



LAUNCESTON
AMAP
REPORT

buyersclub

AMAP METHODOLOGY

The Advanced Market Analysis Protocol (AMAP) is a market assessment framework developed by Buyers Club to systematically evaluate the investment prospects of Australian property markets. It is designed to support acquisition decision-making, balancing empirical rigour and practical relevance.

AMAP assesses each market across three distinct investment horizons:

Short-Term	0–2 years	Momentum & Liquidity	Is there momentum now?	Measures current price action, sales volume, and buyer activity.
Medium-Term	3–5 years	Supply / Demand Pressure	Will recent growth continue or emerge soon?	Assesses balance between population growth, affordability, and housing supply.
Long-Term	5+ years	Structural & Economic Resilience	Will this market remain strong through cycles?	Evaluates fundamentals - economic strength, infrastructure, and demographic resilience.

Each horizon includes a curated set of indicators, chosen for their predictive value at that timescale.

Each indicator is scored using a consistent three-tier system:

- 0 – Unfavourable conditions
- 3 – Neutral or broadly typical
- 5 – Strongly favourable conditions

This produces a maximum score of 25 per horizon and an overall composite score out of 75. Indicators are assessed against proprietary thresholds, drawing from both absolute benchmarks and relative comparisons to state or national trends. Thresholds and weightings are reviewed periodically to reflect changing market conditions. Metrics are drawn from a blend of public and commercial datasets and reviewed periodically for accuracy.

LAUNCESTON – MARKET SUMMARY

Launceston is Northern Tasmania’s key regional hub, underpinned by a diversified economy, major infrastructure pipeline, and strong institutional presence. While short-term momentum has softened, the city’s medium- and long-term fundamentals are reinforced by rising household incomes, substantial public and private investment, and a favourable price-to-socioeconomic positioning relative to state benchmarks.

Short-Term:

Launceston’s short-term indicators are fundamentally strong, with inventory sitting around one month and vacancy rates below 2%, both pointing to a constrained supply-demand environment. Sales activity has held steady, although below long term averages, and underlying stock levels remain tight, providing a strong platform for future growth. Despite this, recent price momentum has been subdued, meaning these favourable conditions have not yet translated into rapid value uplift. Importantly, the market is now close to surpassing its previous high watermark, suggesting limited downside risk and positioning the city for a potential near-term breakout once confidence strengthens.

Medium-Term:

Launceston’s medium-term outlook benefits from balanced affordability, with a price-to-income ratio remaining within a sustainable range for a regional city. Population growth has recently dipped into negative territory, but new housing supply remains at opportune levels. Median holding periods are stable, reflecting commitment to the market. Looking at the long term, unemployment has been structurally weaker than the rest of Tasmania - though the gap has closed over time.

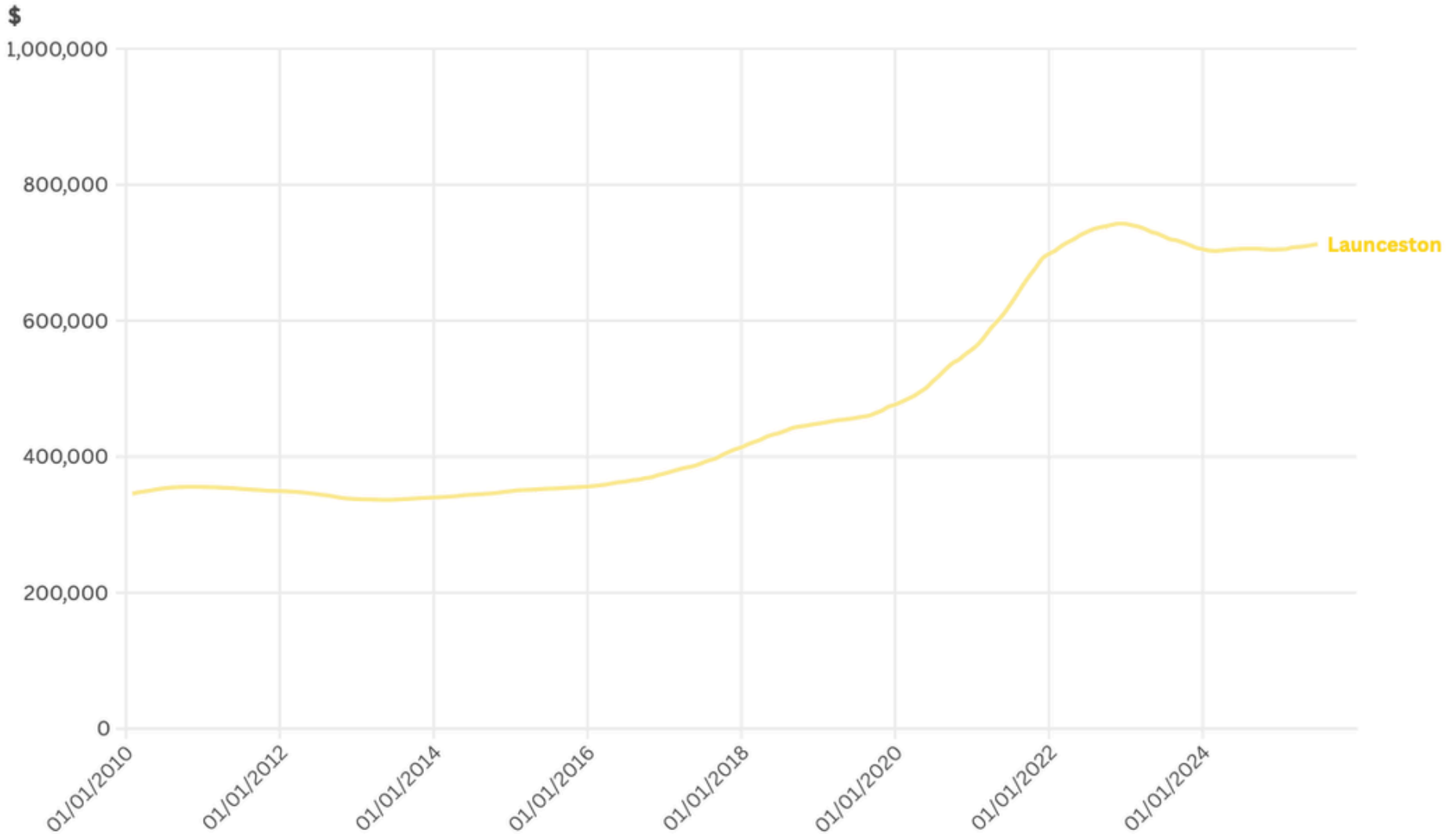
Long-Term:

The long-term profile is particularly strong. Household incomes grew by 25.7% from 2016 to 2021, outpacing Tasmania’s 23.5%. GRP growth has generally tracked the state, though not substantially outperformed, scoring within 15% of state averages. Economic diversity is sound, with no industry exceeding 25% of employment. Launceston’s infrastructure pipeline is exceptional, with more than \$8 billion committed across major projects including the \$2.1b AI & Advanced Manufacturing Hub, \$647m Hospital Redevelopment, \$334m UTAS campus relocation, \$130m Stadium upgrade, \$100m Airport expansion, and the \$5b+ Renewable Energy Zone. The IRSAD-adjusted measure is supportive but not exceptional, signalling moderate socioeconomic positioning relative to house prices.

