



14.1 KIR RIP PARK: NAMING OF THE PARK COMMONLY KNOWN AS MONTAGUE COMMUNITY PARK - COMMUNITY CONSULTATION RESULTS

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1. PURPOSE

1.1 At its meeting of 4 April 2018, Council endorsed the progression of 'Kirrip Park' as the permanent name for the new community park at the Ferrars Street Education and Community Precinct to community consultation phase. This report provides the outcomes of the community consultation, and recommends a naming decision for approval by Council.

1.2 'Kirrip' means friend or mate in the Boon Wurrung language.

2. EXECUTIVE SUMMARY

2.1 Council's obligations in relation to naming proposals are determined by the *Geographic Places Names Act 1998*. Under this legislation, Council is a naming authority for roads, features and localities, and carries out naming processes in accordance with the *Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities – 2016* (the Naming Rules), and Council's Guidelines for the Naming or Re-Naming of Roads, Lanes and Reserves.

2.2 The name "Kirrip Park" was submitted by the Boon Wurrung Foundation. Council considered the proposed name via a report presented to the council meeting of 4 April 2018, a copy of which is at [attachment 1](#), following assessment and consideration of the name by the City of Port Phillip Cultural Heritage Reference Committee.

2.3 The park is currently unnamed and the proposed naming meets all the requirements of the Naming Rules.

2.4 Council has now completed its community consultation requirements under the Naming Rules and seeks final endorsement of the name Kirrip Park for registration with the Office of Geographic Names.



3. RECOMMENDATION

That Council:

- 3.1 Notes the results of the community consultation process on the proposal to name the community park at the Ferrars Street Education and Community Precinct, 'Kirrip Park'.
- 3.2 Endorses the proposed name of Kirrip Park as the official name for the area that is commonly referred to as Montague Community Park, and submits the name to the Registrar of Geographic Names for review and registration in VICNAMES.
- 3.3 Writes to the objectors to this naming proposal, as is required by the Naming Rules, to advise them of how they can appeal Council's decision to the Registrar of Geographic Names, should they wish to do so.

4. CONSULTATION AND STAKEHOLDERS

- 4.1 Council passed the following resolution at its meeting of 4 April 2018:

"That Council:

Approves the progression of the proposed name of Kirrip Park, as the official name for the area that is commonly referred to as Montague Community Park, to the community consultation stage.

Notes and thanks the community for participating in the naming process by submitting names for review.

Expresses appreciation to the Boon Wurrung Foundation for providing the name Kirrip Park, which reflects the intent and environment of the park and its users."

- 4.2 Between 17 April and 25 May 2018, Council undertook a process of community engagement, advertising the proposed naming of the park via the Port Phillip Leader and Council's website. Key stakeholders and immediate community members were notified of the proposal and invited to provide comment. Council also used media releases, flyers distributed for display at town halls and libraries, social media posts shared by the Fishermans Bend Taskforce and South Melbourne Primary School, CoPP This! newsletter, emails to community networks and corflute boards on park fencing to promote consultation on the proposal. Submissions closed on 25 May 2018. Outside of the formal consultation process, community members have also used various social media platforms to comment on the proposal.

ANALYSIS OF FEEDBACK

- 4.3 Analysis was conducted on the support or objections supplied through both formal and informal channels. The formal responses provided via survey participants (hard copy and website as shown in table no.1) resulted in the majority of submissions supporting Kirrip Park as the formal name for the site. A detailed analysis of all feedback is provided for below.



Table 1. – Analysis of formal responses.

Total No. of formal responses received: 49

Traditional owner group support	2	Traditional owner group objections	0
Hard copy support	11	Hard copy objections	10
Website support	18	Website Objections	8
Total formal support for proposal	31	Total formal objection to proposal	18
	(63.3%)		(36.7%)

Community Consultation – Formal Responses

4.4 Traditional Owner Groups

Under the Naming Rules, if Council is considering using an Aboriginal name in a proposal, it must consult the relevant Traditional Owner group(s) to determine appropriateness and consent for the use of that name.

