

OCTOBER 2023



Engagement Findings

Theme 4: A Well-Designed City



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Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

DEFINITIONS

The following lists the key definitions for common terms used in the design and delivery of community engagement as defined by Capire Consulting Group.

Community

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g., a country, city, town, or neighbourhood) or in virtual space through communication platforms.

Stakeholder

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision. Stakeholders may also have the ability to influence the decision given their role or position.

Engagement

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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1 Introduction

1.1 Report purpose

This report summarises the methodology and engagement findings from the ‘well-designed city’ engagement, delivered as part of the City of Launceston’s (Council) Tomorrow Together engagement program. The engagement commenced on 21 December 2022 and concluded on 1 March 2023. Council engaged Capire Consulting Group (Capire) to support and report on the engagement program.

1.2 Project background

In 2018, the City of Launceston (Council) embarked upon an 18-month program called *Tomorrow Together*, to inform future needs of the city. Throughout the program, Council has engaged with community and stakeholders on over 40 city-shaping and regionally significant projects. These were presented across six themes:



1. A Resilient City – to ensure Launceston can continue to thrive no matter what stresses or challenges our city experiences



2. A Well Designed City – to plan for new residential and business development while preserving Launceston's character and liveability



3. A Unique and Prosperous City – to ensure Launceston can attract and sustain a solid performing economy that builds on our city's uniqueness



4. A Mobile and Accessible City – where people and businesses have access to greater transport choices and can access the things they need



5. A Social, Inclusive and Fair City – a Launceston that offers access to services and spaces for all community members and celebrates our diversity



6. A Focused and Sustainable Council – to continually improve council's sustainability and drive a Launceston we can be proud of.

Council completed the engagement campaign across these six themes. The report from the first engagement can be found [here](#).

1.3 A Well Designed City overview

Based on the success of the initial campaign, Council began a second campaign in June 2022. Each year, Council reviews which themes it will engage on based on the big topics and projects Council needs community insights on. Council identified four subthemes for A Well Designed City. These are outlined below.

- **Visitor economy** – As Launceston recovers from the impacts of COVID-19, Council sought to build understanding and seek feedback on how the public views Launceston regarding its image, brand, events, marketing, and tourism. Council shared the details of Launceston's Place Brand and sought feedback to inform its new Tourism Plan and update its Events Strategy.
- **Transport** – Council sought to increase awareness in the community around the Transport Strategy implementation and seek additional insights on e-scooters.
- **Resilience** – Council sought to determine the community's understanding and readiness regarding emergency management and climate resilience and ways Council can support the community to achieve sustainability.
- **Governance** – Council sought to gather the community's long-term aspirations to inform the development of key strategic documents that will guide Council's governance of Launceston and how Council can provide more transparency through data sharing.

2 Engagement approach

Throughout the engagement period, Council sought to inform as many people as possible about the project, encourage participation and provide resources to assist with enabling informed participation. This section summarises the approach for promoting and delivering the engagement.

2.1 Methodology

ACTIVITIES TO PROMOTE AND INFORM

Engagement opportunities were promoted through Council's online channels, using the Your Voice Your Launceston webpage and Facebook and Instagram.

Tool	Description
Project webpage	The project webpage, using Council's Your Voice Your Launceston engagement platform (yourvoiceyourlaunceston.com.au) presented information about the project, engagement opportunities, and the project timeline.
Social media	Council promoted the engagement campaign via social media. Across all channels, social media reached 73,195.

Table 1. Activities used to inform people about the project

2.2 Activities to seek feedback

The following table summarises the engagement activities Council delivered.

Activity	Description
Survey	The online survey served as a primary method of gathering community feedback. The survey was open from 21 December 2022 to 26 February 2023. The objective of the survey was to provide a wide-reaching opportunity for community members to share their feedback and ideas in response to the four subthemes in an accessible and non-committal way. The survey asked 37 questions and received 602 responses. When considering the survey data, some contributions were categorised under multiple themes.
Online Conversation	The website offered the opportunity for people to register for an online conversation. One registration was received.
Pop-ups	Council held a pop-up on Wednesday 18 January 2023 in the Civic Square. Participants also had the opportunity to try the reality headset and view existing and proposed new developments.

Table 2. Activities used to seek feedback about the project

2.3 Limitations

The engagement methodology, while robust, also had several limitations that should be acknowledged when reading this report. The following points outline the limitations.

- Capire has reported on information documented by participants and interpreted the information to represent the views of participants as closely as possible.
- In some instances, participants did not respond to all questions. This meant that some questions received fewer responses than others.
- In some instances, participants used the opportunity to provide feedback unrelated to the project. Capire has not included unrelated feedback in this report but has shared all data with Council.
- Some feedback included location and site-specific recommendations. Capire has not included this data in the report but has shared it with Council.
- All feedback received through the engagement and presented in this report Capire has summarised to reflect the key themes. Individual interpretation of data means the analysis may have a small margin of error.
- Participants of the engagement program self-selected to participate. While overall participation was from a broad range of community members, the engagement methods do not allow for a statistically representative sample of the whole community.
- In some instances, the 2021 Census data doesn't equal 100%, as not everyone completed the questions.
- The survey results have been rounded to the nearest whole number. Sometimes, the questions were multiple choice, and respondents could choose multiple answers. This means the number of responses was greater than the number of respondents.

3 Participants

Over 600 people participated in the engagement by completing a survey. This section outlines the demographic information about participants gathered through the survey compared to the 2021 Census data for the whole of Launceston.

3.1 Suburb

Figure 1 shows suburbs with at least one survey response. The top three represented suburbs were Launceston (including the CBD), West Launceston and Invermay. These suburbs were overrepresented when compared to the 2021 census data. Around 18% of respondents were from areas outside the City of Launceston, such as Riverside and Prospect Vale.

