

Renaming the Healesville Freeway Reserve

Summary of name submissions, January 2019



Acknowledgments

Thank you to everyone who provided feedback on renaming the Healesville Freeway Reserve, and to our partner agencies for their support and on this project.

Author

DELWP Port Phillip
609 Burwood Highway
Knoxfield VIC 3180

Designer

Bianca Botter

Photo credit

Istock and DELWP image library.

Contents

Contents..... **3**

Executive summary..... **4**

Background..... **5**

Engagement approach..... **6**

DELWP Community Charter..... **6**

Online engagement..... **6**

Reply-paid postcards..... **7**

Communication channels..... **8**

Who we reached..... **9**

Participant numbers..... **9**

Summary of submissions..... **10**

Popular naming themes..... **10**

Variation in proposed name ending..... **11**

Deciding on the way forward..... **11**

Where to from here?..... **11**

© The State of Victoria Department of Environment, Land, Water and Planning 2019



This work is licensed under a Creative Commons Attribution 4.0 International licence. You are free to re-use the work under that licence, on the condition that you credit the State of Victoria as author. The licence does not apply to any images, photographs or branding, including the Victorian Coat of Arms, the Victorian Government logo and the Department of Environment, Land, Water and Planning (DELWP) logo. To view a copy of this licence, visit <http://creativecommons.org/licenses/by/4.0/>
ISBN 978-1-76077-429-5 (pdf)

Disclaimer

Unless otherwise stated, the stakeholder feedback provided in this report does not represent the opinion of the Victorian Government. The Department of Environment, Land, Water and Planning (DELWP) has taken great care to analyse and summarise stakeholder feedback. This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

Accessibility

If you would like to receive this publication in an alternative format, please telephone the DELWP Customer Service Centre on 136186, email customer.service@delwp.vic.gov.au, or via the National Relay Service on 133 677 www.relayservice.com.au. This document is also available on the internet at www.delwp.vic.gov.au.

Executive summary

In July 2018, the Department of Land, Environment, Water and Planning (DELWP) began an engagement project with the Vermont and Forest Hill communities to rename the Healesville Freeway Reserve, a linear park that runs between Springvale Road in Forest Hill, and Boronia Road in Vermont.

The new name would commemorate the new status of the Healesville Freeway Reserve as a public open space. DELWP planned for the renaming process to have two stages. In the first stage the community would be invited to submit name suggestions.

The second stage would involve a community reference group developing a short-list of names that the community can vote on, with the name that attracted the most votes becoming the official new name.

From 27 August–26 October 2018, the local community was asked to submit new name suggestions. DELWP received 135 valid name suggestions.

During DELWP’s engagement process with the Vermont and Forest Hill communities, a significant percentage of respondents suggested or requested an Aboriginal name. DELWP is committed to reconciliation with the traditional owners of the land, therefore when using their language and referencing their culture it is important that they are a part of this process.

DELWP is now in the process of engaging with the three traditional owner groups who have interest over the Vermont area to determine a new name for the park.



Background

After VicRoads deemed the Healesville Freeway Reserve land surplus, the Victorian Government committed to keeping the land publicly owned so it could be used as community parkland.

Community consultation in 2017 led to the creation of a concept plan for the park. The vision for the park is that it will have a variety of future uses. These include shared pedestrian and bike pathways, nature trails, community gathering spaces, activity spaces and dedicated conservation areas. There will be opportunities for local groups to have a role in using/managing some of the future areas of the park.

In October 2018 the land was 100 per cent transferred from VicRoads to DELWP.

DELWP has been managing the land in preparation for Parks Victoria being appointed as Committee of Management for the land. Funds obtained by VicRoads from the sale of properties adjoining the reserve have been placed into a trust fund that will be used by Parks Victoria to develop and manage the park into the future.



Figure 1: Dot-mocracy feedback received during the 2017 community consultation.

Engagement approach

DELWP Community Charter

The Victorian Government strives to put the community at the centre of everything we do. DELWP has recently produced a Community Charter in response to this call to action.

The community Charter describes what the community can expect when interacting with DELWP. Recognising that communities are diverse, the Charter commits to working with communities to deliver services that support liveable, inclusive and sustainable communities and thriving natural environments. Find out more about the DELWP Community Charter here.

