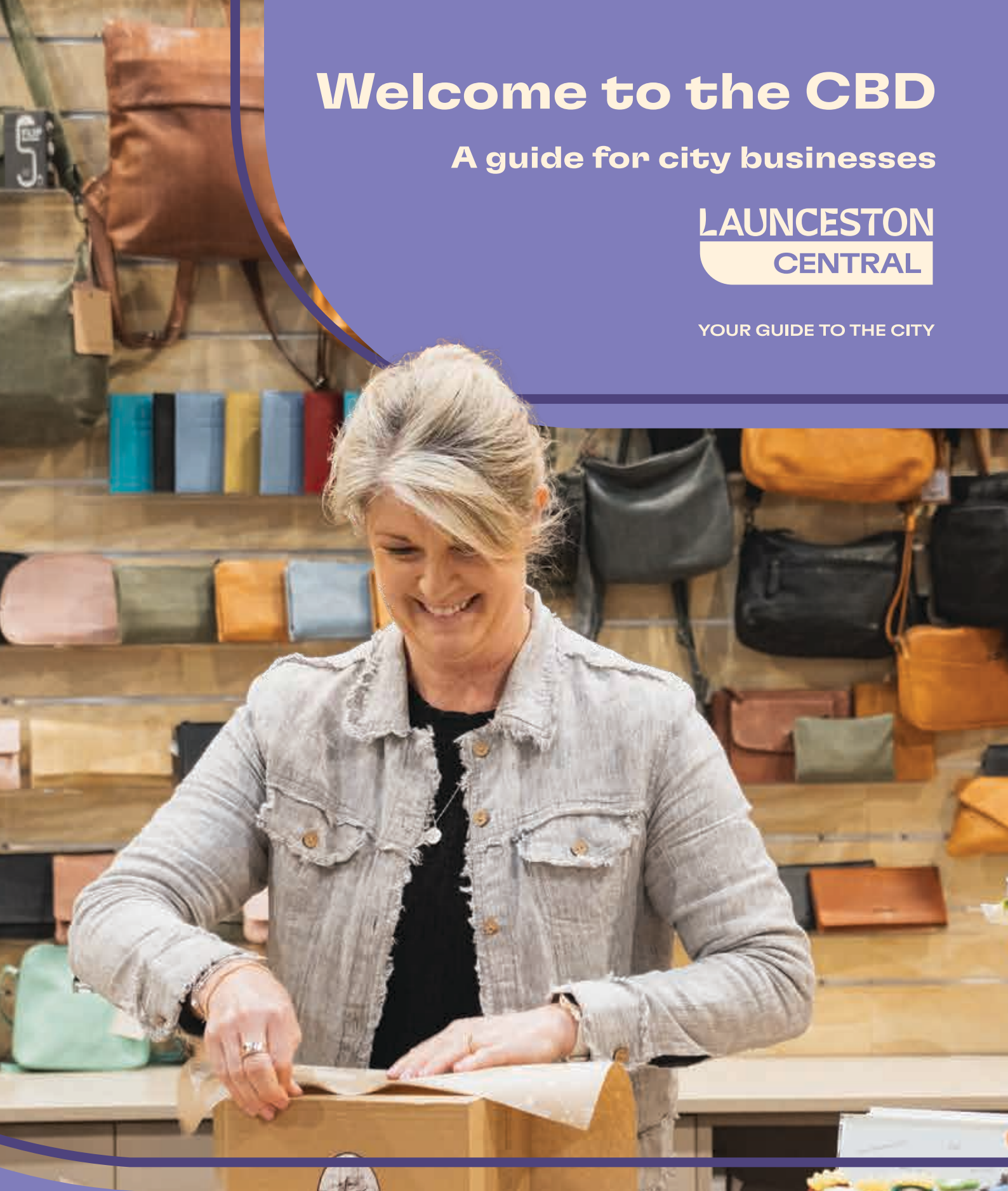


# Welcome to the CBD

A guide for city businesses

**LAUNCESTON**  
**CENTRAL**

YOUR GUIDE TO THE CITY



☎ 03 6334 3321

✉ [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au)

📍 Suite 1, Level 1, 7/11 Quadrant Mall

📱 @launcestoncentral

🌐 [launcestoncentral.com.au](http://launcestoncentral.com.au)

 City of  
**LAUNCESTON**



## A warm welcome to Launceston Central

Welcome to the heart of our city! By joining the Launceston Central precinct, you're now part of a vibrant network of nearly 1,400 businesses that help shape Launceston's culture and community. We are so excited to support you and help your business thrive.

