



Great Regional City Challenge: Update 9 September 2019

Vision

The Great Regional City Challenge, has a Vision of “*an engaged and motivated Launceston community which will play an active part in making Greater Launceston one of the great regional cities of the world, a city that is creative, liveable, diverse and connected/networked*”

The Vision aligns to the Greater Launceston Plan, the City Deal and the NTDC Regional Economic Development Plan each of which have themes supportive of a *creative, liveable, diverse and connected/networked region*. (Note: this campaign covers the NE region of Tasmania).

Components

It has three components that will ensure that it is a successful region-wide community engagement and positive change campaign:

1. A motivational region-wide campaign that engages the **people** of the NE Tasmania regional community to drive projects that they are motivated to lead, projects that aim to create Launceston as one of the great regional cities of the world
2. A community led impact partnership (CLIP) **process** which has been developed by Community Led Impact Partnerships and which is freely available for use by anyone at www.clipguide.net. This process and its website is owned by CLIP Pty Ltd and cost \$50,000 to set up.
3. A community engagement online **platform**, which is the site for online voting by the community to select the dozen or so best projects and provides a home for community projects. This will reside on the www.launcestontogether.com.au website once live. This site is owned by Anglicare, Uniting Tasmania, Lstn City Mission, Salvos, Catholic Care and Volunteering Tasmania and cost \$60,000 to set up.

Note: The Great Regional City Challenge trial until June 30 2021 will be **facilitated by Owen Tilbury and Peter Murden of the Community Led Impact Partnerships (CLIP) Pty Ltd**. Both are experts in facilitation and community development. They will be paid a nominal \$2,000/month.

Timeline

1. Funding approved by end October, 2019

1.1 Corporate Support

Funding of cash and/or services at market value, that are now confirmed in the different strategic theme categories is as follows:

1. A Creative/innovative Region:

- a. UTAS, Kingthing, MONA FOMA, Scotch Oakburn College

2. A Livable Region:

- a. Hawthorn Football Club, One Agency, Harvest Farmers' Market, Southern Cross TV, Tasmanian Broadcasters, Examiner,

3. A Diverse Economic Region:

- a. Forico, Ruddicks Chartered Accountants, Federal Country Club, Boags, Cityprom Launceston (VIBE funding for appropriate projects),

4. A Diverse and Sustainable Community:

- a. St Giles, Foot and Playsted, Launceston Together (Consortium of major community groups including Lstn City Mission, Salvation Army, Volunteering Tas, Anglicare, Uniting Tasmania, Catholic Care have offered a Company Limited by Guarantee structure to the Challenge)

5. A Connected/Networked Region:

- a. Optus, Launtel, Eaglecrest Technologies

Confirmed support for the Great Regional City Challenge stands at 29 August at \$137,000 + GST in cash and services at market value (eg TV/radio time, accounting, printing, social media and design services).

, Qantas Regional Grant will be announced in October. Further partners such as Launceston Church Grammar, MyState Financial and St Lukes are also being approached at this point, as will others.

This indicates significant bottom-up community/corporate support for the Great Regional City Challenge..

1.2 Government and Philanthropic Support

Now that the corporate sector has been reached government and philanthropic support is being requested as follows.

- **Regional councils \$40,000**– a meeting on Friday, May 24 of the General Managers of the greater Launceston region was supportive of the Great Regional City Challenge subject to the corporate/community support of \$60,000 being forthcoming.

NTDC has provided a written indication of support and has requested that the Great Regional City Challenge be extended to encompass ALL the regional councils of North East Tasmania including Dorset.

Now that corporate/community target has been met the elected members of these councils have been requested to approve their share of the needed \$40,000 funds covering the period October 2019 – June 30 2021. **This is expected to be approved in September 2019**

- **State government \$20,000**– John Perry and Catherine Murdoch (Coordinator General Department) are seeking government funding support the Great Regional City Challenge as it:
 - **aligns** with the City Deal, NTDC Economic Development Plan and the Greater Launceston Plan objectives
 - is **region-wide** canvassing ways in which Launceston and the greater region can be more innovative/creative, diverse, livable and connected/networked.

- generates numerous projects from **ALL sectors** of the community (young, older, people with disability, LGBTIQ, disadvantaged, higher socio-economic etc) yielding positive economic, community and environmental results
- builds **community capacity** by training Community Builders to support selected and also non-funded projects.
- has **processes and a platform** that – free of charge - can guide and connect community projects to increase their chances of success
- is **long-term** creating cultural change over a decade (following the successful 2020-21 trial)
- **Federal government \$20,000**– Bridget Archer MP for Bass has indicated support, as has Treasurer Josh Frydenburg MP at his recent visit. An appropriate department or programme is being sought as the donor for this amount
- **Philanthropic support \$20,000** - WD Booth Philanthropic Trust has indicated support for the Great Regional City Challenge and will take the proposal to the next Board meeting.

