



LAUNCESTON CITY COUNCIL

COUNCIL AGENDA

**COUNCIL MEETING
MONDAY 26 AUGUST 2013**

LAUNCESTON CITY COUNCIL

COUNCIL AGENDA

Monday 26 August 2013

Notice is hereby given that the Ordinary Meeting of the Launceston City Council will be held at the Council Chambers -

Date: 26 August 2013

Time: 1.00 pm

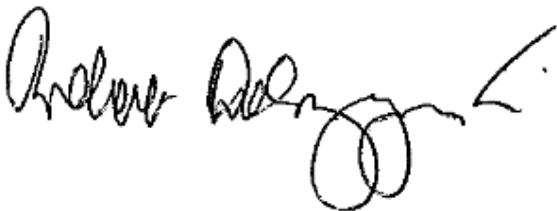
Section 65 Certificate of Qualified Advice

Background

Section 65 of the Local Government Act 1993 requires the General Manager to certify that any advice, information or recommendation given to council is provided by a person with appropriate qualifications or experience.

Declaration

I certify that persons with appropriate qualifications and experience have provided the advice, information and recommendations given to Council in the agenda items for this meeting.



Robert Dobrzynski
General Manager

LAUNCESTON CITY COUNCIL

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1 OPENING OF MEETING - IN ATTENDANCE AND APOLOGIES

2 DECLARATION OF PECUNIARY INTERESTS

3 CONFIRMATION OF MINUTES

RECOMMENDATION:

1. That the Minutes of the meeting of the Launceston City Council held on 12 August 2013 be confirmed as a true and correct record.
2. That the Minutes of the meeting of the Launceston City Council held on 12 August 2013 in closed session be confirmed as a true and correct record.

4 DEPUTATION

Nil

5 ANSWERS FROM PREVIOUS PUBLIC AND ALDERMEN'S QUESTION TIME

Meeting Date	File No.	Question	Answer	Officer Responsible
12 August 2013	6.1	<p>Mr Christopher Green:</p> <p>Why do we have a garbage collection once a week instead of once every fortnight?</p>	<p>The Mayor suggested that he doubts Launceston residents would allow Council to revert to a fortnightly service in place of the weekly garbage collection service.</p> <p>Further Response by Shane Eberhardt (Acting Director Infrastructure Services)</p> <p>The collection of kerbside garbage weekly is fairly consistent nationally, there are a few councils that have fortnightly collection but these are a minority. Discussions with Council's garbage collection contractor suggest that the majority of bins are full on a weekly basis.</p> <p>Council is currently undertaking community consultation on the levels of service for the provision of waste services. Through this process if there is some desire to change garbage collection then Council would further investigate.</p> <p>Council is currently in the process of investigating the introduction of a kerbside organic waste collection service to improve service levels, reduce carbon emissions from landfill and generate compost. If a kerbside organics collection is provided it would reduce the need for weekly garbage collection. This investigation will be presented to Council and the community engaged mid-2014.</p>	Shane Eberhardt

6 PUBLIC QUESTION TIME

7 ANNOUNCEMENTS BY THE MAYOR

7.1 Mayor's Announcements

FILE NO: SF2375

Tuesday 13 August

- Officiated at private citizenship ceremony - Town Hall
- Attended LCCI Economic Update with Saul Eslake

Wednesday 14 August

- Attended Theatre North VIP Event

Thursday 15 August

- Attended Keep Australia Beautiful National Judging Meet and Greet
- Attended Tas Acquired Brain Injury Services Inc - Opening of the Tabis Art Exhibition

Friday 16 August

- Attended Trinity Uniting Church Crafty Corner Open Morning Tea

Saturday 17 August

- Attended UTAS Conferral of Awards at Albert Hall
- Attended Josef Chromy Gala Evening with proceeds donated to Ambulance Tasmania volunteers to assist with purchase of equipment.

Sunday 18 August

- Officiated at Vietnam Veterans Day

Wednesday 21 August

- Attended LCCI Federal Candidates Forum for Bass "Focus on Better Business"

Thursday 22 August

- Attended Newstead College - Opening Performance of "Xanadu"

Friday 23 August

- Attended Northern Tas Junior Football Association - Best & Fairest Count

Saturday 24 August

- Attended and presented Awards at Cityprom Excellence Awards.
-

8 ALDERMEN'S/DELEGATES' REPORTS

9 QUESTIONS BY ALDERMEN

10 COMMITTEE REPORTS

10.1 Municipal Emergency Management Committee Meeting - 9 August 2013

FILE NO: SF3177

AUTHOR: Rod Sweetnam (Director Facility Management & Governance Services)

GENERAL MANAGER: Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To receive and consider a report from the Municipal Emergency Management Committee.

RECOMMENDATION:

That the report from the Municipal Emergency Management Committee meeting held on Friday, 9 August 2013 be received.

REPORT:

- Members provided an update on current activities and general discussion took place.
- The Committee agreed that the draft MEM Plan as tabled could be presented to Council for adoption.
- Minutes of the meeting have been circulated to Aldermen.

ECONOMIC IMPACT:

Not relevant for this report.

ENVIRONMENTAL IMPACT:

Not relevant for this report.

SOCIAL IMPACT:

Not relevant for this report.

STRATEGIC DOCUMENT REFERENCE:

Not relevant for this report.

10.1 Municipal Emergency Management Committee Meeting - 9 August 2013...(Cont'd)

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Rod Sweetnam: Director Facility Management & Governance Services

11 PETITIONS**11.1 Petition - Request to make Walter Street, South Launceston into a one way street****FILE NO:** SF2123

Petition received from the residents of Walter Street, South Launceston regarding a request to make it a one way street. This petition is signed by 33 signatories including residents and regular visiting family:

"We, the electors of the Launceston Municipal area, petition the Aldermen in accordance with section 57 of the *Local Government Act* to fully review the traffic situation in Walter Street, South Launceston, Tasmania with a review to making it into a one way street in the same manner as Baily Street (a nearby street that runs parallel to Walter street, two streets away)."

RECOMMENDATION:

That the petition be received and forwarded to officers for report.

Under the provisions of the Land Use Planning and Approvals Act 1993, Council acts as a Planning Authority in regard to items 12.1 - 12.2

12 PLANNING AUTHORITY

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)

FILE NO: SF5990

AUTHOR: Julia Allen (Town Planner)

DIRECTOR: Michael Stretton (Director Development Services)

DECISION STATEMENT:

To consider and provide a statement to the Tasmanian Planning Commission on an application for dispensation from a local provision of the Launceston Interim Planning Scheme 2012 under Section 30P of the Land Use Planning and Approvals Act 1993 to:

1. Set aside the whole provisions of the Low Density Residential zone as they relate to 123 Westbury Road, certificate of title volume 75633 folio 1, and apply the provisions of the General Residential zone; and
2. Set aside the whole of the provisions of the Scenic Management Area as they relate to 123 Westbury Road, certificate of title volume 75633 folio 1 by the removal of the scenic management area from the overlays map; and
3. Remove the priority habitat area from the overlays map as they relate to 123 Westbury Road, certificate of title volume 75633 folio 1.

PLANNING APPLICATION INFORMATION:

Applicant	GHD Pty Ltd (GHD)
Property	volume 75633 folio 1
Land Area	3.8ha
Zone	Low Density Residential
Code	Scenic Management Area, Priority Habitat
Received	24 July 2013
TPC Deadline	26 August 2013 (by extension)

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

PREVIOUS COUNCIL CONSIDERATION:

Council meeting 12 March 2013 - In this report the Council supported a representation in support of this matter made during the Launceston Interim Planning Scheme's public notification period.

RECOMMENDATION:

That the Council pursuant to Section 30P of the Land Use Planning and Approvals Act 1993:

1. Support setting aside the whole provisions of the Low Density Residential zone as they relate to 123 Westbury Road, certificate of title volume 75633 folio 1 and apply the provisions of the General Residential zone; and
2. Support the removal of the priority habitat layer from the overlay map as it applies to 123 Westbury Road, certificate of title volume 75633 folio 1; and
3. Reject the removal of the Scenic Management layer from the overlay map for 123 Westbury Road, certificate of title volume 75633 folio 1; and
4. Pursuant to s.30P(5) of the Land Use Planning and Approvals Act 1993, provide the following statement in respect of the application to the Tasmanian Planning Commission:

“It is the opinion of the Planning Authority that the application for dispensation (LAU D2/2013) to set aside the whole provisions of the Low Density Residential zone as they relate to 123 Westbury Road, certificate of title volume 75633 folio 1 and apply the provisions of the General Residential zone; and the removal of the priority habitat layer from the overlay map as it applies to 123 Westbury Road, certificate of title volume 75633 folio 1 be supported by the Tasmanian Planning Commission and the removal of the Scenic Management layer from the overlay map for 123 Westbury Road, certificate of title volume 75633 folio 1; be rejected by the Tasmanian Planning Commission.”

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

REPORT:

1 The Proposal

The dispensation proposal is to rezone 123 Westbury Road, South Launceston from Low Density Residential to General Residential and remove the priority habitat and scenic management overlays that apply to the subject land.

2 Dispensation Process

The dispensation process allows for a local provision of the Interim Launceston Planning Scheme 2012, including the zoning of the land, to be altered, or set aside, thereby providing for an application to be lodged for a use and/or development that would otherwise be restricted, limited or prohibited, before the Interim Planning Scheme becomes approved as a new Planning Scheme under 30N of the Act.

Sections 30P, 30Q and 30R of the Act set out the process and requirements for applying for a dispensation.

Once the Tasmanian Planning Commission (TPC) receives an application, it must, within 14 days, notify the Planning Authority. The Planning Authority, may within 28 days, notify the TPC of its opinion on the application. If the Planning Authority's opinion is to reject the application, then the TPC must also reject the application. Where the Planning Authority is either silent, or supports the application, the TPC must decide whether to reject or exhibit the application. Where the application is exhibited, the TPC requests the Planning Authority to exhibit the application for up to 2 months.

Following the exhibition period, the Planning Authority must, within 35 days, report to the TPC any representations received as well as a statement of the Planning Authority's opinion on those representations.

If no representations are received, the Planning Authority must notify the TPC within that timeframe to that effect.

The TPC may hold a hearing, where representations have been received. Following that, the TPC will decide whether to grant or refuse the dispensation. Where the dispensation is granted, the planning authority must consider applications against the dispensation to the extent that the dispensation applies.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

3 Site Analysis

3.1 Site Context

The subject land comprises a single 3.8ha title with a 140 metre frontage to Westbury Road along the sites northern boundary. The land has a north to northeast aspect and is moderately sloping towards Westbury Road. There is an existing dwelling on the south west corner of the site, with the remainder of the land comprising cleared pasture, eucalypts and pines.

The site is located between two existing developed residential areas and the Mount Pleasant historic site. To the south, four residential properties adjoin and the Mount Pleasant historic homestead and vineyard. To the west, eleven residential properties adjoining and to the east, four residential properties adjoin.

The surrounding area comprises the residential areas of Kings Meadows, South Launceston and Prospect. The development pattern generally comprises single dwellings on suburban lots of around 600 - 1000m². There are pockets of lower densities at around 1000 - 3000m² typically in steeper slopes and/or hilltop settings. Residential development adjacent to the subject land is typically less than 1000m².

3.2 Hazards and Special Values

3.2.1 Heritage

The subject land is not heritage listed either locally or at a state level. There is a heritage listed property adjoining and future development of the site will need to be sensitive at the interface, however, this issue would be considered at the development stage.

There are no known aboriginal heritage values on the land.

Council's Heritage Planner acknowledges the heritage values as described in the documentation submitted for the dispensation. Whilst the subject site is unlisted, it neighbours the highly valued and Tasmanian Heritage registered homestead of Mt Pleasant estate. It is recommended that development of this site provide a vegetation buffer along the boundary that is adjacent to this heritage listed site.

3.2.2 Flooding

The site is not subject to flooding inundation.

3.2.3 Bushfire

Bushfire safety is a matter to be considered during the future development on the lot and is not an issue that affects the zone of the land.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

3.2.4 Landslip

The subject site is not identified as a site of doubtful stability.

3.2.5 Natural values

Agricultural land and plantations comprising *Pinus radiate*, *Eucalyptus globulus* and *Eucalyptus nitens* cover the majority of the site. There is one area of weed infestation on the western boundary dominated by gorse.

In terms of threatened species, three small areas of the threatened community *Eucalyptus amygdalina inland forest and woodland on Cainzoic deposits* exist. Also there is a presence of the threatened flora *Arthropodium strictum* (Chocolate Lily) within the higher quality vegetation in the north eastern corner of the site. Other threatened flora could exist but their presence is unknown without conducting a spring survey to coincide with their flowering season.

From the Fauna and Fauna assessment report by GHD dated April 2012, recommends avoiding development within the higher quality patch of threatened community in the north east corner and to retain the hollow bearing tree identified onsite.

The other patches of threatened community are quite degraded with either understorey or canopy being mostly absent. The site is not considered to provide optimal habitat for threatened fauna, however it is possible that the small patch of higher quality threatened community and hollow bearing tree could provide a refuge.

Many of the trees are in poor health and of the 12 trees assessed in the documentation submitted, 9 are recommended for removal. Many of the trees recommended for removal are amongst the larger trees which contribute more to the skyline appearance of the site

3.2.6 Landscape and Scenic values

A Landscape and Visual Impact Assessment has been conducted for the site. The Assessment describes the site and surrounding area as suburban, with residential development the dominant land use. The site is located within a developed urban area with few natural features remaining. Many of the residential streets and individual properties have mature vegetation which adds to the overall vegetated character of the area.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

The site was assessed from a range of viewing points located at different distances from the site. Development of the site will result in a permanent change to the appearance of the site. However, the report assesses the overall landscape changes and visual impacts of developing the site as being minor to not significant. The impacts are greater at the viewpoints closer to the site, such as Westbury Road, and notably the report does not include photomontages of what development may look like from those closer viewpoints.

Furthermore, there is concern that the photo montages are not representative of contemporary suburban residential development.

The main impact is assessed to be during the construction phase with the initial removal of vegetation. However the report indicates that, that impact could be managed over time utilising a number of mitigation measures that could be implemented at the subdivision stage.

3.2.7 Infrastructure Capacity

The applicant has undertaken an assessment on the existing road, hydraulic, power, communication and gas infrastructure at the subject site. A copy of this assessment is included in their report.

In summary, infrastructure availability is as follows:

3.2.7.1 Stormwater

There are existing stormwater networks in the vicinity of the site that are capable of serving a proposed future subdivision. A detention basin may be required to limit stormwater flows generated by the subdivision. This would be assessed as part of a further development application.

Council's Infrastructure Services Department has not indicated any stormwater infrastructure constraints that would prevent development at a higher density.

3.2.7.2 Water

There are existing water supply mains in both Westbury Road and Eureka Street that can service the site.

3.2.7.3 Sewerage

There are existing sewer mains in the vicinity of the site that would be capable of servicing a subdivision.

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3.2.7.4 Electricity

There does not appear to be any significant impediment to provide power however, an existing transformer upgrade may be required.

3.2.7.5 Telecommunications

Telecommunications exist in the area and there does not appear to be any significant problems with servicing the site.

3.2.7.5 Gas Supply

Reticulated gas is available in Westbury Road and also in Eureka Street and it is possible for this service to be supplied.

3.2.8 Road and Traffic

The subject site has frontage to Westbury Road and there is an existing formed crossover at the western end of the site. Westbury Road is a three lane arterial road with kerb and channel and footpaths on both sides at that point. It is a Council maintained road.

Any subdivision on the site regardless of density will require changes to the Normanstone Road/Westbury Road intersection and to Westbury Road itself. Proposed modifications are included in the report. Acceptable traffic solutions are available that would enable a subdivision to proceed and would be considered as part of a future Development Application for the site.

Council's Infrastructure Services Department agree that there are existing traffic and access issues with the road in the section next to the subject site and that the zone of the land doesn't make that much difference. The Directorate indicate that substantial work has been undertaken to investigate solutions.

The Directorate recommends consideration of and inclusion of special provisions to cover specific road works required and/or contribution towards them.

4.1 Strategic Analysis

4.1.1 General Residential zone vs Low Density Residential zone

There are some differences between the two zones that affect the style of development, density and range of uses permissible. These are:

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

4.1.2 Intent of the zone

General Residential Zone	Low Density Residential
10.1.1 To provide for residential use or development that accommodates a range of dwelling types at suburban densities, where full infrastructure services are available or can be provided.	12.1.1 To provide for residential use or development on larger lots in residential areas where there are infrastructure or environmental constraints that limit development.
10.1.2 To provide for compatible non-residential uses that primarily serve the local community.	12.1.2 To provide for non-residential uses that are compatible with residential amenity.
10.1.3 Non-residential uses are not to be at a level that distorts the primacy of residential uses within the zones, or adversely affect residential amenity through noise, activity outside of business hours traffic general and movement or other off site impacts.	12.1.3 To ensure that development respects the natural and conservation values of the land and is designed to mitigate any visual impacts of development on public views.
10.1.4 To encourage residential development that respects the neighbourhood character and provides a high standard of residential amenity.	
To ensure that multiple dwellings and other forms of residential development are interspersed with single dwellings in a manner that ensures that single dwellings remain the primary form of dwellings in a road or neighbourhood.	
To encourage multiple dwellings in the vicinity (within 400m) of district and local business/activity centres and to discourage multiple dwellings at sites which are remote (further than 1km) from business/activity centres, or located within areas of recognised character, cul-de-sacs or affected by natural hazards.	

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

The General Residential zone caters for suburban residential development with opportunities for multiple dwellings. Low Density by contrast is focused on areas that have environmental and infrastructure constraints and to allow for residential development that minimises visual impacts.

The subject site is capable of being fully serviced so there are no infrastructure constraints.

The subject site has patches of threatened community and some scenic value. These are not viewed as being a significant impediment to development but will rather influence the density and style of development on the patches of the property affected.

Furthermore, existing adjacent residential development is constructed at a density that is more typical of General Residential development than Low Density residential development.

4.1.3 Use Tables

General Residential	Low Density Residential
No permit required	No permit required
Residential is for a single dwelling	Natural and cultural values
Natural and cultural values management	Passive recreation
Passive recreation	Residential if for a single dwelling
Permitted	Permitted
Utilities if for minor utilities	Utilities if for minor utilities
Discretionary	Discretionary
Business and professional services if for a medical centre	Business and professional services if for a medical centre
Education and occasional care	Emergency services
Food services if a café or takeaway food premises	General retail and hire if for a local shop
General retail and hire if for a local shop	Community meeting and entertainment if not a cinema or function centre
Community meeting and entertainment if not a cinema or function centre	Sports and Recreation
Residential if not for a single dwelling	Visitor Accommodation
Visitor Accommodation	Utilities if not for minor utilities
Utilities if not for minor utilities	Prohibited
Prohibited	All other uses
All other uses	

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

Notable differences between the two zones are:

- General Residential zone allows for multiple dwellings.
- Low Density Residential prohibits education and occasional care and food services.
- General Residential zone prohibits sports and recreation and emergency services.

4.1.4 Development Criteria

The main differences between the two zones acceptable solution development criteria are summarised below:

General Residential Zone	Low Density Residential Zone
For Single Dwellings	For Single Dwellings
Front setback - 4.5m	Front setback - 8m
Site coverage - 50%	Site coverage - 50% and minimum of 25% of the site free from buildings, paving and other impervious surfaces.
Rear setback - 4m	Rear setback - 5m
Building envelope - 3m from side boundary and 4m from rear boundary to a height of 5.5m or 4m rear and 1.5m side boundary setback to a height of 3m then angling at a 45 degree angle to a maximum height of 8.5m.	Building height - 8m Building must be setback from side boundaries 3m plus 0.3m for every metre of height over 3.6m up to 6.9m plus 1m for every metre of height over 6.9m.
Privacy requirements for balconies, decks, roof gardens, parking spaces and carports and location of windows of habitable rooms	Outbuildings not greater than a total gross floor area of 80m ² , maximum wall height of 3.5m and maximum height of 4.5m
Frontage fence requirements	Swimming pool for private use located behind the primary frontage setback or in the rear yard
	Requirements for earthworks and retaining walls.
For Residential Use that is not a single dwelling (eg Multiple Dwellings)	No development criteria for a residential use that is not a single dwelling.
Density provisions	
Streetscape appearance provisions	
Site coverage requirements	
Building height requirements	
Front setback requirements	
Rear and side setback requirements	

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

For Residential Use that is not a single dwelling (eg Multiple Dwellings)	No development criteria for a residential use that is not a single dwelling.
Location of car parking	
Overlooking provisions	
Private open space provisions	
North facing window provisions	
Landscaping	
Storage	
Common property	
Size and location of outbuildings and ancillary structures	
Garage, recycling and mail box requirements	
Non Residential Development	Non Residential Development
Same acceptable solution and similar performance criteria	Same acceptable solution and similar performance criteria but includes consideration of site coverage, visual bulk, and capacity of the site to absorb onsite runoff.
Subdivision	Subdivision
Minimum lot size - 500m ²	Minimum lot size - 500m ²
Lot diversity requirement for subdivisions with 10 or more lots.	Integrated urban landscape objectives are the same as general residential other than low density includes: a) no removal or clearance of native vegetation. b) modify, drain, pipe or disturb any natural watercourse; c) be on a site where there are rare and threatened species.
Solar orientation - at least 50% of lots must have long axis within a range of: a) North 20 degrees west to north 30 degrees east; or b) East 20 degrees north to east 30 degrees south.	
No internal lots or internal lots less than 10% of the lots created.	
No lot in the subdivision is more than 400m distances from a bus stop	

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

The significant difference between the two zones is apparent by the density of development, with a greater density permissible within the General Residential zone. The higher density is achievable with the ability to construct multiple dwellings and lower minimum lot size for subdivision. More than triple the numbers of lots are possible and a further quarter of those lots created could potentially be developed for multiple dwellings in the General Residential zone compared to the Low Density Residential zone.

The Low Density Residential provisions have a greater focus on environmental and landscape values as opposed to General Residential which focuses more on streetscape values.

4.1.5 Strategic Analysis - Codes

4.1.5.1 Biodiversity code

The impacts of the removal of threatened communities or native vegetation are assessed under the Biodiversity code. Removal of the priority habitat overlay would restrict the application of the Biodiversity code to removal of native vegetation (E8.2.1 i) in the general residential zone for subdivision only, or where it is subject to a section 71 agreement for vegetation management (E8.4.1a)).

Therefore with removal of priority habitat overlay, this Code would only apply for a subdivision application on the land. The application of the code at that point would allow assessment of the impact of that vegetation loss in the region. Post subdivision, the code would not apply for residential development that involved clearing of native vegetation unless there was a section 71 agreement registered on that lot for vegetation management.

The application of the code without the priority habitat overlay is considered sufficient to address the vegetation issues on the subject land given the extent and quality of the vegetation onsite.

4.1.5.2 Scenic Management Code

The Scenic Management overlay is largely a direct translation from the previous Planning Scheme.

The Scenic Management overlay triggers the requirement for an application for development except for a boundary adjustment and additions or external alterations to existing buildings within the existing envelope formed by projecting a line of the existing external walls and where there is no increase in the maximum height of the building.

