



State of Australian Cities 2013

Launceston



Population and Settlement

- Launceston grew by 4.2% between 2006 and 2011, to 107,746. This was almost exactly the same growth rate as the previous five years. As identified in the *State of Australian Cities 2012* report, Launceston has had an extremely stable growth rate for the last century.
- In 2010–11, 255 more people departed Launceston for other parts of Australia than arrived from other parts of Australia. Births (1,447) outnumbered deaths (955) in the city in 2010–11.
- International education has grown to become Australia's fourth largest export industry. In 2011, 989 international students enrolled in the vocational education and training or the higher education sectors were living in Launceston, 0.9% of the city's population. It is estimated that international students in higher education, vocational and English language courses spend an average of \$42,531 per annum while studying in Australia.

Productivity

- In 2011, 78.9% of Launceston's employed males worked full-time, slightly below the national average of 81.7% and relatively stable since 2001 (78.8%). The proportion of Launceston's employed females that were working full-time was 45.9%, also below the national average of 53.0%, but up slightly from 45.4% in 2001.
- The sectors that employed the most males in Launceston in 2011 were manufacturing (16.2%), construction (13.3%) and retail trade (10.4%). Nationally, the construction and manufacturing sectors employed the most males in 2011 (13.8% and 12.8%).
- Launceston had the third highest proportion of males employed in manufacturing out of the major cities and the second highest proportion employed in retail trade. Of the non-capital major cities, Launceston had the highest proportion of males employed in wholesale trade (5.9%).
- The sectors that employed the most females in Launceston in 2011 were health care and social assistance (21.3%), retail trade (14.9%) and education and training (14.1%). Nationally, the health care and social assistance sector employed more Australians than any other sector (11.6%) in 2011, including one in five working women.
- Employment by industry changed noticeably in Australia's major cities between 2001 and 2011. Reflecting the experience of all major cities during this period, the proportion of people employed in the manufacturing sector in Launceston declined substantially (20.0% to 16.2% for males; 5.5% to 4.5% for females) and so did the proportion of people employed in the retail trade sector (15.6% to 10.4% for males; 19.7% to 14.9% for females).
- The proportion of females employed in the public administration and safety sector increased significantly in Launceston between 2001 and 2011 from 3.3% to 7.7%, the largest increase of all the major cities.
- The proportion of males employed in the construction and public administration and safety sectors increased significantly between 2001 and 2011 in Launceston (8.3% to 13.3%; 3.2% to 5.8%). Most major cities saw increases in the proportion of males employed in these sectors during this period.

- The proportion of females employed in the public administration and safety, and accommodation and food services sectors in Launceston increased significantly between 2001 and 2011 (3.3% to 7.7%; 7.2% to 10.3%). Most major cities saw increases in the proportion of people employed in the public administration and safety sector during this period.
- Higher education qualifications play a key role in Australia's productivity and there is an increasing demand for higher skill levels in the Australian workforce. All cities increased the proportion of their population with post-school qualifications between 2001 and 2011 but Launceston's rate of increase was in the bottom quarter for both males and females.
- In Launceston in 2011, 49.1% of males aged 15 and over had a post-school qualification, below the national average of 54.1%. This included 29.8% with a certificate, 6.5% with a diploma or advanced diploma and 12.8% with a bachelor degree or above. Nationally, 26.8% of males had a certificate, 7.8% had a diploma or advanced diploma and 19.5% had a bachelor degree or above.
- In 2011, 40.8% of females aged 15 and over in Launceston had a post-school qualification, below the national average (46.9%). This included 15.9% with a certificate, 7.8% with a diploma or advanced diploma and 17.1% with a bachelor degree or above. Nationally, 14.0% of females had a certificate, 10.1% had a diploma or advanced diploma and 22.7% had a bachelor degree or above.

Liveability

- The median household income in Launceston increased by 20.5% to \$953 per week between 2006 and 2011 but it still had the lowest median household income of the major cities in 2011. Nationally, income has increased across all income groups; however it has increased more at the top and bottom.
- Launceston had the lowest homeless population of the major cities in 2011, with an estimated 376 living homeless, 0.3% of the city's population.
- Active travel can improve liveability in cities by increasing health and wellbeing and reducing traffic congestion. In 2011, 6.1% of Launceston commuters walked or rode a bicycle to work. While this was the second highest proportion of active forms of travel for the non-capital major cities (behind Cairns with 6.9 per cent), it was down from 6.8% in 2006.
- In 2011 Launceston had 5.9 male bicycle commuters for every female bicycle commuter, the second highest ratio of all the major cities behind Toowoomba, and above the average ratio of 3.3:1 across the major cities.
- In 2011, 19.1% of people in Launceston volunteered their time. This was one of the highest proportions of volunteering of the non-capital major cities and above the national average of 17.8%. As with most non-capital major cities, the proportion of volunteering declined between 2006 (20%) and 2011. Nationally, volunteering is more prevalent in the non-capital major cities than in the capitals.

Governance

- Launceston City Council received Commonwealth funding and state assistance to produce a Greater Launceston plan that will be integrated with the *Northern Regional Land Use Strategy* and other relevant implementation plans and programs.