

# LAUNCESTON CENTRAL

YOUR GUIDE TO THE CITY

## Guide for city businesses

### FIND OUT ABOUT:

- Launceston Central
- Opportunities and benefits
- Communications and campaigns
- Ways to get involved

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

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## LAUNCESTON CENTRAL Your guide to the city

Launceston Central is the marketing agency for the Launceston central business district.

We are an independent, not-for-profit organisation engaged by the City of Launceston to lead marketing and promotional activities for the city centre.

With a small but dedicated team and board, we create and deliver strategic seasonal campaigns, tactical marketing activity, and events to activate the city. We also maintain an advocacy role to ensure the CBD remains competitive and marketable at a local, regional, and national level.

A partner and champion of city businesses since 1988, our core purpose remains the same: we're here to support YOU, our hard-working, creative, resilient, and innovative city business owners and operators.

We welcome and encourage you to work with us to create a vibrant city centre that invites locals and visitors to eat, drink, shop, socialise, and enjoy an exciting variety of entertainment, tours, attractions, services and unique experiences.

## WE PROVIDE A FREE SERVICE TO YOUR BUSINESS

Keep reading to find out about:

- Opportunities and benefits for your business or organisation
- How to stay up-to-date with what's on in the city
- Ways we can help amplify your marketing
- Different ways you can get involved

## OUR AREA OF INFLUENCE

For the most part, our activities are concentrated within the boundaries of our 'core service area' (scan the QR code to view a map), however where appropriate, our efforts will at times extend to include locations within the 'flexible marketing and promotions area', shown on the same map.

In positioning ourselves as 'central Launceston' experts, we have a clear scope for our activities and through strategic collaboration with partner organisations we ensure our energy and resources are synergised to maximise the impact and efficiency of our efforts.



Scan the QR code to view our core service area map.

## OUR PURPOSE

We love our city.  
We know our city.  
We want to share it with you.

We exist to amplify your marketing and to encourage people to visit the city and shop local.

## OUR TEAM

Launceston Central's operations team are highly skilled and passionate about creating a vibrant city centre, assisted by our volunteer Board of Directors and our dedicated panel of City Champions.

### BOARD

Launceston Central is governed by a volunteer Board of Directors. The Board is a diverse, skilled, and experienced group including representatives from Chamber of Commerce, Tourism Northern Tasmania, and the City of Launceston.

### STAFF

Our operations team is small but mighty. With varied expertise, they are passionate, approachable, and dedicated to supporting our city business stakeholders and showcasing the best of what Launceston has to offer.

### Meet the team

#### REACH OUT AND SAY HI!

Our Executive Officer, marketing team and dedicated Stakeholder Liaison Officer are always keen to hear from you and lend a helping hand.

Visit [launcestoncentral.com.au/aboutus](http://launcestoncentral.com.au/aboutus) to get to know our talented team.

### CITY CHAMPIONS

'City Champions' is Launceston Central's industry reference panel. The group of around 10 business owners/operators from across the CBD meet bi-monthly to discuss current issues, events, and opportunities in the city. All industry sectors are represented, as are all precincts within the CBD. See [page 8](#) to find out more or to express your interest in becoming a City Champion.



### Contact us

#### EMAIL

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

#### PHONE

03 6334 3321

#### WEBSITE

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

#### FOLLOW US!

[f](#) [@](#) launcestoncentral

## KEEP UP TO DATE

The best ways to keep up to date with what's on in the city and opportunities to get involved in that can benefit your business.

1

### STAKEHOLDER MAILING LIST

Exclusive to our city stakeholders, our monthly industry newsletter is your regular source of information about opportunities for your business, free marketing opportunities, upcoming campaigns and events, and city news. Make sure your business is subscribed so that you're the first to know what's happening in the city. Keep your eye out here for city business networking and information events that we run.

**To subscribe:**

- Scan the QR code or email [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au)

### JOIN OUR MAILING LIST



Scan the QR code to join our mailing list and be the first to know what's happening in the city.

2

### PUBLIC MAILING LIST

Always the last to know? We send out a monthly 'What's On in Launceston Central' newsletter with new business openings and city news, local stories and the latest events.

Make sure you're subscribed (and tell your friends, family and customers).

