



# Proposed Name for New Park: Noel Morich Park **Community Engagement Report | 2022**





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### Acknowledgment of Country

The City of Kalamunda is Noongar country.

The City acknowledges the Whadjuk Noongar people as the traditional custodians of the area. The region is a significant meeting place to the Whadjuk Noongar and surrounding Aboriginal Nations who have gathered here for thousands of years.

The City of Kalamunda acknowledges and respects the Aboriginal and Torres Strait Islander people, their continuing culture and the contribution they make to the life of this city and this region.



## Executive Summary

The purpose of this community engagement was to give notice and invite community feedback on the proposal to name the park bordered by Koda Mews and Crimson Boulevard in Forrestfield, Noel Morich Park. The request to rename the park was made by Noel's family, and considered under the City's recently adopted policy on the naming of Parks, Reserves, Streets and Infrastructure.

### Background

Mr Bernard (Noel) Morich was born 30 January 1944 and moved to Forrestfield in 1979, dedicating close to 40 years to the district teaching culture and history and making a significant contribution to the region.

Noel was employed at the Education Department, where he worked as the sole Aboriginal Liaison Officer in the Perth Metropolitan Area, including schools in the district. In this work, he played a vital role in teaching culture and supporting Aboriginal Students attending schools throughout Perth.

In his later years, he was involved in many Welcome to Country's, Heritage works, and was part of the Whadjuk Working Party from the early 2000s. This group undertook significant work with the City as part of development undertaken at the Hartfield Park Maamba site.

The family has requested that the site bordered by Koda Mews and Crimson Boulevard in Forrestfield now be renamed Noel Morich Reserve.

The Reserve (53723) is unofficially unnamed with Landgate, having been newly created as part of the Hales Estate. It is currently referred to, based on the road it is on, as 'Koda Mews reserve' however, this is not an official name.

### Community Engagement

Targeted consultation ran from  
7 March 2022 to 1 April 2022

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

The Plan progressed to IAP2 spectrum level 'involve' to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

### Key Engagement findings:

The Survey received 25 responses, and no formal written submissions.

The overarching sentiment was in favour of the proposed name change. Twenty four (24) submissions were in favour of the proposal, one(1) submission stated they were unsure.

#### Positives:

- » Noel was a trailblazer for Aboriginal Affairs and the role he played will be important for generations to come.
- » His contributions were great, and this effect went largely unnoticed at the time.
- » He had a lasting impact on the community, and deserves the honour.

#### Challenges:

- » There were no challenges mentioned.

**Communications included** an EngageHQ page; letters to stakeholders (x256); a community survey; a newspaper advertisement (Echo Newspapers: 11 March 2022); and a *Have Your Say* social media campaign which achieved over 4,622 Post Impressions.

## Communications and Engagement Objectives

- » Increase stakeholder understanding and awareness about the process of naming parks and reserves, and the proposed name for this new park.
- » Seek and receive meaningful feedback from the community to identify and understand any possible concerns over the naming of the new park.
- » Promote a positive consultation experience among stakeholders with the City in obtaining equitable levels of feedback from community and relevant residents.
- » Inform and update community on consultation outcomes.

## Communications and Engagement tools

The City engaged with key stakeholders and the broader community via:

Engagement Tools	Objectives
Website: Linking to contributing nodes	Accessible, translatable, transparent. Single point reference. Links to Engagement Portal and Social Media.
Printed Survey	Print is tangible, tactile, is viewed as trustworthy and reaches stakeholders who are not online. The survey was distributed across all the City's buildings. eg. Libraries, Rec Centre.
Social Media	Weekly targeted posts can reach stakeholders 24/7: Facebook. Shared posts on all affiliate pages.
Engagement Portal	Online Survey, additional reading
Mail out	Directly targeting stakeholders
Newspaper Advert	Reach broader community who do not have online access
Community Noticeboard	Reach broader community who do not have online access

## Strategic Planning Alignment

*Kalamunda Advancing Strategic Community Plan to 2031*

### Priority 1: Kalamunda Cares and Interacts

**Objective 1.1** - To be a community that advocates, facilitates and provides quality lifestyle choices.

- » **Strategy 1.1.2** - Empower, support and engage all of the community.

