Senate Standing Committee on Rural and Regional Affairs and Transport inquiry into: The future role and contribution of regional capitals to Australia

Submission by the City of Launceston, September 2015

"…achieving sustainable long term outcomes for the community…built on a unified vision and consistent framework." (Greater Launceston Plan 2014)

City of
LAUNCESTON

Senate Standing Committee on Rural and Regional Affairs and Transport inquiry into: The future role and contribution of regional capitals to Australia

Executive Summary

Launceston is the service centre for the Greater Launceston urban region and beyond - not just for education, health, business and government services, but also for cultural, recreational, tourism and leisure, retail and manufacturing and transport nodes. With a large ratepayer base residing beyond the City of Launceston boundaries, this has required innovative approaches to managing the balance between the aspirations of a population in the catchment area around the regional capital, and the finite tax base from which to resource the associated facilities and services provided by local government.

Launceston acts as a classic hub and spoke regional capital, providing substantial infrastructure that supports the social and economic needs of a population base residing well beyond its local government boundaries. This presents both opportunities and challenges. The opportunities exist to use the advantage of critical mass to leverage strategic points of difference. In turn, this can increase the likelihood of securing increased funding from other levels of government and private investment into major projects that will benefit the whole region.

For example, the proposal to re-locate the suburban based University of Tasmania Launceston campus into the central Launceston area, has the potential to effect generational change in educational attainment in a region where fewer than 53% currently pursue education beyond Year 10. The visibility, access advantages and connectivity with the CBD would provide increased opportunities for the University to engage with the Launceston and Northern Tasmania community in ways in which it has previously struggled to achieve and which would not be possible if Launceston were not a regional hub.

Likewise, the Launceston City Heart Project is a priority project of the Greater Launceston Plan (GLP 2014) because of the significant role that the central Launceston area plays in the region. The future prosperity, social development and liveability of greater Launceston is significantly related to the effective functioning, planning and development of the Launceston central area. For that reason, the City of Launceston has committed $10million capital investment over the next 5 years and will seek to leverage this investment to secure government and private funds to roll out the program of activity and urban design improvements.

One of the significant challenges for Launceston is the constraints of local government boundaries. That significant numbers of the residents of the Greater Launceston region reside beyond the Launceston City Council municipal boundaries places a significant financial burden on the Launceston ratepayers. Regional facilities such as the Aurora Stadium football and surrounding sporting precinct, the Launceston Aquatic Centre, Princess Theatre and the Queen Victoria Museum and Art Gallery, are heavily subsidised by the Launceston ratepayers.

The Council has engaged in discussions with the State Government seeking a partnership approach that pursues a fairer funding model for these major regional facilities that shares the cost. It is inequitable that the very substantial costs of these facilities are borne by the 67,000 residents within the municipality when the facilities are enjoyed equally by Launceston's 107,000 residents.

Partnerships and other cooperative approaches present opportunities for regional capitals and their surrounding regions to grow resilience and to prosper. The Greater Launceston Plan provides an example and potential model for how neighbouring jurisdictions can work together to plan for the long term future and sustainability of their collective region. The GLP provides a framework through which regional partnerships can be formed to assist member Councils to work together and, by extension, to work with other levels of government, industry and their communities.

The vision statement for the GLP aligns with Launceston's role as a regional capital:

> ***Sustainable prosperity for greater Launceston will be achieved by consolidating and building nationally and internationally recognised strategic advantages for the region through a focus on creativity and innovation, maintaining exceptional environmental and liveability qualities and ensuring a diverse, connected and inclusive region.***[1]

This vision recognises that, not only does the wider Northern Tasmania region rely upon a successful Launceston, but the city itself draws upon and needs the surrounding region to prosper.

Enhancing the planning, regional cooperation and economic performance of Australia's regional capitals will in turn improve the nation's overall social and economic performance. Any regional governance model requires an amount of goodwill and incentive to succeed. If regions are to work effectively together to achieve better long term outcomes for their residents, the rewards both individually and collectively need to outweigh or at least match the resources and energy expended in supporting the governance and planning framework. This submission will discuss how key aspects of the GLP address the planning and governance considerations for regional Australia that may inform the Senate Standing Committee into the future role and contribution of regional capitals.

Defining Characteristics of Launceston

Launceston is located in northern Tasmania, about 200 kilometres north of Hobart. The Launceston Local Government Area is bounded by George Town and Dorset Council areas in the north, the Break O'Day Council area in the east, the Northern Midlands and Meander Valley areas in the south, and the West Tamar Council area in the west.

The Launceston LGA is the central hub of the Northern Tasmania region, sharing boundaries with five of the other 28 Council areas in the state (29 in total). Of these, three have significant urban residential zones within 10 minutes' drive of the Launceston CBD (Northern Midlands, Meander Valley and West Tamar) and two have suburbs within the Launceston urban area itself (Meander Valley and West Tamar).