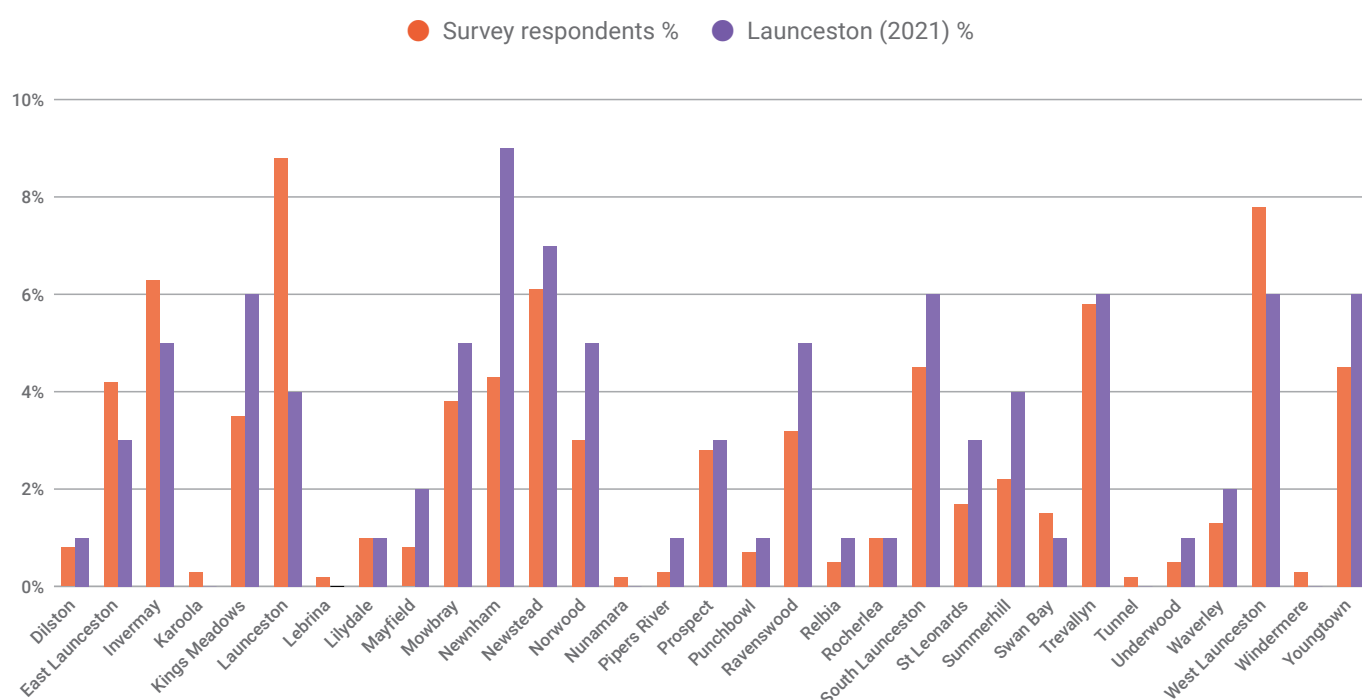


Figure 1. Suburbs of participants (n=600)

3.2 Age

Half of the surveys were from people aged between 35 and 59 (50%).

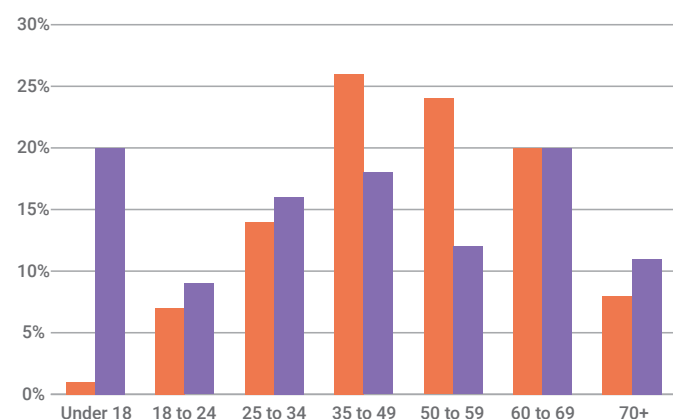


Figure 2. Age of survey respondents (n=595)

3.3 Gender

Slightly more females (52%) completed the survey than males (45%). 2% identified as non-binary or gender fluid, and 2% choose not to identify their gender.

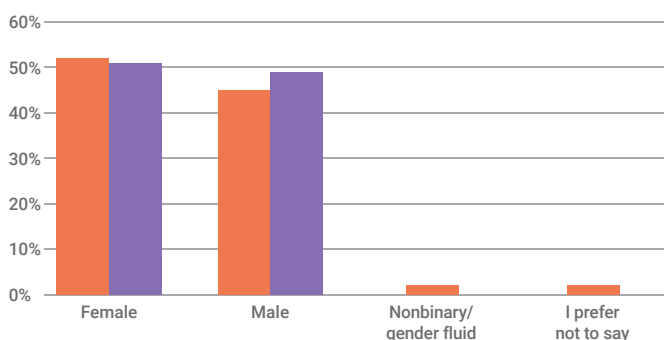


Figure 3. Gender of survey respondents (n=598)

3.4 Aboriginal and Torres Strait Islanders

A total of 3% of responses were from Aboriginal or Torres Strait Islanders. A total of 4% of respondents did not disclose whether they were Aboriginal or Torres Strait Islander.

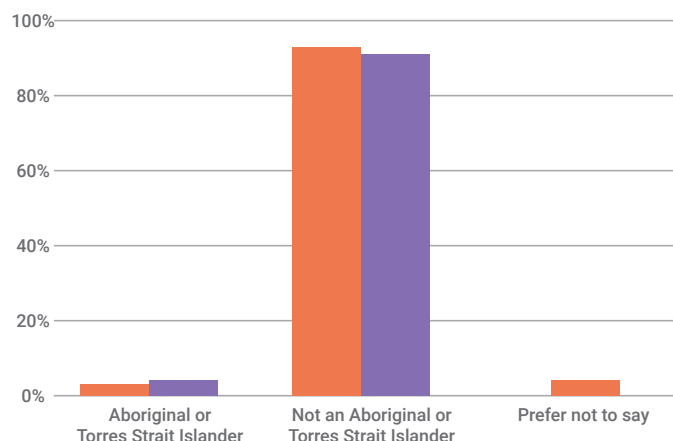


Figure 4. Survey respondents who are Aboriginal or Torres Strait Islander (n= 338)

3.5 Persons with a disability

A total of 8% of respondents identified as a person with a disability.

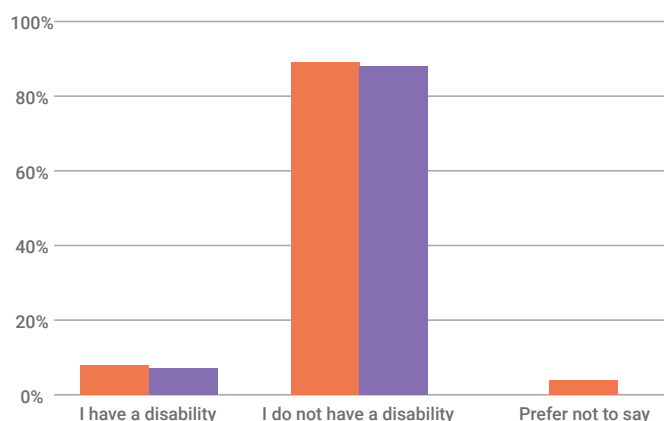


Figure 5. Survey respondents with or without a disability (n=596)

3.6 Household type

Most respondents were couples without children (38%) and couples with children (35%).

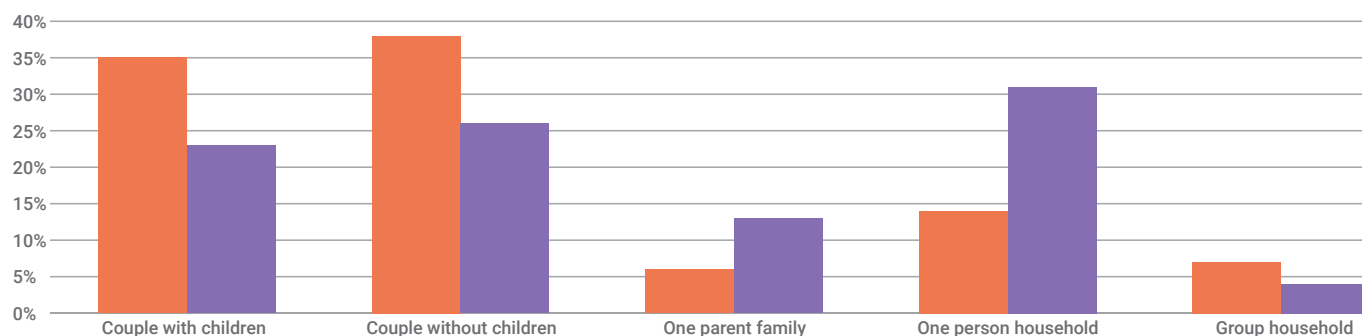


Figure 6. Survey respondents by household type (n=597)

4 Findings

The following findings represent the key feedback collected throughout the engagement. The findings are presented under the questions asked and the key themes identified through response analysis. Quotes from respondents have been included to illustrate sentiment.

