

# LAUNCESTON A CITY BUILDING ITS FUTURE

ADVOCACY 2024/2025



City of  
**LAUNCESTON**

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# Launceston Overview

Imagine a city that embodies the best of both worlds – a friendly country town at heart, with a contemporary and vibrant pulse.

A city that hosts a wide range of major national and international sporting events, including Australian rules football, basketball, and netball.

Where these same facilities create active and healthy lifestyle pathways for people of all ages.

A city which boasts unique cultural and heritage experiences, and amazing natural spaces like the Cataract Gorge which attract visitors and convert them to locals.

A city where the centre is not solely about retail, but events, community, and bringing people together to enjoy amazing food outlets, entertainment, public art, heritage architecture, and new shopping experiences.

Making Launceston one of Australia's great regional cities will require it to become one of the most liveable and innovative cities in the nation.

It's a high bar, but one we are determined to reach. However, we can't do it alone and our partnerships with our community, the business sector, stakeholder agencies – and different levels of government – are crucial.

We know from the evidence that Launceston needs to continue to build on its foundations in the areas of education, health, housing, transport and digital access.

The Launceston City Deal and the Greater Launceston Plan have been instrumental in laying those foundations, achieving significant gains in the areas of employment, education, the health of the kanamaluka / Tamar Estuary, and digital technology.

But we have more opportunities to realise.

The City of Launceston has identified the key initiatives aimed at driving a reimagining of Launceston.

These are multi generational infrastructure projects that will be fundamental in our journey to becoming one of Australia's great regional cities.

We invite you to partner with us.

- Princess Theatre and Earl Arts Centre Redevelopment
- Northern Tasmania Cricket Association (NTCA) Sports Complex
- Launceston City Heart
- QVMAG Collections Discovery Centre (CDC) Master Planning
- Indoor Sport & Recreation Complex with Entertainment Facility (UTAS Stadium - Stage 3)

# Regional City

Regional Population  
**155,894**



ERP 2023

LGA Population  
**71,788**



ERP 2023

Total Jobs  
**48,597**



NIEIR 2023



**\$5.76B**

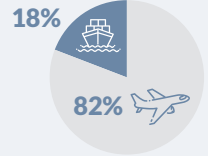
Gross Regional Product NIEIR 2023



**LARGEST**

Municipality in Tasmania

Annual Visitors  
**533,000**



## Connected



**2.5HRS** drive to Hobart  
**1.5HRS** drive to Burnie



### Flights

Weekly, direct to Melbourne, Sydney, Brisbane, Adelaide



### Freight

Direct through Devonport, Burnie & Bell Bay

TASMANIA

**Launceston**

## Vibrant



### Sport & Recreation

AFL Matches, BBL, Cricket, Mona Foma, Festivals and more



### Food & Wine

Tamar Valley Wine Region & Harvest Farmers Markets



### Natural Sites

Cataract Gorge, Tamar Estuary & 140+ Parks & Reserves



### Arts & Culture

Queen Victoria Museum & Art Gallery, Princess Theatre & Albert Hall





Image: Rob Burnett



# Princess Theatre & Earl Arts Centre Redevelopment

*We need funds for the \$30M redevelopment.*

**Because** the Princess Theatre and Earl Arts Centre is a not for profit, regional facility which plays a central role in the social, cultural and educational fabric of Northern Tasmania.

It attracts 90,000 patrons a year to see community live performance alongside national and international artists.

Despite its rich cultural contributions, the theatre is hampered by aging front-of-house and back-of-house facilities, inadequate access for limited mobility performers and patrons. Consequently, there is an urgent need for substantial renewal and upgrading of these facilities to address safety and operational concerns, and to improve overall accessibility.

The redevelopment will enable increased community inclusion and social cohesion, and will support growth in creative industries and the local economy.

**We commit** to continuing the detailed designs for development application late 2024. Commence tender process and securing contractor in 2025 with construction to follow. Stakeholder engagement with the theatre, local businesses and the community will be maintained throughout.

**You get** an investment outcome that increases diversity and accessibility to the theatre at a local, regional and state-wide level.

**Policy alignment** Australian Government Policies; National Cultural Policy and Creative Australian Policy. Regional Investment Framework.

**Stakeholder engagement** is underway with Theatre North Board, regular users and key stakeholders.



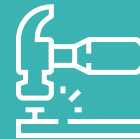
**90,000**

Patrons per year attend community live performances alongside national and international artists.



**36,000+**

People attend performances by young people through Launceston College, the Launceston Competitions, and local dance and drama schools.



**\$30M**

Substantial works to address inadequate safety, operational function and overall accessibility.

# Northern Tasmania Cricket Association (NTCA) Sport Complex Redevelopment

*We need funds for the \$61M redevelopment.*

**Because** the NTCA Sports Complex in Launceston is a critically important part of the sporting infrastructure that serves the region’s sporting community, hosting thousands of users year-round. Funds will address the significant challenges with the current facilities, including the inability to accommodate the increasing number and diversity of participants, and the aging infrastructure associated with the complex.