The Launceston Council area has a population of 67,114 (ABS Estimated Resident Population 2014), and covers an area of 1,411Km2, with a population density of 0.48 persons per hectare.[2] This should be viewed in the context of an overall Greater Launceston urban area population of

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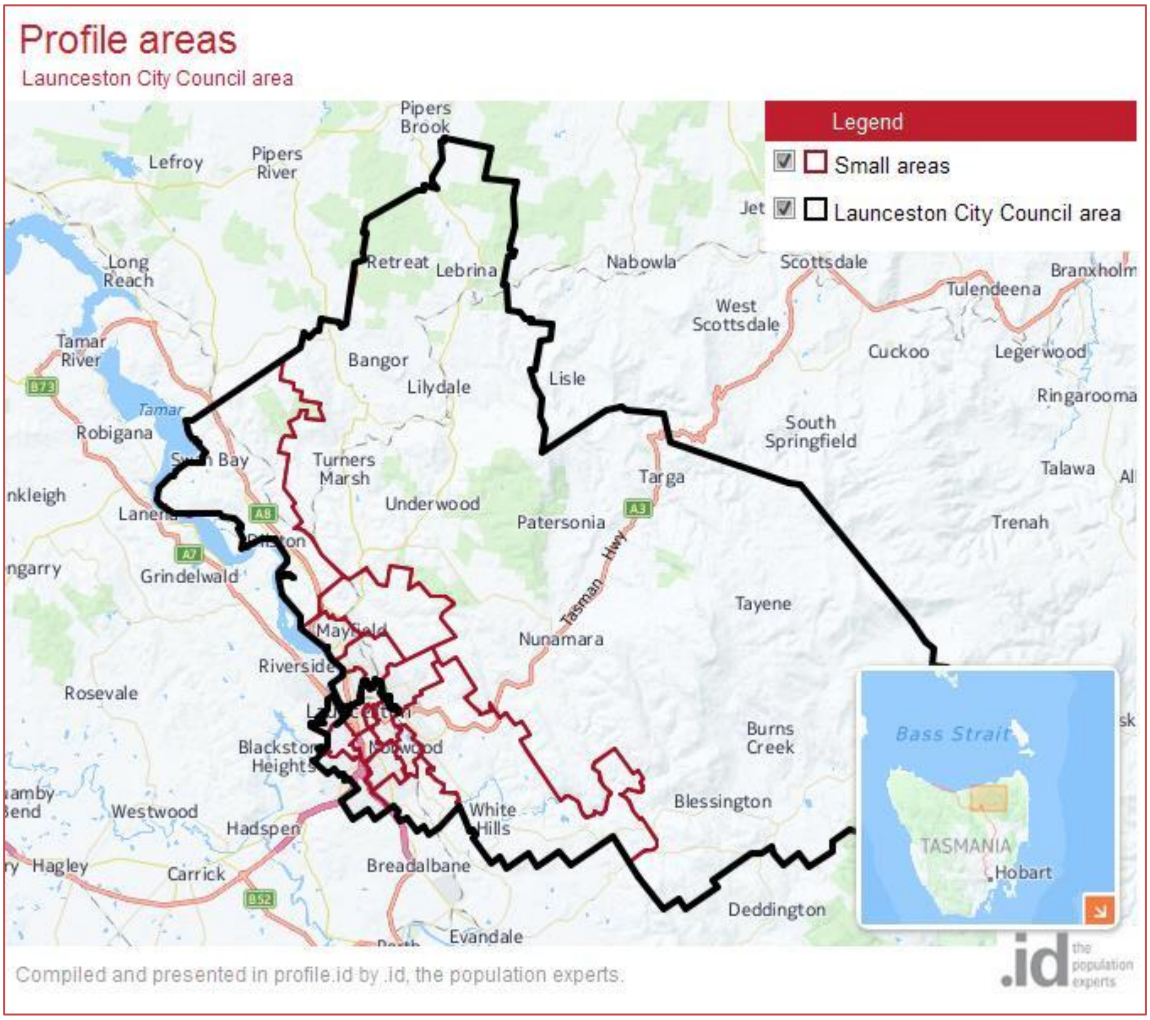
[1] Renaissance Planning, 'Greater Launceston Plan Summary Report', July 2014, p.15.
[2] Ibid., p.3.

107,000. It is also the major regional service centre for Northern Tasmania, servicing over 140,000 residents.[3]

European settlement dates from 1806 when it was established as the northern capital for the colony. Land was initially used for wheat farming and then sheep grazing and it became a commercial, industrial and service hub for Tasmania, exporting mostly for the pastoral industry.



The most rapid population growth occurred in the late 1800s due to the mining boom in the north of the state and, by 1888 the population had grown to approximately 17,000. The next period of significant expansion occurred post-war and the population was 63,000 by 1976, followed by a period of decline in the 1990s. The population has increased only slightly from the previous high, with 64,191 counted in the 2011 census.[4]

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[3] REMPLAN Launceston City Council Economic Profile, sourced on 2 September 2015 from: http://www.economicprofile.com.au/launceston/

[4] profile.id, sourced 28 August 2015 from: http://profile.id.com.au/launceston

By comparison, neighbouring municipalities have experienced some growth, largely in the urban areas abutting the Launceston LGA boundary. The largest growth from 2012 to 2013 was north-west of Launceston in Legana (West Tamar Council), with an increase of 110 people. Legana was the fastest-growing statistical area (SA2) in Tasmania (2.7%).[5]

Launceston is recognised for its nationally significant historical value, with a largely intact heritage environment. The third oldest city in Australia, Launceston is the gateway to northern Tasmania, which in 2011 had a population of approximately 143,270 (ERP), or 28 per cent of the state's population and approximately 25 per cent of the gross state product. The city and region are served by a major regional airport located just south of the city and in a neighbouring municipality (Northern Midlands). The region contains the state's largest industrial area serviced by a deep water port at Bell Bay, north of Launceston in the George Town Council area.[6]

The Launceston LGA features both urban and rural areas. The rural land to the north, east and south-east is used largely for agricultural purposes, including sheep grazing, fruit production, forestry and viticulture. The urban areas included residential, industrial and commercial land use. Its major natural features include the Cataract Gorge Reserve, the North and South Esk Rivers and the Tamar River estuary.