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The code requires assessment of the impact of development on the scenic and landscape values with specific regard to the impacts of vegetation removal, earthworks and the physical appearance of the built form in the landscape.

The change in the landscape at a General Residential density would be permanent and would result in continuing the existing urban hillside residential development. However, with the application of the Bushfire Safety Code there may be more limited opportunities to re-establish trees on those future lots than what currently exists on established residential properties.

The interim scheme restricts assessment to only the applicable standards for that development. If there is not an applicable standard to assess visual and landscape impacts, then this matter cannot be considered.

Removal of the Scenic Management overlay would remove the opportunity to consider scenic and landscape impacts for development and therefore the ability to implement the visual amenity report's recommendations.

In the scenario where the code does not apply, there would be limited scope to influence the design and the extent of clearance for subsequent development that would result from the subdivision itself and subsequent housing development. Particularly for houses, where all the applicable development acceptable solutions are met, no planning permit would be required in this scenario.

This site falls within a patch of scenic management on the overlays map that encompasses existing residential properties adjoining to the east and west as well as the main Mt Pleasant property to the south.

A more holistic approach that assesses the scenic values of this broader area to justify modification or removal of the overlay is preferred in this instance with consideration of alternative options such as the inclusion of local area objectives or special area plan for the area, where appropriate.

Furthermore whilst the visual assessment report indicates that the impacts are generally minor to negligible, it does recommend vegetation management and built form treatments to minimise visual impacts from future development. These recommendations are currently best addressed through the application of the Scenic Management code in the absence of incorporating alternative assessment options into the interim scheme.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

Amendments are being proposed to the Scenic Management code as part of the hearing process. This will improve the code by refining the assessment criteria to provide greater opportunity for exemptions and permissible pathways for low impact development.

4.2 Regional Land Use Strategy - Northern Tasmania 2011

The Regional Land Use Strategy for Northern Tasmania (RLUS) provides a broad policy framework to guide land use, development, and infrastructure development for the region.

In relation to residential development, the RLUS identifies that:

- *The RLUS envisages that the projected additional 10 000 additional dwellings required to be provided across the region be passed on the preferred settlement pattern principles of:*
- *Promoting infill in existing centres;*
- *Redeveloping 'infrastructure-rich areas' and*
- *Maximising residential yield in major new residential developments.*

These principles are underpinned by Strategic Direction 4, which states:

Develop an Urban Growth Boundary Area and settlement strategy by achieving the following strategy objectives:

A. Establish an urban settlement hierarchy based on the most appropriate locations for future population growth and urban centres within an Urban Growth Boundary area.

B. Coordinate investment of services to existing and future settlements to ensure maximum integration, community benefit, efficiency and long-term sustainability of service provision.

Specific strategic policies are also identified covering regional settlement networks, housing dwellings and densities, integrated land use and transport, residential design, and housing affordability. Details of these policies are included in the applicants' submission.

Application of the General Residential zone is consistent with the applicable RLUS principles and strategic directions by providing infill development within the Launceston area.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

The other relevant issue concerns scenic landscapes. The applicable strategy from the RLUS is:

The common issues and values identified are:

- *Importance of scenic landscapes as viewed from major roads and tourist routes/destinations as contributing to economic base of the tourism industry as well as local visual amenity.*
- *Importance of natural/native vegetation in contributing to scenic values of rural and coastal areas generally, with particular emphasis on prominent topographical features.*
- *Protection of skylines and prominent hillsides from obtrusive development/works.*

Specific objectives and actions for landscape and scenic amenity are detailed in the applicants' report.

The subject site is visible from the southern outlet which is a major route out of Launceston. It is otherwise visible from various points around the city generally. Development of the site will permanently change its appearance with the removal of the vegetation onsite, although most of the contributing vegetation from a scenic perspective are weed species. The site is capable of being absorbed into existing urban skyline with appropriate revegetation and development.

Whilst the site does not have significant scenic values, it is the application of appropriate revegetation and development that will facilitate the sites integration into the urban skyline landscape. The Scenic Management Code provides the best avenue within the interim scheme to address these applicable RLUS strategies.

Whilst it is acknowledged there are issues with the Scenic Management Code it is intended that these will be addressed through the Interim Planning Scheme hearing process, and is not a good reason as the applicant suggests to remove this Code from applying to the site.

4.3 Launceston Residential Strategy 2009

The Launceston Residential Strategy 2009 - 2029 (the strategy) provides strategic guidance for residential development over a 20 year period within the Launceston municipality.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

The strategy outlines a hierarchy of objectives for locating future housing growth based on social, environmental and economic principles. Four tiers apply to fully serviced areas being:

- 1. Locate new residential development on 'brownfield' sites that are in accessible locations on the CBD fringes or adjacent to district centres or neighbourhood centres; and*
- 2. Increases density in existing residential areas where opportunities existing for change has been identified, primarily through unit developments or redevelopment; and*
- 3. Is located on vacant land in urban infill locations including undeveloped portions of existing residential areas and vacant land is currently within a residential zone; then*
- 4. Is located on the most appropriate vacant land on the edge of the urban areas.*

The site falls within tier 3 of the strategy. The strategy priorities vacant land within the urban boundary and this land is identified within that priority list.

Also from the strategy, key goals include:

- *Achieving higher residential densities;*
- *Providing a greater range of housing options;*
- *Achieving greater environmental sustainability;*
- *Creating areas with vibrancy, liveability and walkability.*

To fulfil the relevant strategy objectives, the highest density suitable should be applied to the land. Factors in favour of the General Residential zone include:

- Absence of natural hazards
- Serviceability of the site;
- Character of existing adjacent development is General Residential;
- Proximity to district shopping facilities; and
- Proximity to public transport.

5.4 Launceston Interim Planning Scheme 2012 - Scheme Objectives

Section 3 of the Launceston Interim Planning Scheme 2012 outlines objectives for the scheme. Those relevant to the proposal are:

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

3.3 Managing Growth for a Changing Population

The scheme recognises that Launceston's population is projected to increase by 9000 by 2031. The population is expected to age with declining household size. More houses are anticipated with increased demand for smaller more manageable dwellings and alternative forms of housing including multiple dwellings, smaller houses, supported housing, granny flats, and other forms of ancillary accommodation.

The proposal supports this vision by:

- Allowing smaller lot sizes and multiple dwelling development allows for a greater range of dwelling types that could provide more suitable housing for an ageing population;
- The site is an infill residential site located in close proximity to district services, the closest being the Old Tudor Shopping Centre about 700m west of the site.

3.7 Maximising the effectiveness of transport networks

Key relevant objectives are:

- a) Ensure a coordinated approach for planning of land use and transport and increasing the use of alternative modes of transport, improving access to services, and enhancing Launceston's 'liveability.' Potential impacts of land use on traffic will be considered both through forward planning and when assessing individual planning applications;*
- b) Ensure and effective, safe, convenient and efficient transport system which may include provision for motor vehicles and alternative modes of transport such as public transport, cycling and walking.*

There are existing traffic safety issues with access to the site from Westbury Road and the Westbury Road/Normanstone Road junction. There are solutions available and the impetus for such improvement may well be from a resultant subdivision.

Maximising the highest density of residential development for the site will support public transport and increase efficiencies in terms of provisions for road transport. Increasing population density near shopping facilities also promotes utilisation of other transport modes. This site is well positioned to achieve that objective where road safety issues can be overcome.

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3.8 Maximising the efficiency of infrastructure

Key objective is:

a) Facilitate a coordinated approach to the release of land to ensure that the availability of land does not exceed development demand. Premature expansion of networks or expansion where demand is speculative can be costly for Council and will be discouraged.

By placing the subject site in the General Residential zone it maximises the use of existing reticulated services and capacity. Some minor upgrading may be required once modelling is completed for a proposed subdivision on the site.

3.9 Maintaining and Improving the quality of the natural environment

Key objectives are:

a) Ensure that the environmental impacts of development will be identified and avoided, minimised or mitigated.

With the General Residential zone applied to the land, it is primarily the application of the codes within the interim scheme that allows consideration of environmental impacts.

Remnant native vegetation exist onsite some of which is considered to be a threatened community. The impacts of development on this vegetation are assessable under the Biodiversity Code. With the removal of the priority habitat overlay consideration will only be the subdivision stage or where there is a section 71 agreement on the land for vegetation management. This is considered to be sufficient control given the value of the vegetation onsite. For further details see section 4 of this report.

The site has some scenic value. Those values are currently best managed by the Scenic Management Code. Removal of that code will effectively remove the ability for the Council to consider and address the scenic impacts of future development on that land and facilitating its integration into the urban skyline.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

3.10 Managing Natural Hazards

No natural hazards are identified on the site.

With the removal of onsite vegetation, it will be primarily the southern half of the site that is considered bushfire prone and will be subject to bushfire safety considerations. This part of the site is also the most elevated part of the site. The application of that code may affect lot size and layout, vegetation cover and building design but is unlikely to prevent development.

The northern half of the subject site may be considered bushfire prone until subsequent residential development occurs.

3.11 Managing Climate Change

The relevant objectives are:

a) Ensure that new development aims to reduce the need for travel and to maximise the use of sustainable methods for both freight and public transport and promote compact urban forms.

General Residential development will promote a denser more compact urban form. It will also concentrate the number of people living near a public transport route and district shopping facilities resulting in more sustainable development.

b) Promote, encourage and reward energy efficient design and location of new buildings.

The subject site is well positioned to provide allotments with north facing aspect. The General Residential zone provide greater criteria to promote energy efficient design through measures such as building siting and window siting with respect to neighbours compared to the Low Density zone.

c) Provide support and incentives for the reuse of old buildings and for appropriate redevelopment in preference to urban expansion or greenfield development.

This proposal supports maximising residential densities within an infill setting rather than reliance on greenfield development on the urban fringe.

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5.5 Land Use Planning and Approvals Act 1993 - Schedule 1 Objectives

The Resource Management and Planning System of Tasmania, as set out in Schedule 1 of the Land Use Planning and Approvals Act 1993.

Part 1 Objectives of the Resource Management and Planning System of Tasmania

a) To promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity;

The sites natural values can be managed through the application of the codes in the interim scheme.

b) To provide for the fair, orderly and sustainable use and development of air, land and water;

There are no physical constraints that prevent the use of this land at a General Residential density as opposed to Low Density Residential density. Both the strategies that inform the interim scheme promote residential growth within existing urban extents at the maximum appropriate density. The attributes of the site, character of adjacent development and proximity to services, suggest that the most appropriate density would be achieved by the General Residential zone.

c) To encourage public involvement in resource management and planning;

Public consultation will be undertaken as part of the dispensation process in accordance with Section 30H of LUPAA.

d) To facilitate economic development in accordance with the objectives set out in paragraphs a, b and c;

The General Residential zone provides greater scope for the land to be developed to its maximum potential, making better use of available infrastructure and services.

e) To promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State.

This is facilitated through the dispensation process and application of relevant legislation.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

Part 2 Objectives of the Planning Process Established by the Act

a) To require sound strategic planning and co-ordinated action by State and local government; and

The proposed dispensation is to allow a higher density form of residential development within an existing urban area. The various strategies support that approach and identify that there is demand, and also a need for smaller for flexible range of housing options. The site has no specific physical constraints. Onsite natural and scenic values can be managed therefore General Residential is considered an appropriate choice to further those objectives.

b) To establish a system of planning instruments to be the principle way of setting objectives, policies and controls for the use, development and protection of land; and

The General Residential zone is viewed as appropriate for the site as described earlier in this report.

The natural values on the land can be managed through the application of the Biodiversity Code. Removal of the priority habitat overlay is not considered an issue since the code will still apply for the removal of native vegetation enabling assessment of the impact on that vegetation. This level of assessment is more appropriate given the assessed quality of that vegetation onsite. See section 4 and 5 of this report for further details.

There is a strong theme of promoting a holistic and integrated approach to managing values in the planning system and this aspect as not been adequately explored to justify removal of scenic considerations from the land. See sections 4 and 5 of this report for further details.

c) To ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land;

This report has detailed how the effects on the environment are addressed in this proposal.

d) To require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels; and

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

All relevant regional and state policies have been considered for this proposal.

e) To provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals; and

Not relevant to this proposal.

f) To secure a pleasant, efficient and safe working, living and recreational environment for all Tasmanians and visitors to Tasmania; and

g) To conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value; and

h) To protect infrastructure and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community; and

i) To provide a planning framework which fully considers land capability.

These points have been addressed throughout this report.

5.6 State Policies

5.6.1 Protection of Agricultural Land Policy

The Tasmanian Land Classification system identifies this site as white land (urban land) and is of no agricultural value.

5.6.2 State Coastal Policy

Does not apply as the land is greater than 1km from coastal waters..

5.6.3 Water Quality Management Policy

With correct development practices, water quality can be maintained.

5.6.4 National Environmental Protection Measures

National Environmental Protection Measures (NEPMs) are automatically adopted as state policies. They outline common environmental objectives for managing the environment.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

Current NEPMs are:

- National Environmental Protection (Used Packaging Materials) Measure
- National Environmental Protection (Ambient Air Quality) Measure
- National Environmental Protection (Movement of Controlled Waste Between States and Territories) Measure
- National Environmental Protection (National Pollutant Inventory) Measure
- National Environmental Protection (Assessment of Site Contamination) Measure
- National Environmental Protection (Diesel Vehicle Emissions) Measure
- National Environmental Protection (Air Toxics) Measure

These are not applicable or will not impinge on the objectives of the NEPMs for this proposal.

6 Conclusion

The application for dispensation seeks to rezone 123 Westbury Road from Low Density Residential to General Residential and remove the priority habitat and scenic management overlays from applying to that land.

The rezoning aspect of the proposal is supported for the following reasons:

- General Residential zone provides greater scope to realise planning objectives for density, housing choice, infill development, utilisation of infrastructure and increasing population density close to public transport and district shopping facilities;
- There are no significant infrastructure or traffic issues that would impede a denser residential development from occurring on the land;
- Scenic and natural values are not viewed as significant development constraints as outlined by the Low Density Residential zone but instead are capable of being managed by the relevant interim scheme codes.

The removal of the priority habitat overlay is supported for the following reasons:

- Refines the application of the code at a level commensurate with the value of the vegetation onsite. The result of removing the priority habitat overlay is that it will limit the application of the code to the subdivision level, where appropriate management measures for that vegetation can be implemented at that stage. The code would then only apply to vegetation removal and development of those future lots only where vegetation management is required, via the trigger of a Section 71 agreement.
-

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

- The threatened community and remnant native vegetation is not considered sufficiently extensive or significant to warrant the broad scale application of the code through the retention of the priority habitat overlay.

The removal of the scenic management code overlay is rejected for the following reasons:

- The documentation submitted is site specific only and fails to adequately consider the scenic value of the patch of overlay that it is associated with and whether a modification or removal of that scenic overlay is justifiable or whether an alternative planning solution, like including more permitted pathways to the code, inclusion of local area objectives in the zone or development of a special area plan, would be more appropriate.
- The documentation submitted fails to adequately consider how the Landscape and Visual Impact Assessment recommendations submitted for the proposal could be implemented in the absence of the application of the Scenic Management Code in the interim scheme;
- Removal of the Scenic Management overlay from this site would lead to an unusual boundary line for the remaining patch of Scenic Management Overlay and would unreasonably prejudice other sites within that patch that may have the same level of scenic value and potentially lead to inconsistent development.

ECONOMIC IMPACT:

The economic impact has been considered through assessing what the maximum potential of land could be that would provide the best utilisation of existing services and infrastructure.

ENVIRONMENTAL IMPACT:

The environmental impact has been considered through identification of what environmental values apply to the proposal and what planning instruments should apply to manage those values.

SOCIAL IMPACT:

The social impact of the proposal has been considered by understanding the projected housing and services needs of the community and what zone would be most appropriate to achieving those needs.

12.1 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D2/2013) - 123 Westbury Road, South Launceston (Mt Pleasant)...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

Land Use Planning and Approvals Act 1993
Regional Land Use Strategy for Northern Tasmania
Launceston Residential Strategy 2009 - 2029
Launceston Interim Planning Scheme 2012
State Policy on the Protection of Agricultural Land 2009
State Policy on Water Quality Management 1997
State Coastal Policy 1996
National Environmental Protection (Used Packaging Materials) Measure
National Environmental Protection (Ambient Air Quality) Measure
National Environmental Protection (Movement of Controlled Waste Between States and Territories) Measure
National Environmental Protection (National Pollutant Inventory) Measure
National Environmental Protection (Assessment of Site Contamination) Measure
National Environmental Protection (Diesel Vehicle Emissions) Measure
National Environmental Protection (Air Toxics) Measure

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Michael Stretton: Director Development Services

ATTACHMENTS:

1. Location Map

The following attachment has been circulated separately.

2. Application report and documentation
-

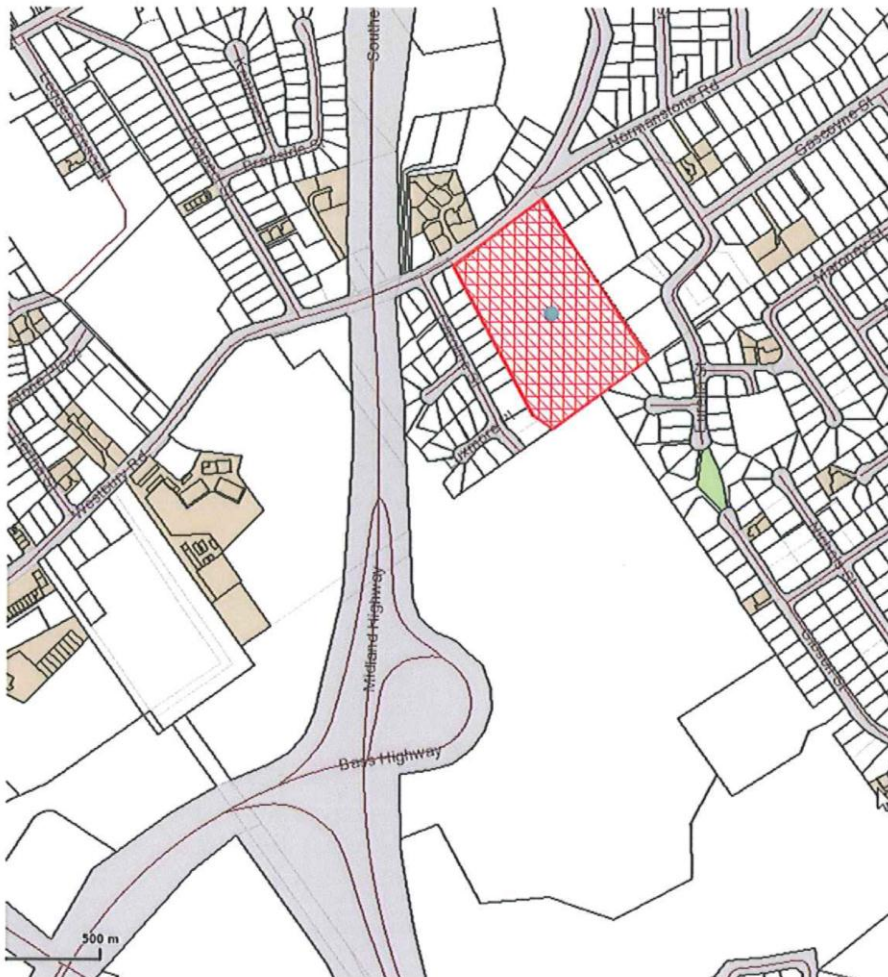
Attachment 1 - Dispensation application - 123 Westbury Road,
South Launceston (Total Pages = 1)



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LOCALITY MAP - SF5990 123 WESTBURY RD, SOUTH LAUNCESTON



Locality Map

Scale: This Map Is Not to Scale

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325/4

FILE NO: SF6003

AUTHOR: Richard Jamieson (Manager Planning Services)

DIRECTOR: Michael Stretton (Director Development Services)

DECISION STATEMENT:

To consider, and provide a statement to the Tasmanian Planning Commission on an application for dispensation from a local provision of the Launceston Interim Planning Scheme 2012 under Section 30P of the Land Use Planning and Approvals Act 1993 to:

in the Urban Mixed Use zone to allow development of a supermarket on land bounded by Wellington, Bathurst, York and Elizabeth Streets, Launceston.

PLANNING APPLICATION INFORMATION:

Applicant: GHD Pty Ltd (GHD) obo P.A Williams & Associates
Property: Wellington, Bathurst, York and Elizabeth Streets, Launceston (CT 16548/3; CT 198069/1; CT 199248/1, CT 221543/1; CT 54325; CT 54325/2; CT 54325/3; CT 54325/4; CT 54325/5; 54325/7; CT 61032/1; CT 16312/1; CT 16312/2).
Land Area: 10,067m²
Zone: Urban Mixed Use
Received: 6 August 2013
TPC Deadline: 2 September 2013

PREVIOUS COUNCIL CONSIDERATION:

Council meeting 12 March 2013 - In this report the Council supported a representation in support of this matter made during the Launceston Interim Planning Scheme's public notification period.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

RECOMMENDATION:

That the Council pursuant to Section 30P of the Land Use Planning and Approvals Act 1993:

1. Support the application to remove the restriction on floor area for supermarkets generally in the Urban Mixed use zone by adding the words, "except for a supermarket to which no floor area limit is applied" into the qualification for General retail and hire use class in the Urban Mixed Use Zone; and
2. Pursuant to s.30P(5) of the *Land Use Planning and Approvals Act 1993*, provide the following statement in respect of the application to the Tasmanian Planning Commission:

"It is the opinion of the Planning Authority that the application for dispensation (LAU D3/2013) to remove the restriction on floor area for supermarkets generally in the Urban Mixed use zone by adding the words, "except for a supermarket to which no floor area limit is applied" into the qualification for General retail and hire use class in the Urban Mixed Use Zone should be supported by the Tasmanian Planning Commission as it accords the Northern Regional Land Use Strategy, Launceston Retail Audit and Activity Centres Strategy, Interim Launceston Planning Scheme 2012 and the purpose of the Interim Scheme's Urban Mixed Use zone."

REPORT:

1. The Proposal

The Council has received notification from the Tasmanian Planning Commission (TPC) of an application for dispensation.

The application proposes 2 options:

Option 1: Remove the restriction on floor area for supermarkets generally in the Urban Mixed use zone by adding the words, "except for a supermarket to which no floor area limit is applied" into the qualification for General retail and hire use class in the Urban Mixed Use Zone.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

Option 2: Introduce a site specific qualification to remove restrictions on retail floor area in the General Retail and Hire use class in the Urban Mixed Use Zone for land bounded by Wellington, Bathurst, York and Elizabeth Streets, Launceston comprising the following land titles: CT 16548/3; CT 198069/1; CT 199248/1, CT 221543/1; CT 54325; CT 54325/2; CT54325/3; CT 54325/4; CT 54325/5; 54325/7; CT 61032/1; CT 16312/1; CT16312/2.

The applicant has expressed a preference for Option 1.

