



Naming our Places and Spaces

Community Engagement Report
2020- 2021

(Stage 1 and Stage 2)





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Executive Summary

Naming our places and spaces |

Purpose

The City of Kalamunda (City) supports the implementation of a policy to guide requests, processes, and recommendations in regard to the naming of parks, reserves, streets and infrastructure. This policy will provide a consistent approach, and a clear framework and guidelines for the City's requirements for the naming of parks, reserves, streets and infrastructure as set out by the Geographic Names Committee Policies and Standards for Geographical Naming in Western Australia.

Frequently Asked Questions (and answers) were uploaded to the City's Engage portal to assist with queries and provide some background around naming policies and standards.

A survey was listed on the City's engage portal with hard copy forms placed at all City locations.

- » The City's online engage project received 138 visits. 29 submissions were received.

Overview |

Community Request

Public Agenda Briefing Forum - 11 August 2020

The Forrestfield Football Club brought a proposal before Council on 11 August 2020 (10.4.6) to rename the John Reid Oval to the Terry Davidson Oval (see Appendix 1). As the City did not have a Place Naming (renaming) Policy the decision was deferred so the City could engage with the broader community and develop a policy.

Stage 2 | Review

What do you think of the City's proposed Naming of Parks, Reserves, Streets and Infrastructure Policy

Targeted consultation ran from 7 April 2021 - 3 May 2021

Following Stage 1 community consultation, the City used the community's feedback, alongside the *Policies and Standards for Geographical Naming in Western Australia*, to develop a policy for Naming of Parks, Reserves, Streets and Infrastructure. This policy was presented to the [Audit and Risk Committee in March 2021](#), and subsequently endorsed for advertising.

Content was posted across the City's buildings and shared with Stakeholders, such as local schools for placement in their newsletters; and an advert placed in the local paper.

A scheduled 'pop up' in the local shopping centre was cancelled due to COVID-19 pandemic restrictions.

Engaging with the community

In October 2020, the City engaged with key stakeholders and the broader community to help shape the policy.

Community Consultation for the project was delivered in two stages via a *Communications and Engagement Plan* prepared in line with IAP2 best practice principles.

The Plan progressed to IAP2 spectrum level 'collaborate' to partner with the public and incorporate their advice and recommendations into decision-making, and was supported by an integrated marketing campaign.

The City issued information regarding the draft Policy and encouraged people to Have Their Say via:

- » A survey was listed on the City's engage portal with hard copy forms placed at all City locations. 10 submissions were received.
- » Electronic Direct Mail (EDM) City Subscribers (2054 email addresses) – Two (2) eNewsletters were sent in April and one (1) in May 2021.
- » A Social Media campaign received over 7,521 impressions and 128 Engagements. Promotional posts were published to Facebook, Instagram, LinkedIn and Twitter, with two paid Facebook posts to ensure an increased reach.

Stage 1 | What's in a Name?

What should the City's Place Naming Policy look like?

Targeted consultation ran from 8 October 2020 - 13 November 2020

Traditional stakeholder engagement was conducted through the City's eNewsletters, website, and social media channels to understand the community's sentiment and input into a Place Naming Policy.



Background | FAQs

Place names (toponyms, or geographic nomenclature) provide us with a reliable method of identifying a location. They provide us with a sense of belonging and define what we value.

What are Toponyms?

Toponyms, or geographic nomenclature, are names which represent sites of human occupation (cities, towns etc), natural geographic features (mountains, lakes, bays etc) and bounded areas (states, localities, regions etc). Toponyms are a means of public and personal reference for location description and identification and provide intelligence relating to where a place is, what is there and key elements of maps and marine charts.

Why do we name places and spaces?

The benefits of naming Geographic nomenclature or toponyms are usually the first point of reference used when referring to a spatial location and are a fundamental component of culture. They are indispensable when used as public and personal references for location description and identification for example defence, emergency service responders and postal services, addresses, navigation.

Why do we preserve existing names?

Benefits of recording and preserving geographic names are associated with the past, present and future of a community. They form an integral part of personal identity by defining where people were born, live, have lived and from where their ancestors have come from. Such names are key elements of maps and charts and their practical benefits include the intelligence relating to the location of a place.

Why do we need Place Name policies and standards?

In order to comply with relevant legislation and to provide an open and transparent naming process, policies and standards are required. This document is being developed to provide a basis on which the assignment of names to places, features, administrative boundaries and roads can be undertaken. They serve the long-term interests of the community by identifying, protecting and reflecting our culture, heritage and landscape, and apply to all nomenclature within Western Australia.

Who/what may be significantly affected if names change?

The benefits of a consistent writing system (or orthography) of geographic naming is important to a wide range of local, national and international communities who engage in:

- » communications such as postal and news services
- » emergency service response and natural disaster relief
- » environmental management
- » map and atlas production
- » navigation and tourism
- » property determinations and cadastre
- » road maintenance and development
- » statistic and census information
- » trade and commerce
- » urban and regional planning
- » vegetation and mineral mapping.

Note: Proposed names are submitted to the Geographic Names Committee (GNC), based at Landgate, who have the responsibility of collecting, approving and registering place names in Western Australia.

[Link to proposed Policy](#)

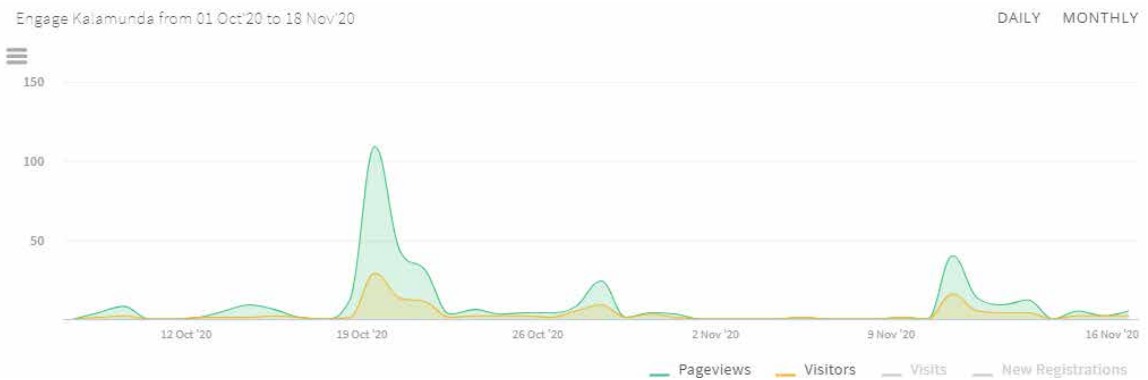




Stage 1 | What's in a Name?