The Launceston CBD serves as the northern Tasmania region's commercial and retail hub, supported by the urban district centres of Kings Meadows (to the South) and Mowbray (to the north). Regional cultural and recreational facilities within the Launceston LGA include the Queen Victoria Museum and Art Gallery, Albert Hall, Aurora Stadium, Launceston Aquatic Centre, Churchill Park Sports Complex, City Park (all owned and operated by the City of Launceston), Tasmania Netball Centre and Launceston Tennis Centre (owned by the City of Launceston) and the Mowbray Racecourse and Silverdome (state owned). Health and Education facilities include the Launceston General Hospital, the University of Tasmania, Australian Maritime College, three secondary colleges and TAFE Tasmania.[7]

Planning - Greater Launceston Plan

Initiated by the City of Launceston through the Liveable Cities Program, the Greater Launceston Plan (GLP) was a joint project with the municipalities of George Town, Meander Valley, Northern Midlands and West Tamar. The GLP is a community vision and evidence-based framework for the sustainable development of Launceston, its suburbs and neighbouring localities over the next twenty years. The GLP area comprises the greater Launceston sub-division as defined by the Australian Bureau of Statistics, currently incorporating a population of approximately 107,000 people (2011 ERP).[8]

[5] ABS, sourced on 30 August 2015 from: http://www.abs.gov.au/AUSSTATS/abs@.nsf/Previousproducts/3218.0Main%20Features92012-13?opendocument&tabname=Summary&prodno=3218.0&issue=2012-13&num=&view=#
[6] Renaissance Planning, 'Greater Launceston Plan Summary Report', July 2014, p.11.
[7] profile.id, sourced on 28 August 2015 from: http://profile.id.com.au/launceston
[8] Renaissance Planning, *ibid, p.11.*

The GLP **'is focussed on achieving sustainable long term outcomes for the community…built on a unified vision and consistent framework.'**[9] The management of the preparation of the plan was coordinated by the City of Launceston with oversight by a Project Management Group comprising representatives from: each of the participating Councils; the Tasmanian Planning Commission; Northern Tasmania Development; Regional Development Australia (Tasmania); the University of Tasmania; Department of Infrastructure, Energy and Resources; key State Government departments and major utilities. The project was undertaken in four stages: Visioning and Background Studies; Precinct Plans and Draft GLP Development; Council and Community Consultations; and, Strategy Resolution.[10]

The GLP answers questions such as:

- What will Launceston look and feel like in 20 years?
- Where will new housing be located and how will people live?
- How will we get around the City and greater Launceston area, within a state and national context?
- What infrastructure and projects should the government invest in?

The GLP was developed following substantial research on the future of Northern Tasmania, data analysis and consultation with the community. The greater Launceston community said that the GLP should focus on increasing economic prosperity, liveability and creativity in Launceston and the surrounding communities.

The GLP is directed to achieve five principal outcomes:

1. To provide a unified vision and consistent policy framework to support prosperity and sustainable development for existing and future communities in the greater Launceston area.
2. To provide an overarching metropolitan regional framework to coordinate planning and development in the municipalities that together make up the greater Launceston area.
3. To provide a regional view of development priorities within the greater Launceston area.
4. To identify key city projects to be undertaken by the participating councils which will act as a focus for new investment and sustainable development opportunities in the greater Launceston area.
5. To facilitate a consistent approach to the implementation of planning and development policy and initiatives within the greater Launceston area.[11]

A policy framework was developed from the vision and supporting values, reflecting key policy directions in the Northern Tasmania Regional Land Use Strategy (2011) and relevant national, state, regional and municipal policy documents.

[9] Renaissance Planning, ibid, p.4.
[10] Ibid, p.5.
[11] City of Launceston Strategic Plan 2014-2024.

The framework provided the following overarching directions for the development of the GLP:-

Overarching Goals:

- **Governance**
- **Creativity and Innovation**
- **Liveability and Amenity**
- **Connected and Networked Region**
- **Building Diversity**
- **Social Inclusion and Equity**
- **Environmental Sustainability**
- **Land Use, Transport and Infrastructure**
- **Economic Development**[12]

Metropolitan Structure Principles:

1. **Effective Provisioning of Land Requirements**
2. **Urban Consolidation**
3. **Central City Focus**
4. **Accessible Robust Communities**
5. **Structured Municipal Development**
6. **Open Space and Shared Pathways**
7. **Activity Centres**
8. **Regional Nodes and Employment Areas**
9. **Gateways and Inter-Regional Access**
10. **Strategic Foresight**
11. **Resource Conservation**[13]

Measures of Success:

- **Population, Demography and Migration**
- **Economy**
- **Natural Environment**
- **Transport Services**
- **Housing**
- **Community, Culture and Identity**
- **Health and Wellbeing**
- **Education**[14]

The GLP is the most extensive research and analysis of what is happening within the greater Launceston area. It sets out the community's vision for the area and its aspirations by 2035. The overarching goals of the GLP provide the structure for the City of Launceston's Strategic Plan 2014-24 so that it is evident how the Council aims to progress towards the community's long-term vision.

