



BEYOND THE CURTAIN

Project Report

THE20

September 2020

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A STORY FOR GLENORCHY

For too long the people of Glenorchy have heard other people's opinion but not their own. As the Council looks to the future, there has never been a better time to articulate the real story of this special place.

During July, August and September 2020, four interviewers from The20 and 100 people from greater Glenorchy started a conversation. We asked questions that hadn't been raised before and heard stories that needed to be shared. Through in-depth discussions throughout the LGA, we unearthed what this place and its people are all about.

This report is culmination of everything we learnt. Firstly, we have shared the themes that we consistently heard in our interviews. Secondly, we have crafted the Glenorchy master story and values based on our interviews. Finally, we have included the community insights about the Moonah, Glenorchy and Claremont precincts, as well as our vision of what these insights might lead to in the future.

We hope that this report is a tool for you to act upon. Ultimately, we believe it should be a lens to guide decision making and provide confidence in making the right choices.

On behalf of the interviewers, Errin, Jimmy, Amr and Matt, we thank you for the opportunity to meet and listen to such a wonderful group of people.

We look forward to being part of the future of greater Glenorchy.



Matt Fishburn

Head of Strategy / Managing Director The20

THEMES

During our interviews, there were certain things that came up again and again. These are the common threads that matter to people in the area and form the foundations of the master story for Glenorchy.

We found eleven themes which have been shared on social media throughout the project. We have included these in the following pages, supported by some of the most relevant quotes from our interviews.

THEME ONE

THE FLANNY DOESN'T FIT ANYMORE

They used to talk about “the Flannelette Curtain”. They said that north of Creek Road was full of bogans. We never really cared that much – that’s their opinion, not ours. And anyway, this place has changed. We’ve outgrown that image – now, we’re just as likely to be wearing a suit, high vis, jeans, activewear or traditional dress. And you might see us in a flanny sometimes too.



People from Glenorchy are more genuine.
People aren't false here compared to other places.

**LYNDSAY,
GLENORCHY**

Footy teams, fire fighters, knitting collectives, RSLs...in Glenorchy, people love to get involved in their community. It's about being part of something and making a difference. There are lots of volunteers here – it seems like more than other places. Maybe it's because we know what's really important?



Our business builds things for the community – not just for now, but for future generations. So, if we make some revenue from that, it's right to return some of that back into the community.

PETER,
CLAREMONT

THE GLENORCHY SPIRIT

It seems there's something in the air in Claremont, Moonah and Glenorchy. As a lovely woman from Glenorchy told us, "you can go to the supermarket and come away with a best friend here". She's quite literally met friends for life in the Woolie's petfood aisle, and it's a broader metaphor that exists within the area.

In our interviews, we've heard about the strong bonds between families and friends, and even kindness between strangers. You can rely on each other here – and it seems that the connections are much closer in the northern suburbs than in other areas.

We have also heard that there are more clubs and community groups in greater Glenorchy – whether it's for sport, hobbies, helping, learning or fun. People turn up, get involved and lend a hand. There is a deeper, richer community spirit that this place brings out in people.

One of our interviewees from Moonah talked about holding a street party. They tried it once in a suburb south of Moonah and only a few people turned up. A year later, after moving to Moonah, they did it again. This time, 40 of their new neighbours joined in. It's a similar story with the Moonah Taste of the World festival – it not only brings out the best in people, it is a celebration of the spirit that makes the area unique.

We've heard about the comradery that exists within the local fire brigades, and community events like the recent BlazeAid fundraiser in Claremont – more than 70 people came along to raise money for bushfire relief. And then there's the sporting club spirit. One resident's family has played over 1,000 games for the Claremont footy club and close to 500 games for the Glenorchy footy club!

But we're also hearing some tension around this in our interviews. People have spoken about a possible lack of pride for the place itself – there's a lot of rubbish and vandalism, and some areas can feel unwelcoming or even frightening. People feel that although there's not a simple solution, something needs to be done to celebrate the positive spirit that exists and embed this more deeply into greater Glenorchy, especially for younger people.

We've been trying to uncover where this has come from – why does this spirit exist in the northern suburbs? We've heard multiple views. Lyndsay, one of the first people we spoke to, reflected that "people from Glenorchy are more genuine, people aren't false here" – and maybe, just maybe, people don't care as much about money, cars or houses.

There's a flatness that exists not only in the geography, but within the culture. "We're all equal" can equate to seeing not what you have, but what is actually important. Carol from Chigwell summed up her view beautifully:

"Glenorchy has come from working class roots, and you find that people who have been through tough times tend to be more willing to do good for others. I know lots of people for volunteer, or work on things that are good for the community."

As far back as we can remember, Glenorchy has been a place of diversity. We welcome those who choose to call our city home, and enjoy the rich culture this creates. We want to do more to support this – to encourage a connected and multi-layered society.



There is a sense of encouragement between multicultural societies. They empower each other to take a step forward and create new opportunities in Glenorchy.

UNA,
GLENORCHY

WELCOME HOME

Glenorchy is rich in cultural diversity – and it always has been.

Sadly, little is known about the Aboriginal people who lived in this area for thousands of years before European arrival.