**To subscribe:**

- Scan the QR code or visit [launcestoncentral.com.au](http://launcestoncentral.com.au)

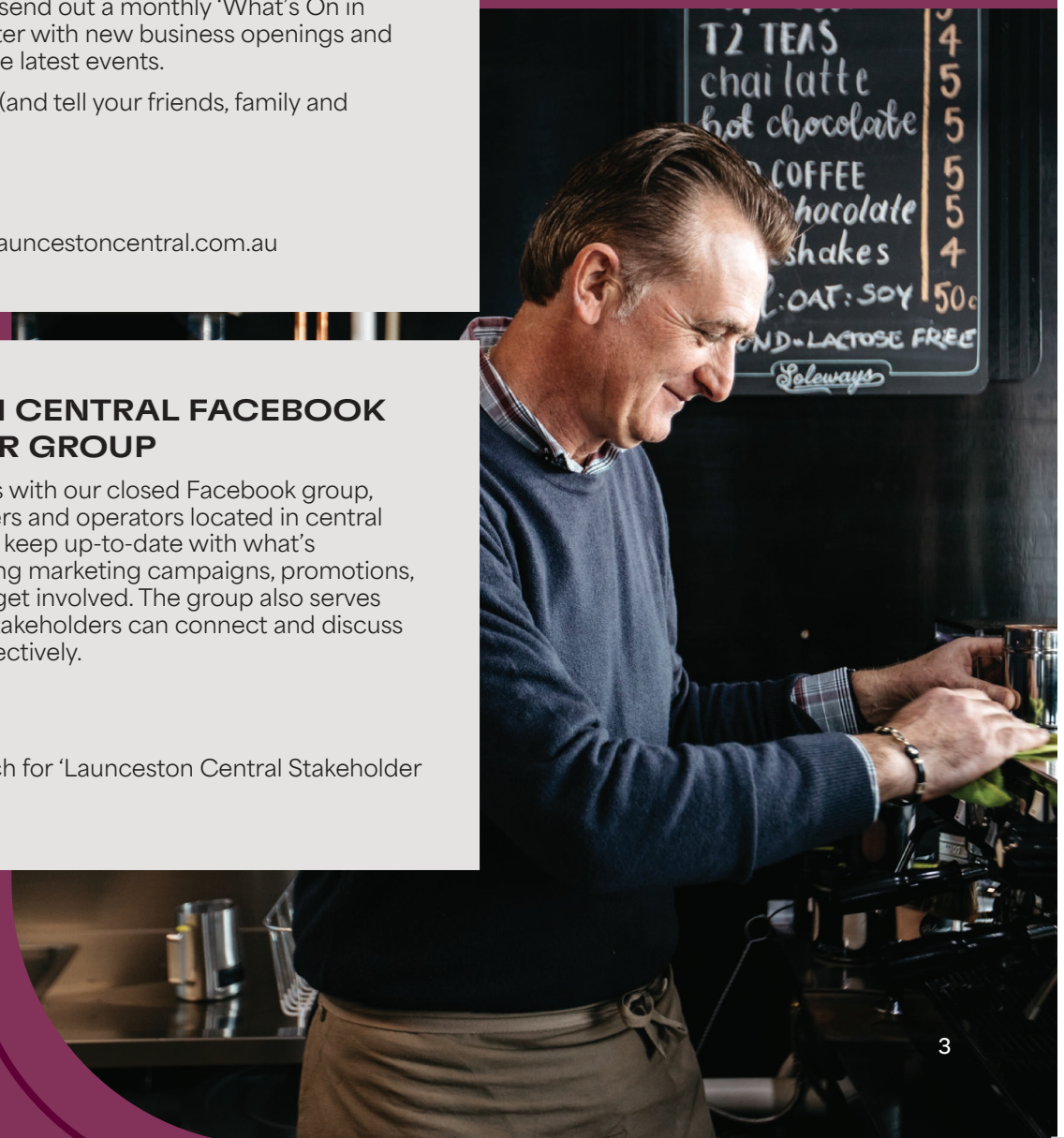
3

### LAUNCESTON CENTRAL FACEBOOK STAKEHOLDER GROUP

Stay connected to your peers with our closed Facebook group, exclusively for business owners and operators located in central Launceston. This is a place to keep up-to-date with what's happening in the city, including marketing campaigns, promotions, events, and opportunities to get involved. The group also serves as a private forum in which stakeholders can connect and discuss matters that affect them collectively.

