataract Gorge



### Likelihood to return / recommend

**64%**

of all visitors are very likely to return.

**62%**

are “promoters” who would actively recommend Launceston (70% of interstate visitors).



### UNESCO designation awareness

**22%**

of visitors are aware Launceston is a UNESCO City of Gastronomy.

Of those aware, 25% said it influenced their decision to visit.

### Motivations

The natural environment is the top planning consideration (66% of interstate, 79% of overseas visitors).

Gastronomy is a strong drawcard (50% of Tasmanians, 48% of interstate, 35% of overseas visitors).

Other key motivators: cultural experiences (29–41%), adventure (35–38%), family-friendly activities (28–35%).

## Improvement opportunities

- Visitors identified transport and accessibility as areas needing attention (only 42% felt there were enough transport options).
- There were calls for more casual dining, late-night options and budget accommodation.

As our own research and the Tasmanian Visitor Survey from Tourism Tasmania show, Launceston is uniquely positioned to capitalise on strong visitation trends. Visitors spent \$3.52\* billion across Tasmania

in the year ending March 2025, supporting more than 50,000† jobs. Northern Tasmania recorded its best year on record, with Launceston at its heart, driving overnight stays, visitor spend and regional dispersal across the North.

These results reinforce Launceston's position as Northern Tasmania's natural hub. A city capable of converting strong regional visitation trends into sustained local benefit.



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# PEOPLE, PLACE, PROSPERITY

Guided by the City of Launceston's strategic pillars; People, Place and Prosperity this Visitation Framework outlines an approach to visitation that is authentic, inclusive and sustainable.

It celebrates what makes Launnie unique, strengthens every step of the visitor journey, and delivers cultural, social and economic value that enriches life for both visitors and the community.

## People

Visitation in Launnie is about connection. Visitors are welcomed as temporary locals, invited to explore deeply, share stories, and feel part of daily life. A thriving visitor economy builds community pride, supports wellbeing, and creates opportunities for residents to benefit from and participate in the life of the city.

- Building community connection: Create inclusive and memorable experiences that bring people together and celebrate what makes Launnie special – our creativity, food, culture and lifestyle. Locals and visitors connect through shared experiences that foster belonging and pride.
- Living our values: Keep Launnie welcoming, safe and sustainable by promoting accessibility, cultural respect, and inclusion throughout the visitor experience. Encourage participation, care for place, and behaviours that reflect Launceston's values as a city that welcomes everyone.

## Place

Launnie's sense of place is central to its appeal. The charm of the city, its rich heritage, and its seamless connection to nature define its character and set it apart. Protecting and celebrating these qualities ensures Launceston remains distinctive and vibrant in a competitive tourism landscape.

- Celebrating who we are: Share stories that amplify Launnie's identity – from its UNESCO City of Gastronomy status to its heritage architecture, creative energy and river landscapes. Invite exploration of the city's streets, green spaces and historic sites, connecting people to the spirit of place.
- Creating great spaces: Maintain welcoming, inclusive and accessible public spaces, transport networks and visitor services that meet the needs of diverse travellers and enhance city life. Initiatives such as the City Heart Project play a key role in shaping a more walkable, connected and people-focused city centre that benefits both residents and visitors.

## Prosperity

A strong visitor economy underpins Launnie's prosperity, it supports local jobs, stimulates investment, and strengthens Launceston's reputation as one of Australia's leading regional cities. Visitation drives activity in hospitality, retail, arts and transport, while also fostering local innovation and creativity.

- Backing local growth: Build the capacity of Launnie's operators, makers and industries to deliver distinctive, high-quality visitor experiences. Support innovation that aligns with the city's strengths and helps local businesses thrive.
- Keep the city buzzing: Encourage activity throughout the year and across all times of day. Develop opportunities that grow the night-time economy, extend visitor stays, and ensure the benefits of visitation are shared citywide.

# STRENGTHS, OPPORTUNITIES, CHALLENGES

Launceston's visitor economy is shaped by a unique mix of assets, pressures and potential. Understanding what we do well, where we face constraints and where new opportunities lie is essential for setting the direction of the framework.

This section highlights Launceston's current position through the lens of People, Place and Prosperity. It recognises the qualities that already set the city

apart, acknowledges the challenges that need to be addressed and identifies the opportunities that will help Launceston remain resilient, competitive and authentic in the years ahead.

By focusing on these three pillars, we can ensure that the visitor economy strengthens community connections, celebrates our city's distinctive identity and delivers lasting benefits for both residents and visitors.

## People

Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>Launceston's reputation for warmth and hospitality, where visitors are welcomed as temporary locals.</li> <li>Strong community pride and willingness to share stories and experiences with visitors.</li> <li>Established volunteer and grassroots networks supporting events and visitor services.</li> <li>Positive resident attitudes toward tourism, reinforcing community support for visitation initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Limited diversity of offerings and experiences for younger demographics, youth visitors, and culturally diverse travellers.</li> <li>Pressure on residents during peak visitation periods, risking community fatigue.</li> </ul>	<ul style="list-style-type: none"> <li>Develop experiences and storytelling that reflect the full diversity of Launceston's community — from cultural heritage to creative youth expression.</li> <li>Strengthen programs that connect visitors with locals through food, arts, or shared learning experiences (e.g. tours, markets, volunteering).</li> <li>Embed accessibility and inclusivity standards into tourism communication, events, and public realm projects to ensure everyone feels welcome.</li> </ul>



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Place

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Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>City Heart Project investments are transforming streetscapes and public spaces into more attractive, visitor-friendly environments.</li> <li>A compact, walkable city centre with rich heritage and over 148 parks and green spaces.</li> <li>The Queen Victoria Museum and Art Gallery (QVMAG) as a cornerstone of Launceston's cultural identity, offering nationally significant collections, engaging exhibitions and strong visitor appeal.</li> <li>Unique natural assets such as Cataract Gorge, Tamar River and surrounding trails.</li> <li>Recognition as a UNESCO Creative City of Gastronomy, adding global visibility.</li> <li>Rich built heritage and well-preserved architecture that defines Launceston's identity.</li> </ul>	<ul style="list-style-type: none"> <li>Transport connectivity issues, including limited public transport and active transport networks.</li> <li>Underutilised night-time economy and winter programming.</li> <li>Limited visibility of QVMAG's role within the broader tourism narrative.</li> <li>Visitor awareness of Launceston's cultural and gastronomic strengths remains limited outside Tasmania.</li> <li>Gaps in interpretation and storytelling that connect visitors emotionally to the city's natural and built heritage.</li> <li>Balancing preservation of heritage with adaptive reuse and modern accessibility requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Activate the city's waterfront, laneways and heritage precincts with new experiences.</li> <li>Expand winter and after-dark programming to address seasonality and extend dwell time.</li> <li>Leveraging City Heart upgrades to improve wayfinding, accessibility and visitor orientation, making Launceston easier to navigate and more enjoyable to explore.</li> <li>Activate QVMAG as a destination anchor through stronger integration with the city's tourism and events narrative. Connecting exhibitions, heritage collections and creative programming with Launceston's identity.</li> <li>Enhance heritage interpretation across the city by collaborating with QVMAG, heritage partners and local creatives to develop walking trails, digital guides and interpretive signage that bring Launceston's stories to life.</li> <li>Collaborate with transport providers to develop visitor-friendly mobility options, including potential hop-on hop-off connections between major visitor sites, cultural institutions, and the city centre, improving access and wayfinding.</li> </ul>





## Prosperity

Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>• Visitation contributes significantly to Launceston's economy, with strong sub-sectors in food, beverage and accommodation.</li> <li>• Launceston Airport provides strong air access as Tasmania's second busiest airport.</li> <li>• Festivals and events generate measurable economic and cultural benefits.</li> <li>• QVMAG contributes to Launceston's prosperity not only as a visitor attraction but also as an employer, educator and partner in the city's creative industries. Rich built heritage and well-preserved architecture that defines Launceston's identity.</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce shortages in hospitality, tourism and event delivery, especially in peak periods.</li> <li>• Heavy reliance on interstate markets, particularly Victoria, leaving vulnerability to market shifts.</li> <li>• Limited capacity in some infrastructure (e.g. accommodation at peak times).</li> <li>• Competition from other regional cities investing in destination marketing and digital platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Build industry capability and workforce resilience through training and partnerships.</li> <li>• Leverage data and digital platforms to personalise marketing and track impact.</li> <li>• Strengthen partnerships with neighbouring councils and regional operators to create joint offerings.</li> <li>• Attract investment in accommodation, transport and visitor infrastructure to support long-term growth. Enhance heritage interpretation across the city by collaborating with QVMAG, heritage partners and local creatives to develop walking trails, digital guides and interpretive signage that bring Launceston's stories to life.</li> <li>• Advocate for more transport options and potentially hop off and off bus</li> </ul>



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# PRIORITIES

## Everyone belongs

Launceston is a city that thrives on its human scale. Visitors are never lost in a crowd; instead, they are welcomed with warmth, generosity and a sense of belonging. The strength of our visitor economy lies not only in attractions or itineraries but in how people feel when they are here. From a simple smile at Harvest Market to a heartfelt welcome at a local café, visitors are treated as temporary locals, invited to slow down, participate and connect.

Belonging is not an abstract concept; it is central to how Launceston positions itself as a destination. This framework embraces inclusivity as a guiding principle, recognising that every visitor, regardless of age, ability, culture, or background, shapes and is shaped by their experience of the city. When people feel included, they are more likely to return, to share their experiences with others and to contribute to the reputation of Launceston as a city that is as welcoming as it is distinctive.



Creating inclusive and welcoming experiences requires practical action. This means embedding universal design principles into public spaces, ensuring that parks, attractions and events are accessible and safe for all. It includes providing multilingual information, clear wayfinding and culturally inclusive storytelling that reflects both Aboriginal heritage and the diverse communities that call Launceston home.

Inclusivity is also about representation and cultural safety. Launceston's identity is layered and living: Aboriginal stories sit alongside European heritage, migrant histories and the contemporary creativity of local communities. Visitors should encounter these stories authentically, whether through interpretive signage, local guides, or cultural programming. At

the same time, the framework acknowledges that inclusivity extends beyond heritage to embrace the everyday. From child-friendly facilities in public spaces to events that appeal across generations and cultural backgrounds.



There are also opportunities to expand Launceston's appeal by recognising the needs of specific visitor groups. Young travellers are seeking vibrant, social activities and evening experiences, while older visitors often prioritise ease of access, comfort and authenticity. Families, international students and culturally diverse audiences are all important growth markets and tailoring offerings to these groups will broaden Launceston's reach. Equally, building the capability of the tourism and hospitality workforce through training in accessibility, cultural awareness and customer service will ensure that inclusivity is lived consistently across the city.

Launceston already has strong foundations. Its network of green spaces provides free and accessible opportunities for recreation. The city's compact, walkable scale makes it easy for visitors to navigate. Initiatives like accessible playgrounds, improved waterfront pathways and inclusive design in new developments demonstrate commitment. But inclusivity is not a one-time achievement, it requires ongoing effort, investment and collaboration between council, operators and the community.

By prioritising belonging, Launceston ensures that the visitor economy is more than a generator of economic activity. It becomes a driver of community pride, a platform for cultural exchange and a way of strengthening the social fabric of the city. Visitors leave not only with memories of what they saw and did, but with a sense of connection by being part of Launnie's story. Belonging is not an add-on. It is at the heart of how we welcome the world.

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## Authentically Launnie

At the heart of Launceston's visitor economy is its Place brand, a shared narrative that captures the city's character, creativity and lived experience. More than a logo or tagline, it is a unifying story that positions Launnie as welcoming, grounded and human in scale. It amplifies what locals already know to be true: that Launceston is a place where heritage, gastronomy, culture and community blend naturally to create something deeply memorable. The forthcoming destination website will be a cornerstone in telling this story cohesively and compellingly.

The UNESCO Creative City of Gastronomy designation is a natural extension of this brand. It celebrates our paddock-to-plate traditions, our thriving food and beverage scene and the generations of growers, makers and chefs who shape the region's culinary identity. Gastronomy here is not a marketing gimmick; it is lived daily from backyard gardens and market stalls to world-class wineries, breweries and restaurants. The designation provides a globally recognised platform to share Launceston's authenticity, while strengthening local pride and creating industry opportunities.

Authenticity is also reflected in Launceston's arts, heritage and creative culture. The city's built heritage tells stories of resilience and innovation, while venues like QVMAG, the Princess Theatre and smaller creative precincts connect residents and visitors with world-class exhibitions, performances and festivals. Public art, live music and grassroots cultural programming add vibrancy to streets and neighbourhoods, ensuring that culture in Launceston is not confined to institutions but experienced throughout the city.

The Place brand provides a powerful tool for weaving these stories together. Its language and visual identity can be embedded across digital platforms, print collateral, the Visitor Information Centre and even physical spaces like signage, basecamps and

public art. In doing so, every touchpoint becomes an extension of the city's story, reinforcing consistency and authenticity. Launceston's story becomes not fragmented or generic, but distinctly "Launnie."

There are clear opportunities to expand implementation of the Place brand within the visitor economy. Marketing and promotion must extend Launceston's reputation beyond Tasmania by investing in compelling digital platforms, working with Tourism Tasmania on joint campaigns and amplifying the unique character of the city through targeted media. Local operators can be empowered with resources and toolkits to connect their businesses with the broader city identity, making them ambassadors of Launnie's story. Events and festivals can adopt the language and themes of the Place brand, ensuring that every program strengthens the connection between identity and experience.

The brand can also be physically embedded into the city through streetscapes, wayfinding and basecamps that create a sense of arrival and immersion. These interventions, when combined with strong storytelling, make visitors feel like they are stepping into a place with a clear identity and confidence in its uniqueness.

Importantly, "Authentically Launnie" recognises that authenticity cannot be manufactured. It comes from lived experience, shared pride and stories that are deeply rooted in place. Visitors are not asked to consume a staged version of Launceston but to experience it as it is; warm, creative and intimately connected to its people and landscape.

By investing in and expanding the Place brand, Launceston ensures that it competes not on spectacle but on depth and character. Visitors leave with more than a list of attractions; they leave with a sense of Launnie's story, one that they can carry, share and return to again and again.



## Vibrant city life

For Launceston to thrive as a destination, the city must feel alive not only during festivals or peak seasons but throughout the entire year. Vibrancy is more than a buzzword, it is the everyday sense of energy, culture and hospitality that visitors encounter when they walk our streets. A strong calendar of events and experiences is vital, but equally important is the capacity of our businesses, venues and public spaces to meet visitor expectations consistently.

Currently, variability in opening hours and service availability is one of Launceston's most pressing challenges. Inconsistent schedules across hospitality, retail and attractions reduce dwell time, limit spend and weaken our reputation as a welcoming host city. For instance, a visitor arriving on a Sunday or late in the evening may find limited dining or shopping options. Addressing these gaps requires a coordinated effort between Council, industry bodies and local operators to encourage alignment, trial extended hours and promote a "city open" approach that visitors can trust.

Evenings and after-dark activity play a crucial role in both visitor appeal and resident liveability. Launceston has already shown its capacity to come alive at night through events like Festivale, Junction Arts Festival and Mona Foma, but the goal is to extend that vibrancy into regular programming. Live music, theatre, galleries and hospitality venues can be activated to ensure that nights in Launceston are as inviting as its days. Encouraging a strong and safe night-time economy not only boosts economic returns but also supports public safety by increasing foot traffic and providing inclusive, welcoming spaces for people to gather.

Seasonal programming adds another layer of vibrancy. Winter presents both challenges and opportunities. While colder months can reduce visitor numbers, curated experiences from food trails and seasonal markets to winter light shows can create compelling reasons for people to visit. By using campaigns like Tasmania's "Off Season" model, Launceston can position itself as a year-round destination where something new and authentic is always unfolding.

The City Heart Project plays a central role in enabling this vibrancy. By improving public spaces, connectivity and civic amenity, it creates the physical foundation for events, outdoor dining and evening activation. Better lighting, safer streets and welcoming precincts invite locals and visitors alike to stay longer and experience more. This infrastructure investment, paired with targeted programming, transforms Launceston from a place people pass through to one where they linger.

Vibrant city life is also about workforce capacity. Operators must be supported to deliver consistent and quality service, especially when experience visitor growth. Training in hospitality, customer service and cultural awareness builds confidence across the sector, ensuring that every interaction reflects Launceston's warmth and professionalism.

In short, vibrancy is about consistency, confidence and creativity. By encouraging consistent and extended trading hours, strengthening after-dark activity, curating seasonal programming, and building capacity, Launceston can ensure that every day offers something to see, taste, and celebrate.

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## Balanced and resilient

Launceston's visitor economy must grow carefully, balancing opportunity with responsibility. Growth at any cost risks undermining the very assets our natural beauty, heritage and community character that draw people here in the first place. Balanced and resilient growth ensures that tourism enhances rather than diminishes Launceston's liveability, sustainability and long-term prosperity.

Environmental sustainability is foundational. Visitors come for Cataract Gorge, where the waterways meet and the city connects with nature. From the Tamar Estuary to the North and South Esk, Launceston's waterways shape its identity — inviting exploration and reflection. Protecting these assets through low-impact practices, investment in greening and climate resilience ensures they remain central to Launceston's appeal. Alignment with Council's Urban Greening Strategy and open space priorities highlights the importance of integrating nature into both the visitor experience and community wellbeing.

Social sustainability is equally critical. Tourism should foster pride, inclusion and cultural celebration, not friction. By involving residents in shaping visitor experiences, celebrating diversity and embedding Aboriginal and multicultural stories into the narrative of the city, Launceston strengthens community buy-in. Visitors who feel welcomed by locals and locals who see benefits from visitors, create a mutually reinforcing cycle of pride and prosperity.

Economic resilience means spreading benefits broadly. Too often, tourism dollars concentrate in a few sectors or peak seasons. Launceston's framework focuses on distributing activity throughout the year and across industries, ensuring that businesses from cafés to cultural venues and retailers all share in the rewards. Stable, year-round employment in hospitality, events and visitor services reduces seasonal vulnerability and supports local livelihoods.

Resilience also requires adaptability. The tourism and hospitality sector faces workforce shortages, rising costs, and rapidly changing traveller behaviours. Council's role is to enable collaboration and advocacy by working with partners such as TasTAFE, VXT (Visitor Experience Training), and industry associations to strengthen training pathways and workforce capability. By supporting innovation,

promoting flexible business models, and connecting operators with resources and programs, Launceston can ensure its visitor experiences remain high-quality and competitive, even through disruption and change.

Finally, Launceston's unique positioning as a UNESCO Creative City of Gastronomy allows it to integrate sustainability into food and farming systems. From farm-to-fork storytelling to food security initiatives, gastronomy connects environmental care with cultural identity, providing a globally recognised framework for sustainable practice. Integrating gastronomy principles into circular economy initiatives offers new opportunities for sustainable tourism leadership.

Balanced and Resilient is about long-term stewardship. By embedding sustainability, building workforce capacity and ensuring tourism works for both residents and visitors, Launceston strengthens its reputation as a regional city where growth is sustainable, community is supported and the visitor economy is an enduring asset.





## Smart decisions

The strength of Launnie's visitor economy depends on how well it is understood. To compete with confidence and adapt to change, Council must invest in data, research and digital tools that provide a clear picture of who visits, why they come and how they experience the city.

Currently, data is fragmented. The Tasmanian Visitor Survey, Launceston Airport passenger movements, accommodation data and event acquittals each tell part of the story. Council-owned and operated experiences such as QVMAG, Cataract Gorge, City Park, Albert Hall and the Visitor Information Centre offer further opportunities to gather sophisticated, first-hand insights that go well beyond door counters or attendance estimates. Understanding visitor behaviour across these touchpoints will help capture the full value and impact of visitation.

We will use insights to track trends, identify gaps and make evidence-based decisions that maximise outcomes. Regular reporting will ensure transparency and accountability, providing councillors, partners and the community with a clear view of progress and the broader impact of visitation over time. A mid-term review cycle will keep the framework responsive, relevant and aligned with emerging opportunities.

Digital platforms are central to this effort. The development of [launceston.com.au](https://launceston.com.au) will provide the city with a dedicated digital home, a place where

Launnie controls its story and gathers first-party data. Unlike third-party sites, it will integrate place branding with visitor information, event promotion and investment opportunities. By tracking user behaviour, measuring conversions and testing content, the site becomes both a storytelling platform and a powerful data resource.

Performance matters. Research shows that fast-loading, user-friendly websites significantly increase engagement and conversion. A one-second delay in load time can reduce conversions by 20%, while well-optimised sites deliver 70% longer sessions and higher satisfaction. For Launnie, investing in digital performance means more than impressions, it means bookings, enquiries and extended stays.

Smart decisions rely on culture as much as technology. Embedding evidence-led planning across Council ensures that marketing, infrastructure and investment choices are based on data, not guesswork. It also builds confidence with stakeholders and councillors by demonstrating measurable outcomes and return on investment.

By committing to research, reporting and digital capability, Launnie positions itself as a proactive city that leads with clarity. Smart Decisions Now ensures resources are directed where they have the greatest impact and keeping the visitor economy adaptable, resilient and competitive.



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## Stronger together

Launceston's visitor economy thrives through collaboration. No single organisation can deliver the full spectrum of experiences that define the city and success depends on strong partnerships between Council, industry, community and government.

Within Council, visitation touches multiple portfolios: events, open spaces, parks and recreation, economic development, communications, arts and culture, sustainability and transport. By ensuring alignment between these teams, Council ensures a cohesive approach to destination management where every investment reinforces the visitor journey.

Regionally, Launceston's role as the basecamp for Northern Tasmania requires close collaboration with neighbouring councils. Joint itineraries, shared campaigns and regional branding opportunities highlight Launceston as both a basecamp and a destination in its own right. Visitors benefit from seamless experiences that connect city life with wine trails, wilderness and coastal adventures.

Visit Northern Tasmania (VNT) also plays a role as the regional tourism organisation. While VNT leads broader destination management and marketing for the north, the City of Launceston can draw on our data, research and industry engagement to inform decision-making and ensure the city's story is represented authentically within a regional context.

At the state level, partnerships with Tourism Tasmania, Events Tasmania, Business Events Tasmania and Brand Tasmania extend Launceston's reach beyond Tasmania.



These organisations provide research, marketing platforms and promotional reach into national and international markets. By leveraging these channels while telling our own distinct story, Launceston ensures its identity stands out while benefitting from the scale and visibility of state-wide campaigns.

Industry collaboration is equally vital. Local businesses, producers, event organisers and cultural organisations bring experiences to life. Council's role is to lead, enable and advocate, ensuring these partners are supported, visible and connected. Initiatives like toolkits for operators to adopt the Place brand or campaigns co-developed with precinct associations amplify local stories while reinforcing the city-wide identity.

Collaboration also fosters innovation. By sharing knowledge, pooling resources and testing new approaches, Council and its partners can create campaigns and experiences that resonate more strongly with target audiences. This collective effort avoids duplication, maximises impact and ensures Launceston competes effectively against other regional destinations.

Stronger Together is not just a principle but a practical approach: building alignment across levels of government, industries and communities to deliver outcomes greater than the sum of their parts. In Launceston, partnership is the foundation of a thriving visitor economy and the driver of long-term success.







## Well-connected city

Accessibility and connectivity are essential for a strong visitor economy. Launceston's role as the basecamp of Northern Tasmania gives it a strategic advantage, but also a responsibility to ensure that visitors can arrive easily, move seamlessly and connect meaningfully with both the city and the wider region.

Air access remains a cornerstone of Launceston's visitor economy. The city welcomed over 1.4 million passenger movements in 2024–25, representing a 0.8% year-on-year. Continued growth in both leisure and business travel underscores Launceston's importance as the basecamp to Northern Tasmania. To sustain this momentum, partnerships with Launceston Airport, airlines, and regional tourism organisations will be essential to maintain competitive routes, improve connectivity, and respond to emerging visitor demand. With air travel volumes forecast to rise nationally, proactive collaboration now will help secure Launceston's role as a key regional hub supporting tourism, trade, and event visitation.

Ground connectivity also plays a critical role. This visitor segment alone contributes over \$220 million in annual direct spending in Tasmania, with an average stay of 25 nights and a strong preference for regional travel beyond Hobart. This reinforces the importance of well-maintained roads, accessible RV facilities, and clear wayfinding that link Launceston with surrounding attractions and communities. Projects such as the RV Dump Point installation and improved digital visibility of self-drive facilities will strengthen Launceston's reputation as a welcoming and functional base for road-based travellers.

Within the city, connections must be intuitive. Visitors should be able to explore on foot, by bike, e-scooter, or public transport without barriers. A safe, attractive walking and cycling network enhances both the visitor experience and local liveability. The new transit centre, along with investment in signage, wayfinding and lighting through the City Heart Project, strengthens Launceston's identity as an easy, accessible and welcoming city.

Accessibility is not limited to transport. Inclusive design in public spaces, attractions and digital touchpoints ensures that all visitors, regardless of age, ability, or background, can participate fully in the city's offerings. Step-free access, multilingual signage and clear navigation tools contribute to a seamless and welcoming experience.

Regional connectivity is also critical. Visitors rarely see Launceston in isolation; they view it as the heart of a broader journey across Northern Tasmania. Strengthening partnerships with neighbouring councils, transport providers and regional tourism operators ensures that Launceston continues to act as a basecamp for dispersal, extending visitor stays and spreading economic benefits.

Well-Connected City reinforces the idea that infrastructure is more than physical, it is also social and digital. By improving transport, accessibility and partnerships, Launceston can deliver a visitor experience that feels effortless, intuitive and enjoyable. It strengthens Launceston's role as a basecamp while ensuring visitors can move easily through and beyond its streets.

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# EVENTS FRAMEWORK

*December 2025*



*Shaping  
Futures*

 City of  
**LAUNCESTON**



# ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Palawa people as the original and ongoing owners and custodians of Lutruwita/Tasmania, including the banks of Kanamaluka/Tamar River, where we gather. We pay our respects to their Elders past and present and acknowledge that sovereignty was never ceded. We honour the strength, culture, and stories of the Tasmanian Aboriginal people who have met on these lands for generations and continue to care for Country today.

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## MAYOR'S FOREWORD



Launceston has always been a city of connection but it's our arts, culture, and events that truly give that connection its heartbeat. They're the sparks that bring people together, the moments that turn strangers into friends, the colour and rhythm that make our city come alive.

As Mayor, I've been lucky enough to see it up close. From small gatherings in our parks, to the festivals that shine a national spotlight on our UNESCO City of Gastronomy status — our events don't just entertain us, they shape us. They remind us of who we are, and they invite the world to see it too.

And the impact is huge. Last year, events in Launceston generated over \$73 million for our local economy and brought tens of thousands of people together. Those numbers tell a powerful story, but the real story is written in laughter, music, movement, and memory. It's community in action.

This new Events Strategy is about protecting and growing that magic. It's built on our 10-Year Strategic Plan and its pillars of People, Place, and Prosperity. It maps out how we'll keep backing bold ideas, celebrating creativity, and ensuring events continue to be for everyone.

We'll do this by leading signature events that belong to the whole community, backing organisers with grants and practical support, and building stronger partnerships and investment. We'll make sure our infrastructure keeps pace with our ambition. And we'll equip our local event organisers and creatives to keep delivering the extraordinary.

The strategy sets out five key focus areas: funding and support, infrastructure, partnerships, industry capability, and marketing. Together, they form the scaffolding for something bigger, a future where Launceston's events inspire, connect, and showcase our city not just across Tasmania, but across the nation.

Events aren't an add-on to life in Launceston. They're our pulse, our spirit, our stage. They'll always be at the centre of how we live, celebrate, and dream together.

— Mayor Matthew Garwood







## INTRODUCTION

Launceston's events sector is one of the city's greatest strengths. Events bring people together, showcase our identity and deliver real economic, social and cultural value. In 2023-2024, Council supported events that generated more than 73 million dollars in economic activity and attracted strong local, intrastate and interstate audiences.

With many of Tasmania's key venues located within the municipality, Launceston is widely recognised as the primary events centre for the north of the state. Our natural environment, open spaces, waterways and heritage streetscapes create a distinctive and unmistakably Launnie setting for events.

The Launceston Events Framework supports the City of Launceston Strategic Plan 2025 - 2035 by clearly setting out Council's role in leading, enabling and advocating for events. It guides decisions about how we support events that:

- reflect Launceston's identity and stories
- activate our public spaces and precincts
- deliver meaningful cultural, social and economic value
- support both the daytime and night time economies

Events play a vital role in strengthening Launceston's tourism and creative industries, supporting hospitality and retail, and helping to attract and retain residents, workers and students. Aligned with the City Heart Place Plan and the Visitation Framework, this framework supports a city where events strengthen connection, celebrate place and enrich everyday life in Launceston.



### Leading

Providing clear civic leadership that shapes Launceston's events direction, strengthens local identity and drives activation across the city.



### Enabling

Creating the right conditions for events to thrive through supportive systems, accessible spaces and practical assistance.



### Advocating

Championing investment, partnerships and opportunity that grow the sector, strengthen the economy and elevate Launceston's profile.

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## Key Priorities

Informed by community and industry engagement through Tomorrow Together and other forums, the framework reflects Launceston's strong event foundations while responding to challenges such as infrastructure constraints, rising delivery costs and limited winter activity. It also identifies opportunities to build capability, activate underutilised spaces, strengthen collaboration and grow inclusive, distinctive and cool season programming.

To support practical implementation, the framework focuses on six key priorities.

### Funding and Support

Deliver clear grants policy and guidelines, alongside streamlined facilitation services, to make it easier to access support, reduce administrative barriers and enable a diverse, high-quality calendar of Launceston events.

### Infrastructure Investment

Embed event readiness into city planning and prioritise strategic upgrades in high value public spaces and venues within the municipality, ensuring infrastructure scales with community needs and visitor expectations.

### Partnerships

Strengthen collaboration through formal and strategic partnerships with anchor events and sector partners that go beyond funding to amplify Launceston's brand, build local capability, grow audiences, support skills and infrastructure development, and deliver lasting cultural, social and economic outcomes for the city.

### Industry Development

Build capability across the Launceston events sector through training, mentoring, collaboration and shared resources, fostering a confident and skilled network of organisers, creatives and suppliers.

### Marketing and Storytelling

Create a more unified digital and brand presence that tells Launceston's story, showcases our creativity and gastronomy, and improves visibility of events for audiences across Tasmania and beyond.

### Event Delivery

Coordinate and deliver civic and place-based events that are safe, inclusive and high quality, capturing Launceston's identity and strengthening community pride.

The Events Framework is supported by a detailed Action Plan that sets out clear activities, timeframes and measures of success for each focus area so that delivery remains practical, transparent and accountable.







## VISION

Launceston is a city where events connect people, celebrate place and support local prosperity. From major festivals to small community gatherings, our events bring people together and showcase the stories, talents and experiences that define Launceston.

With a strong creative culture and a deep appreciation for our natural and built environment, the city offers events that feel authentic, welcoming and uniquely ours. These experiences energise our streets and public spaces, build community pride and contribute to a vibrant, inclusive and growing Launceston economy.

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# STRATEGIC ALIGNMENT

The City of Launceston Events Framework defines Council's role in leading, enabling and advocating for events that strengthen local identity, activate public spaces and deliver cultural, social and economic value. Aligned with Council's long term strategic and place based priorities, the framework supports a city where events enrich everyday life for residents, workers and visitors.

This framework aligns with key state and regional strategies, while keeping Launceston and its community at the centre of decision making.

The Tasmanian Government Events Strategy 2023-2027 recognises events as drivers of economic vitality, social connection and cultural identity. By supporting events that reflect Launceston's creativity, character and sense of place, Council contributes directly to Tasmania's reputation as a world class destination.

The framework also aligns with Stadiums Tasmania's Strategic Framework, recognising the strategic role of UTAS Stadium and the Silverdome as major venues located in Launceston. These facilities attract large scale sporting and entertainment events, support high quality spectator experiences and generate visitation and economic return for the city.

Tasmania's 2030 Visitor Economy Strategy focuses on exceptional visitor experiences, longer stays and ensuring tourism benefits local communities. Launceston's event program supports this by offering locally grounded events that enhance our city's

liveability, strengthen its identity and provide sustainable economic opportunities for Launceston businesses and workers.

The framework also responds to:

- the Launceston Convention Facilities Demand Study 2025
- the Northern Events and Festivals Infrastructure Strategy

These documents highlight the need for improved event and conference infrastructure and the growth potential of business and cultural events. They confirm Launceston's role as the state's northern events centre and provide evidence to support local investment decisions that benefit our city.

A balanced, year round calendar of events, with a clear focus on growing cool season programming in Launceston, is central to sustaining this momentum. Strengthening existing programs and fostering new place-based initiatives that reflect the Launceston brand will:

- drive visitation in traditionally quieter periods
- support Launceston's hospitality, accommodation and retail sectors
- enrich community life and build civic pride

By building on our strengths and deliberately growing our program across all seasons, Launceston will continue to strengthen its position as a leading events city for Tasmania's north.