Please note that survey results have been rounded to the nearest whole number.

4.1 Visitor economy

IDEAS FOR TOURISM OPPORTUNITIES

Our Tourism Plan sets a clear direction for Council's role in growing and supporting the visitor economy – those who visit Launceston for holidays, education, or business. We are developing a new Tourism Plan detailing how we intend to work with our partners, including the community, stakeholders and those in the tourism industry, to deliver engaging and meaningful experiences for our visitors.

This engagement sought to gather ideas from the community to inform the Tourism Plan, including tourism opportunities for which Council could seek funding and events, facility upgrades, initiatives, and specific locations to focus.

Survey respondents shared over 1,079 ideas. As shown in Figure 6, most ideas were for Council to seek funding to upgrade facilities (35%), followed by events (29%). Respondents were able to choose multiple responses to this question.

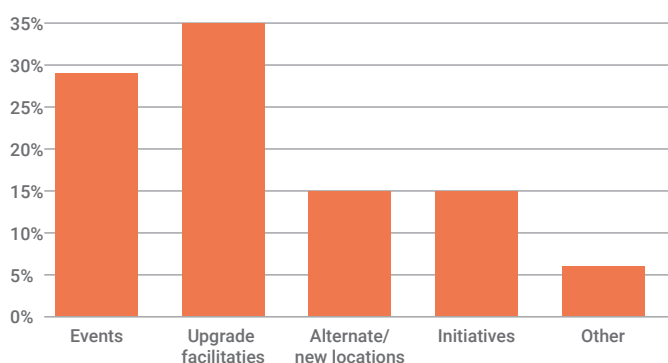


Figure 7. Ideas for tourism opportunities that Council could seek funding for (n=1079)

'Visitors love events and sight-seeing, so making sure our facilities are in good, safe, hygienic conditions is paramount in leaving a lasting good impression.'

'More live music performances and kids and family fun days.'

'Continue to support a wide range of event types and catering to the increasingly diverse community.'



Of the 6% of respondents who said 'other', the shared common ideas have been captured in the summary below of the additional details shared by participants for events, facility upgrades, initiatives, and locations they would like additional funding allocated.

Summarised below are the common themes for the events, facility upgrades, initiatives, and locations for which participants would like to see more funding allocated.

- Upgrade streetscape and infrastructure by installing public art, providing additional lighting and public toilets on streets, allowing on-street dining, removing graffiti, and more regular cleaning of streets and public toilets.
- Make transportation more accessible for all road users by making Launceston more pedestrian and bike-friendly, ensuring enough parking spaces at key activity areas, increasing public transport services, and improving connectivity across the city, especially key sites along the Tamar River.
- Host different types throughout the year, such as music concerts, festivals, family-friendly activities, art exhibitions, and historical tours.
- Introduce more diversified activities to make open space attractive. This could include sensory playgrounds, gathering spaces, events and performances, food and beverages, and weekend markets.
- Put additional effort into marketing and branding to attract visitors by emphasising the unique identity of Launceston as the third oldest city in Australia with rich culture and history.



FEEDBACK ON EVENTS

Our Events Strategy guides how we identify, attract and support community and major events in Launceston. We are currently reviewing our Events Strategy and looking for feedback on current events and what types of events people would like to see more of.

Feedback on current events scene

Respondents shared mixed feedback on the current events scene in Launceston. Respondents who shared positive feedback often added that there is a growing volume and diversity of events in Launceston compared to the past. Respondents considered Launceston events as 'vibrant and fun', especially during warmer months. Some respondents suggested that there should be more event spaces of different sizes to increase the capacity of Launceston to host more covid-safe events in the future.

Respondents who were less satisfied with Launceston's event scene described it as 'quiet', 'boring', and 'lacking in exposure'. Respondents shared that there is a lack of diverse events and activities; for example, too many are food and wine related. Some respondents stated that event entry fees are too expensive and inaccessible to the community. Respondents also expressed that information about events and activities in Launceston

- 'Great throughout summer but needs work in the colder months.'
- 'It's okay, however it is difficult to stay informed of everything going on across town with different venues and organisations.'
- 'There aren't very many affordable things to do.'

is hard to navigate. There were suggestions to improve the promotion and advertising of events online.

Many participants raised additional future events ideas in Launceston, which the next section captures.

The types of events people would like to see more of in Launceston

Participants shared 3,659 ideas for the events they wanted to see in Launceston. Respondents were able to choose multiple responses to this question. As shown in Figure 7, the most popular responses were to hold 'regular food and drink markets' (10%), 'free events' (10%) and 'family friendly events and festivals' (10%). Other popular options included 'music events' (9%) and 'night-time events' (8%).

Of the 1% of respondents who said 'other', common ideas shared were:

- *interactive events*
- *education, arts, history*
- *live music, sport*
- *street festival, markets*
- *event for all ages, all seasons*
- *conferences*
- *events that target young people and elderly.*

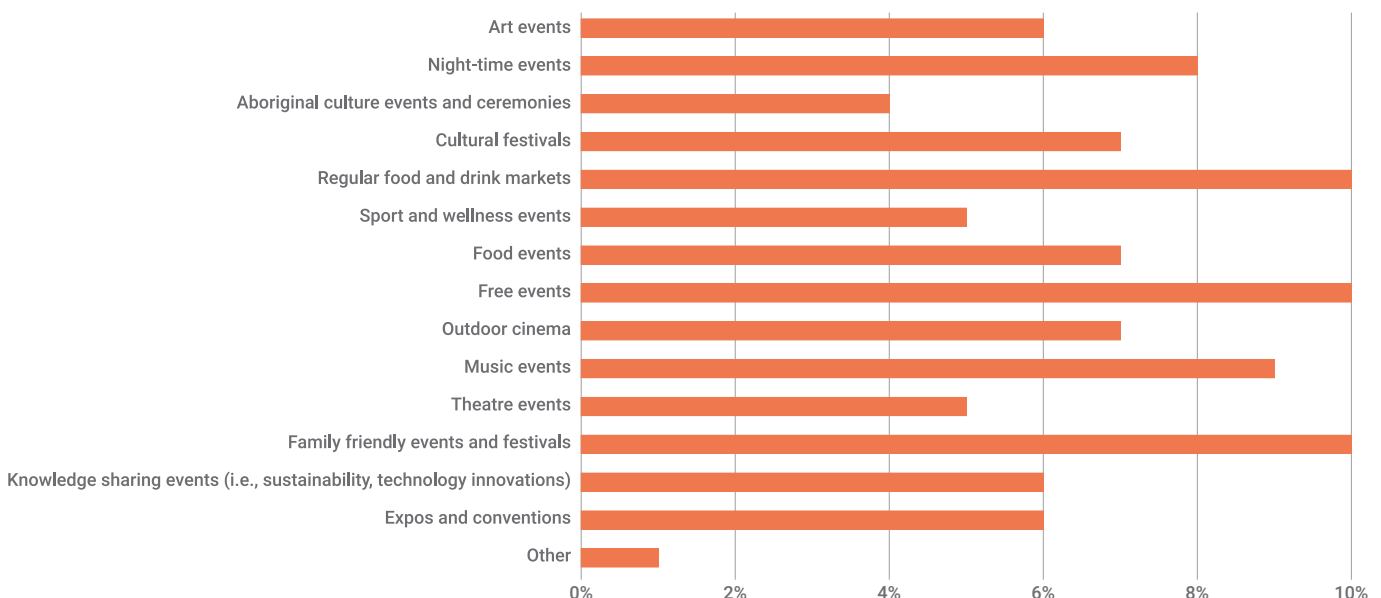


Figure 8. The types of events respondents would like to see more of in Launceston (n=3,659)



4.2 Transport

Our Transport Strategy sets the vision and strategic framework for transport projects over the next 20 years. Through previous Tomorrow Together engagement programs Council gathered important community insights, which informed the development of the Transport Strategy. Through this recent engagement, we used the opportunities to increase the community's awareness of how we are implementing the Transport Strategy. We also used the opportunity to seek specific feedback on the e-scooter trial.