Inside this pack, you'll find details about our free services, marketing materials, and campaigns that you can get involved in. Our website also features your business listing, local events guide, and tools to help people discover what makes our CBD special, so please take a moment to explore it.

We'd love you to stay connected by following our social channels and joining our mailing list. And of course, if there's anything you need, our door is always open, so please call or email us.



**Gab Dicarlantonio**  
*Chief Executive Officer,  
Launceston Central*



## WHO WE ARE

Launceston Central is a not-for-profit agency delivering strategic marketing and placemaking to enhance the vibrancy and commercial appeal of central Launceston.

Launceston Central emerged in 2022 as the successor to Cityprom, which operated from 1988 to 2022 and is a Launceston CBD business institution. Engaged by the City of Launceston, we lead campaigns, events, and storytelling initiatives that drive positive sentiment, greater awareness, increased footfall, and economic activity in the city centre.

Operating under a flexible, marketing-led model, we collaborate with stakeholders and businesses to amplify their voice and deliver high-impact, low-cost activations. By leveraging and championing local stories, partnerships, and creative programming, Launceston Central drives visitation, strengthening civic pride, and support economic revitalisation, ensuring a dynamic and resilient city heart.

**“ We exist to amplify your marketing and to encourage people to visit the city and spend local. ”**

## OUR PURPOSE

### Destination Marketing

We lead strategic campaigns to position the city's heart as the premier destination for hospitality, retail, services, and events in Northern Tasmania.

### Place Activation

We drive visitation to the CBD through high-impact seasonal campaigns, bespoke events, and tactical promotions that respond to the needs of local businesses.

### Facilitation

We maintain an advocacy role for CBD businesses to ensure they have the support they need to thrive.

### We are the conduit

- We strengthen connectivity
- We facilitate connection
- We advocate for business needs
- We build community



### We promote our city heart

- We position Launceston as a must-visit city centre
- We are known as 'Your guide to the city'
- We stimulate economic activity, investment, and engagement
- We strengthen Launceston's brand identity



## We're here for you!

### Launnie Long-standers

*"The post has received huge traction on Facebook and LinkedIn from major players in our field: one from Brother which is an international company selling office supplies and printers, and two from two other major international companies as well! All three companies have asked if they can share the Launceston Central article with their major sponsor and suppliers, and in their newsletters and social media. So, all that to say, the campaign has now got international attention!"*

- Phil Hughes Office Solutions

### Super Sale Saturday

*"We had an absolute amazing day, we cracked 30K for the day, which is huge for us. On an average Saturday we normally hit around 15K, so it was amazing... The customers absolutely loved it and so did the team! You guys did really well."*

- Participating Business

### NORTH Festival

*"Thank you so much Gab and Charlotte for your successful series of events. We had such a great time participating. We had great feedback from the 3 x food vendors who each made over \$2,000. A fantastic event. We would love to be a part of 2026's lineup!!"*

- The Tramsheds

### Slice-a-licious

*"Thank you for having us! Winning the competition was an amazing experience, and it also brought us many new customers. It truly feels great and very motivating to be a part of Slice-a-licious."*

- Launnie Heights Café

### Business feedback on Facebook

*"...Running a tea shop has its moments of glory and days where one does start questioning oneself. As I approach 15 years running a small business on George Street I wouldn't have changed it for the world and encourage those with the passion talk to Gab or any of her team at Launceston Central. [Launceston Central] has been a huge inspiration to me keeping up my marketing appearances."*

- Your Tea Shop



View our service  
area map

## OUR SERVICE AREA

Our activities are concentrated within the boundaries of our 'core service area' however where appropriate, our efforts may extend to include locations within the 'flexible marketing and promotions area' shown on the map.





