

HELP US NAME OUR NEW COMMUNITY CENTRES

COMMUNITY ENGAGEMENT REPORT



October 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.

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 community centre 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 the community centre 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.

The first round of community engagement in accordance with Council's Geographic Naming Policy sought the community's preferred naming theme from the following options:

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

The consultation revealed that "linking name to place" was the preferred naming theme for both centres and a number of naming suggestions were provided.

On 22 August 2023 Council considered the results of the first round of community consultation on the naming theme and resolved to conduct a community voting poll to select the preferred name for each community centre.


Between 28 August 2023 and 25 September 2023, we asked the community to share their views on naming the two new community centres from the following options:

- a. 104 Shipwright Parade, Werribee**
 - i. Shipwright Parade Community Centre
 - ii. Lollypop Creek Community Centre
 - iii. Ironbark Community Centre

- b. 1 Everton Road, Truganina**
 - i. Truganina Community Centre
 - ii. Everton Road Community Centre
 - iii. Pimelea Community Centre

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	<p>4,150 page views</p> <p>1,961 total visitors to the page</p>
Online Survey	<p>608 contributions (310 Werribee and 298 Truganina)</p>
	
Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook - Ad)	<p>Reach: 52,191</p> <p>Engagement: 1,345</p> <p>Click through to website: 1,225</p>
Other promotion methods	<ul style="list-style-type: none"> email sent to all who participated in part 1 of the project nominating a naming theme, advising that part 2 was open and they could vote on a preferred name letter to residents: Werribee (1,977) and Truganina (1,344) media Release https://www.wyndham.vic.gov.au/news/vote-now-name-new-community-centres paid and organic social media campaign digital screen advertising at Council-owned venues in Werribee and Truganina added as a Trending Item on Council's homepage

	<ul style="list-style-type: none">• link to the Loop page added to the Black Forrest Road Community Centre and Truganina Community Centre project pages• September insights article
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ORGANIC SOCIAL MEDIA

Link Clicks: 116
Engagements: 313



Wyndham City

Published by Sprout Social · June 19 ·

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📢 Werribee and Truganina have new community centres on the way, and you can help us choose their names!

Head to The Loop for more information: <http://theloop.wyndham.vic.gov.au/help-us-name-our-new...>



Link Clicks: 171
Engagements: 677



Wyndham City

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📢 NAME GAME ALERT!

The power to name two new community centres under construction in Werribee and Truganina is in your hands. Choose from the options that resonate with you and help define the essence of these spaces.

Cast your vote at <https://theloop.wyndham.vic.gov.au/help-us-name-our-new...>



WHO WE HEARD FROM:

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

Werribee

Suburb

Eynesbury	Hoppers Crossing	Mambourin	Manor Lakes	Point Cook
0.32%	4.52%	2.58%	3.55%	3.23%
Tarneit	Truganina	Williams Landing	Werribee	Werribee South
5.48%	7.42%	1.29%	57.74%	0.65%
Wyndham Vale	Outside of Wyndham			
9.68%	3.55%			

Truganina

Suburb

Hoppers Crossing	Mambourin	Manor Lakes	Point Cook	Tarneit
7.41%	1.01%	1.68%	3.37%	10.44%
Truganina	Williams Landing	Werribee	Werribee South	Wyndham Vale
47.14%	2.02%	16.46%	3.80%	5.06%
Outside of Wyndham				
4.71%				

SUMMARY OF FEEDBACK:

We asked the community to advise us of the preferred name for each centre via a community voting poll:

The results of the community poll for the preferred name for the community centre at **104 Shipwright Parade, Werribee** were:

- Lollypop Creek Community Centre - 62.26%
- Ironbark Community Centre - 24.52%
- Shipwright Parade Community Centre - 13.23%

The results of the community poll for the preferred name for the community centre at **1 Everton Road, Truganina** were:

- Truganina Community Centre - 52.01%
- Pimelea Community Centre - 26.17%
- Everton Road Community Centre - 21.81%

RESULTS

The summary of the results is as follows:

Voting Data

Werribee – community centre at 104 Shipwright Parade, Werribee

Engagement - Werribee	Lollypop Creek Community Centre	Ironbark Community Centre	Shipwright Parade Community Centre	Total
Total	193	76	41	310

Truganina – community centre at 1 Everton Road, Truganina

Engagement - Truganina	Truganina Community Centre	Pimelea Community Centre	Everton Road Community Centre	Total
Total	155	78	65	298

We Asked	You Said	We did
<p>What is your preferred name for each community centre?</p>	<p>Werribee – community centre at 104 Shipwright Parade, Werribee</p> <p>The preferred name in order of preference is:</p> <ol style="list-style-type: none"> 1. Lollypop Creek Community Centre 2. Ironbark Community Centre 3. Shipwright Parade Community Centre <p>Truganina – community centre at 1 Everton Road, Truganina</p> <p>The preferred name in order of preference is:</p> <ol style="list-style-type: none"> 1. Truganina Community Centre 2. Pimelea Community Centre 3. Everton Road Community Centre 	<ul style="list-style-type: none"> • Acknowledge the community's preferred name for each community centre. • Comply with Council's Geographic Naming Policy and recommend that Council support the preferred name for each community centre and give public notice of its intention to adopt those names. • Commit to providing a final report to council following a statutory 30-day public notice period of the proposed names.

NEXT STEPS:

- Council will consider the preferred names and give public notice of the final proposed names in November 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 December 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.