Currently under the Interim Scheme, a Supermarket falls within the General retail and hire use class. The zone allows discretionary consideration of General retail and hire uses with a floor area between 250m² and 1,400m², while floor areas exceeding 1,400m² are prohibited.

A full supermarket generally has a floor area in excess of 3,200m², with only the smallest supermarket comprising a floor area less than 1,400m². Therefore, the zone is currently only capable of accommodating a small supermarket.

Both options proposed by the dispensation application are capable of facilitating the development of a full-line supermarket with a floor area of 3,800m² on the land controlled by the applicant

Option 1 is preferred as this removes the restriction on supermarkets generally in the urban mixed use zone. There are many sites within the broader CBD fringe that may be suitable for development of a supermarket and there is no identified strategic need to limit the opportunity to this site only.

2. Dispensation Process

The dispensation process allows for a local provision of the Interim Launceston Planning Scheme 2012, including the zoning of the land, to be altered, or set aside, thereby providing for an application to be lodged for a use and/or development that would otherwise be restricted, limited or prohibited, before the Interim Planning Scheme becomes approved as a new Planning Scheme under 30N of the Act.

Sections 30P, 30Q and 30R of the Act set out the process and requirements for applying for a dispensation.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

Once the TPC receives an application, it must, within 14 days, notify the Planning Authority. The Planning Authority, may within 28 days, notify the TPC of its opinion on the application. If the Planning Authority's opinion is to reject the application, then the TPC must also reject the application. Where the Planning Authority is either silent, or supports the application, the TPC must decide whether to reject or exhibit the application. Where the application is exhibited, the TPC requests the Planning Authority to exhibit the application for up to 2 months.

Following the exhibition period, the Planning Authority must, within 35 days, report to the TPC any representations received as well as a statement of the Planning Authority's opinion on those representations.

If no representations are received, the Planning Authority must notify the TPC within that timeframe to that effect.

The TPC may hold a hearing, where representations have been received. Following that, the TPC will decide whether to grant or refuse the dispensation. Where the dispensation is granted, the planning authority must consider applications against the dispensation to the extent that the dispensation applies.

3. Site Analysis

3.1 Site Context

The subject site has an area of approximately 10,067m² and includes a number of property titles located between Wellington, Bathurst, York and Elizabeth Streets, Launceston (CT 16548/3; CT 198069/1; CT 199248/1, CT 221543/1; CT 54325; CT 54325/2; CT54325/3; CT 54325/4; CT 54325/5; 54325/7; CT 61032/1; CT 16312/1; CT16312/2). The site is located within the Launceston Central Activities District to the south west of Launceston's Central Business District and is within a block used largely for commercial, industrial and car parking purposes.

The block comprises two small heritage listed properties on the corner of Bathurst and York Streets which are currently used for commercial purposes. Additionally, there is a bottle shop and a vacant hotel situated on the Bathurst and Elizabeth Street corner. A number of commercial operations exist with substantial car parking to the street front along Elizabeth Street, which is located adjacent to a car parking area that takes up a substantial part of the remaining central section of the block, and extends through to York Street.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

A second hotel is situated on the corner of Elizabeth and Wellington Streets, with a drive-through access to a bottle shop at the rear. The majority of the Wellington Street section of the block is characterised by commercial/industrial use, which also extends along York Street.

3.2 Hazards and Special Values

3.2.1 Heritage

The subject site is not heritage listed either locally or at a State level.

3.2.2 Flooding

The subject site is not subject to flooding inundation

3.2.3 Bushfire

The subject site is not located within or near bushfire prone land.

3.2.4 Landslip

The subject site is not located in an area of doubtful land stability

3.2.5 Natural values

The subject site is urban land which presents no issues in respect to natural values

3.2.6 Landscape and scenic values

The dispensation would allow for the consideration of a full-line supermarket with associated car parking on the subject site. The surrounding area comprises a mix of office, retail, restaurant and service stations uses and includes a large retail development (Officeworks) diagonally opposite the site on Bathurst Street. Given its urbanised nature, the surrounding area has little landscape and/or scenic values and it is considered that the development of a supermarket on the site would be consistent with the surrounding area.

3.2.7 Infrastructure Capacity (including stormwater, water, sewerage, electricity, telecommunications, road and traffic)

These matters are not relevant for the consideration of the application for dispensation. However, these matters would be key considerations in any resultant Development Application for a supermarket on the subject site.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

4. Strategic Analysis

4.1 Northern Regional Land Use Strategy

The Northern Regional Land Strategy (NRLUS) includes a Regional Activity Centre Hierarchy Table which provides for the following commercial and retail functions within the Launceston Central Activities District:

'Primary location for offices, including corporate headquarters, professional services and government administration. Regional shopping facilities including major department stores with high level of speciality shops, secondary retailing and a focus on the 'high street' shopping experience. Should include at least one major supermarket. Bulky good retailing may be accommodated at the fringe'

Currently there are no major supermarkets within the Launceston Central Activities District and the General retail and hire floor area restriction effectively prevents a full-line supermarket from establishing in the Urban Mixed Use Zone, which plays an important role in the district. It is clear that the NRLUS envisages a supermarket within the Launceston Central Activities District and therefore, the dispensation is in accordance with the Strategy.

The NRLUS also identifies that the regional activity centres network encourages centres that:

- Create economic growth by co-locating a mix of land uses;
 - Concentrate on goods and services more efficiently;
 - Provide appropriate locations for government investment in public transport, health, education, cultural and entertainment facilities;
 - Provide a focus for community and social interaction;
 - Encourage multi-purpose trips and shorter travel distances to reduce demand for private travel;
 - Integrate land use and transport to support walking, cycling and public transport; and
 - Accommodates higher density residential development, employment and trip-generating activities.'
-

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

In response to these requirements, the applicant makes the following argument, which is accepted by the Council:

“ ... A supermarket within the inner city area will encourage multi-purpose trips and shorter travel distances by allowing shoppers and workers in the inner city area to combine their other retail activities and/or work activities with their daily/weekly supermarket shopping needs. Given the desire to encourage higher density residential development within the activity centre, it is appropriate that such residential development be serviced with basic retail functions such as a supermarket.”

4.2 Launceston Retail Audit and Activity Centres Strategy

The Launceston Retail Audit and Activity Centres Strategy ('the Retail Strategy') underpins the Interim Scheme's objectives for commercial, retail and activity centre development. The Launceston CBD is identified as the principle activity centre within the Greater Launceston area and it broken down by the Retail Strategy as follows:

- Core CBD – Region's principle shopping precinct – within 200 metres of the of corner Brisbane/ St John Streets;
- Supporting CBD – Region's/Launceston's principle retail and commercial precinct – 330metres to 450metres of the corner of Brisbane/St John Streets; and
- Launceston Central Area Balance – Reference area for detailed analysis of retail and commercial floor space- 400 metres to 900 metres of the corner of Brisbane/St John Streets.

The subject site is located approximately 380 metres of the corner of Brisbane/St John Streets within the Launceston Central Area Balance area, directly adjacent the South Western boundary with the Supporting CBD area.

Section 10.5.1 of the Retail Strategy identifies the subject site as a development opportunity site, which, along with other identified sites in the CBD, are proposed to “*optimise development opportunities for retailing, commercial, residential and mixed use development ...*”. The Retail Strategy also identifies the establishment of a supermarket as an important investment opportunity for the CBD and, therefore, it is considered that the dispensation would accord with the Retail Strategy as it would fulfil the development opportunity by facilitating a supermarket on one of the identified sites.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

4.3 Interim Launceston Planning Scheme 2012

Objective 3.3.2 of the Interim Scheme is aimed at maintaining Launceston as the business and commercial heart of the region. It states that:

"The regional activity centre network hierarchy as it relates to Launceston City is as follows:

- *the Principal Activity Centre of the Launceston City Central Business District;*
- *the Major Activity Centres of Kings Meadows and Mowbray;*
- *the Suburban Activity Centre of Launceston (Kmart) Plaza;*
- *the Neighbourhood Centres of Newstead, Ravenswood, Newnham, Trevallyn, St Leonards and Youngtown;*
- *Bulky Goods precincts; and*
- *Specialist Centres (such as Launceston General Hospital precinct and similar health facilities, and Tertiary Education and Research precincts such as UTAS, etc.)*

The new planning scheme will seek to ensure that each level of the hierarchy operates to provide the appropriate mix of retail and service provision to its catchment area and to support the region of Northern Tasmania. Council considers it socially and economically essential that the Launceston CBD continues in its role as the key regional centre and at the primacy of the Northern Tasmania regional hierarchy.

Location of significant new retail development outside of the hierarchy will lead to loss of viability, lower rents, loss of investment and poor outcomes for both the Launceston community and the wider region".

The subject site is located within the 'Launceston Central Area Balance' area of the Principle Activity Centre of the Launceston CBD. Therefore, as the dispensation would facilitate the development of a supermarket within the Principal Activity Centre of the Launceston City Central Business District, it is consistent with the Objectives of the Interim Scheme.

4.4 Urban Mixed Use Zone

The purpose of the Interim Scheme's Urban Mixed Use zone is:

- 15.1.1 *To provide for integration of residential, retail, community services and commercial activities in urban locations.*
-

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

- 15.1.2 *To provide for a diverse range of urban uses that support the role of activity centres by creating demand, vitality and viability within adjacent activity centres.*
- 15.1.3 *To facilitate increased intensity of development including increased residential densities in locations close to major activity centres.*
- 15.1.4 *To encourage residential and tourist accommodation uses as a means of increasing activity outside normal business hours whilst recognising that the amenity of such uses may be reduced.*
- 15.1.5 *To encourage intense activity at pedestrian levels with shop windows offering interest and activity to pedestrians. It is not intended retail, entertainment and hospitality uses should be replaced by business premises at road level.”*

It is considered that the application for dispensation is in accordance with the zone purpose. The establishment of an ‘inner-city’ supermarket would further integrate the residential, retail, community services and commercial activities within an urban area by better catering for the needs of inner city residents, businesses and tourists. This, in turn, would provide for a diverse range of urban uses, would facilitate increased intensity of development and would cater to residential and tourism accommodation uses by servicing residents and tourists outside of normal business hours.

4.5 Land Use Planning and Approvals Act 1993 –Schedule 1 Objectives

Part 1

- (a) To promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity*

Given its urbanised nature, the subject site surrounding area has ecological processes and/or genetic diversity to manage and the dispensation would not facilitate any impact on physical resources.

- (b) To provide for the fair, orderly and sustainable use and development of air, land and water;*

The dispensation would facilitate the development of an inner-city supermarket which is consistent with the Northern Regional Land Use Strategy, the Retail Strategy and the Interim Planning Scheme.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

The site can be connected to full infrastructure services and is within walking distance of the CBD. A supermarket within the inner city area will encourage multi-purpose trips and shorter travel distances by allowing shoppers and workers in the inner city area to combine their other retail activities and/or work activities with their daily/weekly supermarket shopping needs.

(c) To encourage public involvement in resource management and planning;

Public consultation will be undertaken as part of the dispensation process in accordance with Section 30H of the Act.

(d) To facilitate economic development in accordance with the objectives set out in paragraphs a, b and c;

The dispensation would facilitate the development of an inner-city supermarket which would result in increase employment opportunities and would offer enhanced services to inner city residents and tourists.

(e) To promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State

This objective would be facilitated through the dispensation process and application of relevant legislation

Part 2

(a) To require sound strategic planning and co-ordinated action by State and local government

The dispensation would facilitate the development of an inner-city supermarket which is consistent with the Northern Regional Land Use Strategy, the Retail Strategy and the Interim Planning Scheme. The site can be connected to full infrastructure services and is within walking distance of the CBD.

(b) To establish a system of planning instruments to be the principle way of setting objectives, policies and controls for the use, development and protection of land

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

The Urban Mixed Use zone currently accommodates a small supermarket and the dispensation would remove the floor area limitation to facilitate the development of a large supermarket. Therefore, the zones existing objectives and development controls would be sufficient to accommodate a supermarket on the subject site.

(c) To ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land

The dispensation will not impact on the environment. It is considered that an inner-city supermarket would have positive social and economic effects by improving services to residents, tourist and businesses, particularly in after-hours periods. The dispensation is consistent with the Northern Regional Land Use Strategy, the Retail Strategy and the Interim Planning Scheme.

(d) To require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels;

All relevant regional and state policies have been considered for this proposal.

(e) To provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals;

Not relevant to this proposal.

(f) To secure a pleasant, efficient and safe working, living and recreational environment for all Tasmanians and visitors to Tasmania;

The dispensation would facilitate an inner-city supermarket which would assist in the provision of an efficient and safe living environment for residents and visitors to Launceston by providing improved accessibility. Development issues such as noise, traffic impacts and parking would be dealt with at the time of a future Development Application.

(g) To conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value

The dispensation would not alter any existing heritage protections.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

(h) To protect public infrastructure and other assets and enable the orderly provision and coordination of public utilities and other facilities for the benefit of the community

Not relevant to this proposal.

(i) To provide a planning framework which fully considers land capability

Not relevant to this proposal.

4.6 State Policies

4.6.1 Protection of Agricultural Land Policy 2009

N/A – Urban site.

4.6.2 State Coastal Policy 1996

N/A – The subject site is greater than 1km from coastal waters.

4.6.3 Water Quality Management Policy 1997

N/A – There are no watercourses contained within the site.

4.6.4 National Environmental Protection Measures

National Environmental Protection Measures (NEPMs) are automatically adopted as State policies. They outline common environmental objectives for managing the environment.

Current NEPMs are:

- National Environmental Protection (Used Packaging materials) Measure
- National Environmental Protection (Ambient Air Quality) Measure
- National Environmental Protection (Movement of Controlled Waste Between States and Territories) Measures
- National Environmental Protection (National Pollutant Inventory) Measure
- National Environmental Protection (Diesel Vehicle Emission) Measures
- National Environmental Protection (Air Toxics) Measure

N/A – The dispensation will not trigger any of the NEPMs

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

5. Conclusion

The Council has received notification from the TPC of an application for dispensation. The application seeks dispensation from the current provisions of the Interim Scheme to allow for a supermarket with unrestricted floor area in the General retail and hire use class within the Urban Mixed Use zone.

This report has considered the merits of the application for dispensation and concluded that it accords the purpose of the Northern Regional Land Use Strategy, Launceston Retail Audit and Activity Centres Strategy, Interim Launceston Planning Scheme 2012 and the Interim Scheme's Urban Mixed Use zone. Accordingly, it is recommended that the dispensation be supported by the Council and that the Council provide a statement to the TPC to this effect.

ECONOMIC IMPACT:

The dispensation is in accordance with the Council's Launceston Retail Audit and Activity Centres Strategy which seeks to provide strategic guidance in respect of activity centre development and CBD Master Planning. The subject site is identified in the Strategy as a development opportunity site, which, along with other identified sites in the CBD, are proposed to "*optimise development opportunities for retailing, commercial, residential and mixed use development ...*". The Retail Strategy also identifies the establishment of a supermarket as an important investment opportunity for the CBD.

ENVIRONMENTAL IMPACT:

The zoning arrangement will facilitate the preservation of natural and landscape values on the land.

SOCIAL IMPACT:

It is considered that an inner-city supermarket would have positive social impact by improving services to residents, tourist and businesses, particularly in after-hours periods.

12.2 Application for Dispensation from a Local Provision of the Launceston Interim Planning Scheme 2012 (LAU D3/2013) - Wellington, Bathurst, York & Elizabeth Streets, Launceston (CT16548/3, CT198069/1, CT199248/1, CT221543/1, CT54325/2, CT54325/3, CT54325...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

Launceston Interim Planning Scheme 2012
Northern Regional Land Use Strategy
Launceston Retail Audit and Activity Centres Strategy
Land Use Planning and Approvals Act 1993
Protection of Agricultural land Policy 2009
State Coastal Policy 1996
Water Quality Management Policy
National Environmental Protection Measures
National Environmental Protection (Used Packaging materials) Measure
National Environmental Protection (Ambient Air Quality) Measure
National Environmental Protection (Movement of Controlled Waste Between States and Territories) Measures
National Environmental Protection (National Pollutant Inventory) Measure
National Environmental Protection (Diesel Vehicle Emission) Measures
National Environmental Protection (Air Toxics) Measure

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Michael Stretton: Director Development Services

ATTACHMENTS:

1. Application for Dispensation (circulated separately)
-

13 NOTICES OF MOTION - FOR CONSIDERATION**13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania****FILE NO:** SF5547**AUTHOR:** Alderman van Zetten**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To consider a Notice of Motion from Alderman van Zetten.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

1. That the Launceston City Council (the Council) expresses its strong and unequivocal support for a continuation of the Hawthorn Football Club playing pre-season and home and away games at Aurora Stadium through a renewal of the Agreement with the State Government upon the expiry of the current Agreement.
 2. That the Council continues to make available Aurora Stadium to the Hawthorn Football Club for the playing of AFL matches
 3. That the Council formally approaches the Hawthorn Football Club seeking the fixturing of an additional 5th Hawthorn home and away match at Aurora Stadium, commencing in the 2014 AFL season.
 4. That the Council advises the State Government, State Opposition, Hawthorn Football Club, Australian Football League (AFL), AFL Tasmania and Hobart City Council of the Council's decision in 1, 2, 3 and formally seek their support.
-
-

13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania...(Cont'd)

REPORT:**Officer Comments - Robert Dobrzynski, General Manager****Overview**

AFL football is the premier spectator sport in Australia. In addition to the significant social benefits derived through the promotion of healthy lifestyles and parochialism as fans gravitate towards individual clubs, AFL football through its spectator drawing power generates massive economic returns for commercial institutions which leverage its popularity.

Through an arrangement between the State Government, Hawthorn Football Club, the AFL and Launceston City Council, four regular season and one pre-season games are played at Aurora Stadium in Launceston. Estimates of the economic yield for the Launceston economy derived from such games where undertaken by the State Government a number of years ago. The calculated yield at that time was \$16 million per annum injected into the Launceston economy.

The State Government agreement with Hawthorn has entered its second year of a five year term.

The AFL, together with the North Melbourne Football Club, the TT Line, the Hobart City Council and a number of businesses in and around Hobart have negotiated for two regular season North Melbourne games to be played at Blundstone Arena. This arrangement has just completed its second year.

The Council understands that AFL Tasmania has been undertaking negotiations with the AFL in order to develop a strategy for AFL Football within Tasmania. AFL Tasmania are seeking an alternative to the existing State Government and Hawthorn agreement, whereby AFL Tasmania gain greater return revenues for investment into football within the State.

It is understood that AFL Tasmania favour an arrangement whereby North Melbourne play eight regular season games spread across Aurora Stadium in the North and Blundstone Arena in the South.

Whilst there are significant benefits to be achieved from advocating a collective strategic position for AFL in Tasmania to the State Government and to the AFL, there are some major risk areas that Launceston City Council should be aware of in pursuing such a course of action.

13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania...(Cont'd)

It is unlikely that North Melbourne will be able to engage the same level of community appeal within Northern Tasmania that Hawthorn has developed over a number of years of commitment within the community. The membership of North Melbourne is significantly less than the membership of Hawthorn. Indications of average Melbourne crowds as reflective of the appeal of North Melbourne games have been less than half the crowds gathered at Hawthorn games. It could be anticipated that this trend would be substantially replicated should North Melbourne games at Aurora Stadium be substituted for Hawthorn games.

The economic consequences to Launceston businesses would be significant.

It is understood that North Melbourne is making major strides in addressing its off field financial performance. Financial pressures on the club, and its consequential heavy reliance on AFL funding has led claims the club may not be "*masters of its own destiny*".

The AFL has made a significant financial commitment to establishing and consolidating Greater Western Sydney and Gold Coast as expansion teams. The continuing requirement for the AFL to support Greater Western Sydney and Gold Coast could be anticipated to have significant implications on the revenue streams of the AFL in the immediate future.

In addition, proposals for an earlier purchase of Etihad Stadium by the AFL to gain better match returns for a number of AFL sides playing home games at Etihad, has potential to further deplete AFL financial reserves.

Accordingly, and notwithstanding the rhetoric from time to time, it is not anticipated that any further expansion teams will be added to the competition in the foreseeable future.

Position of Various Stakeholders

It is crucial for the Launceston City Council, to be aware of the objectives sought to be achieved by primary stakeholders in terms of the playing of AFL football in Tasmania. This key contextual information and analysis of the data will assist in considerations by the Council on how it should position its involvement to maximise the continuing economic and social benefits derived from AFL matches in Tasmania.

Accordingly, it is important that continuing dialogue occur with:

- Hawthorn Football Club
 - AFL Tasmania
 - Hobart City Council
 - North Melbourne Football Club
 - State Government
-

13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania...(Cont'd)

Following a preliminary analysis and cross referencing of information received from the above stakeholders, it would be appropriate that the Council meet with the AFL, as the principal authority in the scheduling of AFL matches, to determine the objectives they are seeking to achieve in the further development of AFL matches being played in Tasmania.

From this information a risk assessment analysis for Launceston and the Northern Tasmania region should be undertaken and the outcomes presented to all political parties advocating a continuation of Hawthorn games at Launceston.

- North Melbourne Football Club are suggested to be enthusiastic towards the AFL Tasmania proposal for 8 Tasmanian matches.
 - It is difficult to envisage how the substitution of 4 Hawthorn games by 4 North Melbourne games will provide any additional social or economic benefit to Northern Tasmania.
 - It is not difficult to predict that the substitution of the Hawthorn AFL package with the North Melbourne AFL package will result in a significant social and economic diminution for Launceston and Northern Tasmania.
 - Hawthorn's current deal with the Tasmanian Government expires October 2016. Hawthorn will need to make a decision on playing games in Tasmania 18 months out from this time in order to leave enough time to pursue a major sponsor if the Tasmanian Government withdraws.
 - This means a decision would be made by Hawthorn regarding playing games in Tasmania beyond the current deal around April 2015.
 - The State Government Election in March 2014 is the only major political intervention that provides an opportunity for the Council to influence this significant matter.
 - Losing Hawthorn from the region and State is anticipated to result in significant economic loss and social disruption within the region and major local political disquiet.
 - Launceston City Council has assumed a quite "passive" role in previous negotiations regarding playing AFL matches in Tasmania, notwithstanding that the Council plays a major role in providing a high standard venue, at a considerable Council cost, as a "clean stadium".
 - The Council cannot allow a decision on AFL matches to be foisted upon the City and region. Strong advocacy must be undertaken to retain and grow the social and economic benefits of the existing deal in any new arrangements.
-

13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania...(Cont'd)

- Support of the State Government is the compelling proposition upon which a continuation of Hawthorn matches in Launceston past the current agreement relies. If the State Government supports a renewal, then notwithstanding other influences, the AFL will be compelled to endorse a continuation of Hawthorn games at Aurora Stadium.
- Hawthorn Football Club has repeatedly indicated its strong desire to continue its relationship with Tasmania, which has been mutually beneficial, beyond the expiration of the current agreement.

Summary

The Hawthorn Agreement has served Launceston, Northern Tasmanian and Tasmania well. There are opportunities to refresh some aspects leading into the next agreement (night match, Sunday matches, Academy / development pathways), however the model has provided major economic and social stimulus that represents significant value for money. This has occurred progressively over the 13 years the matches have been played by Hawthorn at Aurora Stadium.