Time Horizon	Score /25	Summary
Short Term	21	Tight vacancy and inventory support stability, but recent price momentum is weak, muting immediate upside.
Medium Term	14	<ul style="list-style-type: none"> Affordable relative to income, resilient employment base, and steady population growth underpin a balanced outlook.
Long Term	11	Exceptional infrastructure investment, strong household income growth, sound economic diversity; GRP performance in line with the state and IRSAD moderates the score.
Total Score	46 / 75	A strategically important regional hub with substantial long-term growth drivers and transformative infrastructure investment. Near-term momentum is softer, but structural fundamentals are highly supportive.

SHORT-TERM INDICATORS

Price Growth - Launceston

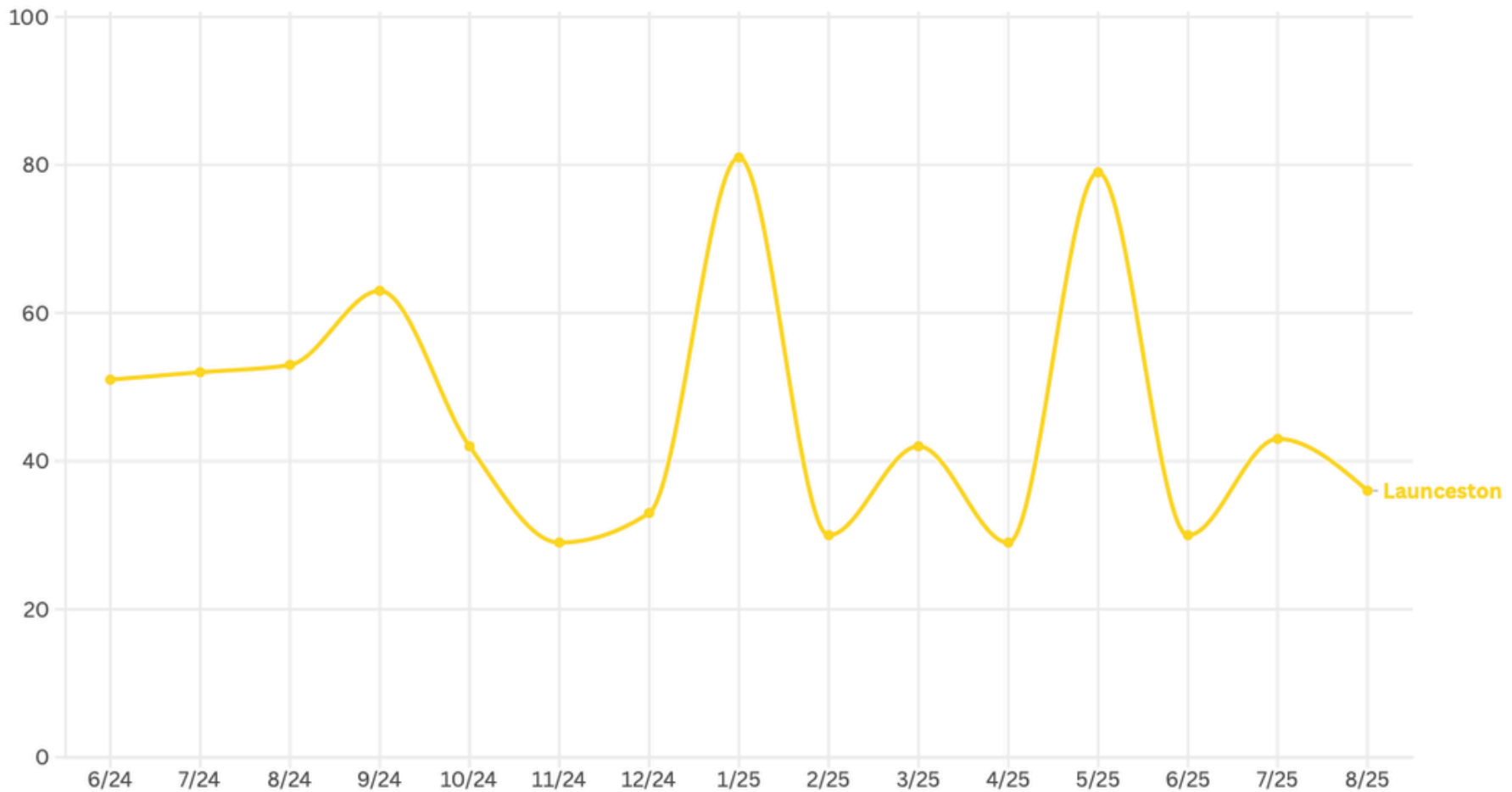


SHORT-TERM INDICATORS

Days on Market - Launceston

Median number of days between listing and sale

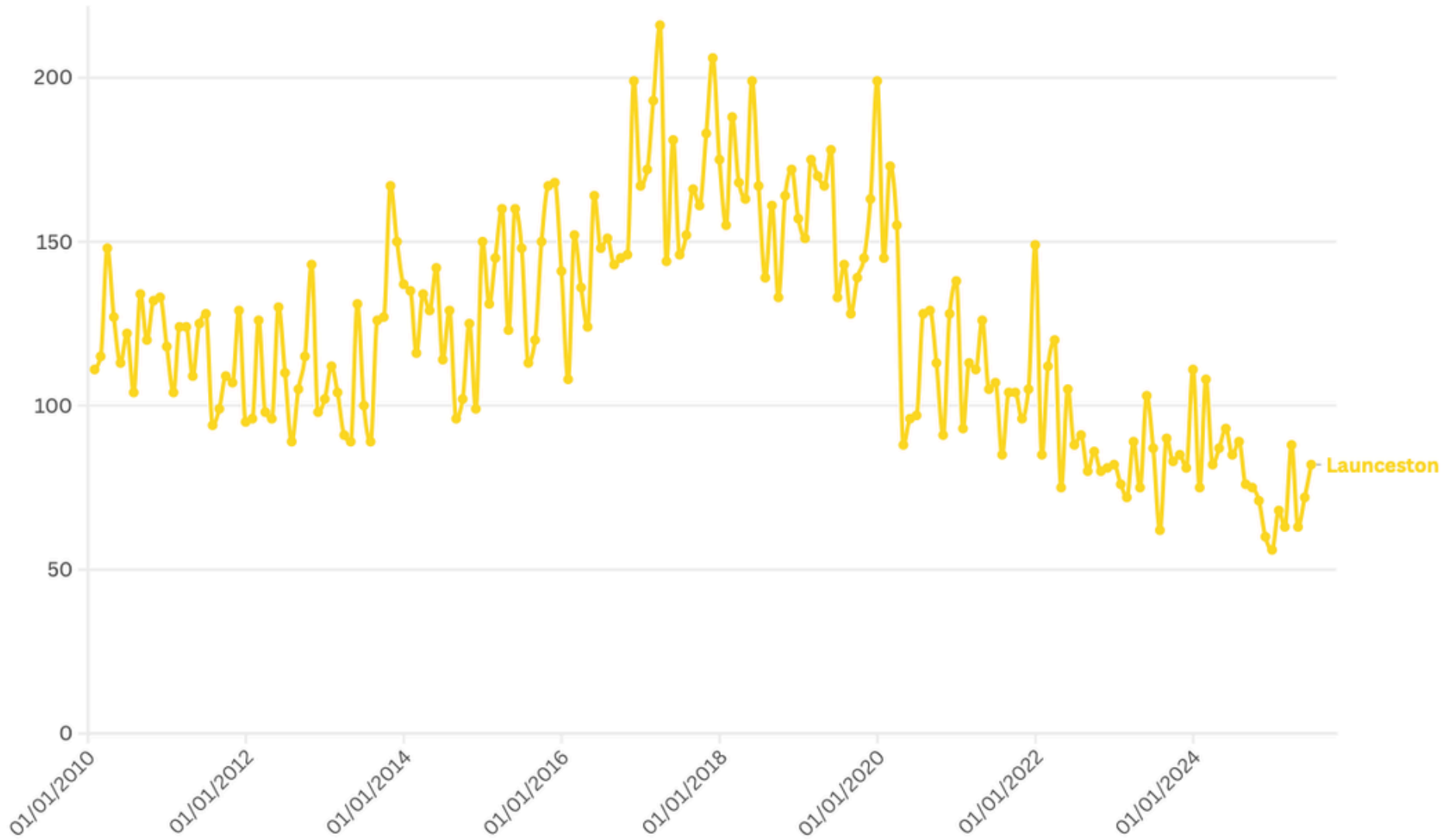
Days



Source: Htag

SHORT-TERM INDICATORS

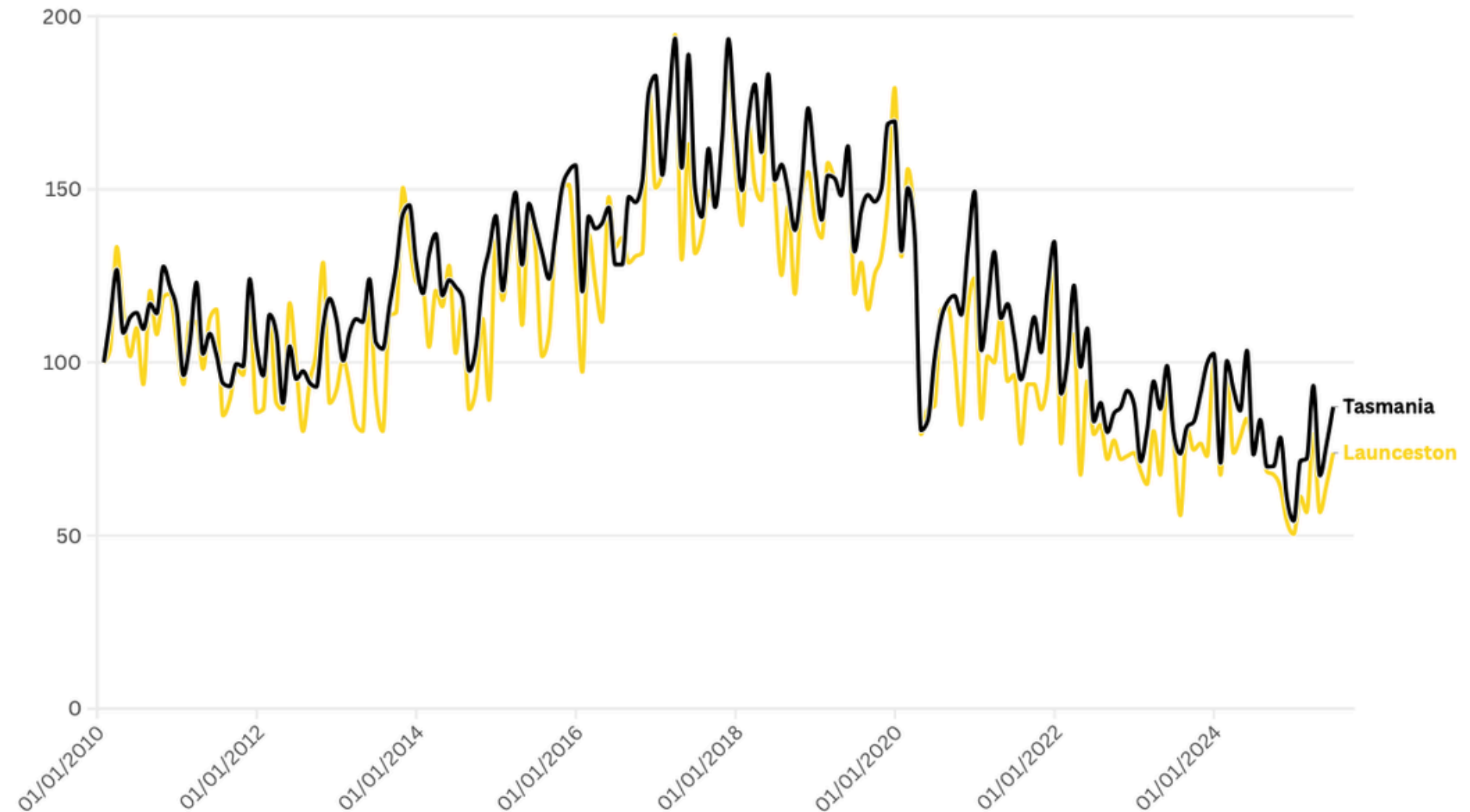
Monthly Sales Volume - Launceston



SHORT-TERM INDICATORS

Indexed Monthly Sales Volume - Launceston v Tasmania

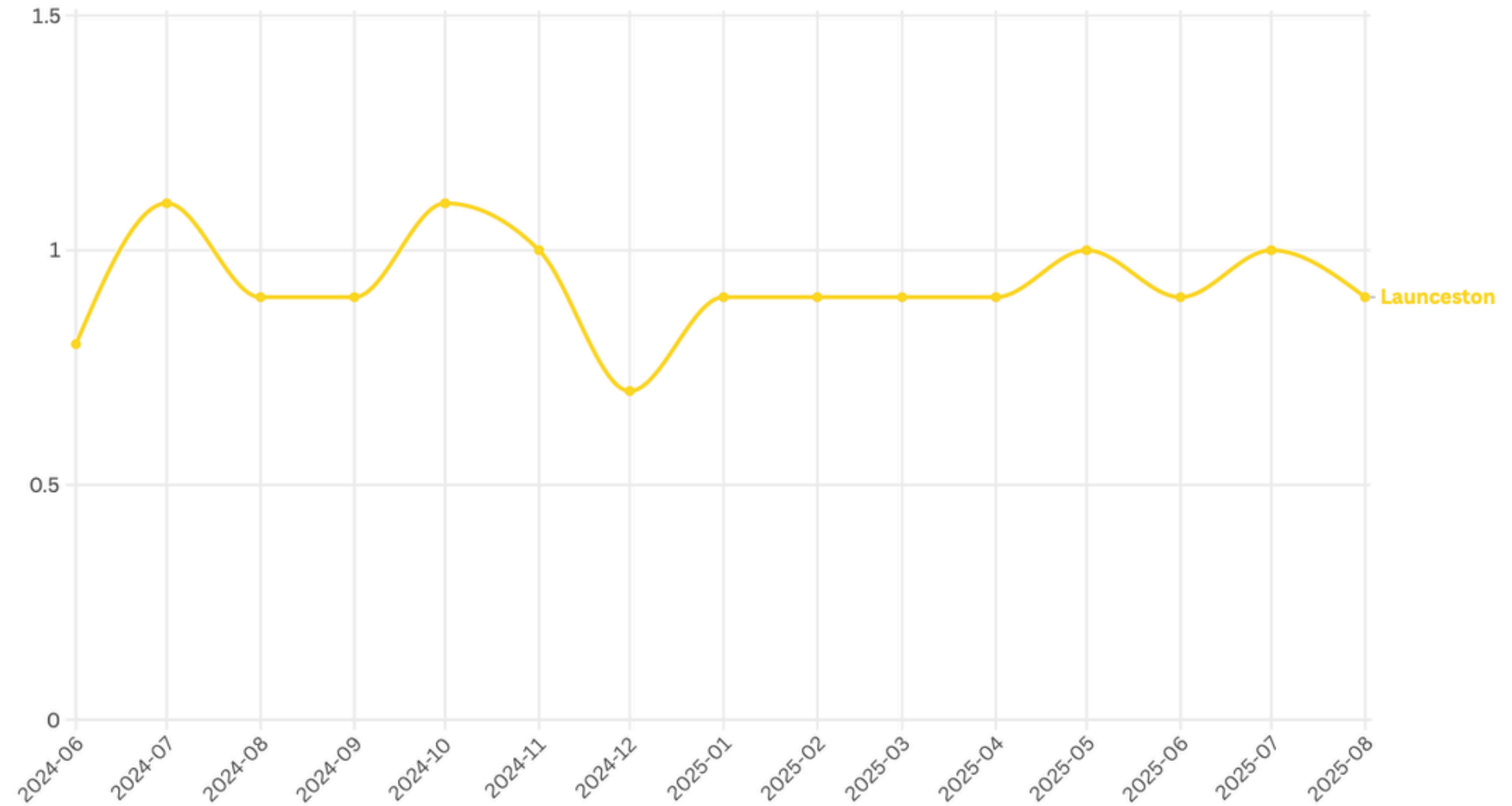
(100 = 1/1/2010)



