

Bold Vision, Bright Future: Strategic Plan Endorsed

Launceston's roadmap to a thriving, inclusive and innovative future is now locked in with Councillors today endorsing the City of Launceston's Strategic Plan 2025–2035 — a bold and transformational vision that will shape Tasmania's Northern capital in the decade ahead.

The newly adopted Strategic Plan lays out an ambitious vision for Launceston as a city of history, innovation and opportunity — one that embraces growth, celebrates culture, and delivers sustainable prosperity for residents, businesses and visitors alike.

Mayor Matthew Garwood said the plan was the result of years of research, community engagement and bold thinking.

"This is more than a plan — it's a commitment to a future where Launceston leads the way in innovation, inclusion and liveability," Mayor Garwood said.

"We're building a city that's connected to its heritage but confidently focused on tomorrow — where young professionals want to live, families thrive, and visitors stay longer to soak up our unique northern charm."

The plan is built on three key pillars — Prosperity, Place and People — and sets out 27 strategic objectives across areas including economic development, housing, transport, culture, sustainability and inclusion.

Highlights include:

- Leveraging Launceston's UNESCO Creative City of Gastronomy status to grow tourism and local business opportunities;
- Delivering 4,300 new homes by 2035 in priority growth areas;
- Partnering with State Government on high-frequency public transport and active mobility connections;
- Revitalising the CBD with more housing, vibrant night-time offerings and heritage-sensitive development;
- Enhancing health and wellbeing through community hubs, green open spaces and inclusive cultural events.

City of Launceston CEO Sam Johnson said the Strategic Plan would guide the organisation's decision-making over the next decade and beyond.

"This document represents a whole-of-community vision, shaped through our award-winning Tomorrow Together engagement program and extensive consultation with stakeholders," Mr Johnson said.

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"It gives Council a clear mandate to turn ideas into action, with real, tangible outcomes for our city's future."

With endorsement now secured, the Strategic Plan will inform Council's upcoming Four-Year Delivery Plan and Annual Plans, and will be formally submitted to the Department of Premier and Cabinet.

The Strategic Plan 2025-2035 will be available on the City of Launceston's website and at the Town Hall Customer Service Centre.

