

# **Naming of a new cul-de-sac, Carlingford**

Engagement Evaluation

June 2022



**CITY OF  
PARRAMATTA**

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# 1. INTRODUCTION

In June 2022, Council sought the community's feedback on a proposal to name a new cul-de-sac supporting development at 264-268 Pennant Hills Road, Carlingford.

The developer, BaptistCare engaged with Bidjawong Aboriginal Corporation to guide acknowledgement of Aboriginal culture and connection to Country and proposed two Dharug language name options suitable for this site.

Council's role was to ensure that the proposed options reflect current community values; and seek pre-approval from the Geographical Names Board and gather public feedback prior to recommending a single name for gazettal.

Please refer to the map below to see where the service laneway is located.



## 2. EXECUTIVE SUMMARY

Council sought the community's feedback on proposed names for an unnamed cul-de-sac under construction as part of a new development. The consultation took place from **1 June to 23 June 2022**.

The objectives of the consultation were:

Engagement Level	Objectives
Inform	Communicate that Council had worked with the developer and with the Geographic Names Board (GNB) to investigate site appropriate names that reflect the local area.
Consult	Obtain feedback from the community and stakeholders on the two options for naming the new cul-de-sac.

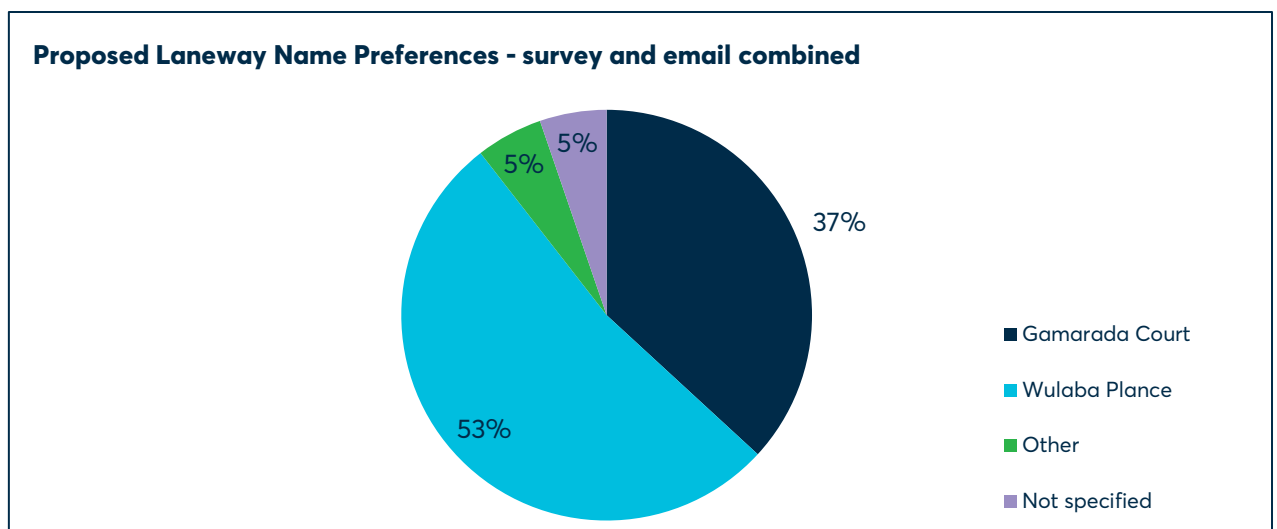
### 2.1. SUMMARY OF KEY FINDINGS

Council received 19 submissions over the consultation period:

- 17 via Participate Parramatta
- 2 via email

Overall, the community sentiment was positive with 53% (10/19) of submissions supporting 'Wulaba Lane', 37% (7/19) in support of Gamarada Court, 5% (1/19) supporting neither, 5% (1/19) not specified.

There were two (2) submissions in favour of Yallambi Lane (referencing the BaptistCare nursing home formerly located on the site). One via survey (in comments) and one via email.



Answer	%	Count
Gamarada Court	37%	7
Wulaba Place	53%	10
Other	5%	1
Not specified	5%	1
<b>Total</b>	<b>100%</b>	<b>18 responses</b>

# 3. ENGAGEMENT EVALUATION

The following section provides a snapshot of the communications and engagement channels used to promote the public exhibition to people who live in Carlingford. In particular, those who live adjacent to the development.

