

# Unnamed Laneways, North Parramatta

Engagement Evaluation  
August 2022



**CITY OF  
PARRAMATTA**

# Unnamed Laneways, North Parramatta

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# 1. INTRODUCTION

In July 2022, Council sought the community's feedback on a proposal to name three Unnamed Laneways in North Parramatta.

Council sought the advice of a Dharug language consultant and Council's Heritage team. The options were checked to ensure they met NSW Geographical Names Board requirements and presented to the community.

Please refer to the map below to see where the laneways are located.



## 2. EXECUTIVE SUMMARY

Council sought the community's feedback from **Monday 18 July to Monday 8 August 2022**.

The objectives of the consultation were:

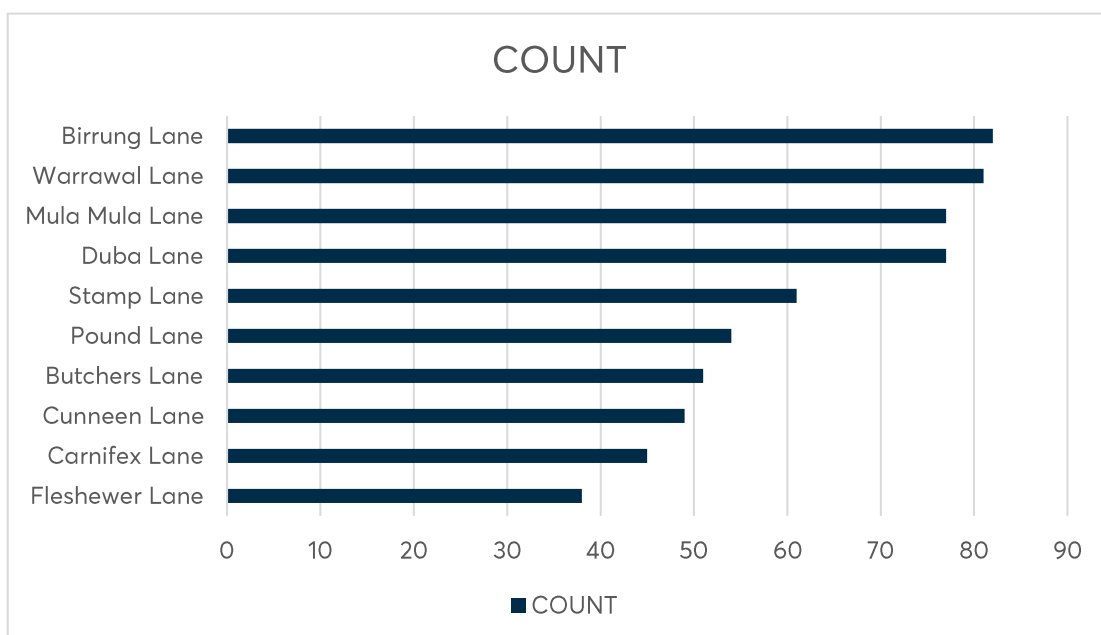
Engagement Level	Objectives
Inform	Communicate that Council had worked with Council's Heritage team and with the Geographic Names Board (GNB) to investigate site appropriate names that reflect the local area.
Consult	Obtain input from a Dharug language consultant and feedback from the wider community on ten options for naming the three laneways.

### 2.1. SUMMARY OF KEY FINDINGS

Council received 106 submissions over the consultation period:

- 103 via Participate Parramatta
- 2 via email
- 1 via mail

Overall, the community demonstrated a high level of engagement with the project. The most popular options were Birrung Lane, Warrawal Lane, Mula Mula Lane and Duba Lane; followed by Stamp Lane, Pound Lane and Butchers Lane.



Name	Count	Weighted Score^
Fleshewer Lane	38	0.95
Carnifex Lane	45	2.17
Cunneen Lane	49*	2.68
Butchers Lane	51	2.81
Pound Lane	54*	3.23
Stamp Lane	61*	3.85
Duba Lane	77*	5.29
Mula Mula Lane	77	5.86
Warrawal Lane	81	6.29
Birrung Lane	82	6.48
<b>Total respondents 103</b>		

\*The count has been adjusted to include email/post submissions.

^The weighted score applies to Participate Parramatta submissions (n=103)

### 3. ENGAGEMENT EVALUATION

This section reports on the communication and engagement channels used to promote the naming project to people who live in North Parramatta and surrounding suburbs.

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 94,888 occasions culminating in 106 formal contributions.