## OUR ACTIVATIONS AND CAMPAIGNS

### Bringing vibrancy to the city

We lead place activations and pilot sector-specific events across the CBD responding to the needs of local business. Alongside our own campaigns, we support major events including festivals, the AFL, and Christmas celebrations. Get in touch if you'd like more information on how you can participate, and be sure to sign up to our stakeholder newsletter so you receive pre-campaign calls for expressions of interest.

**SHOP LOCAL WIN \$2,500**

Shop at participating stores during May and June for your chance to WIN \$2,500 plus weekly prizes up for grabs!

Scan for more info or head to [launcestoncentral.com.au](http://launcestoncentral.com.au)

Love Launnie

LAUNCESTON CENTRAL

CITY OF LAUNCESTON

### Love Launnie

Year-round Love Launnie is a habit-building campaign designed to bring locals back into the CBD by reminding them what they love about Launceston. The campaign encourages and incentivises spend in the city.

**Celebrating Sweetbrew, a Launnie Long-stander**

With its showcasing our Launnie Long-standers, the local businesses that have stood the test of time and made a lasting impression on our wonderful city.

Follow along as we spotlight their journeys through a series of experiences in which our Launnie Long-standers share the stories behind their successes and the valuable lessons they've learned along the way.

This month we introduced Andrea and Tim to the Sweetbrew team from the ground up. It's a great group of people! Andrea said, "It's not just a job, it's a career."

Read their story at [launcestoncentral.com.au](http://launcestoncentral.com.au) and email [launnie@launcestoncentral.com.au](mailto:launnie@launcestoncentral.com.au)

Launnie Long-standers

Learn more

Scan the QR code or head to our website to meet our Launnie Long-standers and read their stories.

LAUNCESTON CENTRAL

### Launnie Long-standers

Monthly Celebrating business owners who have stood the test of time and contributed to our CBD for ten or more years, letting them share their business journey and advice.

**unwind** wellness festival

mind body connection

Scan for more info or head to [launcestoncentral.com.au](http://launcestoncentral.com.au)

LAUNCESTON CENTRAL

### Unwind

August Unwind puts Launceston's wellness experiences centre stage, encouraging businesses to show us what wellness means to them and invite the city to unwind for winter.

**NORTH BY NIGHT**

Launceston's award-winning food festival returns

Scan for more info or head to [launcestoncentral.com.au](http://launcestoncentral.com.au)

LAUNCESTON CENTRAL

### NORTH Festival

October NORTH Festival celebrates Launceston's hospitality sector and North Tassie's producers in a series of bite-sized events across the CBD. Get planning, it's going to be delicious.

**BAO-A-LICIOUS**

LET THE BATTLE OF THE BAO BEGIN!

Scan for more info or head to [launcestoncentral.com.au](http://launcestoncentral.com.au)

LAUNCESTON CENTRAL

### Taste-a-licious

Biannual Taste-a-licious are friendly competitions for hospitality businesses to compete dish-to-dish in a pre-determined category such as slices, baos, or soups. Sign up to our newsletter to join the next foodie showdown!

**TAGS OFF\_**

15 OCT 25 DU CANE BREWING DOORS OPEN 5.30PM

Experience new season Spring fashions from local retailers on the catwalk

TICKETS AVAILABLE

LAUNCESTON CENTRAL

### TAGS OFF\_

Biannual TAGS OFF\_ is a new season fashion show highlighting the fantastic range of clothing, accessories, and footwear available across the city's boutiques. Get in touch if you want your products to be featured on the runway.