English and Scottish settlers were given land grants throughout the area, with former convicts also relocating here. They were joined by German farming immigrants, settling to the west of Glenorchy. After the second world war, many European migrants moved to the area to take advantage of the boom in housing and employment, particularly at Cadbury and the Zinc Works.

As a result of global disruption, war and change, many more cultures have joined the city – members of the Congolese and Eritrean, Ethiopian, Sudanese, Nepali, Afghan, Indian, Chinese, Pilipino, Bhutanese and Sri Lankan communities (and many more!) have made this place their home.

Now, Glenorchy is the most culturally diverse area in Tasmania, with people from around the world choosing to live, work, study and start businesses here.

In our interviews, people spoke about the richness that this brings the area – the sharing of culture, food and friendship. A long-time Claremont resident spoke about the evolving cultural mix over time and the positive impact this has had on the area. A young woman from Moonah told us “It would be a boring place if everyone was exactly the same!”.

We heard about the multicultural exhibitions and events at the Moonah Arts Centre, the English conversation classes at the library and the relocation of the Migrant Resource Centre.

We also heard about the deep support and encouragement people from within these communities give each other to help them fulfill their dreams.

We also heard that the growing diversity has come with its challenges. A Chinese student and business owner told us about being verbally assaulted when walking at night with her friends – the group was so taken aback they didn’t know how to respond. It didn’t feel ‘Glenorchy’ at all.

Others told us that while there are people from many different cultures in the city, there is limited interaction between groups – it’s becoming a place with many communities, rather than one. As one person put it, “There’s promotion of culture, restaurants, shops and cafes. But I don’t think there’s an actual community feel”. Many people from diverse backgrounds told us they desperately want more support to enable them to integrate better.

Clearly, there is work to be done to make Glenorchy a truly multicultural city. But we can say with confidence that people want to see the city continue to evolve and diversify into the future, while building a strong and cohesive sense of community.

Industry played a big role in shaping the northern suburbs. When Cadbury and the Zinc Works opened, they created jobs, houses and communities. Many of us remember the cereal factory, the tanneries, the tool factory, the brickworks. Now, most of our factories have closed, moving offshore where they can get cheaper land and labour. Instead, we have warehouses, wholesalers and shopfronts. Manufacturing made this place – but what do we make in Glenorchy?



We still manufacture in the area and have been doing so for 50 odd years. It is cheaper to buy in from the mainland or China, but that is our point of difference. I am proud of making it from start to finish.

ELISHA,
GLENORCHY

MADE IN GLENORCHY

Have you ever noticed there are lots of red brick houses in the northern suburbs? Turns out, one of the State's original brickwork was in the area. We've heard about lots of local treasures in our interviews, and it's clear that the area's early manufacturing industry wasn't just about making things – it literally made the suburbs and communities we enjoy today.

With great water access, busy train lines, productive land and a willing workforce, Glenorchy was a desirable place to start a business. The apple orchards in the area led to the creation of the first Mercury Cider factory, now one of Australia's best-known brands. INCAT, now producing the world's fastest ships, found success in the northern bays of the Derwent.

And while locals are rightly proud of the great things that have been manufactured in the area, the impact of these businesses goes much deeper than the physical things that have been created.

When people talked to us about the arrival of Cadbury in Claremont, it wasn't all stories of chocolate – although the sweet smell of the factory was a strong memory! We heard about the chocolate-box estate built to house the managers, the bustling train line bringing in workers from Hobart, and the generations of residents involved in the factory operations. For many locals, a job at Cadbury was a given in their future career.

Similarly, you told us that the Zinc Works created a whole new community, with housing and services for young families and migrant workers. We even heard of picnics being held for families, with busses shuttling in those who lived further away. The care for community shown by these businesses seems to reflect the care that people show one another here.

Following the global trend, many Glenorchy businesses began to move their operations to other parts of the world where they could find cheaper land and labour. Our interviewees told us that while this happened fairly slowly, the change was noticeable.

Once-bustling factories became warehouses, storing and selling the goods they once created. In some cases, like the Sanitarium and Stanley factories, they seemed to disappear altogether. This transition changed the type and number of jobs available in Glenorchy, and changed the 'feel' of the place. For many, it made a tough life even tougher.

We also heard wonderful stories about people who continue to make and create here – it seems to be in the city's DNA!

Lots of business owners grew up in hard-working families who 'had a go'. For most, it wasn't easy – we heard about a local blind manufacturing company, where three generations of the family would sit around the dining table hand-stringing venetian blinds to fill orders. Others, like St Albi in Moonah, are seizing the opportunity to bring something new to the old industrial areas.

Whether you've been here for generations or have just arrived, it seems that big dreams and hard work are core to the values of Glenorchy.

Things are changing. And we aren't sure how we feel about it. Areas that were once purely industrial are now homes. Places that were mostly quiet suburban streets and now busy with people doing business. The places we used to love to visit are now run down, the working-class-ness we are proud of is being diluted as we become more successful. There is no ego in Glenorchy. People here are down to earth, 'real'. This is not a place for 'plastic people'. People have called us bogans, riff raff, trouble. We are torn between our roots and our future. We want to find the right way forward.