The three key themes of the charter are:

- Be Available: place-based community focus, accessibility, flexibility.
- Speak and Listen: active listening and understanding, honesty and transparency, clarity and purposefulness.
- Take Action: timely and proactive, consistency, closing the loop.

Online engagement

The Engage Victoria site engage.vic.gov.au was a channel for Victorians to read about the progress of the project and to submit a name suggestion.

82 name suggestions were made through this channel.

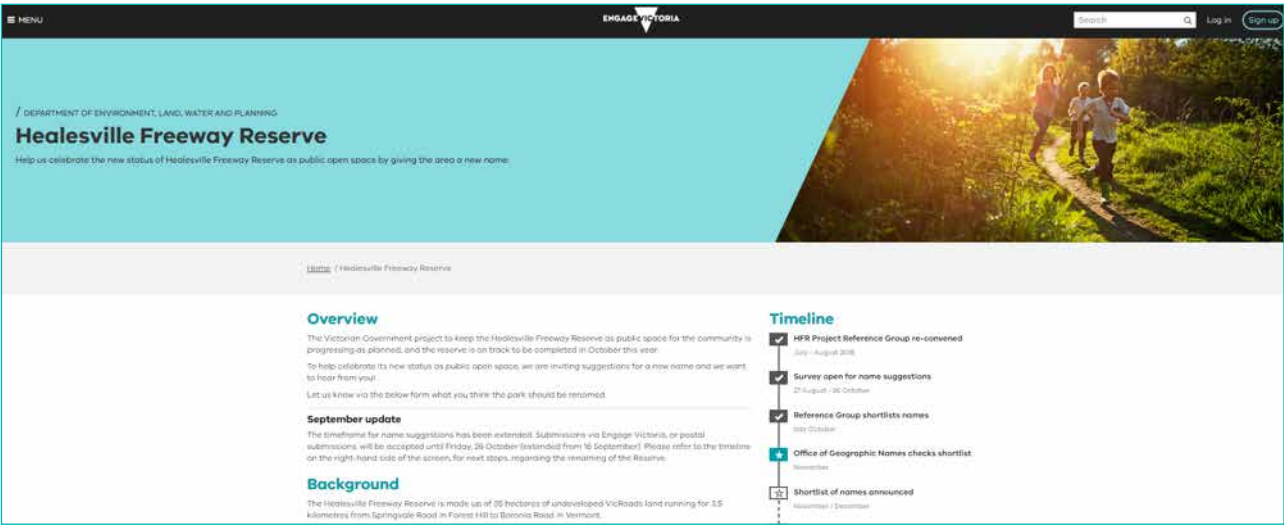


Figure 2: The Engage Victoria website.



Reply-paid postcards

A community update flyer and reply-paid postcard was sent to 9,856 houses in Vermont, Vermont South and Forest Hill across the postcodes 3133 and 3131

The flyer outlined the renaming project and gave an update on where the land transfer process was at. The reply-paid postcard asked the recipient to write a name suggestion and post it to DELWP.

53 name suggestions were made via reply-paid postcard.

Submission method	No. received
Engage Victoria website	82
Reply-paid postcards	53
TOTAL	135



Figure 3: Community update flyer and reply-paid postcard send to residents in Vermont, Vermont South and Forest Hill.

Communication channels

A number of communication channels were used to invite local community to submit a name suggestion. This included:

- Paid and organic posts on DELWP social media (Facebook and Twitter).
- A media release
- Community update flyers and reply-paid postcards sent to postcodes 3133 and 3131 (mentioned above)
- Corflute signs at the entrances of the Healesville Freeway Reserve.

Those who submitted their name suggestion online were asked about how they heard about the project, with the majority of respondents saying they found out via the community update.