SHORT-TERM INDICATORS

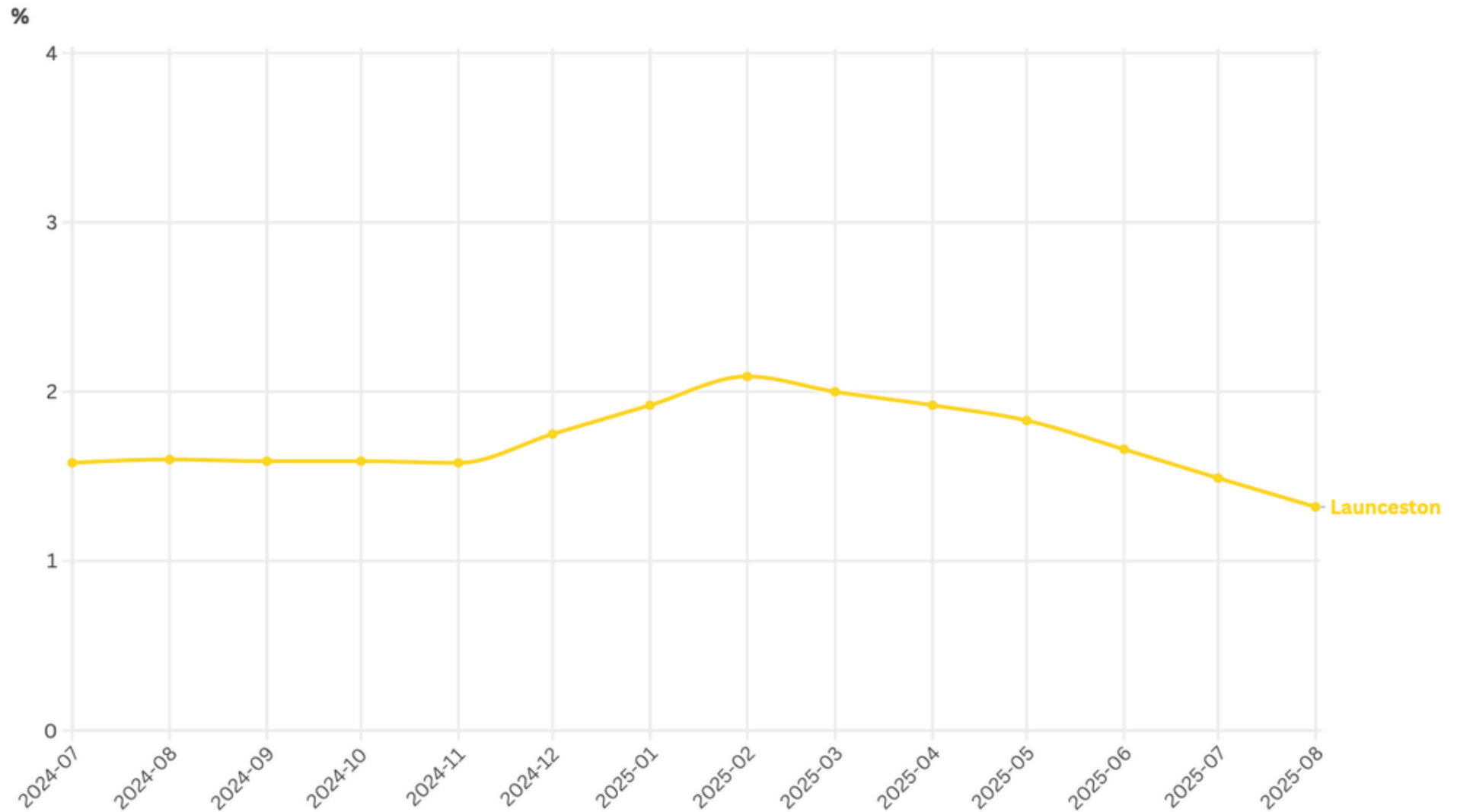
Inventory - Launceston

Months



SHORT-TERM INDICATORS

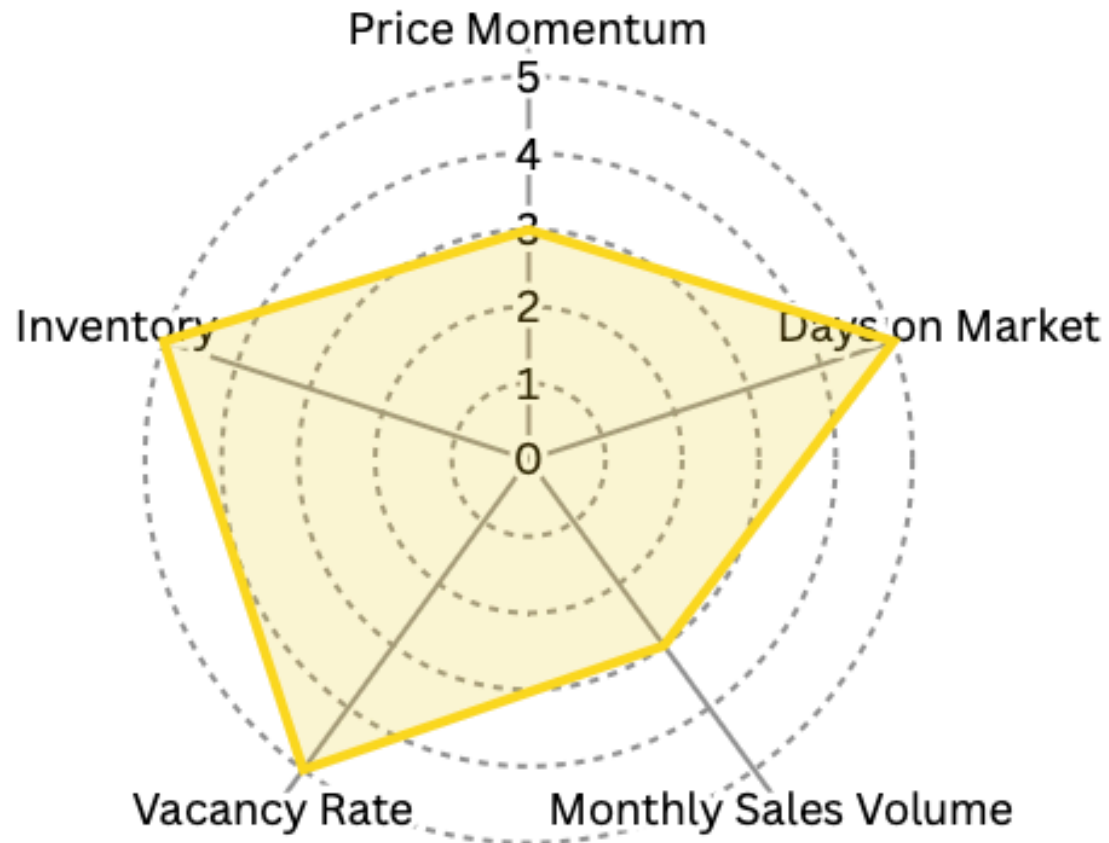
Vacancy Rate - Launceston



SHORT-TERM INDICATORS

Launceston

Short-Term Indicator Scoring



MEDIUM-TERM INDICATORS

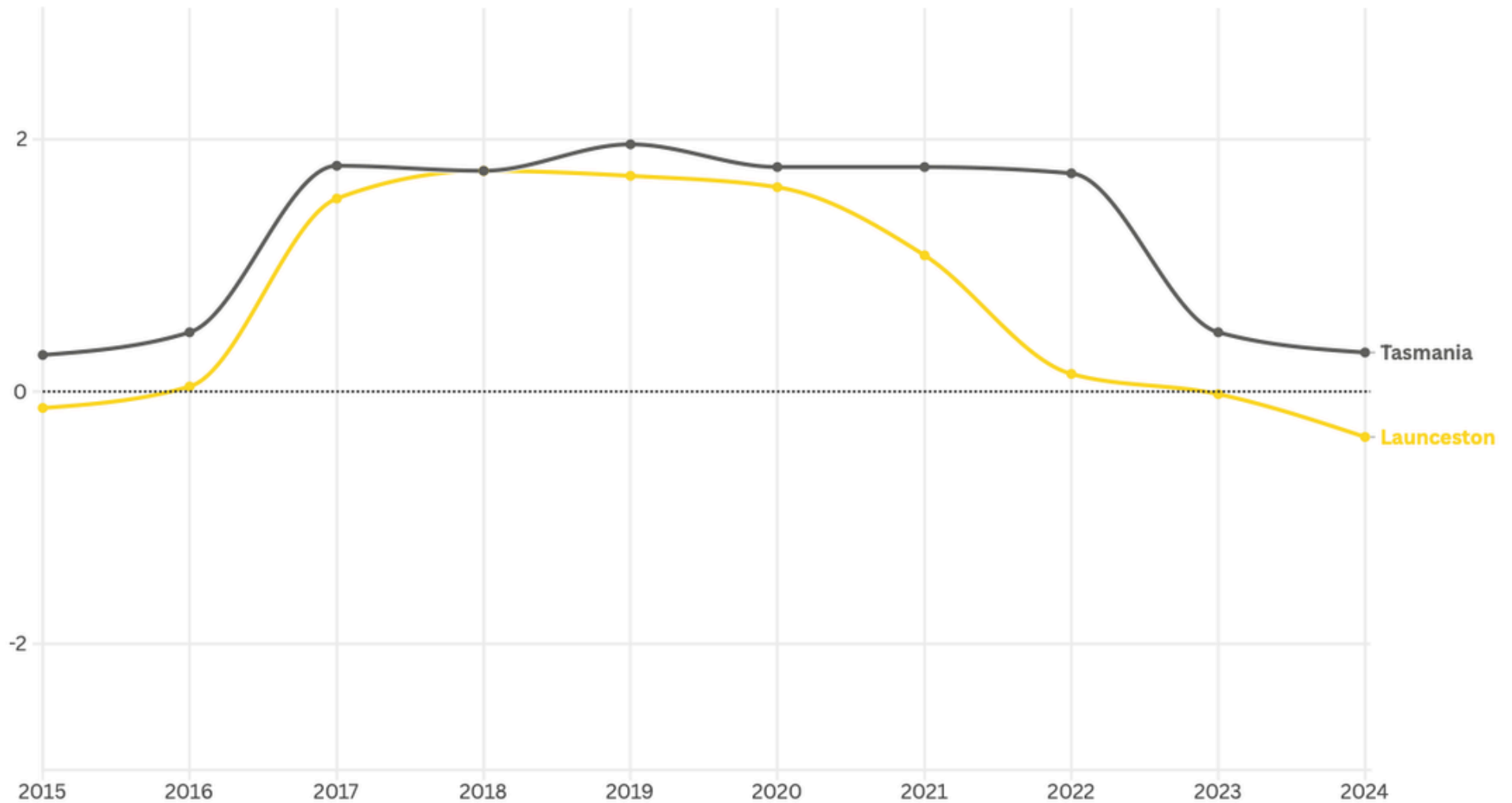
Launceston - Housing Supply

Year	Population Share Growth (%)	Approvals Share Growth (%)	Balance Indicator
2024	0.09	-12.10	Population > Approvals
2023	0.54	4.11	Approvals > Population
2022	0.52	-19.44	Population > Approvals
2021	0.83	9.36	Approvals > Population
2020	0.44	-6.59	Population > Approvals
2019	0.41	-1.27	Population > Approvals
2018	0.51	-6.10	Population > Approvals
2017	0.56	—	Population > Approvals