This place makes me proud to be the underdog.

LUCY,
LUTANA

WHO ARE WE?

We're going through changes and many people aren't sure what it means. Many know that change is for the better, but their fear is alleviated when we tell them this process is about articulating a greater sense of who we are. There has been a core thread of being working class, but now that's changing. It's interesting when we prompt people – they still acknowledge that they work damn hard! – it's been instilled into them by the parents who grew up here. For many, it hasn't been easy, and for some it's been very tough.

All of this has had a rather wonderful consequence "Here are where the real people live" "There are values that are set into you here that are really special". People are different and it doesn't matter about your life and your background there is a beautiful softness within people which is counter to the Glenorchy brashness that many perceive Glenorchy to be. People are stripped back in this place and when you come here it affects you.

One lady talked to the fragility that exists in Glenorchy and how it's much easier to partner and do things here because of it. One wonderful story we heard was of a homeless person who was on the street with his hat asking for money - A man in a suit who was obviously passing through walked past, looked at the man, got out his wallet and dropped a ten dollar note into the hat. The man picked up his hat and said, "Geez mate, that's a bit too much, let me give you some change". There's humanity here that can define this place and when articulated and acted upon it could be rather special, rather unique and a clear articulation of "Who are we?".

It's hard to stay positive when people are constantly making you feel bad. Being seen as the 'problem child' has hurt us, particularly the most vulnerable. Inwardly, we feel that we aren't good enough. Outwardly, we compensate for not fitting in by standing out – when we act tougher we feel safer.



People are feeding into their own Glenorchy stereotypes.

SOPHIE,
GLENORCHY

THE UNDERBELLY

There's a perception that there's a dark 'underbelly' in Glenorchy. The rougher types, with lots of tats, lots of swearing and a bit of a mean streak. The kind of people you don't want to meet in a dark alley way – or even make direct eye contact with.

We met a few of these people in our interviews. And it took only a couple of minutes to realise that the toughness was mostly there to protect them. After a lifetime of being told they weren't good enough, or smart enough, or rich enough, they had built up an image that would stop people talking. We saw it in younger people as well – kids who feel safe because they would win in a fight.

After a couple of minutes talking, the stories we heard were inspiring. The people who spend their time volunteering for children's charities, visiting sick people in hospital, caring for disabled relatives. And for most of these people, their kindness didn't show through until we broke through their initial defences. Under a hard surface is something soft and caring, which was rather wonderful.

Some of interviewees kept saying sorry – they thought the answers they were providing were not worthy, not good enough. In fact, it was the opposite – their responses were truly insightful. Not dissimilar to the broader Tasmanian narrative, there seems to be a lack of encouragement in Glenorchy. The portrayed 'toughness' doesn't create connection but strengthens and builds barriers between us. The divide between the 'elderly' and the 'youth' is apparent because of this.

It's hard to know how to fix a problem that's also a defence. But we think it starts with pride in who you are, a connection to where you are, encouraging one another and having some hope for the future.

For years, our population grew as more and more houses were built. They were affordable, available to those most in need. But they forgot to build some of the other things we needed to thrive as a community – the places where we can meet and share our experiences.



If we do things well, people should come here because it's fun, not just because of a need.

MAXINE,
GLENORCHY

MORE THAN A HOUSING ESTATE

Lots of people we spoke to told us they'd moved to the northern suburbs because they could get great bang for their buck. Compared to other suburbs the houses are cheaper, with bigger blocks and good access.

It's one of Glenorchy's biggest benefits. But people also told us that they want the area to be more than affordable houses.

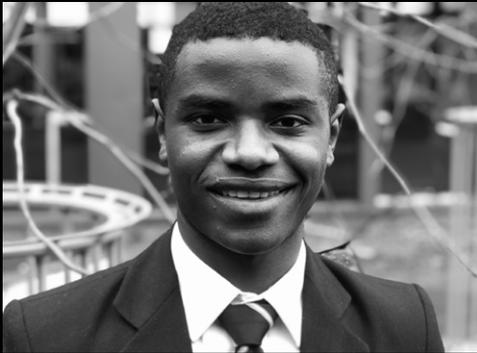
We spoke to lots of people who really want to be able to go for a nice meal in Glenorchy, rather than having to go to Moonah or further south. We talked to people who'd love to have a community hall for events, markets and concerts. Lots of people told us there aren't enough parks and green spaces in Moonah, and they want more green corridors connecting houses, shops and natural areas.

Being known as a housing commission area hurt Glenorchy's reputation, but it also made it difficult for it to thrive as a community. From what we heard, people crave spaces where they can meet new people, relax and enjoy themselves near where they live.

They don't want future development to just be more houses.

As a dad and business owner from Glenorchy told us, "We need something to hold people here – to give them a reason to visit and a reason to stay. We don't want to have to go to Hobart for a meal or to socialise. We should be able to do that here."

The sense of community is what makes Glenorchy different – people see it, and many experience it. But, there is a strong acknowledgement that we must do more with it. We want to be known for our people as much as our place.



As a community, if we can promote health, mental health, and education, that will open more doors for young people to change the community.