Therefore rationally, the North Melbourne (presupposing they are the targeted club) arrangements of 8 matches can only benefit Southern Tasmania, principally Hobart.

On any level of business analysis, substituting 4 matches played by North Melbourne for the 4 matches played by Hawthorn at Aurora Stadium will deliver a significant economic loss for Launceston and the region.

The reasons for this inevitable outcome are:

1. The Hawthorn model is mature, having been developed to its current level over 13 years.
 2. The North Melbourne model starts from year 1 in Launceston / Northern Tasmania.
 3. Hawthorn has 9000 members in Tasmania. North Melbourne does not approach this number. It is unlikely that a significant number of these members would necessarily transfer allegiances just to watch AFL matches.
 4. Hawthorn has 60,000 members, North Melbourne has about half that figure. The number of Hawthorn supporters travelling to Launceston for matches could be projected to be significantly greater than that of North Melbourne.
 5. The difference in the economic yield from year 1 of a North Melbourne model compared to year 13 of a Hawthorn model is the economic loss to the City and region each year. This can be directly translated to lost full-time and part-time jobs in the City.
-

13.1 Notice of Motion - Alderman van Zetten - AFL Tasmania...(Cont'd)

ECONOMIC IMPACT:

Consideration contained in Report

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

Consideration contained in Report

STRATEGIC DOCUMENT REFERENCE:

Priority Area: 5 Governance Services

Goal: 5.1 Engaging our community and delivering responsible management


BUDGET & FINANCIAL ASPECTS:

Consideration contained in Report

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Robert Dobrzynski: General Manager

ATTACHMENTS

1. Notice of Motion - Mayor Alderman van Zetten
-

LAUNCESTON CITY COUNCIL

MEMORANDUM

FILE NO: SF5547
DATE: 12 August 2013
TO: Robert Dobrzynski General Manager
Cc Committee Clerks
FROM: Albert van Zetten Mayor
SUBJECT: Notice of Motion

In accordance with Clause 16 (5) of the Local Government Regulations 2005 (Meeting Procedures) please accept this Notice of Motion for placement on the agenda of the Meeting of Council to be held on 26th August 2013.

Motion

1. That the Launceston City Council (the Council) expresses its strong and unequivocal support for a continuation of the Hawthorn Football Club playing pre-season and home and away games at Aurora Stadium through a renewal of the Agreement with the State Government upon the expiry of the current Agreement.
2. That the Council continues to make available Aurora Stadium to the Hawthorn Football Club for the playing of AFL matches
3. That the Council formally approaches the Hawthorn Football Club seeking the fixturing of an additional 5th Hawthorn home and away match at Aurora Stadium, commencing in the 2014 AFL season.
4. That the Council advises the State Government, State Opposition, Hawthorn Football Club, Australian Football League (AFL), AFL Tasmania and Hobart City Council of the Council's decision in 1, 2, 3 and formally seek their support.


Alderman Albert van Zetten Mayor

13.2 Notice of Motion - Alderman Sands - Recognition of Lauren Perry**FILE NO:** SF5547, SF2277**AUTHOR:** Alderman Sands**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To consider a Notice of Motion from Alderman Sands.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

N/A

NOTICE OF MOTION:

That Launceston City Council recognise the sporting achievement of Lauren Perry at the recent World Junior Cycling Championships winning a bronze medal in the teams pursuit and an individual gold medal in the 2 kilometre event.

That a reception be held at a date to be decided to honour the achievements of Lauren.

REPORT:

Alderman Sands will speak to this item.

Officer Comments - Not required. The intention of the motion is self-explanatory.

ECONOMIC IMPACT:

N/A

ENVIRONMENTAL IMPACT:

N/A

13.2 Notice of Motion - Alderman Sands - Recognition of Lauren Perry...(Cont'd)

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

N/A


BUDGET & FINANCIAL ASPECTS:

Provision within Civic budget.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Robert Dobrzynski: General Manager

Attachments:

1. Notice of Motion - Alderman Sands.
-

LAUNCESTON CITY COUNCIL

MEMORANDUM

FILE NO: SF5547 : SF5547
TS
DATE: 15 August 2013

TO: Robert Dobrzynski General Manager
Cc Committee Clerks

FROM: Ted Sands Alderman

SUBJECT: Notice of Motion - Recognition of Lauren Perry

In accordance with Clause 16 (5) of the Local Government Regulations 2005 (Meeting Procedures) please accept this Notice of Motion for placement on the agenda of the Meeting of Council to be held on Monday, 26 August 2013.

Motion

That Launceston City Council recognise the sporting achievement of Lauren Perry at the recent World Junior Cycling Championships winning a bronze medal in the teams pursuit and an individual gold medal in the 2 kilometre event.

That a reception be held at a date to be decided to honour the achievements of Lauren.

Background

Further information to be supplied by Alderman Sands

Attachments

Nil


Alderman Ted Sands

13.3 Notice of Motion - Alderman Sands - LGAT Conference Location**FILE NO:** SF5547, SF2218**AUTHOR:** Alderman Sands**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To consider a Notice of Motion from Alderman Sands.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

That Launceston City Council corresponds with LGAT seeking a commitment to hold the 2014 LGAT Conference at the Country Club Casino, Launceston. If that is not forthcoming then Launceston City Council seeks a commitment from LGAT to hold the 2015 Annual Conference at the Country Club Casino.

REPORT:**Background information provided by Alderman Sands:**

In the tough economic times that Tasmania is experiencing rotation of major conferences must be considered by LGAT to promote the organisation and to enable Northern and North West exhibitors to be part of the conference.

There is a substantial saving to all the Northern and North West Councils by having the conference in Launceston, reduced travel costs, obviously a substantial reduction in travel time.

The argument given that all delegates prefer to stay at the one venue is not a valid proposition, for instance, when we meet in Canberra for the ALGA Conference delegates stay at a variety of hotels close to the main conference venue.

We must be conscious of rotating the conference to enable retailers, exhibitors to attend the conference, to showcase their business and to promote the activity and suitability of their operations to all who attend.

13.3 Notice of Motion - Alderman Sands - LGAT Conference Location...(Cont'd)

Officer Comments - General Manager

The Council is pursuing arrangements with venues within Launceston to develop a proposal to be put to LGAT for holding of the LGAT Conference in the City.

ECONOMIC IMPACT:

Economic benefit is for the region that hosts the event.

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

N/A


BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Robert Dobrzynski: General Manager

ATTACHMENTS:

1. Notice of Motion - Alderman Sands
-

LAUNCESTON CITY COUNCIL

MEMORANDUM

FILE NO: SF5547 : SF2218
TS
DATE: 15 August 2013

TO: Robert Dobrzynski General Manager
Cc Committee Clerks

FROM: Ted Sands Alderman

SUBJECT: Notice of Motion - LGAT Conference Location

In accordance with Clause 16 (5) of the Local Government Regulations 2005 (Meeting Procedures) please accept this Notice of Motion for placement on the agenda of the Meeting of Council to be held on Monday, 26 August 2013.

Motion

That Launceston City Council corresponds with LGAT seeking a commitment to hold the 2014 LGAT Conference at the Country Club Casino, Launceston. If that is not forthcoming then Launceston City Council seeks a commitment from LGAT to hold the 2015 Annual Conference at the Country Club Casino.

Background

In the tough economic times that Tasmania is experiencing rotation of major conferences must be considered by LGAT to promote the organisation and to enable Northern and North West exhibitors to be part of the conference.

There is a substantial saving to all the Northern and North West Councils by having the conference in Launceston, reduced travel costs, obviously a substantial reduction in travel time.

The argument given that all delegates prefer to stay at the one venue is not a valid proposition, for instance, when we meet in Canberra for the ALGA Conference delegates stay at a variety of hotels close to the main conference venue.

We must be conscious of rotating the conference to enable retailers, exhibitors to attend the conference, to showcase their business and to promote the activity and suitability of their operations to all who attend.

Attachments

Nil


Alderman Ted Sands

DIRECTORATE AGENDA ITEMS

14 DEVELOPMENT SERVICES

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993

FILE NO: SF0113

DIRECTOR: Michael Stretton (Director Development Services)

DECISION STATEMENT:

To review and update the Council's land use planning delegations.

PREVIOUS COUNCIL CONSIDERATION:

Minute No 8.4 of 26/02/2001 – (Original delegation to Planning Manager).

Minute No 11.1 of 29/06/2009 – (Amendment to existing delegation to deal with submissions received from a regulated entity under the *Water and Sewerage Industry Amendment Act 2008*).

Minute No 13.3 of 13/12/2010 – Council resolved that no action be taken until a further report on the desirability of establishing a Planning Committee is brought to Strategic Planning and Policy Committee early in 2011.

Item 4.4 Strategic Planning and Policy Committee 07/02/2011.

Minute No 13.2 of 14/02/2011 – Council resolved that item be withdrawn to allow further investigation and discussion.

Minute No 13.2 of 23/05/2011 – (Amendments to existing delegations and restriction of delegations to Director Development Services).

RECOMMENDATION:

That the Council:

- A. Pursuant to Section 23AA of the *Acts Interpretation Act 1931* resolves to amend its delegations pursuant to Section 6 of the *Land Use Planning and Approvals Act 1993* made by Minute No 8.4 of 26/02/2001 as follows:
-

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

1. Delegations to the Director Development Services and Manager Planning Services (or persons acting in those positions) the following functions or powers under the *Land Use Planning and Approvals Act 1993* ('the Act'):
 - 1.1 The power or function to extend a permit expiry time to allow substantial commencement of a use and/or development as provided for by Section 53 (5A) of the Act.
 - 1.2 The power or function to require applicants to provide additional information pursuant to Section 54 of the Act.
 - 1.3 The power to correct mistakes pursuant to Section 55 of the Act.
 - 1.4 The power or function to make minor amendments to permits pursuant to Section 56 of the Act, but only where
 - ~~i) the permit is for a permitted use or development; or~~
 - ~~(ii) the permit is for a discretionary use or development but no representations were made with respect to the application.~~
 - 1.5 The power or function to refuse to issue a discretionary permit pursuant to Section 57(2) of the Act, only where such an application cannot lawfully be approved.
 - 1.6 The power or function to extend the time for the submission of representations on discretionary permits as provided for by Section 57(5) of the Act.
 - 1.7 (i) The power or function to approve with or without conditions, applications for permits under Section 57 of the Act, but only in those cases where:
 - a) No, or up to two, representations have been received in respect of such applications pursuant to Section 57 of the Act, and/or
 - b) Any submissions received from a regulated entity pursuant to Section 56P(1) of the *Water and Sewerage Industry Amendment Act 2008*, indicates it 'does not object to' or "does not object if the permit is subject to conditions" regarding a notice of application from Council to the regulated entity pursuant to Section 56O(2) of the *Water and Sewerage Industry Amendment Act 2008*; and
 - (ii) The power or function to approve, either unconditionally or subject to conditions; applications for permits or permitted uses pursuant to Section 58 of the Act.
-

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

- 1.8 (i) The power to grant extensions of time as provided for pursuant to Section 57(6)(b) and Section 58(2) of the Act; and
(ii) The power or function to grant or refuse to grant a permit and if granted with or without conditions, pursuant to Section 57 of the Act upon condition that such power is only exercised where:
- An applicant will not agree to an extension of time that appears that Council will not be able to deal with the application within the time prescribed under Section 57 of the Act; or
 - Council is not able to or does not make a decision upon the application within the time prescribed under Section 57 of the Act.

1.9 The power or function to include a condition in the permit that an agreement is required to be entered into in respect of a use and/or development as provided for by Section 58(A) of the Act. This includes agreements under Part 5 of the Act.

1.10 The power or function to accept a mediated outcome of a development decision that has been subject to an appeal against a Council decision, so long as the outcome is not contrary to the spirit of the original Council decision on the development application.

1.11 The power or function to apply for an Order to be issued where a person contravenes or fails to comply with a provision of Part 4 of the Act.

- B. Authorises the General Manager to prepare the Instrument of Delegation and to sign by affixing Council's seal on it as required by Section 23AA of the *Acts Interpretation Act 1931*.
-

REPORT:

The delegation of powers under the *Land Use Planning and Approvals Act 1993* ('the Act') has been reviewed and the proposed changes are underlined in the recommendation and are summarised under the following headings:

Manager Planning Services

Under the existing structure of the Development Services Directorate it is appropriate that, in addition to the Director Development Services, the Manager Planning Services be provided with the delegations listed in the recommendation to provide for the efficient and effective exercise of statutory functions and powers.

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

Currently, with only the Director being delegated to carry out these functions (particularly the issuing of planning permits), there are unnecessary delays being experienced to applicants as a result of the Director's lack of availability due to meeting commitments and general workload. Additionally, when the Director is away from work at a meeting or conference, no Planning Permits can be issued. Accordingly, it is recommended that the delegation be extended to include the Manager.

Minor Amendments

Currently the Council's delegation in respect of minor amendments issued pursuant to Section 56 of the Act limits decision making by senior planning staff to applications which are either:

- (i) for a permitted use of development; or
- (ii) The permit is for a discretionary use or development but no representations were made with respect to the application.

Minor amendments are stringently controlled under the Act and may only occur where an amendment:

"(a) does not change the effect of any condition required by the Appeal Tribunal; and

(b) will not cause an increase in detriment to any person; and

(c) does not change the use or development for which the permit was issued other than a minor change to the description of the use or development."

Accordingly, with such limited scope for approving minor amendments, there would seem little need, nor justification for requiring that minor amendments to Planning Permits which received representations, be referred back to the Council for determination. Accordingly, it is recommended that minor amendments be delegated to the Director Development Services and/or Manager Planning Services.

Representations

As with most Councils within the State, it has been the practice at Launceston for the Council to delegate the power for Senior Planning staff to approve with or without conditions, applications for discretionary planning permits under Section 57 of the Act, but only in those cases where no representations have been received.

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

However, this practice routinely results in the Council having to consider quite straight forward applications with one or two representations which is not only contrary to the strategic focus of the Council, but also creates an unnecessarily high workload for the Planning Department in having to prepare detailed Planning reports for the Council to determine such routine matters. It also serves to delay decisions on applications as it is necessary to work within the Council meeting cycle.

It is a common practice in Victoria for Council delegations to be provided to senior planning staff to determine development applications where a small number of representations have been received. The practice is best summed up by the 1996 ministerial statement from the Victorian Minister for Planning and Local Government, which stated that *'councillors have to shift their focus from the minutiae of day-to-day involvement in administration of council policy, program and operation and put a greater emphasis on developing corporate policies and strategies.'* This statement lends weight to the practice employed by Victorian Councils where strategic planning projects and strategies affecting the long term vision for the region such as planning scheme amendments, are decided at full meetings of council and very few planning permit applications are decided by a full meeting of council.

The Victorian Ombudsman undertook an investigation into the policies and procedures of the Planning Department of the City of Greater Geelong in 2007 and recommended that "consideration should be given to increase delegations to the team leaders, coordinator and manager allowing them to make determinations on applications with up to five objections". In the Tasmanian context, it is considered that five representations would be too high, however, it is considered that a threshold of 2 representations would provide a balance whereby the Council would still determine development applications with high public interest and/or opposition, while the more straight-forward applications with low level opposition being determined by Senior Planning staff.

Along with this delegation it is proposed to commence monthly reporting of decisions made under delegation to the Council.

Part 4 - Enforcement of Planning Control

Part 4 of the Act, which deals with the enforcement of planning control, provides the Planning Authority with the power to apply for an Order to be issued where a person contravenes or fails to comply with a provision of the Part.

For instance, Section 64(1) of the Act provides that: *"Where a person contravenes or fails or is likely to contravene or fail to comply with a provision of this Part, the Commission, a planning authority or a person who has, in the opinion of the Appeal Tribunal, a proper interest in the subject matter may apply to the Appeal Tribunal for an order under this section."*

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

It is considered appropriate to provide a delegation to enable senior planning staff to apply to the Tribunal for an order to provide for the proper enforcement of planning controls within Launceston. Without a delegation it would be necessary for a report to be prepared for the Council to authorise the seeking on an order, which would unnecessarily delay enforcement action.

In conclusion, it is considered that coupled with the proposed eDA enhancements which will enable development applications to be received and processed electronically from December this year, the proposed alterations to the Council delegations will result in a best practice land use planning service which will deliver both timely and accurate outcomes for the Launceston community.

ECONOMIC IMPACT:

The proposed amendments to the Council delegations will result in a more efficient and effective land use planning function which will assist and encourage development in Launceston.

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

Strategic Plan 2008-2014, Point 5, Governance – engaging our community and delivering responsible management.

BUDGET & FINANCIAL ASPECTS:

N/A

14.1 Delegation of Powers - Land Use Planning and Approvals Act 1993...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Michael Stretton: Director Development Services

14.2 Living as a Senior in Launceston - Framework and Action Plan

FILE NO: SF0131

AUTHOR: Leanne Hurst (Manager Community Tourism and Events)

DIRECTOR: Michael Stretton (Director Development Services)

DECISION STATEMENT:

To adopt the 'Living as a Senior in Launceston' framework and action plan.

PREVIOUS COUNCIL CONSIDERATION:

Council - 10 October 2011 (Item 12.5) - Notice of Motion requesting that a report be brought to Council outlining the process for developing a Positive Ageing Plan.

Council - 28 November 2011 (Item 13.2) - report to Council outlining a proposed project plan for the development of a Positive Ageing Plan, subject to the receipt of funding.

RECOMMENDATION:

That Council adopts the 'Living as a Senior in Launceston Framework and Action Plan 2013-15' as follows:

Action	Link to Framework	Timeframe
Host morning tea events for seniors three times per year.	Participating in the Community - 2.1 Accessing Services and Information - 3.2, 3.3	Commencing October 2013
Conduct regular surveys to ask Seniors what information they seek.	Living Healthy Lifestyles - 1.1 Participating in the Community - 2.2 Accessing Services and Information - 3.1	Commencing October 2013
Develop a 'Living as a Senior' Newsletter for distribution three times per year.	Participating in the Community - 2.2, 2.3 Living Healthy Lifestyles - 1.3 Accessing Services and Information - 3.3 Planning for Financial Security - 4.2	Commencing March 2014
Review Council's concessions programs.	Planning for Financial Security - 4.1	March 2015
Investigate options to partner with service providers and source funding to deliver programs that meet the needs of Seniors.	Living Healthy Lifestyles - 1.2 Planning for Financial Security - 4.2	June 2015

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

REPORT:

Overview

In 2011 Council determined to develop a Positive Ageing Plan for Launceston. The project was deferred until the 2012/13 financial year to allow for the allocation of a budget and officer time. The project commenced in January 2013, with the convening of a small reference group to inform the community engagement process. The reference group comprised representatives from: Older Persons Reference Group, School for Seniors, and the Association of Independent Retirees. Based on advice from the reference group, the project was re-named 'Living as a Senior in Launceston'.

Council officers and the reference group were supported by an external consultant who provided input into the engagement plan, facilitated a series of community group discussions, and compiled and prepared a report on the findings from the consultations. From those findings the key themes have been identified and the *Living as a Senior in Launceston Framework and Action Plan 2013-15* prepared.

Community Engagement

The community engagement phase of the project incorporated the following elements:

- Surveys - Community and Service Provider
- Online Forum
- Facilitated Discussions
- Information Sessions

The Community Survey (attached) was distributed in hard copy (with attached reply-paid envelope) to service providers, community organisations, nursing homes and retirement villages, Launceston School for Seniors, the Eye Hospital, LGH, Northern Suburbs Community Centre, Ravenswood Neighbourhood House, Lilydale Service Station, Lilydale Store, Waverley Top Shop, St Leonards Store, Windermere Store, QVMAG Museum and Art Gallery, Launceston Aquatic Centre, Customer Service Centre. Information flyers were also distributed to doctors' surgeries. This survey asked seven questions relating to the experiences of people as they grow older in Launceston and also the range of relevant Council facilities and services and how they rate. The Community Survey was also available to complete online at www.yourvoicemyourlaunceston.com.au. The survey targeted those aged over 50, or planning for or supporting someone aged over 50 years. A total of 343 Community Surveys were completed.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

The Service Provider Survey (attached) was distributed to identify relevant service providers for seniors in the Launceston area. This survey was conducted to understand the issues seniors face from an organisational perspective. Questions were similar to the Community Survey and a total of 10 responses were received.

An online discussion forum was established on www.yourvoicemyourlaunceston.com.au. The forum asked a series of questions that sought more detail on some of the key questions within the Community Survey.

A series of facilitated discussions were conducted, which identified complementary themes and responses from those gathered from the community and services provider surveys, as well identifying any gaps in services. The aim of this approach was to meet people where and when they were already meeting and to explore some of the survey questions in more depth. A total of six facilitated discussions were held with community groups.

Community and service groups were invited to request an information session to outline the project aim and the consultation process. These discussions provided an opportunity to disseminate information about the project more widely and to receive some immediate feedback on the experiences of people as they grow older in Launceston. Presentations were made to: the Older Persons Reference Group, Rotary Club of Youngtown and the Lions Club of Kings Meadows.

Outcomes

The outcomes from the community engagement phase of the project are summarised in the 'Living as a Senior Project: Community Engagement Report, 2013' (attached). The majority of responses were positive about the role that the Council currently plays as a provider of facilities and services that promote a healthy and active lifestyle. The focus of the engagement process was very much on defining the role of local government and identifying any gaps in current service and program provision. The key themes that emerged and from which the Living as a Senior Framework has been developed are:

- Living healthy lifestyles
 - Participating in the community
 - Accessing services and information
 - Planning for financial security
-

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

The *Living as a Senior in Launceston Framework and Action Plan 2013-15* was developed to guide Council in its ongoing interactions with and support of seniors living in the Launceston area. It has been developed as a three-year plan, with a focus on achievable, sustainable actions that recognise the role that local government has to play in providing the infrastructure, information and services that help to ensure that everyone can enjoy health and wellbeing now and in the future. Ongoing consultation and feedback - as detailed in the Action Plan - will enable Council to review and update the actions as necessary. It is recommended that the following *Living as a Senior in Launceston Framework and Action Plan 2013-15* be adopted and published:

Living as a Senior in Launceston Framework and Action Plan 2013-15

The Framework

In early 2013 the Launceston City Council consulted with individuals, groups and service providers on what 'living as a senior in Launceston' means. We asked how people participate in their community, what makes it easier and what presents challenges to them as they grow older. We also asked for feedback on how people use Council services and facilities and what we could do differently to ensure that people continue to enjoy a great quality of life in their senior years. The *Living as a Senior in Launceston Framework and Action Plan* is the outcome of our findings.

1. Living Healthy Lifestyles

What we heard:

People told us that staying mentally and physically active and maintaining health and wellbeing are the most important elements of 'living as a senior'. Things such as interaction with family and friends, being physically active through recreation, leisure and cultural activities, and participating in community events, are all important ways that people maintain their health and wellbeing. However, we also heard that for many people maintaining health and fitness presents a challenge.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

What we are already doing:

A number of the services and facilities that respondents told us we are doing well facilitate health and wellbeing. These include:

- Museum and Art Gallery
- Major Parks (ie City Park, Cataract Gorge, etc)
- Launceston Aquatic Centre
- Neighbourhood Parks
- Walking Tracks and Bicycle Paths
- Adult exercise equipment and Active Launceston programs.