In December 2021, the State Government introduced regulatory changes legalising the use of micro-mobility devices, like electric scooters, in Tasmania. In response to the changes, the City of Hobart and City of Launceston agreed to undertake a 12-month trial of hire and ride e-scooters. The trial will help councils collaborate with hire and ride e-scooter providers to collect data on use times, travel patterns, parking, incidents, and other relevant data.

To help with our planning for the future of e-scooters, we wanted to hear ideas to improve hiring and riding e-scooters in Launceston.

Benefits of e-scooters

As shown in Figure 8, the most common benefit indicated by respondents was that e-scooters are a good option for tourists or visitors (18%), followed by recreation and socialising benefits (13%).

Of the 5% who selected 'other', many respondents thought that e-scooters are convenient for short trips and young people getting around Launceston.

Some respondents felt that e-scooters bring limited benefits to the community. Respondents were concerned about irresponsible behaviours by e-scooter riders, such as riding without helmets, riding intoxicated, and leaving scooters lying on footpaths causing safety risks to pedestrians and stricter regulations are needed. Others felt that e-scooters are not needed or accessible for everyone and would prefer improvements in other public transport services, specifically bus services.

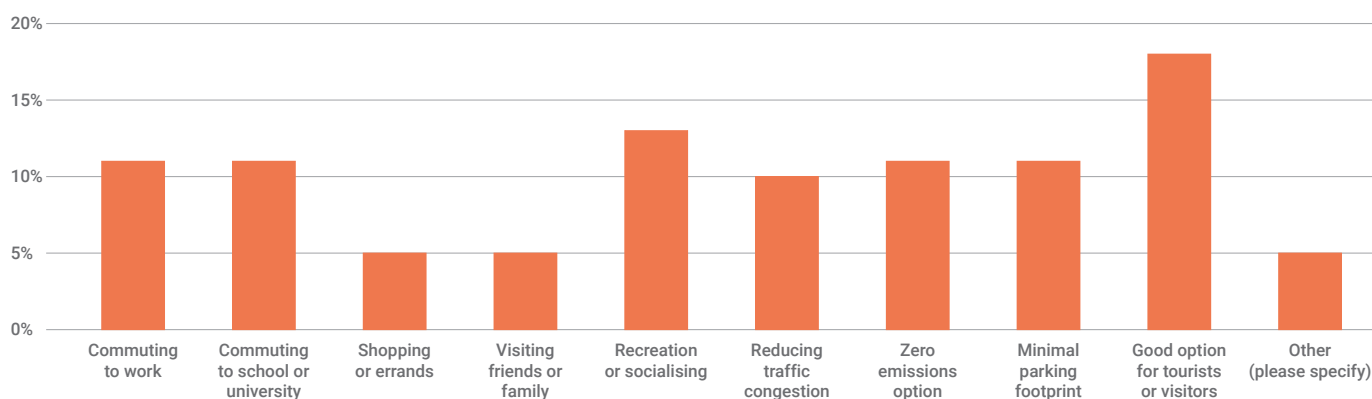


Figure 9. How e-scooters benefit the community the most (n=2030).

Other general feedback shared about e-scooters has been summarised below.

- *Cycling network and infrastructure should be upgraded to ensure the safety of pedestrians, cyclists, and e-scooter riders.*
- *More education and enforcement are needed on e-scooter usage to address safety risks.*
- *E-scooters are generally a positive addition to the city as an alternative transport option, given their convenience for residents and visitors. Still, improvements to public transport services should be prioritised to ensure transport accessibility for the community.*

'More proper cycling infrastructure would help separate scooters and pedestrians.'

'I realise safety is important, helmets, courtesy, where and how to ride. I think perhaps people would appreciate more instruction and marketing of the safety imperatives.'



Designated parking areas for e-scooters

Respondents expressed general support for designated parking areas for e-scooters. Respondents who currently use e-scooters stated that e-scooters have been a convenient transport option in areas with currently limited public transport services. Many agreed that having designated parking areas for e-scooters would help reduce safety risks on footpaths and bicycle lanes, especially for people who use wheelchairs and prams. Respondents hoped that designated parking areas would help clear street obstacles by reducing the number of e-scooters parked inappropriately.

Respondents shared multiple ideas related to designated parking areas for e-scooters. These ideas included:

- *to impose restrictions on e-scooter parking at high safety-risk locations such as driveways, busy intersections, and narrow one-way streets*
- *provide information online or in e-scooter apps to indicate available e-scooter parking spaces nearby*
- *install clear wayfinding signs on streets leading to designated parking areas.*

Some respondents raised concerns about e-scooter parking. Concerns included the enforcement challenge and that e-scooter users may prefer to park close to their destination.

'I think a few designated areas on streets would be a much better idea, maybe at either end of the streets or in the middle. It still needs to be convenient for people to use though. It would stop them from being parked all over the place.'

'There needs to be more designated areas and it needs to be enforced to reduce footpath congestion which is a risk for people with disabilities.'

'Kind of defeats the idea of these scooters if you need to return them somewhere specific.'

'I think it would be hard to enforce, given that the riders don't actually own the scooters.'

Where e-scooters should operate

Survey respondents had mixed feedback regarding locations to operate e-scooters in Launceston. Many respondents suggested that areas to operate e-scooters should be expanded in Launceston, stating that it will benefit visitors in Launceston to move around key destinations and residents who live in the suburbs close to the city centre. Some respondents thought that current locations are already sufficient for e-scooter operation. Fewer respondents were unsupportive of e-scooters operating in Launceston.

Respondents shared common criteria for selecting locations to operate e-scooter. Many respondents stated that pedestrian safety should be prioritised and e-scooters should only operate along bike lanes. A few respondents would like to see e-scooters operate in parks and recreational areas.

Some popular locations suggested by respondents were:

- *the CBD*
- *areas surrounding the University of Launceston*
- *Riverside*
- *Mowbray*
- *Norwood, Prospect*
- *Trevallyn*
- *Waverley*
- *Seaport*
- *King Meadows.*



4.3 Resilience

Council endorsed the Sustainability Action Plan (SAP) 2022-2030 in January 2022. The SAP is the implementation plan for the Sustainability Strategy, which Council developed in response to its climate emergency declaration in 2019. The SAP has 30 actions that directly advocate for and support the community to create a more sustainable future. One of the SAP's key priority areas is Adaptation and Resilience, with the goal of Launceston being an adaptive and resilient city.

Through the engagement, Council wanted to understand the community's knowledge about the SAP and the communities priority and preparedness concerning sustainability and resilience. The engagement findings will inform Council's review of the SAP, planned for early 2023.