[12] Renaissance Planning, ibid, pp.16-19.
[13] Ibid, pp.24-27.
[14] Ibid, pp.20-21.

Launceston's Demographics

Launceston faces many of the same current and looming demographic challenges that are experienced throughout regional Australia. Table 1 highlights some of the key population data for Launceston compared to Australia.

Table 1: Launceston City Council Area Population Highlights

2011	Launceston City Council area	Regional TAS	Tasmania	Australia
Median age	38	41	40	37
Median weekly household income	$907	$876	$948	$1,234
Couples with children	24%	26%	27%	31%
Older couples without children	9%	11%	10%	9%
Medium and high density Housing	18%	10%	13%	25%
Households with a mortgage	31%	32%	33%	33%
Median weekly rent	$200	$180	$200	$285
Households renting	32%	25%	26%	29%
Non-English speaking backgrounds	6%	4%	5%	16%
University attendance	5%	2%	3%	4%
Bachelor or Higher degree	14%	11%	14%	19%
Vocational	19%	21%	20%	18%
Public transport (to work)	2%	1%	3%	10%
Unemployment	7.30%	6.90%	6.40%	5.60%
SEIFA index of disadvantage 2011	941	945	961	1002

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

<u>Age Structure</u>

Analysis of the service age groups in the Launceston City Council area in 2011 compared to Australia shows the following major differences were:

- A *larger* percentage of 'Tertiary education & independence' (10.7% compared to 9.4%)
- A *larger* percentage of 'Seniors' (8.8% compared to 7.9%)
- A *smaller* percentage of 'Parents and homebuilders' (19.7% compared to 21.2%)
- A *smaller* percentage of 'Young workforce' (12.7% compared to 13.8%)

Between 2006 and 2011, the Launceston LGA population increased by 1,989 people (3.2%), representing an average annual population change of 0.63% per year over the period. The largest changes in the age structure were in the following age groups:

- Empty nesters and retirees (60 to 69) (+1,145 people)
- Babies and pre-schoolers (0 to 4) (+389 people)
- Primary schoolers (5 to 11) (-361 people)
- Elderly aged (85 and over) (+236 people) [15]

Qualifications

Analysis of the qualifications of the population in the Launceston City Council area in 2011 compared to Australia shows that a lower proportion of people held formal qualifications (Bachelor or higher degree; Advanced Diploma or Diploma; or Vocational qualifications). A higher proportion of people had no formal qualifications. Overall, 40.0% of the population aged 15 and over held educational qualifications, and 50.0% had no qualifications, compared with 44.9% and 44.1% respectively for Australia. The major differences between qualifications were:

- A *larger* percentage of persons with No qualifications (50.0% compared to 44.14%)
- A *larger* percentage of persons with Vocational qualifications (19.3% compared to 18.1%)
- A *smaller* percentage of persons with Bachelor or Higher degrees (14.4% compared to 18.8%)
- A *smaller* percentage with Advanced Diploma or Diplomas (6.2% compared to 8.0%)[16]

Level of Schooling

Analysis of the highest level of schooling attained by the population in the Launceston City Council area in 2011 compared to Australia shows that a higher proportion of people had left school at an early level (Year 10 or less) and a lower proportion who completed Year 12 or equivalent. Overall, 47.6% of the population left school at Year 10 or below, and 36.2% went on to complete Year 12 or equivalent, compared with 34.3% and 47.6% respectively for Australia.[17]

Employment Status

The size of the Launceston City Council area's labour force in 2011 was 30,512, 11,337 of whom were employed part-time and 16,469 were full time workers. Analysis of the employment status in Launceston City Council area in 2011 compared to Australia shows that there was a lower proportion in employment, and a higher proportion unemployed. Overall, 92.8% of the labour force was employed (54.1% of the population aged 15+), and 7.2% unemployed (4.2% of the population aged 15+), compared with 94.4% and 5.6% respectively for Australia.[18]

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[15] profile.id, sourced on 28 August 2015 from: http://profile.id.com.au/launceston
[16] Ibid.
[17] Ibid.
[18] Ibid.