What we need to do now:

- 1.1** Continue to ask seniors about their health and wellbeing needs.
- 1.2** Identify opportunities to partner with service providers to deliver programs focussed on the mental and physical wellbeing of people living as seniors in our community.
- 1.3** Make information available about opportunities and how to access programs that support the mental and physical wellbeing of people living as a senior in Launceston.

2. Participating in the Community

What we heard

People told us that community participation, quality of life and living life to the full are all important characteristics of living positively as a senior. The lifestyle advantages of northern Tasmania, volunteering, participating in community events, clubs and interest groups, and interaction with family and friends are all ways in which people participate within their community. However, some people find that living alone, lack of transport options, safety concerns and community attitudes about seniors were challenges that can make it more difficult for seniors to participate in community life.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

What we are already doing:

People told us that Launceston City Council is doing well at providing spaces and facilities for people to gather and enjoy the lifestyle benefits of living in the region. The following activities also provide opportunities for participation:

- Volunteer programs
- Active Launceston
- Launceston Aquatic Activities program
- Free community events
- Sponsorship of a diverse events calendar
- Launceston Safer Communities Partnership
- Connected Communities program (new initiative)

What we need to do now:

- 2.1** Provide opportunities for seniors to meet informally and interact with others.
- 2.2** Provide information about interest groups, programs and events that enable seniors to actively engage within the community.
- 2.3** Promote the Tiger Bus service and timetable information through seniors and community service providers.

3. Accessing Services and Information

What we heard:

Access to services and to information about those services is one of the key factors that people told us had an impact on how they enjoy life as they grow older. Many comments on this topic related to access to health and welfare services. Some comments related to trying to work out what is available, quality of delivery and accessing (or getting to) services. Although many respondents told us that they enjoyed good access to the services they needed, there were also a high percentage of people who experience difficulty accessing the services they need and want.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

What we are already doing:

Local Government does not have primary responsibility for delivering most health or welfare services. However, it does have a role to play in advocacy at the political level, distribution of information, and partnering with service providers where there are perceived gaps in service delivery that are not otherwise feasible to deliver. Some of the things we are doing to facilitate access to support services for seniors include:

- Access Advisory Committee
- Tiger Bus free city transport service
- Access to free parking vouchers for pensioners (Elizabeth Street, Paterson West and Paterson East car parks)
- Accessible parking bays at key locations in the CBD
- Free parking after 3.30pm in the Paterson Street multi-storey carparks

What we need to do now:

- 3.1** Continue to ask seniors what information they want and how they want to receive it.
- 3.2** Provide opportunities for seniors to learn about the range of services and facilities provided by the Council.
- 3.3** Provide opportunities for service providers to distribute information about their services to seniors living in Launceston.

4. *Planning for Financial Security*

What we heard:

Lifestyle and living independently are important to people as they grow older, rating highly on our surveys and facilitated discussions. However, there were a number of challenges identified that restricted the ability to enjoy those things, many of which related to financial security. Affordability and Financial and Economic Security were the second and third most highly rated challenges after maintaining health and fitness.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

Concerns included the challenge faced by independent retirees who, although on limited incomes, were ineligible for many concessions. Some people felt that they didn't have sufficient information to be able to plan for financial security as they exited the workforce. Others found it difficult to participate fully in community events and programs because of the cost of participation, which is sometimes not subsidised for Seniors Card holders, or is still beyond their financial capacity.

What we are already doing:

- Free Tiger Bus service in the city
- Parking vouchers for pensioners (Elizabeth Street, Paterson West and Paterson East car parks)
- Rates remissions for pensioners
- Tip vouchers for pensioners
- Free Music in the Park concert series in City Park in January
- Free organ recital in Albert Hall annually
- Free exhibitions at QVMAG Museum and Art Gallery

What we need to do now:

- 4.1** Review the Council's concessions programs to consider whether concessions could feasibly be extended to all seniors.
 - 4.2** Investigate existing programs and potential to partner on the delivery of free information to help seniors to plan for financial security.
-

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

The Action Plan

Action	Link to Framework	Timeframe
Host morning tea events for seniors three times per year.	Participating in the Community - 2.1 Accessing Services and Information - 3.2, 3.3	Commencing October 2013
Conduct regular surveys to ask Seniors what information they seek.	Living Healthy Lifestyles - 1.1 Participating in the Community - 2.2 Accessing Services and Information - 3.1	Commencing October 2013
Develop a 'Living as a Senior' Newsletter for distribution three times per year.	Participating in the Community - 2.2, 2.3 Living Healthy Lifestyles - 1.3 Accessing Services and Information - 3.3 Planning for Financial Security - 4.2	Commencing March 2014
Review Council's concessions programs.	Planning for Financial Security - 4.1	March 2015
Investigate options to partner with service providers and source funding to deliver programs that meet the needs of Seniors.	Living Healthy Lifestyles - 1.2 Planning for Financial Security - 4.2	June 2015

ECONOMIC IMPACT:

Consideration contained in Report.

ENVIRONMENTAL IMPACT:

Consideration contained in Report.

14.2 Living as a Senior in Launceston - Framework and Action Plan...(Cont'd)

SOCIAL IMPACT:

Consideration contained in Report.

STRATEGIC DOCUMENT REFERENCE:

Launceston Community Plan 2010 - Preferred Future 2.6 - Provide opportunities for Seniors to participate actively within the community.

BUDGET & FINANCIAL ASPECTS:

A budget of \$10, 000 has been allocated in the 2013/14 financial year to deliver the actions identified within the report.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Michael Stretton: Director Development Services

ATTACHMENTS:

1. Living as a Senior in Launceston Community Survey
 2. Living as a Senior in Launceston Service Provider Survey
 3. Living as a Senior Project: Community Engagement Report, 2013 (circulated separately)
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Living as a senior in Launceston

Community Survey

We want to know what living as a Senior in Launceston means to you.

This survey is part of a project to develop the Council's 'Living as a Senior in Launceston' Strategy (2013-2017). The purpose of the survey is to guide the Council in delivering facilities and services to those in our community who are currently aged , or planning for over 50, or who are supporting someone that is over 50 years of age.

The information that you provide in this survey is confidential and no details that identify you will be shared with others. However, to help us to better understand the responses you provide us; we would like to ask for some details about yourself.

Please note, none of the questions in this survey are compulsory and you may skip any that you feel uncomfortable or unable to answer.

If you would rather complete this survey online you may choose to log onto www.yourvoicelanceston.com.au to find the 'Living as a Senior in Launceston' project. Once there you can complete the survey online, participate in a discussion forum and learn more about the project.

If you require any assistance with completing or returning your survey, please contact the Community Development Department on telephone 6323 3000.

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About You (please tick or supply answer in the spaces provided)

- Are you: Male Female
- Age: Under 50 50-59 60-69
- 70-84 85 years and over

How long have you lived in the Launceston municipality?

- Less than 12 months 1-5 years 5.1-10 years
- 10.1-20 years 20.1-30 years More than 30 years

Which town or suburb do you live in? _____

What is your main source of income?

- Full-time (paid) work Part-time (paid) work Full or part pension/benefits
- Self-funded retiree Own/run business Other

In what country were you born? _____

What does 'living as a senior' mean to you? (please tick all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Health and Wellbeing | <input type="checkbox"/> Quality of Life |
| <input type="checkbox"/> Enjoying Life/Living life to the full | <input type="checkbox"/> Community Participation |
| <input type="checkbox"/> Taking Time | <input type="checkbox"/> Access to Services and Facilities |
| <input type="checkbox"/> Being Valued | <input type="checkbox"/> Self Awareness |
| <input type="checkbox"/> Mentoring and Sharing | <input type="checkbox"/> Living Independently |
| <input type="checkbox"/> Being mentally and physically active | <input type="checkbox"/> Appreciating what we have |
| <input type="checkbox"/> Acceptance of the ageing process | <input type="checkbox"/> Being a Community Leader |
| <input type="checkbox"/> Nothing/No opinion | <input type="checkbox"/> Other (please tell us) |
-
-

In which of the following ways do you participate in your community? (please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Volunteering roles | <input type="checkbox"/> Special interest Clubs |
| <input type="checkbox"/> Social Clubs | <input type="checkbox"/> Sport Clubs |
| <input type="checkbox"/> Religious Organisations | <input type="checkbox"/> Service Clubs |
| <input type="checkbox"/> Environment Groups | <input type="checkbox"/> Education and Learning |
| <input type="checkbox"/> Caring for others | <input type="checkbox"/> Being neighbourly |
| <input type="checkbox"/> Working | <input type="checkbox"/> Recreation/Exercise |
| <input type="checkbox"/> Cultural Activities | <input type="checkbox"/> Socialising with Friends |
| <input type="checkbox"/> Spending time with Family | |
| <input type="checkbox"/> Other (please tell us) _____ | |
| _____ | |
| _____ | |
| _____ | |
| _____ | |

Which of the following impact positively on your life? (please tick all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Interaction with family and friends | <input type="checkbox"/> Recreation, leisure and cultural activities |
| <input type="checkbox"/> Being physically active | <input type="checkbox"/> Access to health and support services |
| <input type="checkbox"/> Access to transport options | <input type="checkbox"/> Employment (paid or voluntary) |
| <input type="checkbox"/> Participating in community events | <input type="checkbox"/> Suitable housing options |
| <input type="checkbox"/> Appropriate facilities/infrastructure | <input type="checkbox"/> Access to electronic media/communication |
| <input type="checkbox"/> Activities with Pet | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Enjoying the natural environment | <input type="checkbox"/> Nothing/No opinion |
| <input type="checkbox"/> Other (please tell us) _____ | |
| _____ | |
| _____ | |
| _____ | |
| _____ | |

What challenges do you think that seniors face currently in Launceston? (please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Lack of sustainable transport options | <input type="checkbox"/> Maintaining health and fitness |
| <input type="checkbox"/> Community attitudes about seniors | <input type="checkbox"/> Access to health or support |
| <input type="checkbox"/> Concern about neighbourhood safety | <input type="checkbox"/> Access to community facilities |
| <input type="checkbox"/> Not feeling part of community life | <input type="checkbox"/> Affordability |
| <input type="checkbox"/> Lack of community events or activities | <input type="checkbox"/> No challenges currently |
| <input type="checkbox"/> Quality and safe infrastructure | <input type="checkbox"/> Lack of Employment Options |
| <input type="checkbox"/> Suitable Housing/Living Options | <input type="checkbox"/> Government regulations |
| <input type="checkbox"/> Support of Independent Living | <input type="checkbox"/> Living Alone |
| <input type="checkbox"/> Environmental Degradation | <input type="checkbox"/> Caring for Others |
| <input type="checkbox"/> Financial/Economic Security | |
| <input type="checkbox"/> Other (please tell us) _____ | |
| _____ | |
| _____ | |
| _____ | |
| _____ | |

Which Launceston City Council run or supported services do you use and how are we doing? (please tick all that apply)

<i>Service</i>	<i>Good</i>	<i>Bad</i>	<i>Why?</i>
<input type="checkbox"/> Parking Vouchers	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Concessional Entry to the Tip	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Free Tiger Bus	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Active City Park	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Launceston Aquatic Centre	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Other pools (Gorge/Lilydale)	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Museum and Art Gallery	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Customer Service Centre	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Customer Call Centre	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Major Parks (City Park, Gorge, etc)	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Neighbourhood Parks	<input type="checkbox"/>	<input type="checkbox"/>	_____

Which Launceston City Council run or supported services do you use and how are we doing? (please tick all that apply)

<i>Service</i>	<i>Good</i>	<i>Bad</i>	<i>Why?</i>
<input type="checkbox"/> Adult Exercise Equipment at Royal Park	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Accessible Parking Spaces	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> National Relay Service (telephone service for hearing impaired)	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Council Website (www.launceston.tas.gov.au)	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Walking tracks/bicycle paths	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Bicycle Lanes (on road)	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Seating in Public Spaces	<input type="checkbox"/>	<input type="checkbox"/>	_____
Other (please tell us)	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Are there any services that the Launceston City Council doesn't currently provide that you think it should? (please tick all that apply)

- No
- Yes (please provide details) _____

Thank you for your time.

Please return the completed survey by Tuesday 30 April 2013 in the Reply Paid envelope or post to

Launceston City Council
PO Box 396
Launceston Tas 7250

If you would like to receive updates on the 'Living as a Senior in Launceston' project, please provide us with your contact details:

Name: _____

Email: _____

OR

Address: _____

Personal Information Protection Statement

As required under the *Personal Information Protection Act 2004*

1.	Personal information will be collected from you for the purpose of dealing with your application, and may be used for other purposes permitted by the <i>Local Government Act 1993</i> and regulations made by or under that Act.
2.	Failure to provide this information may result in your application not being able to be accepted and processed.
3.	Your personal information will be used for the primary purpose for which it is collected and may be disclosed to contractors and agents of the Launceston City Council.
4.	Your basic personal information may be disclosed to other public sector bodies where necessary for the efficient storage and use of the information.
5.	Personal information will be managed in accordance with the <i>Personal Information Protection Act 2004</i> and may be accessed by the individual to whom it relates on request to Launceston City Council. You may be charged a fee for this service.



Living as a senior in Launceston

Service Provider Survey

***We want to know what
Living as a Senior in Launceston
means to your organisation***

This survey is part of a project to develop the Council's 'Living as a Senior in Launceston' Strategy (2013-2017). The purpose of the survey is to guide the Council in delivering facilities and services to those in our community who are currently aged , or planning for over 50, or who are supporting someone that is over 50 years of age.

The information you provide in this survey will complement the feedback we receive from the Community Survey, an online forum and several targeted community workshops.

More details about this project are available at www.yourvoicemyourlaunceston.com.au, where you can navigate through to the 'Living as a Senior in Launceston' page to view the Community Survey and online Discussion Forum.

If you would like any further information about this survey or the project, please contact the Community Development Department on telephone 6323 3000.

About Your Service

What kind of service do you provide?

As an organisation that delivers services/engages with senior members of our Community, what do you think contributes positively to a person's ability to age in Launceston? (please tick all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> Health and Wellbeing | <input type="checkbox"/> Quality of Life | <input type="checkbox"/> Enjoying Life/Living life to the full |
| <input type="checkbox"/> Community Participation | <input type="checkbox"/> Taking Time | <input type="checkbox"/> Access to Services and Facilities |
| <input type="checkbox"/> Mentoring and Sharing | <input type="checkbox"/> Being Valued | <input type="checkbox"/> Being mentally and physically active |
| <input type="checkbox"/> Living Independently | <input type="checkbox"/> Self Awareness | <input type="checkbox"/> Appreciating what we have |
| <input type="checkbox"/> Nothing/No Opinion | <input type="checkbox"/> Acceptance of the ageing process | |
| <input type="checkbox"/> Other (please tell us) _____ | | |

As an organisation that delivers services/engages with senior members of our Community, what do you think challenges a person's ability to age in Launceston? (please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Lack of sustainable transport options | <input type="checkbox"/> Maintaining health and fitness |
| <input type="checkbox"/> Community attitudes about seniors | <input type="checkbox"/> Access to health or support |
| <input type="checkbox"/> Concern about neighbourhood safety | <input type="checkbox"/> Access to community facilities |
| <input type="checkbox"/> Not feeling part of community life | <input type="checkbox"/> Affordability |
| <input type="checkbox"/> Lack of community events or activities | <input type="checkbox"/> No challenges currently |
| <input type="checkbox"/> Quality and safe infrastructure | <input type="checkbox"/> Lack of Employment Options |
| <input type="checkbox"/> Suitable Housing/Living Options | <input type="checkbox"/> Government regulations |
| <input type="checkbox"/> Support of Independent Living | <input type="checkbox"/> Living Alone |
| <input type="checkbox"/> Environmental Degradation | <input type="checkbox"/> Caring for Others |
| <input type="checkbox"/> Financial/Economic Security | |
| <input type="checkbox"/> Other (please tell us) _____ | |

Thank you for your time.

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Launceston Tas 7250

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14.3 Love Launceston City of Learning**FILE NO:** SF0097 /SF4311**AUTHOR:** Bruce Williams (Economic Development Officer)**DIRECTOR:** Michael Stretton (Director Development Services)

DECISION STATEMENT:

Request for approval to expend a funding allocation of \$20,000 for 2013/14 for Love Launceston - City of Learning Partnership.

PREVIOUS COUNCIL CONSIDERATION:

SPPC Item 4.2 - 15 July 2013

*It was resolved that this item would require further debate at a future Council meeting.***RECOMMENDATION:**

That the request for a funding allocation of \$20,000 in the 2013/14 budget for Love Launceston - City of Learning Partnership, not be approved by Council.

REPORT:

The Love Launceston, City of Learning Partnership (COLP) is committed to harnessing more cost effective and contemporary marketing tools to allow greater reach into target markets. COLP is also determined to ensure that the student experience in terms of lifestyle whilst in Launceston is positive and one that they will recommend to others.

COLP has been operating since 2008 and grew out of a commitment from an interest and commitment from Council Staff to develop the partnership. However it was not driven by any economic strategy or planning process. The Launceston City Council adopted an Economic Development Strategy in 2005. During the period between 2009 and 2010 council recognised the need to review and develop a new Economic Development Strategy and work was undertaken to develop this, including consideration of the role and value of the education sector, but Council did not adopt a new strategy. This deficiency was raised with the Economic Development Committee in October 2012. In this regard Launceston City Council does not have a current Economic Development Strategy and thus the role and functions of COLP are not aligned with a Council Strategy.

14.3 Love Launceston City of Learning...(Cont'd)

That said, the University of Tasmania (UTAS) is a significant business in Launceston. In 2013, UTAS estimates that international students inject \$47 million into the local Launceston economy. UTAS is economically, socially and strategically very important to the City.

The COLP Marketing and Communications plan for 2013-2014 has four umbrella strategies which are clearly linked to the objectives of the COLP strategic plan. These include:-

1. Engage with the target audience via innovative digital and social media tools;
2. Develop a "community" campaign that helps builds a student friendly City;
3. Develop "the big idea", an attention grabbing campaign that provides effective content for social media pages and significant public relations; and
4. Utilise public relation opportunities to increase awareness of the campaigns.

On 18 March 2013, a deputation from COLP presented Council with a request for \$40,000 funding to be allocated over two years (\$20,000 per annum) to fund the marketing plan of "Love Launceston - City of Learning". On the basis of this delegation Council Officers prepared a budget allocation for 2013/14 of \$20,000.

However, there has not been a decision from Council to support the approval of the request for funding or its expenditure.

The Deputation proposed that if Council wishes to provide the funding, then Council can retain the opportunity to manage the COLP funds and campaign coordination. However, there is currently no staff resource available for this task within Council, and realistically, the additional task of administering COLP would involve additional costs.

Council has been a partner since COLP's inception. Expenditure over the past years has come from a project allocation in the area of Economic Development; Economic Development Strategy, as follows:-

2008/09	\$22,000
2009/10	\$ 4,865
2010/11	\$11,364
2011/12	no budget
2012/13	no budget

It is notable that that lack of budget in the last two financial years has had no impact on the effectiveness of COLP. Recent information tabled by the COLP Chairperson at the Council SPPC meeting 15 July 2013, showed that performance metrics of student numbers had increased, despite the lack of funding from Council for the past two years.

14.3 Love Launceston City of Learning...(Cont'd)

The COLP partners as identified on the meeting agenda's include:-

- UTAS - Jo Archer (Chair) and Leanne Arnott
- Launceston Chamber of Commerce - Maree Tetlow
- Launceston City Council - Alderman Danny Gibson, Leanne Hurst and Bruce Williams
- Launceston Church Grammar School - Margo Bastow
- AMC - Karolyn Bertino
- Cityprom - Vanessa Cahoon and Jess Bennett
- Tasmanian Broadcasters - Colin Taylor
- Examiner and Launceston Tamar Valley Tourism Assoc. (LTVTA) - Gilbert Sellars

It is notable that The COLP does not operate under a governance structure and there is no process to appoint a Chairperson.

The COLP do not have a fixed meeting schedule but in general meet on a bi-monthly basis, with agenda's and meeting notes prepared and distributed to the members by UTAS.

The active partners in COLP consist of the University of Tasmania, Launceston Grammar School and the Australian Maritime College, Cityprom and The Launceston Chamber of Commerce.

Council Officers have supported COLP by regularly attending meetings and providing recent professional support in facilitating a workshop to develop the COLP 2013/2014 strategic plan. During this workshop the role of COLP and its core activities were raised.

Council Officers formed a view that the key role for COLP was as a network of education providers and key stakeholders, such as Council and business groups. The purpose and value proposition of COLP was as a forum to keep stakeholders informed, optimise existing activity, enhance promotion and collaborative support and reduce duplication of effort. There was support to encourage education providers to attract more students.

However, Council Officers also formed a view that much of the activity of COLP was focussed on a narrow range of education providers. Also, the funding of the promotional activity is a more natural fit for the educational institutions to fund from their promotional and student affairs budgets. This activity is also supported by existing tourism and economic development activity from within Council and other regional and state organisations.

On this basis the funding request from COLP is not supported.

14.3 Love Launceston City of Learning...(Cont'd)

ECONOMIC IMPACT:

Consideration contained in the attached marketing plan of "Love Launceston - City of Learning".

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

Launceston 2020, Social and Economic. Encourage growth in student population including international students.

BUDGET & FINANCIAL ASPECTS:

The proposal brought to Council by the COLP deputation was for \$40,000 over 2 years (2013/2014 and 2014/2015). The Launceston City Council Budget has a current budget allocation of 2013/14 of \$20,000.

DISCLOSURE OF INTERESTS:

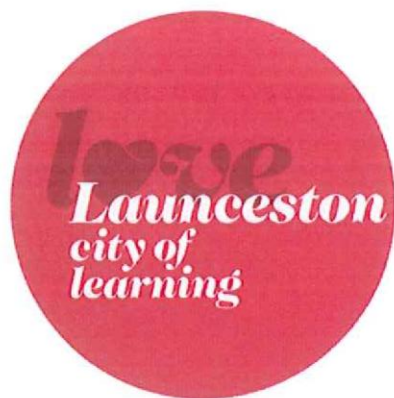
On behalf of Council, the officer attends meetings of the Love Launceston - City of Learning Partnership.

I certify that I have reviewed and approved this advice and recommendation.


Michael Stretton: Director Development Services

ATTACHMENTS:

1. LLCOL Marketing Plan 2013-2014
 2. LLCOL 2013 to 2014 Strategic Plan
-



Launceston - City of Learning Partnership 2013-2014 Marketing & Communications Plan

Overview

As the COLP moves into the third phase our commitment grows to harnessing more cost effective and contemporary marketing tools to allow greater reach into our target markets. We are also determined to ensure that the student experience in terms of lifestyle whilst they are here is positive - one that they will recommend to others.