Several methods and channels were used to reach the community and direct them to Council's online engagement portal Participate Parramatta to provide feedback. Overall, the opportunity to provide feedback for this project was presented on 25,049 occasions culminating in 19 formal contributions.

## Resources

A poster was designed to support and promote the exhibition. The poster also included a QR code which received a total of 33 scans.

## Direct mail out

355 letters detailing the exhibition were sent locally.

## Social Media

The exhibition was promoted via a paid campaign on Facebook. Overall, the social media campaign garnered a reach of 6,342 resulting in 323 clicks to the project page.



Paid Socials	Campaign Result	Benchmark
Spend	\$198.95	n/a
Reach	6342	n/a
Impressions	18523	n/a
Frequency (no. times ad seen p/p)	2.92	2-3
Link clicks	323	n/a
CPC (cost per click)	\$0.61	\$0.50-\$1
CTR (click through rate)	1.74%	More than 1%
Post engagements	355	n/a
Engagement rate (ER)	1.91%	More than 2%

Council's Digital team provided the following insights and comments:

- Overall, the paid campaign performed well in some aspects (CTR) and lower in others (ER) in comparison to our average campaign.
- Frequency was in the target range but heading towards the upper end of our target. Being within frequency indicating the allocated spend was appropriate for the campaign length and audience size.
- Lower engagement indicates the content didn't quite resonate with the audience however a higher than average CTR indicates the content did entice the community to click through to the website to learn more.
- CPC achieved was well above our target range along with CPC sitting in the target range shows interest from the community to be involved in the campaign to have their say.

### Electronic direct notification

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter	10,753	23/06	42.4%

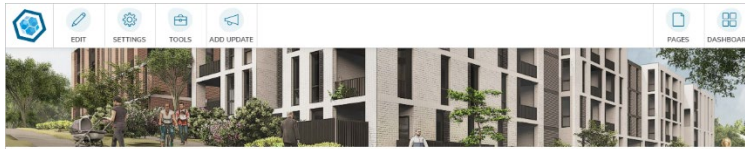
### Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events	
Views	488
Visitors	401
Contributions	17
Contributors	17
Followers	7

View the project page here: <https://participate.cityofparramatta.nsw.gov.au/street-naming-carlingford>.





## Naming of a new cul-de-sac in Carlingford

+ Follow

Public submissions closed at 5pm Thursday 23 June 2022.

Home / Naming of a new cul-de-sac in Carlingford

### Help us name a new cul-de-sac in Carlingford!

This consultation closed on Thursday 23 June 2022 at 5pm. Thank you to everyone who provided feedback!

Council sought community feedback on the naming of new road infrastructure supporting the BaptistCare development at 264-268 Pennant Hills Road, Carlingford.

BaptistCare has worked closely with the Bidjawang Aboriginal Corporation to guide acknowledgement of Aboriginal culture and connection to Country and propose two Dharug language name options suitable for this site.

Council's role is to seek pre-approval from the Geographical Names Board and gather public feedback.

### Proposed names



#### Gamarada Court

Gamarada means friend or comrade as the street leads to friendship, creating curiosity and kinship. This is



#### Wulaba Place

Wulaba is the rock wallaby, an exciting introduction to the endemic fauna which once spent time in the rocky

### Timeline

- ✔ **June 2022**  
Community consultation commences on Wednesday 1 June 2022
- ✔ **June 2022**  
Community consultation concludes on Thursday 23 June 2022
- ★ **July 2022**  
Review of community submissions
- ☆ **July 2022**  
Report community preference to Council for endorsement and submission to Geographical Names Board

