



# The Great Regional City Challenge

Helping make Launceston one of the Great Regional Cities of the World

2020 - 2024

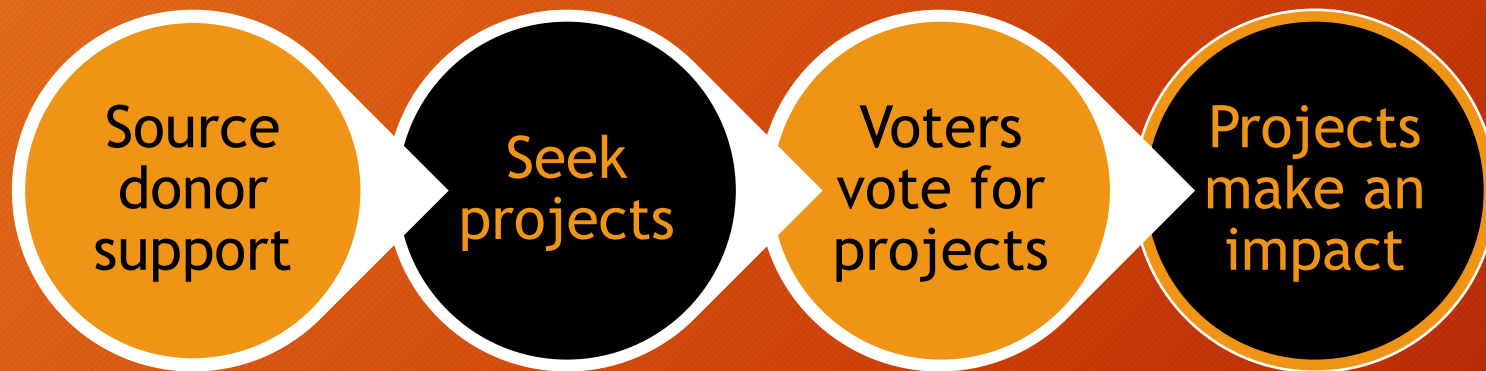
[www.greatregionalcity.com.au](http://www.greatregionalcity.com.au)

# What is the Great Regional City Challenge?

The Great Regional City Challenge Inc has a Vision  
that people, businesses, organisations and  
government can work together to help make  
Launceston one of the

**GREAT REGIONAL CITIES OF THE WORLD**

# How it works



**GREAT**  
REGIONAL CITY  
**CHALLENGE**

Over \$500,000 in cash and significant in-kind support has been provided since 2020 for projects including....

PEOPLE AND  
PLACE PROJECTS

*that enhance  
connections and  
lifestyle*

WELCOMING VISITOR  
PROJECTS

*that welcome  
visitors and  
newcomers*

THRIVING ECONOMY  
PROJECTS

*that build  
businesses and  
create jobs*

INCLUSIVITY AND  
DIVERSITY PROJECTS

*that build an  
embracing  
community spirit*

# A COMMUNITY STAGE FOR LAUNCESTON

GRCC grant \$10,000



Award winning Launceston Farmers' Harvest Market brings thousands of people together to shop and socialize every weekend. A community stage at the market to share music, drama, theatre and dance would make the arts accessible to all Launcestonians.



MONA FOMA shipping container, which was the inspiration for this project, has been purchased with installed electrical works, security and stage design. Stage used for performance and music weekly and for one-off occasions.



GRCC paid for half the total cost.  
Harvest Market paid the remainder.  
Free music and performances aid community spirit and socialising.



# GREAT MOVIES, GREAT FOOD

GRCC grant \$20,000 over 2 years



Launceston's Farmers' Harvest Market pops up weekly in a large car park. A new blow-up screen and professional projection and sound creates a deck chair cinema in summer and a drive-in cinema in winter.



Funds purchased an outdoor projector, sound system and large inflatable screen. Aim is to host low cost family friendly movie and food events and provide an occasion for Tassie food producers to showcase their products.