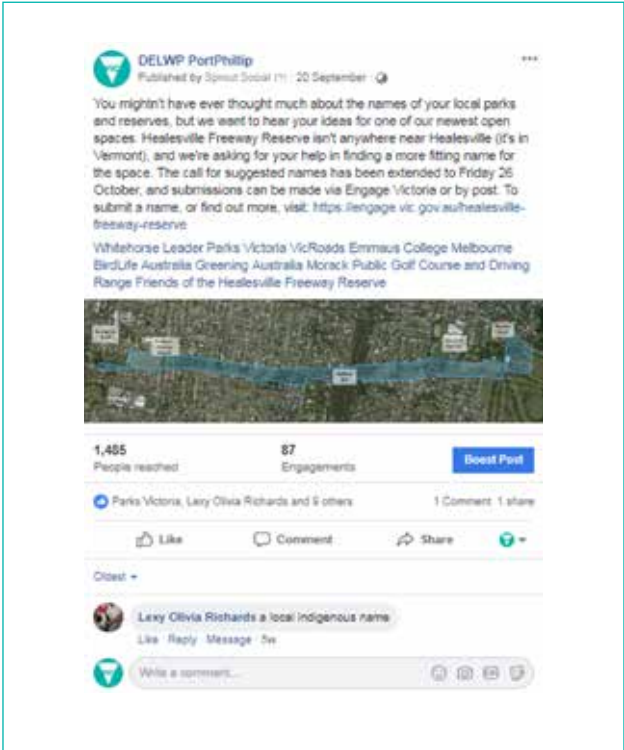
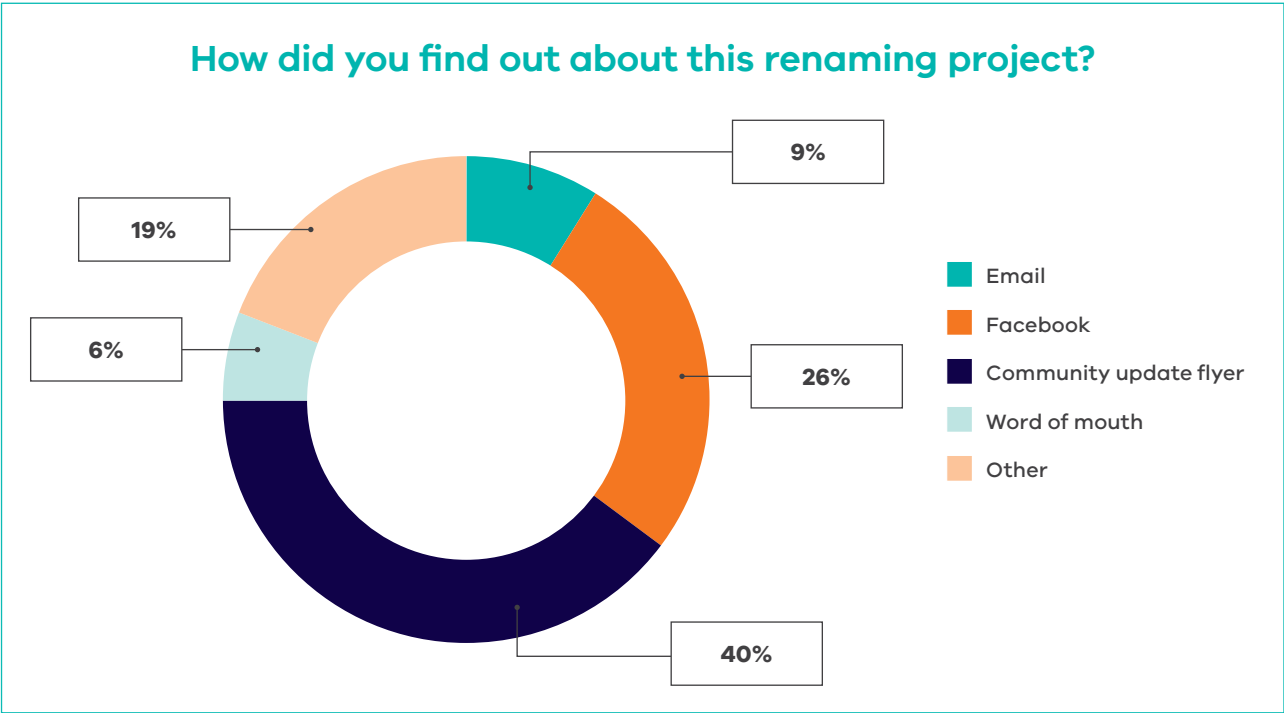


Figure 4: Example of Facebook posts published through the DELWP Port Phillip page.



Graph 1: How respondents found out about the renaming project.

Who we reached

Participant numbers

Through our engagement and communications activities, we reached over 53,000 people through all activities.

Overall:



We sent out 9,856 letters



Our posts on social media had a combined reach of more than 42,668 people



1,290 people visited the Engage Victoria website

Summary of submissions

Name suggestions were varied and almost all unique, with 23 per cent of the responses asking for an Aboriginal name. This was a significant amount of responses compared to the other frequently used names or themes that came up in the submissions.