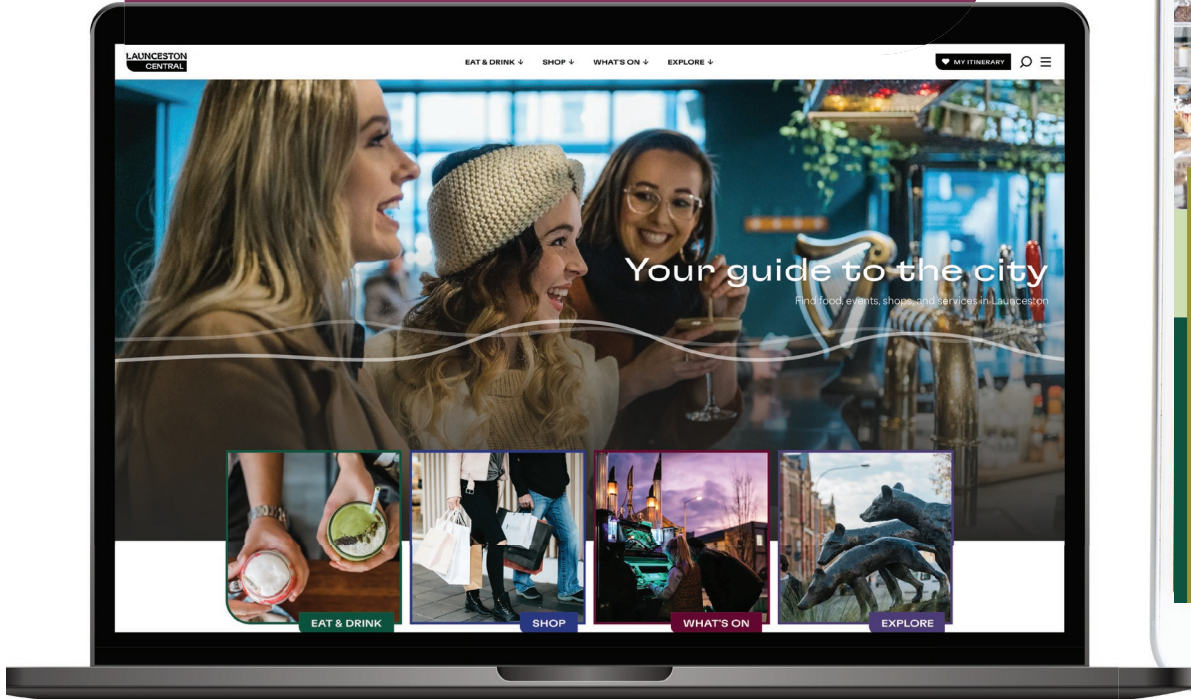
**To join:**

- Scan the QR code or search for 'Launceston Central Stakeholder Group' on Facebook.



## OUR WEBSITE

Our new-look Launceston Central website, 'launcestoncentral.com.au' launched in 2023. Much more than a business directory, it's your 'go-to' place to find out what's on in the city.



### Website highlights

#### YOUR GUIDE TO THE CITY

Our new website is packed with features to promote the city, including:

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

### Your listing

#### A PERSONALISED TOUCH

Each and every business listing on launcestoncentral.com.au has been written by one of our team, providing a genuine 'local's guide' to the businesses that make our city unique.

- While every effort has been made to ensure that the information in listings is correct, if you notice an error in your business listing, let us know by contacting [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au)

#### PLANNING AN EVENT?

If you're planning an event in the city, we're here to help. We highly recommend listing your event through ATDW ([atdw.com.au](http://atdw.com.au)) as this information is utilised by many organisations nationwide and locally.

You can also use our handy form to have an online listing created by Launceston Central, City of

Launceston and Visit Northern Tasmania, to ensure as many people as possible hear all about it.

Simply scan the QR code to submit your event.



### Submit an event

# OUR SOCIALS

Our social media channels help the public keep up to date with what's on in the city.

Connect with us online to take advantage of this powerful marketing tool.

## Our reach

**We have over 16,000 social media followers, and thousands of subscribers to our mailing list.**

Here are 4 simple ways you can help promote the city and our business community:

.....

1

### FOLLOW US

  launcestoncentral

2

### SHARING IS CARING

Help spread the word by sharing events and promotions that Launceston Central, and others, run that benefit our city. By doing so you'll help to increase foot traffic, vibrancy, and positive sentiment in the city, not to mention a healthy dose of the warm and fuzzies.