Occupation

An analysis of the jobs held by the resident population in Launceston City Council area in 2011 shows the three most popular occupations were:

- Professionals (5,552 people or 19.6%)
- Technicians and Trades Workers (4,081 people or 14.4%)
- Clerical and Administrative Workers (3,735 people or 13.2%)

These occupations accounted for 13,368 people in total or 47.2% of the employed resident population. In comparison, Australia employed 21.3% in Professionals; 14.2% in Technicians and Trades Workers; and 14.7% in Clerical and Administrative Workers.[19]

Individual Income

Analysis of individual incomes levels in Launceston City Council area in 2011 compared to Australia shows that there was a lower proportion of people earning a high income (those earning $1,500 per week or more) and a higher proportion of low income people (those earning less than $400 per week). Overall, 7.3% of the population earned a high income, and 40.9% earned a low income, compared with 12.7% and 35.8% respectively for Australia.[20]

Workers' Place of Residence

Table 2 shows the residential location of workers in the Launceston City Council area, highlighting the significant role that the city plays as a source of employment for the northern Tasmania region.

Table 2: Residential location of workers

Launceston City Council area	**2011**	
Status	**Number**	**%**
Live and work in the area	20,541	64.1
Live and work in the same SLA	16,925	52.8
Live in the area and work in different SLA	3,616	11.3
Work in the area, but live outside	11,524	35.9
Total workers in the area	32,065	100.0

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

The majority of people who reside outside the municipality but work in the Launceston City Council area, live in those LGAs immediately adjacent to Launceston (see Table 3).

19 profile.id, sourced on 28 August 2015 from: http://profile.id.com.au/launceston
20 Ibid.

Table 3: Residential location of workers by SLA

Launceston City Council area - Total area	**2011**	
SLA	**Number**	**%**
Launceston (C) - Pt B	19,472	60.7
West Tamar (M) - Pt A	4,565	14.2
Meander Valley (M) - Pt A	2,686	8.4
Northern Midlands (M) - Pt A	1,610	5.0
Launceston (C) - Pt C	960	3.0
Meander Valley (M) - Pt B	829	2.6
George Town (M) - Pt A	339	1.1
Northern Midlands (M) - Pt B	306	1.0
West Tamar (M) - Pt B	290	0.9
George Town (M) - Pt B	163	0.5
Dorset (M)	150	0.5
Launceston (C) - Inner	109	0.3
Devonport (C)	54	0.2
Latrobe (M) - Pt A	46	0.1
Break O'Day (M)	44	0.1
Hobart (C) - Remainder	32	0.1
Central Coast (M) - Pt A	30	0.1
Kentish (M)	23	0.1
No Usual Address (Tas.)	22	0.1
Clarence (C)	20	0.1
Glamorgan/Spring Bay (M)	19	0.1
Glenorchy (C)	13	0.0
Burnie (C) - Pt A	12	0.0

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

Disadvantage

The Launceston City Council (City) SEIFA Index of relative socio-economic disadvantage is 940.6, compared to the national average of 1,002.6. This is lower than the SEIFA index for three of those municipal areas immediately surrounding the Launceston LGA (West Tamar 1,009.8, Meander Valley 982.9, and Northern Midlands 962,3) (Table 4).

This presents challenges in terms of how those regional facilities enjoyed by the wider region are funded and at what social cost urban development expansion beyond the central city area and older suburban settlements comes. Is greenfield residential development in favour of infill development good for the region and how will the infrastructure, amenity, social, health and education needs and expectations of new communities be managed into the future?

Table 4: Index of Relative Socio-economic Disadvantage

Local Government Areas in Tasmania	
Local Government Area	**2011 index**
Hobart (C)	1,042.4
Kingborough (M)	1,039.8
West Tamar (M)	1,009.8
Clarence (C)	999.7
Meander Valley (M)	982.9
King Island (M)	970.3
Latrobe (M)	967.8
Sorell (M)	963.4
Northern Midlands (M)	962.3
Flinders (M)	958.7
Central Coast (M)	956.4
Huon Valley (M)	951.9
Circular Head (M)	947.8
Launceston (C)	940.6
Kentish (M)	937.0
Waratah/Wynyard (M)	935.5
Southern Midlands (M)	931.5
Glamorgan/Spring Bay (M)	931.4
Dorset (M)	925.8
Burnie (C)	920.6
Devonport (C)	916.9
Glenorchy (C)	915.0
Tasman (M)	909.4
West Coast (M)	901.0
Derwent Valley (M)	898.1
Central Highlands (M)	893.8
Break O'Day (M)	891.3
George Town (M)	869.9
Brighton (M)	867.1

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

Economic Profile

While it is the second city of Tasmania and the key urban centre of northern Tasmania, Launceston is underperforming in the national context. Retail rents are low, and although within the core CBD vacancy rates are low at just 1.3%, rates were reported to be over 8% in the surrounding CBD area.[21]

The economy of Launceston also faces issues in retaining its local labour force. Higher skilled populations are attracted to service sector jobs outside of the local economy, being drawn to Hobart, or interstate to Victoria and elsewhere within Australia. The Launceston economy is recognised as experiencing a period of relative decline owing to the exit of a number of large employers in the northern Tasmania region.[22]

Key statistics for the Launceston economic profile are summarised in Table 5.