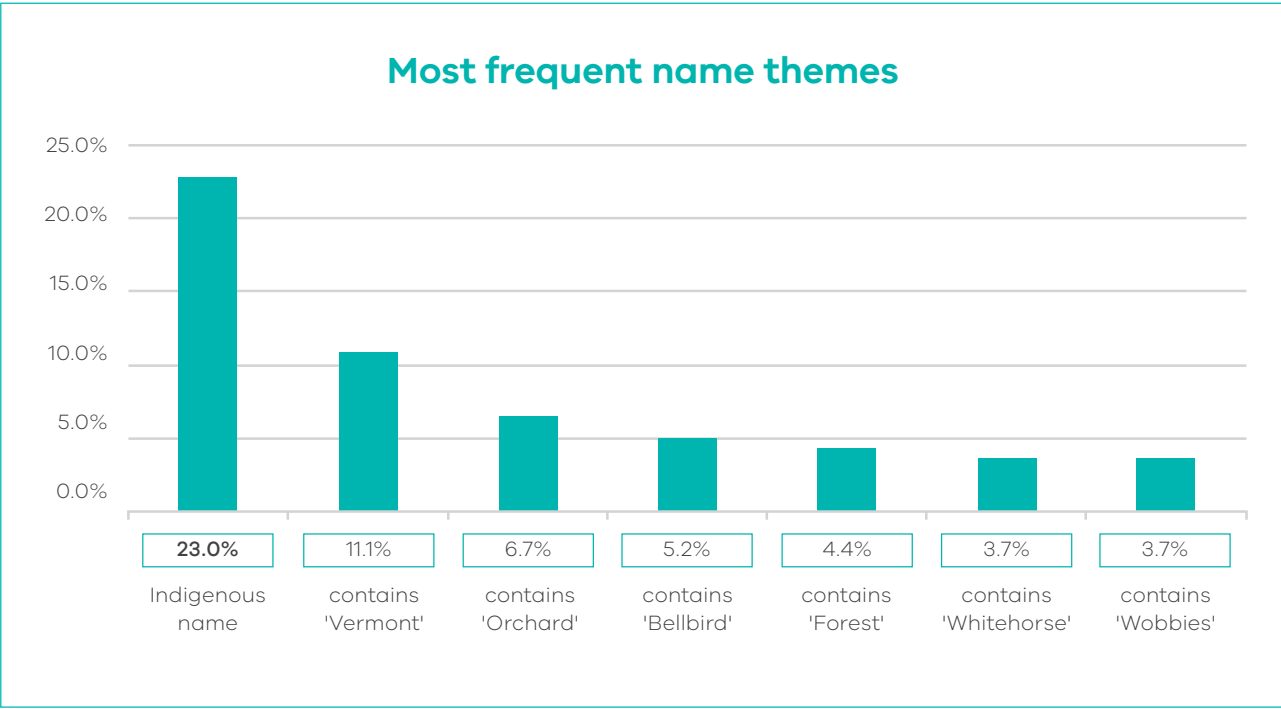
Popular naming themes

Of the 135 names suggested, 78 (58 per cent), fitted into a theme or shared commonly used words. The following table shows the most common themes and key words from the submissions received.