Council also wanted to understand the community's knowledge about emergency management, including the risks, where to find information and the level of community preparedness. This feedback will help how Council plans for emergencies.

RESILIENCE AND ADAPTION

Awareness of council's sustainability action plan

As shown in Figure 9, most respondents indicated they were unaware of Council's SAP (62%), followed by 21% unsure. Only 11% of respondents were aware of Council's SAP.

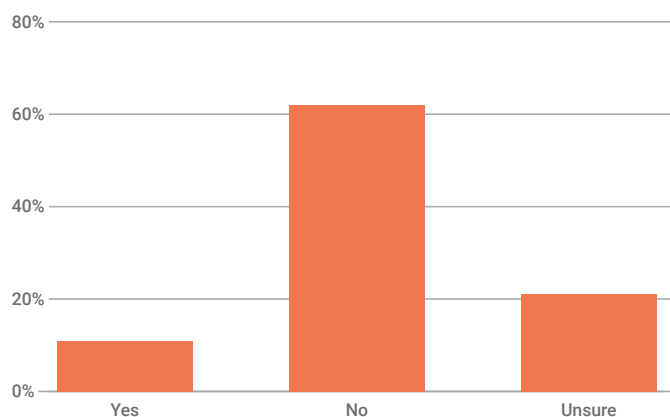


Figure 10. Awareness of Council's Sustainability Action Plan (n=591)

Areas where council should support the community to achieve sustainability

Respondents shared ideas for how Council should support the community to achieve sustainability. The following points summarise the common themes in the responses.

- *Plant more trees and gardens in public spaces and support more community gardens.*
- *Increase recycling and waste disposal education and invest in improved waste management, including green bins at every household to support composting and enhanced waste and recycling facilities.*
- *Promote a circular economy.*
- *Provide financial support to purchase solar panels, rainwater tanks, insulation and double-glazed windows.*
- *Increase the electric car charging facilities.*
- *Reduce private vehicle use through increased public transport and improved walking/cycling infrastructure.*

'Increase urban greening, increase electric vehicle charging access... encourage and support entrepreneurial opportunities for circular economy for waste and low value by-products from business.'

'The recycling plant at the tip is an excellent feature, but many people still simply dump quite recyclable stuff. More effort needs to be taken to make recycling easier or more attainable.'

'Invest in local recycling. As we've seen with the collapse of RedCycle and other companies, we can't rely on them.'

Awareness of climate change risks facing Launceston

As shown in Figure 10, more than half of respondents are aware of the climate change risks facing Launceston (59%). A total of 26% of respondents indicated that they were unaware, while 15% indicated that they were unsure.

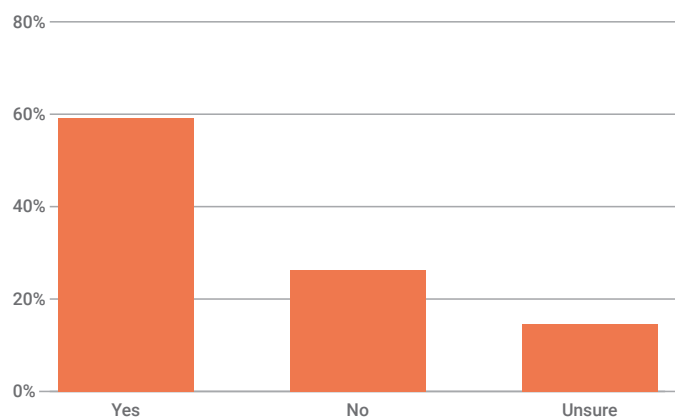


Figure 11. Awareness of climate change risks facing Launceston (n=586)

The survey asked respondents what measures they had taken to adapt to climate change. Participants were able to select more than one response to this question. As shown in Figure 11, the most popular response to this question was 'installed insulation, air conditioning, extra trees, or passive building designs to cool the house in heatwaves' (23%).

Other popular responses were 'planted climate-tolerant species in the garden and/or started growing your own food' (19%) and 'Checked mapping to ensure that your home isn't in an area at risk or bushfires or flooding' (16%).

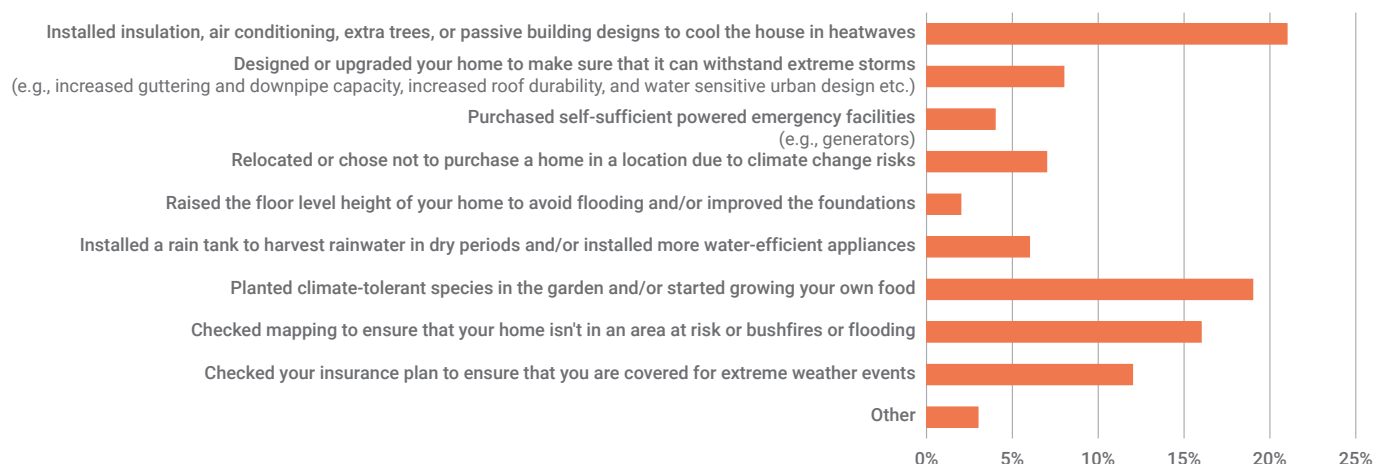


Figure 12. Measures respondents have taken to adapt to climate change (n=1661)

Of the 3% of respondents who selected 'other', responses included:

- installation of solar panels and battery storage
- reduced or eliminated food waste at home, and used a home garden or compost for food waste
- recycle water
- chose a sustainable phone and internet provider and reduced power usage
- designed a family action plan for extreme weather events
- recycled waste at home.

- Of those respondents who indicated that they had not taken any measures to adapt to climate change reasons included:
- the cost required was too high to implement the measures
- unable to implement measures as renters of the property
- perceived climate change risks to themselves as low
- perceived low responsibility for individuals to respond to climate change compared to the government and businesses.

Level of expertise in the environmental sustainability field

As shown in Figure 12, 46% of respondents indicated they had a 'basic understanding of environmental sustainability but no expertise'. A total of 34% indicated they have a 'keen personal interest in sustainability', 4% worked in the sustainability field and 3% volunteered with a sustainability group.

