Smart Cities Plan

LAUNCESTON
City Deal Snapshot

From proud past to bright future

Australian Government

City of LAUNCESTON

Tasmanian Government

LAUNCESTON CITY DEAL
Key Commitments

Shaping a vibrant city with a strong economic future

The Launceston City Deal is a five-year plan (from 2017 to 2022) to position Launceston as one of Australia's most liveable and innovative regional cities.

The Commonwealth Government, Tasmanian Government and City of Launceston will work together with local partners to achieve this shared vision for Launceston.

The City Deal commitments maximise Launceston's potential through targeted investment to deliver:

- jobs and skills growth
- business, industry and population growth
- a vibrant, liveable city
- innovation and industry engagement
- a healthy Tamar Estuary.

Snapshot of City Deal commitments	City Deal details
Jobs and skills growth	
• **Move the University of Tasmania's main Launceston campus to the heart of the city by 2020** to transform the city centre and broader region, and establish Launceston as a vibrant university city.	Page 12
• **Deliver local jobs, apprenticeships and training** through the university campus and City Heart projects from 2017 to 2020 and assist local job seekers to be more competitive for local job opportunities.	Page 16
• **Establish Aboriginal employment targets for infrastructure projects.**	Page 17
• **Provide work experience for disadvantaged youth**, including Aboriginal Tasmanians, in Council operations from 2018 to 2022.	Page 17
• **Establish a new Australian Army cadet facility and training facility** in Launceston's northern suburbs to help young people build resilience, leadership, values and team work skills.	Page 18
• **Support schools to extend to years 11 and 12 by 2024** to improve education and employment prospects and build the community skills base.	Page 18
Business, industry and population growth	
• **Deliver a Regional Economic Development Strategy by 2018** to identify opportunities for future economic and jobs growth, and implement through to 2022.	Page 8
• **Deliver a regional industry forum, business survey and agreed set of metrics** to support development of the Regional Economic Development Strategy.	Page 9
• **Deliver a community-led master plan for the university's Newnham campus by late 2017** to rethink the best use of the site, and identify opportunities to support the continued growth of the Australian Maritime College.	Page 13
• **Support an Entrepreneurship Facilitator position to 2020** to advise and guide people who want to start their own business.	Page 17
• **Establish a Jobs Pathways Director position from 2017 to 2019** to expand career aspirations, establish a shared vision for education, training and employment outcomes, and strengthen engagement between local education providers and industry.	Page 17
• **Provide information and facilitation services for major projects.**	Page 9

Snapshot of City Deal commitments	City Deal details
A vibrant, liveable city	
· **Implement the City Heart project from 2017 to 2020** to revitalise the historic CBD through improved public spaces, transport and signage, delivering jobs and attracting more skilled workers to the city.	Page 24
· **Deliver an updated plan for the central city by 2020** to better integrate city centre planning with other development projects across the city.	Page 10
· **Increase in-fill development in the CBD** by identifying options by 2018 to increase density and vibrancy in central Launceston.	Page 26
· **Assist the private sector to redevelop buildings in the CBD** to improve residential housing and tourist accommodation options, with a regulatory map, development guide and performance solutions developed by 2018.	Page 26
· **Deliver the Northern Suburbs Revitalisation Plan by 2018** to improve employment, infrastructure, public space, transport and land use in the city's north, and implement through to 2022.	Page 10
· **Improve transport connections across the city**, including support for a more 'walkable' city for pedestrians.	Page 14
· **Deliver a Launceston Cultural Strategy by 2017** to enrich local culture, activities and events, promoting the city as a year-round tourist destination and strengthening community pride and belonging.	Page 25
Innovation and industry engagement	
· **Deliver a university precinct by 2020 that builds student participation, research and development as well as industry connections** and encourages innovation, through an Institute for Applied Science and Design developed as part of the new university campus.	Page 20
· **Establish a $4 million Launceston hub of the National Institute for Forest Products Innovation by late 2017** to investigate innovation in areas such as forest management, advanced manufacturing and the bio-economy.	Page 21
· **Support a Low-Power Wide-Area Network by 2017** to encourage developers and businesses to create, trial and commercialise smart technology solutions for a range of purposes.	Page 21
· **Encourage a consistent approach to the release of public data by regional councils** to increase accessibility and use of public data with a strategy to be agreed by 2018.	Page 22
· **Support cooperation across local councils** to improve service delivery through smart technology.	Page 22
· **Improve digital literacy in the community**, with programs to commence in 2017.	Page 22
· **Develop a Launceston catalogue on data.gov.au and NationalMap** to enable the release of more non-sensitive data to improve business decision-making and government service delivery.	Page 22
A healthy Tamar Estuary	
· **Establish a Tamar Estuary Management Taskforce** (including experts and local stakeholders) to oversee the development of a River Health Action Plan by the end of 2017.	Page 10
· **Invest $2 million in priority actions identified in the River Health Action Plan** to reduce pollution in the Tamar Estuary, urban and rural land uses and address pollution from the combined sewerage and stormwater system.	Page 14
· **Investigate funding and financing options for upgrades to Launceston's combined sewerage and stormwater system.**	Page 14

Cover image: Swimming pool, Cataract Gorge Reserve, First Basin and Cliff Grounds, Tourism Tasmania and Rob Burnett

LAUNCESTON CITY DEAL
Where to from here

Delivering benefits across six domains for action

The Launceston City Deal marks the start of the next positive chapter for Launceston — enhancing the city's reputation as an attractive place to live, work, invest in and visit.

The City Deal is a living document. Progress will be monitored annually and reviewed after three years. At this time, priorities will be reconsidered and next steps established.

Domains for action	City Deal outcomes
Governance, city planning and regulation	Economic growth in traditional and emerging sectors, integrated and heritage-sensitive redevelopment and revitalisation, improved transport, land use and environmental planning, and clear accountability for the health of the Tamar Estuary and Esk River catchments.
Infrastructure and investment	A leading-edge university campus design providing the capacity to grow student participation by 10,000 students by 2030, community-led plans for the best use of the existing university campus, improved transport connections and more active transport options, and accountable investment to improve the health of the Tamar Estuary.
Jobs and skills	Increased job opportunities, more students completing year 12, more opportunities to gain broader skills through apprenticeships, traineeships and cadet training and stronger pathways from education to employment.
Innovation and digital opportunities	Economic development supported by industry-led research and development with a focus on innovation, as well as improved productivity and service delivery through better use of smart technology and public data, digital literacy and the NBN.
Liveability and sustainability	A liveable and vibrant urban centre that attracts skilled workers for future economic growth and offers a variety of activities highlighting Launceston's rich cultural assets, strengthening community pride and attracting tourists.
Housing	A more diverse mix of housing options that are well connected to jobs, education and services, and improved tourist accommodation in central Launceston.

Implementing the City Deal

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LAUNCESTON CITY DEAL ANNOUNCED 24 June 2016	**MOU FOR TASMANIAN CITY DEALS SIGNED** 29 Sept 2016	**LAUNCESTON CITY DEAL SIGNED** 20 April 2017	**ANNUAL PROGRESS REPORT DELIVERED** April 2018	**LAUNCESTON CITY DEAL FORMALLY REVIEWED** April 2020	**LAUNCESTON CITY DEAL CONCLUDES** April 2022