Table 5: Economic Profile Highlights

Factor	Launceston City Council area
Gross Regional Product	$4.00 billion (NIEIR)
Population	67,114 (ABS ERP 2014)
Local Jobs	37,622 (NIEIR 2014)
Largest Industry	Health Care and Social Assistance (Census 2011)
Local Businesses	5,117 (Business Register 204)
Employed Residents	30,787 (NIEIR 2014)

*Source: Compiled and presented in profile.id by .id, the population experts. *Economy.id industry structure and industry sector profiles use a National Accounts regional econometric model developed by National Economics (NIEIR).*

Exports

The value of regional exports generated by the Launceston economy is estimated at $2.347 billion. This represents approximately 70% of the Northern Region and 23% of Tasmania's exports. The most significant regional export industries (over $100million) for Launceston are: Manufacturing; Financial and Insurance Services; Wholesale Trade; Education and Training; Retail Trade; Health Care and Social Assistance; Electricity, Gas, Water and Water Services; and Public Administration and Safety.[23]

[21] Launceston Retail Audit and Activity Centres Strategy Final Report, 2011, Launceston City Council/Renaissance Planning.
[22] An Economic Assessment (Launceston City Heart), prepared for Launceston City Council, Hill PDA, July 2015.
[23] Latest REMPLAN data incorporating Australian Bureau of Statistics' (ABS) June 2014 Gross State Product, 2012 / 2013 National Input Output Tables and 2011 Census Place of Work Employment Data.

Table 6: Exports by Industry

Launceston

Regional Exports by Industry

▶ All Industries - All Zones

Industry	Launceston	Northern Region	Tasmania	Australia
Manufacturing	$703.405 M	$1,748.775 M	$4,311.938 M	$176,582.009 M
Financial & Insurance Services	$335.256 M	$186.691 M	$32.758 M	$7,279.612 M
Wholesale Trade	$160.877 M	$144.975 M	$243.032 M	$23,027.075 M
Education & Training	$133.230 M	$76.976 M	$274.038 M	$7,537.311 M
Retail Trade	$121.198 M	$43.584 M	$119.823 M	$4,372.577 M
Health Care & Social Assistance	$120.701 M	$9.848 M	$36.891 M	$432.175 M
Electricity, Gas, Water & Waste Services	$120.342 M	$114.268 M	$523.418 M	$7,870.714 M
Public Administration & Safety	$119.292 M	$165.143 M	$943.151 M	$1,272.055 M
Accommodation & Food Services	$96.102 M	$143.357 M	$508.050 M	$12,323.977 M
Rental, Hiring & Real Estate Services	$64.416 M	$48.615 M	$75.111 M	$5,270.166 M
Information Media & Telecommunications	$61.781 M	$32.802 M	$37.986 M	$6,429.497 M
Transport, Postal & Warehousing	$61.750 M	$100.249 M	$418.182 M	$23,939.357 M
Professional, Scientific & Technical Services	$51.364 M	$16.280 M	$80.021 M	$7,321.877 M
Administrative & Support Services	$50.247 M	$37.342 M	$93.589 M	$8,417.011 M
Other Services	$42.435 M	$13.517 M	$22.742 M	$374.972 M
Construction	$39.805 M	$63.390 M	$338.965 M	$20,157.645 M
Agriculture, Forestry & Fishing	$38.761 M	$296.826 M	$1,093.159 M	$13,668.293 M
Arts & Recreation Services	$15.776 M	$33.757 M	$128.222 M	$914.850 M
Mining	$10.059 M	$92.321 M	$775.834 M	$111,399.717 M
Total	**$2,346.796 M**	**$3,368.719 M**	**$10,056.910 M**	**$438,590.889 M**

Source: *Latest REMPLAN data incorporating Australian Bureau of Statistics' (ABS) June 2014 Gross State Product, 2012 / 2013 National Input Output Tables and 2011 Census Place of Work Employment Data.*

Definition: Regional Exports data represents the value ($) of goods and services exported outside of the defined region that have been generated by businesses / organisations in each of the industry sectors within the region. Another way of defining exports is as an inflow of money into the region, i.e. Motels have an inflow of money from people who live outside the region's boundaries thus they are earning export dollars. No distinction is made between domestic and international exports. For instance, so exports of goods and services from Launceston include sales to the rest of the Northern Tasmania region.[24]

[24] Latest REMPLAN data incorporating Australian Bureau of Statistics' (ABS) June 2014 Gross State Product, 2012 / 2013 National Input Output Tables and 2011 Census Place of Work Employment Data.

Innovation

Greater Launceston Plan

As previously discussed, the Greater Launceston Plan provides a framework for a coordinated and long-term approach to strengthening the core competitive advantages of Launceston and the surrounding region. The GLP sets out a number of key priority projects to drive economic and social recovery for the region over the next 20 years. It is the most comprehensive planning project that has been undertaken in northern Tasmania and provides a substantial evidence base upon which critical decisions for the future prosperity of the region can now be made.