- 4.4.1 The name “Kirrip Park” was submitted to the City of Port Phillip Cultural Heritage Reference Committee by the Boon Wurrung Foundation. The Foundation has also written to Council to reiterate their support for the implementation of the name ‘Kirrip Park.’
- 4.4.2 The Bunurong Land Council Aboriginal Corporation has provided explicit consent in writing of the use of the name “Kirrip Park” by Council.

4.5 Website Survey

4.5.1 Visitors to Council’s Have Your Say platform were presented with a question and given space to provide comment. The survey question “Do you approve of the proposed name of Kirrip Park?” returned the following result:

No. of respondents via website	26
Respondents who objected	8
Respondents who expressed consent	18
Total website community that consents	69%

4.6 Hard copy survey

4.6.1 629 letters were sent to stakeholders and the immediate community, which broadly includes residents, ratepayers and businesses within the immediate area directly affected by the proposal. 36 letters were delivered back to Council as return to sender.

Population in immediate community	594
No. of responses received	21
Respondents who objected	10 (49%)
Respondents who expressed consent	11 (51%)

4.6.2 Under the Naming Rules, a non-response to a survey may be taken as tacit approval of the proposed name when the naming authority is seeking responses from the community for one proposed name only.



Tacit approval (non-responses) of community surveyed 96%

Community Consultation – Informal Feedback

4.6.3 Social media

Council-initiated posts were loaded onto Council’s Facebook, LinkedIn and Twitter accounts during the consultation process. Posts included a link to the Have Your Say survey page. While the comments provided via social media have not been included in the analysis of support or objections as they are not allowed for in the Naming Rules, it is worth noting the participation rate reflected in the number of ‘likes’, and the level of support or objection received for each post.

1. Social Media	2. No. of posts	3. Total no. of likes	4. Comments in support of proposal	5. Comments objecting to proposal
6. Facebook	7. 3	8. 25	9. 1	10. 3
11. LinkedIn	12. 1	13. 39	14. 1	15. 0
16. Twitter	17. 3	18. 3 retweets	19. 0	20. 1

5. ASSESSMENT OF RESULTS

5.1 Comments expressed in support of the naming proposal

Several community members who completed the survey in support of the proposal also included comments.

The comments expressed support for the name in accordance with several themes, specifically:

- *the idea of mateship and/or friendship is well suited to community gathering spaces*
- *the name is easy to say and read*
- *the name conveys a warm attitude of reconciliation and inclusion*
- *the name addresses the imbalance of Indigenous naming, and recognition of Traditional Owner Groups.*

5.2 Objections to the naming proposal

In accordance with the Naming Rules, statements of objection must be addressed when they raise an issue of the proposal not complying with the principles and procedures outlined in the Naming Rules. Objections to the naming proposal were received and these have been assessed against the principles contained in the Naming Rules:

5.2.1 Principle (C) Linking the name to the place: Place names should be relevant to the local area. When a feature is of greater than local significance the name should be relevant to the wider community.

Six objections engaged this Principle. Objection was based on the ‘lack of connection between the proposed name and the primary use of the park’. Of



the six submissions, one submission suggested “Gladstone Street Park”, and one submission suggested “Montague Park”, as an alternative to acknowledge local streets and precincts.

Officer assessment

Victoria has a rich Aboriginal history, with 38 Aboriginal languages representing the diversity of Aboriginal cultural heritage and connection to Country. The uniqueness of language is based on location and each language is deeply rooted to the land; therefore, the name Kirrip Park complies with principle (C).

- 5.2.2 [Principle \(F\) Recognition and use of Aboriginal languages in naming](#): The use of Aboriginal languages in the naming of roads, features and localities is encouraged

Two submissions were received under this principle:

“Tulara Park” - Aboriginal word for rain”

“I would prefer the name Djeembana Park which I understand means 'a gathering place for our mob to get together' in the Boon Wurrung language”

Officer assessment

‘Kirrip Park’ was submitted as a proposed name for the park by the Boon Wurrung Foundation. Use of the name has also received explicit consent from the Bunurong Land Council Aboriginal Corporation.