# EVENTS AT A GLANCE

**14 of 16**

Identified major events venues  
in Northern Tasmania are in the

**City of Launceston**

In 2023/24, the City of Launceston supported multiple events which resulted in:

**84%**

Of all events attendees  
were from Tasmania.  
60% of these were locals



Over 13,000 visitors  
from across Australia

**\$524K**

Invested into 29  
major events

**\$73M**

In economic activity, equating  
to 14% of Launceston's total  
tourism output



A return on investment for  
supported events of \$137 for  
every dollar spent



Over 800 hospitality local  
businesses benefiting from  
supported events



The top two investment priorities  
identified by Tomorrow Together  
Survey respondents were facility  
upgrades (62%) and events (57%)

**13%**

13% of Tomorrow Together  
Survey respondents felt  
no event currently reflects  
Launceston's brand

**9%**

9% of Tomorrow Together  
Survey respondents do not  
attend events, signalling missed  
engagement potential

The events that Tomorrow Together Survey respondents told us that they want:



Free and low-cost events  
(62% overall and  
72% of women)



Knowledge-sharing  
events for older audiences  
(22% of 60-69-year-olds)



Family-friendly events  
(22% overall)



Night-time events  
(66.5% of 15-34 year-olds)



## PILLARS – PEOPLE, PLACE, PROSPERITY

Guided by the City of Launceston Strategic Plan 2025 - 2035, the Events Framework uses the pillars of People, Place and Prosperity to shape a vibrant, inclusive and sustainable events landscape for Launceston. This approach celebrates our local identity, activates our distinctive places and delivers long term cultural, social and economic value for the city.

### People

Events bring people together through inclusive, meaningful experiences that strengthen community connection, support wellbeing and celebrate cultural identity. They foster belonging, encourage participation across ages and backgrounds and reflect the diversity and resilience of our city.

Events also help sustain and grow Launceston's creative and technical workforce, providing jobs and career pathways in production, logistics, hospitality, marketing and creative practice. A strong events sector attracts and retains local talent, supports small businesses and enhances Launceston's reputation as a place where creative and professional careers can flourish.



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### Goals

- **Enhance community connection**  
Support events that foster belonging, celebrate diversity and strengthen neighbourhood identity across arts, sport, food and wellbeing.
- **Promote sustainable, safe and inclusive practice**  
Embed sustainability, accessibility, cultural awareness, workplace safety and child safe principles into planning, delivery and evaluation of events held in Launceston.
- **Develop and retain event capability**  
Collaborate with education providers, industry partners and peak bodies to create pathways into the live events sector, including training, mentoring and local employment initiatives that build Launceston's event workforce.

## Place

Events bring Launceston's public spaces to life, transforming our parks, streetscapes, laneways and heritage precincts into welcoming places where people gather, celebrate and connect. They highlight the city's unique character, deepen our connection to nature and culture, and reinforce Launceston's identity as a creative, welcoming city.

Events also contribute to a more liveable and inclusive urban environment. By activating underused spaces and applying sustainable event practices, they support the City's long term vision for a connected, resilient and future ready Launceston. As the population grows, events help create places that feel safe, dynamic and reflective of our community.

### Goals

- **Celebrate Launceston's identity**  
Deliver and enable events that reflect Launceston's distinct character, creativity and stories, drawing on our cultural, natural and heritage assets to create experiences that feel authentic and unmistakably local.
- **Activate and enhance public spaces**  
Encourage events that bring Launceston parks, laneways and civic spaces to life through safe, well-planned activities. Support programming that builds local pride during the day and contributes to a welcoming and safe night time economy.
- **Ensure access to quality infrastructure**  
Provide inclusive, well maintained and fit for purpose public spaces and venues that meet the needs of diverse organisers and audiences across Launceston suburbs and the city centre.
- **Design for a liveable and sustainable city**  
Support event practices that encourage environmental responsibility, resilience and thoughtful use of Launceston's natural and built environment, contributing to a connected, future focused city.





## Prosperity

Events are a key driver of economic activity in Launceston. They bring visitors to the city, support local businesses and create jobs across hospitality, retail, tourism, logistics and creative industries. They also attract investment and strengthen Launceston's reputation as a destination.

Events play an important role in building Launceston's event workforce and supply chain by supporting local contractors, producers and suppliers. They provide ongoing professional opportunities that help retain local talent and strengthen our economic resilience. A thriving events sector also improves Launceston's competitiveness within Tasmania and beyond, showcasing our strengths in gastronomy, culture, innovation and creativity. Through collaboration between Council, industry and education, events will continue to drive business growth, workforce development and long-term prosperity for Launceston.

### Goals

- **Support sector growth**  
Invest in a strong and sustainable local events sector through capacity building, training and professional opportunities for Launceston creatives, producers and suppliers. This will lift industry capability, improve event quality and support long term business growth.
- **Activate the nighttime economy**  
Encourage vibrant, safe and diverse events after dark that support cultural, social and economic outcomes across Launceston. Nighttime events will boost visitation, increase visitor spend and help extend activity into cooler months.
- **Strengthen workforce and supply chain development**  
Partner with education providers, industry associations and event professionals to create clear career pathways, internships and local procurement opportunities. This will help Launceston retain skilled workers, grow its local supply chain and support equitable growth across the sector.



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# OUR ROLE IN EVENTS

## Lead

We lead the delivery of city led events and activations that shape Launceston's calendar, strengthen community connection and elevate the city's place profile. Through civic leadership, place stewardship and city shaping, we program events that mark significant moments, activate priority precincts and align with the City of Launceston Strategic Plan 2025 - 2035 and City Heart Place Plan.

## Enable

We enable a strong and diverse local events sector by supporting Local Events and Activations and Fundraising Events through grants, permits, facilitation and practical guidance. Through tiered funding for small and medium scale events, safe and accessible public spaces, and clear delivery processes, we help community groups, creatives, not for profit organisations and event organisers deliver quality events that activate neighbourhoods and strengthen everyday city life.

## Advocate

We advocate for touring events and championships and strategic partnerships that grow Launceston's visitor economy, creative reputation and event capability. Through attraction, collaboration and external engagement, we secure major events, leverage partnerships, champion infrastructure investment and position Launceston as a preferred host city for high impact sporting, cultural and entertainment activity.

Together, these roles support a balanced, resilient and distinctive events calendar that reflects Launceston's identity, strengthens community pride and delivers lasting cultural, social and economic benefit for the city.



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## Event Categories

### City led Events

City led Events are delivered directly by the City of Launceston as part of its role in civic leadership, place stewardship and city shaping. These events are programmed to mark significant moments, strengthen community connection and strategically build and diversify the city's annual calendar.

City led Events are pursued where there is a gap in third party delivery, or where Council seeks to intentionally elevate Launceston's place profile, activate priority precincts and deliver outcomes aligned with the Strategic Plan 2025 - 2035 and the City Heart Place Plan.

These events form a core part of Launceston's public program and play a critical role in expressing the city's identity, values and ambition. They activate public spaces, support visitation, enhance liveability and create inclusive opportunities for participation across the community.

#### Purpose:

- Deliver City led events and activations that strengthen Launceston's identity and place profile
- Build and diversify the annual events calendar where third party delivery is limited
- Align programming with the City of Launceston Strategic Plan 2025 - 2035 and City Heart Place Plan
- Mark important cultural, historical and civic moments
- Activate key public spaces and precincts through visible city leadership
- Foster participation, connection, pride and shared civic life throughout the year



### Partnerships

Partnerships are central to delivering Launceston's event vision and growing the city's cultural, social and economic impact. Council works with event organisers, institutions, regional bodies, education providers, industry groups and government agencies to deliver outcomes that no single organisation could achieve alone.

These partnerships extend beyond financial support and may include shared planning, branding and storytelling, collaborative marketing, content co design, naming rights, capability building, infrastructure coordination and joint place-based activation. Through this approach, events become a shared platform for investment, learning, promotion and city shaping.

Strategic partnerships are prioritised where there is strong alignment with the City of Launceston Strategic Plan, the Events Framework, seasonal priorities and the Launnie place narrative. This includes major anchor events that generate visitation, strengthen community pride, build industry capability and elevate Launceston's profile as a leading Tasmanian events city.

Through partnerships, Council works alongside collaborators to strengthen audience reach, grow talent and workforce pathways, lift programming quality, improve accessibility and position Launceston with confidence in state and national markets.

Partnerships are expected to deliver clear public value, which may include:

- enhanced programming and audience development based in Launceston
- infrastructure uplift and improved accessibility across venues and public spaces
- talent development, skills pathways and volunteer growth
- expanded marketing reach that clearly positions Launceston
- stronger sector collaboration and long-term capability

Partnership approaches are guided by clear principles, transparent processes and a focus on outcomes that build sector strength, support a year-round events calendar and reinforce Launceston's identity as a creative, inclusive and future focused city.

### Touring Events and Championships

Touring events and championships are delivered in partnership with state, national and international promoters and sporting bodies to bring major sporting, cultural and entertainment activity into Launceston. Council's involvement is focused on attraction, facilitation and strategic support to secure high quality events that align with the city's seasonal priorities and visitor economy goals.

These events deliver strong visitation and economic outcomes and play a key role in positioning Launceston as a capable, attractive and competitive host city. Through this category, Council works with organisers and partners to grow overnight visitation, extend length of stay and strengthen the diversity and scale of the city's annual program.

#### Purpose:

- Increase visitation, length of stay and regional travel activity
- Deliver strong outcomes for accommodation, hospitality and tourism sectors
- Attract new audiences, events and markets to Launceston
- Strengthen Launceston's profile as a preferred host city for touring and championship events
- Secure a pipeline of year-round touring and major event opportunities

### Local Events and Activations

Local events and activations are delivered by a wide range of applicants, including community groups, not-for-profit organisations, creative practitioners, cultural organisations and private event organisers. This category supports locally driven activities that contribute to Launceston's cultural, social and economic life.



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This category operates through a tiered funding approach for small and medium-scale events, recognising different levels of capacity, scale and impact across the local sector. Through this category, Council seeks events that align with city priorities, activate public spaces, encourage participation and help build a balanced and resilient year-round calendar. Support is focused on strengthening event quality, audience experience and place outcomes, rather than ongoing business operations.

These events play an important role in neighbourhood activation, community connection, creative expression and the everyday life of the city, reflecting Launceston's character and local stories.

#### Purpose:

- Strengthen community connection, participation and social cohesion
- Support small and medium scale local events through a tiered funding approach
- Encourage creativity, cultural expression and local storytelling
- Activate public spaces, precincts and neighbourhoods
- Build a diverse and balanced year-round events calendar
- Reflect and reinforce Launceston's character and sense of place

### Fundraising Events

Fundraising events are delivered by community groups, charities and not for profit organisations to raise funds for a charitable cause through a genuine event experience. These events play an important role in strengthening Launceston's culture of generosity, volunteering and community support.

Through this category, Council supports well planned, safe and accessible fundraising events that create positive social outcomes while bringing people together through shared purpose and participation.

#### Purpose:

- Support community fundraising delivered through quality, well managed events
- Encourage safe, inclusive and accessible event delivery
- Strengthen community participation, volunteering and social contribution
- Reinforce Launceston's culture of generosity and philanthropy





# STRENGTHS, OPPORTUNITIES, CHALLENGES

Launceston is home to a diverse and active calendar of events that vary in scale, content and audience. They take place across our parks, venues and public spaces and play a vital role in how we celebrate Launceston's place and people.

Through Tomorrow Together and engagement with local event organisers, businesses and partners, the Council has reviewed its role in events. This has helped to clarify:

- strengths in the current Launceston events environment
- challenges that need to be managed
- opportunities for future growth

## People

Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>• High satisfaction with Council support, including facilitation, funding, marketing partnerships and risk sharing</li> <li>• Strong alignment between supported events, Launceston's identity and community connection</li> <li>• Positive feedback about interactions with Council, including application processes and operational support</li> </ul>	<ul style="list-style-type: none"> <li>• Rising costs such as staffing, equipment and venue hire, particularly for grassroots and volunteer led events in Launceston</li> <li>• Coordinating events across all seasons, especially increasing cool season offerings in the city</li> <li>• Retaining and attracting younger audiences, particularly to night-time and contemporary cultural events</li> </ul>	<ul style="list-style-type: none"> <li>• High demand for inclusive, social and low-cost events that engage a wide cross section of the Launceston community</li> <li>• Clear appetite among younger audiences for sport, wellness, outdoor and night-time events in the city</li> <li>• Potential to broaden participation through targeted programming and City of Launceston led volunteer pathways</li> </ul>



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Place

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Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>Events are broadly distributed across Launceston, including parks, venues and public spaces</li> <li>Council plays a strong role in curating and activating key venues such as City Park and Albert Hall</li> <li>Events contribute to a strong sense of place and civic pride in Launceston</li> </ul>	<ul style="list-style-type: none"> <li>Venue limitations in capacity, flexibility and technology constrain growth and diversity of events within the municipality</li> <li>Lack of affordable, mid-sized venues in central locations</li> <li>Limited undercover spaces that allow events to proceed in all weather</li> <li>Some public spaces lack infrastructure such as lighting, amenities and power for safe, high-quality activation</li> </ul>	<ul style="list-style-type: none"> <li>Improved activation of Launceston public spaces through events and investment in lighting, accessibility and infrastructure</li> <li>Strategic venue planning to support growth and attract new events to the city</li> <li>Strengthening placemaking with events that celebrate Launceston's heritage, gastronomy and landscape</li> <li>Sustainability focused events that reinforce environmental leadership in Launceston</li> </ul>

Prosperity

Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> <li>Events contribute strongly to Launceston's liveability, helping attract and retain residents, students and workers</li> <li>Council's facilitation, funding and risk sharing are highly valued by organisers and enable events that might not otherwise proceed in Launceston</li> <li>Events generate strong economic returns and support local businesses across the city</li> <li>Positive experiences with Council processes build sector confidence and collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Rising production costs and resource pressures threaten long term viability for some Launceston based organisers</li> <li>Inconsistent funding over time can limit planning certainty and investment</li> </ul>	<ul style="list-style-type: none"> <li>Develop a curated program of distinctive events across all seasons that are clearly associated with Launceston</li> <li>Use events to grow the city's visitor economy and support local job creation</li> <li>Expand marketing partnerships to better reach intrastate and interstate markets with a clear Launceston message</li> <li>Use events as pathways into employment, particularly in hospitality, logistics, creative and tourism sectors based in the city</li> </ul>



# PRIORITIES

## Governance and Support

In Launceston's events environment:



**Governance** defines who makes decisions, how those decisions are made, which policies and guidelines apply, and how performance is monitored and evaluated.



**Funding** provides financial resources for activities, grants, partnerships and targeted investments that support Launceston's events sector.



**Facilitation** is the operational support that keeps events safe, compliant and well-coordinated across the city.

Councillors play a central role by approving the grants policy, setting investment priorities and guiding the curation of events that reflect the Council's vision for people, place and prosperity in Launceston.

The council's grants policy provides a transparent and strategically aligned approach to allocating funding. It ensures investment decisions are guided by clear principles, measurable outcomes and sound governance. The policy supports a broad spectrum of events, from grassroots community gatherings to major festivals, and embeds best practice in inclusion, value for money and community benefit for Launceston.

Launceston's event facilitation service is recognised as one of the most comprehensive and supportive models in Tasmania. The team provides a single, coordinated point of contact for organisers and delivers end-to-end guidance across approvals, permits, site planning, risk management and stakeholder coordination.

Other councils frequently seek advice from Launceston's events team and use tools such as the publicly available Event Planning Guide as a reference. This reflects the maturity of Launceston's approach and the strength of its local capability.

Sustainability and risk management are also key priorities. The council will continue to strengthen guidance in these areas, drawing on models such as Zero Waste Events Tasmania to support waste reduction, resource efficiency and environmental responsibility at Launceston events.

By integrating governance, funding and facilitation, Council reduces administrative burden, strengthens organiser capability and ensures events are safe, well managed and aligned with community expectations. This integrated approach reinforces Launceston's reputation as a confident and event-ready city.

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## Infrastructure Investment

The success and growth of Launceston's events rely on both hard and soft infrastructure working together.

Hard infrastructure includes physical assets such as venues, public spaces, transport, parking, utilities, storage and back of house facilities across Launceston.

Soft infrastructure includes the systems, relationships and capabilities that support delivery, such as visitor information, ticketing, planning, governance, grants, marketing and staffing.

The City of Launceston will prioritise event infrastructure across a connected network of high value locations within the municipality, including areas identified in the City Heart Place Plan. This includes Council owned, jointly managed and partner managed venues and spaces. Urban corridors such as laneways, car parks and underused civic spaces also present opportunities for place-based events and activation in Launceston.

Investment will be guided by infrastructure audits, place planning and the Northern Tasmania Events and Festivals Infrastructure Strategy 2025, using strong regional evidence to inform decisions that deliver clear benefit for Launceston.

To support events ranging from small gatherings to large scale festivals, infrastructure must be adaptable, resilient and fit for purpose. This includes upgrading existing venues and preparing underutilised spaces for event readiness. Open spaces, civic spaces and carparks across Launceston will be assessed for:

- access to utilities such as three phase power, water and lighting
- accessibility and *Disability Discrimination Act 1992* compliance
- safe and flexible surfaces for staging and crowds
- storage, shelter and back of house functions
- connectivity to transport, parking and movement corridors
- shade, drainage and weather protection
- sightlines, safety, lighting and amenities

This place-led approach will expand Launceston's event capacity in a coordinated and sustainable way, strengthen liveability and position the city as a confident and capable Tasmanian events destination.



## Partnerships

Partnerships are central to delivering Launceston's event vision and growing the city's cultural, social and economic impact. The council works with event organisers, institutions, regional bodies, education providers, industry groups and government agencies to deliver outcomes that no single organisation could achieve alone.

These partnerships extend beyond financial support and may include shared planning, branding and storytelling, collaborative marketing, content co design, naming rights, capability building, infrastructure coordination and joint place-based activation. Through this approach, events become a shared platform for investment, learning, promotion and city shaping.

Strategic partnerships are prioritised where there is strong alignment with the City of Launceston Strategic Plan 2025-2035, the Events Framework, seasonal priorities and the Launnie place narrative. This includes major anchor events that generate visitation, strengthen community pride, build industry capability and elevate Launceston's profile as a leading Tasmanian events city.

Through partnerships, Council works alongside collaborators to strengthen audience reach, grow talent and workforce pathways, lift programming quality, improve accessibility and position Launceston with confidence in state and national markets.

Partnerships are expected to deliver clear public value, which may include:

- enhanced programming and audience development based in Launceston
- infrastructure uplift and improved accessibility across venues and public spaces
- talent development, skills pathways and volunteer growth
- expanded marketing reach that clearly raises the profile of Launceston
- stronger sector collaboration and long-term capability

Partnership approaches are guided by clear principles, transparent processes and a focus on outcomes that build sector strength, support a year-round events calendar and reinforce Launceston's identity as a creative, inclusive and future focused city.



## Industry

A resilient, confident event sector is central to Launceston's ambitions. Council will work alongside local organisers, suppliers, creatives and producers to build capability, share knowledge and strengthen industry foundations based in the city.

Support will include:

- targeted capacity building initiatives, including grant writing support and mentoring for Launceston organisers
- training and workshops tailored to identified skills gaps in the local sector
- opportunities for collaboration across programming, marketing and resource sharing

Council will encourage organisers to collaborate on scheduling and shared infrastructure such as staging, toilets, waste services and equipment. This will help reduce duplication, improve efficiency and support a more cohesive Launceston events calendar.

Through this collaborative approach, Council aims to help the local industry grow sustainably, respond to changing expectations and collectively lift the quality and impact of events across the municipality.

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## Marketing

Marketing plays a central role in amplifying Launceston's events and reinforcing the city's reputation as a place to visit, live, study and invest. Events are a powerful part of the Launnie story and a key driver of how the city is experienced and perceived.

There is a clear opportunity to strengthen Launceston's digital presence through a central platform that elevates the city's story and connects people with events and experiences. A destination website would act as a primary hub for brand aligned content, making it easier for locals and visitors to:

- discover what is on in Launceston
- explore curated itineraries across the city and surrounds

- plan cool season and night time experiences
- connect events with dining, retail and attractions across the city

Council will work with industry, event partners and marketing bodies to ensure event promotion is integrated into broader destination marketing. Campaigns will amplify the Launceston place brand and leverage cross sector opportunities to reach intrastate, interstate and international audiences, with Launceston clearly at the centre of the story.

By consolidating and curating content, improving discoverability and aligning promotion across channels, Launceston will be better positioned to grow event audiences, attract visitation and support the long term success of the city's creative and visitor economies.





## Event Delivery

Delivering safe, inclusive and high-quality events is central to Launceston's vision as a vibrant, creative and connected city.

Event delivery includes scheduling, programming, site management, logistics, communications and evaluation. It is where planning becomes lived experience, and where the Council's leadership, support and partnerships are most visible across Launceston's streets, spaces and venues.

The City of Launceston plays a direct and strategic delivery role through its City led events program. These events are delivered as part of Council's responsibility for civic leadership, place stewardship and city shaping. City led events mark significant cultural, historical and civic moments, strengthen community connection and are deliberately used to build and diversify the annual events calendar.

City led events are pursued where there is a gap in third party delivery, or where Council seeks to intentionally elevate Launceston's place profile, activate priority precincts and deliver outcomes aligned with the City

of Launceston Strategic Plan 2025-2035 and the City Heart Place Plan. This includes the delivery of core civic events such as ANZAC Day, the Christmas Tree Lighting and Carols in the Park, as well as other City initiated activations and programs that support visitation, liveability and shared civic life.

Strong event delivery relies on forward planning, cross team collaboration, clear processes and consistent post event evaluation. The Council is committed to continuously refining its delivery models to ensure they remain relevant, accessible and good value for money for Launceston. This includes responding to changing audience needs, trialling new formats and strengthening event readiness across venues and precincts.

A strategic and intentional approach to event delivery ensures Launceston's calendar remains vibrant, diverse and resilient throughout the year, provides platforms for local talent and continues to support social, cultural and economic wellbeing. As new venues open and infrastructure is upgraded, the city's capacity to host high quality events will continue to grow, supported by clear processes, skilled teams and strong partnerships.



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### Acknowledgements

The City of Launceston extends its sincere thanks to everyone who contributed to the development of this Events Framework. We acknowledge the insights and ideas shared by local event organisers, businesses, cultural partners, tourism and hospitality operators, and community members across Launceston.

We also acknowledge the creative contributions of Nick H Visuals, Melanie Kate Creative, Casey Sims and Brand Tasmania, whose photography so powerfully captures the spirit of Launceston and the people, places and moments that define our city.

This framework reflects a shared vision for a vibrant, inclusive and future ready events landscape that strengthens Launceston's identity, liveability and reputation as a leading Tasmanian destination.



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Mr Sam Johnson  
CEO  
Launceston City Council  
PO Box 396  
Launceston TAS 7250

30 October 2025

Dear Sam

### **Request for Waiver of Development Application Fee – Launceston Community Precinct**

---

I am writing to formally request a waiver of the Development Application fee for the Launceston Community Precinct, a transformative mixed-use development proposed by Launceston City Mission at the corner of Frederick and Wellington Streets.

As you heard at the Council Workshop in September, this project represents a significant investment in the wellbeing of our community, with a total construction cost of approximately \$30 million. It will deliver 48 units of social and affordable housing, alongside integrated health, community, and emergency relief services, all within a trauma-informed, heritage-sensitive design. The precinct will be a welcoming and inclusive space for people at risk of homelessness, and for the broader Launceston community.

The development aligns strongly with several strategic priorities of the City of Launceston, including:

- City Heart Project – revitalising the CBD through heritage-sensitive, medium-density development
- Launceston City Deal – supporting place-based solutions and improved community infrastructure
- Housing Plan 2025–2040 – delivering infill housing and addressing critical housing shortages

Not only will there be the significant social benefits to the Launceston community, The Precinct will also support over 180 ongoing jobs, provide a hub for collaboration among community service organisations, and offer a sustainable model for long-term service delivery. It is listed as a priority project by the Northern Tasmanian Development Corporation and has received funding support from both the Federal and State Governments.

Given the scale of community benefit, the alignment with Council's strategic goals, and the not-for-profit nature of our organisation, we respectfully request that Council consider waiving the Development Application fee of approximately \$40,000.

We expect to be lodging the Development Application in the first week of November and would welcome the opportunity to discuss this request further and provide any additional information Council may require.

Thank you for your consideration and ongoing support of initiatives that strengthen our community.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Jo Fearman".

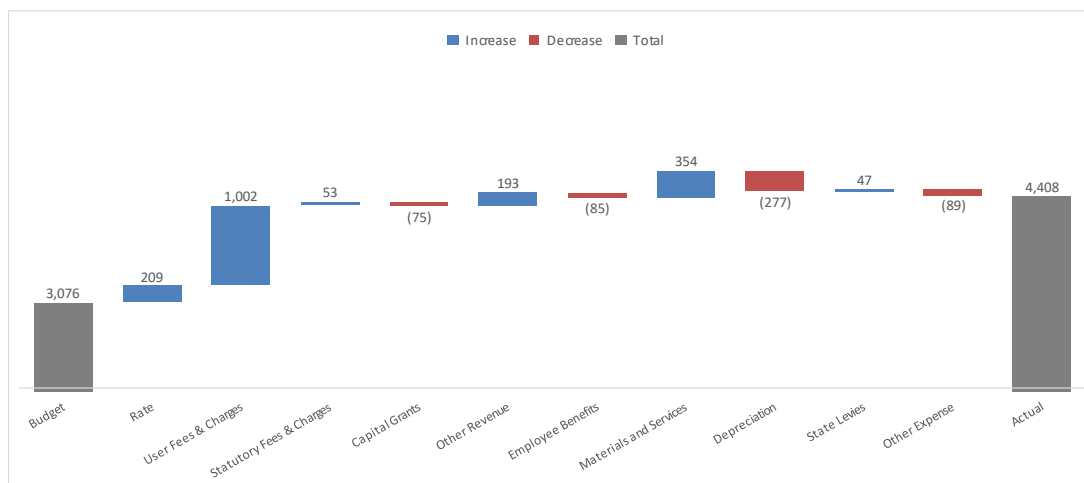
Jo Fearman  
Chief Executive Officer

CITY OF LAUNCESTON  
Operating Statement  
(Excluding Capital Program)  
For Year to Date 31 October 2025



		2024/25 YTD \$ Actual Excl. Commitment	2025/26 YTD \$ Actual Incl. Commitment	2025/26 YTD \$ Budget	Variance YTD \$ Fav/(Unfav)	2025/26 Full Year \$ Budget
	Note					
<b>REVENUES</b>						
Rates	1	29,217,193	31,450,654	31,242,078	208,577	93,726,233
User Fees and Charges	2	9,609,423	10,768,560	9,766,836	1,001,725	30,193,399
Statutory Fees & Charges		2,346,902	1,986,492	1,995,795	(9,303)	6,080,504
Capital Grants		6,957,247	5,122,107	5,069,567	52,540	10,981,055
Financial Assistance Grants		214,764	699,719	775,212	(75,493)	5,505,000
Other Operational Grants		2,433,504	335,813	361,128	(25,315)	2,971,426
Interest		1,445,439	1,073,216	1,073,241	(24)	3,290,869
Investment Revenue		780,028	749,100	749,100	-	3,891,200
Other Income	3	923,004	870,405	642,817	227,588	1,735,931
		53,927,503	53,056,067	51,675,773	1,380,294	158,375,617
<b>EXPENSES</b>						
Employee Benefits	4	17,585,242	18,736,766	18,652,223	(84,543)	58,537,587
Materials and Services	5	15,191,273	16,089,525	16,444,013	354,488	47,659,631
Impairment of Debts		-	-	10,333	10,333	31,000
Finance Costs		33,332	33,333	34,667	1,333	104,000
Depreciation		8,837,014	9,236,024	8,959,306	(276,719)	26,877,919
State Government Fire Service Levy		2,304,659	2,442,255	2,442,255	0	9,769,019
State Government Landfill Levy		594,378	1,523,989	1,571,065	47,076	4,713,195
Rate Remissions and Abatements	6	314,279	390,488	295,770	(94,718)	300,311
Loss on Disposal of Fixed Assets		7,223	195,892	190,395	(5,497)	500,000
Write Down of Assets Held For Sale		-	-	-	-	-
		44,867,400	48,648,271	48,600,027	(48,244)	148,492,662
<b>Operating Result Surplus/(Deficit)</b>		<b>9,060,103</b>	<b>4,407,796</b>	<b>3,075,745</b>	<b>1,332,050</b>	<b>9,882,955</b>
Loss on Disposal of Fixed Assets		(7,223)	(195,892)	(190,395)	(5,497)	(500,000)
Capital Grants		6,957,247	5,122,107	5,069,567	52,540	10,981,055
Infrastructure Take Up		-	-	-	-	-
Other Comprehensive Income		-	-	-	-	-
		6,950,024	4,926,216	4,879,172	47,044	10,481,055
<b>Underlying Result Surplus/(Deficit)</b>		<b>2,110,079</b>	<b>(518,420)</b>	<b>(1,803,427)</b>	<b>1,285,007</b>	<b>(598,100)</b>

Graph 1: Year to Date Budget to Actual



**Note**

**Graph 1** starts with the budget and shows how each revenue and expenditure category contributes to the final actual result.

- Blue bars represent favourable variances
- Red bars represent unfavourable variances

The final grey bar shows the actual year-to-date result after all variances are applied

Year-to-date (YTD) actuals are tracking \$1.3 million favourable compared to the YTD budget. Please refer to the note below for details on material variances.

**1. Rate**

Rate is tracking \$208k above YTD budget: The second rates instalment, due at the end of November, has been issued. Early receipts in October have temporarily increased revenue, resulting in actuals exceeding budget for the period. Please refer to the table below for the variance breakdown by rates categories

Categories	Favourable / (Unfavourable)
General Charge (Fixed Charge)	52,420
Fire Service	78,252
Waste Management Charge	21,914
General Residential	(233,335)
General Commercial	100,327
General Industrial	32,111
General Public Service	(1,706)
General Primary Production	4,445
General Quarry and Mining	-
General Sport and Rec	(4,718)
General Vacant Land	158,868
<b>Total variance</b>	<b>208,577</b>

**2. User Fees & Charges**

User Fees and Charges are tracking \$1m above YTD due to increased trading revenue from the Aquatic Centre, Carr Villa, Launceston Waste Centre, Visitor Information Centre, and QVMAG Bookshop.

The delay in transferring UTAS Stadium to Stadiums Tasmania has resulted in unbudgeted income from hosting AFL games.

**3. Other income**

The favourable result is attributable to miscellaneous streams of minor income.

**4. Employee Benefits**

The YTD variance shifted from \$1.2m favourable in September to \$84k unfavourable in October. We had anticipated a result broadly consistent with last month (around \$1m favourable), but the movement reflects payroll timing, with three pay runs falling in October, including one posted ahead of its cash outflow. Excluding this anomaly, the underlying position remains consistent with expectations. Payroll tax and workers' compensation continue to track favourably. The unfavourable variance also reflects timing impacts from staff leave and project labour costs, which are expected to normalise over the year. However, termination payouts and casual labour hours will not normalise, as these costs were unbudgeted. A full breakdown of Employee Benefits is provided on page 6 for reference.

**5. Material & Services**

The favourable variance of \$354,488 is attributable to insurance and general administration costs. Savings from project materials and services will normalise later in the year. Refer to the next page the variance by network.

**6. Rate Remission and Abatements**

The variance is attributable to unbudgeted remission of planning and development fees.



