

HELP US NAME OUR NEW COMMUNITY CENTRES

COMMUNITY ENGAGEMENT REPORT



August 2023

PROJECT BACKGROUND:

In April 2023, council adopted a new Geographic Naming Policy to support the principles and procedures outlined in the Naming rules for places in Victoria (the naming rules). The policy aims to provide a consistent approach to geographic naming requests within the municipality of Wyndham and to ensure that all Wyndham features, localities and roads are appropriately named. The policy identifies the key considerations for Council when deliberating on geographic naming requests, with an endeavour to preserve the heritage, culture and identity of Wyndham City.

Between 19 June 2023 and 16 July 2023, we asked the community to share their views on naming the two new community centres coming to Wyndham as per the Geographic Naming Policy. The two new centres are known as Black Forest Road South Community Centre and Truganina (Elements) Community Centre.

Engagement was undertaken via The Loop and six pop up engagement sessions were offered at locations close to the future centres to support face to face participation. 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 City Facebook and Instagram with over 3,400 postcards delivered to nearby residents.

The new community centres have been identified as critical infrastructure required to provide services to the growing community.

Both centres are currently under construction.

In 2024 the Black Forest Road South Community Centre (interim name) at 104 Shipwright Parade Werribee will offer maternal and child health and community spaces for programs, events and activities, with three and four-year-old kindergarten commencing in 2025.

From 2024 Truganina Community Centre (interim name) at 1 Everton Drive will offer a library lounge, maternal and child health and community spaces for programs, events and activities, with three and four-year-old kindergarten commencing in 2025. This centre to be designed and constructed sustainably to be carbon neutral in operation and all-electric, targeting a 5-star Green Star rating.

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	2,343 page views 1,640 total visitors to the page
Online Survey	158 contributions (80 Werribee and 78 Truganina)
Pop Up Engagement Sessions	280 contributions (140 Werribee and 140 Truganina)

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook - Ad)	Reach: 43,549 Engagement: 310 Click through to website: 1,163 Reactions: 102
Letter box -postcard drop	Postcards delivered to households surrounding the location of the new community centres 1,976 - Werribee 1,433 - Truganina



WHO WE HEARD FROM:

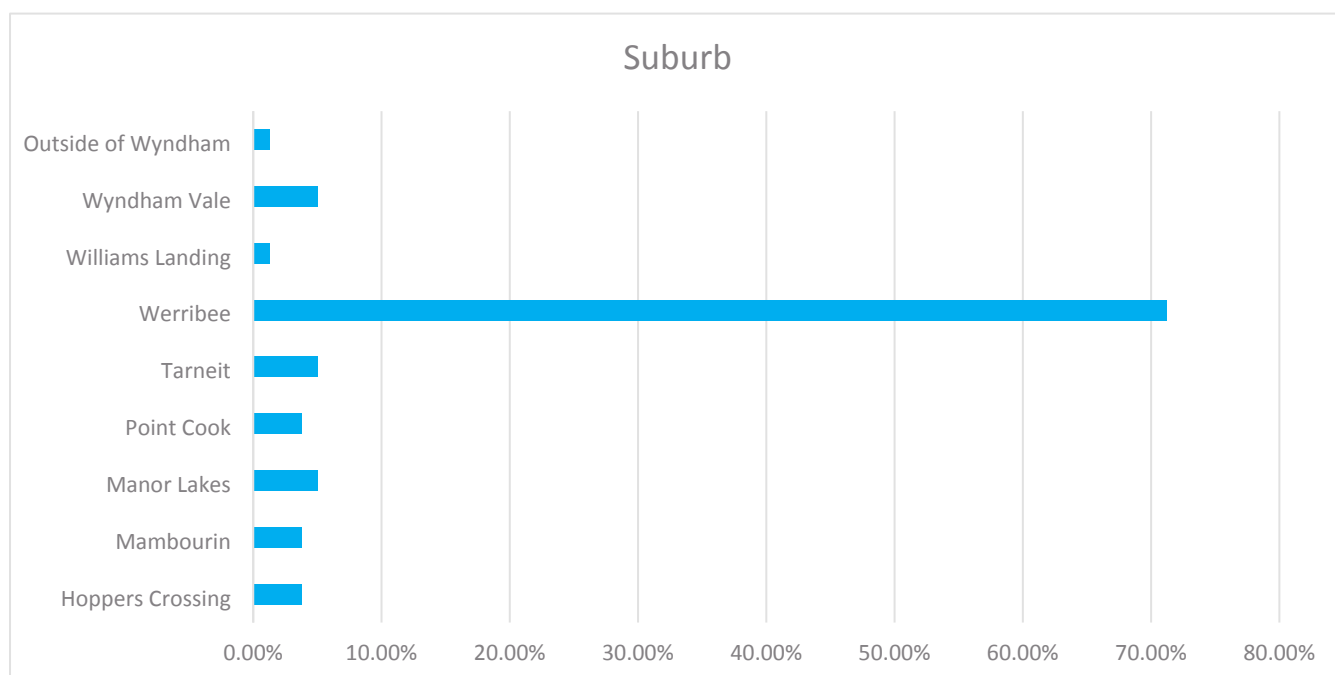
The below tables highlight who we heard from in our community via The Loop during our engagement process.