Stage 1: What's in a Name? | What should the City's Place Naming Policy look like?
 Targeted consultation ran from 8 October 2020 - 13 November 2020

Engage Portal | Traffic



Engage Traffic

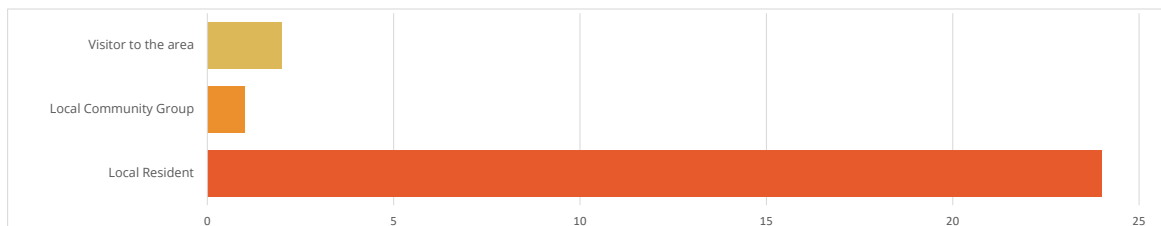
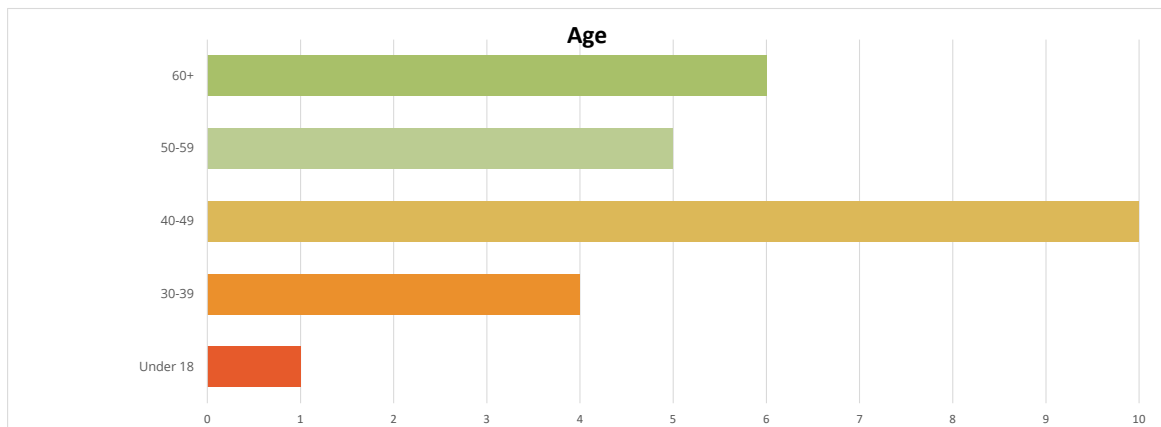
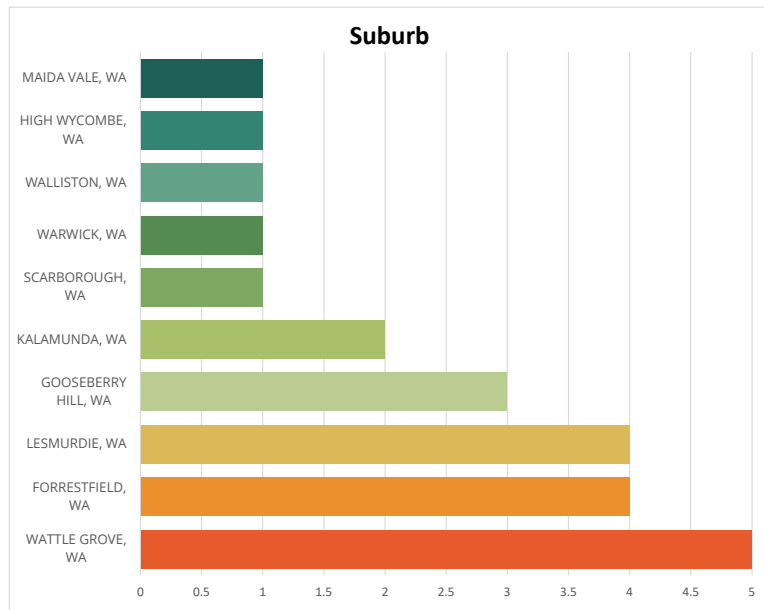
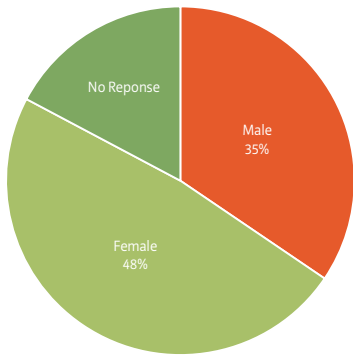
- 138** Total visits
- 29** Maximum visits per day
- 78** Informed Visitors
- 112** Aware Visitors



Engage (Survey) | Demographics

The Survey received 29 submissions

Gender of Respondents





Social Media | Top Posts

City of Kalamunda
Published by Buffer [?] · 11 November · 🌐

What do you think? - Naming our places and spaces 🌳 🏡 🏢

The City is developing a policy on the naming of parks, reserves, streets and infrastructure, to ensure a consistent approach, and provide a clear framework and guidelines.

Have your say today: <https://engage.kalamunda.wa.gov.au/naming-places>
📅 Extended to: Friday 13 November 2020.

Naming our Places and Spaces

What's in a name? The City wants to know what you think?

👍 Get more likes, comments and shares
When you boost this post, you'll show it to more people.

1,366 People reached **27** Engagements [Boost Post](#)

Performance for your post

1,366 People Reached

6 Likes, Comments & Shares

3 Likes	2 On Post	1 On Shares
1 Comments	0 On Post	1 On Shares
2 Shares	2 On Post	0 On Shares

21 Post Clicks

0 Photo views	14 Link clicks	7 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



What's in a name?

The City wants to know what you think

cityofkalamunda

cityofkalamunda 🏡 🏢 Place names provide us with a sense of belonging and define what we value.

The City of Kalamunda wants to know what you think? What's in a name? 🤔

🗨️ Have your say today:
<https://engage.kalamunda.wa.gov.au/naming-places> (Link in bio)
Extended to: Friday 13 November 2020.