# City of Launceston Council Meeting Agenda

Thursday 11 December 2025

## Operating Statement by Network (Excluding Capital Program) For Year to Date 31 October 2025

	2025/26 YTD \$ Actual	2025/26 VAR \$ CORP	2025/26 VAR \$ CEO	2025/26 VAR \$ DPT	2025/26 VAR \$ SIT	2025/26 VAR \$ QVT	2025/26 VAR \$ CLT	2025/26 VAR \$ CDT	TOTAL VAR \$ Fav/(Unfav)	2025/26 YTD \$ Budget
<b>REVENUES</b>										
Rates	31,450,654	208,577	-	-	-	-	-	-	208,577	31,242,078
User Fees and Charges	10,768,560	-	-	(367,089)	-	14,878	473,972	879,964	1,001,725	9,766,836
Statutory Fees & Charges	1,986,492	-	-	(42,934)	-	-	(49,386)	83,017	(9,303)	1,995,795
Capital Grants	5,122,107	52,540	-	-	-	-	-	-	52,540	5,069,567
Financial Assistance Grants	699,719	(75,493)	-	-	-	-	-	-	(75,493)	775,212
Other Operational Grants	335,813	-	-	6,493	-	28,403	(5,020)	(55,190)	(25,315)	361,128
Interest	1,073,216	(13,939)	-	-	-	13,914	-	-	(24)	1,073,241
Investment Revenue	749,100	-	-	-	-	-	-	-	-	749,100
Other Income	870,405	37,869	318	35,152	-	(31,369)	51,273	134,345	227,588	642,817
	53,056,067	209,554	318	(368,378)	-	25,826	470,839	1,042,135	1,380,294	51,675,773
<b>EXPENSES</b>										
Employee Benefits	18,736,766	(1,130,074)	4,591	401,289	189,556	(247,085)	89,745	607,435	(84,543)	18,652,223
Materials and Services	16,089,525	9,364	(37,161)	41,391	142,855	119,553	(296,863)	375,350	354,488	16,444,013
Impairment of Debts	-	-	-	10,333	-	-	-	-	10,333	10,333
Finance Costs	33,333	-	-	333	-	-	1,000	-	1,333	34,667
Depreciation	9,236,024	(268,578)	-	(4,031)	-	21,200	(128,449)	103,139	(276,719)	8,959,306
State Government Fire Service Levy	2,442,255	0	-	-	-	-	-	-	0	2,442,255
State Government Landfill Levy	1,523,989	-	-	-	-	-	47,076	-	47,076	1,571,065
Rate Remissions and Abatements	390,488	(50,422)	-	-	-	-	-	(44,296)	(94,718)	295,770
Loss on Disposal of Fixed Assets	195,892	(0)	-	(14)	-	-	(5,483)	-	(5,497)	190,395
Write Down of Assets Held For Sale	-	-	-	-	-	-	-	-	-	-
	48,648,271	(1,439,710)	(32,569)	449,303	332,411	(106,333)	(292,973)	1,041,628	(48,244)	48,600,027
<b>Operating Result Surplus/(Deficit)</b>	4,407,796	(1,230,156)	(32,251)	80,924	332,411	(80,507)	177,866	2,083,763	1,332,050	3,075,745
Loss on Disposal of Fixed Assets	(195,892)	(0)	-	(14)	-	-	(5,483)	-	(5,497)	(190,395)
Capital Grants	5,122,107	52,540	-	-	-	-	-	-	52,540	5,069,567
Infrastructure Take Up	-	-	-	-	-	-	-	-	-	-
Other Comprehensive Income	-	-	-	-	-	-	-	-	-	-
	4,926,216	52,540	-	(14)	-	-	(5,483)	-	47,044	4,879,172
<b>Underlying Result Surplus/(Deficit)</b>	(518,420)	(1,282,696)	(32,251)	80,938	332,411	(80,507)	183,349	2,083,763	1,285,007	(1,803,427)

Note

1) **Corporate Account**

CORP is tracking \$1.2m unfavourable to Budget. The variance is primarily attributable to employee benefits. While the budget applied a vacancy rate at the organisational level, actuals reflect staff placements across networks, resulting in costs being recognised outside the original allocation. Depreciation shows an unfavourable variance of \$269K, driven by the use of a 3.10% CPI indexation rate in the budget. The actual revaluation of road assets resulted in higher than anticipated asset values, increasing depreciation expenses. Rates revenue shows a favourable variance due to early receipt of payments originally due at the end of November. Rate remissions and abatements show an unfavourable variance due to insufficient budget allocation for planning and development fee concessions.

2) **Office of the Chief Executive**

CEO is tracking \$32K unfavourable to Budget. The variance is driven by increased costs for expert advice, office administration, and project materials and services supporting civic functions. Civic functions are currently budgeted under Connections and Liveability, and the budget will be transferred back to the Office of the Chief Executive.

3) **Delivery and Performance**

DPT is tracking \$80K favourable to Budget. Labour costs show a favourable variance of \$401K, driven by workers compensation burning cost adjustments, position vacancies, and timing differences in payroll tax payments. Revenue shows an unfavourable variance of \$368K, primarily due to a delayed processing of on-street and off-street parking revenue from EasyPark App. October EasyPark revenues will appear November.

4) **Strategy and Innovation**

SIT is tracking \$332K favourable to Budget. The favourable variance is attributable to position vacancies and temporary savings in project materials and services.

5) **QVMAG**

QVT is tracking \$80K unfavourable to Budget. Employee benefits show an unfavourable variance due to termination payouts and increased casual hours. Other income is unfavourable due to the timing of bequest recognition. Materials and services show a favourable variance, primarily due to delayed expenditure on Exhibitions and Learning and Engagement projects, which are expected to progress in the coming months.

6) **Connections and Liveability**

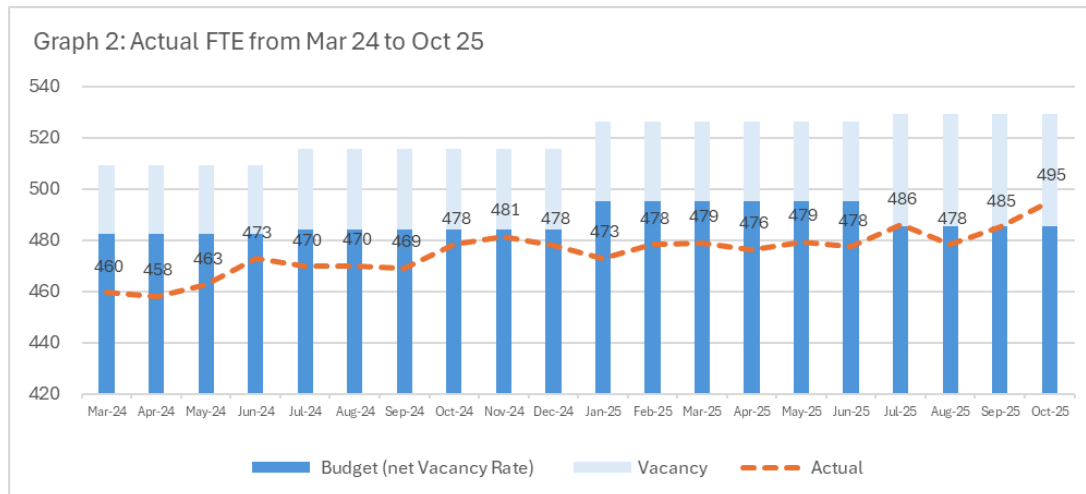
CLT is tracking \$177K favourable to Budget. User fees show a favourable variance, with Carr Villa, Aquatic Centre, UTAS Stadium, QVMAG, and Launceston Waste Centre all exceeding revenue targets. Materials and services show an unfavourable variance due to unbudgeted project costs arising from the delayed UTAS Stadium transfer.

7) **Community Asset and Design**

CDT is tracking \$2.0m favourable to Budget. User fees and charges are favourable due to the Waste Centre processing a substantial volume of contaminated soil in September and increased gas extraction royalties. Employee benefits are favourable due to labour charges being allocated to other operational areas. Materials and services are favourable due to increased recovery from other areas.

### Labour Analysis

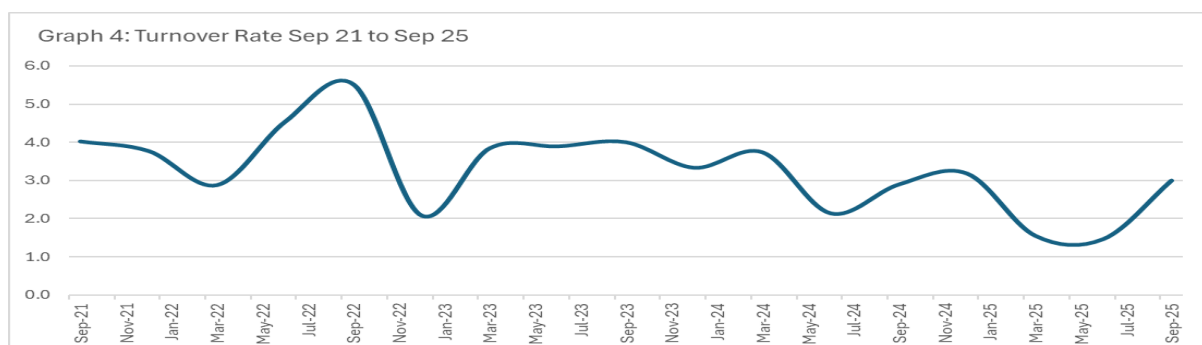
**Graph 2** illustrates the monthly Full-Time Equivalent (FTE) trends from March 2024 to October 2025, comparing Budgeted FTE (net of vacancy rate), Vacancy, and Actual FTE levels. The budget figures incorporate an assumed vacancy rate to reflect expected staff movement and recruitment delays. As a result, comparisons between budget and actuals may appear narrower than the true vacancy position, since high-level budgeting already accounts for a degree of turnover.



**Graph 3** shows the budget positions before applying vacancy rate adjustments. It reflects on the current reporting month only. This table excluded SLT, ELT and casual positions.

	Budget FTE	Actual FTE	Variance FTE
<b>TOTAL</b>	<b>469.33</b>	<b>429.5668</b>	<b>39.7632</b>
Grade 1	0	0	0
Grade 2	86.29	76.1068	10.1832
Grade 3	111.29	104.19	7.1
Grade 4	80.66	73.75	6.91
Grade 5	87.35	77.64	9.71
Grade 6	66.34	61.09	5.25
Grade 7	35.4	34.99	0.41
Grade 8	2	1.8	0.2

**Graph 4** presents the percentage of employees leaving the organisation within a given period, indicating workforce stability. Rates peaked in mid-2022 but have since stabilised around 3–4%, showing improved retention and consistent staff movement through to September 2025.





Employee Benefit Breakdown

	2024/25 <u>Actuals</u> <u>YTD</u> <u>Excl.</u> <u>commitment</u>	2025/26 <u>Actuals</u> <u>YTD</u> <u>incl.</u> <u>commitment</u>	2025/26 <u>Budget</u> <u>YTD</u>	<u>Variance</u> <u>YTD</u>	<u>Annual</u> <u>Budget</u>
		[a]	[b]	[b] - [a]	
	\$	\$	\$	\$	\$
<b><u>Employee Benefit</u></b>					
EXP Labour Salaries	11,923,539	13,849,487	12,685,611	(1,163,876)	41,240,610
EXP Labour Super	2,242,200	2,579,096	2,375,170	(203,926)	7,655,233
EXP Labour Leave	2,095,055	2,337,014	1,869,349	(467,665)	5,671,272
EXP Labour Payroll Tax	882,882	430,908	948,254	517,346	3,094,965
EXP Labour Workers Comp Insurance	399,026	194,364	476,127	281,763	647,608
EXP Labour Other	401,777	190,687	333,247	142,560	999,739
EXP Labour Charged (Net)	(360,417)	(846,524)	(68,716)	777,808	(871,383)
EXP Fringe Benefits Tax	1,182	1,732	33,181	31,449	99,544
<b>TOTAL</b>	<b>17,585,242</b>	<b>18,736,766</b>	<b>18,652,223</b>	<b>(84,543)</b>	<b>58,537,587</b>

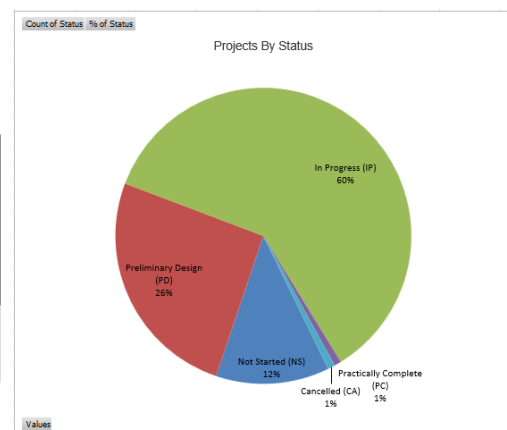
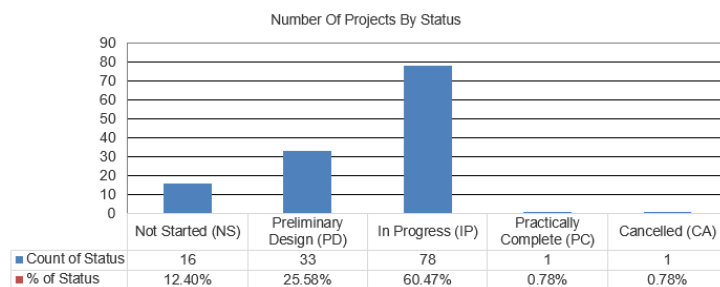
	2024/25 <u>Actuals</u> <u>YTD</u> <u>Excl.</u> <u>commitment</u>	2025/26 <u>Actuals</u> <u>YTD</u> <u>incl.</u> <u>commitment</u>	2025/26 <u>Budget</u> <u>YTD</u>	<u>Variance</u> <u>YTD</u>	<u>Annual</u> <u>Budget</u>
	[a]	[b]	[b] - [a]		
	\$	\$	\$	\$	\$
<b><u>Employee Benefit</u></b>					
32005 Salaries	11,440,842	13,290,530	12,337,510	(953,020)	40,108,941
32006 Overtime	448,038	523,684	348,101	(175,583)	1,131,669
32007 Supervision	7,474	0	0	0	0
32010 Standby Allowance	12,556	16,027	0	(16,027)	0
32020 Union affairs	779	712	0	(712)	0
32025 Meetings	9,624	13,529	0	(13,529)	0
32032 Non-Chargeable Productive Time	3,389	5,005	0	(5,005)	0
32033 Non-Productive Time	837	0	0	0	0
<b>EXP Labour Salaries</b>	<b>11,923,539</b>	<b>13,849,487</b>	<b>12,685,611</b>	<b>(1,163,876)</b>	<b>41,240,610</b>
38435 Superannuation	1,908,868	2,314,588	2,110,662	(203,926)	6,861,709
38439 Superannuation DBF Additional	333,332	264,508	264,508	0	793,524
<b>EXP Labour Super</b>	<b>2,242,200</b>	<b>2,579,096</b>	<b>2,375,170</b>	<b>(203,926)</b>	<b>7,655,233</b>
36205 Leave Annual	1,201,932	1,278,917	1,190,141	(88,776)	3,571,853
36210 Leave Long Service	429,284	464,898	435,066	(29,832)	1,305,721
36215 Leave Sick	355,316	468,300	244,141	(224,159)	793,698
36225 Leave Special	108,523	124,899	0	(124,899)	0
<b>EXP Labour Leave</b>	<b>2,095,055</b>	<b>2,337,014</b>	<b>1,869,349</b>	<b>(467,665)</b>	<b>5,671,272</b>
19425 Tax Payroll Tax	(52,058)	(198,023)	(48,667)	149,357	(146,000)
38555 Tax Payroll Tax	934,940	628,932	996,921	367,989	3,240,965
<b>EXP Labour Payroll Tax</b>	<b>882,882</b>	<b>430,908</b>	<b>948,254</b>	<b>517,346</b>	<b>3,094,965</b>
38785 Worker's Compensation	153,974	99,968	199,204	99,236	647,608
60934 Insurance WC Recovery	(153,974)	(185,416)	(123,077)	62,339	(400,000)
60935 Insurance WC Premiums	399,026	279,813	400,000	120,188	400,000
<b>EXP Labour Workers Comp Insurance</b>	<b>399,026</b>	<b>194,364</b>	<b>476,127</b>	<b>281,763</b>	<b>647,608</b>
38305 Travel (Training)	16,392	10,760	26,074	15,314	78,223
38310 Accommodation & Meals (Training)	19,665	26,589	27,500	911	82,499
38315 Training Registration Fees	216,842	76,499	119,481	42,982	358,443
38320 Association Subscriptions/Memberships	13,644	11,275	10,768	(507)	32,305
38660 Tools	32,901	14,440	31,445	17,005	94,334
38665 Clothing	37,112	14,151	46,259	32,109	138,778
38670 First Aid	543	2,268	4,867	2,599	14,600
38675 Safety Equipment	55,198	24,843	55,282	30,439	165,845
38677 Employee Recognition Departmental Costs	5,916	8,526	7,852	(674)	23,556
38680 Sundry Employee Costs	1,563	1,303	431	(872)	1,294
38690 Medical Costs	2,001	34	3,287	3,254	9,862
<b>EXP Labour Other</b>	<b>401,777</b>	<b>190,687</b>	<b>333,247</b>	<b>142,560</b>	<b>999,739</b>
24105 Project Labour Standard (FT & PT)	3,878,740	4,190,897	3,573,466	(617,431)	11,051,364
24305 Project Labour Other (OT, Casuals, Allowances, Backp	331,724	310,462	278,763	(31,699)	836,290
24306 Project Labour Overtime Oncost	64,613	62,524	48,381	(14,143)	145,143
39005 Labour Charged Recovery	(4,265,402)	(4,986,779)	(3,685,983)	1,300,796	(11,983,039)
39006 Overtime Charged Recovery	(370,091)	(423,628)	(283,343)	140,285	(921,141)
<b>EXP Labour Charged (Net)</b>	<b>(360,417)</b>	<b>(846,524)</b>	<b>(68,716)</b>	<b>777,808</b>	<b>(871,383)</b>
38540 Tax Fringe Benefits Employees	1,182	1,732	12,049	10,316	36,146
38550 Tax Fringe Benefits Motor Vehicles	0	0	21,133	21,133	63,398
<b>EXP Fringe Benefits Tax</b>	<b>1,182</b>	<b>1,732</b>	<b>33,181</b>	<b>31,449</b>	<b>99,544</b>
<b>TOTAL</b>	<b>17,585,242</b>	<b>18,736,766</b>	<b>18,652,223</b>	<b>(84,543)</b>	<b>58,537,587</b>

Capital Expenditure Report

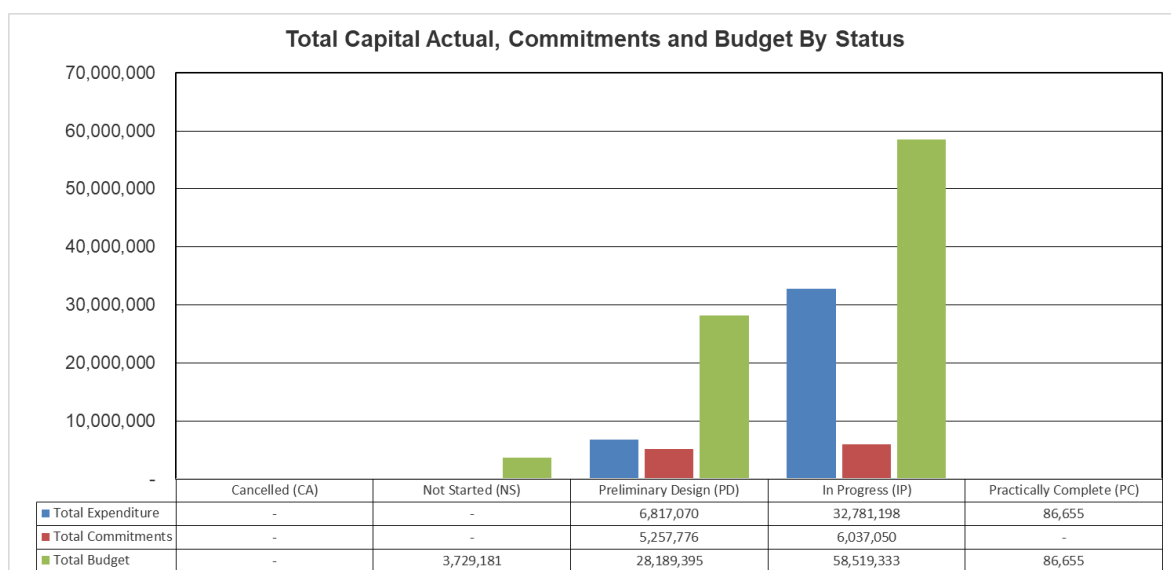
**Summary by Network**  
For the Period to : 31 October 2025

PROJECT DESCRIPTION	Funds	Actual Expenditure				Projected Expenditure		
	TOTAL ESTIMATE \$	W.I.P. JULY 1 \$	ACCRUED ORDERS \$	YTD EXPEND. \$	TOTAL ACTUAL EXPEND. \$	COMMITTED COSTS \$	ACTUAL PLUS COMMITTED \$	PERCENT OF BUDGET %
<b>GRAND SUMMARY NETWORK</b>								
Office of the Chief Executive	-	-	-	-	-	-	-	0%
Delivery and Performance	1,718,257	140,799	-	21,334	162,133	36,439	198,571	12%
Strategy and Innovation	6,030,000	450,956	-	70,355	521,311	180,194	701,505	12%
Queen Victoria Museum and Art Gallery	1,765,956	310,965	8,327	78,275	397,567	534,693	932,260	53%
Connections and Liveability	20,332,094	4,981,093	174,166	2,664,420	7,819,679	4,506,904	12,326,583	61%
Community Assets and Design	60,678,257	22,270,169	120,846	8,393,218	30,784,233	5,883,087	36,667,320	60%
Land Sales (see analysis below)	-	-	-	-	-	-	-	0%
<b>GRAND TOTAL</b>	<b>90,524,564</b>	<b>28,153,981</b>	<b>303,340</b>	<b>11,227,602</b>	<b>39,684,923</b>	<b>11,141,316</b>	<b>50,826,239</b>	<b>56%</b>

Total capital expenditure budget for 2025/2026 is made up of carried forward budget funds of \$48.73m, Current Year Council Funds of \$30.81m and External Funding of \$10.98m for a total budget of \$90.52m.



The Council currently has a total of 128 capital projects with 16 (12.50%) not started. In September period where there was a total of 128 capital projects with 19 (14.84%) not started.





**Funds Availability Analysis**

**Oct-25**

\$'000'

*Note*

<b>Cash as of 31 October 2025</b>	<b>1</b>	68,335
<b>2025/26 Statutory Estimate</b>	<b>2</b>	
Cash Inflow		106,380
Cash Outflow		(100,591)
Net Cash Movement		5,789
<b>Capital Program</b>		
Capital Grants not yet received		(6,833)
Capital Projects - incl Carry Overs		
CoL Funded		(69,192)
External Funded		(14,500)
Capital Actual Expenditure		39,685
Net Capital Project Movement		(50,840)
<b>Equity trusts and bequests</b>	<b>3</b>	3,135
<b>Current Asset - Rate &amp; Sundry</b>	<b>4</b>	1,894
<b>Liabilities</b>		
Payroll Provision		(6,704)
Waste Centre Rehabilitation		(19,971)
		(26,675)
<b>Significant Acquisitions</b>		0
<b>Total</b>		1,639

*Note:*

1) Cash + Investment Balance

2) Based on the statutory estimate excluding Capital Grant and depreciation

3) Bequest Reserve + Current year Movement

4) Rate and Sundry Debtors



To: Executive Leader Delivery and Performance, Launceston City Council

Attention Mr Nathan Williams

Dear Nathan,

In response to your request for the Community of St Patricks River District (Tas) Inc. to submit a formal request for rates remission we offer the following in the form of a Board / Cabinet submission.

Please contact me by email or phone if you require additional details or need to clarify our request.

Yours Sincerely,

Ron Reinhard

18 November 2025

President, Community of the St Patricks River District (Tas) Inc.

Email: [ron@merlingroup.com.au](mailto:ron@merlingroup.com.au)

Mobile: 0411 257 070

## **Request for Rate Rebate – Nunamara Memorial Hall**

### **Objective:**

The Community of St Patricks River District (Tas) Inc., previously known as the St Patricks River Progress Association Inc. (The Association) requests that the Launceston City Council (The Council) formally approve a rate rebate for the Nunamara Memorial Hall, located at 39461 Tasman Highway Nunamara for the period that the property has been owned and remains owned by the Community of St Patricks River District (Tas) Inc.

### **Background:**

The Nunamara Memorial Hall, located at 39461 Tasman Highway, Nunamara is the last of the three local halls that previously operated in the St Patricks River Valley east of Launceston. The other local community halls were at Patersonia, sold some time ago and no-longer operating as a community resource and Myrtle Park, which is still operated by Launceston City Council as part of a restricted access, seasonal camping and picnicking facility.

The Hall, erected using community volunteers and donated building materials was opened in 1929, specifically in remembrance of the sacrifice of a number of locals who served and died in the First World War.

Prior to 2015 the Launceston City Council decided to dispose of a number of underperforming and loss generating assets it believed were no longer either fit for purpose or not fulfilling a valid public need. There is little doubt that the hall was largely ignored by the Launceston City Council and was not regularly used for many local events.

Negotiations to sell the Nunamara Memorial Hall to the Association commenced in 2016 and was only finalised in March 2019 after the direct intervention of the previous Council CEO following the matter being raised with Council by the then Premier. During these negotiations the Association formally requested Council Staff raise a request for a Rate Rebate with the elected Councillors. We have no evidence that this was ever progressed for consideration by the elected councillors.

Since 2019 the Association has sought and obtained an exemption from State Land Tax on the basis that the Hall is operated by an incorporated, not-for-profit organisation where those responsible for managing the asset receive no financial benefit from those activities.

### **Issues:**

For all intents and purposes the Association has assumed what was previously a Launceston City Council responsibility to manage and maintain the Nunamara Memorial Hall without receiving any compensatory income from the Council. Additionally, the Association is being asked to pay rates for the privilege of maintaining and operating what should be seen as a community asset.



Since 2019 the association has utilised the Hall as a focus for community-based events, including the St Patricks River Valley Day event in March, Anzac Day celebrations, a mid-winter bonfire in June, Christmas Carols in December in addition to hiring out the hall for family events (weddings, birthdays, wakes) and for state and national polling activities. Whilst the utilization of the Hall has substantially increased since 2019 the net income from all external hires falls way short of the Valuer General's Assessed Annual Value, currently \$10,800. To achieve sufficient income to fully cover the AAV the Hall would need to be hired out at commercial rates for an average of one day per week. Our current, post COVID annual hire income has averaged around 10% of the AAV.

Since 2019 the Council has provided sponsorship toward the cost of running the annual St Patricks River Valley Day, but this is significantly reduced when payment of rates for the Nunamara Memorial Hall is included in the financial balance sheet. In Summary, the Association would be better off financially if it rented a paddock for the event, assuming that a suitable paddock venue could be found.

Included within the Rates Notice are fees for Waste Management (a 240-litre bin), the State Government Waste Levee (Offset) and the State Government Fire Service Contribution. The garbage service is only used after community events and hall hires (less than 10 waste services collections per year). As a group these are fees and charges that were not collected by the Council prior to the sale of the property. We believe that these fees and charges should also be considered within scope of any Rate Rebate granted by the Council.

**Options:**

There are three potential options for Councillors to consider and approve:

1. Provide a Full Rate Rebate in respect of the property at 39461 Tasman Highway, Nunamara for the period that the property has been owned and remains owned by the Community of St Patricks River District (Tas) Inc. . This will result in significant financial relief to the Association and only a minor decrease of \$1483.69 per annum tp Council's total rate income. This option is recommended
2. Provide a Full Rate Rebate in respect of the property at 39461 Tasman Highway, Nunamara for the current rate period only. This will result in a minor financial relief to the Association and minimal reduction of 1483.69 once to the Council's rate income this year. If this option is selected the Community of St Patricks River District (Tas) Inc. will need to make separate rate rebate submissions to Council each year and for the Council to consider that separate application each year. This option is not recommended.
3. Deny any Rate Rebate in respect of the property at 39461 Tasman Highway, Nunamara. This will result in ongoing financial pain for the association but will not reduce the Council's total rate income. This option is not recommended.

**Recommendation:**

It is recommended that Council approve a Full Rate Rebate for the property at 39461 Tasman Highway, Nunamara, known as the Nunamara Memorial Hall for the period that the property has been owned and remains owned by the Community of St Patricks River District (Tas) Inc.

## Audit Panel Charter

### **PURPOSE**

To set out the role, responsibilities, structure and processes of the Audit Panel.

### **SCOPE**

Applies to the oversight of all the Council's policies and processes (used in all the Networks and entities that are subject to the Council's control) that manages, administers or operates the systems of:

- (a) financial control and reporting, or
- (b) audit, or
- (c) risk.

### **POLICY**

#### **Legislative Framework**

The Audit Panel is established by section 85(1) of the *Local Government Act 1993* (Tas) and is subject to the provisions of the *Local Government (Audit Panels) Order 2014*.

#### **Objectives**

The Audit Panel is an advisory committee with responsibilities as detailed in this Charter. The key objectives of the Audit Panel are:

- (a) to assist the Council in the effective conduct of its financial reporting responsibilities;
- (b) the management of risk;
- (c) maintaining a reliable system of internal controls;
- (d) facilitating the conduct of the Council's activities in an ethical and responsible manner; and
- (e) review the accounting, internal control, anti-fraud, anti-corruption and risk management policies, systems and controls that the Council has in relation to safeguarding its long-term financial position.

The Audit Panel is to:

- (a) assist with the coordination of the internal and external audit functions to achieve overall organisational objectives in an efficient and effective manner; and
- (b) oversee changes to the Council estimates in accordance with section 82 of the *Local Government Act 1993* (Tas).

Outcomes sought for the Council and the community through the activities of the Audit Panel include:

- (a) enhanced internal and external financial reporting;
- (b) effective risk (financial and operational) management;
- (c) compliance with best practice guidelines, legislation and regulation;
- (d) an effective internal audit function; and
- (e) facilitation of effective communication between the auditors (internal and external), management and the Council.

#### **Role and Authority**

The Audit Panel's role is to advise and make recommendations to the Council on matters relevant to the Audit Panel's objectives.



The Audit Panel does not have authority to instruct management or authorise expenditure. However, the Audit Panel can request management take action or provide information and as part of its reporting to Council, advise of any circumstances where these requests have not been agreed to.

### Responsibilities

The Audit Panel is appointed to support the Council in the oversight of those activities necessary to progress and achieve organisational objectives.

Following are some of the duties of the Audit Panel related to the key objectives:

### Financial and Management Reporting

- (a) Review the Council's annual financial report, including:
  - accounting policies and practices (including changes)
  - the process used to make significant accounting estimates
  - significant adjustments (if any) arising from audit process
  - compliance with reporting requirements, and
  - significant variances from estimates or prior years.
- (b) Review draft quarterly financial reports; and
- (c) Review any business unit or special financial reports.

### Integration of Plans Under Part 7 of the *Local Government Act 1993* (Tas)

Review the Council's performance, whether and how the strategic plan, annual plan, long-term financial management plan and long-term strategic asset management plan are integrated and the processes by which, and assumptions under which, those plans are prepared.

### Risk Management

- (a) Monitor any significant issues relating to risk management, management's response and the actions taken as a result; and
- (b) Monitor the risk exposure of the Council by determining if management has appropriate risk management processes and adequate management information systems.

### Internal Audit

- (a) Review and approve the scope of the internal audit plan and program and the effectiveness of the function. The review should consider whether the plan systematically addresses:
  - internal controls over significant areas of risk
  - internal controls over revenue, expenditure, assets and liability processes
  - *value for money* of significant Council programs, and
  - compliance with legislation, policies and contractual terms.
- (b) Review the appropriateness of special internal audit assignments.
- (c) Review internal audit reports and monitor the performance of management in responding to recommendations.
- (d) Facilitate the interaction between the internal and external auditor to achieve optimal audit efficiency.
- (e) Monitor ethical standards and any related party transactions to determine whether the systems of control are adequate.

### External Audit

- (a) Review and approve the scope and planning of the external audit with the auditor.
- (b) Discuss any issues including those raised in the management letter and support the final resolution of these matters.

### Other

- (a) Review tendering arrangements and advise the Council.
- (b) Review issues relating to National Competition Policy.
- (c) Review performance indicators.
- (d) Consider any performance audit reports presented by the Auditor General and the implications for the Council.
- (e) Identify or oversee the investigation (including issues referred by the Council or the Chief Executive Officer) and reporting of any areas or issues requiring review.
- (f) Oversee the investigation of any suspected cases of fraud.
- (g) Monitor any major claims or lawsuits by or against the Council.
- (h) Report to Council after each Meeting and as necessary on the issues considered and the Panel's performance indicators.

### Membership and Remuneration

The membership of the Audit Panel will be consistent with the requirements of clause 5 of the *Local Government (Audit Panels) Order 2014* in particular:

- (a) minimum of three and a maximum of five members;
- (b) requirements for independent members; and
- (c) eligibility for membership.

The membership of the Audit Panel will be:

- (a) two councillors appointed through the process for the Council's committees, and
- (b) at least three external independent members, one of whom will be the Chair.

The Council's Community Appointments to Advisory Committees Policy (14-Plx-029) provides a framework for the appointments of members of the public to committees.

In regard to this Policy these provisions are extended as follows:

- (a) The Chair is required to have relevant business or commercial experience and preferably qualifications.
- (b) The Chair must meet requirements commonly referred to as the *fit and proper person test*.
- (c) The Chair must not have any conflict of interest or conflict of duty in the matters that are likely to be considered by the Audit Panel.
- (d) The Chair must be available to attend meetings subject to the usual meeting schedule, as determined by the Audit Panel from time to time.
- (e) Remuneration will be paid to each external member of the Audit Panel on a set fee per annum, or another basis as appropriate.
- (f) The evaluation of any external persons will be undertaken by the Mayor and Chief Executive Officer with a recommendation for appointment to be made to the Council.
- (g) Appointments of external persons are for a period of up to four years, subject to a maximum term of eight years.

- (h) If the Council proposes to remove a member of the Audit Panel it must give written notice to the member and provide that member with the opportunity to be heard at a Council meeting which is open to the public.