Partnerships with Breath of Fresh Air Film Festival and Targa for film events, with weather appropriate timing.



# BEAUTIFYING LAUNCESTON

GRCC grant \$4,000



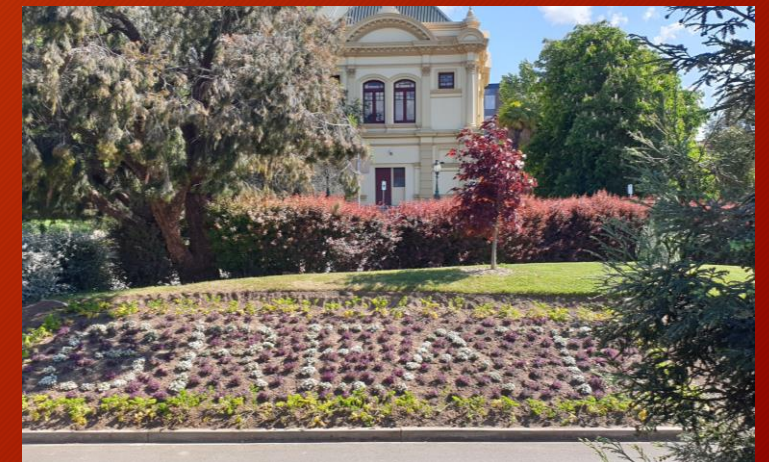
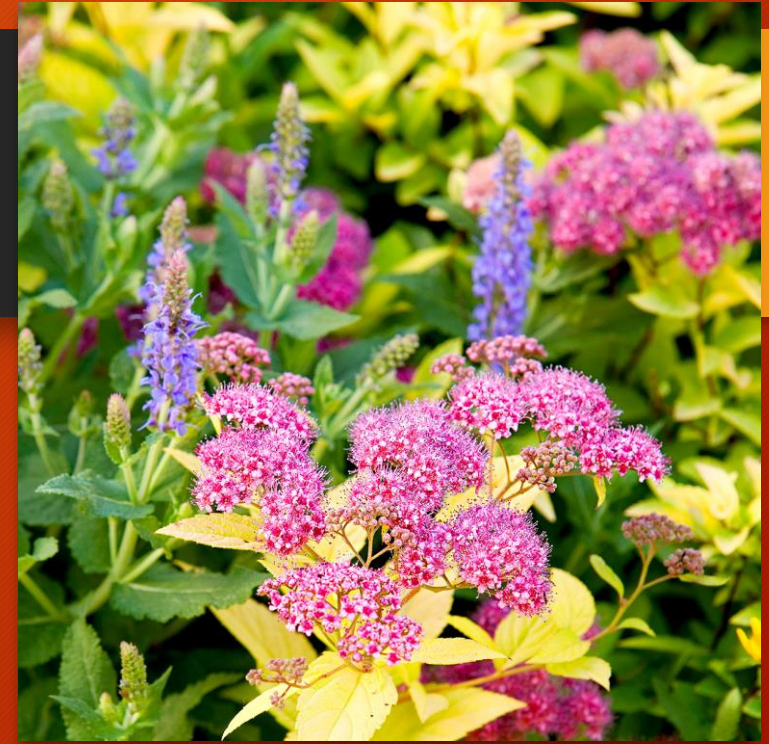
Allans Nursery said: let's plant flowers, herbs and vegetables making Launceston and region a tourist hot spot over Spring, Summer and Autumn



Garden bed in City Park planted with word GREAT and a plaque explaining that this is a great regional city. Spring flowers given to Launceston, Meander Valley, West Tamar and George Town Councils. Plants given to suburban gardeners to beautify their streetscapes.



City of Launceston and TAFE planted the garden.



# GREENING LAUNCESTON

GRCC grant \$10,000



The Launceston Chamber of Commerce believes that a greener city is a more liveable city and that Launceston can become well-known for its urban forest and green public spaces.



