



Launceston
City of
Gastronomy



unesco

Member of
the Creative Cities Network

Andrew Pitt – Launceston Gastronomy
Food and Agribusiness Network, Crafted
Conference, 31 July 2023

Launceston

- palawa nations
- Confluence of three rivers
- Third oldest Australian city
- History as resources hub
- Recent emergence of new gastronomic identity



From this

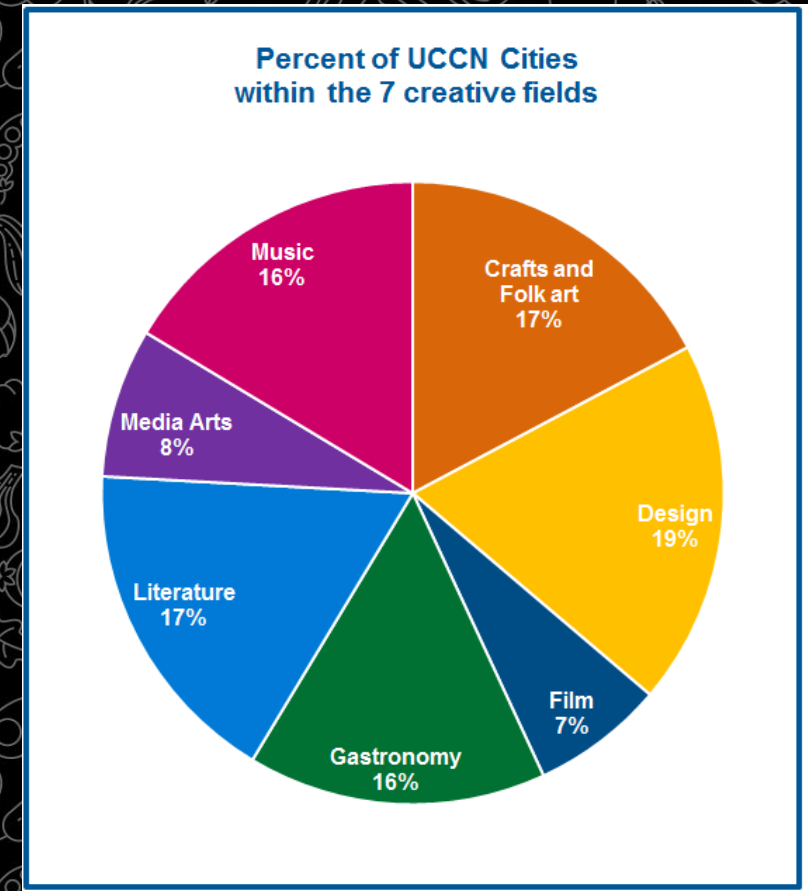


To this



What is the UNESCO Creative Cities Network?

- Founded in 2004, it promotes cooperation between cities.
- Creative cities put creativity and cultural industries and the heart of their local development plans.
- The Network covers seven fields:
 - Crafts and Folk Arts
 - Design
 - Film
 - Gastronomy
 - Literature
 - Media Arts
 - Music



Pathway to designation: build-up of gastronomic assets

- **Primary produce**
- Vineyards and wine culture
- Festivals
- Markets
- Restaurants and cafes
- Gardens and gardeners
- Brewing and distilling
- Fermenting
- Agritourism
- Education



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Agritourism meta in Tasmania

- State Government Agritourism Strategy 2019
- Opening the Gate Program
 - Encouraging agribusinesses to diversify into agritourism
 - Skills development to help them succeed
- RTOs – extensive support role, as well and regional marketing and promotion.
- Tourism Tasmania agritourism pillar
- Regulatory changes, mostly at council level.

Agritourism: up and comers around Launceston

- Swinging Gate Vineyard
 - Storytelling
 - Glamping in the vines
- Peco Wines
- Clustering with Moore's Hill and others nearby.
- Clover Hill and Joseph Chromy
- Fork and Farm



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Pathway to designation: focusing on gastronomy

Recognition that our food system:

- Is the rope that binds most of our major industries
- Is fundamentally important for improving social equity
- Is the best possible creative lens to tackle issues of environmental sustainability