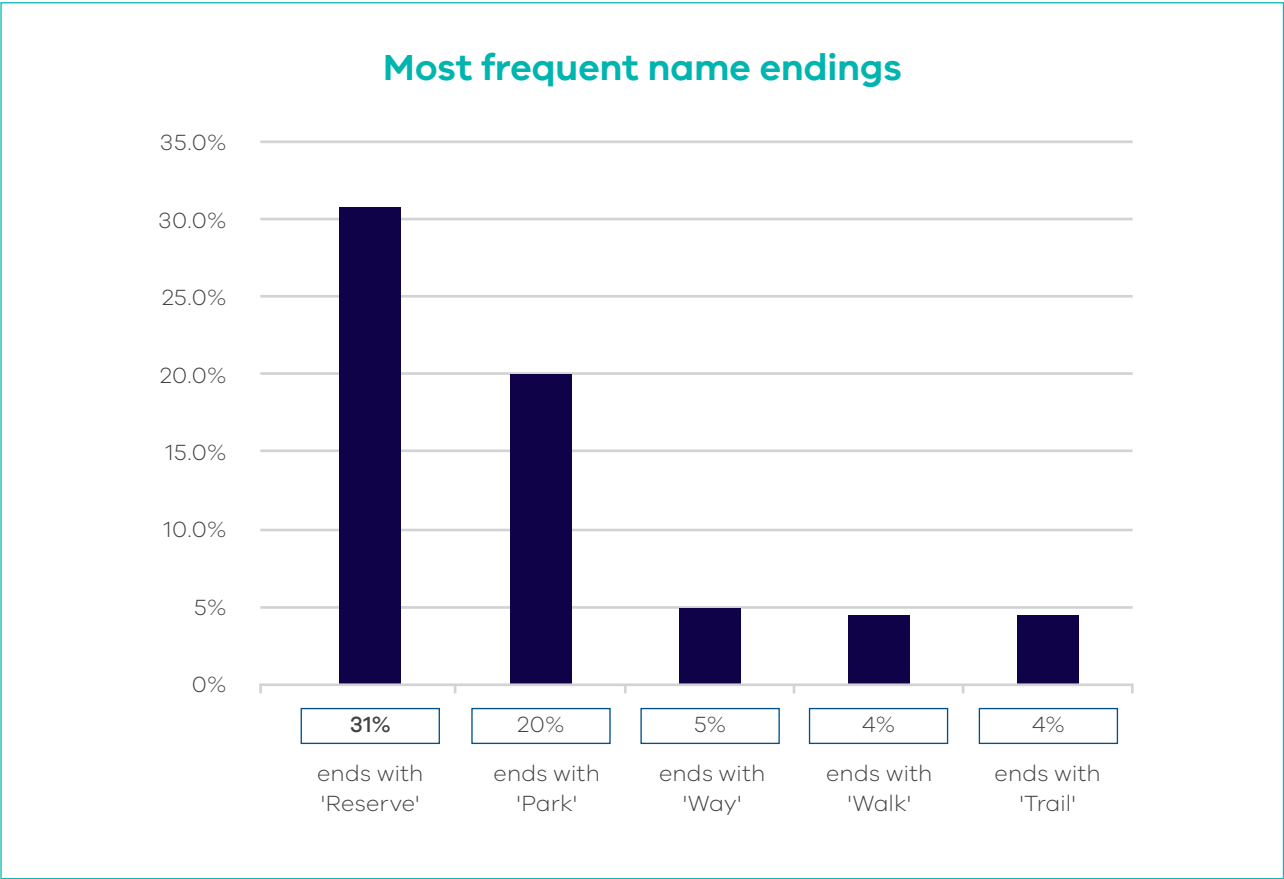
Table 1: Naming themes and key words

Repeating themes		
Indigenous name	31	23.0%
contains 'Vermont'	15	11.1%
contains 'Orchard'	9	6.7%
contains 'Bellbird'	7	5.2%
contains 'Forest'	6	4.4%
contains 'Whitehorse'	5	3.7%
contains 'Wobblers'	5	3.7%
Total	78	58%

The most popular name type was one which either contained Aboriginal words or requested that an Aboriginal name be sought.



Graph 2: Most popular name submissions broken down by theme.



Graph 3: Most popular name ending submissions.

Variation in proposed name ending

There was wide variation in proposed endings for the new name, with 64 per cent of name endings sharing one of five key words which describe the Reserve land.

The most popular name endings were 'Reserve', at 31 per cent of submissions and 'Park', at 20 per cent. Three of the proposed name endings are words which suggest recreation, activity or movement. These were 'Way', 'Walk' and 'Trail'.

Deciding on the way forward

DELWP is committed to reconciliation with the traditional owners of the land and determined it would not be an appropriate path forward to include an Aboriginal name in the shortlist that had not come from one of the traditional owner groups in the area.

Given an Indigenous name was the most popular theme, it was decided DELWP would engage with the three traditional owner groups who have interest over the Vermont area – the Wurundjeri, Bunurong and Boonwurrung tribes – to determine a new name for the park.

This process acknowledges the public's preference for an Aboriginal name while also recognising we need to take a different and respectful approach when using Indigenous languages.

Where to from here?

DELWP will be in touch with the local community and everyone who submitted a name suggestion once an official name has been decided. To keep across project updates, visit: engage.vic.gov.au/healesville-freeway-reserve

