



## **John McVeigh**

Minister for Regional Development,  
Territories and Local Government

## **Jeremy Rockliff**

Tasmanian Minister for  
Infrastructure

## **Albert van Zetten**

Mayor City of Launceston

## **Paul Fletcher**

Minister for Urban Infrastructure  
and Cities

## **David Bushby**

Liberal Senator for Tasmania

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# **Joint Media Statement**

24 April 2018

## **Launceston City rediscovers its heart**

Works have begun in the heart of Launceston on the Brisbane Street Mall Redevelopment, part of the City Heart project which is set to redefine Launceston's CBD as a competitive, vibrant and attractive public space.

Federal Minister for Regional Development, Territories and Local Government John McVeigh said the Turnbull Government was proud to support Brisbane Street Mall, a major driver of economic activity in northern Tasmania.

"In addition to revitalising the CBD, the broader Launceston City Heart project is expected to create over 50 jobs during construction and up to 300 ongoing jobs, continuing the Coalition Government's commitment to revitalise the Tasmanian economy and deliver jobs in regional Australia," Dr McVeigh said.

Federal Minister for Urban Infrastructure and Cities Paul Fletcher said the Turnbull Government committed \$7.5 million to the project through its City Deal initiative, which will position Launceston as one of Australia's most liveable and innovative regional cities.

"The Launceston City Deal, signed in April 2017, brings together all three levels of government, the community and private sector to deliver jobs and economic growth, stimulate urban renewal, and ultimately secure prosperity for each city," Mr Fletcher said.

Tasmanian Minister for Infrastructure Jeremy Rockliff said the State Government has been a strong supporter of the Launceston City Heart project, having committed \$5.8 million to improving the region's infrastructure.

"The project will provide a crucial long-term economic boost for the region, with an anticipated \$27.6 million expected to be returned to the local economy. Upgrades include construction of a new playspace area with landscaping, pavement, seating and shelters, a new flexible event area including a stage, terraced landscape seating and grassed area," Mr Rockliff said.

City of Launceston Mayor Albert van Zetten said the project would support the city's residents and businesses.

"The project is designed to make Launceston a place for people, the most liveable regional centre in the whole country," Alderman van Zetten said.

Liberal Senator for Tasmania David Bushby said that he was pleased to see this key project being delivered for Northern Tasmania.

“The opportunities this will raise for Launceston’s capacity to generate business and improve the amenity of the CBD will be a great boon to the community,” Senator Bushby said.

The project is jointly funded by the Australian Government (\$7.5 million), the Tasmanian Government (\$5.8 million), and the City of Launceston (\$6.1 million).

### **Media Contacts**

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