The Chamber and the City of Launceston signed a new “Greening of Launceston” Memorandum of Understanding in 2022. A key priority project will be the \$17million City Heart Project to redevelop several major CBD streets with more street trees and quality street furniture.



GRCC invested to support the Chamber's ongoing advocacy and activities for greening the city.  
City of Launceston and the Tasmanian Govt have pledged \$17million.





# THE TASMANIAN STORYTELLING FESTIVAL

GRCC grant \$2,000



Tasmanians are renowned storytellers. Where better to celebrate and perpetuate the art of oral storytelling than Tasmania: the island of stories? Answer: Nowhere!



Monthly storytelling events held (2021-22) in small venues with around 35 attendees. Three-day festival weekend at Tramsheds Theatre in August 2021 with > 200 attendees. Similar plans for 2022.



GRCC investment \$2,000  
Funding support also gained from Launceston City Council and RANT ARTS Flash Marketing Campaign.



# TAMAR REGION THROUGH THE LENS - SHOWCASING OUR NATURAL TREASURES.

GRCC grant \$4,000



As part of their Vision to ensure that the Tamar Valley region is an attractive and prosperous place to live and work, based on a healthy environment, Tamar NRM wants to create a library of video clips to showcase the natural attributes of the Tamar Valley region.



- Engaged a videographer.
- Shot appropriate footage ideally for all seasons
- Completed videos, placed on Tamar NRM website and promote



- A local young videographer was been engaged
- He has taken a lot of footage of various aspects of the treasures of the Tamar, with more over the holiday period
- Completed videos summer 2024.



# LAUNCESTON -A GREAT CYCLING CITY - and BIKE LIBRARY

GRCC grant \$15,000.



Tasmania – and Launceston in particular - is famous for its cyclists like Ritchie Porte. There is potential to build an inclusive, vibrant and progressive cycling community in and around Launceston.



9 Park and Ride signs encourage the community to park at Tailrace and Council, then bike into the city. An adult tricycle offers bike access for people with disabilities. 4 community rides helped build the community cycling culture and fitness. Bought 10 bikes for loan.



Partnerships: City of Launceston, West Tamar Council, Tailrace Centre and Tamar Bike Users Group (TBUG), Youth Futures, Reclink Australia, Big Picture School



# RENOVATING CORMISTON CREEK TRACK

GRCC grant \$10,000.



Cormiston Creek track runs between Riverside and the much visited Tamar Island Wetlands Centre information centre. It is low lying, very wet and muddy and needs better drainage, new culverts and gravel.



The project has cleared reeds beside the track, located existing culverts and assessed track improvements. Next stage: replace weed-choked concrete culverts, complete the spoon drain beside the track and, where necessary, build up the surface with gravel.



Parks & Wildlife Service contributed an extra \$4000. Friends of Tamar Island Wetlands Reserve feel the enhanced relationship with PWS rangers will benefit future reserve projects.



# POSITIVE STREET ART

GRCC grant \$9,500



A property owner in CBD Launceston has been plagued by graffiti tagging . Police say it is his problem. Council says he must fix the problem but are not proactive in assisting.



A mural at 115 George Street to prevent graffiti and brighten the area was needed but had to wait until there was a review of the Local Government Act before the Council could provide a permit to proceed.

REPORT



Concept drawings approved and mural proceeded  
Artist, James Cowan, completed project plus time-lapse filming  
Step by step guide for future “art in public space” created by developer.



# UNESCO CREATIVE CITY OF GASTRONOMY

GRCC grant \$10,000



Launceston is a region famous for its fantastic food and drink and is worthy of global recognition as an internationally connected, creative, equitable and sustainable city of gastronomy.



Funds were used to employ a part-time project officer to work on the UNESCO bid for recognition, to reach out to other regions with the title and to seek further funds.



