

MEDIA RELEASE

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Vision for Launceston 2035: A thriving and liveable future

The City of Launceston is setting an ambitious course for the next decade with the release of its draft 2035 Strategic Plan — a dynamic blueprint designed to shape the city's growth, innovation, and liveability over the coming years.

Built around three core pillars - Prosperity, Place, and People - this forward-thinking plan is the result of extensive community input gathered through the Council's Tomorrow Together platform.

It charts a bold path for housing, transport, sustainability, social development, and economic opportunities to ensure Launceston continues to thrive.

City of Launceston Mayor Matthew Garwood said the Strategic Plan was more than just a requirement for councils - it was a powerful roadmap that reflected the community's aspirations.

"Over the last couple of years, we've been listening closely to our community through Tomorrow Together, gathering ideas on everything from Launceston's identity to urban planning," Mayor Garwood said.

"This plan is about turning those ideas into action, ensuring Launceston remains a vibrant, forward-focused city."

Key Initiatives Driving Launceston's Future

The Strategic Plan 2035 includes several game-changing objectives, such as:

- ✓ **Boosting housing supply:** Planning for 4,300 new homes by 2035 to meet demand and support population growth.
- ✓ **Becoming a national innovation hub:** Positioning Launceston as a national test hub for smart city projects, future mobility solutions, and cutting-edge technology.
- ✓ **Revitalising the city centre:** Transforming Launceston's heart into a vibrant day and night destination, with more inner-city living, safer streets, and inviting public spaces.

Mayor Garwood said the plan was clear, ambitious, and action-driven.

"We've created a roadmap that seizes key opportunities for Launceston's future. Now, we want to hear from the community once more — because this is a plan for all of us."

Have Your Say!

FOR MORE INFORMATION

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The City of Launceston is inviting residents to review and share their thoughts on the draft Strategic Plan 2025 - 2035.

View and comment on the plan now at tomorrowtogetherlaunceston.com.au

Join us in shaping a bold and exciting future for Launceston!

Consultation will close on Tuesday, April 8 2025.



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