

LANDMARK POSTCODE

7250



Brisbane Street, Launceston.

Story: Sheryl Allen

LOCATION: Launceston
2 hours north of Hobart

POPULATION: 65,000

INDUSTRIES: Agriculture, services, tourism

CLIMATE: Temperate
Summer: 11.2°C – 24.4°C
Winter: 2.6°C – 12.0°C
Rainfall: 720mm

Depending on your source, Launceston lays claim to being Australia's second or third oldest city, founded in 1806, less than a decade after Bass and Flinders explored Bass Strait.

Irrefutably, it boasts many Australian firsts: including the first licensed country pub, the first country newspaper and the first underground sewerage system.

Today, Launceston is Tasmania's second city – a vibrant regional hub replete with stunning historical architecture and a unique natural setting midst the Tamar Valley.

Launceston's streetscapes still whisper of convict and colonial times but there's also a very contemporary edge to its arty culture expressed in funky cafés and specialty shops. There's an unmistakable European feel that lurks in its romantic riverside location.

The clean, crisp air lifts the soul and dares you to explore your wild side in the many wilderness adventures on offer.

Rugged Cataract Gorge with its suspension bridge, chairlift and look-outs is literally in the

heart of the city and Ben Lomond National Park and the untamed East Coast are within easy reach.

With a climate likened to the south of France, it's no surprise that a cool climate wine industry is fast growing a following here.

Tourism is an economic backbone, but Launceston's real reason for being is the service role it plays for its diverse agricultural catchment, catering to a population of around 100,000, including the settlements of Perth, Longford, Evandale, Westbury, Lilydale and Scottsdale.

"Like most of Tasmania the regional economy is almost exclusively rural-based with a variety of primary production activities making up the mix," said Richard Von Stieglitz, Landmark's rural property specialist based at nearby Longford. "It's very diversified with pockets of grazing country alongside irrigation precincts."

"There's cattle, sheep and dairy plus tree plantations and more intensive crops such as potatoes, poppies, seeds and peas. Holdings range from 30,000-plus grazing acres through to 3,000-4,000 irrigated acres and down to 300 acres and smaller lifestyle allotments."

"We're coming off the peak so there are not a great number of properties coming to market. There's still some residual uncertainty following the GFC so it's definitely a buyers' market. Still, properties with good water and nice old houses will always sell well."

Within the urban area of Launceston, the major industries reflect a strong services sector: health and social care, retail, education and training and then manufacturing.

The J Boag and Son brewery employs around 160 people and has built its very successful national brand around the pristine reputation of its location. Monday to Friday, visitors can discover the mysteries of beer brewing on guided tours which start and finish at the "Boag's Centre for Beer Lovers".

Exploring Launceston itself is easily achieved on foot – it is a compact, well-laid out urban centre with much of its historic character intact. Many buildings from the 1800s are still in use today and are beautifully integrated into functional and aesthetic cityscapes.

The Launceston community has a confident outlook, building on its longevity to self-style a future of opportunity and liveability for those who choose to make their home and livelihood within its environs.

CONTACT:

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PROPERTY GUIDE:

Residential: median house price \$249,000

Rural:

Grazing country \$1,000-\$3,000 per acre
Irrigation country \$4,000-\$6,000 per acre