See less



### Performance Summary



**488**

Views

**441**

Visits

**401**

Visitors

**17**

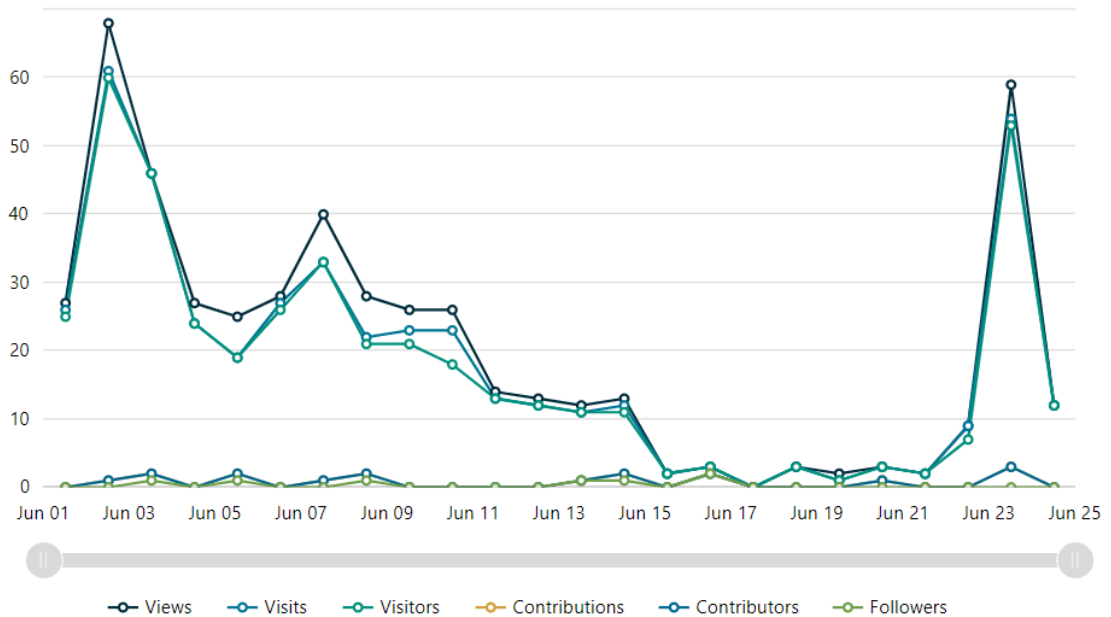
Contributions

**17**

Contributors

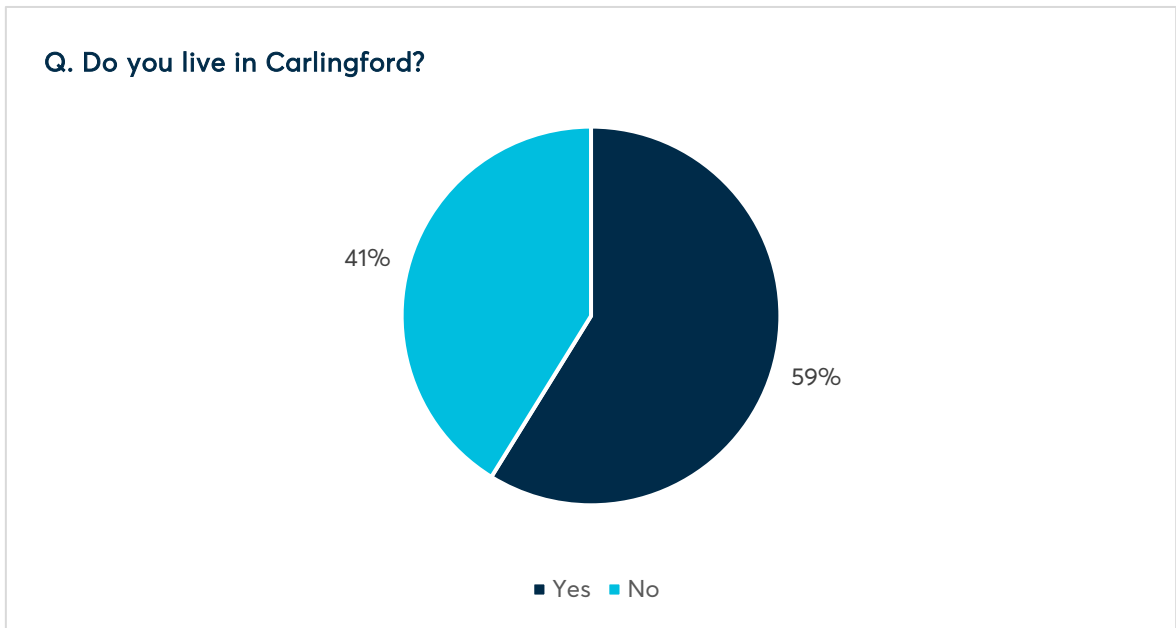
**7**

Followers



# 4. KEY FINDINGS

## 4.1. Online submissions

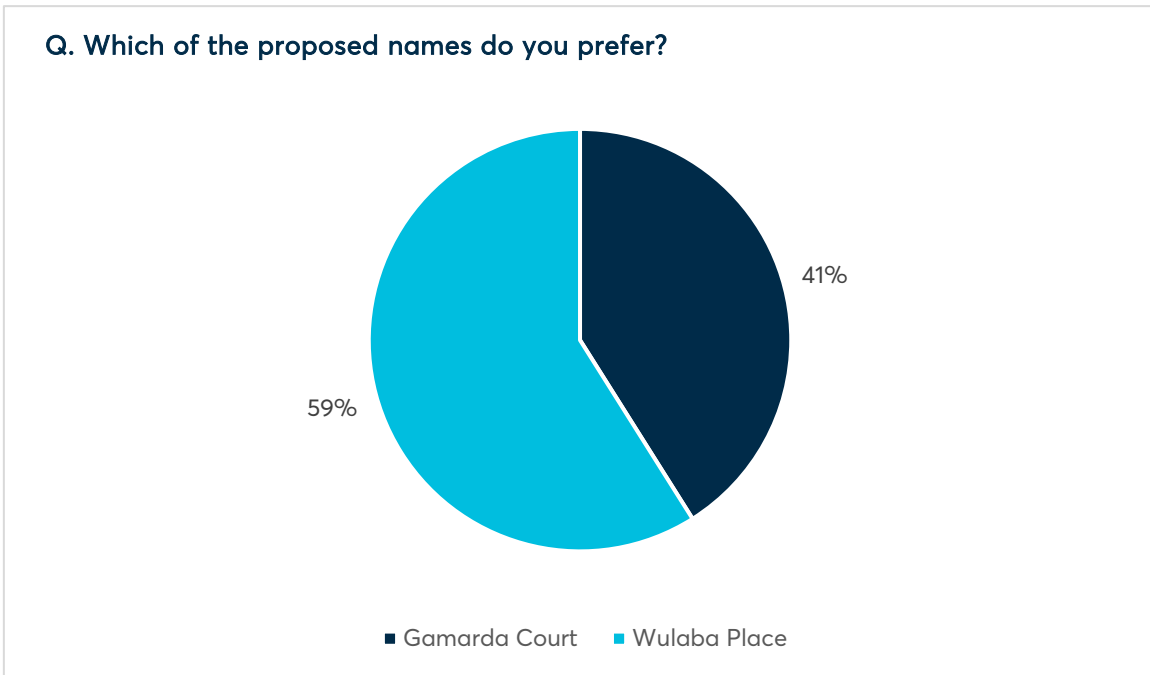


Answer	%	Count
Yes	59%	10
No	41%	7
<b>Total</b>	<b>100%</b>	<b>17 responses</b>

For those who answered 'no', respondents live in the following suburbs:

Answer	%	Count
North Parramatta	5.9%	1
Dundas Valley	5.9%	1
Oatlands	5.9%	1
Epping	5.9%	1
West Epping	5.9%	1
Dundas	5.9%	1

Eastwood	5.9%	1
<b>Total</b>	<b>41% (7 of 17 responses)</b>	<b>7 responses</b>



Answer	%	Count
Gamarda Court	39%	7
Wulaba Place	56%	10
<b>Total</b>	<b>100%</b>	<b>17 responses</b>

Q. If you have any further feedback, please provide below. (Optional)

Response
Can we please call this Chill Lane?
They are both good, but somehow recognising an animal that once roamed here is good. The other name seems to be a very important one and should be kept for a more significant road maybe.
I would much prefer to have the name Yallambi Court. The word Yallambi is derived from an aboriginal word meaning "remaining", "to rest" or "to dwell at ease" which reflects the immediate past use of the land by BaptistCare in caring for people in their older years. I also believe that further development of the site will include care of the elderly to "rest" and to "dwell at ease".
Pleased to see CoP's initiative in naming; disappointed at the overdevelopment taking place on the site.
I'm interested to know the completion date and when traffic lights are being installed.