Launceston and other regional councils followed GRCC with funding. UNESCO recognised Launceston as a Creative City of Gastronomy on its first bid, making it one of only 49 internationally with 2 in Australia.



Launceston  
City of  
Gastronomy



unesco

Member of  
the Creative Cities Network

# NO PLASTIC, NO TINSEL COMMERCIAL CHRISTMAS DECORATIONS

GRCC grant \$10,000



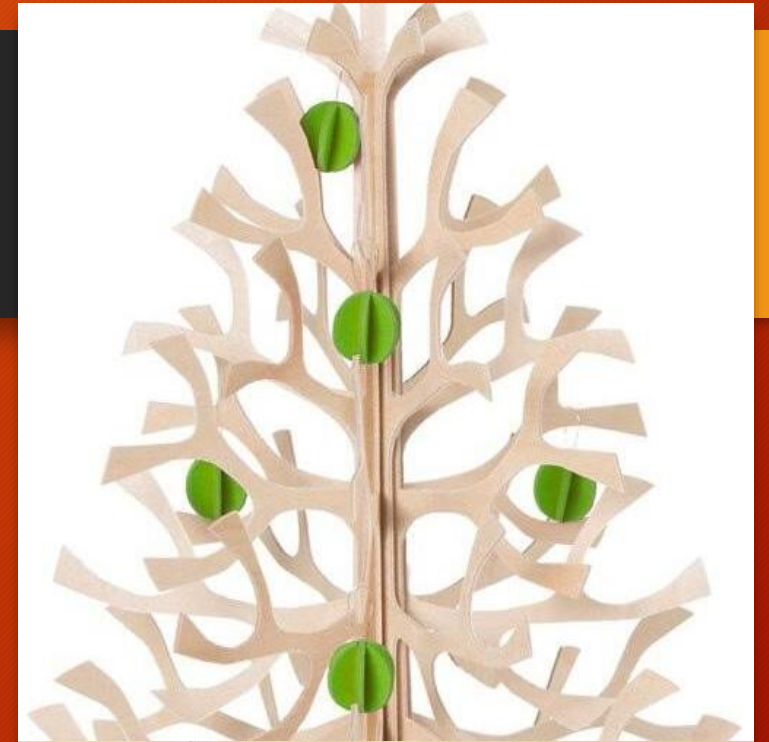
Launceston has the sustainably grown timber, the design skills and the distribution channels to manufacture no-tinsel, no plastic re-usable Christmas trees & decorations and distribute them to the world.



Christmas Design Solutions (CDS) has sourced/briefed a wood designer, created preliminary designs and is prototyping to prove that Tasmanian specialty timbers can be used to manufacture a unique product range for sale in Australia and online at an appealing price.



CDS has part funded the design work and is funding prototyping, marketing and online sales. The project has the potential to employ 10-20 people in the supply chain, with annual CDS sales of >\$500,000.



# REDRESS: A CIRCULAR CLOTHING ECONOMY FOR LAUNCESTON

GRCC grant \$18,000.



The clothing industry is the world's second biggest polluter, creates 10% of global carbon emissions and, in Australia, half a million tonnes of clothes and textiles end up in landfill each year. A local hub space supported by an online platform for a circular clothing economy to keep clothing and textiles in use for longer is needed.



Redress 5 people developing the recycling workshops, a pop-up shop, a successful fashion parade and sales of remade clothing, plus developing an exclusive range of clothing using heritage fabric from historic Universal Textiles, now Sheridan.



In-kind website and hosting (worth \$3,000) also developed. Partners include City Mission, National Joblink, Van Diemen Project, Zonta.





# EMPOWERING LAUNCESTON WOMEN IN BUSINESS

GRCC grant \$5,000



The Launceston Women in Business Facebook Group had 3,400 members proving the need for women in Launceston who choose to pursue business to feel supported and empowered to get to where they want to be.