- 5.2.3 [Principle \(H\) Using commemorative names](#): Naming often commemorates an event, person or place.

Two objections were submitted that stated a preference for the park to be named after local identities. One submission suggested the park be named after Ron Walker, and the other suggested commemoratively naming the park after Norm Goss.

Officer assessment

Naming may commemorate an event, person or place, including recognising Aboriginal people or cultural events. When deciding on the assignment of a commemorative name, authorities should consider relevant history and association to the area.

The history of the Boon Wurrung people dates back many thousands of years. The name Kirrip Park, submitted by the Boon Wurrung Foundation, recognises the language of the traditional people and custodians of the land

- 5.2.4 [Principle \(J\) Language](#): Geographic names must be written in standard Australian English or a recognized format of an Aboriginal language local to the area. Geographic names should be easy to pronounce, spell and write, and preferably not exceed three words and/or 25 characters.

Officer assessment

Two objections were made relating to the spelling or pronunciation of the name.



The proposed name is 10 characters in length, and as such does not contravene this principle. Boonwurrung is an indigenous Australian language traditionally spoken by the Boonwurrung people of the Kulin Nation.

5.3 Non-conforming objections

Statements of objection that do not refer directly to ways in which the proposal does not conform to the Naming Rules were not included in the data analysis of community support. Seven submissions were received that have not been included in the analysis of objections to the naming proposal.

5.4 Determination and Notification.

In completing the assessment of objections against the principles of the Naming Rules, officers have determined that the proposed name Kirrip Park does not contravene the principles of the Naming Rules.

If Council proceeds with the proposal, Council will write to objectors advising them of Council's decision, including reasons for the decision, and advising them of their right to appeal to the Registrar of Geographic Names based on non-compliance with the Rules, within 30 days.

Council will further inform the community of its decision by public notice advertising, and on Council's website, and notify local stakeholders, including emergency services.

6. LEGAL AND RISK IMPLICATIONS

Council's obligations in relation to naming proposals are determined by the *Geographic Places Names Act 1998*. By complying with the governing legislation and ensuring a transparent community consultation process is undertaken, there is no legal or other risk implication associated with the proposal.

7. FINANCIAL IMPACT

The cost of the community consultation was \$1,400.00. This includes a paid advertisement in the Port Phillip Leader, mail out to key stakeholders and immediate community members, and the production of flyers and corflute boards.

Expenditure associated with the naming proposal is funded from Council's operational budget.

8. ENVIRONMENTAL IMPACT

There are no environmental implications of naming the reserve

9. COMMUNITY IMPACT

The park provides an integral outdoor space for the community. The park design includes a paved entrance and forecourt area facing Buckhurst Street, terraced lawn areas, lighting, seating, footpaths and native garden beds. Trees and shrubs will be planted throughout the park with a diverse mixture of tree species.



10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

This naming proposal aligns with the following strategic directions in the Council Plan 2017-27:

- 10.1 DIRECTION 1 We embrace difference, and people belong
- A safe and active community with strong social connections
 - Community diversity is valued and celebrated
- 10.2 DIRECTION 3 We have smart solutions for a sustainable future
- A greener, cooler and more liveable City
- 10.3 DIRECTION 4 We are growing and keeping our character
- Liveability in a high density City
 - A City of diverse and distinctive neighbourhoods and places

11. IMPLEMENTATION STRATEGY

- 11.1 Following final approval by Council, the name will be submitted to the Office of Geographic Names for approval from the Registrar, at which time the name will be officially registered in VICNAMES, a database that stores information and data related to all officially registered and recorded features, locality and road names in Victoria.
- 11.2 If Council does not approve the proposed name of Kirrip Park, consultation on an alternative name will need to be completed and the process will be recommenced from the initial name development stage.

12. OFFICER DIRECT OR INDIRECT INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS

1. Council Report 4 April 2018
2. Montague Community Park artist impression
3. Aerial precinct view artist impression