**SAMSON,
CHIGWELL**

OUR COMMUNITY AS AN ASSET, NOT JUST AN OBSERVATION

Many of our participants have observed the sense of community in Glenorchy. It seems to be stronger here than some of the other suburbs people have lived in. It manifests itself in many different ways and it's for young as much as it is for the old.

It seems that community activation and participation is just easier here. Maybe this is because our biggest thing in common is how different we are. One young, aspiring businesswoman in Moonah said the community is a 'melting pot'. Everyone is in it together.

It's a wonderful thought, but it's clear that some are a little frustrated. Many feel it's an asset just waiting to be unleashed. We could be doing more together as a community, more participation, more community-led events, getting kids and elders involved, encouraging businesses to partner in ways that seem uncommon in other places.

And when we put process around this we can involve those people who don't directly access our community spirit. One of our interviewees, who referred to herself as being a little insular, told us about a flower arranging course she did years ago. She made some really good friends in this class, which was even better than the course itself. She needs organised opportunities like this to help her participate in community life, and we know she's not alone.

People see Council as being an initiator in this space – not necessarily organising and funding, but kickstarting. "We need more family-focussed community programs and events. Not something that has to be initiated the council – but simply recognised."

You've heard of the MONA effect? It's like that, only Moonah. While bigger shops are shutting down, small, eclectic and locally owned shops are opening up. The area has become a haven for young families and new migrants. We love the diversity and contrast, but want to hold on to what we are – a bit rough around the edges with absolutely no elitism.



When I was younger, there was a fish and chips shop and a hot dog shop in Moonah. That's all you got here.

MAREE,
THE WOOL SHOP,
MOONAH

THE MOONAH EFFECT

Lots of the people we spoke to in our interviews live or work in Moonah. Many are new to the area, drawn here by affordable houses with big backyards and good schools nearby. Others are new to Tasmania, moving here for a safer life. Other people we talked to have been here for years – and they are the ones who have seen the massive change Moonah has gone through recently.

Once a struggling strip of shops, Moonah has undergone a transformation. Unused warehouses are being turned into restaurants and bakeries. Traditional takeaways now offer a multicultural menu. Boutique retailers are popping up next-door to department stores.

We heard that Glenorchy has Australia's the highest proportion of artists, and it certainly feels like a lot of them are hanging out in Moonah, particularly on the opening night of a new exhibition at MAC.

Unlike MONA, this cultural revolution can't be attributed to one person's vision or a grand plan – it seems to be the collective impact of a natural shift in the community demographics.

But the people of Moonah definitely don't want to become 'another North Hobart'. They like being able to get a good latte on main road, but they want Moonah to keep its unique charm – the grungy warehouses, the gritty streets, the diverse cultures, the imperfect houses. It's the realness of Moonah that keeps people here.

Something is not right in the Glenorchy CBD. Once a hub, our city seems to have lost its way. Shopping areas are not connected, shopfronts are empty and there's too much loitering and littering. It's full of things we need, but not things we want. We are such a colourful community, so why does our city have so much greyness?



Look at Main Road – it's a grey street with no trees and an empty shopping precinct. It says everything and it inspires nothing. Where are the young people and the life?

TILL,
MOONAH

GLENORCHY'S BROKEN HEART

When we asked people about Glenorchy itself, the heart of the northern suburbs, the stories were not always positive. In fact, some people were downright negative.

The places where kids used to ride their bikes after school are now closed off, turned into car parks or housing developments. Families who used to walk safely to the school or shops now take the car. The future of Tolosa Park, a favourite memory for many, feels unclear and under threat. Others spoke about the connection between the growing number of pubs and clubs, money lenders and community services.

Some people described the city as depressed. Another said it has an 'ugliness issue'.

So, how can we fix it?

People talked about needing a way to create a sense of pride in the city – for people to feel more responsibility for their local area. Others wanted ways to attract new businesses to give some variety and interest to the main shopping areas. We heard ideas about improving the connectivity and flow of the different shopping areas, planting more trees, installing better lighting. Some interviewees spoke about getting the right balance between services and shops.

People told us that they appreciate the recent street-scaping efforts, but it seems that the problem can't simply be fixed with cosmetic changes.

On a positive note, locals feel that now is the time to fix the mistakes of the past – to mend the heart of the Glenorchy CBD and create a vibrant place full of things people want, not just the things people need.

Heritage listed mansions, protected elm trees and a Chocolate-box estate... Claremont is the old girl of Glenorchy. We gather in the Village (they might have changed the name, but we're still 'Village people!'), enjoying local stores with a traditional atmosphere. But we don't want Claremont to stay in the past – we want to share our success with our neighbours and welcome the next generation.



It feels like you're so close to history here.
It's quite fascinating.

KRYSIA,
CLAREMONT

OLD CLAREMONT

Although it's only a few kilometres up the road, Claremont feels very different to its neighbouring suburbs. Even the drive into the leafy township, coming off the busy highway and onto the quiet and well-maintained streets, feels like slowing down. Rather than a sprawling city or a buzzing strip, Claremont has maintained the village feel of the past. And people love it.