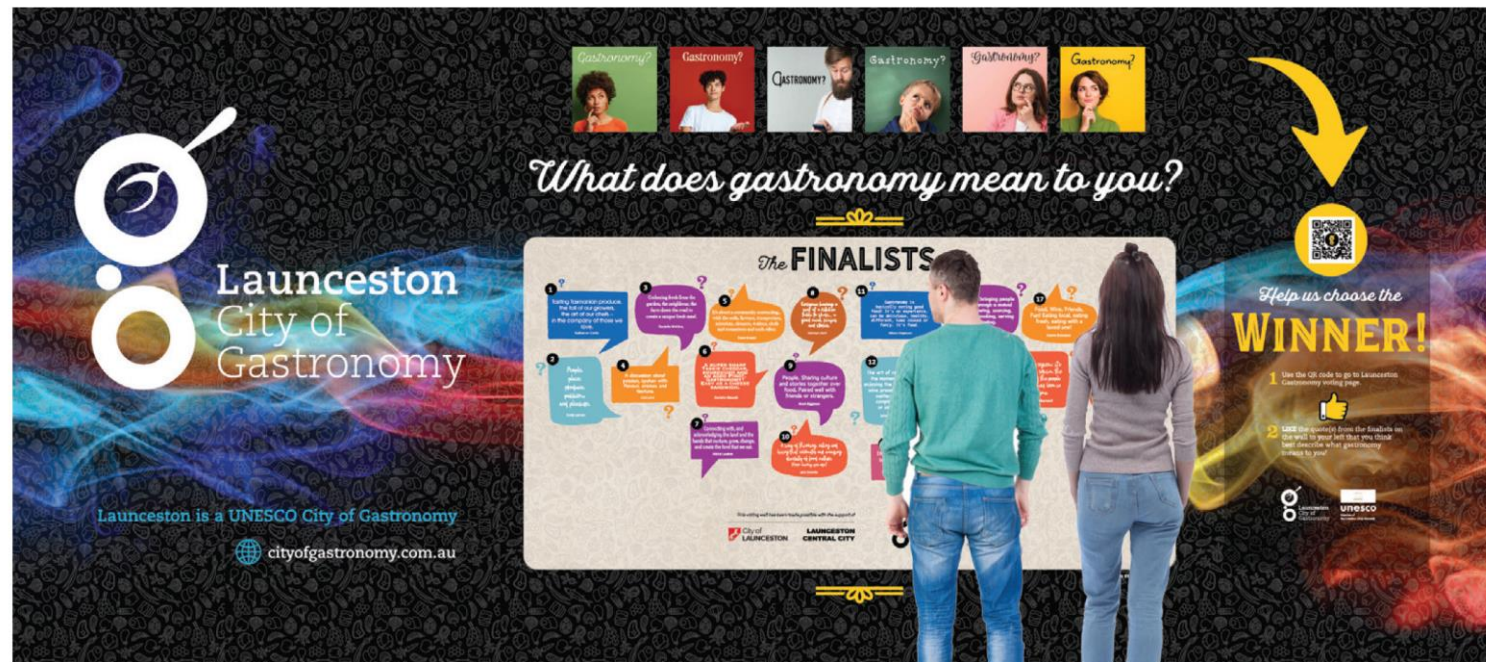
Pathway to designation: focusing on gastronomy

- Regional collaboration
- Classic regional economic development
- Large cast of contributors, many volunteers
- Quiet pursuit of the extraordinary
- Applied June 2021
- Designation announced in December 2021
- Initial frenzy of attention, gradually stabilised and now steady.

Launceston Gastronomy: operational

- TAN: Company limited by guarantee
- Voluntary board
- Part time (contract) coordinator and communications
- Start-up funding from FIAL, councils, Utas and Great Regional City Challenge
- Now mainly council-funded and moving toward sustainability.

'What does gastronomy mean to you?' campaign



The 'Voting Wall' in Brisbane St Mall

What does gastronomy mean to you?

“ Everyone having a seat
at a kitchen table
to share...a good meal,
recipes, and stories.”