See

cityofkalamunda #survey #haveyoursay #publiccomment

👍 Liked by sherylchantartist and 6 others

NOVEMBER 11

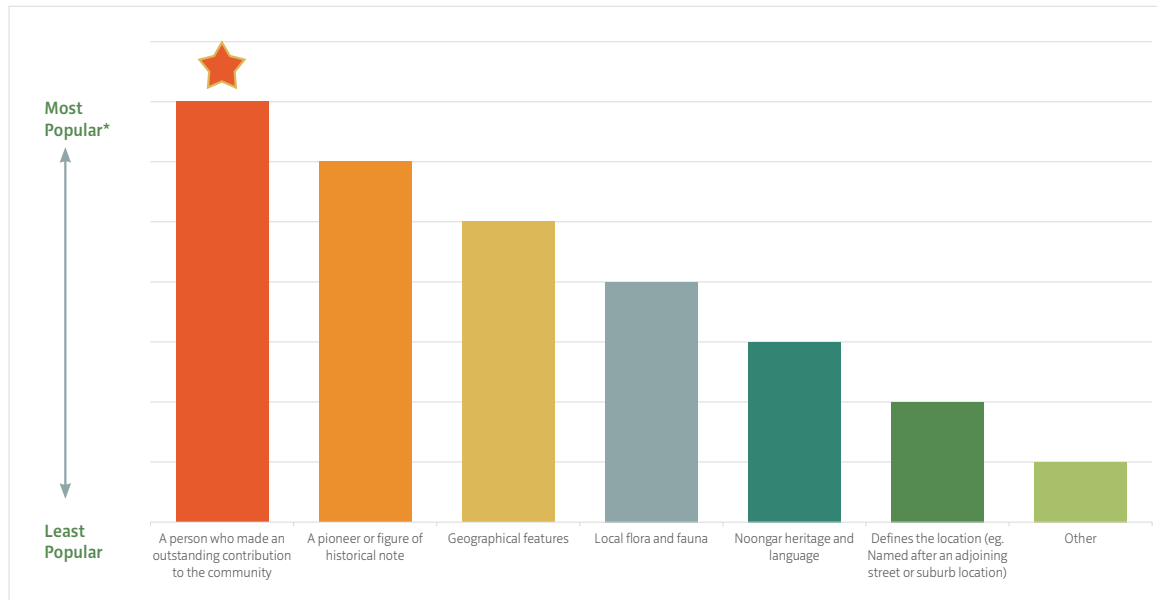
Add a comment...





Engage | Survey Responses

What, or who, should the City recognise when naming parks, reserves, streets and infrastructure?



*Calculated based on averaging the rankings across all options.

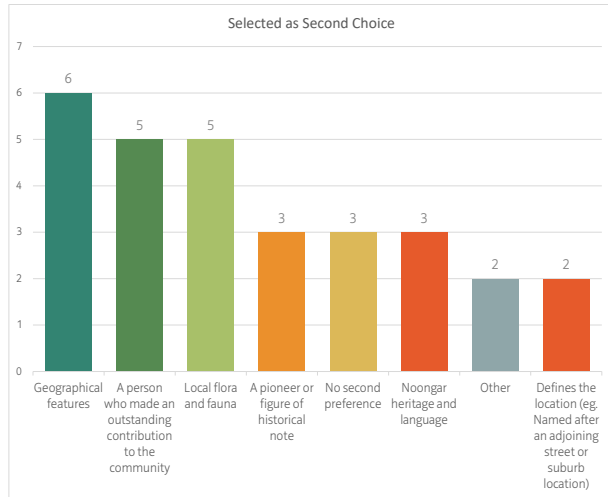
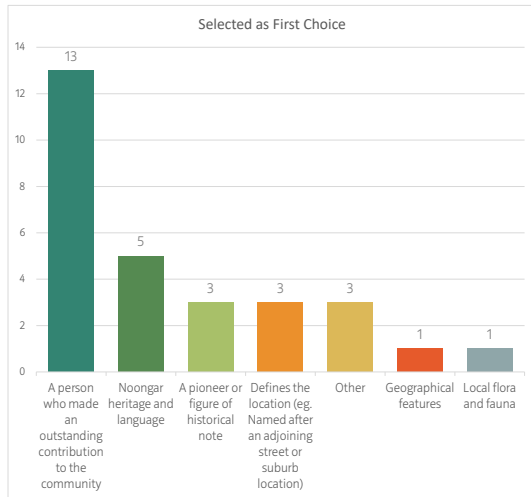
Ranked 1-5 (1 = most popular; 5= least popular)

Options	Average Rank
A person who made an outstanding contribution to the community	2.41
A pioneer or figure of historical note	3.54
Geographical features	3.76
Local flora and fauna	3.76
Noongar heritage and language	3.88
Defines the location (eg. Named after an adjoining street or suburb location)	4.2
Other	5.5

Question type: Ranking Question

Open responses given when "Other" was selected [sic]
Those who have a Kalamunda City link and who have made contributions to the Country. I tried to get a room in the ZZ buildings named after Nugget Coombs who was born in Kalamunda but was knocked back because this extraordinary Australian did not fit.
For Sport & Rec Spaces a person who has made outstanding contribution to that space/reserve club
don;t understand

Open responses given when "Other" was selected [sic]
I believe a person who have dedicated the time in the community should be recognised for there outstanding commitment to the community.
Terry Davidson - over 40yrs of service to the football club and its community is an amazing effort.
Our environment surrounds us in Kalamunda and all elements should be recognised.
Terry Davidson is well known to me and I know of the extent of his service to Forrestfield Football Club and John Reid Oval. I would prefer John Reid Ivsl
"A person from the club residing at the oval/reserve that has made outstanding contribution to the club/community
A person from the club residing at the oval/reserve that has made outstanding contribution to the club/community
Terry Davidson Oval instead of John Reid Oval A person from the club that has made an outstanding long term contribution to the community.
Local history- eg orchards, railway, etc
Someone that has a direct connection to that place or area and has contributed for a significant period of time. If a new park is being named for a sport, then someone synonymous with that sport.
DUNDAS for example who died while help local scouts.