- Create opportunities for the Launceston Women in Business community to celebrate, support each other, grow, and connect.
- Build website, create Community Connections program, host events



- Website mainframe developed
- Community Connections program launched with three events
- Two events held, 200 attendees, \$4,800 raised for women's charity



# COLLABORATIVE CARBON OFFSET FOR HARVEST LAUNCESTON COMMUNITY FARMERS' MARKET

GRCC investment \$10,000



Launceston could be the only Australian city with a carbon neutral farmers' market by developing a process for local farmers, who are revegetating and improving their on-farm carbon sequestration, to donate the offsets to Harvest Launceston Farmers' Market!



UTAS is tasked to undertake an extensive literature review of carbon accounting processes in relation to Farmers Markets, plus offering input into the scope for measuring and collecting data on which to assess Harvest Market's carbon status.



The project took 12 months but the outcome means it is the first Farmer's Market in Australia with a measured carbon status adding to the market's award winning status as an eco-aware organisation.



## FULL CYCLE RECYCLE

GRCC grant \$7,000



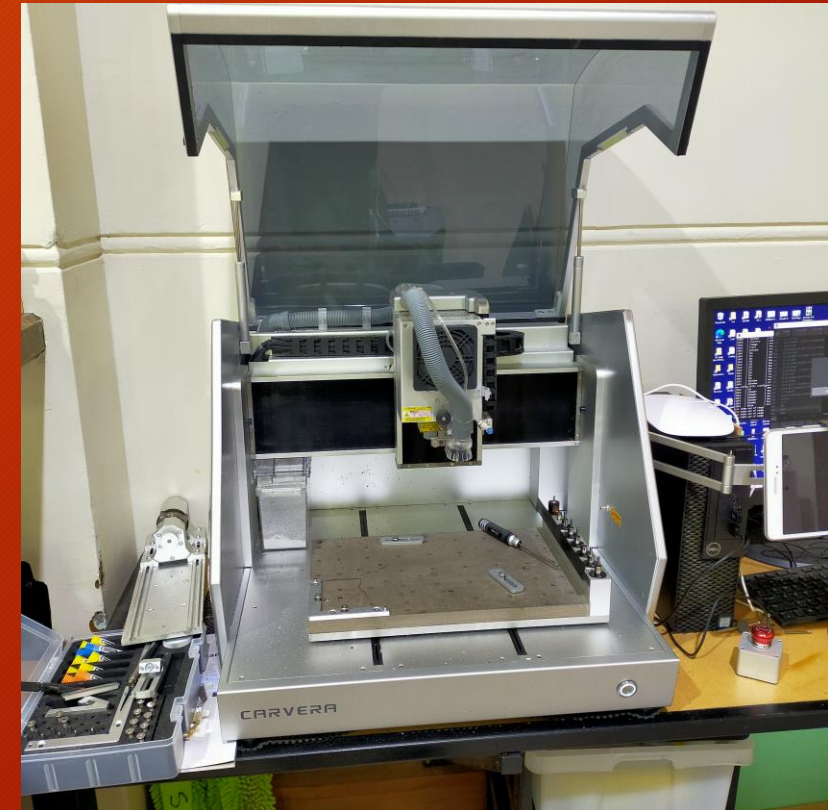
Currently bottle lids are not recycled locally so a project of collecting bottle lids, cleaning, sorting, shredding and extruding HDPE (recyclable plastic) into moulded products eg. pots or rulers would involve students in planning, organising, manufacturing and selling products while learning about recycling



- Providing an educational experience for students to undertake the full cycle of recycling and producing a small variety of recycled goods.
- Goals of purchasing and testing CNC mill, conduct test runs and open bookings for schools and others to purchase products



- Bought machine (see pic), training and testing materials, modifying.
- Large amount of recycled lids collected
- Pilot schools agreed to participate in early 2024 launch



# FUN IN THE CITY IS CHILD'S PLAY

GRCC grant \$4,500



Youth feedback so often says that 'we need more fun things for kids to do' in the CBD. The city would benefit from a dedicated space for kids' games and activities, especially during weekends, school holidays and public events,.