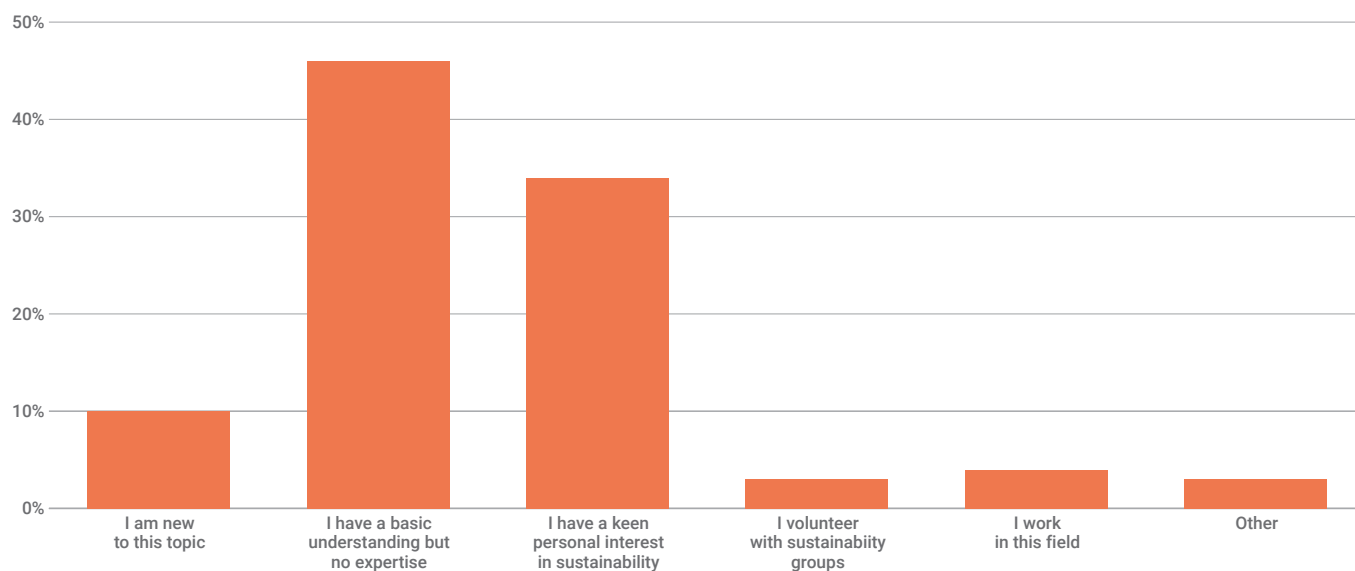


Figure 13. Respondents' level of expertise in the environmental sustainability field (n=642)



EMERGENCY MANAGEMENT

Understanding council's role in an emergency

Approximately 20% of respondents said they were unsure, did not know or did not understand Council's role in an emergency. The common roles that respondents understood as Council's responsibility included:

- assisting in coordinating responses to an emergency
- undertaking community engagement and capacity building
- providing both preparedness information and up-to-date information to the community
- having up-to-date plans for emergencies
- coordinating with emergency response providers and other levels of government before, during and after an emergency
- providing people with a safe evacuation centre and relief support.
- assisting residents in staying safe through road closures, protecting public infrastructure and protecting property.

Awareness of risks

As illustrated in Figure 13, the risks that respondents are most aware of are storm risks (21%), followed by pandemic and fire risks (both 19%).



Of the 2% of respondents who selected 'other' responses included:

- other environmental risks such as landslide, earthquake, extreme heat, and drought
- pest and disease
- risks associated with the rising cost of living
- crisis capacity of healthcare systems
- improper planning, which may lead to negative social outcomes such as overdevelopment and mismatched housing supply and demand
- youth crime and violence
- global political conflicts

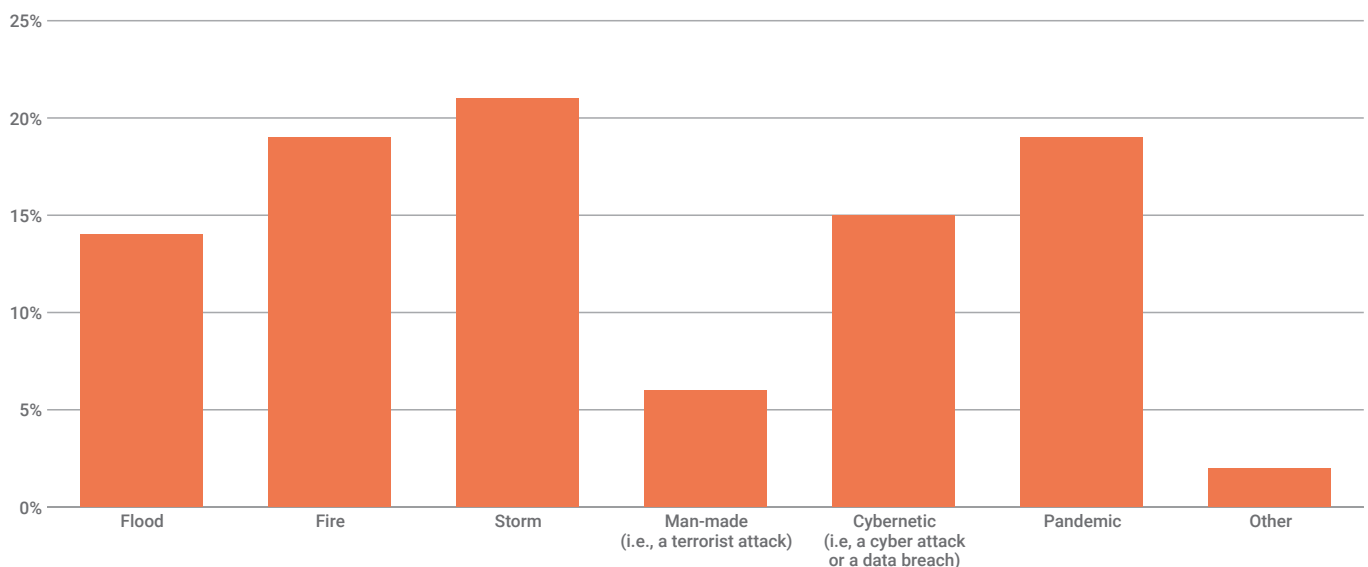


Figure 14. Respondents' awareness of risks (n=1856)

Awareness of where to access information about risks

As shown in Figure 14, most respondents indicated they knew where to seek information regarding emergency risks across the different community, Council and state-run emergency management services (76%). 13% responded 'no' and 11% responded 'unsure'.

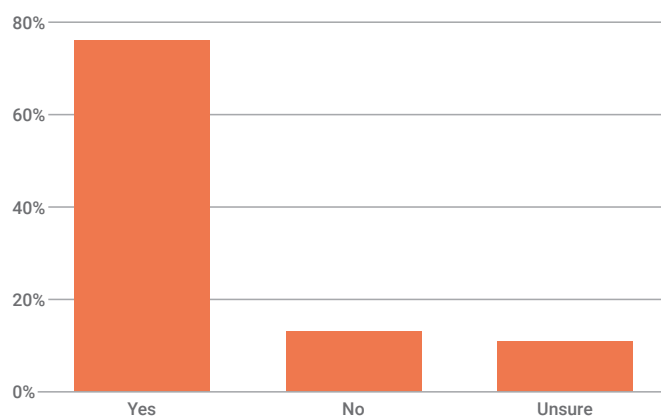


Figure 15. Respondents' awareness of where to seek information about risks (n=581)

Awareness and preparedness for emergency risks

As shown in Figure 15, most respondents are overall aware of emergency risks (51%); however, 42% were 'neutral' when asked about their preparedness for risks. A total of 38% of respondents indicated that they were prepared for risks, while 4% were very unprepared to face risks.

