MEDIA RELEASE

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Council unveils bold new housing plan

City of Launceston Councillors have today endorsed the Draft Launceston Housing Plan 2025-2040, a long-term strategy aimed at ensuring secure, affordable, and well-located housing for all residents.

The plan addresses the city's current housing challenges while laying the foundation for a sustainable and inclusive future.

Mayor Matthew Garwood said the plan was a great response to the increasing pressure on Launceston's housing market.

"Housing is a fundamental need, and our city must be proactive in ensuring that everyone — from young workers and families to seniors and key workers — has access to the right housing options," Mayor Garwood said.

"This plan is about providing choice, affordability, and sustainability while protecting the unique character of Launceston."

Addressing the Key Challenges

The Draft Launceston Housing Plan 2025-2040 outlines a series of targeted actions to:

- Boost housing supply — Facilitate the development of 6,450 new dwellings over the next 15 years, balancing greenfield and infill developments.
- Increase affordability — Support a more diverse range of housing, including social and affordable housing, to combat growing inequality.
- Create vibrant, connected neighbourhoods — Encourage well-designed, sustainable housing integrated with local services and amenities.
- Unlock underutilised land — Identify key areas for urban renewal and medium-density housing development.
- Foster collaboration — Strengthen partnerships between government, developers, and community organisations to accelerate housing delivery.

Delivering the Vision

The plan is underpinned by four guiding principles:

FOR MORE INFORMATION
Zara Dawtrey
M 0439 449 111
E Zara.Dawtrey@launceston.tas.gov.au

City of LAUNCESTON

1. Strong Supply — Increase housing variety to meet diverse community needs.

2. Enrich Our Neighbourhoods — Promote sustainable, high-quality housing design.

3. Collaborate With Partners — Work across sectors to drive innovation and investment.

4. Align Investment With Development — Ensure strategic infrastructure investment supports housing growth.

Mayor Garwood emphasised the importance of community input in shaping the future of housing in Launceston.

"We are committed to working with residents, businesses, developers and community groups to ensure this plan delivers real outcomes," he said.

"This is about planning for a Launceston where everyone has a place to call home."

The draft plan will soon be open for public consultation for 28 days on the Council's engagement platform www.tomorrowtogether.com.au and our website at www.launceston.tas.gov.au, or community members can visit Town Hall to check it out in person.

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