Key initiatives of the GLP Regional Framework Plan include:

- **A revitalised and more diverse inner city and CBD to be achieved through:**
    - City Heart project focused on activity and urban design improvements;
    - Projects for continued improvement and investment in the riverfront areas adjoining the CBD, Inveresk and North Bank
    - For a diversity of uses including inner city living, education, tourism and commercial activities;
    - Planned network of pedestrian and cycle pathways linking the suburbs and localities of greater Launceston to the central city.
- **Priority urban consolidation areas centred on public transport corridors:**
    - Priority areas for infill urban development;
    - Integrated access and land use planning in the central area and the principal public transport corridors.
- **Activity centres and employment areas:**
    - Clearly articulated hierarchy of activity centres and employment areas;
    - Responsive framework to reflect residential growth areas;
    - Opportunities for new multi-purpose regional precincts to service the south-west corridor and airport precinct.
- **Broadly based revitalisation of the city's northern suburbs:**
    - Comprehensive, broadly based strategy encompassing social and physical planning and economic and housing initiatives, activity centres and public transport planning.
- **A regional network of parks and shared pathways:**
    - Establishment of a regional shared pathways initiative linking the city's major parks and reserves to key destinations and attractions in the suburbs and localities, providing a unique attraction for Launceston and the greater city area for residents and visitors.
- **Integrated planning and urban growth areas:**
    - Planned consolidation of three growth corridors (Legana Riverside, South West and Waverley St Leonards);

- Planning for the growth areas as integrated communities with a focus on amenity, housing diversity and public access to broadly based activity centres, parks, recreation areas, schools and community facilities.

- **Regional gateways:**
  - Economic and strategic planning for the region's major trade and visitor gateways - the Launceston airport and Bell Bay deep water port precincts.
- **Launceston Connector Route**
  - Framework for the staged development of an arterial route linking four national and state highways that converge on Launceston - city building infrastructure with a range of benefits.
- **Multi-purpose strategic nodes:**
  - Creation of high access strategic nodes for a range of regional level activities to the development of the Launceston Connector Route and other improved access routes.

The Greater Launceston Plan Framework is clearly an ambitious blueprint for the future development and prosperity of the greater Launceston region. Its successful implementation will be reliant upon ongoing regional cooperation and support from other levels of government.

Game Changers

Launceston City Heart

Launceston's Central Business District (CBD) needs to redefine its offering to residents in a contemporary city. One of the roles that Launceston has to play as a regional capital is to boost the attractiveness of the city centre as a location that is able to attract visitors, residential development, future residents and retain skilled labour. While retail will continue to be important to the CBD the offer may well need to be high quality retail joined with other cultural, social and entertainment experiences that establish the Launceston CBD as a highly valued, must visit experience warranting attention.

The Launceston CBD and wider Launceston Central Area (LCA) comprise Northern Tasmania's pre-eminent retail, commercial, administrative and cultural district. The CBD and LCA comprise Tasmania's most important employment area outside central Hobart. Approximately 45 per cent of all of the greater city's retail and bulky goods floor space is located in the LCA and the district accommodates more than 67 per cent of the greater city's offices and other services. The Greater Launceston Plan and Regional Framework Plan recognise the enduring centrality of a wide range of activities in the CBD and LCA and the significance of ensuring the vitality, regional services role, cultural and historic significance of the district is retained and consolidated into the foreseeable future.[25]

[25] Renaissance Planning, Greater Launceston Plan Consultant Report, May 2014, p.84.

The **Launceston City Heart Project** seeks to work with key community, business and Government stakeholders to define the role and vision for the CBD in a contemporary Launceston. The Council has established the Launceston City Heart Project as a major priority in developing a high value and compelling CBD experience for residents and visitors. The CBD will feature high quality amenity and infrastructure funded by a major capital revitalisation project undertaken by the Council with State and Commonwealth funding support.

It is considered that only an integrated holistic strategy such as the Launceston City Heart Project can restore the position of the CBD as an iconic, compelling attractor of patronage, featuring a variety of experiences that are valued by consumers.

With the growth in retail floor space featured particularly in Legana, Prospect (both outside the Launceston City Council municipal area) and Mowbray district centres, the next four years for the Launceston CBD will be defining and fundamentally important.

In addition, the Council will continue to work with business representative organisations, the State government and private sector investors to promote the Launceston CBD for inner city living which will add vibrancy to the City Centre and drive private sector investment.

University of Tasmania Launceston City Campus

The City of Launceston has had close discussions with the University of Tasmania and State Government to consolidate the future role of the Northern Campus in city life. With the University's decision to establish student accommodation at Inveresk (located on the edge of the city), the Council is now in discussion with UTAS on additional investment into an inner city campus to reactivate underutilised city development sites with the vibrancy that university activity can bring both socially and economically.

This is envisaged to serve the dual purposes of securing the sustainability of the university's presence in Northern Tasmania, and to also align with the Council's strategy to rejuvenate central Launceston.

With proposed plans to include re-location of more of the university's activities to the city and Inveresk sites, to complement those courses already operating from Inveresk, the opportunity exists for the Council to further realise its vision for Inveresk as a major hub of community interaction including:

- UTAS development
- Commercial development
- Council development
- Sporting development

This will enhance the existing cultural and sporting activities in this precinct - including Aurora Stadium, Invermay Park, Queen Victoria Museum and Art Gallery, and the Tasmanian College of the Arts and School of Architecture and Design - and provide connectivity with the CBD and North Bank through way finding and visual links between precincts.

An inner city location for UTAS has the potential to revitalise and rejuvenate the Launceston central area into a dynamic and vibrant space of economic, social and cultural activity. A project of the magnitude proposed also comes with significant urban planning challenges which will require solutions in order to manage the introduction of an inner city campus without detrimental impacts to the quality of life within the city. Additionally, the impact of withdrawing the bulk of university activity from the current Newnham site, on the northern suburbs of Launceston (where the bulk of the university's activities are currently located) will need to be considered.