### Meetings

Consistent with the *Local Government (Audit Panels) Order 2014*:

- (a) the Panel shall meet at least quarterly, to coincide with reporting requirements. Clause 11(2) requires a minimum of four meetings per year. Given the responsibilities of the Audit Panel it is expected that there will be six to eight meetings per year.
- (b) additional meetings shall be convened at the discretion of the Chair or the written request of:
  - Mayor;
  - Chief Executive Officer;
  - Audit Panel Member; or
  - Auditor.
- (c) an external member of the Audit Panel shall be appointed as Chair (clause 6). In the absence of the Chair, Audit Panel members will appoint an acting Chair for the meeting.
- (d) a quorum shall be consistent with the requirements of clause 11(3) and (4) namely:
  - i. majority of the total number of members, and
  - ii at least two members who are independent members.
- (e) the Chief Executive Officer, or delegate and the internal auditor should attend all meetings, except where the full Audit Panel chooses to meet in camera.
- (f) the Council's employees and Councillors may be invited to attend at the discretion of the Audit Panel.
- (g) secretarial and administrative support shall be provided through the Organisational Services Network.
- (h) meetings shall be minuted and an Agenda prepared and distributed at least four days prior to the meeting. The Agenda will be structured around the functional areas of responsibility, being reporting, audit and risk.
- (i) the Agenda will be available to Councillors, the Chief Executive Officer, General Managers and employees involved in the meeting.

### PRINCIPLES

- The Audit Panel is to be independent and is to act independently of management and the Council.
- The Audit Panel has decision making power within the scope of its role and expertise to assist with the effective governance of the Council. Management are required to ensure that all reasonable requests are complied with and that reasonable financial resources are provided, within the budget framework.
- The Audit Panel will discharge its role in a constructive way that improves the operation of the Council in the area of Audit Panel responsibility.



**RELATED POLICIES & PROCEDURES**

11-Plx-001 Procurement Policy  
11-PI-002 Tender Review Committee Policy  
12-PI-001 Budget Management Policy  
14-Plx-029 Community Appointments to Advisory Committees Policy  
14-HLPrx-012 Committee Representation Details  
14-Plx-032 Code of Conduct for Councillors  
22-PI-030 Code of Conduct Policy  
14-PI-036 Audit Panel Code of Conduct

**RELATED LEGISLATION**

*Local Government Act 1993 (Tas)*  
*Audit Act 2008 (Tas)*  
*Local Government (Audit Panels) Order 2014*

**REFERENCES**

Audit Committees - A Guide to Good Practice ISBN 978-1-876604-03-05 (AICD)  
*Local Government Audit Panels - A Practice Guide (Revised March 2018) - Department of Premier and Cabinet, Tasmania*

**DEFINITIONS**

*Fit and Proper Person Test* - refers to assessing the capability of a person in terms of their qualifications and experience (Fit) and ethical standards (Proper).

**REVIEW**

This policy will be reviewed no more than three years after the date of approval (version) or more frequently, if dictated by operational demands and with Council's approval.

CITY OF LAUNCESTON - Audit Panel Charter

**DOCUMENT INFORMATION**

<b>Reference number</b>	14-Plx-010
<b>Version</b>	07/04/2022
<b>Review</b>	07/04/2025
<b>Key function</b>	Governance
<b>Document type</b>	Policy
<b>Responsible Network</b>	Organisational Services
<b>Approved by</b>	Council
<b>Action Officer</b>	Leanne Purchase
<b>Text search key words</b>	Audit panel terms of reference charter

<b>To be communicated to</b> (To be identified by Approver) (Insert ✓ in relevant row)		Department/Area only
		Network via General Manager and Team Managers
	✓	Specific Areas: • Chief Executive Officer • Chief Financial Officer
		Organisation-wide
	✓	Website
	✓	Intranet (via a link)
	✓	External notification e.g. Department Premier and Cabinet, Director Public Health, Tasmania Police • Audit Panel Members

<b>Hard copy distribution</b>	Not applicable
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**NOTE:** Always check to ensure you have the latest version of the document.

Document Information Page 1 of 1

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Version: 16, Version Date: 26/04/2022

**From:** "Richard Peck" <RPeck@6ty.com.au>  
**Sent:** Mon, 8 Sep 2025 16:46:38 +1100  
**To:** "Lyn Norris" <Lyn.Norris@launceston.tas.gov.au>  
**Cc:** "Stephen Nicholls" <stephen@keycapital.com.au>  
**Subject:** Awning Overhang Plan including elevation  
**Attachments:** 25050 Authorised Overhang Section75 support Plan- INCLUDING ELEVATION.pdf

Hi Lyn,  
Further to our conversation please confirm that this will suffice,  
Regards  
Richard



**Richard  
Peck**

Registered  
land Surveyor

**0419 556 579**

**Measured  
form and  
function**

Tamar Suite 103, The Charles  
287 Charles Street, Launceston 7250  
PO Box 63, Riverside 7250  
P 03 6332 3300

E [rpeck@6ty.com.au](mailto:rpeck@6ty.com.au)

W [6ty.com.au](http://6ty.com.au)

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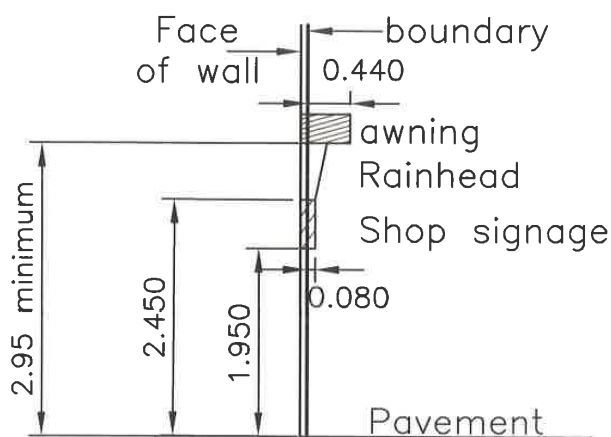
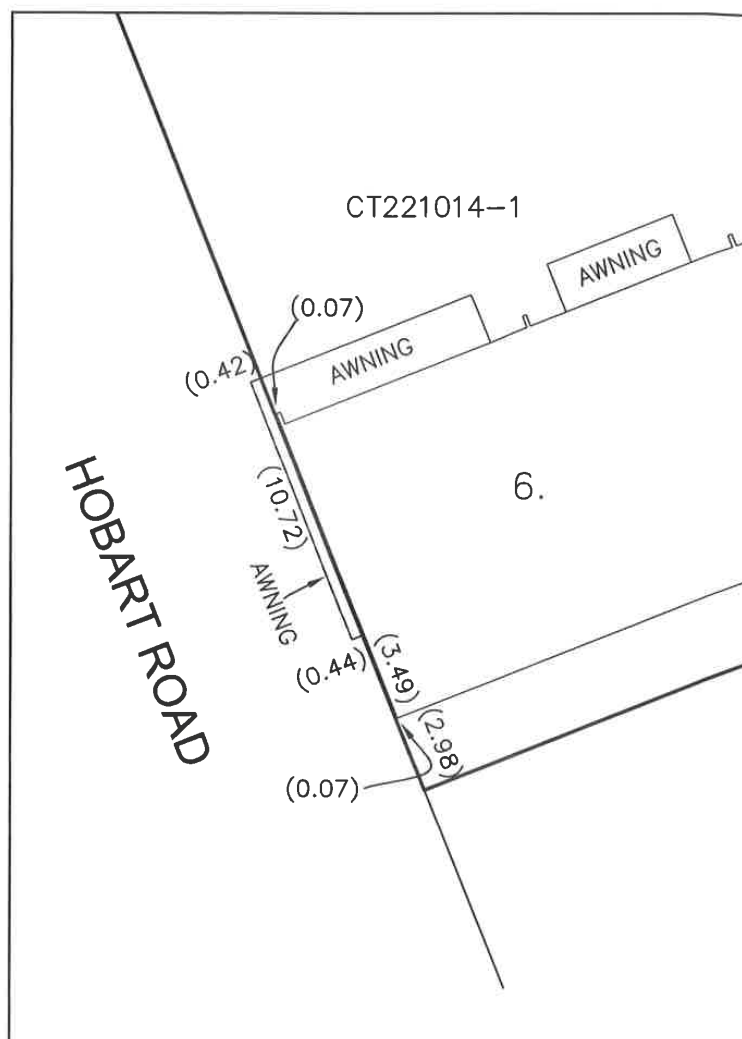




EXTENSION OVERHANG PLAN  
S.75CA Irregular Boundary with a Highway  
Conveyancing & Law of Property Act 1884



SCALE 1:250 @ A4



ELEVATION: NTS

Document Set ID: 5297920  
Version: 1, Version Date: 30/10/2025

  
Registered Land  
Surveyor  
8/9/25  
Date

## Council Meetings Policy (Frequency and Commencement Time)

### PURPOSE

The purpose of this policy is to set the:

- commencement times of Council, ~~and~~ Council Committee Meetings and Planning Authority Meetings;
- frequency of Council Meetings and Planning Authority Meetings; and
- the start time and day of Council's Annual General Meeting.

### SCOPE

This policy applies to Council Meetings, Council Committee Meetings, Planning Authority Meetings and the Annual General Meeting.

### POLICY

#### 1. Council Meetings

- 1.1 The first meeting of the calendar year will be a Council Meeting held on the fourth Thursday in January.
- 1.2 Subsequent Council Meetings will be held every four weeks on a Thursday on the third Thursday of each month.
- 1.3 If the Council Meeting falls on a Thursday that is a public holiday, the Council Meeting will be held on the Wednesday of the same week as the public holiday.
- 1.4 The final scheduled Council Meeting will be on the second Thursday in December, to avoid having a meeting close to the holiday period.
- 1.5 Council Meetings commence at 10.30am.

#### 2. Council Committee Meetings

- 2.1 The first meeting of a Council Committee will be convened on a day and time to be determined by Council by an absolute majority.
- 2.2 The day and time of subsequent Council Committee Meetings will be determined by the Council Committee by simple majority.

#### 3. Planning Authority Meetings

- 3.1 The first Planning Authority Meeting of the year will be combined with the first Council Meeting of the year to on the fourth Thursday in January.
- 3.2 The second Planning Authority Meeting will be held two weeks after the first Council Meeting/Planning Authority meeting
- 3.3 Subsequent Planning Authority Meetings will be held every four weeks on A Thursday after the second meeting.
- 3.4 If the Planning Authority Meeting falls on a Thursday that is a public holiday, the meeting will be held on the Wednesday of the same week as the public holiday.
- 3.5 The final scheduled Planning Authority Meeting will be combined with the final Council Meeting on the second Thursday in December, to avoid having a meeting close to the holiday period.
- 3.6 Planning Authority Meetings commence at 1.00pm. Combined Council Meeting/Planning Meetings commence at 10.30am.

**43. Annual General Meeting**

**43.1** The Annual General Meeting will be held on the first Thursday in December commencing at 5.30pm.

**PRINCIPLES**

The Council's organisational values apply to all activities.

**RELATED POLICIES & PROCEDURES**

Council Meeting and Workshop Schedule (14-Rfx-009)

**RELATED LEGISLATION**

*Local Government Act 1993 (Tas)*

*Local Government (Meeting Procedures) Regulations 2015*

**REFERENCES**

Not applicable.

**DEFINITIONS**

Not applicable.

**REVIEW**

This policy will be reviewed after each ordinary Council election, as required by the *Local Government (Meeting Procedures) Regulations 2015*.



14-Plx-001 | Version DRAFT 4/12/202529/05/2025

Approved by: Council  
Page 1 of 1

#### DOCUMENT INFORMATION

Reference number	14-Plx-001
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Review	01/11/2026
Key function	Governance
System	
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Responsible Network	Delivery and Performance
Approved by	Council
Action Officer	<u>Kelsey HartlandTeam Leader Governance</u>
Text search key words	Council meeting time commencement frequency

To be communicated to (To be identified by Approver) (Insert ✓ in relevant row)		Department/Area only
		Directorate via Director and Managers
		Specific Areas: •
	✓	Organisation-wide
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# IKEDA DELEGATION 2025

CITY OF LAUNCESTON DELEGATION REPORT

*28 October to 2 November 2025*

*Prepared by Strategy and Innovation*



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## **Executive Summary**

The City of Launceston Delegation visit to Ikeda, Japan was in response to the formal invitation extended by Ikeda City Mayor Tomoko Takizawa. While the original invitation anticipated a visit from 11 May 2025 to 17 May 2025, the Council requested a later timeframe to allow for consideration of visit objectives, comprehensive planning, budget considerations and alignment with the intended purpose of the visit.

The delegation primarily focused on the civic relationship of the 60th anniversary and explored future opportunities between the two cities. Objectives were set and aligned with the itinerary prepared by Ikeda City.

The Ikeda Delegation 2025 Report (Attachment 1) has been developed with the City of Launceston delegate. It is intentionally thematically structured to respond to the delegation objectives, instead of a day-by-day travel log. The thematic approach ensures the content focuses on strategic outcomes and actionable insights.

The delegation participated fully in the activities Ikeda City arranged and the delegates initiated conversations with their counterparts and stakeholders to deepen their knowledge and further consider how the City of Launceston can benefit from the Sister City relationship with Ikeda. The delegation heard of Ikeda's commitment to sustaining and deepening the Sister City relationship.

The comprehensive program of cultural engagements, formal ceremonies and traditional experiences for the delegation reflected Ikeda City's high regard for the Sister City relationship and affirmed a strong foundation to build on for future collaboration. Discussions were held with Ikeda's education stakeholders and confirmed Ikeda's interest and appetite to reactivate school-based exchanges.

Business meetings and factory tours provided insights into sustainability and workforce practices, particularly the balance between adopting new technologies and sustaining local employment. The value of in-person meetings and direct connection was evident in the interest expressed for potential trade partnerships connected with Launceston's UNESCO City of Gastronomy status.

Shared insights from community engagement observations, including Ikeda's decentralised governance and volunteer-driven models, offered lessons for strengthening local and resident participation.

The delegation recognised that realizing the benefit for the Launceston community will require further work to review the opportunities, assess the benefits and define the extent of Councils role. This would incorporate legislative considerations and assessing the return on any Council investment into the potential Sister City relationships. This could result in the development of a Sister City Implementation Plan with targeted actions and highlight community involvement.

## Delegation Report

The delegation members representing Launceston included:

### Elected Members

- Mayor Matthew Garwood
- Councillor Alan Harris
- Councillor Susie Cai
- Councillor Andrew Palmer
- Councillor Tim Walker

### City of Launceston Staff

- Sam Johnson OAM – Chief Executive Officer
- Liz Bowerman - Executive Assistant - Mayor
- Zara Dawtrey - Senior Communications Officer

### Community Representatives

- Peter Stackhouse

The key opportunities recognised for the visit included:

### Cultural Exchange:

- Participate in cultural programs and activities hosted by Ikeda.
- Share Launceston's unique cultural and historical identity through exhibitions, performances, or other formats, seeking to explore further opportunities.

### Educational and Youth Exchange:

- Discuss the expansion of student exchange programs, internships, and educational collaboration.
- Explore opportunities for mutual learning in educational systems, especially around areas of sustainability, technology, and innovation.
- Understand opportunities for partnerships with key educational providers both in Ikeda and Launceston (for example UTA).

### Economic Collaboration:

- Explore potential for tourism, investment, and trade opportunities between Launceston and Ikeda.
- Facilitate discussions regarding business opportunities in sectors such as agriculture, renewable energy, and technology.
- Explore and understand how the City of Launceston can maximise its UNESCO City of Gastronomy through strengthened ties with Ikeda.

### Community Engagement:

- Foster closer ties between local organisations in both cities, including community groups, social clubs, and volunteer organisations.
- Share experiences in common and emerging strategic importance, as well as broader city governance.

## 1. Cultural Exchange Objective

- Participate in cultural programs and activities hosted by Ikeda.
- Share Launceston's unique cultural and historical identity through exhibitions, performances, or other formats, seeking to explore further opportunities.

### Delegation experience, observations and learnings

The delegation was warmly welcomed by Mayor Takizawa, Deputy Mayors and the City Councillors, beginning with an energetic Taiko drum performance by local group Kaze, followed by a commemorative ceremony in the Council Chamber.

Mayor Takizawa and Mayor Garwood each honoured the six decades of friendship and shared commitment to respect, learning and understanding. Official photographs mark the milestone occasion.

The 60-year partnership was proudly celebrated in Ikeda with street banners displayed along the city's main shopping street.

Ikeda City extended exceptional hospitality throughout the visit, creating an atmosphere of genuine warmth, respect and enthusiasm. Every detail conveyed the City's appreciation and high regard for its longstanding relationship with Launceston.

The delegation took part in a traditional tea ceremony at the Ichizo Kobayashi Memorial Hall and a Kimono Experience. They learnt about the Japanese tradition of celebrating ages 3, 5, 7, and 20 - significant milestones that mark key stages in life. The experience highlighted the respect for heritage and the importance of family connections.

Satsukiyama Zoo is home to world-famous wombat, Wain. Rescued from his mother's pouch after a road accident in Tasmania in 1989, Wain and two females, Wonder and Tia were transferred to Ikeda in 1990 to celebrate the 25th anniversary of the sister-city relationship. Wain is recorded in the Guinness World Record as the oldest living wombat.

The first exchange of animals occurred in 1986, when Launceston gifted Ikeda a pair of wombats, and in return, the City of Launceston received macaques, a gesture of friendship and now an attraction for both cities.

The Satsukiyama Zoo wombat habitat is currently undergoing extensive renovations and is scheduled to reopen in 2027, with upgraded facilities aimed at enhancing education and conservation.

Androo Kelly, Managing Director/Owner of Trowunna Wildlife Sanctuary has played a key role in overseeing Ikeda's wombat program making numerous visits to support the care of the animals. The delegation acknowledged that the City of Launceston's involvement in the program should be reviewed and recommended a future meeting between Androo Kelly and the Council on return.

The wombat appears to be a cherished symbol of Ikeda, with its image widely featured in their city branding, business cards, merchandise and even bike helmets!

The Cup Noodles Museum provided an engaging, hands-on experience where participants created their own noodles while exploring the story behind one of Japan's most iconic exports. The visit showcased the city's pride in its manufacturing heritage, food culture and Japanese innovation. The museum was well attended and clearly popular with visitors.



Community representation within the delegation, provided by former exchange student Peter Stackhouse, was highly valued by the delegation for the insights, continuity and community perspective he brought to the group.

**Outcome response to objective**

The visit strengthened the Sister City relationship through formal ceremonies and cultural experiences, including a tea ceremony, Kimono practice, and Taiko drum performance. These activities provided cultural insights and reinforced mutual respect. While no immediate programs were implemented, opportunities were identified for reciprocal cultural showcases and collaboration on wildlife conservation, particularly through the wombat program at Satsukiyama Zoo. The inclusion of a former exchange student added continuity and community perspective and highlighted community involvement for future visits. Realising benefits will depend on developing structured cultural exchange initiatives and maintaining engagement with Ikeda.

## 2. Educational and Youth Exchange Objective

- Discuss the expansion of student exchange programs, internships, and educational collaboration.
- Explore opportunities for mutual learning in educational systems, especially around areas of sustainability, technology, and innovation.
- Understand opportunities for partnerships with key educational providers both in Ikeda and Launceston (for example UTAS).

### Delegation experience, observations and learnings

At Hosogo Compulsory Education School, the delegation was welcomed with music, dancing and traditional games by enthusiastic students. The delegation was invited to join the art class, learning the art of Japanese calligraphy painting.

Education is central to Ikeda City's role, with a strong emphasis on environmental stewardship. The visit highlighted how education fosters civic responsibility. Ikeda's model of education-driven community pride offers lessons that could inform Launceston's sustainability and waste reduction initiatives.

The Ikeda Diversity Centre (Tsunagarie Ishibashi), formerly the Multicultural Centre brought together international students to learn about Japanese culture and language while contributing to local industry - a positive model of global collaboration.

### Community representation

As a student in 1968, Peter Stackhouse expressed an interest in Agriculture which resulted in enrolment at Osaka Prefecture Engei High School for Horticulture. The school is located within the Ikeda City but is administered by the Osaka Prefecture Educational Department. As northern Tasmania is recognised as a leader in agricultural production, endorsed by the UNESCO City of Gastronomy designation, there may be an opportunity for exchanges with a Launceston School or educational institution relating to agricultural science.

### Outcome response to objective

Discussions with education leaders confirmed Ikeda's interest in reactivating school-based exchanges post-COVID. Meetings with the Superintendent of Education, School Principal and Deputy Mayor explored evolving Sister School relationships, including shifting from letter exchanges to video communication.

The delegation observed Ikeda's emphasis on sustainability and civic responsibility in education. Opportunities for agricultural science exchanges were identified, leveraging Launceston's UNESCO City of Gastronomy status. These outcomes represent potential rather than immediate impact and will require formal agreements and operational planning to progress.

## 3. Economic Collaboration

- Explore potential for tourism, investment, and trade opportunities between Launceston and Ikeda.
- Facilitate discussions regarding business opportunities in sectors such as agriculture, renewable energy, and technology.
- Explore and understand how the City of Launceston can maximise its UNESCO City of Gastronomy through strengthened ties with Ikeda.

#### **Delegation experience, observations and learnings**

The delegation met with the Chamber of Commerce and connected with local leaders and business representatives.

Two factory visits provided valuable insights into industry and innovation, particularly in approaches to workforce stability, environmental responsibility, and waste-reduction processes.

The delegation visited Daihatsu Motor Co., where they met Vice President Mr. Hiromasa Hoshika. They were impressed by Daihatsu's commitment to understanding its customers and continuously improving its products. Selling over 4.8 million vehicles annually, Daihatsu credits its success to innovation and strong customer relationships. Daihatsu attributed the wombat's significance to its philosophy of staying close to customers and enriching their lives.

Toyoso Co. Ltd manufactures and exports Japanese rice crackers and snacks to more than 500 locations across Japan and internationally. Through a private factory tour, the delegation observed a mechanised production system complemented with manual quality control performed by local workers. The factory also demonstrated waste-reduction processes.

The two manufacturers offered a striking contrast. Toyoso's rice cracker factory operates as efficiently, relying on aged machinery and employing staff for tasks that remain largely manual. In contrast, the Daihatsu factory showcased advanced robotic and automated manufacturing. A key observation was that companies continue to employ local labour to assist with quality control alongside robotic and AI systems.

Gastronomy: The delegation identified opportunities regarding the two cities respective food cultures. While not yet discussed with Ikeda City, opportunities for a chef exchange or a primary produce expo have been identified.

Trade opportunity: An Ikeda Councillor expressed interest to explore the possibility of future trade collaborations including the exchange of locally crafted products such as beer, gin, and whiskey. This is recognised as an opportunity to involve the State Government.

Industry enablement/attraction: Delegates expressed an interest to understand the Ikeda Councils role in incentives or ongoing support that is offered to the manufacturing sector, and the roles of Osaka Prefecture and national government in enabling productivity.

#### **Outcome response to objective**

Engagement with the Chamber of Commerce and factory visits provided insights into Ikeda's manufacturing practices, sustainability measures, and workforce models. Discussions highlighted potential trade opportunities, including local craft beverage and gastronomy-focused initiatives such as chef exchanges. While these ideas were not formalised during the visit, they present scope for future collaboration. Realising economic benefits will depend on follow-up engagement with Ikeda, local industry, and State Government partners to scope and develop actionable programs.



#### 4. Community Engagement Objective

- Foster closer ties between local organisations in both cities, including community groups, social clubs, and volunteer organisations.
- Share experiences in common and emerging strategic importance, as well as broader city governance.

##### **Delegation experience, observations and learnings**

Preliminary discussions with the community service organisation, Rotary Ikeda indicated strong interest in cultural exchange initiatives.

Briefings were received on the Council Chamber, followed by sessions on council administration, education, and infrastructure responsibilities.

The delegation met Mayor Tomoko Takizawa for a commemorative ceremony, followed by informative presentations on education, business and industry, waste management, artificial intelligence and disaster prevention - each showcased Ikeda's progressive approach to governance and innovation.

##### **Discussions on Ikeda's Regional Decentralisation System and resident-led committees provided insights on:**

*Empowered Local Governance:* Ikeda uses a decentralised model that gives residents a direct role in decision-making through community-led committees.

*Disaster Prevention Leadership:* These committees actively manage local disaster preparedness, ensuring rapid response and resilience.

*Shared Funding Model:* Initiatives are supported by contributions from households, fostering ownership and accountability.

*Civic Pride and Volunteering:* Resident-led projects strengthen social cohesion and encourage volunteer participation in cultural and safety programs.

*Balance of Responsibility:* The system promotes a mix of self-help, mutual aid, and public assistance, creating sustainable community networks.

*Resident-Led Town Development Committees:* Funded by an annual household fee, positive benefits and intent however committees are facing declining membership.

*Rates and Funding:* No rate increases have been introduced to support new initiatives.

##### **Discussions on Ikeda Council Services included:**

*Education:* Council provides approximately 850 meals daily across four schools, reflecting its central role in education.

*Firefighting Services:* Fully Council-operated, featuring well-equipped fire tenders powered by LPG rather than diesel or electric motors.

#### Housing trends

A combined elementary and senior high school is located in the hills near Ikeda. The area, once an affluent, family-oriented suburb, now has a predominantly older population as many long-term residents remain. Younger families increasingly prefer living closer to Osaka's CBD for convenience and access to amenities.

The city features a blend of residential and commercial spaces, predominantly medium-density housing up to four storeys. Ground floors often accommodate commercial activity, in particular small, 'hole-in-the-wall' style restaurants.

#### Transport

##### Active transport network

- Cycling is a common mode of transport.
- Bike parking is widely used, including multi-level facilities integrated into every available space. Paid public bike racks are available.
- Major arterial roads often include bike paths or wide footpaths for cyclists, while highways and toll roads prohibit cycling.
- Compact "K Cars" (under 3.4m long and 2m high) are popular.
- Parking: Off-street parking is limited for residents and multi-storey 'stacker' systems are often used to maximise space.
- Drivers consistently stop at zebra crossings - even when not legally required.
- Trains are clean, punctual, and easy to navigate. Following the color-coded lines made getting around simple. Bullet trains provide an excellent way to experience the countryside up close, with numerous tunnels cutting through mountains.

#### Waste and cleanliness

- Streets in Ikeda are remarkably clean, with virtually no litter observed.
- Public rubbish bins are largely absent.
- Cleanliness and personal responsibility are taught in schools.

#### Infrastructure resilience

Power and telecommunications cables are installed overhead on poles rather than underground, as is common in Tasmania. When asked why, the explanation was that this approach allows faults to be quickly identified and repaired following the frequent natural disasters they experience.

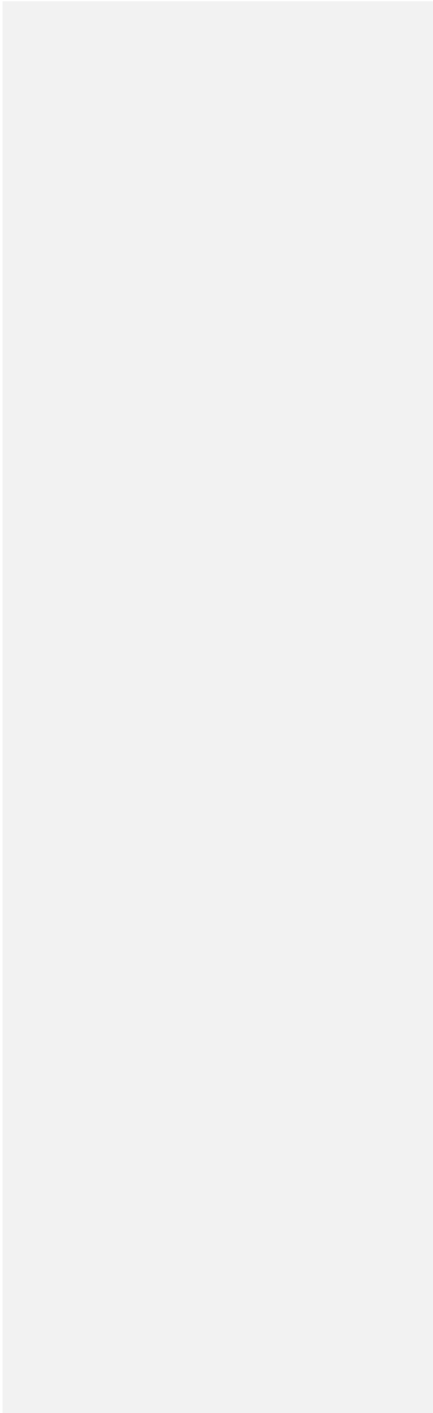
#### Homelessness

This is the responsibility of Osaka Prefecture.

#### Outcomes response to objective

The delegation observed Ikeda's decentralised governance model and volunteer-driven initiatives, which offer lessons for community empowerment and disaster resilience. Preliminary discussions with Rotary Ikeda indicated interest in cultural exchange programs for community service organisations and groups.

Presentations on governance, waste management and disaster prevention provided insights that could inform Launceston's approach to operational matters and resilience planning. These observations represent opportunities for adaptation rather than immediate outcomes and will require further exploration and local consultation.





### Actions and opportunities arising

The following actions and opportunities were recognised during the visit:

- Invite Androo Kelly, Managing Director/Owner of Trowunna Wildlife Sanctuary to meet with Councillors to learn more about the wombat program.
- Facilitate Sister Schools' exchange
  - Facilitate connections between schools
  - Potential for video exchange (rather than traditional letters), if schools wish to participate.
- Explore gastronomy opportunity via a chef exchange.
- Plan Community Service Organisations exchanges - define Council's role.
- Develop and host web pages with Ikeda sister city information.

Commented [SM1]: This can be arranged via Sarah / Lorraine

### Delegation Costs

The unreconciled total expenditure for the visit is \$58,803. The budget allocated for Sister Cities in this financial year is \$11,330.

The Budget Amendment will be presented at the first Council Meeting of 2026 for the remaining amount (\$47,470) proposed from the Council Reserves budget. As these amounts are an unreconciled total expenditure, the final expenditure may differ following reconciliation.

### Conclusion

The Ikeda delegation visit marked an important milestone in the 60-year Sister City relationship. The significance and importance of the relationship to Ikeda City was evident throughout the visit.

The delegation's visit proved highly enriching, creating a valuable platform for exploring future collaborations and unlocking opportunities for the Launceston community. Clear potential emerged through commitments and identified initiatives spanning cultural, educational, economic and governance domains.

Had the visit not taken place, it would have represented a missed opportunity to reaffirm the Sister City relationship, explore future collaboration and could have signalled a lack of commitment to sustaining the relationship.

Key observations included Ikeda's strong interest in reactivating school-based exchanges post-COVID, discussions on evolving Sister School relationships, and opportunities for agricultural science collaboration. Economic engagement highlighted potential trade partnerships and gastronomy-focused initiatives, while factory visits provided insights into sustainability and workforce practices. Community engagement learnings, such as Ikeda's decentralised governance and volunteer-driven models, offer ideas for strengthening local participation and resilience.

The value of the visit lies in these insights and the willingness of both cities to progress collaboration. Realising community benefits will depend on translating these opportunities into actionable programs through research, a Sister City Action Plan, operational engagement, and ongoing communication with Ikeda.

**Proposed Next steps:**

- Review and prioritise actions arising from the visit.
- Review current sister city/friendship city arrangements.
- Research sister cities and international relationships incorporating legislative obligations (*Foreign Relations Act*).
- Define purpose, relationship intent and community benefit.
- Assess options, investment, extent of resource commitment against return.
- Based on findings, develop an international relations implementation plan in accordance with *Foreign Relations Act* and aligned to the Strategic Plan. Collaborate with sister cities and stakeholders through the process.
- Through corporate planning, engage operational teams to implement the Plan.
- Maintain regular communication with Ikeda to ensure continuity and momentum.

**Ikeda 2025 Trip Itinerary**

Day/Date	Start Time	End Time	Itinerary
<b>Tuesday</b> 28/10/2025	8:10		Arriving at Itami Airport from Haneda Airport ( NH0013)
<b>Wednesday</b> 29/10/2025	8:00		Departing from the hotel
	9:15	9:30	Welcome performance by Japanese drum group "Kaze" in front of Ikeda City Hall
	9:30	10:00	Move to the 3rd floor of city hall, stand-by at council meeting room
	10:00	11:00	Commemorative Ceremony at City Council Chamber
	11:00	11:30	Explain the City Council Chamber, Take a Commemorative photo
	11:30	12:50	Move to lunch venue on foot, City Council's Welcome Lunch
	13:00	15:00	Explain the city facility and administration overview
	15:00	17:15	Take a break at City Hall (1st floor lobby area/City Hall inspection etc.)
	17:30	19:30	Welcome reception at Chamber of commerce
	20:00		Arriving at the hotel
<b>Thursday</b> 30/10/2025	9:00		Departing from the hotel
	10:00	11:00	Satsukiyama Zoo
	11:30	12:30	Lunch
	13:00	14:00	Attending the City Council General Affairs Committee.
	14:30	16:00	Move to the Cup Noodle Museum on foot
	16:00	16:45	Strolling around Ikeda station district, take train to dinner venue
	17:30	19:00	Dinner Kushi-katsu) *deep-fried skewers
Settlement Committee	20:00		Arriving at the hotel
<b>Friday</b> 31/10/2025	8:30		Departing from the hotel
	9:30	11:00	Visit Daihatsu Motors Co., Ltd main office
	11:30	13:00	Hosogo Compulsory Education School, Ikeda
	13:30	15:30	Toyosu Factory tour
	16:00	17:30	Take a break at City Hall
	18:00	19:30	Mayor's Welcome Dinner Japanese Kaiseki)
			*traditional Japanese multi-course meal
	20:30		Arriving at the hotel



Day/Date	Start Time	End Time	Itinerary
Saturday 01/11/2025	9:00		Departing from the hotel
	10:00	11:00	Kimono Experience in Chaboen at Sakaemachi shopping street
	11:30	12:30	Lunch
	13:00	13:30	Tea Ceremony Experience at Ichizo Kobayashi Memorial Hall
	13:40	14:30	Take a commemorative photo at Ikeda Castle Park
	15:00	15:30	Change out of Kimono in Chaboen at Sakaemachi shopping street
	16:00	17:00	Tsunagarie Ishibashi
	17:00	17:30	Strolling around Ishibashi Shopping Street
	17:30	19:30	Dinner Party at Yasubei
	20:30		Arriving at the hotel
Sunday 02/11/2025	AM		Hotel⇒ Shin Osaka ⇒ Tokyo



# Annual report

2024-25



**LAUNCESTON**  
**CENTRAL**

YOUR GUIDE TO THE CITY





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**About us**

**LAUNCESTON CENTRAL**  
**Your guide to the city**

Launceston Central is responsible for the marketing and promotion of the Launceston central business district.