**Objective 1.3** - To support the active participation of local communities.

- » **Strategy 1.3.1** - Support local communities to connect, grow and shape the future of Kalamunda.

### Priority 4: Kalamunda Leads

**Objective 4.1** - To provide leadership through transparent governance.

- » **Strategy 4.1.1** - Provide good governance.

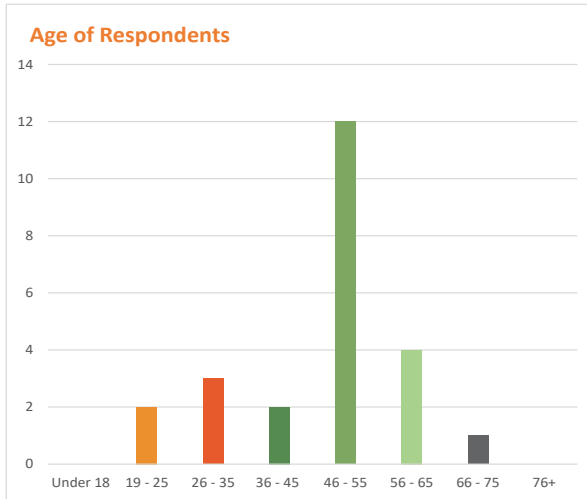
### Priority 4: Kalamunda Leads

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

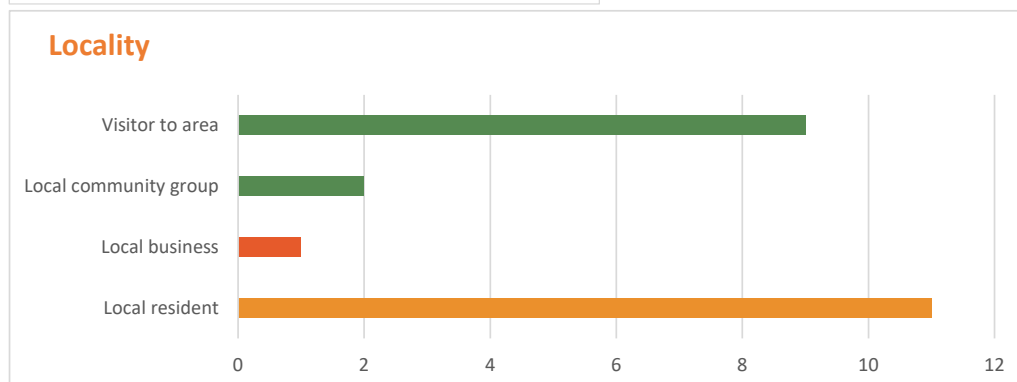
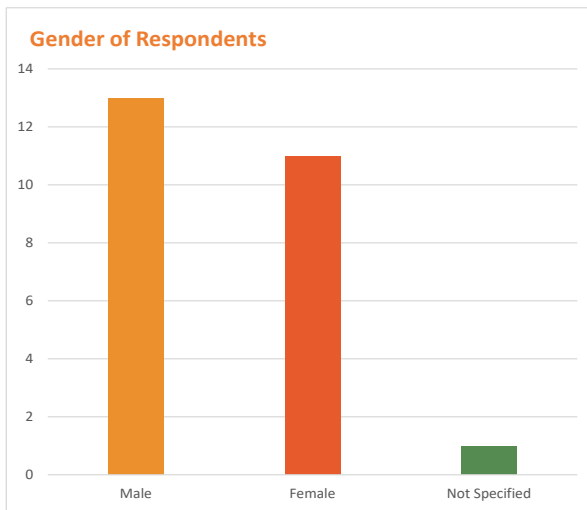
- » **Strategy 4.2.1** - Actively engage with the community in innovative ways.

# EngageHQ (Survey)

## Demographics



N: 1 respondent skipped this question.



N: 2 respondents skipped this question.

**The Survey received 25 responses**  
No written submissions were received.

The survey was a mixture of rating style questions and open comment questions.