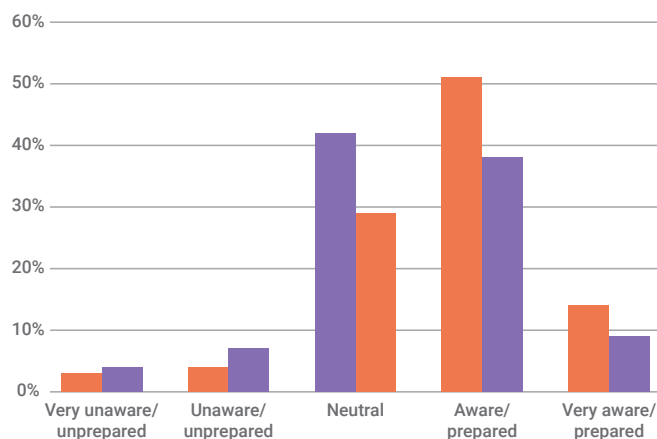


Figure 16. Respondents' awareness and preparedness for risks (n=584, n=578)



Understanding of community awareness and preparedness

The survey asked respondents to describe their understanding of the terms 'community awareness' and 'community preparedness'. Respondents interpreted the question differently and received responses relating to Council's role, the community's role, and general definitions. Responses have been summarised below.

Council's role in preparing the community:

- Educating citizens to enable them to be prepared/self-sufficient in the case of an emergency.
- Being open and honest about identified risks and communicating these through public information campaigns.

'This relates to our ability to understand actual and potential issues and be prepared to support ourselves and potentially others if required.'

'The community should educate themselves about emergencies and how best to react to them.'

'Being aware of the most likely potential risks, knowing how to get information about an event and having a plan of what to do in the event of an emergency.'

The community's role in preparing:

- Able to pull together in an emergency and act for the community.
- Aware of the risks and how prepared they are to manage risks.
- Looking after the more vulnerable in the community.
- Knowing which services to call on if the worst should happen.
- Educating themselves and those close to them on what to do in an emergency and how they can prepare.

General definitions:

- Awareness means accessing information, and preparedness means taking action.
- Researching the risks and risk management and implementing any management strategies available.
- Being prepared to ensure if an emergency arises, we can effectively manage the situation and have all resources required on hand and ready to go.

Actions taken to prepare for emergencies

Respondents shared actions they have taken to prepare for an emergency. Common actions included:

- Installation of fire alarms.
- Having an emergency kit and supplies and a prepared 'go-bag'.
- Ensuring there is an evacuation plan, including in case of a fire.
- Discussing with family members what to do in case of an emergency.
- Keeping up to date with information and assessing insurance policies.
- Ensuring the property is maintained, including trimming, mowing grass and cleaning buildings/structures.
- Having torches/candles and non-perishable food, and stored drinking water.

The relationship between climate change, sustainability initiatives and emergency management

Respondents described what they understand to be the relationship between climate change, sustainability initiatives and emergency management. Overall, respondents shared how these words are linked, using words like 'intimate', 'integral' and 'symbiotic' to describe their relationship.

Respondents also described the relationship as a partnership that relies on people working together to mitigate the impacts. For example, emergency management is a last resort and may not be required if we can manage or control the risk before it arises. Additionally, sustainability initiatives are aimed at slowing down climate change, while emergency management deals with the effects of climate change.

'The first builds the knowledge, the second plans the actions to mitigate risks/impacts, and the third works on recovery from events that are not foreseen or controlled.'

'Emergency management and climate change means that we have new challenges that we need sustainability initiatives to tackle, and when this isn't enough we'll need emergency management to respond to the effects of climate change.'



4.4 Governance

Council's Corporate Strategic Plan guides Council's key directions for a 10-year period. The current plan will expire in 2024. To support Council in preparing for the next 10-year plan, Council wanted to hear from the community what their aspirations are for Launceston's future and areas they want Council to focus on.

Alongside the community engagement findings, Council draws on various data sources that help inform its strategic planning. Council is exploring how it can share this data with interested community members, businesses and organisations. To help inform its planning for open data share Council wants to hear about the types of data people would like access to and the best way to make it accessible.

What people value about Launceston

Some common themes emerged from what respondents said they value about Launceston. Below is a summary of the common themes.

- **Location and layout of the city:** Respondents value Launceston as a compact city, which allows them to access services easily. Many respondents also value that residential development is generally low-rise and low-density.

- **Close to natural:**

Respondents appreciate the open spaces and natural environment in Launceston, including parks, rivers, and mountains. Respondents shared that being close to the natural environment for recreational uses contributes to the high level of Launceston's liveability.

- **History and culture:**

Respondents value the rich history and culture of Launceston, which are visible in its architecture and streetscapes, including public art installations, unique local shops and businesses, and heritage buildings.

- **Sense of community and activities:**

Respondents value the close community relationships in Launceston and that community members are welcoming and supportive of each other. Many respondents also value community activities, including the festivals and markets that are held regularly.

'Sense of community, low scale yet interesting built environment, access to wilderness. We don't get these qualities in larger cities.'

'I love the location, history, architecture, green spaces, diversity, proximity to Melbourne, and outdoor recreational spaces. It makes the area more inviting and enjoyable to live in.'

'The community, it's a very small city in comparison to the rest of Australia and it's lovely to see how everyone comes together especially in times of need.'





Aspirations for Launceston in 10 years

The survey encouraged respondents to imagine what Launceston will look and feel like in 10 years. Respondents expressed general satisfaction with the way Launceston already is and would like to see more positive changes in the future. Summarised below are the common themes expressed across the responses.

- **Transportation:** Launceston will have increased public transport services, more active transport in the city centre, reduced reliance on private vehicles, and increased use of electric vehicles.
- **Environmental sustainability:** Launceston will continue to protect the natural environment, have improved climate resilience against bushfires and flooding, and use more renewable energy.
- **Social development:** Launceston will be more equitable and have inclusive living spaces for all, including people of all ages and from diverse economic and cultural backgrounds. High-quality infrastructure and affordable housing are accessible to the community.
- **Economic development:** Launceston will be a vibrant place that attracts young people, visitors, and businesses. Local businesses and production are celebrated and form the unique identity of Launceston.

The key focus areas for Council

Respondents suggested key focus areas for Council to focus its strategic planning. The following points summarise the common themes.

- Address transport needs in the community by improving road maintenance, increasing and expanding public transport services, and encouraging active transport throughout the city.
- Encourage economic growth in Launceston, especially in the city centre, by supporting local businesses, creating more employment opportunities for the community and attracting more young people to Launceston.
- Maintain and upgrade community infrastructure and services, including keeping public spaces safe and clean for the community, providing more affordable housing, homelessness support, community facilities and aged care facilities.
- Develop more effectively with an improved planning system responsive to community needs, supports greater decision-making transparency and encourages innovative development that benefits the whole community.

'Maintenance of roads and transport/traffic management and flow is something the Council will need to focus on. The topography and geological features of Launceston makes transport/traffic management reasonably difficult, but it is so important if we are to grow.'

'To bring life back to the city centre, support growth, support community health and wellbeing. Provide affordable services.'

'Be more transparent. Evaluate developments plans in a more proactive way.'