Everything is close together. It's easy to get around and it has a friendly feel. There's a well-kept golf course, flat walking tracks and comfortable cafes. We heard about historic Claremont House, stories about the old ferry which is the namesake of Austins Ferry and legends of bushrangers hiding out up in a cave on the mountain.

In our interviews, we heard that while the older demographic feels very at home here, the area isn't as well set up for young families or teenagers. Locals are worried that Claremont might start to feel like a Retirement Village, rather than the traditional village feel they currently enjoy. They want something to attract and keep young people to the area.

We also heard about the economic divide. There's a sense that parts of Claremont are 'rich', and parts are 'poor' – especially when considering nearby Chigwell, which is a much harder place to live. Even the local golf course is too expensive for many locals to play at. As one of our interviewees told us, "Lots of people in Claremont are finding it difficult. We need to care for the people who are struggling – that's a community thing we have to do."

With the new townhouse developments along the waterfront, the privatisation of areas that were once accessible to the public and the lack of local jobs, there's a chance this divide will increase further.

One young woman we spoke to put it perfectly: "I would be worried if Claremont was gentrified too much. I hope it doesn't get 'improved' in a way that pushes people out, like different generations and multicultural groups."



GLENORCHY MASTER STORY



REAL GLENORCHY

As far back as we can remember, we have been misunderstood by others.

We had abundant land. Our grassy plains stretched from the mountain to the river.

Others named us after a narrow valley.

We cultivated thriving farmlands. Apple orchards lined our main streets and our pockets.

Others defined us as the outskirts of a capital city.

We built a proud hub of industry. Here, we produced some of the world's best.

Others classed us as a place of desperation.

We were labelled 'The Flannelette Curtain', 'North of Creek Road', 'Bogans'.

We thickened our skin and got on with it. We were working too hard to be drawn into petty snobbery.

Here, we know what really matters. It's why we volunteer even when we have nothing to give.

It's why we welcome those who have not been welcomed elsewhere. And it's why we support each other, especially when times get tough. In Glenorchy, we accept people for who they are. We are all equal here.

Others call us working-class.

We call ourselves real.

And this realness – a simple understanding of what is important – is what makes Glenorchy special. It makes our community, families and businesses richer in all the ways that really matter. Labels and vanity mean nothing here. Instead, we embrace simplicity, equality and kinship.

As this place grows and changes, we'll bring everyone along for the journey: young and old, rich and poor, newly arrived migrants and people who have been here for five generations. We'll support

the isolated, the marginalised, the misfits, the people with nowhere else to go. We will not leave anyone behind or push anyone out.

In Glenorchy, we have what Tasmania – and the world – needs. This place will remind you of what is important. It will make you focus on the things that matter. It will make you a better version of yourself.

As we look to the future, we will go beyond what others have said and create a new understanding of our place and people.

Now, we invite you to be real with us.

QUALITIES

We go out of our way to understand each other

- Everyone has a backstory, and we are happy to hear it.
- We are all different. We accept people from all walks of life.
- We don't judge each other or make assumptions.

We won't apologise for ourselves

- In the future we will always be proud of who we are and where we come from.
- We'll make the best of our circumstances and use struggle as fuel.
- We will give second chances and learn from our mistakes.

We admire actions over words

- Helping people is normal here.
- We are quiet achievers and are happy to do our thing.
- To earn respect, you need to follow through on your promises.

We'll take responsibility for the future

- It's up to us to be a better version of Glenorchy and no one else.
- We are not 'the northern suburbs', or 'north of creek road' or 'the wrong side of the flannelette curtain'.
- In greater Glenorchy, we are real.

We work hard and have fun together

- Our working-class roots inspire us to innovate, make and create.
- Finding a solution to a problem gives us a great sense of satisfaction.
- We will share our success with our neighbours.

PRECINCT INSIGHTS

During our conversations we asked interviewees questions about the three main Glenorchy precincts: Moonah, Glenorchy and Claremont. Whenever possible the questions included the examples below. In most conversations, these types of insights came up naturally through the discussion.

- What is working here in terms of business mix, accessibility, use, layout, appeal/attraction?
- What's not working?
- What do you think is holding back the growth of the CBD?
- How do you think the area should be developed into the future?
- Where are the opportunities?

The following pages contain a summary of the insights for each precinct. To articulate the community's vision, we have interpreted the insights as an aspirational 'Story from the Future'. This is a creative process, aiming to capture the way the areas will feel and function in the future.

To support this, we have also included specific verbatim insights to guide future decision making. These have been grouped into general categories, but have not been weighted, ordered or prioritised using a defined method.

MOONAH

Story From The Future

“I love spending Sunday morning in Moonah – I start at the farmer’s market and then explore all the little shops on main road and in the funky laneways and arcades. Last weekend I found the cutest hand-made African earrings, an incredible Tassie-made t-shirt for my daughter, and a second-hand book I can’t wait to read.

I try to buy our bread from one of the local bakeries, meat from the butcher up the road and our veggies from the family-owned grocer – it’s nice to support the small guys, and the quality is always excellent.

At night, we really enjoy going to the local restaurants – there’s the new Indonesian

place, the Chinese dumpling restaurant and the incredible Kenyan Kitchen – that’s the kids’ favourite. They’re all so cheap, and the owners are really friendly as well. We go there so often they remember our names.