We are an independent, not-for profit organisation engaged by the City of Launceston to lead marketing and promotion activities to ensure that central Launceston is the premier destination that target market audiences visit for entertainment, food and beverage, tours, accommodation and attractions, social connection, unique experiences, services, and shopping in northern Tasmania.

We do this through strategic seasonal campaigns, tactical marketing activity, place activation, and the promotion of events in the CBD. We pilot and deliver commercial events where they are connected to core campaigns and necessary to trigger behavioural change in target markets.

We also maintain an advocacy role to ensure central Launceston remains competitive and marketable at a local, regional, and national level.



About us

OUR AREA OF INFLUENCE

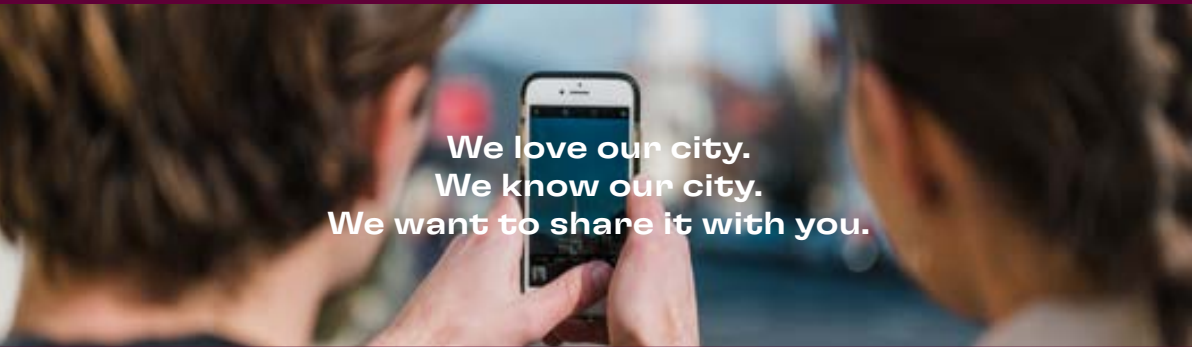
For the most part, our activities are concentrated within the boundaries of our ‘core service area’ (scan the QR code to view a map), however where appropriate, our efforts will at times extend to include locations within the ‘flexible marketing and promotions area’, shown on the same map.

In positioning ourselves as ‘central Launceston’ experts, we have a clear scope for our activities and through strategic collaboration with strategic partner organisations we ensure our energy and resources are synergised to maximise the impact and efficiency of our efforts.



Scan the QR code to view our core service area map.

OUR PURPOSE



WE VALUE

CONNECTION

Our city is for everyone. We exist to bring people together.

VIBRANCY

Life should be fun. We bring energy to everything we do.

BEING REAL

We are unapologetically us, so you can be unapologetically you.

About us

OUR OBJECTIVES

SELL OUR CITY

We are synonymous with Launceston.

We are known as the most reliable place to go for everything Launceston. Businesses come to us first to promote themselves. We are valued by residents, visitors, and stakeholders.

CREATE VALUABLE EXPERIENCES

Our events and activations can't be missed.

They are looked forward to, talked about, and well-attended, raising the profile of, and activity in, the city centre. They create great outcomes for all involved.

BE LEADERS IN PLACE-BASED MARKETING

We are thought leaders in place-based marketing.

We are creative and operationally savvy. We are nationally recognised. Our marketing practices inspire others to seek out our expertise.

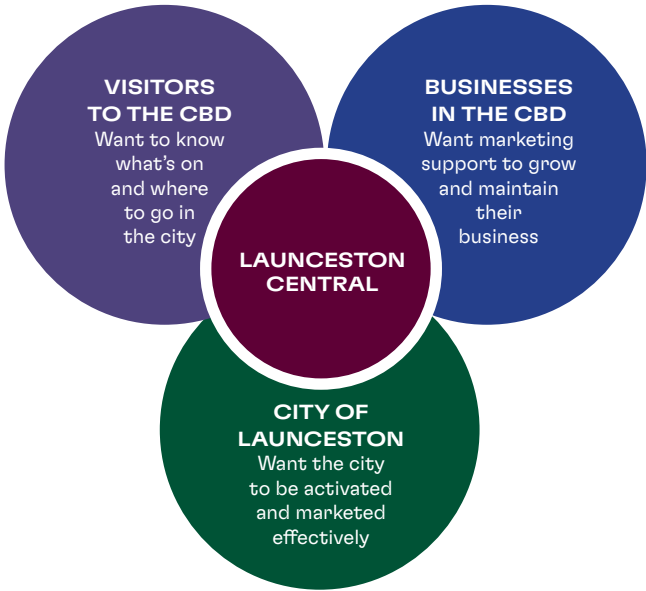
OUR STAKEHOLDERS

We are accountable to three core stakeholder groups, each with distinct needs and objectives to be met:

**City of Launceston**, as the primary source of our funding and a key strategic partner, looks to us to invigorate and activate the CBD, drawing on our strong technical skills and established relationships with city businesses, to deliver powerful marketing campaigns, unmissable events, and ongoing industry liaison.

**City businesses**, whose success relies on the continued vibrancy of the CBD, look to us to bring people (customers) into the city centre. They include retail stores, service providers, event organisers, local markets, and champions of Launceston's heritage and gastronomy. They seek cooperative marketing opportunities and a conduit to Council and other support agencies.

**Visitors to the city**, whether they come from the next suburb, Hobart, the mainland, or the other side of the world, we bring them to the heart of Launceston to experience all our great city centre has to offer. They want easy access to information about the city, its shops, and services; they want to know what's on, and they want to be wowed by experiences they can't have anywhere else.





Chair's report



This year marked the third and final year of our initial three-year agreement with the City of Launceston. I'm pleased to share that we have successfully negotiated for another three years, with the potential for a further

three years to follow. This renewed commitment provides a strong foundation for our work and reflects the confidence our partners have in the value Launceston Central brings to our city.

Activating our city

Last Winter saw the launch of a brand new initiative, The Lounge. By transforming an empty CBD shopfront into a welcoming community space, we created a place for people to connect, relax, share music, or simply enjoy their lunch. Thanks to the generosity of local businesses who provided funding, furniture, instruments, games, and décor, The Lounge quickly became a popular hub.

The concept also gained national and international attention. We were proud finalists in the global City Nation Place Awards - one of only six, alongside projects from cities such as Budapest and Copenhagen. While we didn't take home the top prize, the exposure was invaluable and affirmed the creativity and impact of our team. Importantly, The Lounge has sparked broader conversations about the role of 'third spaces' in our community and how these can be nurtured in Launceston.

In October, we celebrated the fourth year of our flagship food and wine event, NORTH Festival. With 31 venue-based experiences across the city, the festival attracted around 3,700 attendees and once again highlighted the depth and diversity of our local hospitality sector.

November and December brought festive cheer with activities including Santa's Mailbox, the Find Santa's Reindeer shop window competition, and the 12 Shoppers of Christmas campaign - all designed to drive foot traffic and build a sense of celebration in the CBD.

Early 2025 saw retail take centre stage. The TAGSOFF\_ fashion parade and Super Sale Saturday created buzz and boosted local business activity, while our Shop to Win competition drew nearly 1,000 entries and recorded close to \$90,000 in spending. These results show that with creative activations, we can support retailers even during challenging economic conditions.

People and leadership

This year also brought changes within our team. In December 2024, our long-serving Executive Officer, Amanda McEvoy, stepped down to take on a new opportunity with AT+M Marketing. We thank Amanda sincerely for her many years of dedication, positivity, and commitment, which guided Launceston Central through times of change and growth.

During the transition, we were fortunate to have our People and Promotions Manager, Madi Biggelaar, step up and take on the role of Interim EO for five months. Madi did an outstanding job of leading the organisation with energy and focus - thank you, Madi, for your leadership during this time.

In June, we were delighted to appoint Gab Dicarlanantonio as our new Executive Officer. With strong experience in tourism, events, and economic development from her work with Mackay Regional Council - combined with three years of living in Launceston - Gab brings both expertise and local insight. Her passion for our city and region makes her the ideal leader to guide us into the next phase.

As our year came to a close, we also farewelled three valued board members: Nathalie Gower, Lisa Wright, and Jarred Ranson. Their expertise and commitment over the past three years have been instrumental in strengthening our organisation and shaping our strategic direction. On behalf of the board, I thank them for their expertise, commitment, and dedication.

Looking ahead

As we enter the 2025-26 financial year, there is renewed sense of energy at Launceston Central. With a new agreement in place and a strengthened team, we are well-positioned to build on our successes. Collaboration remains at the heart of our approach - we are working closely with the City of Launceston, the Chamber of Commerce, Visit Northern Tasmania, and NTDC to align strategies and maximise impact. Together, we are focused on promoting our region, supporting our businesses, and creating experiences that showcase the very best of Launceston. Our city has so much to offer, and Launceston Central is proud to play a leading role in showcasing its strengths. The year ahead promises new opportunities, stronger partnerships, and continued momentum in making our city centre a thriving, welcoming place for all.

Monica Plunkett

Chair  
Launceston Central Board

Executive Officer's report



I'm honoured to have joined Launceston Central as Executive Officer in June 2025, and while I wasn't present for the activities of the past year, I'm deeply inspired by the incredible work that has been

achieved. The creativity, commitment, and community spirit demonstrated by the team, board, and stakeholders have laid a strong foundation for the future.

As we move into the next phase of our journey, I'm excited to bring fresh energy and a passion for people, place, and purpose. My vision is to build on the momentum already created by:

- Activating our city with vibrant, inclusive experiences that draw people and increase visitation into the CBD.
- Strengthening relationships with local businesses, stakeholders, and the broader community.
- Creating a thriving team culture that supports innovation, collaboration, and wellbeing.
- Working closely with the board and the City of Launceston to align our efforts and amplify our impact.
- Championing Launceston's identity as a dynamic regional centre with a rich cultural and economic landscape.

Launceston CBD businesses continue to impress with their vibrant energy, exceptional service, hard work, and unwavering commitment to the local community. From essential services and boutique retailers to innovative eateries, the city centre shines as a hub of creativity, resilience, and local pride.

I'm passionate about Launceston, its people, and the businesses that make our city centre unique. Together, we will continue to shape a CBD that is welcoming, prosperous, resilient, energetic and full of life.

A heartfelt thank you to our incredible team for their dedication, resilience, and adaptability over the past year. Despite the changes within the organisation, each team member has shown unwavering commitment and professionalism. I feel truly fortunate to work alongside such talented, passionate individuals who bring creativity, care, and energy to everything they do. It's a privilege to be part of this team, and I'm excited for what we'll achieve together in the future.

Thank you for the warm welcome. I look forward to the exciting journey ahead.

Gab Dicarlanantonio  
Executive Officer,  
Launceston Central





2024-25 at a glance

The 2024-25 financial year has seen many successes for Launceston Central. We've been recognised in international industry awards and our expertise sought out by our peers on the mainland, furthering our goal of being leaders in our field. We have explored new technologies and new ideas, both of which have enhanced our audiences' experience of the city. And we have continued to engage with all our stakeholders, listening and learning as we go.

The cumulative result of all of our efforts - across destination marketing, campaigns, events, and advocacy - is the continued growth of our public audiences, the reach of our messaging, and the increase in positive sentiment that is being shared by businesses and the public alike.

Highlights



WE ARE LEADERS  
IN OUR FIELD

This year, we've been finalists  
in two international awards.

CITY  
NATION  
PLACE

In October 2024, Launceston Central was announced as a finalist in the global City Nation Place awards for 'Best Placemaking Initiative' for The Lounge. As one of just six finalists in the category, our project sat alongside entries from Budapest and Copenhagen, a huge achievement for our small, regional not-for-profit to be showcased together with these much larger teams promoting cities, regions and countries across the world.

SHARED  
VALUE  
AWARDS

In June 2025, we were recognised as a finalist in the APAC Shared Value Awards for 'Enhancing the Community', again with our project, The Lounge. In these awards, Launceston Central was acknowledged for our multidimensional approach to building community in ways that meaningfully connect with business operations, creating both community and economic value.



launcestoncentral.com.au



OUR AUDIENCE  
CONTINUES TO GROW

Across our digital channels



▲16%



▲21%



▲21%

SUBSCRIBE



PUBLIC  
E-NEWS

▲16%



Our highly successful, locally loved, and  
globally recognised pilot activation

What began as an idea to activate an empty shop through winter and create a free-access, warm, and inviting community 'third space', grew to become one of Launceston Central's most popular activations.

Our vision was supported by more than 19 local businesses who donated and/or loaned furniture, furnishings, musical instruments, lighting, and various other forms of support to bring the space to life and spread the word to the broader community. The project also engaged more than 65 volunteers who shared skills and experiences in The Lounge, appealing to a diverse community audience.

Initially proposed to run from 1 June - 19 July, overwhelming public support and corporate sponsorshipsaw the project extended for the entire winter season - a total of 13 weeks.

Around 9,200 people visited The Lounge during the pilot, an average of 118 per day, increasing both foot traffic and dwell time in the CBD.

The initiative received a 'world class' Net Promoter score of 91 from more than 300 public responses.



DELIVERED

- Destination marketing
- Winter 2024
- NORTH Festival
- Christmas in the City promotion and entertainment
- Switch on the City: AFL in Launnie
- Launnie Long-standers
- Super Sale Saturday
- Social media, blogs, events, and business promotions
- launcestoncentral.com.au and business directory
- GIS mapping system collaboration with City of Launceston's Economic Development team
- Stakeholder news and updates
- A variety of advocacy activities



SUPPORTED

- 10 Days on the Island
- AFL
- agriCULTURED
- Beerfest
- Daffodil Day in Quadrant Mall
- Festival of Voices
- Great Regional City Challenge
- Junction Arts Festival
- Launceston Chamber of Commerce Business Excellence Awards
- Launceston Gastronomy
- Launceston Summer Series '25
- Lighting of the Christmas Tree
- Music in the Park
- Party in the Paddock
- Soggy Bottom Cardboard Box Boat Regatta
- Supercars
- TAGS OFF\_
- Urban Cocktail Walk
- Various visiting sporting and conference group events





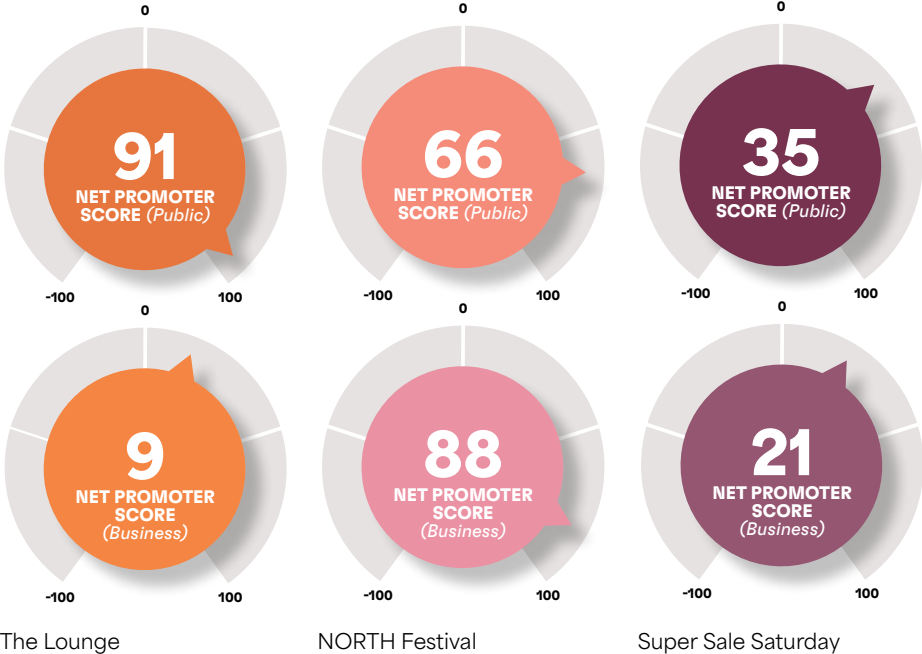
2024-25 at a glance (continued)

Highlights

NET PROMOTER SCORE

The global gold standard customer experience metric. It is reported with a number in the range -100 to +100; a higher score is desirable.

Anything higher than zero is a positive result



LOCAL WALKS FAVOURITES ON POPULAR APP

Launceston history walks take out #1 and #2 spots for the third consecutive year

Launceston's two historic city walking tours have now been named the #1 and #2 free tours on the CYA on the Road app for three consecutive years - that's every year since they were launched!

'Launceston City Walk' was named the app's #1 free tour for 2024, with 'Launceston: A Walk Along Historic Cameron Street' ranked #2, beating other popular tours such as: 'Walking the Beatles' London', 'Tour through Nuremberg', 'Ambling Among Penguin's Charms', and 'Discover the Art and Soul of Sheffield: Tasmania's Mural Town'.

The tours were developed in partnership with the Launceston Historical Society and launched on the CYA on the Road app in 2022. A self-guided experience platform, the app uses Launceston's free Wi-Fi network and features maps, audio guides, and historic photographs, making it easy for locals and visitors alike to connect with the city's heritage.



Launceston to host business workshop



Three of the Tasmanian's best business brains will visit Launceston next week to present a workshop to local small business stakeholders titled 'Building a Thriving Business'.

Presented by Launceston Central, Business Tasmania and the City of Launceston Council, the Building a Thriving Business workshop will be headed by Kelly Brown from Business Tasmania, Steven Hedges from the Tasmanian Business Advice Service and Louise Drimmer, one of Australia's leading retail researchers.

The workshop will be held at Macquarie House next Tuesday, September 17, from 8.30pm. It will examine trends in customer service, retailing and marketing, and explore support the services and funding and grant opportunities available to small business owners.

Acting Mayor, Hugh McKenzie said Northern Tasmania's small business sector was a major source of employment and economic activity for Launceston, and he hoped stakeholders would find the upcoming workshop useful and informative.

"This workshop is designed to give Launceston's small business sector stakeholders some cutting edge insights into emerging business trends in areas like consumer behaviour, marketing opportunities, employment, and innovation," Acting Mayor McKenzie said.



Vietnamese restaurant reclaims best soup title



Who makes the best soup in city?



Bringing people to city is easy, if you offer them free tea



'Business brains' will help city thrive

BUSINESS

Joe Catbrook

THREE of the state's foremost "business brains" will descend on Launceston to help the city's small business owners build thriving enterprises.

The September 17 workshop will be led by Kelly Brown from Business Tasmania, Steven Hedges from the Tasmanian Business Advice Service and leading retail researcher Louise Drimmer.

Over the two-hour event attendees will be taken through expert industry trends, what support services exist and what funding and grant opportunities were available to small business owners.

City of Launceston acting mayor Hugh McKenzie said small businesses were the lifeblood of the city's economy, and encouraged all manner of stakeholders to come along.

"We've got some fantastic business brains coming along to educate us, entertain us, challenge us and inspire us. We know the small business sector is the lifeblood of Launceston's economy, so we're helping business stakeholders take advantage of the opportunity," McKenzie said.

The council's list of the City report for 2023 found there were 1777 businesses in the CBD, with 1053 of them actively trading in August that year.

Launceston Central chief executive Amanda McEvoy said having the wealth of business knowledge available in the one room was a reality.

"Whether you're a business owner, an employee or a stakeholder, we really encourage you to come along and hear about some of the trends and opportunities that are being realised in other parts of the world, and here, Launceston can maintain its advantages into the future," McEvoy said.

The free Building a Thriving Business workshop will be held at Macquarie House from 8.30pm on September 17. Tickets are available from eventbrite.



Hawka-eyed public could win



Destination marketing

Campaign

1 July 2024 - 30 June 2025

CAMPAIGN OVERVIEW

Creating a strong and recognisable brand for our city centre is one of Launceston Central's core objectives. We deliver compelling destination marketing to entice visitors from nearby suburbs, elsewhere in the state, mainland Australia, and overseas to explore and enjoy our vibrant city centre. Our efforts primarily focus on people who are already in the area, encouraging them to spend more time in the heart of the city.

Combining traditional marketing approaches with innovative digital strategies, we continue to increase awareness and engagement among existing and emerging audiences. Our content highlights the unique charm of Launceston's people, places, and stories, through a mix of in-depth storytelling and the latest city news and events, solidifying our role as city centre experts and 'your guide to the city'.

*Data reported here pertains to the 2024-2025 financial year.*

In Good Company

Our 'In Good Company' series features in-depth interviews with local small business owners and staff, exploring their personal experiences of doing business in the city, what motivates and inspires them, and what makes their offering unique and special. These longer-length articles are shared through multiple channels: as blog posts on the Launceston Central website; linked in our monthly e-newsletters; and shared via our social media channels; and consistently have high levels of engagement.

Businesses featured this year:

Alberto's Espresso

Winflo Curtains

Village Cinemas

Hope & Me

Pachinko

Content writing

Digital advertising

14 STORIES

BRAND AD IMPRESSIONS

7.7M 1.2M 288K

Social media

AUDIENCE SIZE (FOLLOWERS)

19K 4,800 548

Website

YEAR-ON-YEAR GROWTH

69% 73% 69%

e-newsletters sent

PUBLIC 26 BUSINESS 28

At a glance

3 ADVERTISING WRAPS ON PUBLIC BUSES

18 PRINT ADS

2 SELF-GUIDED WALKING TOURS ON THE CYA ON THE ROAD APP

50 MEDIA STORIES

WHAT'S ON THIS SPRING LAUNCESTON CENTRAL

LAUNCESTON CENTRAL YOUR GUIDE TO THE CITY

Your guide to the city

LAUNCESTON CENTRAL YOUR GUIDE TO THE CITY

Monthly ad in The Examiner

Seasonal brand print ad

We are Launceston ad

Elphin Sports Centre signage

LAUNCESTON CENTRAL YOUR GUIDE TO THE CITY

LAUNCESTON CENTRAL YOUR GUIDE TO THE CITY

LAUNCESTON CENTRAL YOUR GUIDE TO THE CITY

Brisbane Street Mall billboard

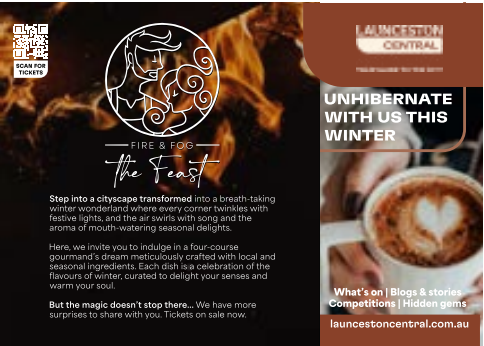
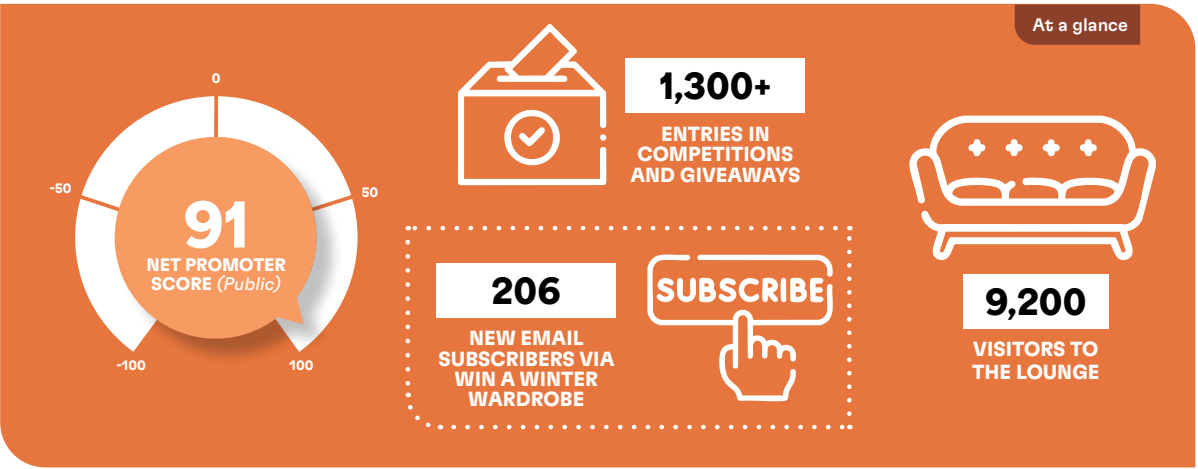
Public bus back advertising

POSITIVE FEEDBACK FOR THE LAUNCESTON CENTRAL WEBSITE

Just letting you know the Launceston Central website is great, easy to navigate and very useful to keep me informed of what's going on in Launceston. Keep up the good work and thank you once again.

- Public feedback





Winter 2024 campaign print ad

This is amazing what you and the team have achieved... The advertising from my donation has helped my business... It is meeting so many needs [of] the community.

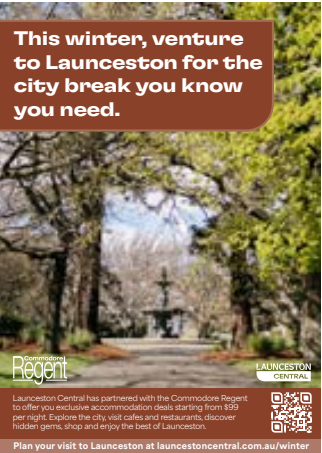
– The Lounge business sponsor

Desperately needed. Access for all people. Made me stay in the CBD longer. Connection and rest, warm and engaging and felt hopeful and creative.

– Visitor to The Lounge

(Winning Soupalicious) is really exciting. A lot of our customers really support the initiative, come in, and vote for us. We're really thankful for their support.

– Soupalicious business winner



City staycation ad in The Advocate



Soupalicious print ad



Media coverage fo Soupalicious





NORTH Festival

Activation

9-23 October 2024

ACTIVATION OVERVIEW

NORTH Festival is Launceston Central's annual spring food festival, celebrating Launceston's UNESCO City of Gastronomy designation. With a venue-based format, there is no central festival hub; rather, the city's hospitality venues are invited and supported to create their own culinary events and menu specials to be delivered in-house, all of which are promoted under the collective banner of NORTH.

Returning for its fourth year in 2024, NORTH Festival featured 31 events, 20 menu specials, and four free tasting venues, drawing an estimated 3,700 attendees. The festival involved 36 core businesses and facilitated strategic collaborations with more than 50 local Tasmanian producers and artisans.

*This report covers campaign activities associated with NORTH Festival, between 1 August and 31 October 2024.*

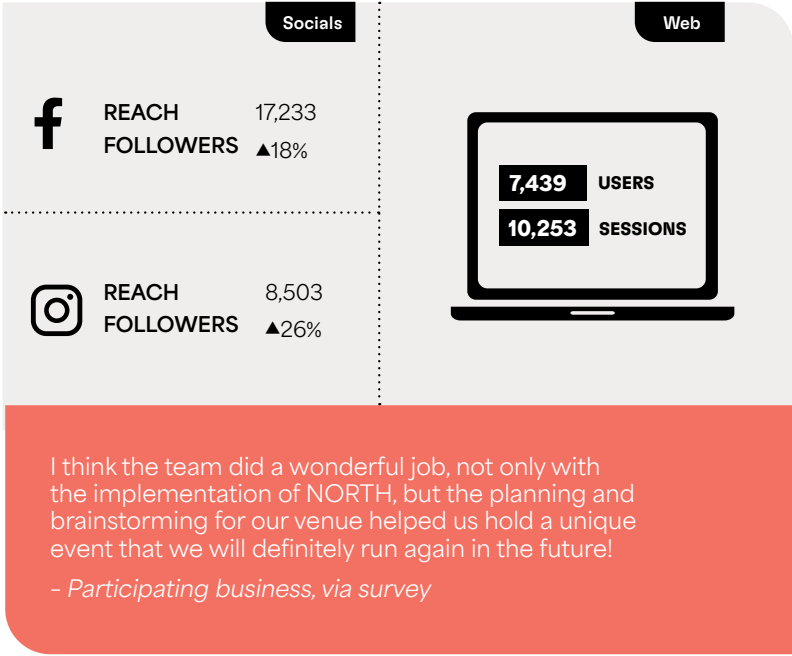
AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>36 core businesses participated</li><li>NORTH website: Sessions ▲92% (10,253), Users ▲105% (7,439), Pageviews ▲127% YoY</li><li>Launceston Central website: NORTH content accounted for 23% of all Pageviews</li><li>Social media audience growth: Instagram followers ▲26%; Facebook followers ▲18% YoY</li><li>239 social media posts across Meta</li><li>2 x Meta ads: Reach 18K; Impressions 65K</li><li>Instameet hosted by social media influencer</li><li>7 print ads + spots on 3 radio stations</li><li>A broad suite of print collateral and signage</li></ul>	<ul style="list-style-type: none"><li>NPS of 66 from the public</li><li>NPS of 88 from participating businesses</li><li>Business survey respondents:<ul style="list-style-type: none"><li>100% would participate in NORTH again</li><li>100% were satisfied with ticketing system</li><li>88% were satisfied with marketing</li></ul></li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>Total attendance of ~3,734, including:<ul style="list-style-type: none"><li>609 ticket sales</li><li>~3,126 attendees at free events</li></ul></li><li>91 special menu items sold</li></ul>	<ul style="list-style-type: none"><li>The campaign had a budget of \$25,000, including \$10,000 of event marketing grants from Events Tasmania, and was delivered on budget.</li><li>\$43,213 in ticket sales created direct revenue for participating businesses.</li><li>71% business survey respondents saw an increase in customers/sales as result of participating in NORTH.</li><li>Spendmapp data shows local spend was up on the previous month across the categories of 'Dining', 'Specialised food retailing', 'Bars and clubs', and 'Travel and Tourist Activities'.</li><li>NORTH facilitated 50 collaborations between 140 local business partnerships, providing all with exposure to broader markets and opportunities.</li></ul>



**PUBLIC NET PROMOTER SCORE OF 66** and 88 for stakeholders.

SUPPORTING LOCAL BUSINESSES

The dates of NORTH Festival occupy a shoulder-period in the central Launceston calendar. This timing has been strategically planned so that NORTH creates opportunities for businesses to generate increased revenue and maintain employment hours for their staff through a period that is often quiet and challenging.



Poster



Instagram post



Footpath decals



Program cover



### Christmas in the City

1 November - 31 December 2024

#### CAMPAIGN OVERVIEW

Christmas in the City is an annual celebration of the festive season in the Launceston CBD, delivered with the dual purpose of activating the city centre and encouraging people to shop locally for Christmas.

In 2024, the City of Launceston official lighting of the Christmas tree in Brisbane Street Mall took place on Friday 29 November, kicking off the month's festivities.

To entice shoppers to the CBD in the lead-up to Christmas, Launceston Central coordinated and promoted seasonal entertainment in the mall every Saturday and delivered the popular Find Santa's Reindeer competition and Santa's Mailbox. A fun new marketing initiative, The 12 Shoppers of Christmas, introduced a cast of relatable characters encouraging people to shop local and support city businesses.

