

NAMING OF MANOR LAKES NORTH FAMILY CENTRE

COMMUNITY ENGAGEMENT SUMMARY REPORT



PROJECT BACKGROUND:

The Manor Lakes North Family Centre (interim name) located at 84 Holyoake Parade, is planned to be constructed in 2022 and operational by early 2023.

The centre will support the delivery of early years services including;

- three and four-year old kindergarten
- toy library
- maternal and child health services; and
- allied health and other family services.

The facility is part of the delivery of a range of community infrastructure as identified in the Manor Lakes Precinct Structure Plan 2012 to service the community now and into the future

We asked the community to vote on the four proposed names for the family centre between **25 May and 3 July 2022**. Two of the options were traditional Aboriginal names proposed by the Wadawurrung Traditional Owner Group, the other two being a location-based name and an environmental name recognising the significance of the local Grey Box Tree in Manor Lakes.

The community engagement was supported by an extensive Communications Plan that incorporated print and social media in various formats and across multiple platforms, including- Wyndham News, Wyndham City Facebook and Instagram, postcards delivered to residents and targeted social media posts on various dates.



METHODOLOGY:

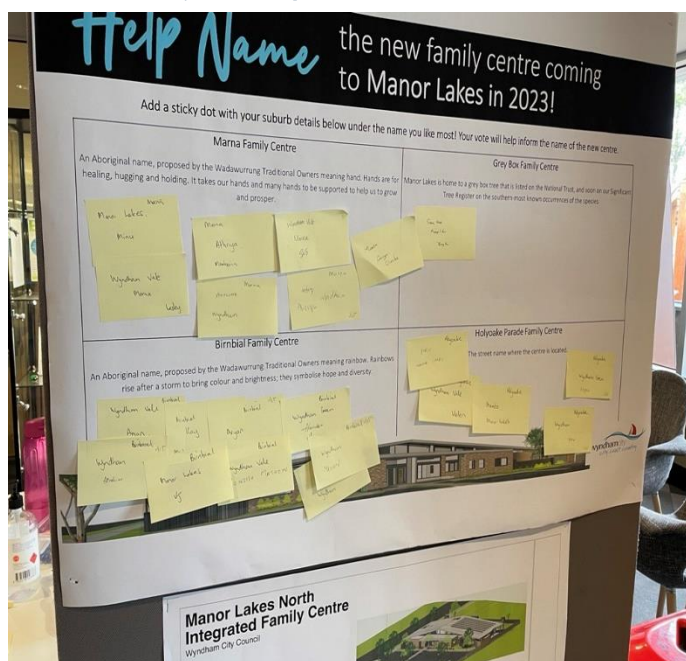
The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,824 total visitors to the page 2,061 page views
Online voting tool	43 votes submitted
Three face to face drop-ins at Manor Lakes Community Learning Centre on <ul style="list-style-type: none"> 27 June 30 June 1 July 	169 votes submitted via our dotmocracy voting board, including 24 votes from young people.




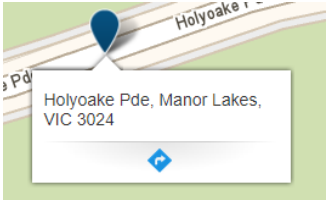
Communications / marketing activities	
Method / technique	Stakeholders engaged
Letterbox drop	1,700 postcards were delivered to residents surrounding the new centre notifying them of the opportunity to vote for their preferred name via The Loop
Media	Publication: Wyndham Star Weekly Date: Wednesday 15th June 2022 259 words Detail: Page 10 https://storage.googleapis.com/streem-newspaper-articles-au/2103052022061501010101010_0QdzZIEBZxsX1eP5c8PZ.pdf Publication: Wyndham Star Weekly – Digital Date: Tuesday 7 June 2022 Detail: https://wyndham.starweekly.com.au/news/family-centre-name-to-be-chosen-by-residents/ Combined Audience: 90,128
The Loop	25 May - Notification to subscribers (reach 714)
Online promotion Facebook, Instagram	Ad #1 – Link Clicks 283, Page Views 25 Ad #2 – Link Clicks 493, Page Views 14 Organic Posts

	<p>#1 – Link Clicks 145, Engagements 215</p> <p>#2 – Link Clicks 65, Engagements 664</p> <p>#3 – Link Clicks 149, Engagements 861</p> <p>Youth Services Instagram Page – Likes 2</p>
Shared posts	<p>Manor Lakes P-12 School (reach 2,100 families)</p> <p>Our Lady of Southern Cross</p>
Email promotions through newsletters and networks	<p>24 June - Manor Lakes Community Learning Centre Newsletter (reach 573)</p> <p>1 July – Wunggurrwil Dhurrung Community Centre (reach 181)</p> <p>28 June - People's Advisory Panel Newsletter (reach 932)</p>
Internal promotions	<p>The engagement was also promoted through internal teams including</p> <ul style="list-style-type: none"> • Immunisation team • Family & Sector Partnerships • Early Education and Care • Maternal & Child Health • Youth Services • Neighbourhood Hubs • Libraries • Community Development

The display and pop-up engagement at Manor Lakes Community Learning Centre



SUMMARY OF FEEDBACK:

Proposed Names	Votes
<p>Marna Family Centre</p> <p>A traditional Aboriginal name proposed by the Wadawurrung Traditional Owners meaning hand. Hands are for healing, hugging and holding. It takes our hands and many hands to be supported to help us to grow and prosper.</p>	<p>97 Votes 22 online 75 in person</p> 
<p>Grey Box Family Centre</p> <p>Manor Lakes is home to a grey box tree that is listed on the National Trust, and soon on our Significant Tree register on the southern-most known occurrences of the species.</p>	<p>25 Votes 3 online 22 in person</p> 
<p>Birnbial Family Centre</p> <p>A traditional Aboriginal name proposed by the Wadawurrung Traditional Owners meaning rainbow. Rainbows rise after a storm to bring colour and brightness; they symbolise hope and diversity.</p>	<p>57 Votes 9 online 48 in person</p> 
<p>Holyoake Parade Family Centre</p> <p>The street name where the centre is located.</p>	<p>33 Votes 9 online 24 in person</p> 

NEXT STEPS:

- Council officers will use the feedback provided by this consultation to make a recommendation to Council to approve Marna Family centre as the community's preferred name for the new centre. The approved name will then be advertised to the community through a 30-day public exhibition process before returning to council for adoption and lodgement with Geographic names Victoria.

STAGES OF THE PROJECT



HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.

Participants can also stay informed with updates available on [Council’s project page](#).