The COLP Marketing and Communications plan for 2013-2014 has 4 umbrella strategies which are clearly link to the objectives of the strategic plan;

1. Engage with our target audience via innovative digital and social media tools
2. Develop a "community" campaign that helps builds a student friendly City
3. Develop "the big idea", an attention grabbing campaign that provides effective content for social media pages and significant public relations
4. Utilise public relation opportunities to increase awareness of the COLP campaigns

STRATEGY 1: Engage with our target audience via innovative digital and social media tools					
ACTIONS:	RESPONSIBILITY	OBJECTIVE (Strat.Plan)	\$ (2013/2014)	TIME-FRAME	DESIRED OUTCOME
1. Develop a social media content plan	Margo/Leanne	1	Nil	Nov 2012	Completed by 31 st December 2012.
2. Enlist students (tertiary and senior secondary) to provide content for social media sites in the following ways; <ul style="list-style-type: none"> • Student written blog (and student writer rewards packages). Blogs posted fortnightly and linked to website and social media pages. • Encourage education providers, businesses and parents to contribute to blogs. • Develop a suite of student testimonials, pics and profiles for YouTube channel - linked to the website and social media pages such as Facebook, Twitter and Pinterest. 	Education Partners, COLP Co-ordinator and Digital Co-ordinator	1	\$3000 \$3000	Mar 2013 – Dec 2014	A minimum of 25 blogs posted to social media pages yearly. Produce 20 student video profiles over 2 years.
3. Develop library of imagery depicting students living and experiencing Launceston – Tourism Tasmania, LCC, Examiner & LTVTA	Jane	1	\$2000	Jan 13 – Mar 13	Develop image library stored in shared location accessibly by COLP.
4. <i>Investigate Pinterest or Instagram site to share photos, videos, study tips, where to eat, where to go, weekend activities, sports clubs etc – only if resources allow</i>	Digital Co-ordinator	1	Nil	Nov 12 - ongoing	
5. Twitter account to focus on news and events.	Digital Co-ordinator	1	\$3500	On-going	Increase followers from 170 to 500.
6. Enhance Facebook page & increase traffic by ; <ul style="list-style-type: none"> • Regular postings that inform and educate • Interchangeable images and profiles • Competitions - prizes to offer opportunities for students to experience lifestyle activities in Launceston • Discount "coupons" from local businesses to increase traffic to the Facebook page. 	Digital Co-ordinator prizes & coupons sourced by CityProm, LTVTA & Chamber	1	\$7000	On-going	Increased 'likes" from 429 to 1200. Virality of posts a minimum of 2.5%.
7. Activate ' unpaid outreach ' – posting/sharing to /with other 'relevant'* accounts, Facebook and twitter updates. * local businesses, tourism, local gov, Chambers of Commerce, education sector sites and Australian Education and Career Consultants.	Digital Co-ordinator	1	\$6000	On-going	Increased 'likes" from 429 to 1200. Virality of posst a minimum of 2.5%.

8. Facebook advertising targeting key COL partners' markets (states/countries) including promoting posts.	COLP Co-ordinator	1	\$3000	On-going	Increased 'likes' from 429 to 1200. Virality of posts a minimum of 2.5%.
9. Website management <ul style="list-style-type: none"> Branding and imagery changes Additional social media aspects of the plan Homepage revamp 	COLP Co-ordinator	1	\$3500	On-going	Increase of unique visitors by 20% per year. Average time spend on site increased by 20%.
10. Existing COL brochure - pointer to web & social media sites.	Partners	1	Nil	On-going	Twitter increase from 170 to 500 followers. Facebook - increased 'likes' from 429 to 1200. Virality of post a minimum of 2.5%. Increase of unique visitors to website by 20% per year.

STRATEGY 2: Develop a "community" campaign that helps builds a student friendly City/region

ACTIONS:	RESPONSIBILITY	OBJECTIVE (Strat.Plan)	\$ (2013/2014)	TIME-FRAME	DESIRED OUTCOME
1. Build business & community awareness of COL project and the benefits that students bring to the region (economically, socially and culturally).	CityProm/ Chamber	2	Nil	Nov 2012 – ongoing	awareness , appreciation & acceptance of cultural diversity.
2. Develop a 'partner' campaign; <ul style="list-style-type: none"> 'Student friendly' businesses to offer student deals. Participating businesses identified by 'student friendly' decals and on student websites. Businesses provide prizes for competitions to Generate content on social media pages. Businesses rewarded with inclusion on website. 	COLP Co-ord, CityProm, Chamber, LTVTA,LCC	2, 3	\$2000	Nov 2012 – Feb 2013	50 businesses to offer student deals by Dec 2014. 10 prizes sourced yearly.
3. Build local pride in education sector - launched at 2013 Welcome Event – see below.	COLP Co-ordinator & Media Partners	2, 4	Nil	Mar 2013 - ongoing	Launch of media campaign in March 2013.
4. CBD Student Welcome 1 st March 2013 – celebrates students - encourages engagement with local business.	COLP Sub-Committee	2, 3	\$5000* \$10,000	Mar 2013 & March 2014	>200 students to attend each welcome event.
5. Street banners – welcomes students and promotes	COLP Sub	2, 3	\$5000	Mar 2013 -	Street banners displayed 3

Launceston as a student friendly City.	Committee			ongoing	times a year.
STRATEGY 3: "The big idea" - attention grabbing campaign to generate PR and content for social media pages					
ACTIONS:	RESPONSIBILITY	OBJECTIVE (Strat.Plan)	\$ (2013/2014)	TIME-FRAME	DESIRED OUTCOME
1. Develop the "picture yourself here" competition * concept to involve students considering relocating to study in Launceston with a COLP institutions entering a competition to win a living expenses package for a year. The applicants and winners will become social media content creators. Create promotional material for expos and direct mail to careers advisors and teachers.	AMC / UTAS	1	\$3500	Nov 2012 – Mar 2013	Finalise concept to be launched in Mar 2013.
2. Amend website/ social media sites to promote	COLC	1	\$500	Mar 2013	Finalised by Mar 2013.
3. Launch, monitor and finalise competition.	COLC	1	Nil	Mar 2013 – Feb 2014	>30 entries.
4. Work with winners (ambassadors) to develop blog and other content as part of the agreement.	COLC		\$10,000	Feb 2014 – Dec 2014	Weekly social media posts & monthly blog in 2014.
STRATEGY 4: Utilise public relations opportunities to increase awareness of Launceston as "City of Learning".					
ACTIONS:	RESPONSIBILITY	OBJECTIVE (Strat. Plan)	\$ (2013/2014)	TIME-FRAME	DESIRED OUTCOME
1. Develop point-of-sale material for careers expos by partner education providers.	AMC Marketing	1	\$500	Jan – Feb 2013	Material prepared for first careers expo in 2013
2. Employ media/PR consultant to; <ul style="list-style-type: none"> develop a media strategy for key events – welcome event, launch of competitions etc. ID I PR opportunities, e.g.inflight magazines. 	COLP/PR Consultant	1, 2, 3, 4	\$5500	On-going	Achieve media coverage for each event
3. Investigate potential opportunities for COL campaign to be incorporated in existing partner publications e.g. course guides.	COLP	1	Nil	On-going	Successful placements of COL in partners publications.
4. Participate in the COLP Open Days / public events.	COLP	1	\$1000	On-going	Participate in 1 event per partner per year.
5. Participate in other relevant events e.g. Study Tasmania student welcome.	COLP	1	\$1000	On-going	2 events per year.
6. Visiting Journalist Program and Agent famils. *This would require significant in-kind contributions.	Council/ Chamber	1,4	\$10,000+ inkind	To be determined	6 journalists attend > \$50K media coverage

2013/2014 Budget Summary
(over 2 years)

	\$	\$
Website and social media		
- Digital Co-ordinator	19,500	
- Imagery	2000 <i>(if required)</i>	
- Video testimonials	3000	
- Online advertising	3000	
- Website alterations	3500	
Sub Total		31,000
Community Campaign		
- Partner campaign	2000	
- CBD Student Welcome	15,000	
- Street banners	5000	
Sub Total		22,000
The big idea		
- Develop & implement	14,000	
Sub Total		14,000
PR		
- POS material	500	
- Media/PR Consultant	5500	
- Events	2000	
- Agents/Journalist famils	10000	
Sub Total		18,000
COLP Co-ordinator		
- 6 hours per week x \$50 for 2 years	\$30,000	
Sub Total		\$30,000
Contingency Fund	\$15,000	
Sub Total		\$15,000
Total		\$130,000
COLP In-kind contributions		\$25,000
COLP Cash Contributions		\$105,000

Promoting Launceston as a great place to study

Launceston

City of Learning

Partnership

2013 – 2014 Strategic Plan



STRATEGIC PLAN CONTENTS

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THE CITY OF LEARNING PARTNERSHIP (COLP) – what is it?

The COLP is an informal coalition of organisations who work collaboratively to encourage more students to study in Launceston and, by doing so, increase the contribution of the education sector to the economic development of the region.

The COLP is not a registered or legal entity. To date it has operated on an informal basis with Partners sharing decision-making, strategic planning and operational tasks. The COLP is not 'owned' by any specific organisation. It is a collaborative partnership.

COLP partners provide cash and in-kind support and, collectively and individually, boast impressive capacity in terms of strategy, marketing, destination promotion, event management, media and economic development experience.

The COLP, has operated since 2008. It is now entering its third phase and will implement this new 2013/14 Strategic Plan to meet changing communication and market environments.

In Phase 1, the Launceston City Council drove and hosted campaign activities. To share the load this lead task was handed to UTAS for Phase 2.

STRATEGIC FOCUS – WHAT IS THE PURPOSE OF COLP?

The primary objective of the COLP is to develop and implement campaigns designed to attract more students to undertake secondary or tertiary studies in Launceston. These promotional campaigns include initiatives and activities to build awareness of the education options and the positive lifestyle attributes that Launceston can offer to college and tertiary students from domestic and international markets.

While the core purpose of the campaign is to target students, it has also proved effective in building teacher and parent awareness of, and confidence in, Launceston as a secure home and study environment for their young charges. The campaign also has potential to help attract teaching and academic staff.

In-directly, the work of the COLP also supports the broader objective of improving post-compulsory education retention rates. It may also encourage more locals to study within the Northern region.

BACKGROUND - WHY DO WE NEED A COLP CAMPAIGN?

Launceston is well positioned to promote itself as a City of Learning – Open to the World. There are few other regional Cities that boast a combination of fine independent Schools, University and AMC campuses, and programs, within a liveable and safe environment. The regions clean-green reputation coupled with the natural environment and associated outdoor activities are strong attracters. So too are Launceston's vibrant arts and cultural scene, the strong sense of community and the close proximity to Melbourne.

However, awareness of Launceston as a study destination in domestic and international education markets is low. Of concern is that many students who are aware of Launceston perceive it to be inaccessible (distance/cost), boring, cold and isolated.

For Launceston to attract increased numbers of culturally and economically 'lucrative' students, and staff and families, it must proactively 'sell' the positive aspects of the Launceston lifestyle.

COLP PARTNERS & STAKEHOLDERS – WHO ARE THEY

COLP PARTNERS

Partners work collaboratively to provide funding, resources, direction and maintenance of the COL campaign. Whilst the needs of, and returns to, specific partners differ, all share the goal of attracting more students to Launceston.

- Launceston City Council (LCC)
- University of Tasmania (UTAS)
- Australian Maritime College (AMC)
- Launceston Church Grammar School (LCGS)
- Scotch Oakburn College (SOC)
- The Examiner Newspaper (Examiner)*
- Launceston Chamber of Commerce (LCOOC)
- CityProm
- Tasmanian Broadcasters (Tas Broadcasters)
- Launceston Tamar Valley Tourism Association (LTVTA)*

CUSTOMERS – potential and existing students.

- **Potential students** – key focus on interstate and overseas students with the potential to participate in secondary or tertiary studies in Launceston. A 'side-effect' of the campaign is the influence it has on intrastate and mature age markets.
- **Existing students** are of particular importance for their value in generating positive word-of-mouth.
- **Parents of students**
- **Education agents / careers advisors**
- **Education sector staff**

SUPPLIERS – commercial or 'in-kind' consultants, designers, distribution partners (internal & external), printers, etc.

KEY MESSAGES THAT THE CAMPAIGN WILL CONVEY?

Market research reveals that the following attributes reflect the reasons that students decide to live and study in Launceston.

- Safety
- Affordable cost of living
- Ease of access – to and within State
- Clean-green reputation
- Natural environment associated outdoor activities
- Vibrant arts and cultural scene
- Strong sense of community
- Casual employment
- Work place learning experiences
- Quiet and peaceful place to study (particularly important to international students)

WHAT IS THE VALUE OF THE CAMPAIGN TO PARTNERS?

For education partners increased student numbers generate increased revenue. Furthermore, research indicates that culturally diverse education environments provide superior learning and social outcomes for students. In the past the COL campaign has been a factor in attracting quality staff.

Municipal and business organisations focus on generating economic development, population growth and regional capacity. Success of the COL campaign provides direct economic, cultural and social benefits for stakeholders of these entities.

Media partners will build local awareness of the value of education and of the need to build a community environment that is welcoming of all students – particularly those from diverse cultural backgrounds. Media partners understand that a vibrant business environment, buoyed by the economic impacts of the education sector, will yield improved advertising and commercial outcomes.

The LTVTA involvement will yield mutually beneficial outcomes. Tourism activities and products will be promoted to students and the potential 'visiting friends and relative' (VFR) markets. LTVTA can capitalise on the powerful and rapid access that students can provide to domestic international markets through their extensive use of digital media.

There is potential for operators, in low seasons, to develop affordable tourism programs that enable students to experience and enjoy the region and, in turn, convey positive messages to friends, families and agents.

In addition to the above benefits, the networking between COL organisations, all of whom share an interest in education sector economic development, provides valuable information sharing, creative relationships and numerous unexpected partnership opportunities.

EDUCATION SECTOR ENVIRONMENT - Global

In a global market students can choose to study anywhere in the world. Digital and social media provide access to information about any educational entity. The COL task is to ensure that Launceston rates well in the 'consideration set'.

As the global middle-class grows, more international students seek first-world study options in politically stable English speaking countries. International businesses value graduates with English language skills and knowledge of other cultures and business practices. In general, Tasmania is regarded as a safe and cost-effective environment that offers quality, affordable, education.

Whilst, for some, the selection of a college or university may be dictated by a specific subject option, general choices are influenced by a range of lifestyle factors relating to the destination: access, cost of living, safety, cultural diversity and local attitudes or spiritual, recreation and medical facilities.

EDUCATION – A MAJOR ECONOMIC DRIVER IN THE NORTH

Education currently generates well over \$500m dollars to northern Tasmania in terms of operational spend, wages and student fees. It is a clean, innovative, desirable and high yield sector. As importantly a strong education sector will help lift local participation rates and attract a diverse student base that, in turn, helps build population, social and cultural diversity.

As an example, UTAS at Launceston has 6500 students and 650 staff and injects over \$150m annually into the local economy. Included in these numbers are 900 international students, from over 40 countries, who each contribute over \$40k per year or, collectively over \$35m.

UTAS has a strategy to significantly grow its international student cohort - but Launceston will only attract a greater share of this growth if it is considered to be an appealing place for students to live and study.

TOURISM IMPLICATIONS

Students from other places, whose experiences of Launceston lifestyle are positive, will become advocates and ambassadors for the region. The power of social media enables students to share their experiences with potentially thousands of peers in domestic and global markets .. and do convey these messages immediately. The challenge will be to ensure that the messages conveyed are positive!

While the priority of COLP is to attract students to Launceston to study, it also has the potential to generate awareness of Launceston as visitor destination.

Many 'out-of-town' students are visited by family and friends while studying in Launceston. Students and their visitors have the capacity to influence decisions of other family members, peers and colleagues who may be considering Launceston as a place to study or visit.

KEY ISSUES – SWOT and capability gaps and impediments that impact outcomes

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Partners – influence, network, resources, knowledge & research about student markets • Mutual benefits for members • Strong educational sector • Community pride • Potential to mine and target existing partners' databases & networks • Tasmanian brand is 'loved' • Strong local college leadership 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Not geared up to harness social media opportunities. • Unable to measure website effectiveness. • Absence of dedicated human resource. • Ambiguity around who/what/how COL partnership is ... and who controls it.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Growth & affordable capacity of social media • Website – maximise exposure • Better use of Launceston imagery • Formalise COL partnership / expand security from individuals to organisations. • Harness community pride • Inc. efficiencies through sharing of resources, knowledge. • Build COL brand to complement/incorporate other Launceston branding 	<p>THREATS</p> <ul style="list-style-type: none"> • Informality of current partnership creates vulnerability • Current partner member point-to-point relationships (not organisational) • High cost of participating in expos. • Confusion of branding for Launceston • Cost of producing stand-alone COL collateral • Lack of resources / funding
<p>CAPABILITY GAPS</p> <ul style="list-style-type: none"> • Limited northern-based decision-making power (UTAS) 	<p>IMPEDIMENTS</p> <ul style="list-style-type: none"> • UTAS & DOE hesitation to support 'regionally' focussed marketing initiatives. • Difficulty attracting top staff to regional centres

The COLP SWOT analysis reveals particular strengths associated with the quality, capacity and influence of partner organisations and individuals. Importantly, however, it also reveals that the absence of a formal structure is a major threat to the sustainability of COL.

COLP VALUES

The COLP partners will work collaboratively to promote Launceston accurately, positively and in a realistic manner that conveys the attributes of the destination.

The COLP aims to attract students who choose Launceston as a study destination because its attributes fulfil their needs, interests and expectations. It will not portray inaccurate perceptions of the destination or the lifestyle it offers, nor is it tasked with promoting specific educational entities.

COLP - CORE COMPETENCIES

COLP partners offer a range of marketing and communications skills and experience.

Those from the education sector offer knowledge and intelligence regarding the market trends, demographics and contemporary market tools.

Media organisations offer the communication skills and capacity needed to convey messages that build local appreciation of the value of students and the education sector.

Local business can help create a 'student friendly' City and, in turn, attract and capitalise on the student population as a significant customer base.

PARTNERS	Current activities / capacity to support COL campaign
AMC	<ul style="list-style-type: none"> -Independent 'northern' marketing department & focus -Maritime industry focus –international & interstate expos, events, employers, students, agents, -Interstate famils -Open Day -VIP/industry visits -Large national and international alumni databases – >10,000 contacts -Promotional / information collateral -Database management systems -Existing (maritime) links with off-shore markets
UTAS	<ul style="list-style-type: none"> -Raisers Edge Alumni database – >30,000's domestic & international contacts. -Public and community events/activities – lectures, Open Days, festivals. -Careers Advisors – staff, networks, famils, symposium. -UTAS information centre -UTAS & Faculty Marketing & Communications Dpt. – domestic, international, social media. -SR&M activities -International agents
LCC	<ul style="list-style-type: none"> -Launceston Economic Development Committee – and staff -Destination / tourism marketing campaigns -City Living publication (re lifestyle) -Expertise – media, tourism, economic & community development staff and activities.
LCGS	<ul style="list-style-type: none"> -3.5% existing students are international Potential to market tertiary ed. -International education trade shows, -International agent relationships -Study Tasmania -Strong alumni (well connected – industry, real estate, etc) -Independent marketing department
SOC	<ul style="list-style-type: none"> - Independent marketing department - International education trade shows, - International agent relationships - Study Tasmania - Strong alumni (well connected – industry, real estate, etc)
EXAMINER	<ul style="list-style-type: none"> -Capacity to promote value of education to 'locals' – highlight economic benefits -Marketing skill, capacity and resources -Staff to attend expos -Connect Pink Campaign – potential marketing channel
CITYPROM	<ul style="list-style-type: none"> -Contribute to 'student welcome' activities -Ambassador program – potential channel/resource -Encourage / entice students to CBD (deals, discounts) -ID student barriers to using CBD -Build CityProm member confidence dealing with CALD students -Build CityProm member knowledge of value of students/ educ.
TAS B'CASTERS	<ul style="list-style-type: none"> - Capacity to promote value of education to 'locals' – highlight economic benefits - Marketing skill, capacity and resources
LTVTA	<ul style="list-style-type: none"> -Capacity to engage tourism operators in offering student experiences -capacity to develop off-season campaigns targeting students' VFR markets -Marketing skill, capacity and resources
COC (CHAMBER)	<ul style="list-style-type: none"> - Contribute to 'student welcome' activities -Encourage / entice students to shop local (deals, discounts) -ID student barriers to using CBD -Build Chamber member knowledge and confidence dealing with CALD students -Build Chamber member knowledge of value of students/ educ.

COLP – TARGET MARKETS

KEY MARKET - PROSPECTIVE STUDENTS

- **Primary focus** – international & interstate Year 12 school leavers
- **Secondary focus** – international and interstate secondary students, mature-age tertiary, intra-state secondary and tertiary students.
- **Tertiary focus** – secondary and higher education qualified staff.

TARGET AUDIENCES – EXTERNAL

Channels via which to attract prospective students

- SCHOOL LEAVERS
- MATURE-AGE STUDENTS
- PARENTS
- TEACHERS
- INDUSTRY
- PEERS
- CAREER ADVISORS
- CURRENT STUDENTS

TARGET AUDIENCES – LOCAL

Channel to build LOCAL awareness & student welcome environment

- LOCAL COMMUNITY - Residents, business/ industry, DED, NTD, Chambers of Commerce, education institutions,
- Local and State governments,
- INFORMATION PROVIDERS - agents, OS/Interstate delegations, real estate agents, Council (new residents enquiries)

VISION

Our VISION is for Launceston – *City of Learning and Innovation – Open to the World*
(as per the Launceston 2020 Vision)

Our MISSION is to attract more interstate and overseas students to study and live in Launceston and, by doing so, build the economic and social wellbeing of the region.

OBJECTIVES

City of Learning (COL) partners will work together for four key purposes:-

1. To attract more interstate and international students to study in Launceston,
2. To retain students already studying in Launceston by ensuring that their experience is positive,
3. To encourage existing students to become positive advocates of Launceston as a study destination.
4. To secure the future of the COL partnership

COLP aims to support regional aspirations to grow education as a driver of the economy. COLP also aims to help deliver the social and cultural benefits that flow from an increased numbers of students from a range of regions, countries, cultures, professions and academic disciplines.

STRATEGIES

The COL Partners will:

- Work within a consistent brand and convey a consistent message
- Facilitate a positive Launceston experience for students and their families
- Share and leverage existing resources, intelligence and initiatives.
- Secure and strengthen the COL partnership by development of a formal agreement and structure
 - Align with partners' marketing activities and plans to support regional brand and convey a consistent message
 - Embrace innovative and contemporary processes and practices
 - Operate within budget

BRAND – “Launceston – City of Learning”

The COLP campaign will be branded ‘*Launceston – City of Learning*’. The will replace the previous branding ‘*Love Launceston*’.

OUR PLAN OF ACTION

The COLP will support the regional aspirations to grow education as a driver of the economy. It will also deliver social and cultural benefits associated with an increased population of students representing numerous regions, disciplines and cultures.