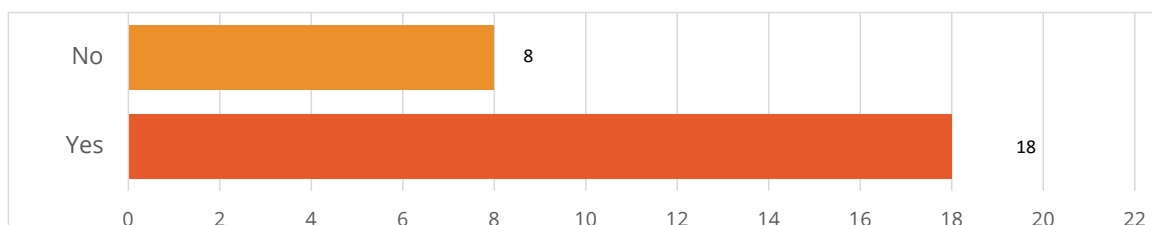


Why did you rank the items in that order?
Let's recognise the real pioneers and those who treated this place with respect and care. Let's also use Noongar family names as well as Noongar words to describe place, flora or fauna.
I believe if a person has truly engaged the community over a long period of time they should be recognised.
It is important that clubs can pay homage to persons that have significantly contributed to the space/club which means more to the club and has historical reference to the community using the space.
That is the order I think things should go
To recognise the outstanding commitments of a community member who was dedicated there time to the local community.
I think they were the most important
It's what's important to me
Because we should honour those who give back to the community.
Local flora & fauna and history is non-divisive like people can be.
Logic
It would be nice to recognise and honour people who have contributed to the area in a positive way

Why did you rank the items in that order?
Provides the opportunity to recognise the Women in the community whose quiet contributions are frequently overlooked
Because I think that the way most Cities should be naming parks after indigenous names etc.
It is important that for generations to come that they are aware of the importance and contributions of the Noongar heritage and language. They are an important part of our past, present and future.
My opinion
I believe we have lost too many of the original names of places since European settlement.
Important and respectful to recognise the traditional owners of the land that our community sits upon, and also learn more about the Noongar history of the region
These were my choices of importance
It shows some significance to people in the area.
Choose names that are familiar to local people and English speakers - it maximises their use by making them less problematic to spell and pronounce
Things should give a logical idea of what they do and where they are
Engages community interests in local history and develops familiarity.



Should changing an existing name of a City park, reserve, field or infrastructure be permitted?



If yes, under what circumstance(s)?

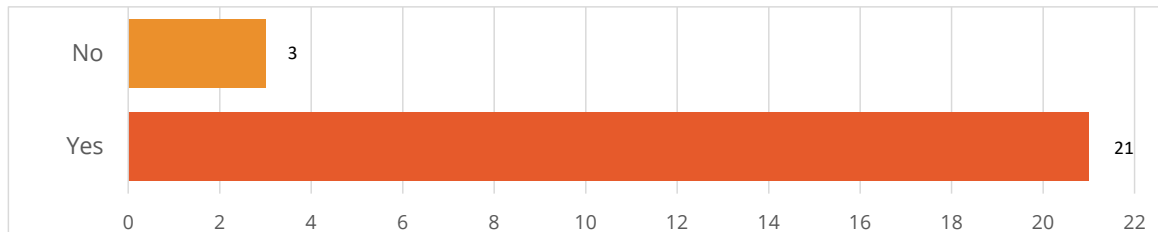
- » Individual falls into disrepute, time moves on, others make community impact that deserves contemporary acknowledgement
- » Only after a minimum timeframe of say 30 to 35 years which is basically a generation.
- » In conjunction with Sporting club using the oval
Years name in place minimum a decade
Where the name holder has committed a heinous act that does not reflect well on the community
- » A person in that Sporting club.
- » I believe that if community members are willing to do as much as they can over the decades they should be considered for this to show a members commitment to the community.
- » Terry Davidson - over 40yrs of service to the football club and its community is an amazing effort. in his latter years i think its fitting.
- » I think of someone has been and outstanding volunteer To local clubs and to the community for a long time they should be honoured
- » A person from the club residing at the oval/reserve that has made outstanding contribution to the club/community
- » Based on public consensus
- » Recognition of Terry Davidson's support of local football
- » To give a more attractive name or to rename something where many people have forgotten the person it was named for. But no unpronounceable noongar names please!
- » If the person honoured is later found to be if dubious character. Or someone is truly worthy, relevant to the area and the park is named after the adjoining road.
- » When the name no longer reflects community values or the landscape has been altertered to such an extent that it is plain silly (Home in the Forest ??)
- » To be more cultural sensitive or to resolve a conflict that may arise.
- » Time frame of 30-35 yrs service to the community
- » To go back to original name. Especially if the name is not significant to the Kalamunda area and if the name (or person's names are use more than once. There has been a lot of (and still is) a lot of people and families who silently do more than a lot of people who get recognised.
- » If it is renovated, updated, extended or developed
- » Exceptional circumstances, mostly when the name takes on negative connotations in contemporary culture

If no, why not?

- » it would lose the significance
- » It would be disrespectful to family members to change what was once considered important.
- » Changes just add to confusion for people and too much adjustment to street maps etc.
- » It causes confusion, the exception being if changing to or adding an aboriginal name to the place (with consultation with local elders/advisory groups)
- » We shouldn't rewrite history
- » The name is generally embedded in the community and should not be influenced by political agendas of the day.



Should a plaque be installed at the location to explain the origins of the name whenever practical?



If yes, why?

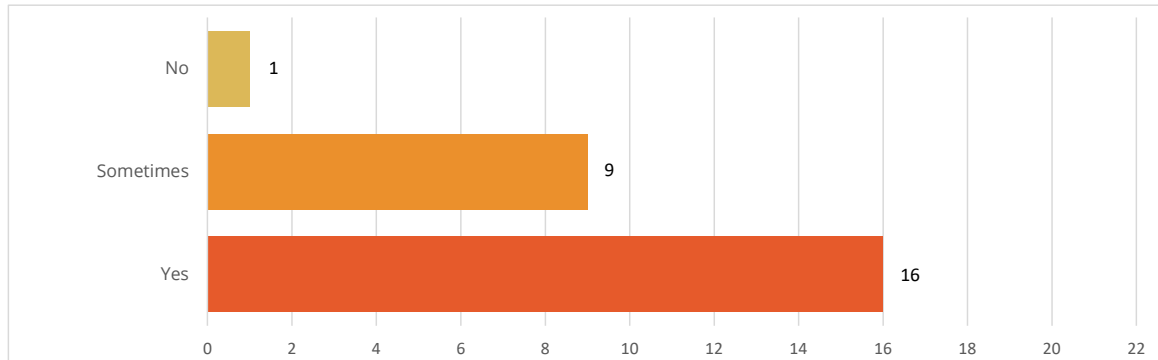
- » Kalamunda City does not tell the story of its heroes as well as it could. Must be in plain English and no jargon.
- » This would explain to the community who the person was and what they did to have the naming rights.
- » People need to understand the history of why a space is named ,it provides a sense of meaning and belonging rather than just a name or place
- » To let people know why that is named that way
- » To explain why a plaque should be installed to let the wider community know that a members outstanding commitment to the local community has been recognised.
- » Terry Davidson - over 40yrs of service to the football club and its community is an amazing effort.
- » So people know why it has that name
- » To acknowledge the previous name and why it was changed
- » So people understand the relevance.
- » Adds meaning to the name. Pronunciation should be included with Aboriginal names
- » Because it would be apart of the history on the reasoning of the locations name
- » So that everyone can understand the Noongar heritage and language and the history behind the name and where it comes from.
- » Maybe but I think it would be great to have a register available for origins of these names and when they were named.
- » For educational purposes and to generate understanding of our local history and people
- » To educate Hills residents of local history.
- » I think it should be their to educate the public as to the significance of the place.