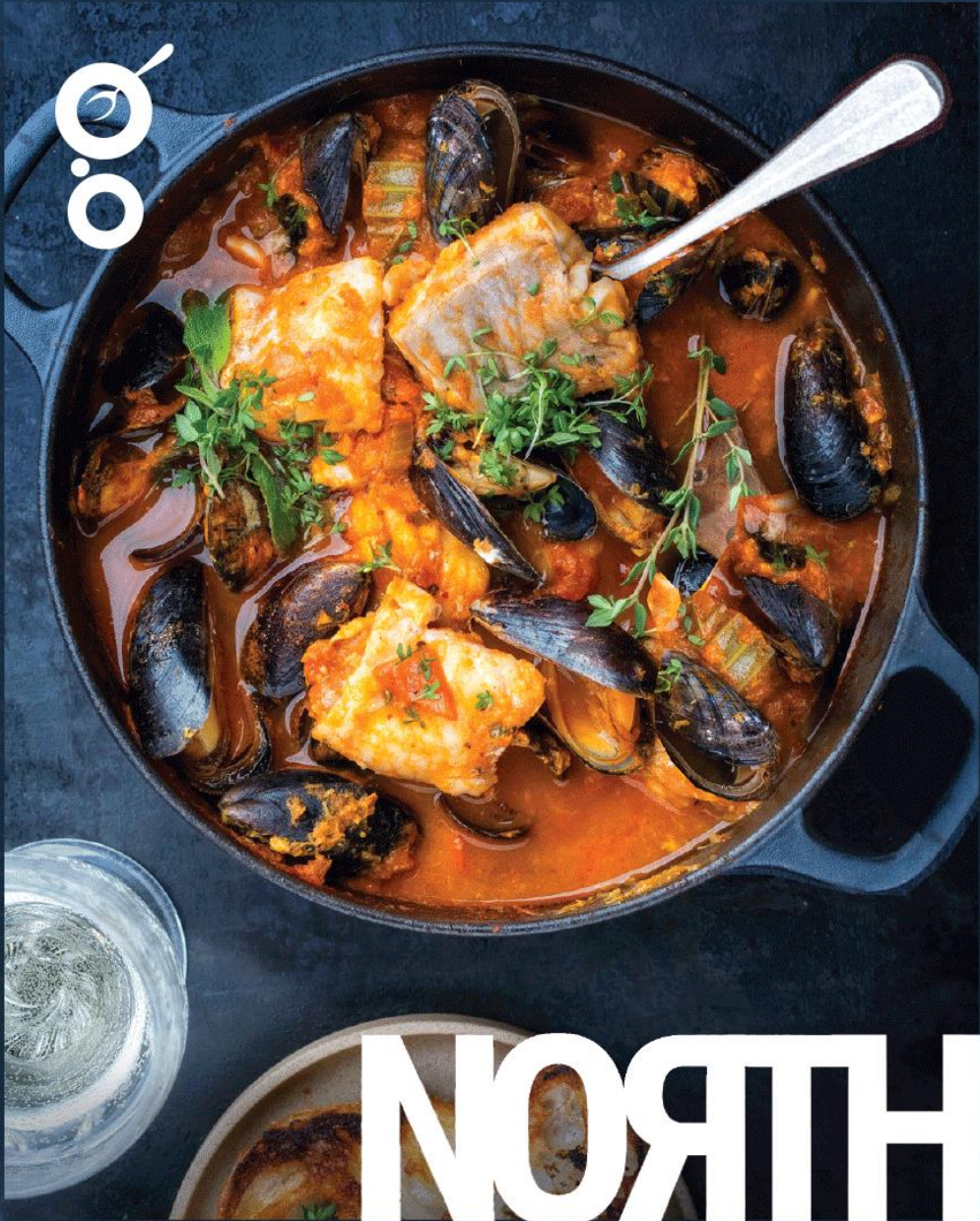


Our winner: Kathryn Kahl from Ravenswood



- New welcome signage at Launceston Airport





NORTH

WHAT IS OUR



SEASONAL

Signature

DISH





GASTRONOMY

Manifeasto

JUNCTION



- Main Stage, Macao,
- INSET Vivien Zhao, Tasmanian Trade Advocate (Shanghai), Craig Wills, Executive Chef (Stillwater), Chris Griffin L+NTG Board Member



- Craig Wills showcasing Northern Tasmanian fare in front of the Chinese media



Additional to these activities are our +++ over the next 12 months:-

- Collaboration with State Growth re trade
- Extension of presence at airport
- Gastronomic Map App - extension of the Tamar Valley Wine Route
- Symposium of Australian Gastronomy 2024 in Launceston
- Food Resilience through the FaRM project
- Creative Cities of Gastronomy events
- International gathering : Turkey
- Gastronomy sub-network meeting
- Membership Monitoring Report evaluations
- Monthly on-line Network Meeting
- International Gastronomy Website presence

NORTHERN TASMANIA



agricULTURED
cultivating conversations



3rd - 6th
AUGUST

agriCULTURED

Aspirations for Agritourism

Immerse yourself in a thought provoking
dialogue centred around food, tourism,
sustainability, and the issues close to our hearts



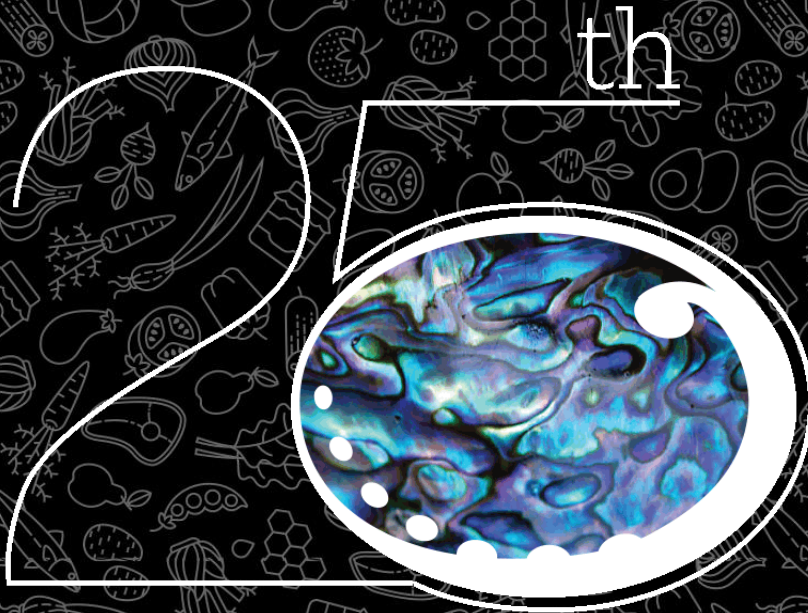
CONVERSATIONS IN THE CITY



GASTRONOMY
Hypothetical

agriCULTURED Friday 4 August 2023
Future Food System,
Gastronomy Hypothetical





Symposium of Australian Gastronomy

July 5th – 8th 2024



**LAUNCESTON
CENTRAL**





Gastronomy Northern Tasmania



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