## OUR WEBSITE

[launcestoncentral.com.au](http://launcestoncentral.com.au)

Our user-friendly website is packed with features to promote the city, including:

- A comprehensive directory of city businesses (including yours), searchable by category and/or keywords.
- Launnie’s most extensive event guide. Our ‘What’s on’ listings are sourced directly from ticketing websites and the Australian Tourism Data Warehouse (ATDW). We also keep an eye out for Facebook events to populate our listings manually. Get in touch if you need help promoting an event.
- Insightful stories highlighting local businesses and experiences.
- An ‘Explore’ section, providing inspiration and ideas for things to do in the city.
- Our itinerary feature allows users to create their own personalised list of places to visit in the city.

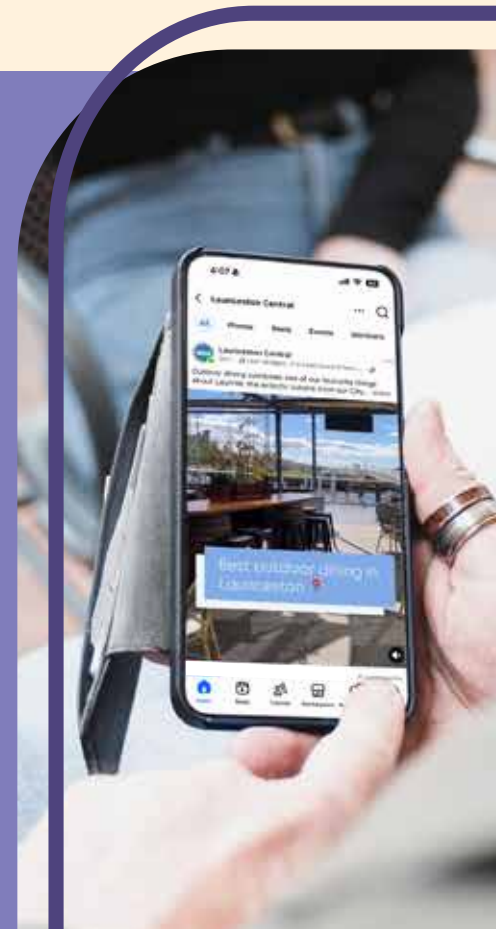
## OUR SOCIALS

[@launcestoncentral](https://www.instagram.com/launcestoncentral)

Our social media channels help the public keep up to date with what’s on in the city, driving visitation. We have more than 27,000 social media followers and over 6,000 subscribers to our mailing list.

Join the conversation online, and let us help amplify your messages:

1. **Follow us** on Facebook and Instagram @launcestoncentral
2. **Tag @LauncestonCentral** in any posts you’d like us to share with our audience
3. **Sharing is caring** - Share posts, events and promotions from Launceston Central and CBD businesses to help spread the word and increase traffic, excitement, and positive sentiment in the city
4. **Be social** - Responding positively to posts and comments helps give our content a boost with the algorithms, and can have a strong impact on creating community too.



Help us promote your business by completing the marketing health check below, and ensure the digital footprint of your business is accurate and up to date.