If no, why not?

- » Waste of money. If people don't relate immediately to the name it is not the right name to use.
- » Costly. Plaques should only be installed on significant sites/ buildings not local level parks etc.
- » Its a digital world and this should be capitalised on with names of places supported by media to enhance understanding of the name/ area. This can be on google maps or Citys websites and other domains.



Do you think the community should have the opportunity to vote, or provide input, on names of parks, reserves, fields or infrastructure?



If yes, why?

- » Because its healthy as a community to have input and honour people or places that they frequent and use.
- » If you a resident or rate payer who is interested in having input into naming or renaming a park, reserve, and fields of infrastructure as long all the information is given for the reason, I think it could be a good think for local community as a point of difference to other communities.
- » Its only fair.
- » Because residents should have a little say in what's important to them in their community
- » Because we live here! And we pay the rates.....
- » It engages the community and may encourage an awareness of history and/or environment
- » So that everyone feels part of the community and has the opportunity to provide input on names.
- » It's where we live our community
- » Because it is home to all of us, therefore we should all be able to have a voice
- » For the simple reason they ARE THE COMMUNITY - they live here, pay rates and wish to be involved in some decision making.
- » Enhances engagement and ownership of the area. Enables the community to develop a sense of pride.

If sometimes, specify when

- » Let's find reasons to bring people together not separate them. It gives the community to have input, but not just to create a popularity poll. I'd suggest that the proposed names, if it's a person, should no longer be alive to avoid public disappointment.
- » When a person has put 40 years of their life into a club
- » Once a shortlist has been prepared by people who understand the policy
- » when it concerns them
- » I think we elect people to do these things on our behalf but people could be able to put forward names / suggestions forward. Input may be okay but not volte.
- » When there is more than one option
- » Regional Level infrastructure, not small local level stuff

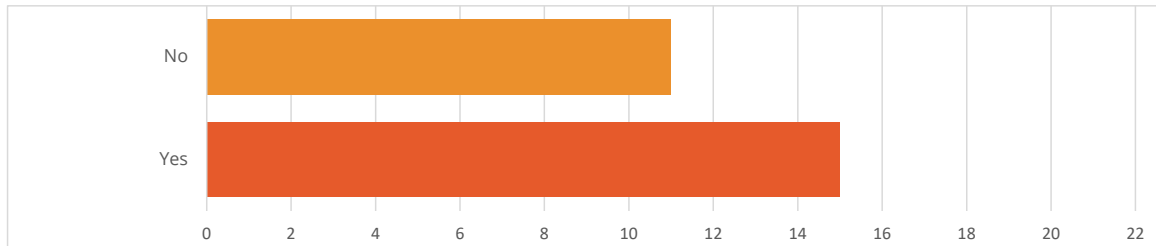
If no, why not?

- » Isn't that the point of developing naming guidelines.



Do you support the dual naming of parks, reserves, fields or infrastructure?

For example, to acknowledge two cultures such as where a localised Indigenous name, and a name of non-Aboriginal language origin might apply. Although dual naming is not preferable to a single place name, each case would be investigated for its merits.



If yes, why?

- » There may be two people or places to be recognised
- » Potentially more than one person could have outstanding contribution and or where an oval may have a shared facility
- » ??
- » As long as the members have both given there time to local community. I also believe both should be local members in the shire.
- » Could add the aboriginal name
- » It acknowledges both histories. Many other local governments have started to do this.
- » Noongar names should accompany names where possible
- » Because you could have Hartfield Park, with say for example, Mark Newton's Hall as one of the buildings at Hartfield Park
- » Multiple serving entities deserve to be recognised
- » Respect for culture and language of the first nations people and an effort toward Reconciliation. Also serves to educate next generations to understand local Noongar history and places and place significance
- » If you can have a local indigenous name / local name then that would be fine
- » Inclusion!

If no, why not?

- » People and apps will be confused. Makes it look like a decision couldn't be made.
- » why start now, it could only cause confusion.
- » It's just stupid - and too confusing
- » No sure what that means
- » Could lead to confusion to people in the community.
- » Too complicated. Why?
- » It creates complications
- » Confusing. People have to learn two names
- » Pick a name and stand by it
- » Reduces the importance of the name in the first place. If named, given the aboriginal history in mind should be named the aboriginal word. If named after an english history, then name it the english word.



Do you have any other comments you wish to make?

- » Naming places and the origin of a name is important part of building a sense of place. It could be part of primary school sessions. Also, the History Village members have an extraordinary wealth of names and reasons to use them - but there do need to be more than white-fella names considered.
- » It is important for community to have an understanding and input into this matter
- » It is important that spaces related to sport and rec are named after great contribution to particular club/clubs. It provides meaning, a sense of historical value and pride. It gives members that feeling of home knowing that it directly relates to a person that have provide outstanding service.
- » no
- » The Davidson family are extremely proud of Terry Davidson's achievements and community spirit over so many decades.
- » John Reid oval should be renamed to the Terry Davidson reserve or something similar
- » Look for names relevant to the area, not just former councillors or land owners. Some themes have been over used in WA, too.
- » Women volunteers contribute huge amounts of time in the community and should be recognised.
- » N/A
- » no
- » Please name things what/where they are, especially if they are aimed mainly at people from the local areas. There is nothing worse than trying to work out what the John Doe centre is and where it is



Review | What do you think of the City's proposed Naming of Parks, Reserves, Streets and Infrastructure Policy
 Targeted consultation ran from 7 April 2021 - 3 May 2021

Engage Portal | Traffic

The Survey received 10 submissions

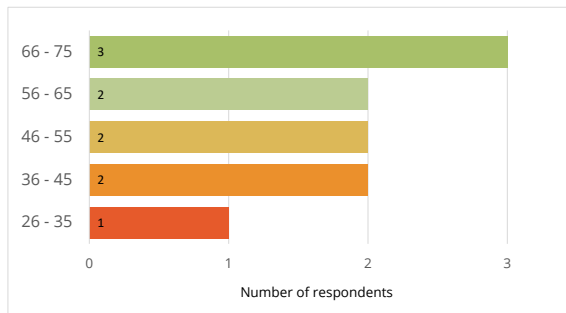


Engage Traffic

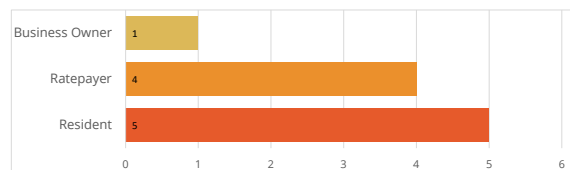
- 322** Total visits
- 41** Maximum visits per day
- 86** Informed Visitors
- 282** Aware Visitors