It’s amazing to watch the area change throughout the year – the whole suburb turns into an explosion of colour for the Holi festival, the roads are painted with rainbows for the Pride Parade, and lots of warehouses are converted into pop-up galleries for local makers and creators for the MAC Arts Fair.

And of course, we love it when Taste of the World takes over the main strip, car parks and parks –

I heard that next year they are even opening pop-up restaurants in the houses on Charles street. So much incredible food!

One of our favourite things to do is to ride our bike down to the waterfront. The gardens and graffiti on the bike track feel like New York! The kids love to head to the nature playground as well – it’s such a nice place to meet people from different cultures. There’s really something for everyone here.”

COMMUNITY INSIGHTS

THE STRIP

In general, people really like the direction that Moonah has taken over the past few years.

They enjoy the small, eclectic and multicultural shops and restaurants that have come in to fill the empty shopfronts and warehouses.

They love being able to get a good coffee and meal without leaving the suburb.

They like embracing multiculturalism, in particular around food and festivals.

They love the cool things that are popping up, that are new and unexpected for the area – things that used to happen in Hobart or Melbourne.

People want to see the ‘small guys’ succeed here, who are doing something niche.

The area needs clothing shops, for adults and kids – not just Harris Scarfe and bridal shops.

Some people thought there are too many ‘beauty’ places – nail salons, hair salons, massage etc.

Some people spoke about all the banks leaving Moonah, and how that’s inconvenient for shop owners who can’t just lock up for a few minutes and do their banking.

RECREATION /COMMUNITY

They would like more places to meet and congregate and socialise between community groups – they want places like MAC to be more open, not just somewhere people go for special cultural or launch events.

They would like to see more parks, playground and dog areas – social and recreational places for the increasingly younger residents.

MAC has established Moonah as a bit of an art hub, but there could be more programs especially for young kids.

They want to further encourage the mix of cultures, diverse shops, amazing multicultural food and festivals like Taste of the World.

People really like the flatness, and love to walk places.

They also like the bike track, and want it to be done up so it is more inviting.

They want the suburb to encourage more walking and bike riding this through its layout.

They’d also like it to feel more connected to the natural areas of the river and mountain.

DEVELOPMENT

Please don’t over-gentrify the area – people like the old warehouses and the grittiness. They compared it to places like Newtown in Sydney. A place for everyone.

They would like to see the main road strip become ‘more of a strip’.

They’d like the strip to look nicer – have some well-maintained trees, put up attractive decorations at different times of the year like Christmas (and holidays from non-Christian cultures, and important times for other minorities like LGBTQIA+).

They’d like the main road strip to be more accessible – less traffic, perhaps even turning it into a pedestrian mall.

They hate the toilets in the car park at the back of Banjos. This came up multiple times. They want to see some welcoming and accessible public facilities, including for older people and people with babies/kids.

They are sad to see empty/closing shops – Coogans, Magnolia’s closing, Retro Phil, banks. They want a sense of positivity that something vibrant is coming.

There is some tension about the mixed-use residential and industrial areas, where parking and privacy is becoming a problem.

They don’t want housing to become too expensive because of the general improvements. They still want to be a place for everyone.

GLENORCHY

Story From The Future

“So much has changed here, it’s like the place has a new lease on life. The main shopping centre is buzzing, it’s the perfect place to spend a day with the family checking out the different clothing shops and buying some things for the house...I’m a bit obsessed by IKEA! We also like to go to the factory-outlet sales, you can get a great bargain without having to shop online.

For lunch, we usually grab a sandwich and eat it out in the square where we can listen to the buskers – my son is practising his guitar so he can have a go when he’s old enough. There are lots of nice restaurants around there, it’s nice to come down in the evenings for dinner or an ice-cream after the movies.

Every weekend we try to get down to the waterfront to watch the sailing, take the dog

for a run and grab a coffee. There are loads of great brunch spots down there now that the old DEC area has been transformed. We see lots of different people who are staying in the hotels down that way. It makes the whole area feel really vibrant – there’s always something happening, even at night.

In winter we check out the footy at KGV – it’s such a big community event. We took our neighbours down there for the first time last year, they had just moved here from Syria and had never heard of Aussie Rules, and now they are huge Magpies fans – the kids all have a kick at the end of our road most afternoons, or ride their bikes down to the school.

The AFL matches and music concerts at KGV and the old DEC are huge, we can’t wait until the new

line-up is announced. I still can’t believe that Ed Sheeran headlined the charity fundraising gig here last year!

Tolosa Park is excellent at any time of year. The big trees, green spaces, the creek, the community gardens, the special places for people with a disability, the mountain bike trail, the walking tracks and the new play equipment... it’s a natural oasis for everyone to enjoy.

We’re so proud to have some of Hobart’s best schools here – there’s a real sense of positivity about the future. And with the big hospital here now, the conference area and the train into Hobart, I’m not worried about them having to move to get a good job.”

COMMUNITY INSIGHTS

THE CBD

“Glenorchy needs to decide if it wants to be ‘big city’, an industrial area, or a service hub. People commented on the positive work that has been done to try and improve the Glenorchy CBD – but so far, nothing has worked. There is a lot to be done.

