



WELCOME TO LAUNNIE NORTHERN GATEWAY

ENGAGEMENT SUMMARY | 19 MAY - 13 JUNE 2025

The City of Launceston has launched the Northern Gateway Public Art project.

As the regional hub of Northern Tasmania, the City of Launceston secured a grant from the Tasmanian Government's Northern Gateway Improvements program to deliver the Gateway which will be a prominent public art piece located on the Southern Outlet.

The statement piece will welcome visitors and locals alike to our vibrant city and the broader Northern Tasmanian region.

How we engaged

The engagement period ran from Monday 19 May to Friday 13 June 2025. The community was invited to contribute to a digital ideas wall asking 'What does Launceston mean to you?'. Contributions could be made by uploading an image and/or sharing a short comment. A summary of key feedback we heard from the ideas wall is provided over the page.

WHO ENGAGED?



972 visitors to Council's engagement platform, Tomorrow Together



70,000 video views via Council's Facebook page



33 contributions were made to the ideas wall



58% of contributors live in the City of Launceston



42% of contributors live in a neighbouring municipality

This project has been funded through the Tasmanian Government's Northern Gateway Improvements program.

IDEAS WALL THEMES



Built heritage

Victorian, Art Deco, and Edwardian architecture.

Launceston's historic industries - stonemasonry and hydroelectricity.



Journey through time

From ancient Palawa times, to present day, and the future.

The city is a mix of old (heritage values) and new (contemporary and innovative).



Rivers & water

Morning mist on the river's edge, footsteps of people enjoying the river paths.

Resilience shown through flood and renewal.



Palawa heritage

Recognition of Traditional Owners and their strong and everlasting connection to land.

Collaboration between Palawa artists and local artists.



Mountains & hills

Ancient blue, misty hills and the convergence of mountains and sky.

Launceston's city skyline silhouettes.



Animals & wildlife

Tasmanian devils or similar, emerging from the hillside.

A peacock with feathers on display, to represent Cataract Gorge.

WHAT'S NEXT?

This community engagement occurred in parallel with an artist expression of interest (EOI) process. An artist selection panel will shortlist EOI applicants and the community's ideas will be used to inform the brief for artists to consider within their design process.

Two artists' concepts will be selected for a public vote later this year. The vote will also be hosted on the Tomorrow Together platform.

Follow the project to stay up to date!

www.tomorrowtogetherlaunceston.com.au/launceston-northern-gateway