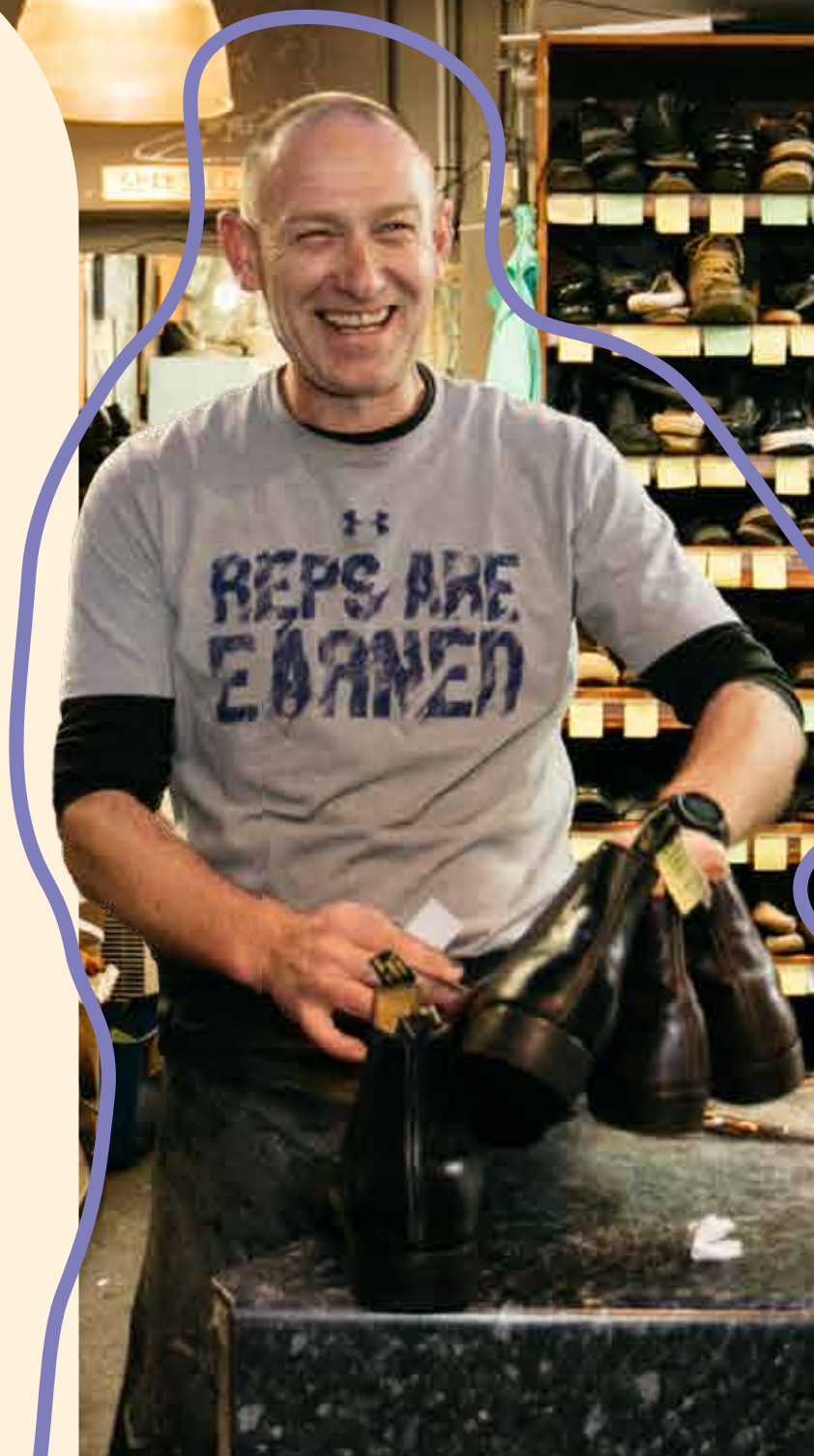
Stay in touch with Launceston Central to join future campaigns, competitions, and receive the latest city-wide business and community updates to stay ahead of the game.



*Scan the QR code for additional resources on our website.*

## Marketing health check

- Sign up to our mailing list and check out our monthly newsletters
- Create your business social media accounts and follow us on social media
- Check your business listing on our website (and make sure you have a google listing while you're at it)
- Sign up to ATDW if you're a hospitality business or tourism operator
- Join our Launceston Central Facebook Stakeholder Group
- Display the tent cards and stickers provided with this pack in your business
- Register any interest in joining our campaigns - its never too early!
- Save our contact details and get in touch with any questions, updates or news you want to share



## LAUNCESTON CENTRAL

Launceston Central

6334 3321

[info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au)

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City of Launceston

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[launceston.tas.gov.au](http://launceston.tas.gov.au)

## FURTHER SUPPORT



LAUNCESTON

CHAMBER of COMMERCE

*The Voice of Business*

Launceston Chamber of Commerce

6331 9364

[info@lcc.asn.au](mailto:info@lcc.asn.au)

[lcc.asn.au](http://lcc.asn.au)

## Business Tasmania

▶ all your business needs in one place

Business Tasmania

1800 440 026

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