Werribee

Age Group

0-14	20-24	25-29	30-34	35-39
1.25%	3.75%	10%	17.50%	35%
40-44	45-49	50-54	55-59	60-64
10%	10%	8.75%	1.25%	1.25%
65-69				
1.25%				

Suburb



Gender

Female	Male	Prefer not to say	Other Identity
62.50%	33.75%	2.50%	1.25%

Do you speak a language other than English at home?

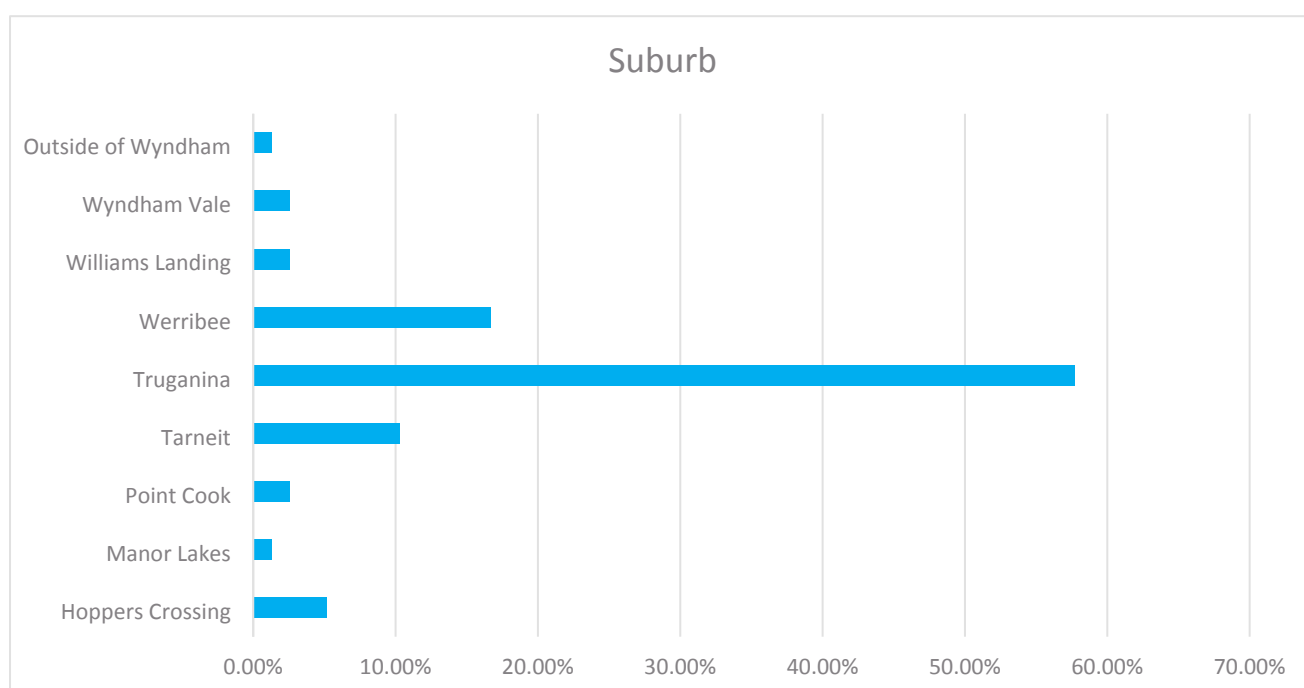
Yes	No
41.25%	58.75%

Truganina

Age Group

0-14	15-19	20-24	25-29	30-34
2.56%	1.28%	5.13%	5.13%	14.10%
35-39	40-44	45-49	50-54	55-59
21.79%	19.23%	6.41%	16.67%	3.85%
60-64	65-69	70-74		
1.28%	1.28%	1.28%		

Suburb



Gender

Female	Male	Prefer not to say
56.41%	41.03%	2.56%

Do you speak a language other than English at home?

Yes	No
44.87%	55.13%

SUMMARY OF FEEDBACK:

We asked the community to share their views on the naming themes as per the Geographic Naming Policy 2023 together with any name suggestions. The naming themes are:

- Linking the name to a place
- Recognition and use of Traditional Owner languages
- Gender equality
- Using commemorative names

RESULTS

The summary of the results is as follows:

Voting Data

Werribee (Black Forest Road South Community Centre – interim name)

Engagement - Werribee	Linking name to place	Recognition and use of traditional owner language	Gender equality	Using commemorative names	Total
The Loop	39	29	5	7	80
In person - pop up*	66	47	24	3	140
Total	105	76	29	10	220

Truganina (Truganina Community Centre – interim name)

Engagement - Truganina	Linking name to place	Recognition and use of traditional owner language	Gender equality	Using commemorative names	Total
The Loop	31	35	7	5	78
In person - pop up*	66	47	24	3	140
Total	97	82	31	8	218

*the in-person results for both centres are the same as those who voted, indicated the same theme preference for each centre

We Asked	You Said	We did