2. Governance organised by end October, 2019

A **Greater Launceston Action Team (GLAT)** made up of corporate and government partner representatives will be formed to administer the funds either by:

- A Company Limited by Guarantee structure (value \$2,000) has been offered to the GLAT by Launceston Together (Consortium of major community groups including Lstn City Mission, Salvation Army, Volunteering Tas, Anglicare, Uniting Tasmania, Catholic Care)
- NTDC or The Launceston Chamber of Commerce auspicing the governance

Setting up the new directors and registering a bank account in the name of the Great Regional City Challenge's Greater Launceston Action Team (GLAT) will be undertaken by GRCC partner Ruddicks Chartered Accountants.

A Council Governance Team made up of the General Managers of the councils will provide oversight from the council perspective.

3. Campaign launch and promotion commences 2nd November, 2019

A major conference on Saturday 2nd November is planned on the topic of “Activating the Power of Community” with speakers from overseas, ACT, Qld and locally, who will provide best practice advice on the key success factors for activating regional communities, driving local economic activity, stimulating tourism and supporting regional jobs.

This event plus a community launch at the Harvest Farmers' Market and a cocktail party launch at and funded by Boags Brewery will mark the launch of the campaign and the beginning of the promotion via 5,000 brochures (with reference to the partners), TV/radio/press ads, social media and 1:1 presentations.

4. Proposed projects placed online by end February, 2020

Brief Project Outlines will be solicited by promotion and 1:1 presentations to groups of citizens, precincts, suburbs, satellite towns, community agencies, educational institutions, community/interest groups, small/medium/large enterprises (including social enterprise) and industry organisations.

These will be placed online at www.launcestontogether.com.au

5. Projects voted on online by the community from March - April, 2020

TV/radio/press ads plus direct marketing to interested bodies will motivate residents of NE Tasmania to vote for their pick of the projects.

This method has been used in the past by the Innovative Tasmanian Awards program (2015, 2016, 2017) with around 5,000 votes being cast and methods tested to prevent multiple votes from one resident. Note also that the NSW state government (via Service NSW) uses a similar approach to deciding on the community preference for various projects in the different Sydney suburban areas (see <https://mycommunityproject.service.nsw.gov.au/>)

During this time Community Builders will be trained by the Great Regional City Challenge facilitators in community led project support skills and in the use of the www.clipguide.net process and the www.launcestontogether.com.au platform.

6. Selected projects announced for funding in May, 2020

A gala Great Regional City Challenge event will be held at Federal Country Club to announce the selected projects for their share of the \$100,000 funding plus support by trained Community Builders, the CLIP process and the [launcestontogether.com.au](http://www.launcestontogether.com.au) community platform. Those community groups whose projects aren't selected for funding, but wish to proceed without funding, will also be given Community Builder support and access to the www.clipguide.net process and the www.launcestontogether.com.au platform.

7. Projects commenced with support and funds in July, 2020

Projects will be proposed and driven by the community so they can **NOT** be predicted at this point but some already canvassed potential projects that will make the region **stronger, more active and more inclusive** are:

- **Population** – Hawthorn Football Club and major local events like MONA FOMA, Festival and Junction which attract mainland and intra-state visitors could combine to pitch to these non-Launceston visitors to consider moving or investing here
- **Connected** - Liveable Launceston portal could be created for the region specifically as a source of info on jobs, houses, schools, events etc
- **CBD activation** – more activation events, customer service competition, Launceston Mall ambassadors to chat to tourists and announce CBD activities
- **NTDC** is keen to pursue a bid to make Launceston a UNESCO Creative City in Gastronomy

- **Community activations** in suburbs (eg street committees that welcome new neighbours, hold street parties etc)
- **School projects** - Food and fibre projects on farms, innovation projects from Scotch Oakburn and Launceston Church Grammar and other schools, Harvest Market's preferred projects re eating well etc
- **Tasmanian Leader projects** on mainly social inclusion for groups such as prisoners, minorities etc
- **Enterprise/Innovation Hub** projects
- **Community support** for regional development plans and destination plans
- **NBN** is keen to reach out to the north-east using the Bell Bay major internet users as a resource
- **Community activations** with interest groups/community agencies like Anglicare, Uniting Tasmania, Lstn City Mission, Salvos, Catholic Care and Volunteering Tasmania
- **Free public health checks** at events like Hawthorn games run by community led health and allied health professionals
- **Legal provision for bequests** to benefit the Greater Launceston region exists and could form a project to promote and leverage this support for the long-term development of the region
- **Bank of Useable Ideas** has recently launched in the North West and could ally with the Great Regional City Challenge for local projects.
- **Pet projects from major partners**

8. Trial completes on June 30, 2021, when a decision to continue (or not) will be made.

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