Interest in using/accessing data

Respondents had mixed interest in using or accessing data; 45% indicated that they were not interested in using or accessing data, while 41% indicated that they would like to access and use Council data.

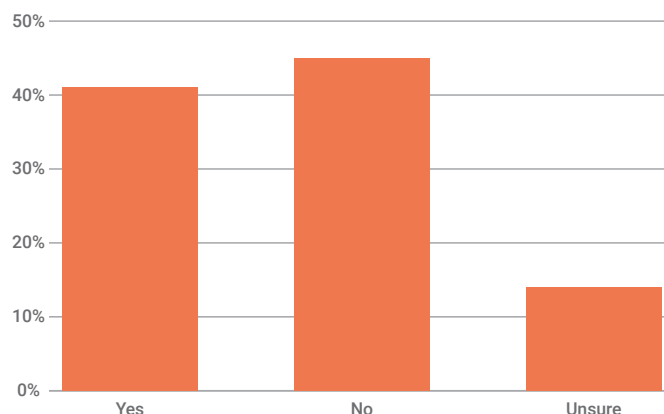


Figure 17. Respondents' interest in accessing data (n=569)

The types of data people want to access

The survey asked respondents to select from various potential data types what they would like access to. They could also identify other types they would like to access. Figure 18 shows that the most popular type of data people want to access is data relating to Council's infrastructure (including stormwater, roads and trails) and event data.

Other types of data respondents want access to included:

- Council's relationship with businesses
- details about new developments, planning processes and outcomes
- demographic changes and impacts
- details about Council expenditure, Council proceedings, Council-owned venue and facility usage
- earthquake and flood risk data for properties
- general document archives.

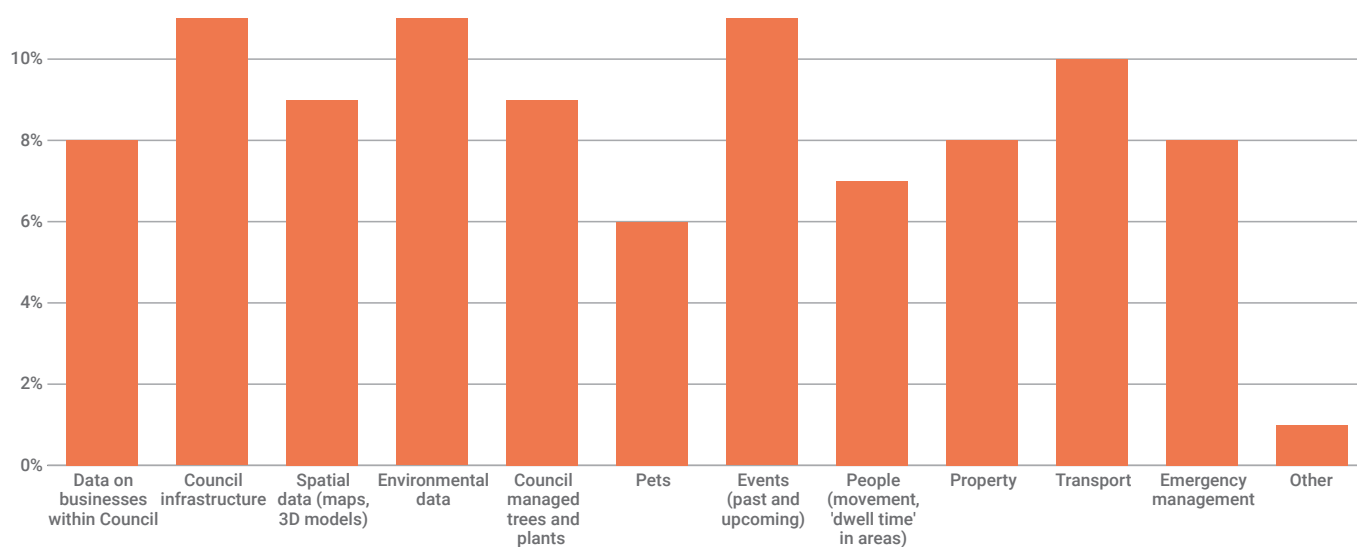


Figure 18. Types of data respondents would be most interested in accessing (n=1591)

Desired data formats

When asked how they would like to receive the data, most respondents indicated that they would prefer Council analysed data insights that are topic-specific. A total of 31% respondents would like access to 'raw data sets'. Other formats identified by respondents included maps, plans and analysed data by other contractors working for Council.



Figure 19. The kind of data respondents would be most interested in accessing (n=280)

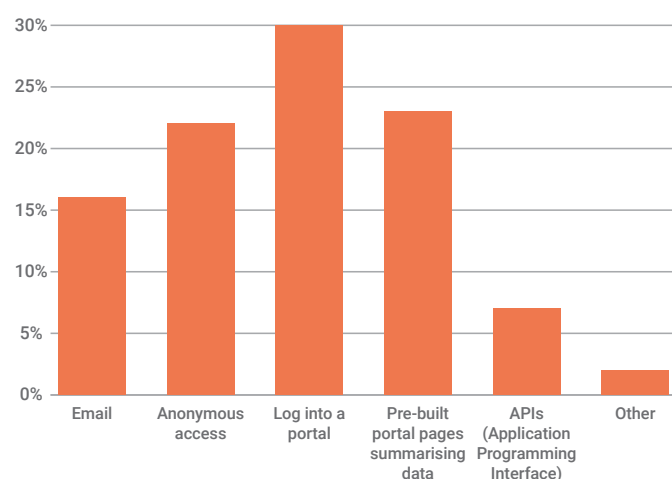


Figure 20. How respondents would like to access data (n=370)

Data access

When asked how people would like to access the data, the most popular response was to access the data through an online portal (30%), followed by pre-built portal pages summarising data (23%) and anonymous access (22%).

Of the 2% who selected 'other' responses included:

- key updates highlighted on Council's website
- downloadable raw data
- Facebook and social media
- printed materials such as reports and pamphlets.

CCTV cameras and safety

The survey asked respondents to identify if they thought CCTV cameras make them feel safer. Most respondents replied 'yes' (56%), while 30% replied 'no' and 14% of respondents indicated that they were 'unsure'.

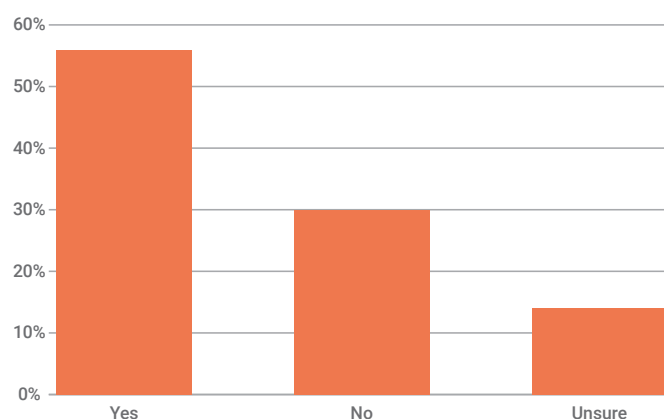


Figure 21. Do CCTV cameras make respondents feel safer (n=587)



5 Next steps

These findings will inform the relevant Council strategies and projects, including:

- The 2024-34 Corporate Strategic Plan
- Implementation of the Sustainability Action Plan
- Addressing gaps in the way we plan for emergencies
- The Tourism Plan
- The Events Strategy
- Planning for e-scooters
- The CCTV Strategy and Policy.



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