<p>What is your preferred naming theme?</p>	<p>Werribee (Black Forest Road South Community Centre – interim name)</p> <p>The preferred naming theme in order of preference is:</p> <ol style="list-style-type: none"> 1. Linking name to a place 2. Recognition and use of Traditional Owner languages 3. Gender equality 4. Using commemorative names <p>Truganina Community Centre (interim name)</p> <p>The preferred naming theme in order of preference is:</p> <ol style="list-style-type: none"> 1. Linking name to a place 2. Recognition and use of Traditional Owner languages 3. Gender equality 4. Using commemorative names 	<ul style="list-style-type: none"> • Acknowledge the community preference for a name for each centre that “links the name to the place”. • Assess suggested names for compliance with the Naming rules for places in Victoria 2022 and sought advice from Geographic Names Victoria. • Propose a selection of compliant names for each community centre that reflect the preferred theme, which are to be put to a community voting poll. • Comply with Council’s Geographic Naming Policy and recommend that Council consider the results of the community voting poll at a future Council meeting before giving public notice of a final preferred name for each centre.

Name suggestions

A number of name suggestions for each centre were provided and these names have been assessed by Council officers and Geographic Names Victoria for compliance with the preferred naming theme and the Naming Rules for Places in Victoria 2022. An additional name for each centre has also been proposed by Council officers for the purpose of further community consultation.

When linking a name to a place, the naming rules require that the name:

- should be relevant to the local area
- must be approved by the relevant Registered Aboriginal Party (RAP) if the name relates to Traditional Owner language
- should not be an estate name to avoid future ambiguity, for example, Harpley
- if named after a person, that person should have a strong association to the area for at least 25 years. The names of people who are still alive must be avoided because community attitudes and opinions can change over time

It is proposed that the following compliant names be put to voting poll to seek a preferred name from the community for each centre.