MEDIUM-TERM INDICATORS

Population Growth - Launceston v Tasmania

Annual Population Growth %

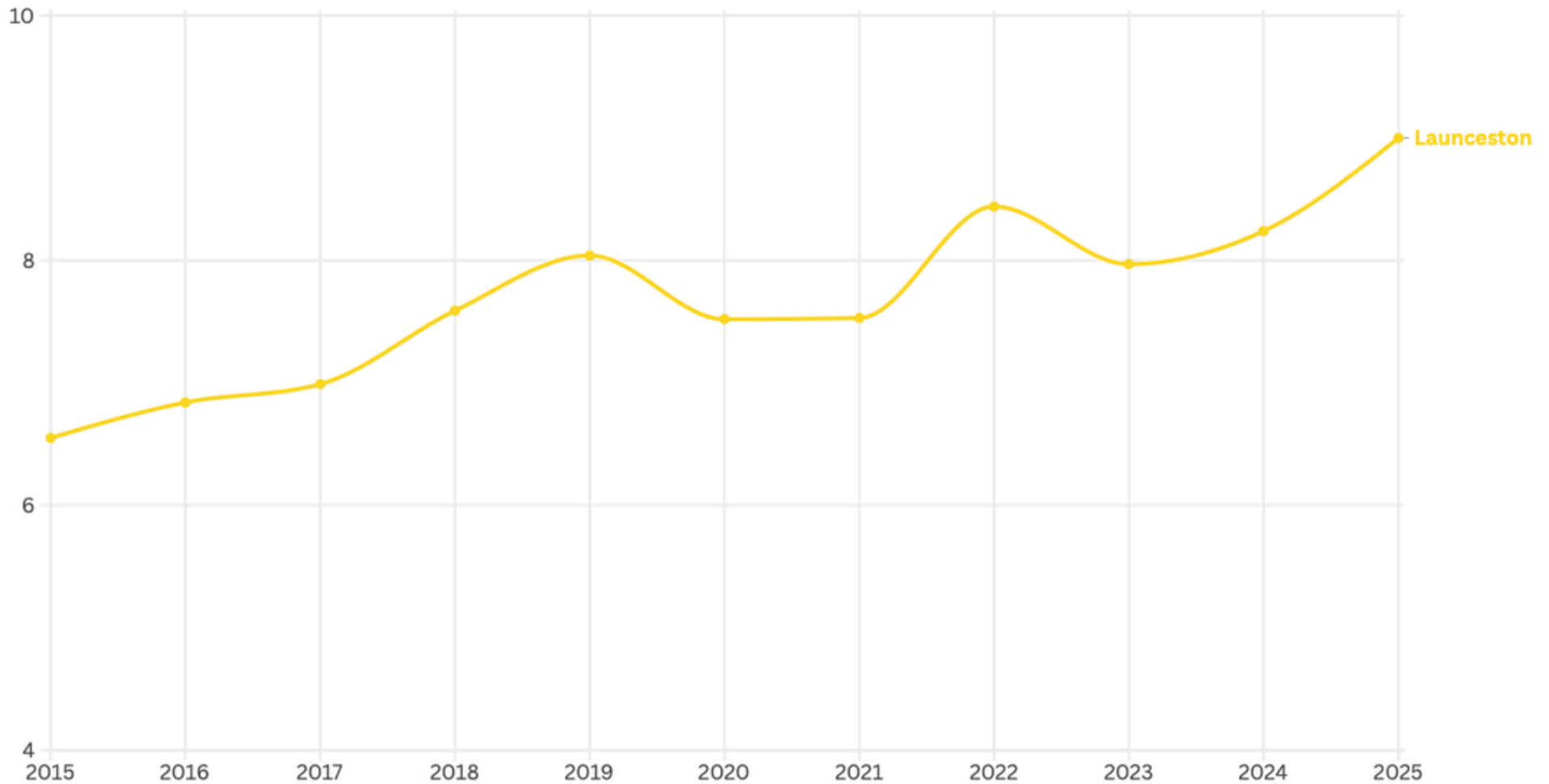


MEDIUM-TERM INDICATORS

Hold Periods - Launceston

Avg. number of years between sales

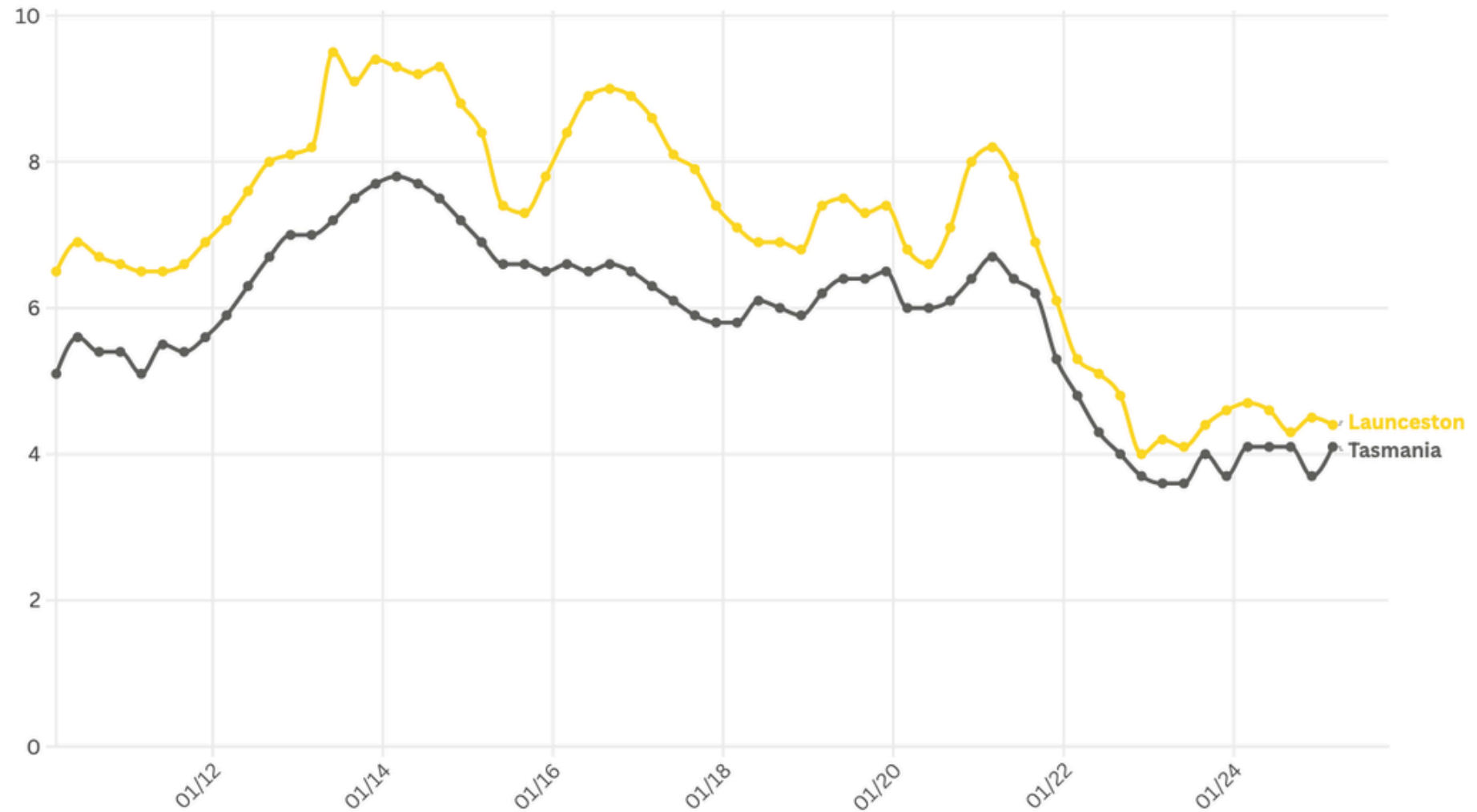
Years



MEDIUM-TERM INDICATORS

Unemployment - Launceston vs Tasmania

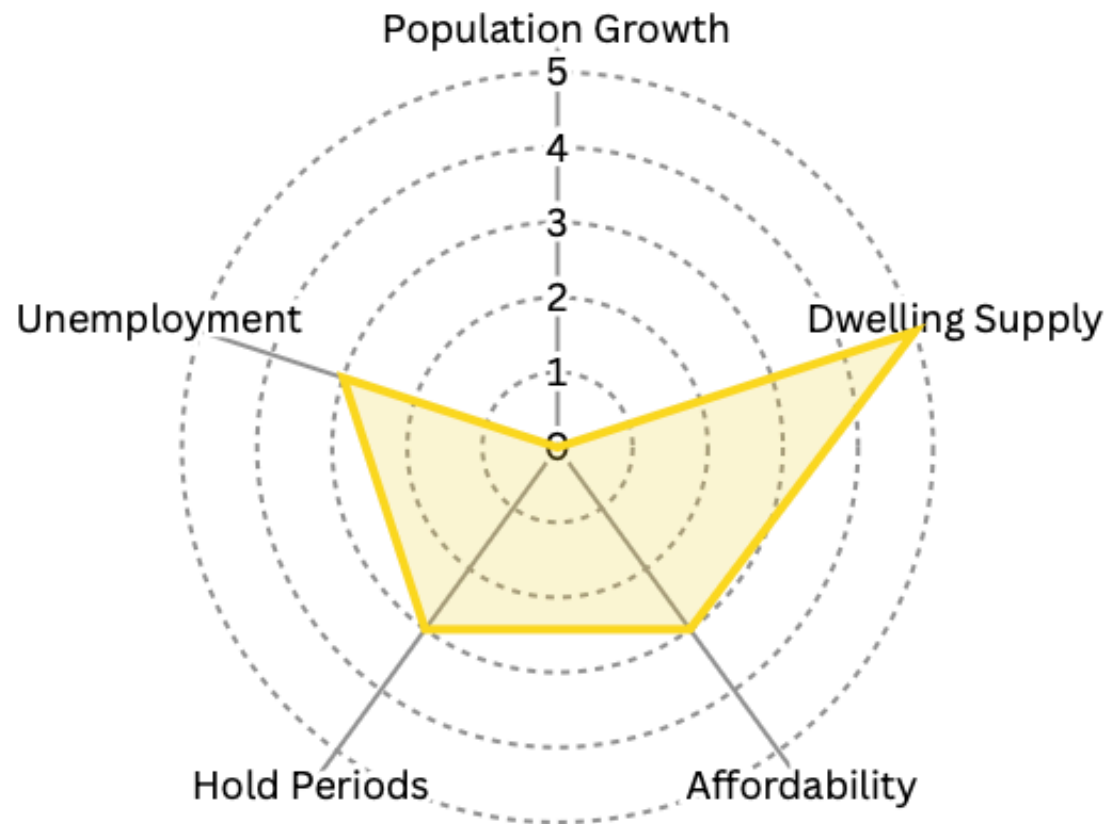