#### Resources

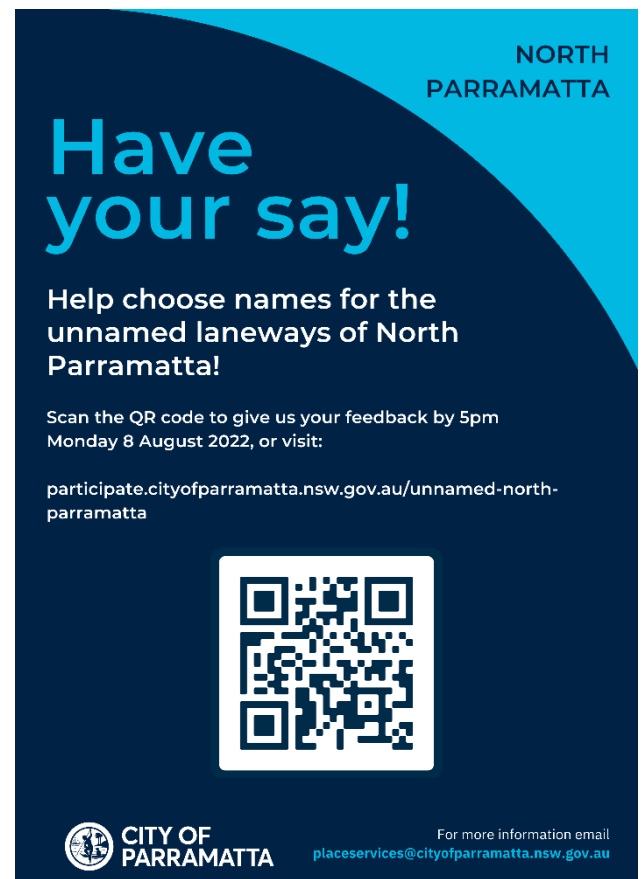
A poster was designed to support promote the project. The poster also included a QR code which was scanned 76 times.

#### Direct mail out

610 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 83,392 resulting in 3,771 clicks to the project page.



Paid Socials	Campaign Result	Benchmark
Spend	\$400	n/a
Reach	83,392	n/a
Impressions	483,411	n/a
Frequency (no. times ad seen p/p)	5.80	2-3
Link clicks	3,771	n/a
CPC (cost per click)	\$1.37	\$0.50-\$1
CTR (click through rate)	0.78	More than 1%
Post engagements	4136	n/a
Engagement rate (ER)	4.96%	More than 2%

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

- Overall, the campaign had high engagement indicating the content resonated with the audience.
- 29% of results came from 25-34 yo, 21% came from 35-44 yo and 13% from 65+ yo.

#### Electronic direct notification

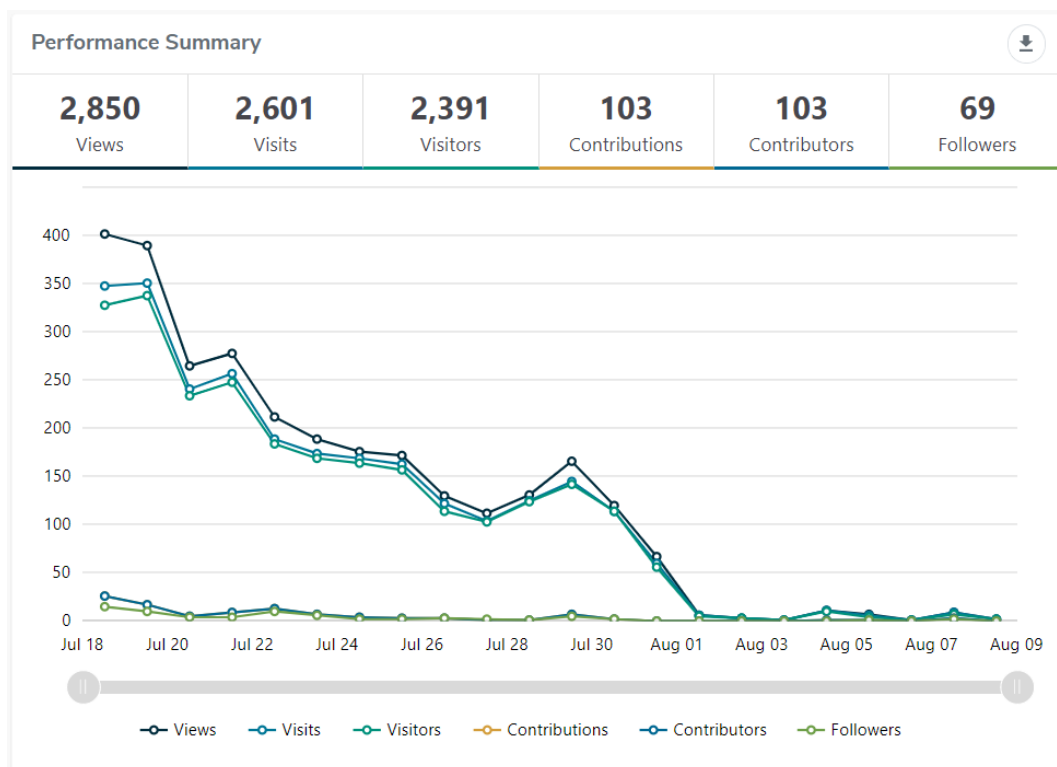
Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter - July	10,810	21/07/2022	47.1%

#### Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events	
Views	2850
Visitors	2391
Contributions	103
Followers	69

View the project page here: <https://participate.cityofparramatta.nsw.gov.au/unnamed-north-parramatta>.







## Unnamed Laneways in North Parramatta

✓ Following

This consultation closed at 5pm on Monday 8 August 2022.

[Home](#) / Unnamed laneways in North Parramatta

This consultation closed at 5pm Monday 8 August 2022. Thank you for your interest and your feedback!

From Dharug words describing the night sky, to reminders of past lives and occupations, Council sought the help of the community to choose names for these three laneways in North Parramatta.

### Where are they located?

The three laneways can be found in the area between Bellevue Street in the north, Isabella Street in the south, Sorrell Street to the west and Brickfield Street to the east.

### How did Council choose the list of options?

For this project Council sought the advice of a Dharug language consultant and Council's Heritage team. The options were checked to ensure they meet NSW Geographical Names Board requirements. Now we'd like to know what you think!

For more information about the naming process see our [Frequently Asked Questions](#).

+ Dharug people and the night sky

+ Searching for names of local and historical significance

### Names from the Dharug language



**Birrung Lane**  
meaning *stars*



**Duba Lane**  
meaning *earth, clay, ground*

### Timeline

- ✓ **July 2022**  
Community consultation opens  
9am Monday 18 July 2022
- ✓ **August 2022**  
Community consultation closes  
5pm Monday 8 August 2022
- ★ **August 2022**  
Review feedback
- ★ **September 2022**  
Report preferred names to  
Council for endorsement and  
submission to Geographical  
Names Board for gazettal.

[See less](#)