At present, five community sports clubs – encompassing Australian Rules football, cricket, and soccer – share the facilities for their home fixtures and events.

The redevelopment will provide expanded facilities to meet the needs of the Northern sporting community, including new indoor and outdoor facilities, amenities and social and community spaces, along with infrastructure to accommodate the growing participation of women in sports.

**We commit** to progressing master planning to inform project requirements and planning approval in 2024/25 to enable construction to start in 2025/26. Stakeholder engagement will be maintained throughout.

**You get** confidence the project enables increased diversity, inclusion and participation, resulting in a fair environment, and a return on investment from health, education and economic benefits.

**Policy alignment** Consultation document: new National Sports Plan - Priority Areas. Regional Investment Framework.

**Stakeholder engagement** is underway with Cricket Tasmania, Cricket North, Northern Tasmania Cricket Association, Old Scotch College Football Club, East Launceston Junior Football Club, Northern Rangers Football Club, Launceston Cricket Club, South Launceston Cricket Club.



5

Clubs over three codes use the regional facility.



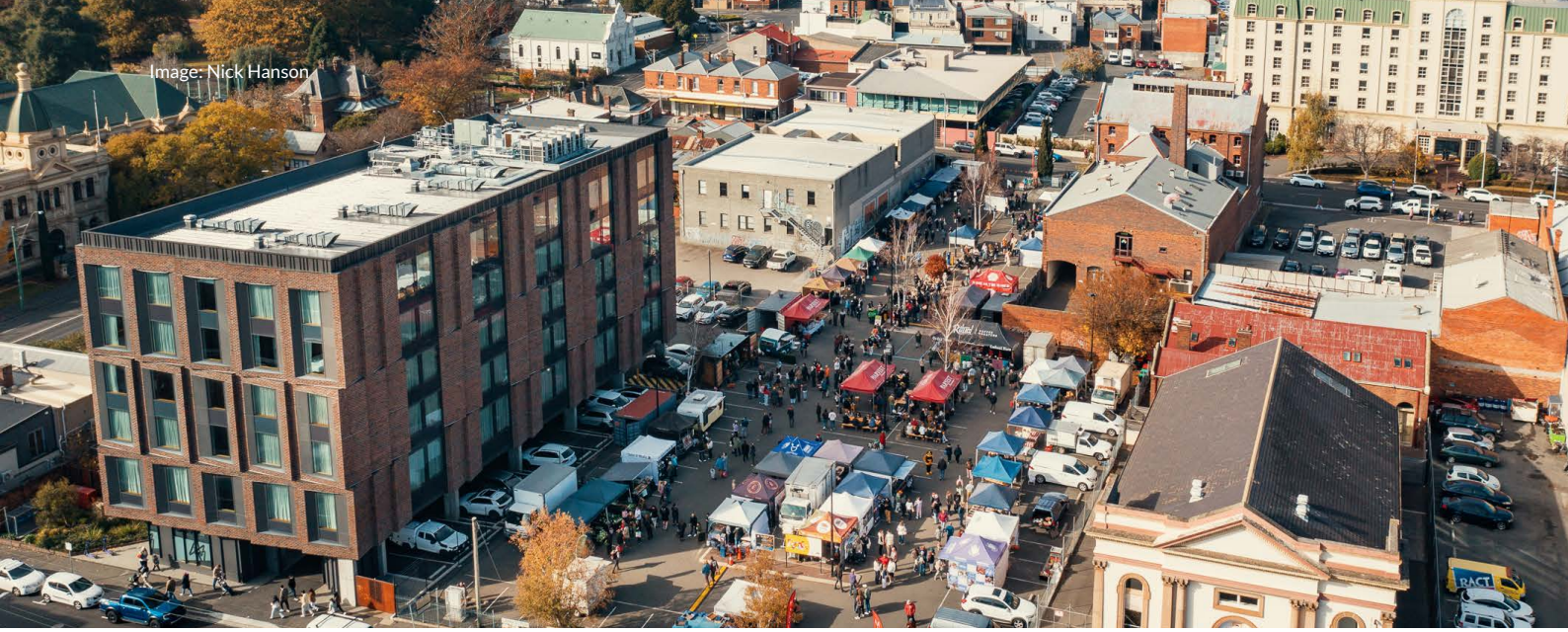
72.4%

Increase in AFL participation in northern Tasmania between 2016 - 2019.

**\$61M**  
To address facility challenges and meet demand for increased participation and diversity.



Image: Philp Lighton Architects



# Launceston City Heart

*We need funds for the \$42.5M, five year program of works.*

**Because** as the regional centre for northern Tasmania, Launceston provides services to 71,788 residents within the Local Government Area and an additional 84,106 residents in the region.