The mix of businesses and services in the CBD needs to be addressed. People said, “there is everything I need - but nothing to keep me here.”

They want a reason to be in the CBD other than essential services.

There are too many pubs, clubs, money lenders, takeaways, empty shops and lots of services (too many?). It makes the place feel depressed.

The shopping centres are very disconnected.

Northgate is not inviting – people loiter at the doors and smoke under the no-smoking signs.

The Big W and Woolworths complexes are ok, but it's hard to know whether you should walk or drive between these three main areas, as well as the Shiploads / main road / A1 precincts. They are not quite close enough,

and not quite far enough away. People talked about Bondi Junction in Sydney – the linked shopping centres with undercover areas and pedestrian ‘aerobridges’.

People would love an Aldi and IKEA – something to challenge the ‘mainstream’ players.

In general, people said that with the distance and the weather, they don't really browse between the different centres.

People also said that the bus mall is not a welcoming place, and they don't want to go through there alone or at night. It feels very exposed and threatening. In general, there are too many empty places where people congregate in an anti-social way.

There is too much litter – people aren't sure if it's because there are not enough bins, or just not enough pride in the area. Vandalism is also a concern.

Someone suggested inviting local people to help build the place – and there will be more success in it being respected and used (and not vandalised) because of a sense of ownership and pride.

There is a feeling that the city has spread out (flat and wide), while the middle of the CBD has slowly died off.

People said there is too much concrete and roads – it feels like a place for cars and industry, not for community / people.

When talking about the choices ahead people wanted the council to decide, in partnership with the state, which direction it would take.

A REASON TO VISIT

People really want restaurants. Nearly every person we spoke to who lived in Glenorchy said there was nowhere nice to go for a meal.

There is also not much shopping other than Target and Big W. People talked about Eastlands as being a nice place for a family outing because it has a nice atmosphere and things that they wanted to look at and buy.

They also referenced places like Salamanca Square, where you can go and spend a day looking at shops, the fountain, restaurants, the waterfront. Creating somewhere you want to go and spend some time – not just purely functional.

People want hotels, a place for conferences, perhaps where the DEC is.

People want to see more markets and weekend events, like Salamanca Market, that would bring more people into the area as well as more opportunities for small vendors to sell their product.

NATURE

“When you come into Glenorchy you’ll see a magnificent skyline, not be distracted by blandness.”

Many people talked about the need to see more of the natural environment. They want to preserve the skyline, see views of the mountain and river.

THE WATERFRONT

People talked a lot about the waterfront – they love the Montrose bay and Elwick foreshore area and think it is really underutilised. They would like it to feel more connected to the city, particularly for pedestrian access. It is not far from the CBD, but no one feels safe to walk there with the highway, back roads and tunnel.

They like the GASP walkway, although don’t necessarily use it.

They’d like to see restaurant and cafes there, like Cornelian Bay, to make the most of the view and the playground and GASP.

“There should be greater usage of the waterfront area that is truly beautiful, but it is not at all utilised or promoted. We should put more focus on those to increase the amount of vegetation, making them a sanctuary for the community to use. We need to develop more places to solitude and beauty in line with more residential development. It will get more people, in because there is a really nice place to visit not far from their home.”

TOLOSA

People love Tolosa Park, and they feel that the upcoming redevelopment is not going to help the area reach its full potential. They like the idea of the mountain bike tracks, but they generally felt underwhelmed by the proposed plans. Lots of people have great memories of playing there, the water, the concerts – particularly Symphony under the Stars by TSO. Other see it is a wonderful green space, connected to the mountain. Some even suggested replanting Tolosa pavement with Apple trees to reference the Orchard history. Some people suggested turning the park into a botanical garden, with more areas for families to gather and have a nice picnic. They have a strong connection to it and want it to be a great area for the community. People also talked about Wellington Park, Collins Gap and Myrtle Forest.

COMMUNITY AREAS

People like what the DEC brings to the area – they like the concerts. But they think it is underutilised. They are not sure what has been agreed coming out of the recent ‘for sale’ discussions/negotiations.

The people who mentioned the showground were in the context of Bunnings and Spotlight, and how this should not be yet another industrial hub, but a place to have festivals, exhibitions, open air galleries or a drive-in theatre.

When people mentioned the Racecourse, it was also a point of contention, it’s in a prime location near the water, and should be better utilised, as community sporting centre, or new town hall.

People are proud of KGV - although it doesn’t seem that accessible to the general public. People have fond memories of the pool and the ice rink but said they have become a bit run down. There’s potential for the ice rink to make a come-back with a renovated but more retro feel. It’s the only ice rink in the state. The pool could also be revitalised to become a great place to visit at any time of year.

They also like the old Transport museum and would like it to be more open to the community.

People really like the bike track, but they don’t use it much as it has become a bit run down, with businesses throwing rubbish over the fence and people hanging out there being aggressive.

LOGISTICS

They love the fast bus into town, and don’t want to pay for parking. They think Main Road is too busy, and find all the roads connecting the different shopping areas too busy and confusing (Terry Street, Elwick Road, King George V Avenue, Chapel Street etc.)