- Gathered quotes from Men's Sheds , confirm insurance
- MOU in place with Lstn council to place the equipment
- Lock in dates and promote on website and social media that the equipment will be available for children to utilise and full staffed



- Council agreed that equipment will be kid sized mini shops; cafe, restaurant, nail salon set up for the school holiday periods
- Men's Shed designed, costed and made the play equipment



# WELCOMING VISITOR PROJECT

## THE SURF CITY PROJECT GRCC grant \$10,000.



Launceston sits on the confluence of three rivers. Tasmania has no water parks for kayackers and surfers. A world class urban river surfing and white-water recreation facility could be created at the Cataract Gorge for everyone to enjoy, every day.



Market research shows overwhelming support for the concept, with current participants more engaged, 80% of non-participants willing to try a new activity and interstate participants saying they will visit Tasmania several times per year to use the facilities.



\$20,000 additional funds from PaddleTas, Tamar Canoe Club, Derwent Canoe Club, Tasmanian Canoe Club, the Northern Midlands Council and West Coast Council for an economic cost benefit study.



Professional surfer Tullamarine just before January 2020. Picture

# A FIX FOR THE TAMAR RIVER

GRCC grant \$10,000.



A once beautiful river estuary is choking with sediment and rice grass. The community needs to get behind a social media campaign to “Fix the Tamar”.



Tamar Action Group (TAG) was formed and now has over 2,000 members. A poll by the Examiner said, ‘The health of the kanamaluka/Tamar is the overwhelmingly no.1 concern’. TAG research shows wide support for a holistic “fix”.



TAG/Tamar Lake has invested over \$180,000 in additional public relations efforts. State Govt pledged \$4m for dredging and \$4 m for an Independent Authority. Albanese government promised \$8 million for wetlands



## Stuck in the mud, but where to for Tamar?

ADAM HOLMES  
Staff Reporter

A ST Patrick's College student had to be retrieved during Sunday's regatta after becoming stuck in mud flats near where the Tamar and North Esk rivers meet, but organisers are confident a slight change of scheduling could avoid similar issues.

The female rower became stuck about 12.45pm during an event towards the end of the Laureston and Herley Regatta program, sparking a rescue effort involving three boats, and the cancellation of several races afterwards.

Rowing Tasmania executive officer Bob Prescott used a rescue boat to reach the girl, and said it required "a bit of problem solving" to retrieve her.



RESCUED: The retrieval of a rower from the Tamar during Sunday's regatta, in which the rescue boat also became stuck on mud flats and a high school student had to be dragged up to 20 metres. Organisers say the rapidly receding tide caused the issue. Picture supplied

# GREAT TAMAR TREE TRAIL

## GRCC grant \$4,000



The Urban Forest Strategy aims to increase Launceston tree canopy from 19% to 40% by 2040. Community engagement by nominating their favourite trees then voting, plus workshops, talks & Great Tamar Tree Trail plaques will connect, educate, and celebrate.



- Launch campaign with media, community groups, schools and residents at schools, local halls and public venues.
- Tree planting workshops for community & schools in each LGA
- 2024 tree plaque ceremony with art exhibition & free tree seedling



- Concept designs for flyers, social media & quotes for plaques + stakes
- Launch at Beaconsfield Expo with promotional kits and native tree giveaways.
- Stand at Harvest Market during Plastic Free July 2024

A flyer for the Great Tamar Tree Trail event. It features the logos for Tamar NRM and the Great Regional City Challenge. The main title is 'GREAT TAMAR TREE TRAIL' in large green and orange letters. Below it, it says 'WALK &amp; TALK' in bold black letters. The event details are: 'SATURDAY 9TH DEC 10:00AM - 12:30PM FLOWERY GULLY'. The flyer also includes the text: 'Learn about growing and maintaining trees and share morning tea in a beautiful forest plus a FREE tree give-away'. At the bottom, it says 'RSVP HERE' and provides the contact information: 'M: 0438 265 792' and 'kirstin.seaver@tamarnrm.com.au'. The background of the flyer shows a tree silhouette against a blue sky.