OBJECTIVE 1 - To attract more students to Launceston through targeted marketing activities in national and international markets

STRATEGY	ACTIONS	MEASUREMENT
Work within a consistent brand and convey a consistent message	Develop and implement Marketing Plan – SEE ATTACHED	Increased market awareness of Launceston. Increased student no.s. Influence of COL on student decision processes.

OBJECTIVE 2 - To retain students already studying in Launceston by ensuring that their experience is positive.

STRATEGY	ACTIONS	MEASUREMENT
Facilitate a positive Launceston experience for students and their families	Host activities to welcome newcomers Host activities to celebrate cultural diversity of student population Facilitate opportunities for student to experience destination as tourists Support / expand UTAS Community Friends & Network Program (CFNP) Build local awareness of value of education to City Encourage and promote economic and social benefits of cultural diversity Ensure that students are familiar with community safety and general support mechanisms Promote & provide links to community activities – sport, churches, cultural, etc. Develop and deliver 'student friendly City' initiative (CityProm / Chamber) The Marketing Plan will support the above activities.	Participation of students in :- - welcome activities - cultural events - sporting groups - service clubs Local media coverage Local peak body communication with Members Improved 'community' info in induction packs & programs. Dealing with Police brochure Student Welcome Student deals brochure

OBJECTIVE 3 - Encourage existing students to become positive advocates of Launceston

STRATEGY	ACTIONS	MEASUREMENT
Facilitate a positive Launceston experience for students and their families	Facilitate opportunities for students to experience the destination Incentivise student engagement in digital destination promotion. Incentivise students to encourage VFR The Marketing Plan will support the above activities.	LTVTA promotion/engagement Level of student promotion VFR activity

OBJECTIVE 4 - Secure and strengthen the future of the COL partnership

STRATEGY	ACTIONS	MEASUREMENT
Development of a formal agreement & structure	Develop and commit to a formal structure - Strategic Plan or MOU Seek Partner commitment to own and fulfil implementation of agreed tasks Retain and attract relevant members – e.g. NTD, NTRTO, local media.	Partners' commitment to Strategic Plan Committed partners Members satisfaction / ROI Increased membership capacity, skills and investment
Operate within budget	Maintain records and coordinate resources Leverage external investment	Break even
Embrace innovative and contemporary processes and practices	Provide dedicated human resources to coordinate and implement digital and social media campaign (as per Marketing & Communications Plan) Develop COLP intranet Investigate back office & cloud sharing opportunities	Increased quality, quantity and outcomes from digital and social media activities. Improved Partner communication
Share and leverage existing resources, intelligence and initiatives	Regular engagement, consultation and reporting within COLP	Value of leveraged support – cash, in-kind & media.
Align with partners' marketing activities and plans to support regional brand and convey a consistent message	Communicate organisational strategies, & accomplishments, internally & externally. Share information and seek input from other promotional entities	Strengthen destination brand Improved Partner satisfaction

15 FACILITY MANAGEMENT AND GOVERNANCE SERVICES**15.1 Land at Inveresk****FILE NO:** 26538**AUTHOR:** Robert Groenewegen - Manager Inveresk and Aurora Stadium**DIRECTOR:** Rod Sweetnam (Director Facility Management and Governance Services)

DECISION STATEMENT:

To approve the process of and call for Expressions of Interest for sale of land at Inveresk.

PREVIOUS COUNCIL CONSIDERATION:

SPP 19 August 2013.

RECOMMENDATION:

- i. That Council publically seek Expressions of Interest proposing the purchase and development of lots 3 and 3a at Inveresk;
 - ii. That a further report and recommendations be brought to Council once the period for Expressions of Interest has concluded.
-

REPORT:

Aldermen would be aware of the land that sits beside the proposed student accommodation site at Inveresk. This land is identified on the attached draft subdivision plan (attachment 1) as lots 3 and 3a. During negotiations and discussions with UTAS, Council indicated that this land should be made available for development, as a source of funding the cost of constructing a concrete levee rather than an earth levee.

A valuation of the site was obtained recently when Council was negotiating with UTAS for the sale of land adjacent to these lots.

Any decision relating to the sale of land must be made by the Council in accordance section 177 of the Local Government Act 1993.

15.1 Land at Inveresk...(Cont'd)

LOCAL GOVERNMENT ACT 1993 - SECT 177

177. Sale and disposal of land

- (1) A council may sell, lease, donate, exchange or otherwise dispose of land owned by it, other than public land, in accordance with this section.
- (2) Before a council sells, leases, donates, exchanges or otherwise disposes of any land, it is to obtain a valuation of the land from the Valuer-General or a person who is qualified to practise as a land valuer under section 4 of the Land Valuers Act 2001.
- (3) A council may sell -
- (a) Any land by auction or tender; or
 - (b) Any specific land by any other method it approves.
- (4) A council may exchange land for other land –
- (a) If the valuations of each land are comparable in value; or
 - (b) In any other case, as it considers appropriate.
- (5) A contract pursuant to this section for the sale, lease, donation, exchange or other disposal of land which is public land is of no effect.
- (6) A decision by a council under this section must be made by absolute majority.

The land is not on the Public Land Register.

In addition Council's disposal or alienation of Council assets policy (24-PI-002) identifies appropriate methods for the disposal of Council assets the following process is recommended:

Property (Land & Buildings) that is not Public Land

Where Council resolves to dispose of or lease property:

- (a) It will do so through a public sale process (such as an auction, tender or for sale notice) subject to appropriate valuations; or
- (b) In response to a direct approach where it determines, after considering appropriate valuations, that given all the circumstances a better overall outcome will not be achieved through a public sale process.

Lots 3 and 3a are part of the Inveresk Precinct that has been identified as land available for disposal and development in the Inveresk Master Plan 2005.

This area of land had previously been conditionally sold by Council. At the time the proposed development did not go ahead and the land returned to Council ownership.

Now that the levee design work has been finalised by the Launceston Flood Authority, the land is again available for development.

15.1 Land at Inveresk...(Cont'd)

In accordance with Council policy the following process is recommended;

- Expression of Interest for the sale and development of land to be advertised in The Examiner newspaper on Saturday 31 August 2013
- Any interested parties will be given a 2 week period in which to express an interest - closing date will be close of business Friday 13 September 2013.
- YPIPA to assess and recommend to Council the preferred Expression of Interest.
- Report to Council October 2013.

ECONOMIC IMPACT:

The sale of land value and any potential development on the site.

ENVIRONMENTAL IMPACT:

Environmental and sustainability issues will be considered in the planning.

SOCIAL IMPACT:

There will be a positive social impact from the development.

STRATEGIC DOCUMENT REFERENCE:

Inveresk Master Plan 2005.

BUDGET & FINANCIAL ASPECTS:

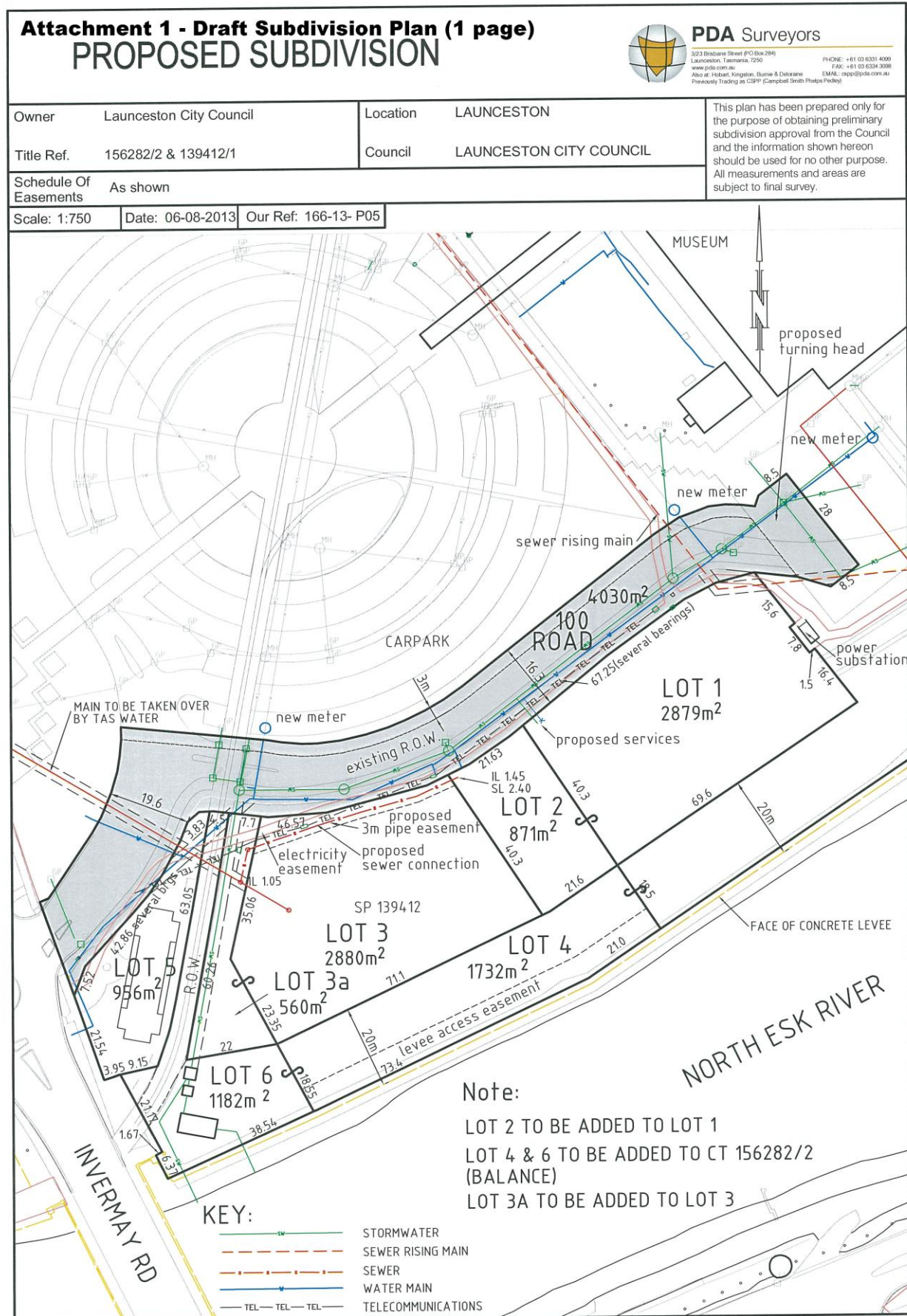
Potential return of sale of land value and ongoing rate revenue from any subsequent development.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

ATTACHMENTS:

1. Draft Subdivision Plan
 2. Disposal or Alienation of Council Assets Policy (24-PI-002)
-



Attachment 2

Launceston City Council
Reference No. 24-PI-002
Version: 09/11/2010
Approved By: Executive Management Committee

Disposal or Alienation of Council Assets Policy

PURPOSE:

To explain the appropriate methods for the disposal of Council Assets.

SCOPE:

This policy applies to the disposal of Council Assets that have a value greater than \$1,000.00.

This policy applies to the alienation of Council Assets where their exclusive use is provided to another entity for a period in excess of 1 year.

This policy does **not** apply to the disposal of assets:

- That are part of a trade-in offer, such as plant, vehicles and other equipment.
- That is part of a rate recovery sale under Section 137 of the Local Government Act.
- The deaccessioning of Museum collection.
- Where, given all the circumstances, Council resolves that compliance is not in its best interest or practical in all the circumstances.

POLICY:

Property (Land & Buildings) that is not Public Land

Where Council resolves to dispose of or lease property:

- (a) It will do so through a public sale process (such as an auction, tender or for sale notice) subject to appropriate valuations; or
- (b) In response to a direct approach where it determines, after considering appropriate valuations, that given all the circumstances a better overall outcome will not be achieved through a public sale process.

Property (Land & Buildings) that is Public Land

Where Council resolves to dispose of or lease public land (as defined in the Local Government Act)

- (a) It will do so consistent with the requirements of the Local Government Act which include:-
 - A resolution passed by an absolute majority.
 - A public notice (appearing in the newspaper on two separate occasions)
 - Notify the process for objections.
 - (b) It will do so through a public sale process (such as an auction, tender or for sale notice) subject to appropriate valuations; or
-

Launceston City Council
Reference No. 24-PI-002
Version: 09/11/2010
Approved By: Executive Management Committee

Disposal or Alienation of Council Assets Policy

- (c) In response to a direct approach where it determines, after considering appropriate valuations, that given all the circumstances a better outcome will not be achieved through a public sale process. (Note: This does not alter the requirements for a public notice.)

Non-Property Assets

Where Management decides to dispose of non-property assets:

- (a) It will do so through a publicly advertised process (such as an auction, tender or for sale notice) relative to the value of the item and subject to appropriate valuations; or
- (b) With the authorisation of the General Manager in response to a direct approach where it is determined, after considering appropriate valuations, that given all the circumstances a better net outcome will not be achieved through a publicly advertised process.

PRINCIPLES:

The Council's Organisational Values apply to all activities.

RELATED POLICIES & PROCEDURES:

[Budget Amendment Policy 12-PI-004](#)

[Dealings with Related Parties 14-PI-003](#)

[Museum Deaccessioning 07-PI-003](#)

[Public Land List 24-PI-004](#)

RELATED LEGISLATION:

Local Government Act 1993 (Tas) Section 177

Local Government Act 1993 (Tas) Section 178 (Public Land)

REFERENCES:

N/A.

DEFINITIONS:

Alienation: Involves the provision of private use to the exclusion of public use of a facility. For example a lease or the construction of a facility on Council land.

Appropriate Valuations: The valuations should be appropriate to the type and value of the item and may include commercial and staff estimates, trade benchmarks, government or industry information.

In regard to land this means "... a valuation of the land from the Valuer-General or a person who is qualified to practise as a land valuer ..." s177(2).

Commercial Approach: A consideration of likely disposal proceeds and all the costs (including holding and staff costs) of disposal.

Launceston City Council
Reference No. 24-PI-002
Version: 09/11/2010
Approved By: Executive Management Committee

Disposal or Alienation of Council Assets Policy

Council: Means resolved by Aldermen at a Council Meeting.

Council Assets: For the purpose of this policy, assets include:

Property

- Land
- Buildings

Non-Property

- Furniture and fixtures
- Infrastructure
- Office and technical equipment
- Plant, equipment and tools
- Vehicles and mobile plant

That are owned, subject to a long term lease, or controlled by Council.

Disposal: Has its ordinary meaning and includes alienation.

Public Sale Process: Requires an advertisement placed in the local newspaper offering the asset for sale to the public by Launceston City Council or its agent. The extent of advertising is determined by the value of the item.

Public Land: As defined in s177A of the Local Government Act.

REVIEW:

This policy will be reviewed no more than 4 years after the date of approval.

17 INFRASTRUCTURE SERVICES**17.1 Black Spot Schemes 2014/15**

FILE NO: SF5106 SF5909 SF2041 SF1188 SF1419 SF1556 SF1826 SF1703 SF1929 SF2145 SF1573 SF1811 SF2151 SF1162

AUTHOR: Nigel Coates (Engineering Officer, Traffic)

DIRECTOR: Shane Eberhardt (Acting Director Infrastructure Services)

DECISION STATEMENT:

To determine which projects are submitted for application for funding in the 2014/15 'Black Spot' program which are included in Council's Traffic Safety Program.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

That Council approves the following submissions to the 2014/15 Federal Black Spot Program:

- Tamar Street/Boland Street/Esplanade - traffic signal phasing
 - Hobart Road/Opossum Road - traffic signal phasing and line marking
 - Hobart Road, Machen Street to Riseley Street - central median, traffic signal phasing and line marking
 - Wellington Street/Howick Street - traffic signal phasing, central islands and line marking
 - Westbury Road, Normanstone Road to Bertha Street - single uphill lane, central median, traffic signals at Normanstone Road
-

REPORT:

This report is requesting Council approval for the submissions to the Black Spot Program and is not considered approval to undertake the project. The Black Spot schemes are being considered separately to the Vulnerable Road Users Program and Council's Safety Program which were considered by the Launceston Road Safety Consultative Committee (LRSCC) on 29 July 2013 because Black Spot initiatives need to be submitted by 30 August 2013.

17.1 Black Spot Schemes 2014/15...(Cont'd)

The notes from the meeting of the LRSCC on 29 July 2013 are included as [Attachment 1](#).

1. Tamar Street/Boland Street/Esplanade Traffic Signals

Summary of problem being addressed: 3 injury crashes and 6 non-injury crashes in 5 years involving right turn vehicles across path of through vehicles.

Proposed works: Separate phase for right turn movements from Boland Street and Esplanade.

LRSCC Recommendation to Council to support the proposal: 9 in favour/0 against

Proposed bid to Black Spot Program: \$5,000

Further information: See [Attachment 2](#)

2. Hobart Road/Opossum Road Traffic Signals

Summary of problem being addressed: 5 injury crashes and 10 non-injury crashes in 5 years involving right turn vehicles across path of through vehicles.

Proposed works: Separate phase for right turn movements from Hobart Road, with changes to lane markings.

LRSCC Recommendation to Council to support the proposal: 8 in favour/1 against

Proposed bid to Black Spot Program: \$10,000

Further information: See [Attachment 3](#)

3. Hobart Road, Machen Street to Riseley Street

Summary of problem being addressed: 8 injury crashes and 36 property damage crashes in 5 years including 17 at Riseley Street and 2 at Machen Street. The majority of junction crashes involve right turn vehicles across the path of through traffic and the majority of mid-block crashes involve a vehicle emerging from a driveway or rear end crashes.

Proposed works: Three southbound lanes and changes to phasing at Innocent Street/Riseley Street, median turning lane into KFC and Machen Street.

LRSCC Recommendation to Council to support the proposal: 5 in favour / 3 against

Proposed bid to Black Spot Program: \$25,000

Further information:

- This scheme provides significant capacity improvements at Riseley Street as well as addressing the crash record. It fits with Council's strategy of accommodating further retail development in Kings Meadows.
- There was also one vote at the LRSCC is for the intersection works without the median turning lane.

See also [Attachment 4](#)

17.1 Black Spot Schemes 2014/15...(Cont'd)

4. Wellington Street/Howick Street Signals

Summary of problem being addressed: 4 injury crashes and 2 property damage crashes in 5 years involving vehicles in Howick Street (east) not stopping for a red light.

Proposed works: Central islands in Howick Street with additional signal heads.

LRSCC Recommendation to Council to support the proposal: 4 in favour/5 against

Proposed bid to the Black Spot Program: \$73,000

Further information:

- Those voting against this scheme at the LRSCC mainly did so due to opposition to the central islands. The provision of these can be reviewed in discussion with DIER in the final design. On the basis that Council officers believe the concerns of the LRSCC can be addressed by modifying the design and the recommendation to Council is only for submission of the project, the project should proceed to submission.

See also [Attachment 5](#)

5. Westbury Road, Normanstone Road to Bertha Street

Summary of problem being addressed: 2 injury crashes in 5 years involving right turns into Normanstone Road and 2 injury crashes involving loss of control. A further two injury crashes and 16 property damage crashes.

Proposed works: Single uphill lane in Westbury Road, provision of central median incorporating pedestrian refuges, traffic signals at Normanstone Road.

LRSCC Recommendation to Council to support the proposal: 5 in favour/2 against

Proposed bid to the Black Spot Program: \$200,000

Further information:

- This scheme will help to facilitate a subdivision development at the Mount Pleasant estate involving a new road access on Westbury Road east of Caroline Street.
- The total estimated cost for this project is \$300,000. Contributions from Council and the subdivision developer will be required for the scheme to proceed.

See also [Attachment 6](#)

ECONOMIC IMPACT:

The cost of injury accidents and fatalities as a result of road accidents are significant to both the community, in terms of financial cost, and individuals and their families in terms of trauma.

17.1 Black Spot Schemes 2014/15...(Cont'd)

ENVIRONMENTAL IMPACT:

Not applicable to this report.

SOCIAL IMPACT:

Road accidents have a significant social impact on individuals and their families.

STRATEGIC DOCUMENT REFERENCE:

The goal within Council's strategic plan 2008/2013 which is relevant to this report is:
Goal 3.4 - Provide and promote safe city environment.

BUDGET & FINANCIAL ASPECTS:

Black Spot funding is presented below.

Program/Year	Total Budget	Grant	Council	Other
Black Spot Program 2014/15				
Tamar Street/ Boland Street/ Esplanade signals	\$5,000	\$5,000		
Hobart Road/ Opossum Road signals	\$10,000	\$10,000		
Hobart Road, Machen Street to Riseley Street	\$25,000	\$25,000		
Wellington Street/ Howick Street	\$73,000	\$73,000		
Westbury Road, Normanstone Road to Bertha Street	\$300,000	\$200,000	\$50,000	Developer \$50,000

17.1 Black Spot Schemes 2014/15...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Shane Eberhardt: Acting Director Infrastructure Services

ATTACHMENTS:

1. Notes from Launceston Road Safety Consultative Committee 29 July 2013
Note: Attachments 2-6 (distributed electronically)
 2. Tamar Street/Boland Street/Esplanade Traffic Signal information
 3. Hobart Road/Opossum Road Traffic Signal information
 4. Hobart Road, Machen Street to Riseley Street information
 5. Wellington Street/Howick Street Signals information
 6. Westbury Road, Normanstone Road to Bertha Street information
-

ATTACHMENT 1**NOTES**

**Launceston Road Safety Consultative Committee (LRSCC) Meeting
Committee Room, Town Hall - Launceston City Council, St John Street
Monday, 29 July 2013 - 2.30 pm (to approximately 4.00 pm)**

Present:

Alderman Jim Cox
Alderman Robin McKendrick

Representing the local community:

Graeme Pitt

Representing individual users of the road system:

John Wallender, Tas Motorcycle Council
Gary O'Keefe, RACT

Representing emergency and response:

John Hazzlewood, Tas Fire
Inspector Michael Johnson, Tas Police

Representing traffic engineering and road safety

David McIntee, DIER Launceston Road Safety Consultant
Richard Burk DIER Traffic Management

Representing Launceston City Council:

Harry Galea, Director Infrastructure Services
Nigel Coates, Engineering Officer Traffic
Lisa Brady, Public Liaison Officer
Uriel Walters, Engineer Asset Planning

Apologies:

Damien Arkley, Metro
Child Health Association Tasmania Inc
Des Taylor, Tasmanian Truck Owners Association
Roger Vreugdenhill, Tamar Bicycle Users Group
Barry Oliver, local community

1. Welcome

Alderman Jim Cox welcomed members to the meeting.

Harry Galea advised the meeting that responses to bids for Black Spot funding for projects under discussion today will be received in June/July 2014.

2. Confirmation of notes from previous meeting

Recommendation: That the Notes from the meeting 11 July 2013 be acknowledged.

Moved: Graeme Pitt. Seconded: David McIntee, DIER.

That the recommendation be adopted.

CARRIED UNANIMOUSLY

3. Proposed Black Spot Schemes

Nigel provided the requested information for each of the proposals.

Each proposal was then discussed, constructive comment made and each committee member completed a ballot paper.

3.1. Tamar Street / Boland Street / Esplanade, Launceston

Proposed works: Alter traffic signal phasing for right-turn movements from Boland Street and Esplanade (put right turns in a separate phase).