Werribee - 104 Shipwright Parade, Werribee

- Shipwright Parade Community Centre (suggested twice via The Loop)
 - The Community Centre is located at 104 Shipwright Parade, Werribee and this name reflects its specific location on Shipwright Parade
- Lollypop Creek Community Centre (suggested 10 times via The Loop)
 - The Community Centre is located in the vicinity (within 5 km) of Lollypop Creek, and will be housed next door to the Lollypop Creek Primary School
- Ironbark Community Centre
 - The Ironbark is a distinctive native Australian tree common to the Werribee area.
 - This name is suggested by Council officers as an additional option for consideration

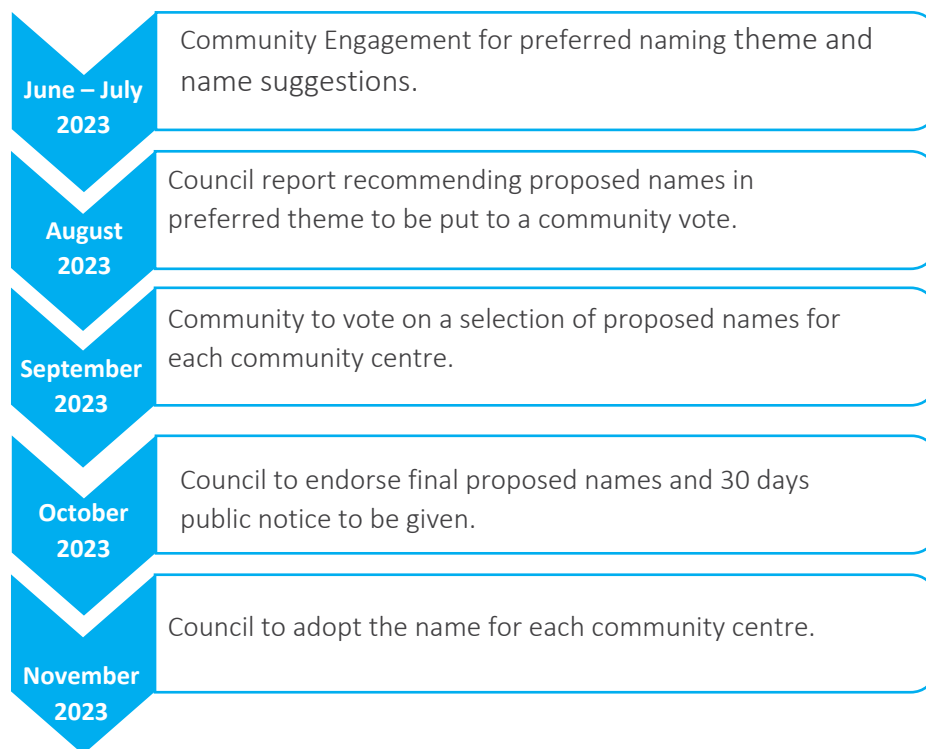
Truganina - 1 Everton Road, Truganina

- Truganina Community Centre (suggested seven times via The Loop)
 - The Community Centre is located in the suburb of Truganina
 - This will be the first community centre in Truganina
- Everton Road Community Centre (suggested three times via The Loop)
 - The Community Centre is located at 1 Everton Road Truganina and this name reflects its specific location on Everton Road
- Pimelea Community Centre
 - The centre is close to the Truganina Cemetery Conservation Reserve, which protects some of the best remaining Federally-listed grassland conservation areas including the critically endangered *Pimelea Spinescens* (Spiny Rice Flower), a small, pretty flowering shrub that Wyndham is lucky enough to have a few strong populations of in our conservation reserves
 - This name is suggested by Council officers as a third option for consideration

NEXT STEPS:

- Council to consider the results of community engagement and the preferred naming theme and suggested names for each community centre at the Council meeting on 22 August 2023.
- A selection of proposed names to be put to a community vote during September 2023.
- Council will consider the preferred names and give public notice of the final proposed names in October 2023.
- Following public notification and consideration of any further community feedback it is expected that Council will resolve to adopt a final name for each community centre in November 2023.
- The names will be submitted to Geographic Names Victoria for registration and gazettal.

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.