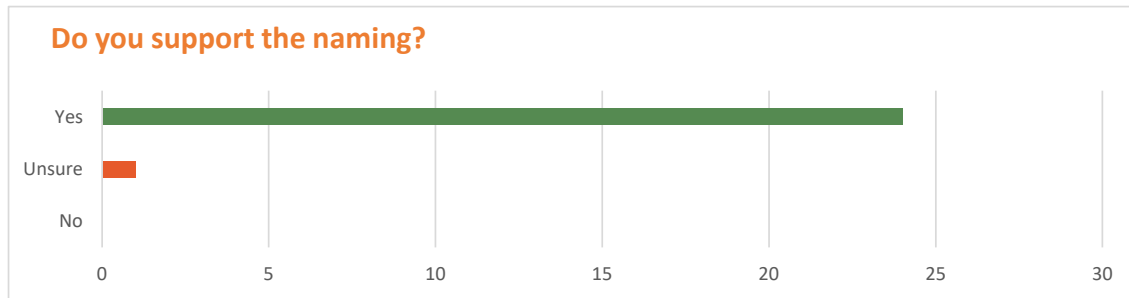
### Engage Traffic

- 97** Total visits
- 28** Maximum visits per day
- 31** Informed Visitors  
*An informed visitor has taken the 'next step' from being aware and clicked to access more information.*
- 67** Aware Visitors  
*Aware visitors will have visited at least one page.*
- 10** participants downloaded a copy of the advertising documents.

### Profile

- 47.8%** Local residents
- 8.7%** Local community groups
- 39.1%** Visitor to the area
- 4.3%** Local business

## Survey Responses



### Why?

Respondent	Comments*
	<b>*Note:</b> Text has been included without edits as provided. Where no response has been provided the entry has been deleted. 4 respondents chose to skip this question.
1	For his family and culture understanding
2	Because Noel was a well known and respected person in the area. It is important that we honour local Aboriginal people.
3	He is a well respected aboriginal elder
4	I support the naming due to his controbution to Aboriginal education and the general public through his involvement in community events in the Coty of Kalamunda
5	Noel Morich (snr) has been a trailblazer for Aboriginal Affairs in Western Australia in the Perth Metropolitan region. He's appreciation of the stories and cultural knowledge of the Whadjuk Noongar people played a pivotal role in the successful determination of the South West Native Title settlement. The Aboriginal cultural information that Noel recorded will play an important role in generations to come.
6	Noel is a very significant Noongar man
7	To Celebrate Noel's legacy and recognise his contribution in the community
8	Because it's got an old Noongar traditional name
9	For his ongoing support for and contributions to the indigenous community.
10	Noongar Elder that committed significantly to the Noongar and local community
11	Noel Morich contributed greatly to the education of Indigenous Australians in Western Australia throughout his life. His effort largely going unnoticed due to institutionalised racism and disagreements within the Indigenous communities he was working with at the time. I will go ahead and put together some of his accomplishments to support this in the next few days and submit for review.
12	To Acknowledge the years of his work
13	Noel Morich was an advocate worker for the Aboriginal people in worker in many government department and Aboriginal business e.g. Aboriginal Radio helping setting up this organisation and was a tireless worker for all people in general.
14	A very Proud Noongar man
15	Noel was an Elder of the Whadjuck people and he loved to tell stories about the ancestors namely Munday
16	Due to his honesty, commitment and dedication to his mob..
17	Noel was a well know Elder and role model to Aboriginal people in the Region and provided community engagement to the Town and shire of Kalamunda and surrounding areas.
18	Well respected Nyoongar

### Why?

Respondent	Comments*
	<b>*Note:</b> Text has been included without edits as provided. Where no response has been provided the entry has been deleted. 4 respondents chose to skip this question.
19	As a grandchild of Noel morich pop was a pop to all the kids in the forrestfield neighbourhood and a friend to all, with never-ending stories told and shared his experiences and culture with all. He was a well loved role model to all.
20	What is the name of the park?
21	Having read the supporting documents it is clear Mr Morich has had a positive and long lasting impact on our local community and deserves this honour.