# ABORIGINAL LAUNCESTON WEBSITE (AND KIDS VERSION)

GRCC grant \$16,000.



Much is known about colonial Launceston but little has been done to research and encapsulate the Aboriginal life-world of this resource rich site that became the basis for early white settlement.



The information rich website [www.aboriginallaunceston.com.au](http://www.aboriginallaunceston.com.au) has received >3,500 hits so far. Teaching and learning materials about the Aboriginal history and culture of Launceston have been developed for teachers and students with links to the curriculum.



In-kind contribution of >20 academic/community contributors. It is unique within Australia says Professor Lyndall Ryan, author of “Tasmanian Aborigines” and Professor of History at Newcastle Uni.





DIVERSE & INCLUSIVE PROJECT

# CONNECT AND CREATE IN RAVENSWOOD

GRCC investment \$10,000.



Ravenswood is considered to have socio-economic disadvantages, but the traditional top-down, service-based approaches don't appear to be making improvements. This project engages local people to add colour, vibrancy and creativity around the central shopping area.



4 community-led projects completed (with 9 to come) to beautify parts of Ravenswood. No graffiti on projects, which is unusual, and enhanced pride and belonging in the area. The 'lego wall' has been widely complimented. "It makes me smile" is a common comment.



Bunnings provided free or discounted paint and materials. Sites offered by Metro Tasmania. Labour from locals, students, disabled, artists, community centres.



## CELEBRATING INCLUSION & DIVERSITY IN LAUNCESTON AND SURROUNDS, THROUGH INCLUSIVE FILMMAKING. GRCC grant \$4,500



People with disabilities are often excluded from the creative, social and employment opportunities in the screen industry. Bus Stop Films are global leaders in inclusive filmmaking and run action learning filmmaking course in most major centres.



- Engage a local filmmaker and recruit a class
- Produce an inclusively made short film
- Screen in Launceston in December as part of the Bus Stop Australia-wide showcase event



- Engaged emerging Tasmanian filmmaker Bree Saunders to work with participants to produce a dramedy called Ron's Creek
- The film ([vimeo.com/891989377](https://vimeo.com/891989377)) premiered 6 December 2023 at Bus Stop Films Launceston Showcase, & shared on social media.



# STEP UP LAUNCESTON MEN

GRCC grant \$4,000



Men often fail to foster male relationships, which leaves them isolated and lonely with bad outcomes for them and their families. Help is needed for men to Step Up and join Men's Tables, making Launceston into a great community for everybody.



Sent out 6,000 postcards getting 30 enquiries, with 17 men attending an information event and 15 of them now sitting at Men's Tables in Launceston. Funds will also support the 2nd Annual Men's Walk in October, 2022



Changing the male narrative from "There is nothing wrong with me and I don't need to talk to anybody" to "I would like to be in a male community where I can have real conversations."



# ENCOURAGING INCLUSIVITY ACROSS TASMANIA

GRCC investment \$6,000



The topic of inclusivity is not present enough within the Tasmanian business community, so research and help is needed to challenge and support businesses to be more inclusive.



Funds used to develop/produce a campaign to encourage businesses to be more accessible/inclusive, responding to feedback from local people with disability. An inclusivity survey is at the core of this change-making campaign, incorporating an awareness raising video.



Actions being implemented re survey findings such as “not being spoken to directly, obstacles like signs in pathways, cluttered shops impassable for wheelchairs or walkers and small fonts on signs/menus.”