Unemployment Rate %



MEDIUM-TERM INDICATORS

Launceston

Medium-Term Indicator Scoring



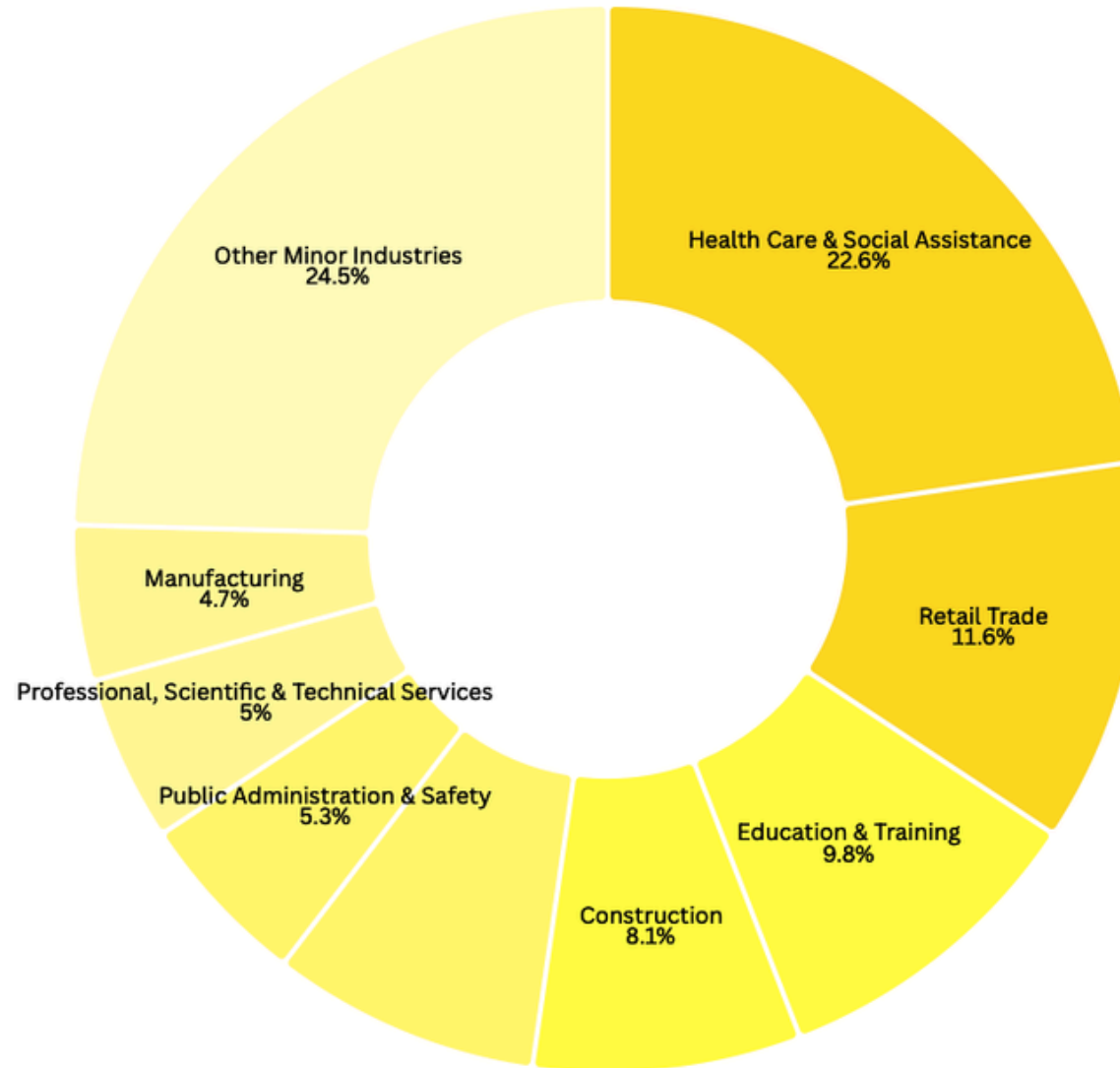
LONG-TERM INDICATORS

Household Income Growth - Launceston v Tasmania

	Median Household Income (2016 Census)	Median Household Income (2021 Census)	Growth
Launceston	\$1,042	\$1,310	25.7%
Tasmania	\$1,100	\$1,358	23.5%