Engage (Survey) | Demographics

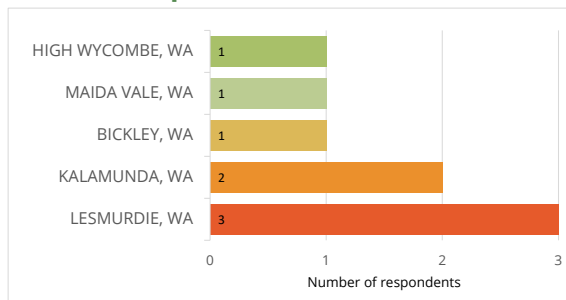
Age of Respondents



Gender of Respondents



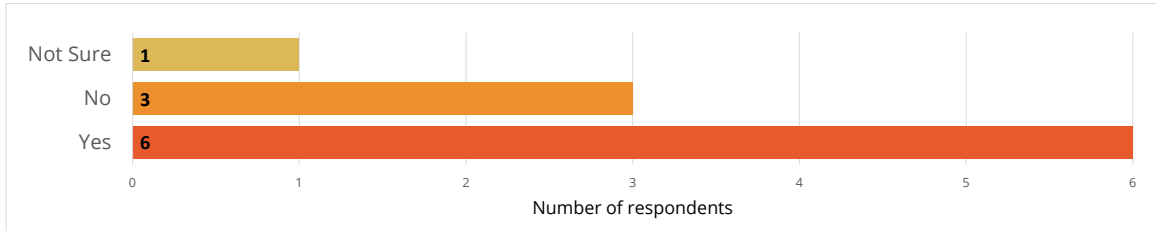
Suburb of Respondents





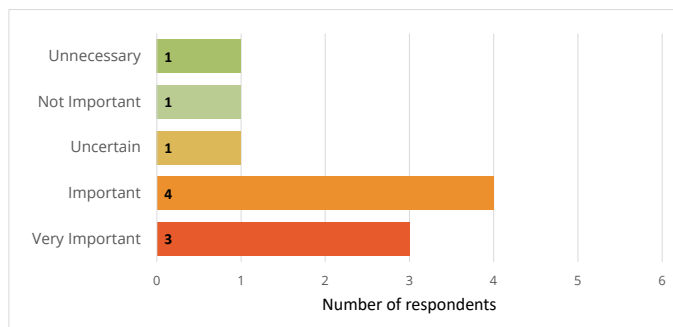
Engage | Survey Responses

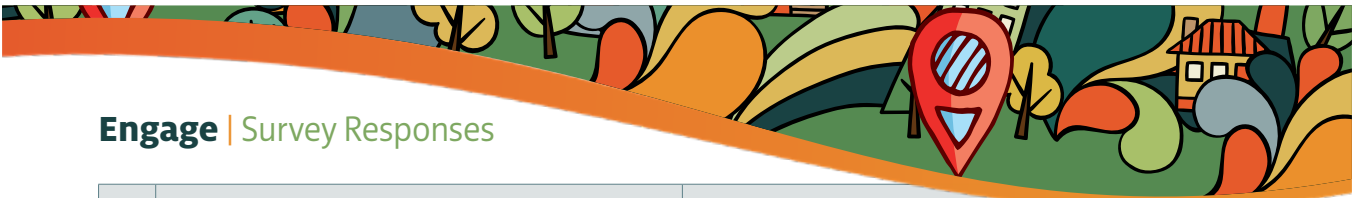
Are you supportive of the proposed Naming of parks, reserves, streets and infrastructure Policy?



Respondent	Are you supportive of the Policy?	Why? / Why not?
1	No	Whole process is unnecessarily complicated.
2	Yes	I think that having it open to the residents being able to put suggestions forward is encouraging. The policy seems to cover many aspects that I would agree with.
3	Yes	The City needs some clear guidelines for naming. Far too many parks and reserves in the City are named after former Councillors.
4	Yes	We should be recognising our local people and places more. This gives us the opportunity to do so to a greater degree.
5	Yes	Recognition traditional owners, keeping noongar language relevant
6	No	I believe the time money and energy could be utilised for a different cause or issue.
7	Not Sure	
8	Yes	The policy reflects current views of the general community, and goes toward more harmonisation of relationships, and future interaction, between all parties that have had a positive impact on on lifestyles, attitudes and social standings.
9	Yes	The Shire over the years have become more inclusive, which is great
10	No	I don't support dual naming of places that are significant and do not warrant such a dual naming

In accordance with Geographic Names Committee Policies and Standards for Geographical Naming in Western Australia, the City's policy lists nine (9) criteria for assessment. How would you rate them:





Engage | Survey Responses

Respondent	What do you like about the Policy?	What do you dislike about the Policy?
1	The promise that existing names will remain unchanged.	Dual naming of locations
2	I especially like the pioneers (and their families) having parts of Kalamunda named after them but more so the noongar heritage of Kalamunda.	I don't think so.
3	It makes it clear	Still favouring naming after former Councillors
4	It does not permit ad hoc naming and as such provides better governance of naming.	Perhaps 20 years for a particular Organisation is a bit too long. But this should also be dependent on the activity/contribution of the person and the impact they have had on our area.
5	-	-
6	-	-
7	<p>"Priority will be given to the naming of parks and reserves after an adjacent street or feature to maximise the identification of that park or reserve with an area." - this is practical</p> <p>"All requests for the naming of a park, street, reserve, field or infrastructure must be identified within one of the following categories: a) A figure of local historical note; b) Geographic feature(s); or c) Other acceptable theme(s)." - I approve of A & B, although C is broad and vague</p>	<p>It doesn't give enough consideration to the pronunciation and spelling of names. Names should be selected that are simple and easy for most Western Australians to spell and pronounce. It's well known that if people are uncertain of pronunciation, they will avoid using the term.</p> <p>The policy is vague on dual naming, and in what circumstances it would be used. I consider dual naming to be disorderly and confusing</p>
8	It appears to all inclusive and reflects a changing of attitudes that will lead to further harmonisation and positive interaction.	It could still be open to some misinterpretation and negative views if not promoted in a fully transparent manner.
9	It is inclusive	All good
10	Places that warrant it should reflect our heritage and culture	Dual naming just for the sake of it