[End of online submissions]

#### 4.2. *Email and verbal submissions*

Two (2) emails were received by the Place Services team during the consultation period. One opposed the two options and suggested an alternative, Yallambi Lane. The second supported the options, expressed no preference and suggested including the English translation on signs.

##### **Email 1. Received 09/06/2022**

Preferred name: Neither

Alternative: Yallambi Lane

"As you'll read below, I don't think either of the two suggested names give appropriate relevance to the site, and would like to suggest an alternate name.

The form gives NO opportunity to do that."

[Name and address supplied]

NB: Council staff spoke to the community member regarding her concerns and encouraged them to make a submission via email. Please see full submission in the Appendix.

##### **Email 2. Received 09/06/2022**

Preferred name: Not specified

"Suggest the English name in small parenthesis like"(rock wallaby)" be included on the street signs."

[Name and email supplied]

[End of email submissions]

# 5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from the recent consultation on the Naming of a new cul-de-sac in Carlingford.

Careful consideration should be given to all the feedback and views presented in this report before a decision is made.

Council should respond to each concern and suggestion raised.

**A summary of findings should also be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced the project. The final decision and reasons why should be made public and reported back to those who provided feedback.**

These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

*"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".*

# 6. APPENDIX

Email submissions (de-identified) – 2 emails were received.

**Responses**

Senior Project Officer. Place Services.  
Parramatta City Council.

RE : Submission to Council.  
I request that the content of this submission be brought before Council for consideration, prior to the review of community responses.

Below is my feedback about naming the unnamed cul-de-sac in Carlingford.  
I filled in the online form for this with the required details, only to discover that if I didn't give a preference for either of the suggested names, that I couldn't actually submit it.  
As you'll read below, I don't think either of the two suggested names give appropriate relevance to the site, and would like to suggest an alternate name.  
The form gives NO opportunity to do that.  
And . . . that raises the question as to how much say you are actually giving the public, and why try and look as if the process is being collaborative, if there is no opportunity for valid suggestions from the public.

Thanking you,  
[Name, address & email supplied]

SUBMISSION ( "FURTHER FEEDBACK" SECTION, Online form.)

Neither of the suggestions offered on the Online Form seems appropriate, having no real relevance to the site / location of the roadway being named.  
My preference would be "Yallambi Lane".  
This uses the name of the original Nursing Home on the site, which was well respected and is still very well known in the area. It also keeps a connection with the fact that Baptist Care has had a commitment to serving the aged there for almost 70 years already and is continuing their commitment into the future, with the current construction of Social Housing on the site.  
Interestingly, the two names supplied by the NSW Geographical Names Board are Aboriginal words.  
"Yallambi", is also derived from an Aboriginal word and means "to rest or remain" & "to dwell at ease" . . . both entirely appropriate for this Social Housing development. Baptist Care has obviously been very forward thinking in its inclusive attitude, as well as having earned an enviable reputation for the care of people in all kinds of need. Another local Baptist Care facility for the aged is named "Aminyia" also an Aboriginal word, and meaning "quiet / silence".

To use the name "Yallambi" would respectfully acknowledge the role of Baptist Care for their past actions of care and be a link with continuing this into the future.

As a comparison, looking at the names specified for the public to choose between, there seemed to be no information available in researching about the "Wulaba" either in detail about what it is, or its relevance locally, and one fact about rock wallabies ( which you've given as the meaning of this word ) actually stated they were "not typically found near human habitation" !! The second word, "Gamarada" while the meaning of friendship and comrades is positive, it is a very general concept with no specific connection to this project and location, apart from the fact that Baptist Care would obviously be hoping for people to form good relationships and friendships there.

On the practical side, both of these suggested names would be difficult to spell and use, particularly keeping in mind that the development of the remaining section of the Baptist Care site, bordering the lower side of the roadway, is planned to be for the aged. Also, the wider Sydney Street Directory only lists one street using the name "Yallambi", and it's in Picton, and so is not nearby.

Thank you for the opportunity to "have a say" and I trust honest consideration will be given to this matter.

No problem with the naming of the streets however except for an extremely limited number of indigenous people no one would know what they meant.

Suggest the English name in small parenthesis like "(rock wallaby)" be included on the street signs.

Otherwise it is all getting very "woke"?

Regards

{Name & email supplied}