LONG-TERM INDICATORS

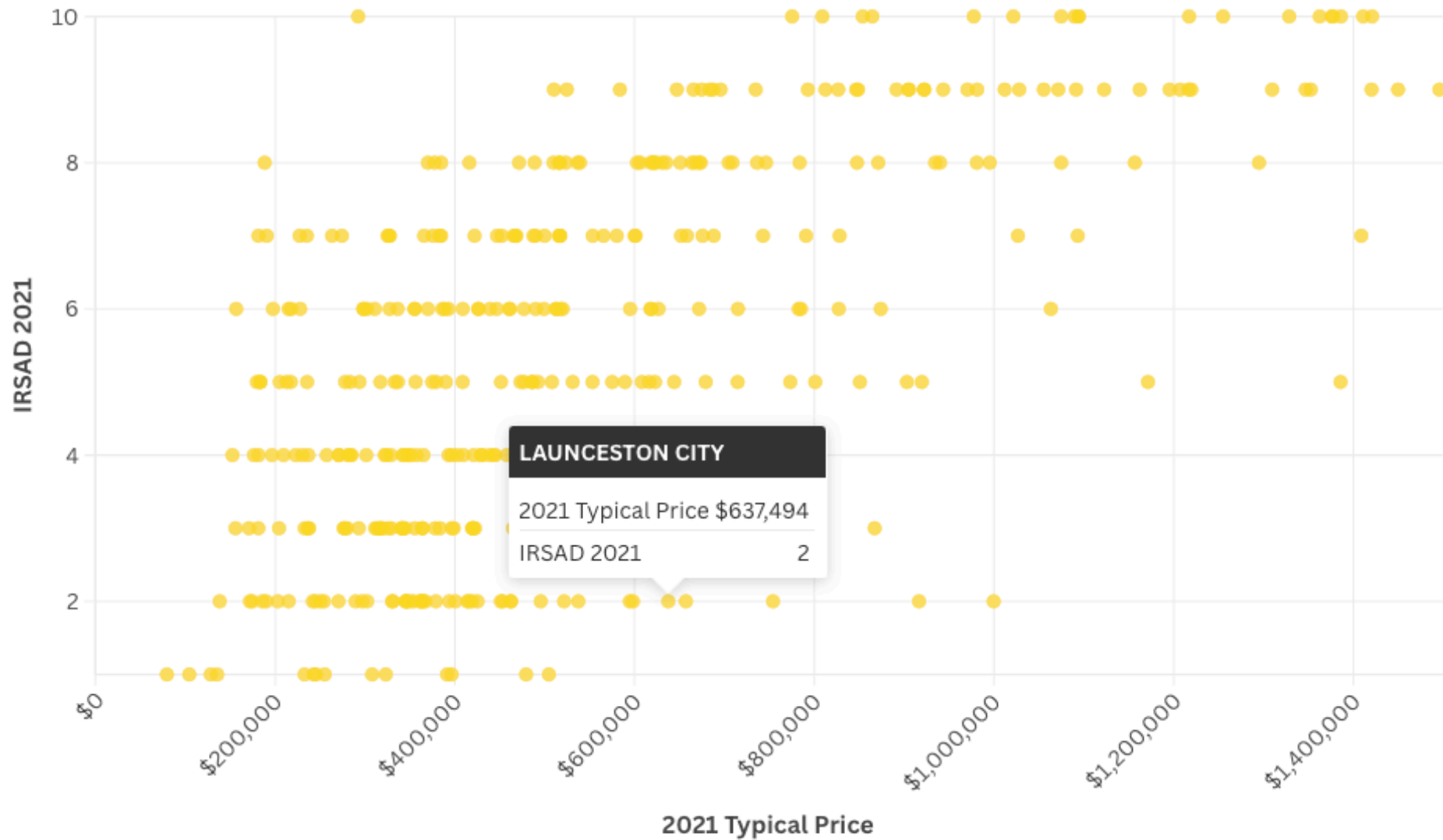
Employment by Industry - Launceston



LONG-TERM INDICATORS

2021 IRSAD v Typical Price

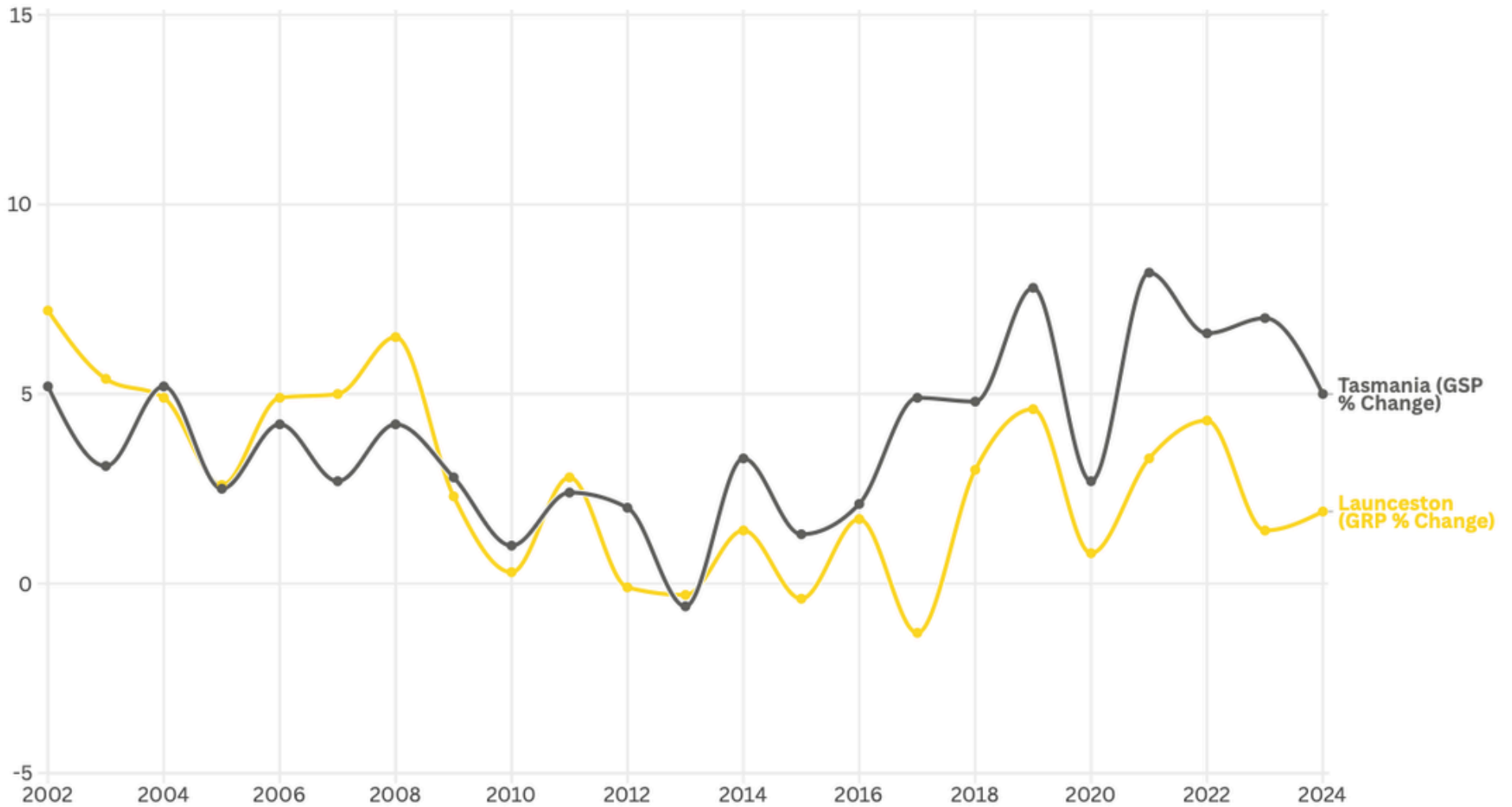
Local Government Areas



LONG-TERM INDICATORS

Economic Growth - Launceston v Tasmania

Growth Rate %



Source: Remplan , CEIC Data

LONG-TERM INDICATORS

Major Infrastructure Projects - Launceston

Name	Status	Estimated Cost	Description
AI & Advanced Manufacturing Hub ("AI Factory", St Leonards)	Under construction; operational from 2026	\$2.1 billion	Australia's first AI factory. Positioned as a multi-billion dollar tech precinct, expected to create 50–100 high-skill jobs per 50MW capacity. Will diversify economy, attract national talent, and boost long-term rental and housing demand.
Launceston General Hospital Redevelopment	10-year staged plan; underway	\$647.5 million	Expansion of acute services and creation of new health precinct. Anchors thousands of health sector jobs and strengthens demand in surrounding residential areas.
UTAS Northern Transformation (CBD Campus Move)	Final stages completed; ongoing impact	\$334 million	Major relocation and expansion of University of Tasmania into Inveresk. Adds 10,000 extra students by 2030, boosts CBD activation and drives inner-urban rental demand.
UTAS Stadium Redevelopment	DA lodged 2025	\$130 million	Expansion of stadium capacity to 24,000 seats plus new indoor sporting/hospitality facilities. Enhances Launceston's profile for national events and supports short-term accommodation market.
Launceston Airport Upgrades	Rolling program to 2027	\$100 million	Expansion of passenger and freight capacity. Expected to handle 2 million passengers annually by 2030, underpinning tourism growth and property demand.
Bell Bay Renewable & Advanced Manufacturing Zone (Green Hydrogen, Wind, Solar, Marinus Link base)	Mixed (some approved, some proposed)	\$5+ billion (aggregate projects)	Includes \$1.7b methanol plant, \$950m wind farm, \$500m solar farm, \$2b SunCable facility. Together form a regional jobs/energy hub with major flow-on effects to Launceston's housing market.

LONG-TERM INDICATORS

Launceston

Long-Term Indicator Scoring