The Launceston City Heart Project is a key part of northern Tasmanians' vision for the future of Launceston's city centre. This project seeks to create a people-focused CBD for all seasons, which supports a day and night-time economy, increases dwell time, drives economic activity and fosters social connection.

**We commit** to progress the project with resources and a financial contribution.

**You get** a project that builds on the University of Tasmania relocation to the CBD, supports an increase in inner city living and enhances public space and infrastructure within the City for the benefit of the region.

**Policy alignment** National Urban Policy Consultation Draft - Key Goals. Regional Investment Framework.

**Stakeholder engagement** is underway with; Key stakeholders including Launceston Central, Launceston Chamber of Commerce, Visit Northern Tasmania, Taspol, Tasmanian Aboriginal Centre, Harvest Market, World Street Eats, Northern Tasmania Development Corporation. Extensive community engagement undertaken.

*The vision for the Launceston City Heart Project is to make central Launceston the premier business, retail and lifestyle hub of Northern Tasmania and to cement the city's reputation as the most liveable regional centre in Australia.*



**155,894**  
Live in the region



**1212**  
Businesses trading  
in the Launceston CBD.

**\$42.5M**  
To support a day and night-time economy, increase dwell time, drive economic activity and foster social connection.







# QVMAG Collections Discovery Centre (CDC)

*We need \$2.5M to commence master planning, feasibility study and design concepts for a fit-for-purpose consolidated state-of-the-art off site visible collection storage facility.*

**Because** a Collections Discovery Centre (CDC) will provide open access to the entire QVMAG collection to local, national and international community, researchers, academics, students, donors, benefactors, and industry/sector professionals.

The core strength of QVMAG lies in the vast and deep collections which traverse all subject areas and media. These collections represent the past knowledge of Launceston and the surrounding region, the natural world within which we live, and contemporary arts practice, intersecting with the local community, Tasmania, Australia and the world, providing both critical historic reference points and springboards to new ideas.

Outside of the small selection on display within the Art Gallery and Museum, and the access afforded to partners and collaborators through research and development projects, much of the Collection remains in storage, dispersed across our two sites at Royal Park and Inveresk, and remains inaccessible to our stakeholders, visitors and patrons.

**We commit** to progressing this phase to enable the full economic and social benefits of a Collections Discovery Centre (CDC) to be explored for the Aboriginal Community, Launceston, Northern Tasmania and the State.

**You get** a project that provides confidence to proceed to construction, enabling the community to connect with their cultural heritage.

**Policy alignment** National Cultural Policy and Creative Australia Policy, National Collaborative Research Infrastructure Strategy (NCRIS). Regional Investment Framework.

**Stakeholder engagement** is received/underway with QVMAG Museum Governance and Advisory Board (MGAB), QVMAG Arts Foundation, QVMAG Friends, Royal Society of Tasmania, QVMAG Aboriginal Reference Group, Hon. Madeleine Ogilvie MP, Minister for the Arts, Tasmanian Government, Vica Bayley MP, Tasmanian Greens Spokesperson for Arts, and Cecily Rosol MP, Tasmanian Greens Member for Bass, Launceston Chamber of Commerce.



**1.5M**

Artworks and objects stored in the QVMAG collection.



**16,048**

Local, national and international visitors to QVMAG per year.



**\$2.5M**

To plan for a fit-for-purpose consolidated state-of-the-art off site visible collection storage facility.





# Indoor Sport & Recreation Complex with Entertainment Facility (UTAS Stadium - Stage 3)

*We need a commitment of \$130 million to create a combined elite and community participation facility, while also providing the infrastructure to accommodate the growing participation of women in sports.*

**Because** there is a co-location opportunity for an indoor fit-for-purpose recreation and entertainment facility adjacent to UTAS Stadium. Connecting to the Stadium, the facility will address a regional shortage for community sport and will become a destination venue as an important economic driver for region and state.

Located adjacent to the UTAS Stadium and seamlessly integrating with the transformational projects taking place within the Inveresk precinct, the facility will elevate Launceston as a hub for social, cultural, and educational initiatives.

**We commit** (upon transfer) the land, valued at an estimated \$7M.

**You get** a project that will improve inclusion and access to community sport, encourage healthier lifestyles, provide athlete pathways, and present significant opportunities for local, regional, and state-wide economic development.

**Policy alignment** Consultation document: new National Sports Plan - Priority Areas. Regional Investment Framework

**Stakeholder engagement** is underway with Stadiums Tasmania and the Jack Jumpers.



**46%**

Reported increase in grassroots basketball. Evidenced court shortages.



**5000**

Spectator capacity. Flexible space converting to indoor show court/entertainment venue.

**\$130M**  
Co-located indoor fit-for-purpose recreation and entertainment facility adjacent to UTAS Stadium.



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