*This report covers campaign activities associated with Christmas in the City, between 1 November and 31 December 2024.*

### Campaign



The annual Christmas tree lighting



AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>Website: Sessions ▲91% (28,470), Users ▲84% (23,075), Pageviews ▲72% YoY</li><li>Social media reach: Instagram ▲764% (34,567); Facebook ▲401% (286,889) YoY</li><li>Social media audience growth: Instagram new followers ▲91% (208); Facebook new followers ▲165% (657) YoY</li><li>3 Meta ad campaigns: Reach 165K; Impressions 474K</li><li>6 print ads + 2 x 30s radio ads with a total 94 spots</li><li>2 emails to public; 3 to businesses</li><li>2 media releases resulting in 5 media stories</li><li>142 QR code scans</li><li>A broad suite of printed collateral/signage</li></ul>	<ul style="list-style-type: none"><li>Feedback for Christmas in the City was overwhelmingly positive from both business stakeholders and the community, as evidenced by social media commentary and personal conversations.</li><li>Our observations of social commentary highlighted that many in the community still do not distinguish between the elements of Christmas in the City that are delivered by Council, Launceston Central, and/or community groups. Thus, it is important that we continue to work together with open communication and shared branding / resources to ensure a seamless and positive experience for the community that continues to grow positive sentiment for all involved.</li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>180 letters to Santa's Mailbox.</li><li>150 engaged in Find Santa's Reindeer competition</li><li>28 businesses opened for late-night trading to coincide with the lighting of the tree</li><li>Free family entertainment provided in Brisbane Street Mall every Saturday with 13 community performances.</li><li>Device counter data shows increased footfall in Brisbane Street Mall on Saturdays throughout the campaign period, when compared to last year.</li></ul>	<ul style="list-style-type: none"><li>The campaign had a budget of \$12,000 and was delivered for \$10,976.</li><li>City businesses were given the opportunity to reach a new and captive audience through Launceston Central's facilitation and promotion of a late-night trading event on the night of the lighting of the tree.</li><li>Through the 12 Shoppers of Christmas campaign, city retailers were directly marketed to specifically targeted audiences, with individual business listings linked directly from the associated gift guides.</li></ul>





Switch on the City: AFL in Launnie

Campaign

1 January - 30 June 2025

CAMPAIGN OVERVIEW

In early 2025, representatives from the AFL and Hawthorn Hawks asked us to collate a selection of game day offers to be promoted via the Hawks website to footy fans attending matches in Launceston. We paired this initiative with our other, existing footy-related promotions, including the Find Hawka scavenger hunt competition, Hawks Date Room giveaways, and collaboration with City of Launceston to deliver a multifaceted campaign leveraging the opportunities presented by local AFL matches to highlight to footy fans – both locals and visitors – the varied experiences on offer in the CBD and encourage them to visit before and after the match to eat, drink, shop, and explore.

AFL matches were played in Launceston on:

- Saturday 29 March, 7.30pm (Hawthorn v GWS)
- Friday 13 June, 7pm (Hawthorn v Adelaide)
- Saturday 28 June, 4.15pm (Hawthorn v North Melbourne)
- Saturday 19 July, 1.20pm (Hawthorn v Port Adelaide)

*This report covers campaign activities associated with Switch on the City: AFL in Launnie between 1 January and 30 June 2025.*

AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>• 23 businesses provided game day offers</li><li>• Launceston Central website: 2,774 landing page views + 456 views of Hawthorn match event listings</li><li>• 9 Meta posts: Reach 17,757; Views 29,562 (+ stories)</li><li>• 3 print ads + collaboration with CoL for collateral</li><li>• 2 emails to public + 5 emails to business databases</li><li>• 1,333 entries to three Hawks Date Room giveaways</li><li>• Game day activation in the mall on 29 March</li></ul>	<ul style="list-style-type: none"><li>• Businesses reported being busy on game days and felt that customers were engaged with the content and competitions</li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>• Game day activation in Brisbane Street Mall for the first local match of the season on Saturday 29 March</li><li>• This marketing campaign was developed to support existing events (AFL matches) in the city. Our objective was to leverage the footfall generated by the footy to create awareness for city businesses</li></ul>	<ul style="list-style-type: none"><li>• As this was an unplanned campaign, no formal budget had been set in advance. However, to enable us to act upon the opportunities presented, funding was drawn from our Winter campaign budget. The AFL in Launnie components were delivered for under \$1,000</li><li>• Feedback was sought from participating businesses regarding the economic impact of their participation in this campaign, but no data was provided</li></ul>

At a glance

23  
CITY BUSINESSES PROVIDED GAME DAY OFFERS

<\$1,000

TOTAL BUDGET FOR THIS CAMPAIGN

1,333

GIVEAWAY ENTRIES

3,000+

VIEWS OF AFL CONTENT ON OUR WEBSITE



Bollard covers created with City of Launceston displayed through the CBD

The AFL wants to promote local Launnie businesses. Are you game?

LAUNCESTON CENTRAL HAWKS

Footy season in Launceston is underway and we're gearing up for another big year of AFL in Launceston!

The second match of the 2025 Hawthorn AFL Season is fast approaching on Friday June 13 – and we want to help your business get involved and in front of the crowds.

We're currently collecting match-day offers and promotions from local businesses to be featured on both the Hawthorn Football Club website and the Launceston Central AFL landing page, as well as on our social media and bollard covers displayed citywide (thanks to City of Launceston).

Over 14K people attended the previous game. Join us for this ongoing campaign and you'll reach a wide audience of both locals and interstate fans attending upcoming games!

**Some ideas to get involved:**

- "Show your ticket, get 10% off" deals
- Themed specials (e.g. Hawk Burgers, black & gold drinks, etc.)
- Footy fan freebies with purchase
- Group booking discounts for tables before or after the match
- Early bird deals for those heading to the game
- Retail bundles or giveaways themed around game day

**Ready to share your footy-themed offer?**  
Email us at [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au).

Flyer to businesses



Print advertisement



Find Hawka competition



Launnie Long-standers

1 January - 30 June 2025

CAMPAIGN OVERVIEW

Launnie Long-standers is a promotional campaign to shine the spotlight on businesses that have been operating in Launceston's CBD for 10 years or more. Demonstrating the high calibre of businesses in the city and the wealth of experience behind them, the campaign enhances Launceston's reputation as a thriving regional city, inspires emerging operators, and increases positive sentiment among both the business and wider communities.

The campaign was launched with a business networking evening co-presented by Launceston Central and Launceston Chamber of Commerce. Hosted by ABC presenter Kim Napier, the evening featured a panel discussion with four iconic local business owners and networking opportunities in a relaxed, celebratory atmosphere.

*This report covers campaign activities associated with Launnie Long-standers between 1 January and 30 June 2025.*

Campaign



AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>8 businesses featured in the launch campaign</li><li>100 window decals distributed (so far)</li><li>5 Meta posts: Reach 8,362; Views 26,712 (+ stories)</li><li>4 x Meta ads: Reach 19K; Impressions 61K</li><li>Launceston Central website: 2,054 views of Launnie Long-standers content + dedicated landing page + custom search category + badge icons on listings</li><li>4 print ads + 1 media call</li><li>Featured on th Brisbane Street Mall billboard</li></ul>	<ul style="list-style-type: none"><li>This campaign has shifted the narrative around businesses closing to those that have stood the test of time and overcome challenges</li><li>More than 100 EOIs in the first two months of the campaign reflects the positive sentiment the long-standers themselves feel about being recognised</li><li>Comments received on social media posts featuring Launnie Long-standers content show the positive feelings expressed by the public and other businesses for those featured, and the city in general</li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>56 tickets sold to the launch event, plus VIP and staff attendance</li></ul>	<ul style="list-style-type: none"><li>The campaign had a budget of \$5,000 and was delivered on budget</li><li>Ticket sales to the launch event raised a total of \$1,530 in revenue to offset the cost of the event</li></ul>

At a glance



100+  
WINDOW DECALS  
DISTRIBUTED (SO FAR)

56  
TICKET SALES



CHANGING  
THE CONVERSATION  
AROUND SHOP  
CLOSURES IN THE CBD



100  
EOIS IN THE  
FIRST TWO  
MONTHS

Celebrating  
Launnie Long-standers



"Being in business in Launceston, there's always someone you know, and if you can help them in some way, then you do. That is what is so special about this city."

Social media tile

Celebrating  
Launnie Long-standers



Starting, maintaining, and growing a business is never easy - it demands vision, strategy, and grit.

So we're showcasing our Launnie Long-standers, the local businesses that have stood the test of time, earning trust and making a lasting impact on our wonderful city, from those celebrating a decade of operation to those that have served our community for generations.

Follow along as we spotlight their journeys through a series of interviews in which our Launnie Long-standers themselves share the stories behind their success and the valuable lessons they've learned along the way. And keep an eye out around town for the Launnie Long-standers badges proudly on display in the windows of businesses that have been around for 10 years or more.

This is more than a celebration; it's a tribute to the businesses that have shaped our city and a source of inspiration for those following in their footsteps.

Scan the QR code or head to [qr.cde/launnie-longstanders](#) to learn more

Print ad

Celebrating  
Launnie Long-standers



Starting, maintaining, and growing a business is never easy - it demands vision, strategy, and grit.

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Print ad

You're invited to  
Launnie Long-standers



BUSINESS NETWORKING & COCKTAIL EVENING  
21 APRIL 6.30PM-10.30PM | BORTHOLME CENTRE LAUNCESTON

Take a glass to the businesses that have shaped Launceston! Join us for an exclusive evening event featuring the incredible long-standing businesses that have stood the test of time in our city. Whether you're new to Launceston, or have been in business here for generations, we invite you to celebrate with us!

SPECIAL GUEST HOST KIM NAPIER FROM THE ABC

Launch event invitation



YOU'RE ENTERING ONE OF  
LAUNNIE'S LONG-STANDERS

Window decal

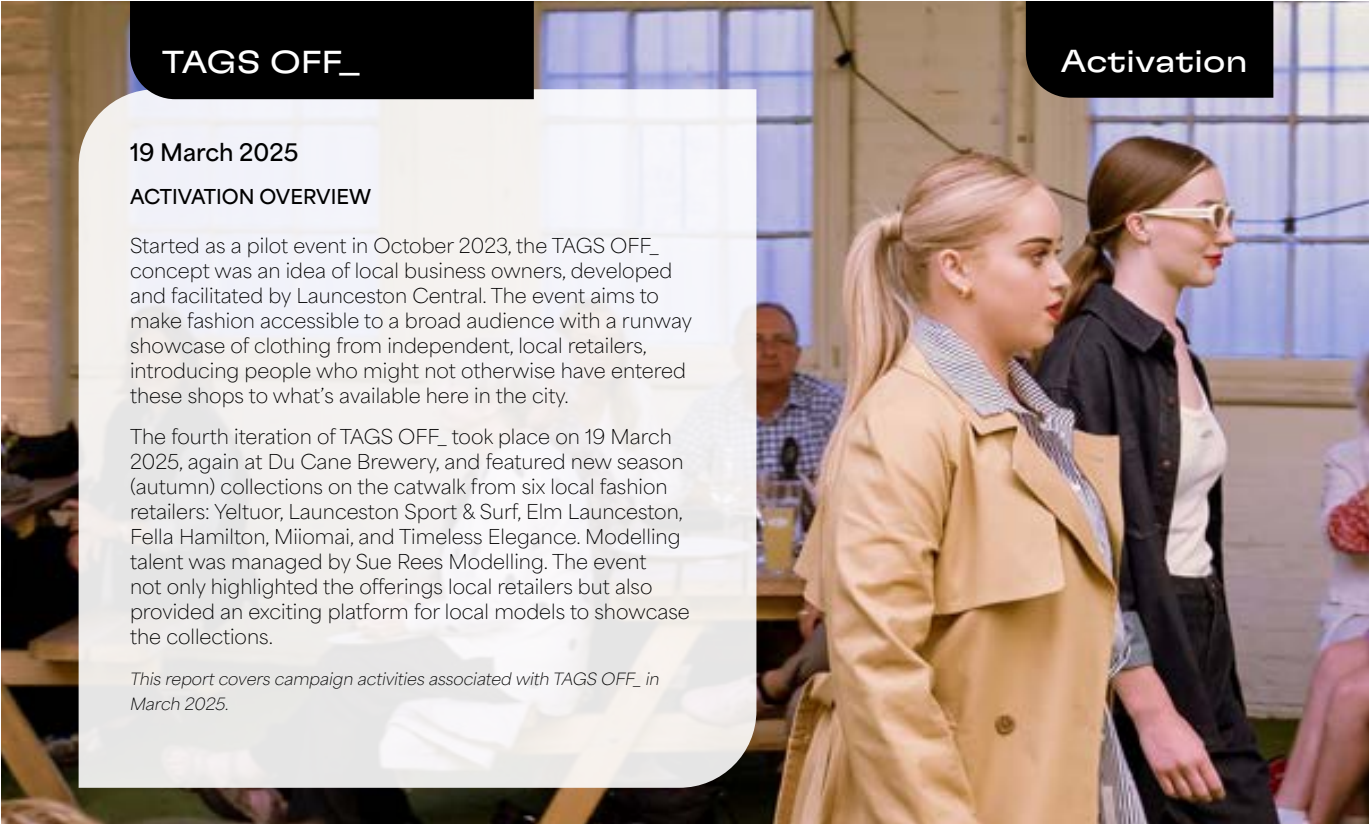


Web badge

The post has received huge traction on Facebook and LinkedIn from major players in our field: one from Brother which is an international company selling office supplies and printers, and two from two other major international companies as well! All three companies have asked if they can share the Launceston Central article with their major sponsor and suppliers, and in their newsletters and social media. So, all that to say, the campaign has now got international attention!

- Anecdotal feedback from a Launnie Long-stander featured business





AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>7 city-based businesses participated, including 6 fashion retailers and Du Cane Brewing as the venue</li><li>3 Meta posts: Reach 3,431; Views 5,395</li><li>1 x Meta ad: Reach 6.7K; Views 16K</li><li>2 emails to business stakeholder database</li><li>3 emails to public subscriber database</li><li>A3 posters and A5 flyers printed and distributed</li><li>Event logo and creative branding provided</li></ul>	<ul style="list-style-type: none"><li>Anecdotal feedback from the participating businesses, models, and event attendees was overwhelmingly positive</li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>65 tickets sold</li></ul>	<ul style="list-style-type: none"><li>Ticket sales generated \$1,300 in revenue</li><li>The venue Du Cane Brewing benefited from bar and food sales on the night</li><li>A raffle held at the event raised money for the Benevolent Society, helping to support those in need within our community</li></ul>



A5 Flyer



**LAUNCESTON CENTRAL** empowered and supported businesses to successfully deliver a fourth TAGS OFF\_ event in March 2025.



A3 poster



Social media story



Social media tile



Super Sale Saturday

Activation

23 March 2024

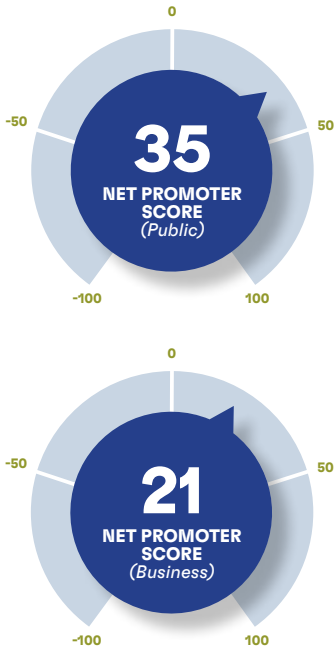
ACTIVATION OVERVIEW

Super Sale Saturday is Launceston Central's annual retail day. Formerly known as Crazy Day, the event was traditionally a chance for retailers to get rid of excess stock. Relunched as Super Sale Saturday in 2023, the day has a strong focus as a family fun day in the city, with plenty of entertainment, live music, kids' activities, and competitions, alongside sales and promotions by participating city retailers.

This year, Super Sale Saturday took place on 23 March with key attractions including on-street trading, live entertainment, free face-painting, and beloved children's characters Bluey and Bingo greeting shoppers throughout the mall. Customers shopping in the city on the day also had the chance to win a \$1,000 city shopping spree as part of the Shop to Win competition, which recorded more than \$89,000 in expenditure at city businesses on the day.

*This report covers campaign activities associated with Super Sale Saturday, between 1 and 31 March 2025.*

AWARENESS / ENGAGEMENT	SENTIMENT
<ul style="list-style-type: none"><li>89 city businesses participated</li><li>25 social media posts across Meta: Reach 27K; Views 43.6K; Interactions 417</li><li>3 x Meta ads: Reach 177K, Impressions 372K</li><li>Launceston Central website: 3,042 Views of Super Sale Saturday content</li><li>4 emails to public + 7 emails to business databases</li><li>30s radio ad played across five stations + outside broadcast by City Park Radio</li><li>4 x full page print advertisements</li><li>Broad suite of printed collateral</li></ul>	<ul style="list-style-type: none"><li>NPS of 35 from public surveyed</li><li>NPS of 21 from stakeholders surveyed</li></ul>
FOOTFALL / ATTENDANCE	ECONOMIC DATA
<ul style="list-style-type: none"><li>Based on device counter data captured by City of Launceston, Super Sale Saturday saw:<ul style="list-style-type: none"><li>39% increase in footfall and 5% increase in dwell time compared with the previous week</li><li>8% increase in footfall and 3% increase in dwell time, compared with the event date in 2024</li></ul></li><li>966 entries in the Shop to Win competition represent shoppers who were physically present in the city on the day</li></ul>	<ul style="list-style-type: none"><li>The absence of a reporting sustem to track dollar spend across retailers and a normal seasonal increase in expenditure make it difficult to report on exact monetary figures</li><li>A total of \$89,259 expenditure was reported from 966 entries to the Shop to Win competition.</li><li>64.29% of business survey respondents said their revenue on Super Sale Saturday was more than a typical Saturday.</li><li>75% of public survey respondents said they spent &gt;\$50 on the day; 50% spent &gt;\$100; 22% spent &gt;\$200.</li></ul>



Socials

25 posts

3 ads

Web

3,042 PAGE VIEWS

We had an absolute amazing day, we cracked 30k for the day, which is huge for us. On an average Saturday for us we normally hit around 15k. So it was amazing...The customers absolutely loved it and so did the team! You guys did really well.

- Participating business, via survey



Full page print ad



A5 Flyer



Social media tile



Footpath decal



Email banner



Advocacy

LAUNCESTON CENTRAL  
A voice for city businesses

In maintaining an advocacy role for city businesses, it is Launceston Central's aim to facilitate clear pathways of communication between city businesses and the agencies in place to support them, ensuring all parties are aware of what needs to be done to ensure the city remains marketable. The role of advocacy is one that permeates everything the Launceston Central team sets out to achieve. We see ourselves as the champion

of our business stakeholders and consider the benefits to them in all our decision-making. This advocacy takes many forms; from formal representation on boards and committees, to a friendly face popping in regularly at each of the city businesses, or simply advice on where to go for assistance with any number of issues. We aim to serve our stakeholders and champion the city centre in the ways we are most needed.



**PARTNERSHIP  
WITH COUNCIL TO  
MAINTAIN BUSINESS  
ACTIVITY SURVEY DATA**

**EDUCATE**  
PRESENTED A FREE ONE-HOUR  
SEMINAR ON SOCIAL MEDIA  
BASICS FOR BUSINESSES



**INFORM**  
SHARING  
INFORMATION  
& RESOURCES  
WITH THE  
BUSINESS  
COMMUNITY



**CONNECT**  
WITH BUSINESSES AT  
REGULAR MEETINGS  
AND AD-HOC FORUMS

At a glance

ACHIEVING GLOBAL  
RECOGNITION



Our Launnie Long-standers campaign captured the interest of major international companies and suppliers, who reached out to a featured local business and asked to share our article with their own social media and email subscribers.

SWITCHING ON THE  
CITY WITH THE AFL



Throughout the year to-date, we've been meeting regularly with other invested stakeholders to activate the city in the lead-up to AFL games at UTAS Stadium. These meetings have provided opportunities for ideas sharing and collaboration in assets and promotion to bring vibrancy to the city.

STAKEHOLDER  
FACEBOOK GROUP

MARKET YOUR  
EVENT WITH US

FREE BUSINESS  
ADVICE & GRANTS

FREE  
PARKING

We share helpful resources with our business stakeholders in every monthly newsletter.

Advocacy (continued)

PEOPLE & PROMOTIONS  
MANAGER

Launceston Central employs a dedicated stakeholder liaison officer in our People and Promotions Manager; a familiar, friendly face around town, making time to get to know each of the business owners/operators personally and always available to lend an ear or a helping hand. As co-chair of the City Champions committee, alongside the Executive Officer, this helps to direct feedback and information to the rest of the Launceston Central team to be actioned.

FACEBOOK STAKEHOLDER  
GROUP

Launceston Central manages a closed Facebook group exclusively for businesses located in the CBD, keeping them up to date with what's happening in the city, including events and opportunities to be involved in promotional/marketing campaigns. The group, which currently comprises 368 members, also serves as a private forum in which stakeholders can connect and discuss matters that affect them collectively.

CITY CHAMPIONS

City Champions is Launceston Central's industry reference panel. The group of business owners and operators from across the CBD meets every second month to discuss current issues, events, and opportunities in the city. All industry sectors are represented, as are all precincts within the CBD.

We value our City Champions as an important conduit with the city business community. Committee members are a sounding board for future marketing campaigns and events, and an important source of feedback throughout the year to ensure Launceston Central's initiatives are aligned with what the city needs. City Champions meetings also provide opportunities for us to hear from business stakeholders in a timely fashion about current issues and trends. Where appropriate, Launceston Central is then able to elevate any concerns to other organisations well-placed to provide assistance. Furthermore, City Champions are advocates for Launceston Central back to the other business operators and help the organisation disseminate information to the business community.

CITY CHAMPIONS 2024-25

Retail

Michelle Clark - Capri  
Bruce Webb - The Tea Shop  
Louise Scott - What's New

Hospitality

Trung Nguyen - Saigon Kitchen  
Wendy Robbins - The Royal Oak

Services

Eve Bolzonello - Curves Launceston





LAUNCESTON CENTRAL INC

FINANCIAL STATEMENTS

30 JUNE 2025

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These statements should be read in conjunction with the accompanying notes.

BOARD LIST

Launceston Central Inc for the year ended 30 June 2025

Directors	Monica Plunkett (Chair)
	Taihlaura Denman-Francis (Vice Chair)
	William Cassidy (Treasurer)
	Amanda Reilly (Secretary)
	Lisa Wright
	Abbey Hollingsworth
	Jarred Ranson
	Nathalie Gower
	Steven Burgess

I confirm that the above list is a true record of the board members of the association holding office during the financial year.



Daniel Newton  
Ruddicks Chartered Accountants  
102 Tamar Street  
LAUNCESTON TAS 7250

Date: 08/09/2025



STATEMENT OF PROFIT OR LOSS

Launceston Central Inc for the year ended 30 June 2025

	2025	2024
	\$	\$
<b>Income</b>		
Council funding	589,234	563,862
Interest received	3,975	4,938
Other income	22,657	17,487
<b>Total Income</b>	<b>615,866</b>	<b>586,287</b>
<b>Expenses</b>		
Administration	113,239	109,297
Employment costs	307,911	310,851
Promotional activities	154,914	228,091
<b>Total Expenses</b>	<b>576,064</b>	<b>648,239</b>
<b>Profit/(Loss)</b>	<b>39,802</b>	<b>(61,952)</b>
<b>Profit/(Loss)</b>		
	<b>39,802</b>	<b>(61,952)</b>
Accumulated funds brought forward	115,873	177,825
<b>Accumulated Funds at the End of the Year</b>	<b>155,675</b>	<b>115,873</b>

BALANCE SHEET

Launceston Central Inc as at 30 June 2025

		2025	2024
	Note	\$	\$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	2	178,076	166,785
Trade and other receivables	3	6,253	4,759
Prepayments		17,206	15,367
<b>Total Current Assets</b>		<b>201,535</b>	<b>186,911</b>
<b>Non Current Assets</b>			
Property, plant and equipment	4	265	748
<b>Total Non Current Assets</b>		<b>265</b>	<b>748</b>
<b>Total Assets</b>		<b>201,800</b>	<b>187,659</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and other payables	5	25,482	47,511
Deferred income		-	10,000
Grant funding received in advance		14,200	-
Other liabilities		-	1,614
Employee entitlements	6	6,443	12,662
<b>Total Current Liabilities</b>		<b>46,125</b>	<b>71,787</b>
<b>Total Liabilities</b>		<b>46,125</b>	<b>71,787</b>
<b>Net Assets</b>		<b>155,675</b>	<b>115,872</b>
<b>Equity</b>			
<b>Retained Earnings</b>			
Retained Earnings		115,873	177,825
Current Earnings		39,802	(61,953)
<b>Total Retained Earnings</b>		<b>155,675</b>	<b>115,873</b>
<b>Total Equity</b>		<b>155,675</b>	<b>115,873</b>





NOTES TO THE FINANCIAL STATEMENTS

Launceston Central Inc for the year ended 30 June 2025

Basis of Preparation

These financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the *Associations Incorporations Act (TAS 1964)*. The board has determined that the not-for-profit Association is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

Note 1 Accounting Policies

Income Tax

The association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

Property Plant & Equipment

Property, plant and equipment is carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all property, plant and equipment is depreciated over the useful lives of the assets to the Association commencing from the time the asset is held ready for use.

Employee Benefits

A provision is recognised for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than twelve months after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on bonds with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

Revenue Recognition

Revenue is recognised on a basis that reflects the transfer of promised goods or services to customers at an amount that reflects the consideration the Association expects to receive in exchange for the goods or services. Generally the timing of the payment for sale of goods and rendering of services corresponds closely to the timing of satisfaction if the performance obligations, however where there is a difference, it will result in the recognition of a receivable, contract asset or contract liability. None of the revenue streams of the Association have any significant financing terms as there is less than 12 months between receipt of funds and satisfaction of performance obligations.

Council funding

From 1 July 2022, as part of a three year agreement, Launceston City Council will provide funding to Launceston Central Inc, to deliver marketing and promotional activities within the Launceston Central Business District.

Interest revenue

Interest is recognised using the effective interest method.

Note	2025 \$	2024 \$
<b>Note 2 Cash and cash equivalents</b>		
Access Advantage	7,490	13,201
Business iCash	23,411	153,033
CashPassport	11	11
Debit Card	3,308	353
Petty Cash	334	187
Term Deposit	143,522	-
<b>Total Cash and cash equivalents</b>	<b>178,076</b>	<b>166,785</b>
<b>Note 3 Trade and other receivables</b>		
Trade Debtors	900	2,132
GST	5,353	2,627
<b>Total Trade and other receivables</b>	<b>6,253</b>	<b>4,759</b>
<b>Note 4 Property, plant and equipment</b>		
Plant & Equipment	1,116	257,629
Accum Depreciation	(851)	(256,881)
<b>Total Property, plant and equipment</b>	<b>265</b>	<b>748</b>
<b>Note 5 Trade and other payables</b>		
Payroll payables	5,909	1,321
Suspense	-	(2,188)
Trade Creditors	19,573	48,378
<b>Total Trade and other payables</b>	<b>25,482</b>	<b>47,511</b>
<b>Note 6 Employee entitlements</b>		
Employee entitlements	6,443	12,662
<b>Total Employee entitlements</b>	<b>6,443</b>	<b>12,662</b>

Note 7 Association Details

Launceston Central Inc

ABN - 57 058 002 566

Address - Suite 1

Level 1/7-11 Quadrant Mall

LAUNCESTON TAS 7250

Note 8 Events Occuring After the Reporting Date

No circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Association, the results of those operations or the state of affairs of the Association in future financial years.

Note 9 Members' Guarantee

The Association is incorporated under the *Associations Incorporation Act (TAS) 1964* and members' liability is limited by guarantee. If the Association is wound up, the constitution states that each member is required to contribute a maximum of \$1 each towards meeting any outstandings and obligations of the Association.



STATEMENT BY THE BOARD

Launceston Central Inc

The board has determined that the Association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies prescribed in Note 1 to the financial statements.

The board declares that, the financial report set out on pages 2 to 9:

1. Presents fairly the financial position of Launceston Central Inc as at 30 June 2025 and its performance for the period ended in accordance with the accounting policies described in Note 1 to the financial statements; and
2. At the date of this statement, there are reasonable grounds to believe that Launceston Central Inc will be able to pay its debts as and when they become due and payable.

Signed:

\_\_\_\_\_  
Monica Plunkett

9/6/2025  
\_\_\_\_\_  
Chair, Launceston Central

Date: \_\_\_\_\_  
William Cassidy

9/7/2025  
\_\_\_\_\_  
Treasurer

Date:

LAUNCESTON CENTRAL INC  
Independent Auditor's Report

For the year ended 30 June 2025



Partners to rely on

Partners: craig a leighton fca  
lyndal k kimpton fca  
daniel c newton ca  
marshall l r pooley ca  
Consultant: robert j ruddick fca

Report on the Financial Report

Opinion

I have audited the financial report of Launceston Central Inc (the Association), which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the board's declaration on the annual statements giving a true and fair view of the financial position and performance of the Association.

In my opinion, the accompanying financial report of Launceston Central Inc is in accordance with the *Associations Incorporation Act (TAS) 1964*, including:

- a) giving a true and fair view of the financial position as at 30 June 2025, and of its financial performance for the year then ended; and
- b) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

Basis for Opinion

I conducted my audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of my report. I am independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to my audit of the financial report in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Emphasis of Matter – Basis of Accounting

I draw attention to Note 1 of the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act 1964*. As a result, the financial report may not be suitable for another purpose. My opinion is not modified in respect of this matter.

Responsibility of the Board for the Financial Report

The Board are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Associations Incorporation Act 1964*. The Board's responsibility also includes such internal control as the Board determines is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Board are responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the Board either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

Liability limited by a scheme approved under  
the Professional Standards Legislation



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102 tamar street, po box 218, launceston, tasmania 7250  
t: 03 6331 3288 f: 03 6334 0275  
www.ruddicks.com.au [audit@ruddicks.com.au](mailto:audit@ruddicks.com.au)

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LAUNCESTON CENTRAL INC

Independent Auditor's Report

For the year ended 30 June 2025

Auditor’s Responsibilities for the Audit of the Financial Report

My objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes my opinion. Reasonable assurance is a high level of assurance, but it is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to these risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud my involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of the accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- Conclude on the appropriateness of the Boards’ use of the going concern basis of accounting and, based on audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor’s report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor’s report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a matter that achieves fair presentation.

I communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Ruddicks  
102 Tamar Street, LAUNCESTON TAS 7250

  
Daniel Newton

SNAPSHOT OF ROLES AND RESPONSIBILITIES  
in marketing central Launceston

DESTINATION MARKETING	
<b>CITY OF LAUNCESTON</b> <ul style="list-style-type: none"><li><b>Support</b> Launceston Central, who is the lead central Launceston marketing agency, by promoting City of Launceston initiatives and assets.  e.g. Promoting exhibitions at QVMAG and key civic events in central Launceston.</li></ul>	<b>LAUNCESTON CENTRAL</b> <ul style="list-style-type: none"><li><b>Lead</b> marketing and promotion activities to ensure that central Launceston is the premier destination that target market audiences visit for entertainment, food and beverage, tours, accommodation and attractions, social connection, unique experiences, services and shopping in Northern Tasmania.</li><li><b>Target</b> market audiences that will deliver the highest return on investment.</li><li><b>Engage</b> with central Launceston stakeholders including the business community to build campaign recognition and effectiveness.</li></ul>
ACTIVATION	
<b>CITY OF LAUNCESTON</b> <ul style="list-style-type: none"><li><b>Lead</b> ‘hardware’ place making initiatives on City of Launceston owned property in central Launceston.</li><li><b>Facilitate and deliver</b> civic events and place activation on City of Launceston owned property in central Launceston.</li></ul>	<b>LAUNCESTON CENTRAL</b> <ul style="list-style-type: none"><li><b>Promote, pilot and deliver</b> events in central Launceston.</li><li><b>Support</b> ‘hardware’ place making initiatives by City of Launceston by focusing on the ‘software’ marketing component of the initiative.</li></ul>
ADVOCACY	
<b>CITY OF LAUNCESTON</b> <ul style="list-style-type: none"><li><b>Maintain</b> an advocacy role to the state and federal governments on issues of strategic importance to ensure central Launceston remains competitive and marketable at a local, regional, and national level.</li></ul>	<b>LAUNCESTON CENTRAL</b> <ul style="list-style-type: none"><li><b>Maintain</b> an advocacy role to ensure central Launceston remains competitive and marketable at a local, regional and national level.</li><li><b>Connect</b> stakeholders and businesses on tactical matters, with peak advocacy organisations including but not limited to the Launceston Chamber of Commerce as the recognised voice for business in Launceston.</li></ul>
PLACE MANAGEMENT	
<b>CITY OF LAUNCESTON</b> <ul style="list-style-type: none"><li><b>Lead</b> place management activities in central Launceston.  <i>(Important: As the Local Government Authority, any matters of regulation and compliance are to be administered by the City of Launceston. Maintaining a customer service focused approach is required for central Launceston to thrive.</i>  e.g. Seasonal place activation such as Christmas tree and decorations.</li></ul>	

Our people

OUR BOARD MEMBERS AND  
OPERATIONAL TEAM

Launceston Central’s board of directors helps lead and direct the future of our organisation on a volunteer basis. A skills-based board representing a range of industries and backgrounds gives us a broad and deep range of experience and expertise from which to draw.

Our operational team is a small but mighty group of creatives whose collective talent and love for our city shines through in the campaigns, activations, and advocacy we deliver.

I would like to acknowledge the committed work of the Launceston Central board and staff this year, and particularly thank them for their dedication during an extended period of transition with the change in leadership and for their support in welcoming me to the organisation.

I’d also like to recognise Amanda McEvoy for her contributions as Executive Officer up until her departure from Launceston Central in December, and Madi Biggelaar for the amazing job she did as Interim Executive Officer.