Discussion: There was general discussion with all in favour of the proposed works

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to alter traffic signal phasing for right-turn movements from Boland Street and Esplanade (put right turns in a separate phase) is supported.

IN FAVOUR (9)

Further comment:

DIER asked that provision be made for right turns with green arrows on Boland Street / Esplanade.

3.2. Hobart Road / Opossum Road, Kings Meadows

Proposed works: Dedicated right-turn phases on traffic lights and right turning lanes (from Hobart Road).

Discussion: There was general discussion with the majority in favour of the proposed works.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to have dedicated right-turn phases on traffic lights and right turning lanes (from Hobart Road) is supported.

IN FAVOUR (8)

OPPOSE (1)

Further comment:

The proposal needs to be aligned with Blaydon Street traffic lights

DIER advised that the Hobart Road / Blaydon Street and Hobart Road / Opossum Road intersections are managed by the same signal controller and that adjustments would be required. Alternative right turn phase. Head to head right turn pockets is possible given one (1) southbound lane on Hobart Road through the intersection.

3.3. Hobart Road, Kings Meadows (Punchbowl Road to Riseley Street)

Proposed works: Install an intersection treatment at Riseley Street. Create three (3) lanes at Riseley Street and right hand turn facilities at KFC/Complex and Machen Street.

Discussion: Considerable discussion took place regarding this proposal. Questions were asked: has the right turn into Toyota been taken into consideration? RACT say this is creating two points of turn. There needs to be talks with Toyota (possibly use Machen Street as an entry point). Aldermen McKendrick asked the number of properties in Machen Street.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to Install intersection treatment at Riseley Street. Create three (3) lanes at Riseley Street and right hand turn facilities at KFC/Complex and Machen Street is supported.

IN FAVOUR (5)
OPPOSE (3)

Further comment:

Tas Fire Service vote was not counted as they advised they are in favour of the proposal but have concerns regarding the introduction of the traffic islands. Tas Fire Service would support the intersection design Innocent/Riseley Street but they do not support the right turn facilities at KFC complex and Machen Street.

Tas Police opposes the proposal because of concern regarding heavy vehicles, this being a choke point and an increase in traffic islands. The actual intersection is okay, take out the right turn and the vote would be yes.

The work should be staged with the intersection work only at this stage.

Consultation is required with KFC.

Could traffic islands be replaced with painted islands?

The right turn into Toyota should be considered. It could be moved back to a new entry from Machen Street. **NOTE:** this would only stop the R turn heading south, not those travelling north who could turn in normally.

Introduce a 'no left turn' into Riseley Street during peak periods to avoid banking of traffic on Hobart Road. Time limit during the day (7.00am to 7.00pm) otherwise there might be capacity issues.

3.4. **George / Canning Streets, Launceston**

Proposed works: To install median islands on George Street to slow through traffic to reduce the possibility of non-compliance with give way.

Discussion: There was general discussion in regard to the installation of the additional give way sign (recently reinstated). It was asked why it is necessary to have a traffic island. Harry Galea advised it is because of the high accident statistics. The idea of the island is to highlight the intersection and lessen the speed of vehicles as sight distance is not the problem.

Tas Police says that the root cause is traffic travelling east along Canning Street don't give way to vehicles in George Street. Vehicle near misses become collisions with the pole and traffic islands.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to install median islands on George Street to slow through traffic to reduce the possibility of non-compliance with give way is supported.

IN FAVOUR (3)

OPPOSE (6)

Further comment:

It was requested that there be no more median islands.

This particular treatment will restrict driver options to avoid collision.

3.5. Wellington Street / Howick Street

Proposed works: Install central islands and additional traffic signal heads with right turn arrows on Howick Street.

Discussion: There was general discussion with DIER supporting doing something but believes there needs to be more discussion.

Others stated that a traffic island with a traffic light is just something else for vehicles to hit.

Dedicated lanes may have an impact on the Metro Launceston depot if traffic is banked up because of the dedicated lane turning right. The holding area of vehicles may hinder buses trying to enter Howick Street from the depot. A suggestion would be to review traffic signal timing to ensure regular flow and not a long stopping period.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to Install central islands and additional traffic signal heads with right turn arrows on Howick Street is supported.

IN FAVOUR (4)

OPPOSE (5)

Further Comment

DIER advise that introducing a fourth phase will reduce the level of service on Wellington Street. However, this effect can be reduced if extra capacity/start up efficiency is provided by positioning the right turn pockets head to head. This allows for all three movements (left, through and right) on the Howick Street east approach.

It was requested that there be no central islands or traffic lights.
Traffic islands are not needed.

Islands become a collision point

Move the island slightly to improve sight line for oncoming traffic.

3.6. **Westbury Road, South Launceston (Normanstone Road to Bertha Street)**

Proposed works: reduce traffic lanes to a single uphill lane, central lane and uphill bike lane and to install traffic signals at Normanstone Road.

Discussion: There was considerable discussion regarding this proposal which included that the community considers it a bad thing to change two traffic lanes into one traffic lane.

There should be concentration on where the issues are.

The installation of traffic lights at Normanstone Road will put gaps in traffic travelling up Westbury Road and will regulate Normanstone Road traffic.

The lights will be controlled by traffic numbers.

Traffic will not be able to turn right into Westbury Road from Normanstone Road.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to reduce traffic lanes to a single uphill lane, central lane and uphill bike lane and to install traffic signals at Normanstone Road is supported.

IN FAVOUR (5)

IN FAVOUR of part of the recommendation (1)

OPPOSE (2)

NO COMMENT (1)

Further Comment

There was support for the proposal from Normanstone Road on only.

There are concerns with the proposed traffic lights.

There is concern with the extra traffic from the proposed subdivision.

Tas Fire believe the treatment needs review.

What about the visibility of the bike lane?

Central traffic medians are opposed.

4. Proposed Launceston Traffic Safety Schemes

4.1. **Bathurst Street, Launceston (Balfour to Brisbane)**

Proposed works: change to 50kph speed limit

Discussion: General discussion included that driver education is the issue and changes to speed limit signs should not be ad hoc around the city.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to change the speed limit to 50kph between

Balfour and Brisbane Street is supported.

IN FAVOUR (6)

OPPOSE (1)

PREFERENCE (2) (the extent of the speed limit change should be from the southern outlet to Brisbane Street)

Further Comment

General preference to wait until the whole of the city area speed limit is changed

The lower speed limit should be from the 80kph sign at the end of the southern outlet and extend to the Charles Street bridge. It is better to co-ordinate the 60-50kph links to slow to a standard of 50kph.

Can this be trialled in consultation with Tas Police, and RACT?

The lower speed limit should be part of a broader strategy to review the speed limit in the city. This will have benefits in driver behaviour - consistency in speed as drivers don't have to think what the speed limit is as it is all the same.

4.2. Wellington Street (Paterson Street to Balfour Street)

Proposed works: change to 50kph speed limit

PLEASE NOTE: This proposal and the previous proposal (3.7 Bathurst Street, Balfour to Brisbane) were discussed and considered as joint proposals. While both proposals are favoured, all committee members asked that an additional traffic safety proposal be included as 4.3).

4.3. Investigate speed limits within the Launceston City boundary

Recommendation: The Launceston Road Safety Consultative Committee requests Launceston City Council to review the speed limits in Launceston City to provide clarity and consistency.

IN FAVOUR (9)

4.4. Invermay Road, Invermay (Forster Street to Mackenzie Street)

Proposed works: paint edge lines along both sides of the road

Discussion: There was general discussion as to the advantages and disadvantages of implementing this proposal. It was generally considered to be of no advantage.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to paint edge lines along both sides of the road is supported.

IN FAVOUR (3)

OPPOSE (4)

ABSTAIN FROM VOTING (2)

Further comment

What is the benefit?

No need or benefit of this proposal.

4.5. Henry Street/Vermont Road/Ravenswood Road

Proposed works: Install a median lane and traffic islands on Henry Street and a right turn lane into Ravenswood Road.

Discussion: Support for the proposal.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to install a median lane and traffic islands on Henry Street and a right turn lane into Ravenswood Road is supported.

IN FAVOUR (8)

OPPOSE (1)

No further comment

4.6. Elphin Road, Launceston (near Kenyon Street)

Proposed works: Install a right turn lane into the supermarket on Elphin Road

Discussion: General comment on the advantages and disadvantages of traffic islands.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to install a right turn lane into the supermarket on Elphin Road is supported.

IN FAVOUR (3)

OPPOSE (4)

ABSTAIN FROM VOTING (2)

Further comment

To line mark the traffic island would be okay. There is concern over more traffic islands. There is no need for the proposal. Consult with local residents over the loss of on-street parking.

5. Proposed Vulnerable Road User Program Schemes

5.1. Hobart Road, Kings Meadows Shopping Centre (Innocent Street to Blaydon Street)

Proposed works: part time speed limit (40 kph) illuminated variable message signs

Discussion: There was considerable discussion on the hours of operation. Harry informed the group that when using 40 kph speed limit at specific times of the day, when speed reverts, it is to 60 kph.

There were suggestions to leave the speed limit at 50 kph and allow traffic to control the speeds.

Tas Police cannot enforce the 40 kph speed limit.

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to introduce part time speed limit (40 kph) and illuminated variable message signs is supported.

IN FAVOUR (1)

OPPOSE (6)

ABSTAIN FROM VOTING (2)

Further comment

The proposal is not required as motorists are unable to do more than 40 kph during business hours. Leave as is.

LCC should look at other times being listed as 50 kph.

The default should be left at 50 kph when light is not on.

This proposal is Launceston City Council's call.

6. Invermay Road, Mowbray Shopping Centre (Vermont Road to Haig Street)

The proposal: to introduce part time speed limit (40 kph) and illuminated variable message signs

Discussion: same as discussion above (5.1).

Recommendation: The Launceston Road Safety Consultative Committee inform Council that the proposal to introduce part time speed limit (40 kph) and illuminated variable message signs is supported.

IN FAVOUR (1)

OPPOSE (6)

ABSTAIN FROM VOTING (2)

Further comment - as above (5.1)

Launceston Safer Roads Strategy

Although an apology for this meeting, Damien Arkley representing Metro says that although Metro is happy with the draft strategy, they would like comment included relating to complying to the Disability Discriminate Act through the Disability Standards for Accessible Public Transport as far as ensuring infrastructure is compliant for people, pedestrians with disabilities.

Alderman McKendrick says there needs to be a simple statement 'Launceston has a safer roads strategy' not necessarily a document this size. He spoke of the cost associated with consultants preparing Council's strategy documents.

Richard Burk representing DIER traffic management says this document ties in with everyone else and is relevant and up to date.

7. **Recommendation:** The Launceston Road Safety Consultative Committee inform Council that the draft Launceston Safer Roads Strategy is supported.

IN FAVOUR

All

8. Close and next meeting
Committee members were asked for suggestions to improve the LRSCC process. All Committee members attending this meeting support the LRSCC process as it is.

The meeting closed at 4.12pm. The date of the next meeting will be advised.

17.2 Page's Espresso Bar & Take Aways - Licence**FILE NO:** SF0594**AUTHOR:** Andrew Smith (Manager Parks and Recreation)**DIRECTOR:** Harry Galea (Director Infrastructure Services)

DECISION STATEMENT:

To consider the licence terms of the coffee tram known as Page's Espresso Bar & Take Away in Brisbane Mall.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

That Council approve a licence to Mark Page for the operation of a mobile coffee tram in Brisbane Mall subject to the following terms:

1. The licence fee shall be increased by CPI on commencement of licence
 2. The term shall be five (5) years commencing on 1 June 2014
 3. The licence amount shall be calculated at \$8,500.00 (plus CPI) per annum plus GST
 4. For the term of the licence:
 - tenant to be responsible for:
 - energy costs
 - volumetric charges for water
 - provide and service a rubbish bin in the immediate vicinity of the van
 - tenant shall continuously maintain:
 - public liability insurance of at least \$10 million.
-

Page's Espresso Bar & Take Away, also known as Page's Coffee Tram has been located in the Brisbane Street Mall for over eleven years when it was first established. The current licence agreement expires on the 31 May 2014 and Mark Page has recently approached Council officers, keen to continue running the same business and occupy the same space for 5 years ([Attachment 1](#)).

17.2 Page's Espresso Bar & Take Aways - Licence...(Cont'd)

The business has become well established in the Brisbane Mall after being successful in its original tender when Council was actively trying to encourage outdoor dining in the Central Business District in 2001. The rollaway tram has since become part of the fabric of the Mall and the licensee has proven to be very capable in providing a high quality service to customers.

The original licence was setup with reference to the Launceston City Council Street Dining By - law No 9. of 1996. Under this legislation Council was authorised to grant a licence to the owner or manager of a restaurant, take away food shop or hotel to allow street dining to take place on the highway outside their premises. This legislation has since expired and been replaced with a more expansive procedure called the "On Street Dining Guidelines & Specifications 2010". The new guidelines while not providing for a roll away tram do still retain the requirement for on street dining to be in association with an adjacent business. Street dining being defined in the procedure as "the consumption of food and beverages by seated customers in an area on a highway external to a shop or restaurant licensed to serve food & managed by that shop or restaurant". It is clear that the only business that could conduct outdoor dining within the area currently licenced to Pages is either Pages or another business located within that building. It is therefore proposed that rather than put the licence out to open tender which would be clearly incompatible with Councils earlier legislation and intent in the current procedure, a new licence be established with the existing tenant.

The original licence did not have any provision for rent review and officers have obtained a current valuation dated 3 June 2013 ([Attachment 2](#)) that identifies the value of the licenced area at \$8,500 per annum calculated at \$150 per square metre per annum. It is recommended that a new five year licence agreement be offered to Mark Page to commence from 1 June 2014 based upon the valuation with additional CPI increases during the term of the licence. With the licence commencing from 1 June 2014 it is also recommended that at the commencement of this new agreement that the licence fee be calculated at \$8,500 with an additional CPI increase.

The current licenced area has a significantly larger footprint than is currently used and the new licence is to include only the area currently in use. This is a reduction in licence area of 34m².

Section 178 of the Local Government Act which requires that the leases of public land that exceed five years be advertised. Given that this lease does not exceed five years then public notice is not required.

17.2 Page's Espresso Bar & Take Aways - Licence...(Cont'd)

ECONOMIC IMPACT:

The business will employ a small number of staff and have small positive economic impact.

ENVIRONMENTAL IMPACT:

There will be no environmental impact with this proposal.

SOCIAL IMPACT:

This proposal will make a positive impact on the community through continuity of service provision.

STRATEGIC DOCUMENT REFERENCE:Launceston Community Plan

Preferred Future Seven: A Prosperous Economy - Strategy One Encourage business development within the city.

BUDGET & FINANCIAL ASPECTS:

\$8,500 per annum income for the Parks and Recreation Department.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Harry Galea: Director Infrastructure Services

ATTACHMENTS:

1. Letter from Mark Page, Page's Espresso Bar & Take Away.
 2. Map - Area to be leased by Page's Espresso Bar & Take Away
 3. Rental Valuation by Opteon (distributed electronically)
-

ATTACHMENT 1.

Mark Page
Page's Espresso Bar & Take Away
119 Brisbane Street
LAUNCESTON TAS 7250

Andrew Smith
Launceston City Council
PO BOX 396
LAUNCESTON TAS 7250

12 July 2013

Dear Andrew,

Thank you for meeting with me on the 23 May 2013 to discuss the future lease arrangements of the coffee tram at the Brisbane St Mall.

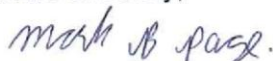
B.D. & V.J. Page Pty Ltd as trustee for the page family Trust of 'Page's Espresso Bar & Take Away' would like to request a 5 year lease to be granted to commence from the 1st June 2014. Pages Espresso Bar & Take Away's have been established in the Brisbane Street Mall for over eleven years. The coffee tram has been a part of Pages Espresso Bar and Takeaway in which time the coffee tram has been very well received by the people of Launceston and visitors alike. We believe it brings an enhanced shopping experience to be able to grab a coffee on the go or sit and relax and enjoy being in the mall. It was the Councils initiative to put something in the mall that brought that type of coffee and food culture into an outside environment in the mall. Negotiations between the council and ourselves commenced in 2001 and we worked together over a period of 12 months to get the outcome that the council and ourselves wanted to achieve. Over the last 11 years of operating the tram in the mall it has become almost a landmark spot that people know of and where people meet. I believe that the coffee tram in the mall works very well for the Council, the people of Launceston and visitors to our city and Pages The Mall.

The current lease will expire on the 31 May 2014 and I understand that a valuation has been recently completed. After discussion with Council officers I agree to the following:

- Rental fee to commence from 1 June 2014 at \$8500 + CPI
- Rental fee will be linked to CPI + GST 5 year lease

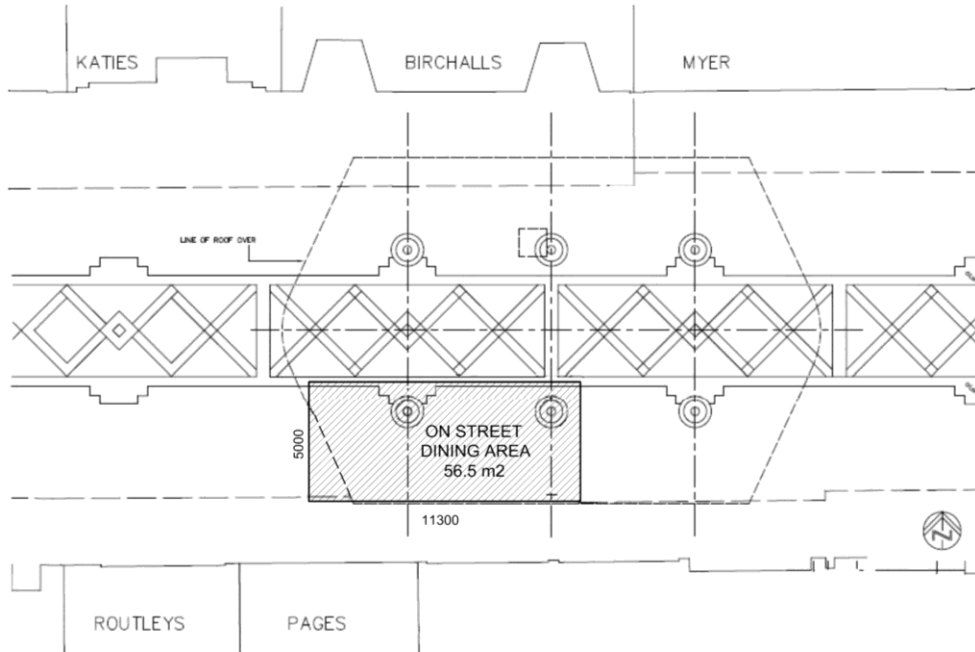
I am willing to accept responsibility for the usage of power and water and will ensure that Public Liability insurance is taken out for \$10 million dollars.

Yours sincerely,




Mark Page

ATTACHMENT 2



rev	date	notes	P officer

 <p>LAUNCESTON CITY COUNCIL Parks & Recreation phone: (03) 6323 3312 fax: (03) 6323 3385</p>	<p>project title Brisbane Mall</p>	<p>scale 1:200 (@A4)</p>	<p>project no.</p>	
	<p>drawing title Outdoor Dining Lease area</p>	<p>drawn IA</p>	<p>date 22/07/2013</p>	<p>dwg no. SK 03</p>
	<p>design verification*</p>	<p>client validation*</p>	<p>rev. 3</p>	
	<p><small>*Signed original drawings are kept in the P&R office. Electronic files will have the name of the signatory.</small></p>		<p><small>Form P&R title block 19-07-2013</small></p>	

19 GENERAL MANAGER

Nil

20 URGENT BUSINESS

That Council pursuant to Clause 8(6) of the Local Government (Meeting Procedures) Regulations 2005,

Nil

21 WORKSHOP REPORT(S)

Nil

22 INFORMATION / MATTERS REQUIRING FURTHER ACTION**22.1 Information / matters requiring further action****FILE NO:** SF3168**AUTHOR:** Daniel Gray (Committee Clerk / Administration Officer)

This report outlines requests for information by Aldermen when a report or agenda item will be put before Council or a memorandum circulated to Aldermen.

It will be updated each Agenda, with items removed when a report has been given.

ATTACHMENTS:

1. Information / matters requiring further action - 26 August 2013
-

MATTERS ARISING FROM COUNCIL - REQUIRING FURTHER ACTION - AT 26 August 2013

Meeting Date, Item # & File No.	Outstanding Items & Action Requested	Officer Responsible & Officer Comment	Due Date
<p>13 March 2012 Council 14.1 SF0841</p>	<p>Duck Reach Redevelopment</p> <p><u>Resolution at Council Meeting 13/03/2012: additional point 4</u></p> <p>That Council:</p> <ol style="list-style-type: none"> 1. Consider the report outlining recent investigation into a redevelopment of the Duck Reach site. 2. Endorse the investigation of third-party investment opportunities for the redevelopment of the Duck Reach Site. 3. On finalisation of the business case analysis outlined in the report, and identification of potential third party development opportunities, Council review the redevelopment options for the Duck Reach site based on a future report. 4. Agree that further investigation by Council is predicated upon Hydro Tasmania formally committing to a minimum base flow of 2.5 cumecs which is the current voluntary release by Hydro Tasmania. 	<p>Rod Sweetnam</p> <p>Correspondence has been received from Hydro Tasmania indicating their agreement to enter into a MoU with Council. The MoU is being drafted in consultation with Hydro.</p> <p>The MoU will be presented to Council for consideration.</p> <p>Finalisation of the MOU will allow the business case analysis to proceed.</p> <p>The draft MoU has been sent to Hydro Tasmania for review and comment prior to report to Council.</p> <p>Awaiting formal response to the draft MoU as presented. This includes a binding agreement on water supply.</p> <p>A response has been received from Hydro Tasmania with changes to the document that was presented by Council. Council Officers are reviewing the proposed changes to the draft MoU made by Hydro Tasmania. Further information will be provided to Aldermen, when the review has been completed.</p> <p>Report to be presented to SPPC in August 2013.</p> <p>Further information had been requested from Hydro Tasmania. This has now been received and the report will be made to SPPC in September 2013.</p>	<p>Nov 2012</p> <p>Dec 2012</p> <p>July 2013</p> <p>August 2013</p> <p>Sep 2013</p>

23 ADVICE OF FUTURE NOTICES OF MOTION

24 REPORTS BY THE MAYOR

25 REPORTS BY THE GENERAL MANAGER

26 CLOSED COUNCIL ITEM(S)

The pursuant to the provisions of Regulation 15(2) of the Local Government (Meeting Procedures) Regulations 2005, Council move into Closed Session to discuss those items nominated as Closed Session items, for the following reasons:

26.1 Hobart Road Access Road

15(2)(e) as it concerns proposals for Council to acquire land or an interest in land, or for the disposal of land.

26.2 Leave of Absence Application - Alderman

15(2)(i) as it concerns, application by an elected member for leave of absence.

26.3 General Manager's Contract and Performance Review Committee

15(2)(a) as it concerns personnel matters.

27 MEETING CLOSURE