The proposal comprises two fundamental aspects. One is the built form, where care is needed to ensure sound urban design principles and effective integration into the Launceston central area is achieved in a manner which efficiently manages pedestrian and vehicle movements.

The second relates to what courses are proposed and what research will be conducted and what is the business case to grow student numbers for northern Tasmania and also grow student numbers gained from interstate and through international student enrolments. This aspect is of particular importance given the negative economic and social impact of the current low rates of tertiary qualifications in the Northern Tasmania, and by contrast the economic value to the region of increased enrolments from interstate and overseas.

Local Government Structure

One of the significant topics of public debate in Australia is the structure and funding of local government. Tasmania currently has 29 Councils for a population of 512,000 and a median Council population of just 12,602. The total (Base Grant) funding pool for the State Grants Commission is $35,302,586. The largest 6 Councils in the State, which comprise 54% of the population, receive just 17% of Grants Commission funding. This results in subsidisation, inbuilt inefficiencies and consequent limiting of the capacity of cities in Tasmania as economic and social engine rooms.

In terms of the impact on the City of Launceston, the Council receives $20.68 per capita in revenue from the Grants Commission, whereas the greater Launceston area receives $44.11 per capita. This compares with a cost per capita for regional facilities of $111.64 for the City of Launceston and $68.39 per capita for the greater Launceston region. This translates to the City of Launceston ratepayers being financially disadvantaged to the tune of $66.68 per capita, per year, or $154 per rateable property, per year. In effect, Launceston ratepayers are subsidising a population equivalent to two thirds of the City of Launceston's population. This outcome is clearly not equitable.

The City of Launceston has 11 of the 12 suburbs of highest socio-economic disadvantage (SEIFA index) across the entire greater Launceston area. Coupled with the lack of a coherent, evidence based planning framework for a sustainable city prior to the Greater Launceston Plan project, the outcomes for the city have been poor, evidenced by:

- Urban sprawl
- Social isolation
- Inefficient use of infrastructure spending
- Low population density

- Difficulty to generate momentum for urban renewal
- Uncoordinated consideration of major developments
- Lack of unity in pursuing advocacy on evidence based strategic regional priorities

With $2 of every $3 the State Government spends coming from the Federal Government and the worst literacy, education, health and economic outcomes in the country, we cannot afford to not reform.

In order to develop a more effective, community driven, affordable model, reform should incorporate:

- Mandated, publicly endorsed Community Engagement Frameworks, with
  - Auditable Outcomes reported to the Community
  - Local level Engagement
- Mandated Service Level Agreements, with
  - Auditable Outcomes reported to the Community
  - Local level Service Standards and priorities
- Equitable distribution of the cost of facilities and services, with
  - Local Service Standards
  - Major Facilities Funding

Conclusion

Residents of Launceston enjoy a rich, multifaceted and enviable quality of life that is arguable unsurpassed in any other regional centre in Australia in terms of quality, range and scale of major events and public facilities provided to the community. Launceston boasts all the major facilities of a much larger city, many of which are owned and operated by the City of Launceston. The Greater Launceston Plan recognises Launceston's role as a major regional centre, both from a Tasmanian and national context. Launceston is not only important to the prosperity of Northern Tasmania; its success is also critical to the wellbeing of the State.

The City's economy is largely underpinned by its regional services role, with its area of influence extending beyond the greater urban area. The top industry sectors of finance and insurance, rental, hiring and real estate services, health care and social assistance and wholesale trade and manufacturing demonstrates Launceston's regional role.

In recent years the Launceston population has experienced modest growth of 0.6% per annum on average. Tasmania as a whole has experienced a stronger average growth of 0.8% per annum. Similar to many other areas in Tasmania and Australia, Northern Tasmania has an ageing population which presents challenges for health and community services. The percentage of the population aged over 65 increased from 14.03% in 2001 to 15.5% in 2011. However, the City has a growing number of people aged 15-24, currently making up 14.7% of the population, compared to 12% in the rest of Tasmania.

The Greater Launceston Plan is the most extensive research and analysis of what is happening within the greater Launceston area. It provides a community-led vision for the City and development of a series of significant actions required to enable Launceston to realise its potential as a regional capital in challenging times.

The strategic advantage of Launceston and the Northern Tasmania region are derived from its climatic, cultural, physiographic and regional endowments. The opportunities exist to raise the region's standing and competitiveness through the consolidation of broadly based, well recognised and long established structural advantages for Launceston and its region. The Greater Launceston Plan provides the evidence base, community vision and framework to realise this potential.

The key challenges include the unique governance, social and economic issues that characterise the region. There is a need to:

- Achieve a unity of purpose and identify key regional priorities that transcend municipal boundaries;
- Provide a consistent approach to the management of planning and development;
- Optimise scarce resources to maximise regional benefit;
- Provide a unified approach for regional advocacy to maximise long-term benefits for greater Launceston and the wider region.

The current review of the role and effectiveness of the structure and performance of local government in Tasmania, if accompanied by a shift in modelling for the State Grants Commission funding, presents a significant opportunity to make real change to underpin the fundamental role of the State's cities in delivering social and economic outcomes for their communities.