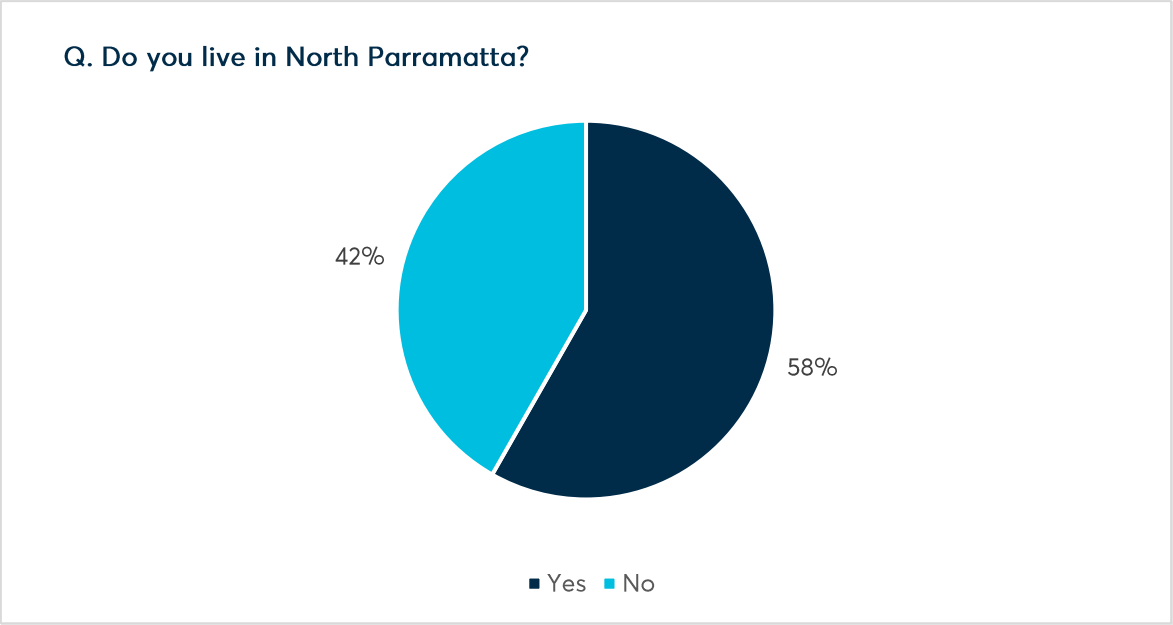
### Gallery



**Laneway 1 -  
adjacent to Whiting  
Lane**

# 4. KEY FINDINGS

## 4.1. Online submissions

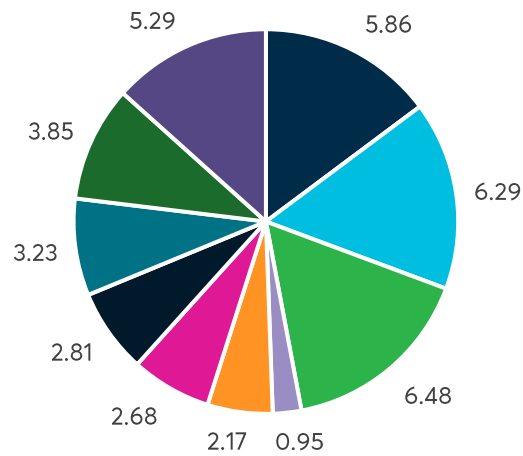


Answer	%	Count
Yes	58%	60
No	42%	43
Total	100%	103 responses

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

Answer	%	Count
Parramatta	30.2%	13
Parramatta East	2.3%	1
Telopea	2.3%	1
Rosehill	2.3%	1
Dundas	6.9%	3
Oatlands	9.3%	4
Epping	2.3%	1
Ermington	2.3%	1
Harris Park	6.9%	3
Eastwood	2.3%	1
Rydalmere	2.3%	1
Westmead	2.3%	1
Carlingford	4.7%	2
Northmead	6.9%	3
North Rocks	6.9%	3
Wentworth Point	2.3%	1
Greystanes	2.3%	1
Old Toongabbie	2.3%	1
St Andrews	2.3%	1
<b>Total</b>	<b>100% (43 responses)</b>	<b>43 responses</b>

Q. Which of the proposed names do you prefer? (Weighted Score)



■ Mula Mula Lane ■ Warrawal Lane ■ Birrung Lane ■ Fleshower Lane ■ Carnifex Lane  
 ■ Cunneen Lane ■ Butchers Lane ■ Pound Lane ■ Stamp Lane ■ Duba Lane

Name	Count	Weighted Score^
Fleshower Lane	38	0.95
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<b>Total respondents 103</b>		

\*The count has been adjusted to include email submissions.

^The weighted score applies to Participate Parramatta submissions (n=103)

## Q. Would you like to share a comment about your preferred names?

This was answered by 41 participants. The following was noted:

The community appreciated the opportunity to choose between indigenous and non-indigenous names for the laneways:

- We need more balance and inclusion of all the cultural groups that live here together, most particularly the traditional owners.
- One laneway should be named for a past activity, one for an aboriginal name and one for history.
- It's a wonderful idea to use Dharug names, showing our respect for the people who have lived here and cared for this land for so long. It reflects the growing desire to connect with Aboriginal culture in the community.
- There are already plenty of European names in Parramatta. We need more balance and inclusion of all the cultural groups that live here together, most particularly the traditional owners.
- Parramatta definitely needs to embrace and visibly recognise the pre-colonisation history more. What a wonderful opportunity to have the Barramattagal land recognised this way.

### Other interesting comments include:

- Please don't call anything Butcher's lane, it sounds like somewhere you'll be murdered. And Fleshever sounds like a horrible skin disease.
- On the land sign, is, or could there be, the translation (in smaller print)? (Not much point in recognising the Aboriginal name, if nobody knows it has been done).
- References to individual people or families are outdated concepts. Names using Dharug language can contribute to greater connection to Aboriginal culture and acknowledge the histories and existence of Aboriginal culture in Australia.

Please note, all comments are included in the Appendix.

#### 4.2. Email and verbal submissions

Two (2) emails were received by the Place Services team during the consultation period along with one (1) letter. One email suggested the indigenous name of Baludarri Lane; the second supported the options, and the third wrote their preference on the letter received from Council.

##### Email 1. Received 21/07/2022

Hi,

I propose that one of the lanes be called Baludarri Lane. Baludarri was an Aboriginal man who had a relationship with Arthur Philip. I am a school teacher and the students were so interested to learn about this story about Parramatta's history.