### Any other information

Respondent	Comments*
	<b>*Note:</b> Text has been included without edits as provided. Where no response has been provided the entry has been deleted. 14 respondents chose to skip this question.
1	Nil
2	Another legendary Aboriginal / Noongar elder and leader recognised for their contribution to the community can only assist in the Reconciliation between all Australians
3	Noongar Boodja Noongar Wongi Noongar land Noongar language
4	my name is [REDACTED], Grandson of Noel Morich
5	Reconciling with Aboriginal communities
6	Was interested in assisting anyone.
7	He loved taking us for bushwalks to Lesmurdie Falls and Kalamunda
8	Knowledge of his country with both flora and fauna..
9	Noel had lived all of his adult life in the region and always shared his knowledge and history of Kalamunda and surrounding areas both Aboriginal and Non Aboriginal history.
10	We more of this in Our own country, that recognizes the real custodians of this country.
11	His passion for his culture and love and his story will be passed on to generations to come

## Example of Communications

### Communications included:

- » Websites: Linking to contributing nodes
  - » <https://engage.kalamunda.wa.gov.au/noel-morich-park>
- » Weekly 'Have Your Say' posts on social media.
- » Newspaper advertisement - 11 March 2022 (See right)
- » Letters to Stakeholders, including community members
- » Shared posts on affiliate sites
- » Poster / Flyer in all City's facilities.
- » Community Noticeboards where possible.

**New park name proposed**  
**Noel Morich Park**

Cnr Koda Mews and Crimson Blvd, Forrestfield

The City of Kalamunda has endorsed, for public advertising, a proposal to name the park bordered by Koda Mews and Crimson Boulevard in Forrestfield Noel Morich Park.

The request was from Noel's family and considered under the City's recently adopted policy on the naming of Parks, Reserves, Streets and Infrastructure. The proposal is now open for community feedback.

Mr Bernard (Noel) Morich was born on 30 January 1944 and moved to Forrestfield in 1979, dedicating close to 40 years to the district teaching culture and history and made a significant contribution to the region.

The Policy – Governance 19 Naming of Parks, Reserves, Streets and Infrastructure can be viewed on the City's website [kalamunda.wa.gov.au](http://kalamunda.wa.gov.au)

Submissions regarding the proposal can be lodged

**Online:** [engage.kalamunda.wa.gov.au/sa107](https://engage.kalamunda.wa.gov.au/sa107)


**In Person:** City of Kalamunda  
2 Railway Road, Kalamunda

**By Email:** [enquiries@kalamunda.wa.gov.au](mailto:enquiries@kalamunda.wa.gov.au)

**By Post:** City of Kalamunda,  
PO Box 42, Kalamunda 6926

Submissions close 5pm, Monday 28 March 2022

**Rhonda Hardy**  
**Chief Executive Officer**

  
 City of  
**Kalamunda**

[kalamunda.wa.gov.au](http://kalamunda.wa.gov.au)



# Social Media | Campaign post insights

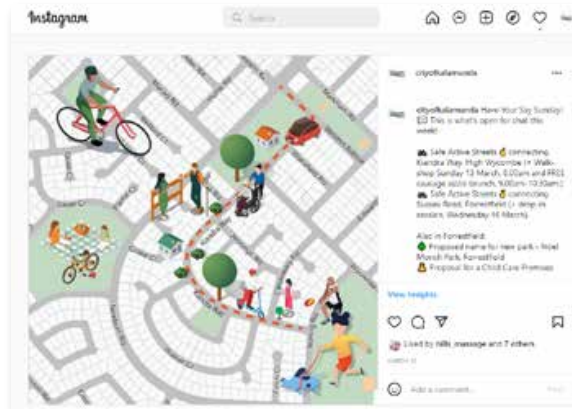
A Have Your Say social media campaign was run across the City's Facebook and Instagram accounts. The campaign achieved over 4,622 Post Impressions.

## Have Your Say Posts:



▲ Reach: 1,892 / 12 Post engagements / 2 Reactions/Like / 1 share  
<https://www.facebook.com/CityofKalamunda/posts/328330472667514>

Reach: 1,892 / 5 Post engagements / 5 Reactions/Likes / 1 share ▶  
<https://www.facebook.com/CityofKalamunda/posts/332690285564866>



▲ Reach: 463 / 8 Reactions/Likes  
<https://www.instagram.com/p/CbBYOiDrEAp/>



▲ Reach: 375 / 11 Reactions/Likes  
<https://www.instagram.com/p/CbBYOiDrEAp/>