Gab



**Monica Plunkett**  
*Chair*

Monica has worked in the advertising industry for more than 20 years, including 10 years as a senior art director at Clemenger Tasmania and in other design studios and advertising agencies in Tasmania and Queensland. Monica is a senior strategist and creative at S. Group and used to run her own advertising, design and marketing business in Launceston, Halibut Creative. Monica’s role includes strategic planning for clients’ communication and marketing requirements, brand strategy and implementation, as well as advertising and design across print, press and digital.



**Taihlaura Denman-Francis**  
*Vice Chair*

Always up early thinking of the next big idea for her clients, Taihlaura is a driving force at Kingthing with a passion for all things in the digital space. Her favourite things are strategic planning, achieving the tactics in a marketing plan, social media management and digital advertising. During her time at university, Taihlaura juggled retail management alongside her studies, this time opened her eyes to the importance of supporting bricks and mortar stores. Taihlaura encourages people to shop local to create job opportunities and entice younger generations to stay in Launceston.



**William Cassidy**  
*Treasurer*

Will is an experienced office and operations manager with a demonstrated history of working in the retail industry. Skilled in sales, retail, e-commerce, store management, and event management. Will is a strong operations professional with a Bachelor of Information Systems focused in e-Commerce from the University of Tasmania. A strong community member and public speaker, Will is well connected throughout Tasmania and is a strong voice for Launceston business.



**Amanda Reilly**  
*Secretary*

Amanda is a small business owner in Launceston and understands the challenges that affect retailers. She is passionate about shopping locally and bringing people into our CBD. Amanda is also a registered nurse with a background in education and management and, from this perspective, she brings to the board knowledge of human resourcing and governance.



**Steven Burgess**  
*Director*

An international practitioner in city shaping, Steven brings 30+ years’ experience in understanding the relationships between urban form, mobility, and prosperity. Steven has worked on many village, town, and city transformation projects in Australia, NZ, the Middle East, and Africa and has delivered city shaping coaching/ masterclass workshops throughout Australia, NZ, USA, Canada, the UAE, Central America, and Europe. Steven is the author of *Complete Streets - Guidelines to Urban Street Design*, and is a contributor to NACTO Global Street Design Guide and Auckland Street Design.



**Nathalie Gower**  
*Director*

Passionate about helping organisations and individuals thrive, Nathalie has more than 25 years’ experience as a sales director, partnering with businesses to drive growth, enable cultural change, set strategy, and build capability. Focusing on talent and transformation, Nathalie has a wealth of consulting experience across regions and sectors. Nathalie is a Senior Account Director at SHL, practicing in organisational psychology, using science and analytics to help businesses make informed decisions about talent management, acquisition, and succession.



**Abbey Hollingsworth**  
*Director*

Abbey is a chartered accountant a passion for finance and community growth. As a director on the board of Launceston Central, she combines her financial skills with a deep commitment to local business development. A lifelong Launceston resident, Abbey brings fresh insights and enthusiasm to support the city’s economy.



**Jarred Ranson**  
*Director*

Jarred has worked with technology for more than 10 years across a range of industries. He is currently the cyber risk manager for Bank of usm where he works to improve cyber security for Tasmanians. Jarred uses his passion and experience in cyber security, technology, data, and innovation to help Launceston Central achieve its strategic objectives.



**Lisa Wright**  
*Director*

Lisa is a lawyer with more than 15 years’ experience in the areas of human resources and employee relations. Throughout her career, she has supported numerous not-for-profits with their governance and compliance. Lisa is a trusted business advisor and experienced facilitator, developing workshops and training programs for both the public and private sectors. Lisa is proud to live in Launceston, having grown up in Sydney and relocated with her Tasmanian husband and their son to be closer to family.



**Madi Biggelaar**  
*Interim Executive Officer*

Madi’s infectious love for Launceston and her close relationships with our city stakeholders were invaluable to the organisation when she stepped into the Interim Executive Officer role in December, keeping the wheels turning until Gab joined the team in June. Madi is a familiar, friendly face around town and a one woman whirlwind whose output and energy is far beyond that of a normal human being!



**Jade Pirker**  
*Marketing Reporting Analyst*

As team organiser, Jade keeps our operations running smoothly and her evidence-based approach ensures our focus remains results orientated. With an eye for detail, common-sense reasoning, and the rare ability to transform dry data into engaging content, Jade is responsible for our reporting, grant applications, and award submissions and plays a vital role as our chief proofreader and researcher.



**Megan Byrd**  
*People and Promotions*

Since taking over the reins as our dedicated stakeholder liaison officer, Megan has hit the ground running to deliver outstanding engagement and positive sentiment in this year’s campaigns and activations. When she’s not getting her steps up welcoming new businesses and visiting existing ones, she’s crafting comms across multiple channels and coordinating all the details for the latest Launceston Central events.



**Brea Kirkley**  
*Marketing Officer*

Brea is Launceston Central’s digital marketing, graphic design, and copywriting guru, personally writing (literally) hundreds of business descriptions on our website and creating engaging content that showcases all the great things about our wonderful city and its businesses. A creative thinker with artistic flair, Brea has gained continuing growth on our social media platforms through her entertaining and storytelling posts.



**Briony Scotton**  
*Marketing Assistant*

A digital marketing whizz with a talent for dreaming up fun and engaging campaign ideas, Briony balances strategy and flair to grow reach and engagement among both existing and new audiences. Whether its an in-depth business profile from our Launnie Long-standers series or an upbeat social reel featuring the newest business on the block, you’re sure to have seen Briony’s creativity in action.



**LAUNCESTON CENTRAL INC.**

ABN 57 058002 566

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PO Box 1441, Launceston TAS 7250

**w** [launcestoncentral.com.au](http://launcestoncentral.com.au)

Status of Council Decisions as of 4 December 2025

Meeting Date/Item	Council Decision	Owner/Network	Status
<b>13 November 2025</b>			
11.1. PSA-LLP0032 - Planning Scheme Amendment – Local Historic Heritage Code - Place or Precinct of Archaeological Potential	<p>That Council, pursuant to:</p> <ol style="list-style-type: none"> <li>Section 40D of the Land Use Planning and Approvals Act 1993, of its own motion initiates Amendment PSA-LLP0032 to the Launceston Local Provisions Schedule to: <ol style="list-style-type: none"> <li>insert two places into <i>LAU-Table C6.4 Places or Precincts of Archaeological Potential</i> being Mountain Road, Lilydale (adjacent 346 &amp; 348 Mountain Road, Lilydale) and 148 Vermont Road, Mowbray as shown in Attachment 1 to this report.</li> <li>amend the Tasmanian Local Provisions Schedule maps to include the identified places as shown in Attachment 1 to this report.</li> </ol> </li> <li>Section 40F of the <i>Land Use Planning and Approvals Act 1993</i>, certifies Draft Amendment PSA-LLP0032 identified below and in Attachment 1.</li> <li>Sections 40G and 40H of the <i>Land Use Planning and Approvals Act 1993</i>, determines the period for public exhibition to be 28 days.</li> </ol>	Executive Leader Community Assets and Design	The draft amendment is currently on public advertising. Any submissions will be considered at a Council meeting early in 2026.
17.2. Partnership Agreement - Beacon Foundation	<p>That Council:</p> <ol style="list-style-type: none"> <li>approves the \$10,000 (inc. GST) investment in the Beacon Foundation's program for the 2025-2026 financial year and,</li> <li>an update to be provided through the Quarterly Report by the Executive Leader Connections and Liveability.</li> </ol>	Executive Leader Connections and Liveability	A purchase order is being raised and the program will be reported on quarterly. This is considered complete for the purposes of this report.
17.3. Community Grants Round 1 2025/2026	That Council:	Executive Leader	Visitation & Sponsorship will manage the grants

Meeting Date/Item	Council Decision	Owner/Network	Status																																																																	
	<div>1. approves the following Community Grant program applications to receive the recommended grant amounts as printed below:</div> <table><tr><th>Organisation</th><th>Project/Activity</th><th>Score</th><th>\$Request</th><th>\$Recom</th></tr><tr><td>Rosie's Reading</td><td>Dolly Parton's Imagination Library for Waverley Families*</td><td>88.50%</td><td>\$5,000</td><td>\$5,000</td></tr><tr><td>All Stitched Up (ASU)</td><td>Santa Sacks - ASU</td><td>82.25%</td><td>\$5,000</td><td>\$5,000</td></tr><tr><td>Just Cats Inc.</td><td>Last Litters Program</td><td>85.25%</td><td>\$5,000</td><td>\$5,000</td></tr><tr><td>Launceston Community FM Group Inc operating as City Park Radio</td><td>40 Voices</td><td>79.75%</td><td>\$5,000</td><td>\$3,750</td></tr><tr><td>ParaQuad Association of Tasmania Inc</td><td>River Rollers - Monthly Social Club</td><td>76.00%</td><td>\$2,450</td><td>\$1,838</td></tr><tr><td>Launceston Women in Business</td><td>Hot Desk Summer: Women Working Together</td><td>75.25%</td><td>\$5,000</td><td>\$3,750</td></tr><tr><td>Makers at the Courthouse / Upper Piper Arts and Crafts</td><td>Threads of Connection - strengthening Launceston city to Lilydale township through art, connection and workshop.</td><td>72.50%</td><td>\$3,000</td><td>\$2,250</td></tr><tr><td>Launceston Hazara Community</td><td>Launceston Hazara Unity Cup</td><td>69.50%</td><td>\$5,000</td><td>\$3,750</td></tr><tr><td>Wildlife Network Tasmania</td><td>Building Wildlife Volunteer Skills – Launceston Training Series</td><td>66.25%</td><td>\$5,000</td><td>\$3,750</td></tr><tr><td colspan="3">Total</td><td>\$40,450</td><td>\$34,088</td></tr><tr><td colspan="3">2025-2026 Community Grant (Organisations) Budget - Round 1</td><td colspan="2">\$35,000</td></tr><tr><td colspan="3">Balance</td><td colspan="2">\$ 912</td></tr></table>	Organisation	Project/Activity	Score	\$Request	\$Recom	Rosie's Reading	Dolly Parton's Imagination Library for Waverley Families*	88.50%	\$5,000	\$5,000	All Stitched Up (ASU)	Santa Sacks - ASU	82.25%	\$5,000	\$5,000	Just Cats Inc.	Last Litters Program	85.25%	\$5,000	\$5,000	Launceston Community FM Group Inc operating as City Park Radio	40 Voices	79.75%	\$5,000	\$3,750	ParaQuad Association of Tasmania Inc	River Rollers - Monthly Social Club	76.00%	\$2,450	\$1,838	Launceston Women in Business	Hot Desk Summer: Women Working Together	75.25%	\$5,000	\$3,750	Makers at the Courthouse / Upper Piper Arts and Crafts	Threads of Connection - strengthening Launceston city to Lilydale township through art, connection and workshop.	72.50%	\$3,000	\$2,250	Launceston Hazara Community	Launceston Hazara Unity Cup	69.50%	\$5,000	\$3,750	Wildlife Network Tasmania	Building Wildlife Volunteer Skills – Launceston Training Series	66.25%	\$5,000	\$3,750	Total			\$40,450	\$34,088	2025-2026 Community Grant (Organisations) Budget - Round 1			\$35,000		Balance			\$ 912		Connections and Liveability	<div>from signing to acquittal.</div> <div>This item is considered complete for the purposes of this report.</div>
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Meeting Date/Item	Council Decision	Owner/Network	Status																																								
	<p><i>* Councillor Palmer and Councillor Harris abstained from assessing Rosie's Reading - Dolly Parton's Imagination Library for Waverley Families.</i></p> <p>2. determines the following Community Grant program applications will not be funded by Council as the applications received were deemed ineligible by the assessment panel.</p> <table> <tr> <th>Organisation</th><th>Project/Activity</th><th>\$Request</th><th>\$Recom</th></tr> <tr> <td>Tasmanian Art Teachers Association (TATA)</td><td>Faces From Our Town-celebrating difference through portraits and stories</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Gateway Baptist Church Launceston Inc</td><td>Repairs to 140-year-old Church Steeple Clock</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Cancer Patients Foundation</td><td>Look Good Feel Better</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Baby Walk Org Ltd</td><td>Baby Walk Launceston</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Cancer Council Tasmania</td><td>Cancer support and prevention-awareness and education</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Stompin</td><td>Laps Around the Sun</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Mental Health Families and Friends Tasmania</td><td>Mental Health First Aid for families and friends in Launceston</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td>Able Australia</td><td>Launceston Community Connections: Health, Movement &amp; Inclusion for People with Complex Disabilities</td><td>\$5,000</td><td>\$0</td></tr> <tr> <td colspan="2"><b>Total</b></td><td><b>\$40,000</b></td><td><b>\$0</b></td></tr> </table>	Organisation	Project/Activity	\$Request	\$Recom	Tasmanian Art Teachers Association (TATA)	Faces From Our Town-celebrating difference through portraits and stories	\$5,000	\$0	Gateway Baptist Church Launceston Inc	Repairs to 140-year-old Church Steeple Clock	\$5,000	\$0	Cancer Patients Foundation	Look Good Feel Better	\$5,000	\$0	Baby Walk Org Ltd	Baby Walk Launceston	\$5,000	\$0	Cancer Council Tasmania	Cancer support and prevention-awareness and education	\$5,000	\$0	Stompin	Laps Around the Sun	\$5,000	\$0	Mental Health Families and Friends Tasmania	Mental Health First Aid for families and friends in Launceston	\$5,000	\$0	Able Australia	Launceston Community Connections: Health, Movement & Inclusion for People with Complex Disabilities	\$5,000	\$0	<b>Total</b>		<b>\$40,000</b>	<b>\$0</b>		
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18.2. QVMAG Annual Report 2024-2025	<p>That Council:</p> <p>1. receives and adopts the Queen Victoria Museum and Art Gallery Annual Report 2024/2025 (ECM Doc Set ID 5297639); and</p>	Executive Leader Connections and Liveability	1. Completed - QVMAG Annual Report adopted at Council meeting 13 November																																								

Meeting Date/Item	Council Decision	Owner/Network	Status												
	2. pursuant to section 333 of the <i>Local Government Act 1993</i> (Tas), submits the Queen Victoria Museum and Art Gallery Annual Report 2024/2025 to the Minister for the Arts, Tasmanian State Government, to be laid before Parliament.		2. In Progress - QVMAG Annual Report being printed to be forwarded to the Minister												
19.1. Response to Notice of Motion - Councillor D C Gibson - Windermere/Swan Bay Roads	That Council endorses:  1. installation of a welcome sign on the Swan Bay side of Windermere  2. installation of a 'next 4km' (or similar) supplementary boards on pedestrian warning signs; and  3. no further actions to be undertaken in response to this Notice of Motion and that it is considered completed.	Executive Leader Community Assets and Design	Completed.  Endorsed and closed out at the 23 October 2025 General Meeting.												
20.3. Tender - Insurance Brokerage Services CD063/2025	That Council:  1. accepts the tender submitted by JLT Risk Solutions Pty Ltd (Trading as JLT Public Sector) for Insurance Brokerage Services, Contract No CD063/2025 for \$78,515.50 over three years as shown below: <table><tr><th>YEAR</th><th>ANNUAL BROKERAGE FEE (Ex GST)</th></tr><tr><td>1</td><td>\$25,000.00</td></tr><tr><td>2</td><td>\$26,250.00</td></tr><tr><td>3</td><td>\$27,562.50</td></tr></table>	YEAR	ANNUAL BROKERAGE FEE (Ex GST)	1	\$25,000.00	2	\$26,250.00	3	\$27,562.50	Executive Leader Delivery and Performance	Completed. Contract is with JLT legal team				
YEAR	ANNUAL BROKERAGE FEE (Ex GST)														
1	\$25,000.00														
2	\$26,250.00														
3	\$27,562.50														
23 October 2025															
17.2. Special Event Sponsorship 2025/2026	That Council:  1. approves the following Special Events to receive the recommended sponsorship amount from the 2025/2026 Special Event Sponsorship Budget. <table><tr><th>Organisation</th><th>Event</th><th>Score</th><th>\$Requested</th><th>\$Assess</th><th>\$Recommended</th></tr><tr><td>Tennis Australia</td><td>2025 18/U &amp; 16/U Australian</td><td>72%</td><td>\$20,000</td><td>\$20,000</td><td>\$15,000</td></tr></table>	Organisation	Event	Score	\$Requested	\$Assess	\$Recommended	Tennis Australia	2025 18/U & 16/U Australian	72%	\$20,000	\$20,000	\$15,000	Executive Leader Connections and Liveability	Visitation & Sponsorship will manage the grants from signing to acquittal.
Organisation	Event	Score	\$Requested	\$Assess	\$Recommended										
Tennis Australia	2025 18/U & 16/U Australian	72%	\$20,000	\$20,000	\$15,000										

Meeting Date/Item	Council Decision						Owner/Network	Status	
		Tennis Championships						This item is considered complete for the purposes of this report.	
	Judo Federation of Australia Limited	Judo Australia National Championships	84%	\$30,000	\$30,000	\$30,000			
	Island Events Pty Ltd	Island Escape Winter Festival	92%	\$30,000	\$30,000	\$30,000			
	Total Recommended (\$)								\$75,000
	Available Funds (\$)								\$64,000
	Balance								-\$11,000
	The total amount requested across the three events was \$80,000. Based on scoring and assessment, the recommended funding level totals \$75,000. However, the available budget is \$64,000, resulting in a shortfall of \$11,000.								
	The Event Sponsorship Assessment Panel recommends to Council that we reallocate available partnerships funding to offset the current shortfall. The budget available is \$100,000, drawn from previous MOU agreements:								
	• \$25,000 (bi-annual) from the expired agreement with Ten Days on the Island (TDOTI).								
	• \$50,000 previously allocated to Mona Foma festivals.								
17.3. Northern Gateway Preferred Concept - Public Vote Results	That Council: 1. receives the results of the Northern Gateway public vote; and 2. endorses the recommendation to award the Northern Gateway Project commission to the preferred artist concept, Sky Vessels.						Executive Leader Connections and Liveability	Urban Art Projects is progressing with the next stage of technical design development for Katie Stackhouse's selected artwork. Project is on track for installation FY 26/27	
17.4. City of Launceston Band and Choir	That Council:						Executive Leader Connections and Liveability	Completed. Agreements sent to Launceston RSL	



Meeting Date/Item	Council Decision	Owner/Network	Status
	<p>1. approves the appointment of a City of Launceston Band and the appointment of a City of Launceston Choir, each to be sponsored by Council for five years; and</p> <p>2. approves the appointment of:</p> <p>A. The RSL Band as the City of Launceston Band in accordance with the following conditions:</p> <p>(a) The band will adopt the name "City of Launceston RSL Band" for the period of this agreement.</p> <p>(b) The band will perform at significant events each year during the duration of its appointment.</p> <p>(c) The band covers all its own administrative costs associated with its adoption by Council, including stationery, uniforms and travel.</p> <p>(d) The band is given authority to bear the City of Launceston logo, if they wish, on their band uniforms, stationery and other promotional materials for the duration of the appointment.</p> <p>(e) The band appoints a Council Liaison Officer.</p> <p>(f) That an annual grant of \$5000 be paid to the City of Launceston Band (with any additional fees for events outside of the agreement to be negotiated).</p> <p>B. Vox Harmony Choir as the City of Launceston Choir in accordance with the following conditions:</p> <p>(a) The choir will adopt the name "Vox Harmony – City of Launceston Choir" for the period of this agreement.</p> <p>(b) The choir will perform at significant events each year during the duration of its appointment.</p> <p>(c) The choir covers all its own administrative costs associated with its adoption by Council, including stationery, uniforms and travel.</p> <p>(d) The choir is given authority to bear the City of Launceston logo for the duration of its appointment, if it wishes, on its choir uniforms, stationery and other promotional materials for the duration of the appointment.</p> <p>(e) The choir appoints a Council Liaison Officer.</p>		Band and Vox Harmony Choir.

Meeting Date/Item	Council Decision	Owner/Network	Status
	(f) That an annual grant of \$3000 be paid to the City of Launceston Choir (with any additional fees for events outside of the agreement to be negotiated).		
17.6. Seaport Place Name Application	That Council:  1. endorses the preparation of an application for Seaport to be registered as an unbounded locality.	Executive Leader Connections and Liveability	Progressing.
20.4. Request for Remission of Rates and Maintenance Support - Northern Suburbs Community Recreation Hub	That Council:  1. approves a rate remission for the property located at 316-320 Invermay Road, Mowbray known as Northern Suburbs Community Recreation Hub (The Hub) for the 2025/2026 Financial Year. This includes the Fire Levy, General Charge on three rateable tenancies and the General Rate Industrial;  2. notes the letter received from the Hon Nick Duigan MLC, Minister for Sport dated 30 September 2025 requesting ongoing maintenance support upon completion of construction; and  3. refuses the request to provide maintenance support as requested in this letter.	Executive Leader Delivery and Performance	Complete.  Remission applied.  Letter to be sent to Hon Nick Duigan MLC, Minister for Sport regarding refusal of maintenance and operational support from the Mayor's or CEO's Office.
20.7. Motions - Local Government Association of Tasmania (LGAT) General Meeting - 20 November 2025	That, in respect of the items listed for decision at the Local Government Association of Tasmania's General Meeting on 20 November 2025, Council directs its delegate to vote as follows:  <i>Table as minuted.</i>	Executive Leader Delivery and Performance	Complete.  Pending LGAT Meeting on 20 November 2025.
<b>2 October 2025</b>			
19.1. Non-application of Public Tender Process - Park Street Amenities	That Council:  1. notes the report regarding the non-application of public tender process undertaken through the Local Government Association of Tasmania (LGAT) vendor panel.	Executive Leader Community Assets and Design	Tender Process finalised and contract awarded.  Complete.

Meeting Date/Item	Council Decision	Owner/Network	Status
19.2. Northern Tasmania Cricket Association Sports Complex - Project Update	That Council: <ol style="list-style-type: none"> <li>1. endorses the NTCA Architectural Materials (ECM Document Set ID 5282832);</li> <li>2. authorises the Executive Leader Community Assets and Design to submit a Development Application in accordance with the NTCA Architectural Materials (ECM Document Set ID 5282832);</li> <li>3. authorises the Senior Leader Infrastructure Planning to progress detailed design for Stages 1, 2 and ITEM C;</li> <li>4. authorises the Chief Executive Officer to continue advocating for grants and other funding opportunities to enable future construction activities; and</li> <li>5. notes, for the avoidance of doubt, that Chief Executive Officer is a term of reference for the General Manager within the meaning of the Local Government Act 1993.</li> </ol>	Executive Leader Community Assets and Design	Project is ongoing. Item 1: complete Item 2: complete Item 3: Architectural component of the detailed design has been commissioned Item 4,5: ongoing
<b>11 September 2025</b>			
20.3. Lease - Tasmanian Ambulance Service	That Council: <ol style="list-style-type: none"> <li>1. pursuant to section 177 of the <i>Local Government Act 1993</i> (Tas) and by absolute majority, decides to lease part of the land situated at 1C George Town Road, Newnham (CT 143014/1), for the purpose of providing an ambulance base, as identified on the plan below: (Image as minuted)</li> <li>2. notes the valuation advice at Attachment 1 (ECM Doc Set ID – 5147575) considering the land described at Recommendation 1;</li> <li>3. requires that the lease is on the following basis: <ol style="list-style-type: none"> <li>a. the Lessee is to be Ambulance Tasmania;</li> <li>b. the lease is to commence on 22 November 2024 for a period of 5 years;</li> <li>c. the commencing rent is to be \$12,000 per year, adjusted annually in accordance with the Consumer Price Index (CPI) for Hobart;</li> <li>d. the lessee to be responsible for: <ol style="list-style-type: none"> <li>i. energy costs;</li> <li>ii. volumetric and connection charges for water;</li> <li>iii. contents insurance;</li> <li>iv. building insurance; and</li> </ol> </li> </ol> </li> </ol>	Executive Leader Delivery and Performance	As of 6 November 2025, the lease document is with the Tasmanian Ambulance Service for review and signing.

Commented [NW1]: @Sharin Imlach any update?



Meeting Date/Item	Council Decision	Owner/Network	Status
	<ul style="list-style-type: none"> <li>v. other service charges, if any;</li> <li>e. the lessee will continuously: <ul style="list-style-type: none"> <li>i. maintain building in good and reasonable order;</li> <li>ii. keep clear all noxious growth from premises;</li> <li>iii. hold public liability insurance of at least \$20 million;</li> </ul> </li> <li>4. the Lessee is to be responsible for structural maintenance;</li> <li>5. requests the Chief Executive Officer to: <ul style="list-style-type: none"> <li>a. determine the exact dimensions of the land to be leased and all remaining terms and conditions;</li> <li>b. exercise any of Council's rights, options, or discretions necessary for the proper administration of the lease; and notes, for the avoidance of doubt, that Chief Executive Officer is a term of reference for the General Manager within the meaning of the <i>Local Government Act 1993</i>.</li> </ul> </li> </ul>		
21.1. Sister City Delegation to Ikeda Japan October 2025	<p>That Council:</p> <ol style="list-style-type: none"> <li>1. approves the Sister City delegation visit to Ikeda, Japan from 28 October to 2 November 2025 for the purpose of advancing strategic opportunities in education, innovation, culture, and business and to celebrate the 60th anniversary of the Sister City relationship.</li> <li>2. approves a delegation comprising of the Mayor and up to 4 Councillors, with the Mayor and CEO being given delegation to confirm the final Councillors who will be participating.</li> <li>3. approves the following community representatives be invited to be part of the delegation, of which Council will meet 50% of the costs: <ul style="list-style-type: none"> <li>• The Hon. Don G Wing AM and</li> <li>• Peter Stackhouse.</li> </ul> </li> <li>4. notes a future budget amendment will be required for additional budget allocation to fund the shortfall in the Sister City budget. This will be brought to the next available Council meeting for formal approval, should this recommendation be adopted.</li> <li>5. delegate to the CEO the approval up to 4 staff to be included to support the delegation, the staff representatives to include the CEO and other staff as determined by the CEO, this cost to be met from within existing operational funding available from internal budgets.</li> </ol>	Executive Leader Strategy and Innovation	<p>Items 1 to 3 are complete.</p> <p>Item 4 – Indicative costs are included in the Delegation Report presented at the Council Meeting 11 December 2025. Due to end of month processes, the budget amendment will be reported to the Council at the first Council Meeting of 2026, when reconciliation has occurred.</p>

Meeting Date/Item	Council Decision	Owner/Network	Status
	receives a further report on the outcomes from the Ikeda Sister City visit upon return from Japan.		Item 5 - Three City of Launceston Officers represented the delegation, including the CEO.  The Delegation Report is included in the Council Meeting 11 December 2025.
19 June 2025			
17.3. Carr Villa Memorial Park Masterplan	That Council: 1. removes Stage 2, of Option 5A, from the Carr Villa Memorial Park Masterplan; 2. adopts the Carr Villa Memorial Park Masterplan as amended by 1 above; 3. notes any future development of areas identified in the Masterplan (Option 5A, Stage 1), will be subject to further consideration and approval by Council, including environmental assessments and planning approval; 4. engages with all relevant stakeholders connected to Carr Villa, including the Friends of Carr Villa Reserve; and 5. receives a further report outlining options for consideration of the identified Carr Villa buffer zones, to become a permanent reserve.	Executive Leader Connections and Liveability	1. Completed 2. Completed 3. Noted 4. Ongoing 5. Councillors will receive the requested report at the December 4, 2025 Council Workshop.
20.8 Minor Municipal Boundary Adjustment - Meander Valley Road, Travellers Rest	That Council: 1. notes the decision of Meander Valley Council at its meeting on 21 January 2025, at Attachment 1 (ECM Doc Set ID 5207396); 2. pursuant to section 16(4A) of the <i>Local Government Act 1993 (Tas)</i> , notes the affected owners' application and agrees to support an application for a minor municipal boundary adjustment for 25 and 51	Executive Leader Delivery and Performance	Complete.  One plan for the Central Plan Register has been produced, and

Meeting Date/Item	Council Decision	Owner/Network	Status
	<p>Meander Valley Road, shown in blue on the plan below to be within the Meander Valley Council area;</p> <p><i>(Image as Minuted)</i></p> <p>3. Pursuant to section 16(5A) of the <i>Local Government Act 1993</i>, agrees to pay half the cost of producing Central Plan Register plans;</p> <p>4. requests the Chief Executive Officer to exercise Council's powers in respect of the <i>Local Government Act 1993</i> to carry through with the decisions at Recommendations 2 and 3; and</p> <p>4. notes, for the avoidance of doubt, Chief Executive Officer is a term of reference for the General Manager as appointed by Council pursuant to section 61 of the <i>Local Government Act 1993</i> (Tas).</p>		<p>Meander Valley Council is seeking Ministerial approval for the adjustment. The remaining three plans have been registered, and the Council has been invoiced.</p>
29 May 2025			
20.8. Lease - Albert Hall - Theatre North	<p>That Council</p> <p>1. approves the lease of Albert Hall on the following basis:</p> <ol style="list-style-type: none"> <li>Property is Albert Hall</li> <li>Lessee is to be Theatre North Inc.</li> <li>Lease is to commence on 1 October 2025 or on issue of the Certificate of Practical Completion under DA0108/2022</li> <li>Term is to be 2 years with a 2-year option</li> <li>Lease amount is to be \$1 per year</li> <li>Lessee is to be paid three amounts, which are: <ol style="list-style-type: none"> <li>A payment of \$294,000 per full year to manage the venue and booking system from the commencement of the lease, payable on a monthly or quarterly basis</li> <li>A compensation payment of up to \$100,000 per quarter for the first eight quarters during the shutdown of the Princess Theatre and Earl Arts Centre, estimated to commence in January 2026</li> <li>A cash subsidy of up to \$132,500 per year, adjusted for CPI, dependent on the financial performance of the Lessee during the term of the lease</li> </ol> </li> </ol> <p>2. accepts the surrender of the Princess Theatre lease.</p>	Executive Leader Delivery and Performance	<p>Item 1 - Complete. Lease has been signed by both parties.</p> <p>Other items are still in progress.</p>



Meeting Date/Item	Council Decision	Owner/Network	Status
	<p>3. forms the intention to lease the Princess Theatre and Earl Arts Centre to Theatre North Inc. on the following basis:</p> <ul style="list-style-type: none"> <li>a. Property is Princess Theatre and Earl Arts Centre</li> <li>b. Lessee is to be Theatre North Inc.</li> <li>c. Lease is to commence on the issue of the Certificate of Practical Completion under DA0424/2024, estimated to be 1 February 2028</li> <li>d. Term is to be 5 years with a 5-year option</li> <li>e. Lease amount is to be \$1 per year.</li> </ul> <p>4. approves the lease of the Princess Theatre and Earl Arts Centre on the terms above, provided that no objections are received during the applicable public objection period.</p> <p>5. notes that the payment for managing the booking system referred to at Recommendation 1(f)(i) exceeds \$250,000 and accordingly:</p> <ul style="list-style-type: none"> <li>a. Resolves, by absolute majority, that the payment is required to ensure that Theatre North can continue to provide theatre and cultural services during the redevelopment of the Princess Theatre, and a satisfactory result would not be achieved by inviting tenders because of <ul style="list-style-type: none"> <li>(i) extenuating circumstances.</li> </ul> </li> </ul> <p>6. requests the Chief Executive Officer to:</p> <ul style="list-style-type: none"> <li>a. determine the exact dimensions of the land and all remaining lease and contractual terms and conditions; and</li> <li>b. exercise any of the Council's rights, options or discretions necessary for the proper administration of the leases and contracts.</li> </ul>		
17 April 2025			
20.5. Lilydale Hall	<p>That Council:</p> <ul style="list-style-type: none"> <li>1. notes that the Lilydale District Progress Association (LDPA) has proposed a lease that is not consistent with the Council's Lease and Licence Policy.</li> <li>2. authorises the continuation of negotiations with the LDPA without meeting all of the standard requirements of the Council's Lease and Licence Policy, provided that the resultant draft lease is consistent with the principles of the Policy objectives.</li> </ul>	Executive Leader Delivery and Performance	A meeting between the LDPA and Council officers including Chief Executive Officer Sam Johnson OAM and Councillor Andrew Palmer

Meeting Date/Item	Council Decision	Owner/Network	Status
	<ul style="list-style-type: none"> <li>a. To optimise the use of Council facilities to the mutual benefit of the community and Council</li> <li>b. To achieve fair and equitable access to facilities</li> <li>c. To achieve a transparent system</li> </ul> <p>3. requires that once negotiations are finalised, the draft lease is provided to Council for formal consideration, in accordance with the requirements of Part 12 of the Local Government Act 1993 (Tas).</p>		took place on 13 October 2025. A draft agreement has been prepared for consideration at the 11 December Council Meeting
20.6. Council Committees	<p>That Council:</p> <ul style="list-style-type: none"> <li>1. receives the Review of Council Committees Report (ECM Document Set ID 5213817).</li> <li>2. pursuant to section 24 of the Local Government Act 1993 (Tas) dissolves the following Council Committees: <ul style="list-style-type: none"> <li>• Cataract Gorge Advisory Committee</li> <li>• Launceston Access Advisory Committee</li> <li>• Launceston City Heart Reference Group</li> <li>• Launceston Sister City Committee</li> <li>• Tender Review Committee (attended to in Closed Council meetings)</li> <li>• Transport Committee</li> </ul> </li> <li>3. notes that Mayor Councillor M K Garwood resigned from the Events Sponsorship Assessment Panel and Community Grants (Organisations) Program committee, effective 21 March 2025.</li> <li>4. in respect of the Events Sponsorship Assessment Panel, a special committee convened pursuant to section 24 of the Local Government Act 1993 (Tas): <ul style="list-style-type: none"> <li>(i) notes that the Panel's terms of reference call for a Councillor to chair the Panel and two additional Councillors to be appointed by Council;</li> <li>(ii) calls for nominations, noting that Councillor L M McMahon (as Chair) and Council A J Palmer are currently committee members and these appointments remain unchanged.</li> <li>(iii) appoints Councillor A G Harris as Committee member.</li> </ul> </li> <li>5. in respect of the Community Grants (Organisations) Program committee, a special committee convened pursuant to section 24 of the Local Government Act 1993 (Tas):</li> </ul>	Executive Leader Delivery and Performance	<p>Points 1-5 and 8 are complete.</p> <p>Points 6 and 7 were workshopped with Councillors on 25 September 2025. Next steps are in progress.</p>

Meeting Date/Item	Council Decision	Owner/Network	Status
	<ul style="list-style-type: none"> <li>(i) notes that the Panel's terms of reference call for a Councillor to chair the Panel and two additional Councillors to be appointed by Council;</li> <li>(ii) calls for nominations, noting that Councillor L M McMahon (as Chair) and Councillor A J Palmer are committee members and these appointments remain unchanged.</li> <li>(iii) appoints Councillor A G Harris as Committee member.</li> </ul> <ul style="list-style-type: none"> <li>6. notes that appointments for all Council Committees will be brought to an upcoming Council meeting, following a call for nominations at Council workshop.</li> <li>7. endorses that Terms of Reference be introduced for each committee within three months and is the responsibility of the Executive Leader whose team oversees each committee.</li> <li>8. endorses the recommendations, stemming from the review process and noted in the report below, be considered for each committee and implemented where deemed appropriate in consultation between the Chair and relevant Executive Leader.</li> </ul>		
<b>27 March 2025</b>			
18.1. State Government Endowment Queen Victoria Museum and Art Gallery	<p>That Council:</p> <ul style="list-style-type: none"> <li>1. receive and note the report providing comparative analysis of State and Local Government funding provisions for Queen Victoria Museum and Art Gallery (QVMAG); and</li> <li>2. authorises the Chief Executive Officer to liaise with the State Government around future funding models (endowment) of the Queen Victoria Museum and Art Gallery, consistent with Section 332 of the Local Government Act 1993.</li> </ul>	CEO Office	<p>In progress</p> <p>Meeting held with the relevant Minister to discuss options moving forward.</p> <p>Post the current 2025 State election, a meeting will be requested with the new Government to continue discussions.</p>



Meeting Date/Item	Council Decision	Owner/Network	Status
18.2. Regional Precincts Partnership Program Submission	That Council: 1. approves the preparation and submission of a City of Launceston/QVMAG application for funds under the Australian Government's Regional Precincts and Partnerships Program (Stream One).	Director Queen Victoria Museum and Art Gallery	Funding remains paused.
20.7. Memorandum of Understanding - Provision of Bikes to Tasmania Police	That Council: 1. notes its 12 December 2024 decision to purchase two fit-for-purpose bicycles, to be provided to Tasmania Police for the purpose of reintroducing bike patrols within the Launceston Central Business District, supported by a Memorandum of Understanding (MOU). 2. authorises the Chief Executive Officer to continue negotiations with Tasmania Police, so that a finalised draft the MOU can be presented to Council for formal approval.	Executive Leader Delivery and Performance	Commenced. Provision of a draft MOU to Tasmania Police for consideration and feedback has occurred. Additional feedback has been provided by TasPol, who remain very supportive, and are keen to use Launceston as a trial.  Council is awaiting TasPol to advance – update sought on 13 May 2025. Council still awaits an update.  This is not a priority for TasPol at the moment.
<b>13 February 2025</b>			
12.2. Mayoral Report - Western Australia	That Council: 1. Consider Mandurah's youth engagement model for potential implementation.	Executive Leader	Item 1 is complete.

