



# LAUNCESTON CHAMBER of COMMERCE

*The Voice of Business*

**Unlocking a New Era for Northern  
Tasmania's Visitor Economy**

The announcement of a \$35 million purpose-built convention centre for Launceston represents a defining moment for Northern Tasmania.

With the Tasmanian Government committing \$10 million to the project, alongside private sector leadership and City of Launceston support, this investment demonstrates alignment across government and industry — and strong confidence in our region's economic future.

Importantly, this is collaboration in action. The State Government, the City of Launceston, private proponent Errol Stewart, Visit Northern Tasmania, Business Events Tasmania and the Chamber have all played a role in bringing this opportunity forward. The Chamber has consistently advocated for demand-generating infrastructure that supports business growth — and we are pleased to see that vision advancing.

## **What This Means for Business**

Business events inject nearly \$200 million annually into Tasmania's economy, with demand continuing to grow. A purpose-built facility in Launceston is projected to double business events in the North and generate approximately \$30 million in additional annual economic activity.

A convention centre drives activity across the supply chain — event management, production, catering, transport, accommodation, retail and tourism. More than 90 per cent of business event delegates travel from interstate or overseas. They stay longer, spend more, and return again.

We have already seen what coordinated investment can achieve through major events such as the Foo Fighters concert. With AFL content building momentum and the York Park upgrade progressing, the convention centre becomes the infrastructure that converts one-off moments into sustained, year-round economic activity.

## **Next Steps – Turning Infrastructure into Opportunity**

This announcement is a milestone — but it is also the beginning of the next phase of work.

To fully realise the economic upside, the following priorities now come into focus:

- Accommodation Capacity – Ensuring sufficient hotel and short-stay supply to meet increased delegate demand.
- Transport and Connectivity – Airport capacity, transfers, public transport solutions and late-night services.
- Workforce Readiness – Supporting hospitality, tourism and event-sector workforce attraction and retention.
- Public Spaces and Activation – Linking Kings Wharf, the CBD and York Park to create seamless visitor experiences.
- Pipeline Planning – Coordinating event attraction strategies to ensure consistent, year-round utilisation.
- Business Readiness – Supporting local suppliers and service providers to scale and compete for event-related opportunities.

The Tasmanian Government has secured access to the convention space for the first decade of operations, providing an opportunity to proactively attract major conferences and industry events. This creates a clear mandate to align infrastructure, promotion, and private sector capability.

### **The Chamber's Role**

The Chamber will continue to work closely with State Government, the City of Launceston, Visit Northern Tasmania, Business Events Tasmania and the private sector to ensure this investment translates into measurable outcomes for members.

Our focus will be on enabling conditions - ensuring that demand generated by the convention centre flows directly into local businesses, creates jobs and strengthens Northern Tasmania's economic resilience.

The opportunity is significant. The task now is coordination, preparation, and delivery.

We invite members to engage with us as we shape the next phase of advocacy and planning to ensure this investment drives sustainable, long-term growth for our region.