3

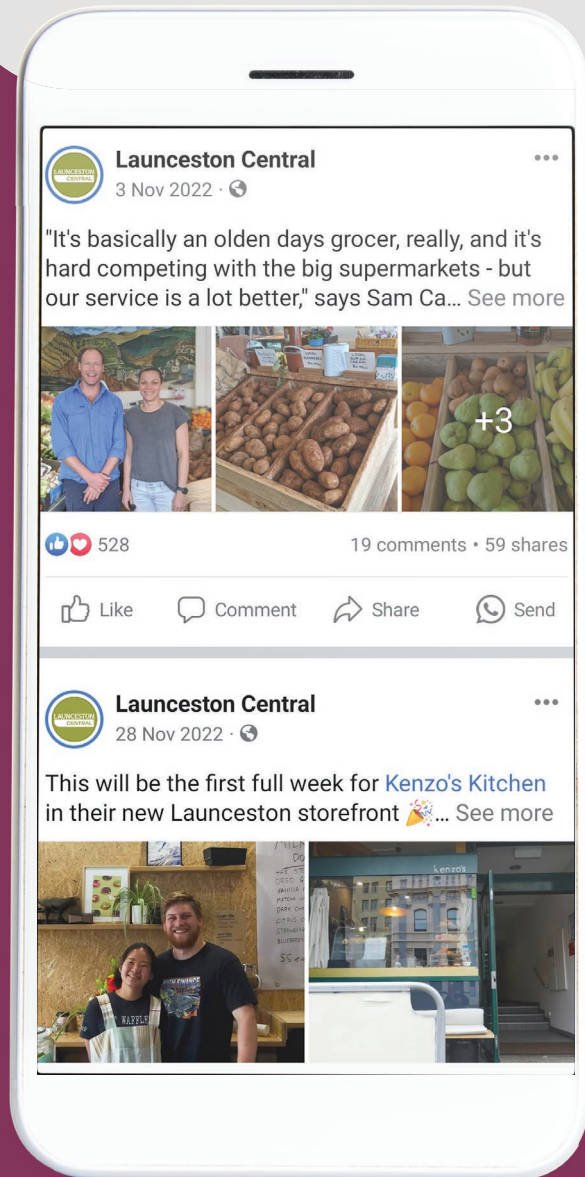
### LOVE THY NEIGHBOUR

Positive conversations in comment sections, as well as liking and sharing Launceston Central and your fellow businesses posts, can have a strong impact on creating community.

4

### KEEP US IN THE LOOP #LAUNCESTONCENTRAL

If you'd like us to help promote your content, event, product or promotion, tag us in your post, or send an email with the details to [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au).



## OUR CAMPAIGNS

As part of our core role to activate and market the city centre, we run a number of campaigns throughout the year, with opportunities for both hospitality and retail businesses to get involved.

Some of our major activities throughout the year include:

- Boutique Week
- Super Sale Saturday
- The Great Easter Egg Hunt
- Winter promotions and activations (such as Fire and Fog)
- NORTH Festival
- Christmas in the City



LAUNCESTON CENTRAL PRESENTS

# SUPER SALE SATURDAY

# 23 MARCH

BARGAINS • LIVE MUSIC ENTERTAINMENT  
• WIN A SHOPPING SPREE!

**FAMILY FUN IN THE CITY!**

launcestoncentral.com.au



LAUNCESTON CENTRAL PRESENTS

# BOU TIQUE WEEK

Shopping tours  
New season launches  
VIP shopping nights  
Styling workshops and more!

# 18-24 MAR

Celebrating Launceston's local retailers

Program out now launcestoncentral.com.au



Boutique shops and the best of city dining

Your local guide to shopping, the best of city eats and what's on in the city.

SCAN TO EXPLORE

LAUNCESTON CENTRAL

YOUR GUIDE TO THE CITY

launcestoncentral.com.au

## Get involved

### REGISTER NOW

It's never too early to express your interest in being part of one of our campaigns. Whether you're a hospitality business wanting to put on an event for NORTH Festival, or a retail business interested in finding out more on Boutique Week, get in touch to see which of our campaigns is the right fit for your business.

### SUBMIT AN EXPRESSION OF INTEREST



Simply email [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au) or scan the QR code to register your interest.





## Our campaigns

AUDIO SCAVENGER HUNT

LAUNCESTON CENTRAL PRESENTS

# THE GREAT EASTER EGG HUNT

**Help a bunny out**  
Easter Bunny needs your help to find 8 eggs lost in the windows of city businesses for a chance to win some hopping good prizes!

**TO ENTER**  
Scan the QR code to listen to the clues via the Storytowns app.  
OR  
Visit [launcestoncentral.com.au](http://launcestoncentral.com.au) to view the clues.

Join the hunt at [launcestoncentral.com.au](http://launcestoncentral.com.au)

# NORTH

11-25 OCTOBER

Eat your heart out

FIND OUT MORE

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

Launceston's spring food festival returns  
Sample, savour and celebrate the best that Northern Tasmania has to offer.