# TEDDIES AND BIN, RHYME AND SING'

GRCC grant \$5,000



There is a community demand for live theatre for very young children that is affordable and can reach children, families and services who don't typically have access to professional theatre due to geography, means, access or ability.



- Recorded all singers & voice over artists in the studio
- Rehearsed the show with sound design and show book
- Produced & performed the show and filmed a promotional video



- Recording and rehearsing completed in July, 2023
- 4 months touring to 50 schools/centres with more shows in 2024
- Free shows at Ravenswood, Glen Dhu & Summerdale were filmed & a promo video has been produced with GRCC logo

◆ 'TEDDIES & BIN, RHYME & SING' ◆  
**Back In 2024**

BOOK NOW

0-7 YEAR OLDS

A SHOW ABOUT FRIENDSHIP

Touring to child care centres, schools, libraries and festivals.  
School Tour - Term #2 - April 29th - July 3rd 2024  
www.happyhabits.net.au

# PROJECT VULCAN - A PLAY BY DISABLED ACTORS ABOUT THEIR ENVIRONMENT.

GRCC grant \$4,000



Tasmanian Performing Artists with disability seek to have a voice on climate change. Showcasing and training artists in performance and as advocates and leaders in their community, facilitating change wherever they tour.



- Conduct a Launceston season of Project Vulcan
- Fundraising event to match GRCC funding..
- Tour performing at multiple venues across Tasmania
- Perform at Edinburgh Fringe



- Music rights and production team engaged
- Fundraising campaign designed by Kingthing and deductible donations available via Australian Cultural Fund
- Finished performance scheduled for April 2024 in Launceston



# LAUNCESTON TIME TRAVEL CHALLENGE

GRCC investment \$6,000



An immersive, day-long challenge for 40 students (10-12 years), stimulating rich local learning and community building in second half of 2022 school year.



The goal was to promote the city's rich history in ways that students would never have experienced before. We targeted highly capable students because we hope to encourage our talented young citizens to stay and help the region flourish into the future.



2 separate Challenge Days conducted with 40 students from 7 different schools (6 state, 1 independent). Attended by 11 teachers and 2 Principals (part of day). 259 Facebook engagements from official school websites.



# COMMUNITY CONNECTION FOR CULTURALLY AND LINGUISTICALLY DIVERSE TASMANIANS

GRCC grant \$4,000



In the north of Tasmania there are hundreds of former refugees who are now 'new Tasmanians' from culturally and linguistically diverse backgrounds. There is a need for them to learn about and participate in Tasmanian society and get to understand their new home.



- Bus trips to planned events using funds for bus hire.
- Engagement of interpreters using funds to pay interpreters
- Conduct trips



- The group has been active and attended various events
- Meetings have been held to plan out a summer schedule
- A major summer trips in summer of 2024 before the schools go back.





# TWO WAYS TO SUPPORT

## JOIN THE 100 CLUB

Show how much you love this region by being one of the 100 Platinum (\$10,000), Gold (\$5,000) and Silver (\$1-2,000) Donors. These generous organisations or individuals support The Great Regional City Challenge over its 18 months cycle of looking for, selecting and funding projects to make this region great. **Donations may be tax deductible (check with your financial advisers)**. You'll be acknowledged publicly (if you so wish) and can engage as much or as little as you like in ensuring projects succeed.

## BE A GREAT REGION, GREAT WORKPLACE DONOR

Great regions are made up of great workplaces. Small, medium or large, not for profit or commercial, growing or stable. Your workplace can help make this region great by being a *Great Region, Great Workplace* Donor. It's simple. Owners, managers and employees can have an amount taken tax deductibly out of their regular pay, which reduces their taxable income. Depending on your tax bracket the government pays for up to half your donation. Donate as little as \$20 per pay or as much as you fancy. The region wins and you win. All donors are thanked, acknowledged (if you so wish) and updated on the impact of your donations.

## 1. Naming Sponsors:



## 2. Gold Sponsors:



## 3. Silver Sponsors:



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