Meeting Date/Item	Council Decision	Owner/Network	Status
Visit - December 2024	2. Explore differential rating systems for holiday accommodation. 3. Review parking technology solutions implemented by City of Perth.  4. Note successful regional collaboration approaches for advocacy. 5. Undertake a review of the previous work undertaken to consider Mandurah and Launceston as working relationships. 6. Engage with the project team working on the Perth Concert Hall redevelopment, to further support the Princess Theatre and Earls Arts Centre redevelopment.	Connections and Liveability  Executive Leader Delivery and Performance  Executive Leader Community Assets and Design	Item 2: No update on separate rating for holiday accommodation. This may be a matter for the Valuer General.  Item 3: Senior Leader Health and Compliance collaborating with the Mayor on initiatives.  Item 4: Noted  Item 5: Presented to Council 21/8/2025  Item 6: Complete.
<b>23 January 2025</b>			
21.3. Notice of Motion - Annual General Meeting - Robin Smith - Signage for Personal Mobility Devices - 3 December 2024	That City of Launceston Council: 1. review the rules and signage as they relate to the operation of PMDs (e-scooters) in the Launceston Central Business District.	Executive Leader Community Assets and Design	Signage review commenced and further analysis planned.
<b>12 December 2024</b>			
19.2. Action in Respect of a Grant from the	That Council: 1. determines to:	Executive Leader	\$40,000 funding has been received.

Meeting Date/Item	Council Decision	Owner/Network	Status
Tasmanian Government for Projects in Lilydale	<ul style="list-style-type: none"> <li>I. decline the component of the grant related to Clause 1.1 (a): the design and construction of a pedestrian and cycle pathway between Lilydale Falls and Lilydale;</li> <li>II. accept the component of the grant related to Clause 1.1 (b): council-led improvements to better integrate the Lilydale pool, playground, toilet and BBQ areas.</li> <li>III. write to the State Government seeking to purpose the remaining funds for the purpose of the Lilydale community.</li> </ul>	Connections and Liveability	Meeting has been held with the Lilydale Progress Association. The project scope has been refined and now moving to delivery.
21.1. Proposal to Establish a Public Register of Interests	<p>That Council:</p> <ul style="list-style-type: none"> <li>1. Indicates its support for the development of a policy, which may be similar to the proposed policy outline document which is attachment 1 (ECM Doc Set ID 5162592) to this report, requiring: <ul style="list-style-type: none"> <li>1.1 the Chief Executive Officer to maintain a publicly available register containing details of certain interests of Councillors; and</li> <li>1.2 Councillors to proactively disclose outside interests to the Chief Executive Officer for the purpose of inclusion in that register;</li> </ul> </li> <li>2. Instructs the Chief Executive Officer to: <ul style="list-style-type: none"> <li>2.1 convene a workshop or workshops at which the Councillors may engage in discussion and provide comments and guidance regarding the development of the policy described above;</li> <li>2.2 bring to a future meeting of the Council, after those workshop/s, a proposed policy which the Council may adopt.</li> </ul> </li> </ul>	Executive Leader Delivery and Performance	A proposed approach was workshopped with Councillors on 16 October 2025. Next steps are in progress.
<b>31 October 2024</b>			
19.2. Flood Mitigation Strategy - Scoping Study	<p>That Council:</p> <ul style="list-style-type: none"> <li>1. endorses the Flood Mitigation Strategy - Scoping Strategy (ECM Doc Set ID 5145101); and</li> <li>2. includes the required additional resourcing in the draft 2025/26 financial year budget.</li> </ul>	Executive Leader Community Assets and Design	The Flood Mitigation Advisor commenced on 27 September 2025, and the project is now underway with initial efforts focused on developing a comprehensive project plan to define the timeline



Meeting Date/Item	Council Decision	Owner/Network	Status
			and key milestones. In November, the outcome of the Disaster Ready Fund grant was announced, with the council funding submission successful.
<b>2 May 2024</b>			
14.1. Cataract Gorge Chairlift Renewal Request	<p>That Council:</p> <ol style="list-style-type: none"> <li>1. Provides in principle support for the renewal of the Gorge Chairlift and welcomes the proponents to work with the Council to obtain: <ol style="list-style-type: none"> <li>a. Disposal of an interest in land under section 178 of the <i>Local Government Act 1993</i>.</li> <li>b. A new licence or easement for operation of the site.</li> <li>c. Provision of consent under section 52(1B)(b) of the <i>Land Use Planning and Approval Act 1993</i> to lodge a development application on Council managed land.</li> </ol> </li> <li>1. Notes the land owner consent, disposal of an interest in land and licence all require separate decisions of Council.</li> </ol>	Executive Leader Delivery and Performance	<p>This matter is in progress. Chief Executive Officer Sam Johnson OAM's email to Councillors dated 2 September 2025 refers.</p> <p>The matter was workshopped with Councillors on 6 November 2025.</p>
<b>5 October 2023</b>			
18.1. 126-128 Russells Plains Road, Rocherlea	<p>MOTION 1</p> <p>That Council:</p> <ol style="list-style-type: none"> <li>1. determines that the dwelling at 126-128 Russells Plains Road, Rocherlea not be made available for leasing due to safety concerns that exist for tenants from persons regularly trespassing on the site; and</li> <li>2. given the extensive theft and damage that has occurred to the dwelling on the site, that it be demolished.</li> </ol> <p>MOTION 2</p> <p>That Council:</p>	Executive Leader Delivery and Performance	<p>In relation to Motion 2, Item 2, the Executive Leadership Team received a briefing on this property from a land use perspective on 8 April 2025.</p>

Meeting Date/Item	Council Decision	Owner/Network	Status
	<ol style="list-style-type: none"><li>1. prioritises making a decision on whether the site at 126-128 Russells Plains Road, Rocherlea will be required to house a new landfill site once the current landfill at the Remount Road site is closed; and</li><li>2. in the event that it is determined that the site is not required for a future landfill, undertake a land use study to investigate options for its potential development.</li></ol>		A report from GHD that looks at the suitability of the land for landfilling has been received. The Sustainability Team are reviewing the draft and will prepare a position for Council.

Notices of Motions Status Report as at 4 December 2025

Date	Project/Initiative Notice of Motion	Owner	Progress
<b>11 February 2021</b> Councillor A E Dawkins	<b>Traffic Calming on Gorge and Trevallyn Roads</b> <i>That Council investigates and implements traffic calming measures, including speed reduction, physical barriers to speeding like speed humps and roundabouts, as well as safe pedestrian crossings on Trevallyn and Gorge Roads.</i>	Executive Leader Community Assets and Design	Complete.
<b>11 August 2022</b> Councillor T G Walker	<b>Suburban Business District Green Spaces</b> <i>In support of, and complimentary to, the City of Launceston's recent Memorandum of Understanding with the Launceston Chamber of Commerce regarding the urban greening of the City, that the Council agrees to pursue the following initiatives:</i> <ol style="list-style-type: none"> <li><i>provides its in-principle support for the provision of additional green spaces adjacent to and/or within suburban business districts such as (but not limited to) Kings Meadows, Mowbray, St Leonards and Newstead; and</i></li> <li><i>requests the Chief Executive Officer to ensure that current review process for the Greater Launceston Plan includes a framework to promote the opportunity and identify suitable spaces for this provision, either currently held land, or prospective sites that may be available for this purpose; and</i></li> <li><i>following the review of the GLP, that the Council develop an implementation plan which identifies and provides the necessary actions and resourcing to deliver the green spaces. The implementation plan would need to include a community engagement process with, amongst other objectives, the need to determine the extent and</i></li> </ol>	Executive Leader Connections and Liveability	The Recreation and Open Space Plan (ROSP), as part of its development, has consideration to ensuring equitable Open Space is well serviced across all of Launceston's LGA. All gaps in the Open Space network currently will be addressed in ROSP implementation actions and carried out as their identified priority. Both of these pieces of work are currently in the draft phase with an expectation to have finalised by June 2026. The ROSP is also well connected to other existing Council strategic plans such as Urban Greening Strategy and will support the delivery of Council's recognised urban greening outcomes.



	<p>scope of infrastructure that would be desirable in these spaces; and</p> <p>4. that priority be given to maximising the greening of the area, but that additional facilities such as playgrounds or toilets be considered desirable additions if possible.</p>		
<p><b>15 December 2022</b> Councillors D H McKenzie and A E Dawkins</p>	<p><b>Clean Air Strategy</b></p> <ol style="list-style-type: none"> <li>1. That Council agrees that Launceston City Council develop a Clean Air Strategy, which should not be limited to but will include:</li> <li>2. review of current State and Federal Government legislation to determine its effectiveness in supporting a clean air strategy and where there are improvements required develop a plan to lobby for change;</li> <li>3. review of the effectiveness of past Council programs to improve air quality outcomes, such as the Wood Heater buy-back program;</li> <li>4. compilation of baseline data to provide a base to measure improvements;</li> <li>5. engagement of Northern Councils to achieve shared actions where possible;</li> <li>6. education of industry and the broader community on better environmental practices;</li> <li>7. investigation of more effective enforcement processes; and</li> <li>8. recommendations to Council regarding means to improve outcomes. Report back to Council should occur in reasonable time outlining next steps and to enable progress to be achieved ahead of next winter.</li> </ol>	<p>Executive Leader Delivery and Performance</p>	<p>Recent public attention on Launceston's air quality has further elevated this work as an organisational priority. In response, preliminary internal discussions have explored progressing a more immediate report focused on seasonal issues such as wood smoke, while reviewing the development of a broader strategic framework in line with Council's resolution.</p> <p>Development of the Wood Smoke Management Plan is underway, led by an Environmental Health Officer. The draft action plan will be tabled at a Council Workshop in early 2026 for consideration and input.</p>
<p><b>21 September 2023</b> Councillor A E Dawkins</p>	<p><b>Establishing a Leadership Role for the City of Launceston in the Prevention of Child Sexual Abuse</b></p>	<p>Executive Leader Connections</p>	<p>Progressing.</p>

	<p><i>To show local community leadership and responsiveness to the revelations of widespread historic and contemporary child sexual abuse in Launceston, as evidenced in the recent Commission of Inquiry* hearings, it is moved that Council:</i></p> <ol style="list-style-type: none"> <li><i>1. investigates opportunities to acknowledge victim/survivors of child sexual abuse through the inclusion of an appropriate public art installation in the next stage of the City Heart development.</i></li> <li><i>2. engages with the organisers of the National Child Sexual Abuse Survivors Day to support community events planned for the Launceston municipality.</i></li> <li><i>3. includes an assessment criterion for grant applications to the Council requiring respondent entities (clubs, associations, etc.) to demonstrate how they comply with the Child and Youth Safe Standards.</i></li> <li><i>4. requests the Council's Officers report to a future Council Meeting on:</i> <ol style="list-style-type: none"> <li><i>a. the feasibility of conducting site visits to two peer communities** where the councils have assumed a Child Sexual Abuse Prevention role and make recommendations as to how the City of Launceston can show further leadership***.</i></li> <li><i>b. progress against compliance with the National Principles for Child Safe Organisations, including Child Sexual Abuse prevention awareness for Councillors.</i></li> </ol> </li> </ol>	<p>and Liveability</p>	
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	<p>* Commission of Inquiry (COI) into the Tasmanian Government's Responses to Child Sexual Abuse in Institutional Settings.</p> <p>** Possible peer communities include Ballarat, Victoria and Maitland, New South Wales.</p> <p>*** Examples of further leadership roles for local government might include: - Co-delivery of Child Sexual Abuse Prevention Community Awareness Campaigns in conjunction with the Child Safe Regulator. - Co-convening standards compliance workshops for local clubs, associations and businesses with the Regulator. - Auspicing and participating as part of a Launceston consortium of community organisations committed to Child Sexual Abuse prevention in non-institutional settings</p>		
<p><b>7 March 2024</b> Councillor A J Britton</p>	<p><i>That Council:</i></p> <ol style="list-style-type: none"> <li><i>1. Acknowledges the urgent need for a comprehensive flood mitigation strategy that recognises the existential risks associated with major floods and addresses current and future vulnerabilities and risks associated with flooding in our City.</i></li> <li><i>2. Directs the Chief Executive Officer to develop a scope and detailed project plan to deliver a comprehensive Flood Mitigation Report using all available research, flood modelling, economic analysis, and historic data, to provide an assessment of potential flood risk mitigation options and their relative costs and benefits within our jurisdiction.</i></li> <li><i>3. The Report is to identify and evaluate these flood mitigation measures, including large scale infrastructure projects (e.g., levees, barrages, drainage improvements), natural solutions (e.g., wetland restoration, riparian buffers), and policy</i></li> </ol>	<p>Executive Leader Community Assets and Design</p>	<p>The Flood Mitigation Advisor commenced on 27 September 2025. The project is now underway, with initial efforts focused on developing the project plan to define the timeline and key milestones.</p> <p>The outcome of the Disaster Ready Fund grant was announced in November with council being successful in its application.</p> <p>Updates by item:</p> <ul style="list-style-type: none"> <li>• Item 1 – Complete.</li> <li>• Item 2 – Commenced.</li> <li>• Item 3 – Commenced per Item 2.</li> <li>• Item 4 – Complete.</li> <li>• Item 5a – Complete.</li> <li>• Item 5b – Complete.</li> <li>• Item 6 – Commenced, in scoping stage.</li> </ul>



	<p>measures (e.g., zoning changes, building codes).</p> <p>4. The project is to be considered as part of annual plan and budget discussions.</p> <p>5.</p> <p>a. The Chief Executive Officer is to pursue external funding opportunities, including state and federal grants, to support the implementation of the flood mitigation strategy.</p> <p>b. Prepare a briefing statement on flood risk – Immediately a briefing paper prepared is sent to all major parties prior to the coming state election asking for their support in the creation of this strategy</p> <p>6. The council will engage with community stakeholders, including residents, business owners, environmental groups, and indigenous communities, to gather input and ensure a collaborative approach.</p>		
<p><b>16 May 2024</b> Councillor A J Palmer</p>	<p><b>Family Violence</b> That Council:</p> <p>1. acknowledges that family and domestic violence has never, and will never be tolerated in our community; and</p> <p>2. recognises the strategies and programs Council has in place to support victims of domestic and family violence; and</p> <p>3. implement a respectful relationships program, for all Staff and Councillors (presently employed), to commence within the 2024/2025 financial year and that it is included as part of the on boarding and induction for new staff and future Councillors, starting July 1 2024.</p>	<p>Executive Leader Delivery and Performance</p>	<p>1. The City of Launceston acknowledges that family and domestic violence have no place in our community or workplace.</p> <p>Completed.</p> <p>2. Community Development works in this space by supporting 16 Days of Activism and other initiatives as they arise. Council's Enterprise Agreement specifically references victims of family violence (section 6.17) and seeks to support impacted employees by way of leave provisions, financial support, access to the</p>

		<p>Employee Assistance Program, changes to working patterns and contact details.</p> <p>Completed.</p> <p>3. Training by our OD Team within People and Culture has been scheduled and is underway or been completed as follows:</p> <ul style="list-style-type: none"> <li>• Mandatory Sexual Harassment training module is accessible via our corporate Learning Management system. Update - To date approximately 84% of our workforce has completed the training in our learning management system.</li> <li>• Child and Youth Safe Framework (training for HR, leaders and employees has been completed with more scheduled) Update - The OD Team continues to develop a tiered training framework that ensures all employees are provided with base-line education with further points of training that delivers specific information based on role, or leadership level.</li> <li>• Cultural Awareness training (completed for the Senior Leadership Team and Engagement Champions Group with further training planned for 2025-26) Update - The OD Team continues to provide training annually</li> <li>• Mental Health First Aid training continues to be scheduled (new and refresher)</li> </ul>
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			<p>Update - WH&amp;S are currently applying for a Skilled workplace recognition with Mental Health Australia. To be considered, an organisation of this size requires 5% of our workforce population, currently we have 6% of our workforce with MHFA certification</p> <ul style="list-style-type: none"> <li>• Psychosocial Training continues to be scheduled Update - Psychosocial Training package has been developed and some awareness training with SLT has been provided. WH&amp;S and OD will take a collaborated effort in creating a training module</li> <li>• EAP is offered, including on an on-site session each month spread across our sites Update - There has been a consistent uptake in on-site EAP sessions.</li> </ul> <p>4. The City of Launceston have Family Violence Leave and a Loan Scheme for employees affected by family violence.</p> <p>Completed.</p> <p>5. Research has commenced as to the appropriateness of the Respectful Relationships program, specifically whether it is trauma informed, and whether there might be more appropriate ways to raise awareness with employees and Councillors. There are survivors of family and domestic violence who work at the</p>
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			<p>City of Launceston and care needs to be taken not to trigger or re-traumatise those who are victim survivors of family and domestic violence. A report seeking endorsement of the training approach was approved at the 13 November Council Meeting.</p> <p>This Notice of Motion is a priority within the People and Culture Team Plan 2025-2026 to progress.</p>
<p><b>13 June 2024</b> Councillor A E Dawkins</p>	<p><b>Establishing an Inclusion Action Plan and Community Consultation</b> <i>That Launceston City convene a round table of LGBTIQ+ residents and their allies to discuss and recommend further action by the City to foster LGBTIQ+ equity and inclusion with the goal of developing an Inclusion Action Plan</i></p>	<p>Executive Leader Connections and Liveability</p>	<p>Executive Leader Connections and Liveability has met with LGBTIQ+ advocates on 15 May 2025. A survey was developed by residents and representatives of Equality Tasmania. The survey ran from 5<sup>th</sup> June to 20<sup>th</sup> July and received 625 responses. Procurement for services to analyse the data is underway, and membership of an expanded and representative working group is being established. A draft plan is expected to be presented to Council workshop in Feb 2026.</p>
<p><b>22 August 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Increase Housing Diversity in the Municipality</b> <i>That Council explores an opportunity to increase housing diversity in the municipality by:</i></p> <ul style="list-style-type: none"> <li><i>Investigating the use of a CBD or inner-city landholding for the development of community housing as well as retaining public car parking facilities;</i></li> <li><i>Engage a Registered Community Housing Provider (CHP) or a private developer with demonstrable experience partnering with the community housing sector, following due process, to devise plans for the identified site that result in affordable housing at</i></li> </ul>	<p>Executive Leader Strategy and Innovation</p>	<p>The Executive Leaders of Community Assets and Design and Strategy and Innovation met to undertake project handover in May. This is now a Strategy and Innovation item for further review and progression.</p> <p>A desktop review of potential sites has been completed, and a project plan was commenced. In progressing this project plan, it has been identified that an anchor project sits above this work, the Carpark Reallocation Study, which will assess the highest and best use of Council-owned car parks in and around the City Heart.</p>

	<p><i>a high-density in line with desirable heights for the CBD; and</i></p> <ul style="list-style-type: none"> <li>• <i>Support the proponent to apply for funding in a future round of the Federal Government's Housing Australia Future Fund to develop the site for affordable housing</i></li> </ul>		<p>A briefing paper was presented to ELT in September 2025 which outlined the anchor project and subprojects including this NOM. Work on the subprojects has begun.</p> <p>Once the Carpark Reallocation study is completed it will ensure coordination of sub-projects and consideration of all relevant strategic objectives.</p> <p>Once this work is completed, we will provide a Workshop presentation to Council with a proposed approach to progress this motion.</p>
<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Bicycle Donation to Tasmania Police</b> <i>That Council:</i></p> <ol style="list-style-type: none"> <li>1. <i>purchase two (2) fit-for-purpose bicycles, to a combined maximum value of \$15,000 (excluding GST), to be donated to Tasmania Police for the sole purpose of reintroducing the bike patrols within the Launceston Central Business District.</i></li> </ol>	<p>Chief Executive Officer</p>	<p>Officers will develop an MOU with Tasmania Police which will set out the expectations for:</p> <ul style="list-style-type: none"> <li>• how often the bicycles will be used</li> <li>• where the bicycles will be used</li> <li>• maintenance responsibilities</li> <li>• ownership of the bikes</li> <li>• transfer of bikes back to CoL in the event the bike patrols are not deemed feasible by TasPol.</li> </ul> <p>This is not a priority for TasPol at the moment.</p>
<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Mobile LED Screen</b> <i>That Council:</i></p> <ol style="list-style-type: none"> <li>1. <i>investigates the procurement of a large mobile LED screen to support City activation, and events; and</i></li> <li>2. <i>the project is to be considered as part of annual plan and budget discussions.</i></li> </ol>	<p>Executive Leader Connections and Liveability</p>	<p>An options paper was provided to a Council Workshop. Further direction is to be provided by the executive on the next stages.</p>

<p><b>12 December 2024</b> Mayor Councillor M K Garwood</p>	<p><b>Street Art Festival and Street Art Laneways</b> <i>That Council:</i> 1. <i>pursuant to the City of Launceston Public Art Strategy 2023-2031, prioritises the Opportunity - City Centre Laneways recommendation for a Street Art Laneway Gallery to be developed for delivery in FY2024/2025, and a second gallery for delivery in FY2025/2026; and</i> 2. <i>pursuant to the City of Launceston Public Art Strategy 2023-2031, prioritises the Opportunity - City Centre Laneways recommendation for a Laneway Festival to be developed in conjunction with each gallery described in the above recommendation.</i></p>	<p>Executive Leader Connections and Liveability</p>	<p>The festival is progressing with the festival on track for March 2026.</p> <p>Indicative artist and wall selections have been made.</p> <p>Music production, staging and food options are under negotiation.</p>
<p><b>27 March 2025</b> Councillor T G Walker and Councillor A J Palmer</p>	<p><b>Lilydale Falls Reserve</b> <i>That Council:</i> 1. <i>notes the importance of the Lilydale Falls Reserve and agrees to public consultation on the future of the Reserve, including the permitting of mobile food vans.</i></p>	<p>Executive Leader Connections and Liveability</p>	<p>Community engagement survey completed.</p> <p>A report will be brought to Council Workshop 4 December, with a revision of the Mobile Food Truck Policy if required.</p>





Office of the Chief Owners'  
Representative

28 November 2025

Dear Sam,

**Letter of support – TasWater's Price and Service Plan 5**

I am heartened that many councils have either provided letters of support for TasWater's Price and Service Plan 5 (PSP5) or are currently considering the matter with their councillors to determine the best way forward for their communities. I recognise the time and care that goes into these deliberations and appreciate the willingness to consider being an advocate for a better Tasmania.

With the Tasmanian Economic Regulator scheduled to release its draft determination on PSP5 in February 2026, now is a critical time for councils to affirm their support. Letters provided during this period of assessment will have the greatest impact as the Regulator forms its view ahead of publishing the draft determination.

As individual councils, we each want to ensure that the water and sewerage infrastructure needed to support growth, liveability and regional development is in place. At the same time, as TasWater's owners, we share a responsibility to recognise the company's statewide mandate and ensure it is able to deliver consistent, reliable services for all Tasmanians.

PSP5 sets out the program required to meet these needs over the coming years. TasWater's proposal includes tariff reform to make bills more reflective of use, significant investment in community infrastructure, and firm commitments to capital and operating efficiencies. Together, these measures aim to improve service reliability and safety, reduce environmental harm, and strengthen long-term affordability and sustainability. Your council's support for PSP5 will help deliver lasting benefits for the communities we all serve.

Letters can be directed to the Tasmanian Economic Regulator at [office@economicregulator.tas.gov.au](mailto:office@economicregulator.tas.gov.au) and I would appreciate it if you could also copy TasWater's Company Secretary, Kate Crawford, at [kate.crawford@taswater.com.au](mailto:kate.crawford@taswater.com.au).

Thank you once again for your ongoing partnership and for your commitment to achieving the best outcomes for Tasmanians.

Regards,

A handwritten signature in black ink, appearing to read "W. Johnston".

Mayor Wayne Johnston

**Chief Owners' Representative**

Tasmanian Water & Sewerage  
Corporation Pty Ltd  
ABN: 47 162 220 653

GPO Box 1393 Hobart Tas 7001  
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# Fifth Price and Service Plan Proposal

Our Price and Service Plan (PSP5) includes tariff reform, a price increase, and investment in infrastructure to deliver improved outcomes for the environment and the Tasmanian community.

## Tariff reform – fairer bills

Tariff reform means customers who use less will pay less. Those who use more will pay more.

The fixed component of an average customer bill will drop from 84 per cent to 67 per cent, with the variable component increasing from 16 per cent to 33 per cent. Fixed charges to standard residential connections will reduce by \$176 in the first year.

Changes to the variable component will allow for greater control of bills through a reduction of water usage.

In the first year of PSP5 (FY27) tariff reform will see 34 per cent of all customers paying less than in the previous year.

## Residential customers

In the first year of our PSP5 proposal:

- 50 per cent of customers will see a maximum overall bill increase of:
  - 2.6 per cent
  - or \$8.75 per quarter
- The average customer who uses 173kL per annum will see an overall bill increase of:
  - 6.4 per cent
  - or \$22.50 per quarter
- 62,870 low water users (up to 80kL/annum) will see a:
  - \$53 real reduction in their bills
  - or \$13.25 per quarter
- We will boost our TasWater Assist program by \$2.4M to support customers experiencing hardship.

## Non-residential customers

In the first year of our PSP5 proposal:

- 63 per cent of non-residential customers will pay less than the previous year
- 64 per cent of commercial trade waste customers will pay less than the previous year
- The equivalent tenement sewerage calculation will be replaced, and sewer charges will vary depending on business type and likely discharge to sewer network.

The proposed new commercial trade waste pricing is more cost reflective and equitable.

We will work closely with our large, non-residential customers to identify water efficiency options and alternative sources.

Customers with large meters and low usage may be able to downsize their meter to reduce fixed charges.

Customer cohort	Usage range (kL)	Estimated number of customers (percentage of total customer base)	Typical annual usage in this cohort (kL)	FY26 typical annual bill (\$)	FY27 typical annual bill (\$)	Percentage increase from FY26	Typical \$ increase from FY26	FY27 price change (first year)
Pensioner, single	0 – 120	62,870 (33.6%)	80	1,290	1,237	-4.1%	-53	Typical customer – will save a minimum of \$53 Highest users – no more than \$59 extra
2-person household	120 – 200	55,857 (29.9%)	160	1,391	1,461	5.1%	70	Typical customer – no more than \$70 extra Highest users – no more than \$182 extra
Small family (2 adults, 1 child)	200 – 280	33,003 (17.6%)	240	1,492	1,712	14.7%	220	Typical customer – no more than \$220 extra Highest users – no more than \$292 extra
Family (2 adults, 2 children)	280 – 360	16,312 (8.7%)	320	1,593	1,856	16.6%	264	Typical customer – no more than \$264 extra Highest users – no more than \$336 extra
Large family (5 people)	360 – 440	8,111 (4.3%)	400	1,694	2,001	18.2%	307	Typical customer – no more than \$307 extra Highest users – no more than \$380 extra
6+ person household	440 – NA	10,843 (5.8%)	479	1,793	2,144	19.6%	351	Typical customer – no more than \$351 extra
Average household	--	--	173	1,407	1,498	6.4%	90	Average customer – \$90 extra in the first year
Median household	--	--	154	1,362	1,397	2.6%	35	Average customer – \$35 extra in the first year

## Our plan

- TasWater will invest \$1.7B in community infrastructure but is only seeking to recover \$1.6B over the life of those assets. We have committed to find \$100M in capital efficiencies over four years.
- A commitment has also been made to find \$38M in operating efficiencies over four years.
- Our borrowings will be invested in vital community infrastructure, and our proposal will generate the revenue to support this.
- Reflects the commitment and agreement we have reached with Department of Health, the Environment Protection Authority, and NRE Tas.
- Our proposal is aligned with our customers' expectations who tabled their report to our Board in February 2025.

Water. It's Tasmania's thing.





Water. It's Tasmania's thing.

## Provide better customer experience and support



Our customers have told us that being easy to deal with is a top priority. While our customer satisfaction scores are strong, we know expectations are changing — especially around digital services and faster, more convenient support.

Using our existing operating budget, supported by a **\$3 million** investment for a self-service platform, we aim to lift overall customer satisfaction from **72 per cent to 80 per cent**, reduce complaints, and improve response times across all key service channels.

Supporting vulnerable customers is a core part of our role. We understand that price increases can have a greater impact on those experiencing hardship and, while broader social supports exist, TasWater has a responsibility to help where we can.

Our Water Future Community Advisory Panel reinforced this, recommending we raise awareness of the TasWater Assist program and ensure it provides flexible payment options – especially as we shift more of the bill to usage-based charges. We're committed to strengthening this support.

### What we'll invest in:

**\$3 M**

To deliver a self-service platform

**\$2.4 M**

To strengthen our TasWater Assist program

### What we'll do:

#### Support our customers

- Launch a new customer self-service platform before the start of PSP5, allowing customers to manage accounts, make payments, report issues, and track requests online
- Improve transparency, reduce effort, and increase convenience for customers
- Continue refining our customer service systems and processes to improve response and resolution times
- Focus on key customer moments, including first contact resolution and timely complaint handling
- Boost support through TasWater Assist through tailored case management, account reviews, financial health checks, water efficiency support and support for customers experiencing family violence.
- Awareness campaign to ensure our customers know that support is available