PROUDLY PRESENTED BY LAUNCESTON CENTRAL WITH THE SUPPORT OF Events Tasmania

# Christmas IN THE City

**FREE FAMILY ENTERTAINMENT**  
10.00AM - 3.00PM EVERY SATURDAY!

**SANTA'S MAILBOX**  
The Old Brisbane Arcade, Brisbane Street.  
Send a letter to Santa, EXPRESS to the North Pole!

**FIND SANTA'S LOST REINDEER**  
Follow the clues to help Santa locate his reindeer, hidden in the windows of city businesses for a chance to win!

**LIGHTING OF THE TREE**  
FRIDAY 24 NOVEMBER  
6pm - 9pm, Brisbane Street Mall.

**VOTE FOR YOUR FAVOURITE CHRISTMAS WINDOW**  
Use #LaunnieChristmas2023 for a chance to win.\*

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

@launcestoncentral

LAUNCESTON CENTRAL

YOUR GUIDE TO THE CITY

"Thanks to Launceston Central for running NORTH Festival. The event we ran during NORTH encouraged customers into the store after winter, with 32 happy customers attending the event, of which almost half were new! We also reached more than 418 new accounts on our socials. Small business can be hard but your ongoing support is invaluable."

- Jo, owner, The Grain Grocer

## WE VALUE YOUR FEEDBACK

Following each campaign we release a survey seeking feedback about how it impacted your business. The data we collect is crucial to helping us secure funding to plan and deliver future events in the city, and your personal feedback allows us to continually improve the experience for both businesses and patrons.

Make sure you're on our stakeholder mailing list to have your say.

## A VOICE FOR YOUR BUSINESS

Launceston Central represents city businesses by sitting on a number of boards and committees, and through our City Champions program. We are available for advice on where to go for assistance with any number of issues, and we are here to serve you, so get in touch today to see how we can help advocate for your business.

### CITY CHAMPIONS

Launceston 'City Champions' form our industry reference panel. Our eyes and ears on the ground, this group of around 10 business owners/operators from across the CBD meet bi-monthly to discuss current issues, events, and opportunities in the city. All industry sectors are represented, as are all precincts within the CBD.

Committee members are a sounding board for future marketing campaigns and events, and are an important source of feedback throughout the year to ensure our initiatives are aligned with what the city needs. City Champions meetings also provide opportunities for us to hear from businesses in a timely fashion about current issues and trends. Where appropriate, Launceston Central is then able to elevate any concerns to other organisations well-placed to provide assistance.

City Champions are a great source of information on what Launceston Central offers and how we work. Have a chat with them to see how we can help.

### INTERESTED IN BECOMING A CITY CHAMPION?

Contact [info@launcestoncentral.com.au](mailto:info@launcestoncentral.com.au) or phone 03 6334 3321 to find out more.

To get in touch with a City Champion, visit [launcestoncentral.com.au/for-businesses](http://launcestoncentral.com.au/for-businesses) for details.



Launceston Central plays a key advocacy role by providing a voice for city based business issues and advocating for increased investment and improvement of our city centre. We maintain a close working relationship with local and state government elected representatives and the operations team at City of Launceston. We also meet and work regularly with Launceston Chamber of Commerce, Business Tasmania and the local economic and tourism regional authorities to encourage investment and economic growth in Launceston.

## MEMBERSHIPS AND COMMITTEES

### Launceston Safer Communities Partnership

A group facilitated by City of Launceston which addresses community safety issues as they relate to the greater Launceston area. Launceston Central presents and forwards reports from businesses. The committee works with Tasmania Police, assisting businesses that have had incidents and exploring ways to address issues such as anti-social behaviour, theft, and homelessness in the city.

### Mainstreet Australia

The peak body for organisations and individuals committed to the success and survival of main streets and town centres in Australia.

### Tasmanian Council of Social Service

The Tasmanian Council of Social Service (TasCOSS) is the peak body for the community services industry in Tasmania. TasCOSS provides not-for-profit training opportunities in areas including advocacy, social benefit, securing future funding and grant applications.



## LEADERS IN OUR FIELD

On behalf of our city stakeholders, the Launceston Central team keeps abreast of the latest global and national trends in city centre activation, place branding, and consumer behaviour, implementing ideas and advocating for appropriate change and investment.

We're recognised as experts in our field, and are approached for advice by our peers seeking to build accessible, busy, attractive, and vibrant city centres.

## SEE YOU IN THE CITY

The team at Launceston Central thrive on working with you, the local businesses that are the heart of our beautiful city. Take advantage of our free services to promote your business, tell your stories, and contribute to the character and spirit of our unique and wonderful city.

## Contact us

### EMAIL

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

### PHONE

03 6334 3321

### WEBSITE

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

### FOLLOW US!

  [launcestoncentral](#)

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