Res.	Do you have any additional comments that are important to finalising the Policy?
1	New subdivisions should not be named after politicians or council members.
2	One point I would like to vocalise but it is not important to finalising the Policy, just a point. I believe there are many people who contribute to their community but go unnoticed as they are not always in the spotlight but just do their thing quietly in the background. Not thinking of anyone in particular but just over the years I have noticed this happens in all parts of society. Constructive comment, I hope.
3	-
4	As long as there is community agreement with any naming or changes of place names I think this is good. However, I would also like to be assured that there are many Indigenous and non- Indigenous who have contributed to our area and not all places are named one or the other. We MUST acknowledge our Multi-National Heritage as well as Indigenous.
5	-
6	-
7	-
8	Kalamunda City Council is to be applauded in being pro-active in attempting to achieve acknowledgement of previous occupiers of our "home in the forest" and the recognition of pioneers of the area. Respect is the core of a progressive, active and harmonious community, and this policy is one step towards achieving this aim.
9	Not at this time
10	I don't support unnecessary naming and dual naming of places just for the sake of it if it costs ratepayers to change the name or duplicate an already established name.



An integrated social media campaigns was run across the City’s LinkedIn, Facebook, Twitter and Instagram accounts, with Facebook receiving the largest proportion of engagement. Below is a sample of some of the top posts.

April 24, 2021 7:58pm

Tell us what you think about the new Naming Places and Spaces policy! The draft Policy was created to guide us as we explore names for our facilities and amenities in the City. So check out the draft Policy and send in your feedback. <https://engage.kalamunda.wa.gov.au/naming-places> 🗳️ Closes 5pm Monday, 3 May 2021 ...

Impressions	Engagements	Comments/Likes/Shares	Engagement Rate
1,002	5	0	0.50%

<https://www.facebook.com/114178051977993/posts/4041462459249513>

April 13, 2021 07:59pm

What's in a name Tell us what you think about the new Naming Places and Spaces policy <https://engage.kalamunda.wa.gov.au/naming-places> 🗳️ Closes 5pm Monday, 3 May 2021 ...

Impressions	Engagements	Likes/Comments/Shares	Eng. Rate
990	31	2	3.13%

<https://www.facebook.com/114178051977993/posts/4010492975679795>

“Honour the settlers.”

April 20, 2021 07:58pm

What's in a name We've developed a draft policy regarding Naming our Places and Spaces and we want to know what you think! The draft Policy was created to guide us as we explore names for our facilities and amenities in the City. So check out the draft Policy and send in your feedback. <https://engage.kalamunda.wa.gov.au/Monday,3May2021> ...

Impressions	Engagements	Likes/Comments/Shares	Eng. Rate
906	29	1	3.20%

<https://www.facebook.com/114178051977993/posts/4030155267046899>

💰 Paid post

April 9, 2021 08:01pm

What's in a name What do you think of the names of the parks and recreation reserves in your community 😊 Tell us what you think about the new Naming Places and Spaces policy. <https://engage.kalamunda.wa.gov.au/naming-places> 🗳️ Closes 5pm Monday, 3 May 2021 ...

Impressions	Engagements	Likes/Comments/Shares	Eng. Rate
880	5	0	0.57%

<https://www.facebook.com/114178051977993/posts/3998886770173749>

April 17, 2021 08:01pm

What's in a name 😊 What do you think of the way the names of the parks and recreation reserves are determined or renamed in your community <https://engage.kalamunda.wa.gov.au/naming-places> 🗳️ Closes 5pm Monday, 3 May 2021 ...

Impressions	Engagements	Likes/Comments/Shares	Eng. Rate
817	10	0	1.1%

<https://www.facebook.com/114178051977993/posts/4021835577878868>

May 2, 2021 08:01pm

What's in a name Tell us what you think about the new Naming Places and Spaces policy <https://engage.kalamunda.wa.gov.au/naming-places> 🗳️ Closes 5pm Monday, 3 May 2021

Impressions	Engagements	Likes/Comments/Shares	Eng. Rate
776	11	0	1.4%

<https://www.facebook.com/114178051977993/posts/4064217293640696>

💰 Paid post



Communications included:

- » Community Surveys (example right)
- » Social Media Awareness Campaign
- » Website: Linking to contributing nodes
- » Newspaper advertisement (see below)
- » Posters/flyers
- » EDM: eNewsletters x3 - (see below)
- » FAQs

Content was posted across the City's buildings and shared with Stakeholders, such as local schools for placement in their newsletters.

A scheduled 'pop up' in the local shopping centre was cancelled due to COVID-19 pandemic restrictions.



What are your thoughts on the naming of places and spaces.

What's in a name?

The City has developed a draft policy regarding Naming our Places and Spaces and we want to hear what you think. Yes, this is your chance to tell us what you like ... or maybe let us know if something isn't clear! We truly believe it's important that you have your say on what's happening in, and around, your City. What are you waiting for - have your say today! We've used the community's ideas alongside the "Policies and Standards for Geographical Naming in Western Australia" policy to shape our own policy for Naming of Parks, Reserves, Streets and Infrastructure. We now need you to take a look and let us know what you think.

Let us know what you think of the Policy.

Electronic Direct Mail (EDM) | Mail Chimp Campaign

The City issued information regarding the proposed Policy and encouraged people to Have Their Say via Electronic Direct Mail (EDM)

Focused Naming our Places and Spaces eNewsletter:

Sent:	Tue, 20 Apr 2021 10:57 am
City Subscribers:	1753 email addresses
Recipients Who Opened:	730 (41.8%)
Last Open Date:	3/5/21 1:42PM
Recipients Who Clicked:	45 (2.6%)

2 x Monthly eNewsletters:

Sent:	Mon, 03 May 2021 11:30 am
City Subscribers:	1754 email addresses
Recipients Who Opened:	695 (39.7%)

Sent:	Tue, 20 Apr 2021 10:57 am
City Subscribers:	1740 email addresses
Recipients Who Opened:	580 (33.4%)



Appendix 1 | Request to Council

Public Agenda Briefing Forum - 11 August 2020 Attachments

Attachment 10.4.6.1

Forrestfield Football Club
John Reid Oval
Forrestfield 6058
Aug 2019

Forrestfield Football Club



Dear City of Kalamunda Councilors

The Forrestfield Football Club would like to request changing the name of John Reid Oval.

Our club over the past 4 years has undergone transformational change in many aspects to ensure that our club is successful in being a key place for the community to be active, provide a safe environment and align with strategic objectives of the AFL, WAFC and the City of Kalamunda.

