

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

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ATTENTION: Chiefs of Staff, News Directors

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## **UTAS and Launceston City Council collaborate for enrichment of the North**

The University of Tasmania and Launceston City Council have agreed formally to work together to identify joint venture projects that enhance UTAS status and create new business opportunities in the north of the State.

Signing a memorandum of understanding with Launceston City Council's Mayor Albert Van Zetten, and acting general manager, Rod Sweetnam, UTAS Vice-Chancellor Professor Daryl Le Grew said the success of the northern campuses is vital if UTAS is as a whole to achieve its full potential.

"This memorandum indicates UTAS' whole-hearted preparedness to work with the Launceston City Council to achieve the joint objective of making Launceston a great place to live, work, invest and learn," he said.

"Both UTAS and the Council have some great ideas for sharing information and expertise and collaborating on projects to enrich the economic and social well-being of the Launceston region."

Mayor Van Zetten said the ability to have an educated, well-trained community was one of the biggest factors in ensuring a thriving future for the northern region.

"We are looking forward to working with the University to develop innovative ways to build Launceston as a 'city of learning'," he said.

UTAS Deputy Vice-Chancellor (Academic) and Provost, Professor David Rich, outlined a number of aspects of the memorandum of understanding which are already being implemented or investigated.

These include:

- Discussions on the possibility of sharing and / or combining recreational facilities;
- Discussions between the School of Human Life Sciences and Launceston City Council on the potential for joint sports fitness testing and training facilities at Aurora Stadium;
- Developing joint destination marketing campaigns to promote Launceston as an appealing place to live, work, invest and learn;

- Developing joint activities with Launceston's colleges to welcome and support international students;
- Launceston City Council representation on UTAS advisory groups;
- UTAS representation on Council-initiated groups;
- Discussions on opportunities for UTAS and Council have share professional development experiences.

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