People really want the fast rail. This came up in a lot of our conversations without the question ever being asked. They miss the trains, even the sound of the trains, and think it would benefit Glenorchy and those suburbs further north for the passenger light rail to be up and running.

Some people even mentioned the ferries, going up and down the river, bridging the Eastern Shore and the Northern Suburbs.

They said that the areas between Glenorchy and Moonah (Derwent Park?) feels like a missed opportunity and a no-mans-land, especially around the metro bus depot.

COMMUNITY

People said there is nowhere to really come together for events or meetings as a community anymore – no community hall. They want somewhere nice to socialise, mingle, meet people. But also, to learn from the diverse multicultural community in the area, for example, someone spoke about an area where people can organise cooking classes and traditional arts and crafts workshops.

There was discussion about creating employment opportunities for local people. For example, bringing some big employers into the area, like the Hospital, or some of the government departments. Not for the services they provide, but for the jobs they create.

They want less public housing.

They want facilities for young people.

BUILDINGS

People told us that the buildings – both businesses and houses – are quite run down. They talked about Council having a role in encouraging people to do them up. For example, through an incentive program for people looking to upgrade their buildings using environmentally friendly methods.

CLAREMONT

Story From The Future

“We feel so lucky to live here – it’s like being a million miles away from Hobart, but it’s only a twenty-minute drive – or ten on the train!

It’s lovely to walk along the waterfront track. It’s nicely maintained – even my wife, who has a walking frame, can use it. We meet lots of people on our walk, and we often pop into one another’s houses for a cuppa – or, we meet down at the Village for a slice of the world’s best mud cake.

Next week I’m catching up with Jamie from Chigwell again – he’s been struggling with his maths homework. We met through the Community Coaching program in the new Community Hall. I help him with schoolwork, and he helps me with my new phone! Next year he’s starting at the

Heritage Skills Hub in the old College site – he wants to be a stonemason, so I introduced him to the guy who does the maintenance at Claremont House. We’re going to have a walk around the gardens there after we have lunch. It’s nice having that connection between generations.

It’s lovely having the tourists come through on their way out to New Norfolk. They enjoy the historic buildings here and seeing the beautiful views from the new walking track up on Mt Faulkner. The scenic tours from Hobart are excellent, and lots of people ride their bikes up from Mona. Tourists also love taking the ferry across from Austin’s Ferry – I use it to visit my friends over in Bridgewater too! It’s great to have

that up and running again – and it’s nice to have those kinds of opportunities for the kids looking for their first job.

I’m involved in the school fair, the volunteer fire brigade, the cricket club and the yoga down in the hall down at the old school site. I also love going to the concerts, and the live music at the hotel is great on a Sunday. The doctor here is excellent, and so is the physio. The Thursday Trash and Treasure market on the Oval is also really enjoyable, it’s nice to see it being used every day of the week.

It’s easy living here, I don’t really need to go anywhere else. Why would I ever want to leave?”

COMMUNITY INSIGHTS

THE VILLAGE

People like the traditional village atmosphere and still refer to Claremont Plaza as 'the village'. Some describe themselves as 'village people'.

"Things are slower to change in Claremont, which is nice in a way."

They love the large number of places to get a coffee and a pastry. They like having the 'local store' rather than the big chains – for example, a small hardware store, not a Bunnings.

They like the old-fashioned feel, rather than being overly gentrified.

It's great that the shopping area is small enough to be in the same quadrant. They don't want to see it spreading out – the centralisation keeps the village feel they like.

People like the wind turbines at the shopping centre.

They like to see a grocer in competition with Woolworths, and more places to buy clothes – people are going to Hobart, Glenorchy or online for clothes.

AESTHETIC

The area was described as 'pretty but not pretentious'.

It's lovely and leafy, with views of the river and mountain.

They like the old elm trees, the old buildings, the heritage, the trees lining Pascoe Avenue, the rows of nasturtiums. They love the walk around Windermere bay.

People would like to see Chigwell (and some of the other less affluent areas of Claremont) having some of the same feel/values/attributes as Claremont.

DEVELOPMENT

There is an opportunity to better connect the various areas, such as Windermere Bay, Cadbury Estate, Claremont House, the shopping centre, the Hotel, Mt Faulkner. People would like to be able to connect with the history of the area, especially Claremont House.

People don't feel very connected to the new 'fancy townhouses' at the golf course and the waterfront – they are ok with this kind of development, but would not want to see it at the expense of community spaces

for diverse social needs. Even the golf course feels inaccessible to some.

People are disappointed and unsure about the future of the old primary school site. They would like to see this become a usable community space.

They feel strong support for local clubs, RSLs, Fire Brigades, Football teams, bowls club, Cricket teams. Perhaps these could be more of a feature in the built environment.

The Oval has the potential to be the real community hub, and could be used more than it is currently.

With lots of older people in the area, ensure that the medical services are available locally – this seems to be the case, but will be important to maintain.

People would like something to create more local employment – for example, moving state government public service buildings to the area.

They would also like something to help young people feel connected to the community.

People love that there are no parking meters (free parking), and the quick bus trip into town.

BEYOND THE CURTAIN

Project Report

THE20