The Forrestfield Football Club respects that John Waller Reid was a City Councillor from 1973 - 1985 serving for 12 years for the West Ward and the oval was requested to be named "John Reid" by the Forrestfield Residents Association having positive outcomes for the community whilst assigned to this role.

Our reason for the request is to allow the name of the oval to define our club history and to recognise a club great to provide meaning to all our members by representing what our club stands for.

The name change we are requesting is as follows:

- Terry Davidson Oval

Terry Davidson has been a long standing foundational and still serving member of our club since the early 80's. Terry is a historic character of the club which has contributed in the following ways but not limited to:

- committee roles (in every role).
- coached many years at the club.
- life member of the club.
- continues to serve our club with various duties.
- has children and grandchildren who are members who also now coach at the club.

Our club feels passionate that this name change will be valuable for the future of our club to recognise, respect a community club legend and that the name of the oval holds true historical reference to our club.

We thank you for your time in reviewing this request and look forward to your response.

Thank you.

Kind Regards

Greg Cannon
President
Forrestfield Football Club

Drew Godfrey
Secretary
Forrestfield Football Club
the game we love, the team we love, one club

City of Kalamunda

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Appendix 2 | Public Agenda Briefing Forum Extract

Public Agenda Briefing Forum - 11 August 2020

10.4.6. Proposed Renaming of John Reid Oval

Declaration of financial / conflict of interests to be recorded prior to dealing with each item.

Previous Items:	N/A
Directorate:	Office of the CEO
Business Unit:	Customer and Public Relations
File Reference:	
Applicant:	
Owner:	

Attachments: 1. Forrestfield Football Club City Of Kalamunda Councilor Request for John Reid Oval Name Change_ (10.4.6.1 - 2 pages)

TYPE OF REPORT

- Advocacy: When Council is advocating on behalf of the community to another level of government/body/agency
- Executive: When Council is undertaking its substantive role of direction setting and oversight (eg accepting tenders, adopting plans and budgets)
- Information: For Council to note
- Legislative: Includes adopting Local Laws, Town Planning Schemes and Policies. When Council determines a matter that directly impacts a person's rights and interests where the principles of natural justice apply. Examples include town planning applications, building licences, other permits or licences issued under other Legislation or matters that could be subject to appeal to the State Administrative Tribunal

STRATEGIC PLANNING ALIGNMENT

Kalamunda Advancing Strategic Community Plan to 2027

Priority 1: Kalamunda Cares and Interacts

Objective 1.1 - To be a community that advocates, facilities and provides quality lifestyles choices.

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Strategy 1.1.2 Empower, support and engage and with young people, families and our culturally diverse community.

Priority 4: Kalamunda Leads

Objective 4.2 - To proactively engage and partner for the benefit of community.

Strategy 4.2.1 - Actively engage with the community in innovative ways.

EXECUTIVE SUMMARY

- The City of Kalamunda (City) has received a request from the Forrestfield Football Club to consider renaming the John Reid Oval in Forrestfield.
- The City does not have any policy to guide assessment of this request.
- It is recommended that the consideration of this request be deferred until the City develops a policy for the naming of reserves and facilities and undertakes community consultation on the policy.

BACKGROUND

- John Reid Oval was named after Cr John Reid who served as a Councilor for the Shire from 1973 to 1985.
- Council named the site Reid Oval on the 18/08/1986.

DETAILS AND ANALYSIS

- The City has received a request from the Forrestfield Football Club to consider renaming John Reid Oval to Terry Davidson Oval in recognition of service to the Football Club.
- Many local governments have policies that help guide Council in the naming of Parks, Reserves, Buildings and the like. The City does not have such a policy in place.
- It is noted that irrespective of any Council policy, the naming of all parks and recreational reserves needs to be formally approved by Landgate. Landgate have published policies and procedures for naming conventions which need to be adhered to and should be referenced in any Policy considered by Council.
- Under section 1.1.4 of the Policies and Standards for Geographical Naming in Western Australia Version 02:2017 it is set out that, "Any change to an existing approved name is discouraged". As all official names

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are meant to be enduring, any proposals to change the name of a feature, administrative boundary or road must include evidence of a compelling reason for such a change, for example the proposal is deemed to be in the public interest for safety reasons. Evidence of community consultation and feedback from all relevant agencies and jurisdictions must be included with the submission.

- If Landgate determines that the name change is unnecessary or non-essential, yet there is enough community support for the change and it is compliant with the relevant naming policies and standards, it may be approved but it shall incur a service charge.
- It is recognised that this request regarding renaming John Reid Oval will not be the last request that the City receives regarding naming of a park, reserve or building within the District and as such, developing and adopting a Policy in this regard provides the community, advocates and Council with appropriate guidance in the matter.
- It is thus proposed that the City not consider changing the name of John Reid Oval at this time until such time that a Policy is developed.

APPLICABLE LAW

- Land Administration Act 1997*

APPLICABLE POLICY

- Policies and Standards for Geographical Naming in Western Australia Version 02:2017

STAKEHOLDER ENGAGEMENT

- It is proposed that Community engagement be undertaken in the development of a City of Kalamunda Policy for Naming of parks and facilities.

FINANCIAL CONSIDERATIONS

- N/A

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SUSTAINABILITY

- A society cannot function without reliable location information. One of the earliest and most enduring examples of this is place names. Names not only help people find locations, they provide an interesting insight into the history and culture of areas. In Western Australia we have a rich array of names for landmarks, towns, suburbs and streets. They recognise our Aboriginal culture, colonial past, the contributions of important Western Australians and so much more. Our place names are an important part of who we are and what we value.

RISK MANAGEMENT

- | | | |
|--|-------------|--------|
| Risk: Family of Mr John Reid are offended by the proposal | | |
| Consequence | Likelihood | Rating |
| Possible | Significant | High |
| Action/Strategy | | |
| The City proposes to undertake community consultation, explaining that a request has been made by the Forrestfield Football Club and asking for feedback from all parties before making any further recommendations to Council on this matter. | | |

CONCLUSION

- In view of the lack of a Policy to provide guidance for Council on this issue, deferral of the request is considered appropriate.
- Nevertheless, based on the Landgate Policies, in this instance an option may be for the Club to consider renaming their club rooms.

Voting Requirements: Simple Majority

RECOMMENDATION

That Council:

- DEFER consideration of the request to rename John Reid Oval in Forrestfield and the Forrestfield Football Club advised accordingly.
- REQUEST a Policy is developed for the naming or renaming of any locations in the City of Kalamunda which is brought to Council for endorsement for the purposes of community consultation.

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