[Name and email supplied]

NB: The name Baludarri Drive already exists in Parramatta along with Baludarri Wetland. As such, this is considered a duplication and will not be accepted by the Geographical Names Board.

Submission has been acknowledged.

##### Email 2. Received 03/08/2022

Thank you for the opportunity to participate in the naming of the 'Laneways in North Parramatta'.

My suggestions with comments are below.

1. Lane connecting Belmore St to Bellevue St.

Suggestion is "Pound Lane" as it runs parallel to Pennant Hills Road and could have been connected with the Parramatta Pound.

2. Lane connecting Belmore St with Gladstone St.

Suggestion is, "Cunneen Lane" as the Cunneen family must have had a major contact with the area when their homes are all listed on Gladstone St with a possibility of their properties having access to Belmore Street from the rear of their properties

3. Lane running parallel to Gladstone St, with a dead end at the eastern end of the lane. Note that at the eastern end of the lane there is a stormwater drain which starts up near Pennant Hills Road and this drain appears to follow the path parallel to Brickfield St, named, originally Brickfield Creek, and ends at Parramatta River.

I suggest the name could be 'Duba Lane' as the lane could have been used for the manufacturing of the handmade bricks attributed to John Clews, he would have used local clay and water from the area.

[Name and email supplied]

##### Mail 3. Received 05/08/2022

Laneway 1 – Duba Lane

Laneway 2 – Stamp Lane

Laneway 3 – Pound Lane

{No name supplied}

[End of email/mail submissions]

## 5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from the recent consultation on the Naming of three unnamed laneways in North Parramatta.

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

### 6.1. COMMENTS

<p>This was a really great experience! Thank you for letting us be involved. It would be great if Laneway 3 could be named Carnifex Lane.</p>
<p>Thank you for allowing us to participate like this — really cool. Could we please have 'Laneway 3 - adjacent to Trades Lane' named Carnifex Lane, I think the name suits that lane. Thank you again, James</p>
<p>Parramatta definitely needs to embrace and visibly recognise the precolonisation history more. What wonderful opportunity to have the Barramattagal land recognised this way. Ric</p>
<p>There are already plenty of European names in Parramatta. We need more balance and inclusion of all the cultural groups that live here together, most particularly the traditional owners. So much of them has already been erased; while naming a few lanes won't return what has already been taken from them, surely traditional owners should be deciding how the remainder is named. To me it seems like if Aboriginal names aren't used, they will be even more erased from our maps and from the identity of this place.</p>
<p>This is nothing political, but street names should only be named after people or families if there is absolutely no doubt as to that family or persons benevolence and compassion - this is only true of a handful of people in the entire world, so it is best to steer clear of people/family names. Also, motivated individuals may find cause to investigate the family and it is almost a certainty that, in Australia, predominantly white families will have some egregious history which should not be immortalised in a street name (also, saves from the hassle of having to change street names each time).</p>
<p>When considering name changes, Aboriginal culture, heritage and history should be given primacy for anything related to land, sky and waterways - this is True Australia. We should take a page out of New Zealand's book when it comes to this stuff.</p>
<p>It would be good to consider Burramattagal as a name.</p>
<p>I feel that at least one of the lanes should have an indigenous name, to recognise the traditional custodians of the lands.</p>
<p>I associate a reference to 'butcher' with slaughter and Jack The Ripper - sorry to all the awesome butchers out there who help feed us, but for me, the word carries negative vibes. I wouldn't want to walk down "Butcher Lane".</p>
<p>I think it should be Aboriginal names chosen, we are after all living on First Nations land</p>
<p>References to individual people or families are outdated concepts. Names using Dharug language can contribute to greater connection to Aboriginal culture and acknowledge the histories and existence of Aboriginal culture in Australia.</p>
<p>I have ranked the names based on what historical things were undertaken in the area.</p>
<p>Go with a Star theme and put in some pavement decorations etc to make it a point of interest</p>
<p>I like some of the names with historical significance but there are so few Dharug words used for streets in Parramatta, so this is a way to address that. And they are beautiful words.</p>
<p>I like the sound &amp; meaning if these names - both Dharug &amp; English.</p>
<p>Hi, my preferred names are Warrawal Lane Mula Mula Lane Cunneen Lane</p>



You should name one for a past activity one for an aboriginal name and one for history
It should be named after an early resident.
They sound great!
I love the ideas from Dharug language and culture. I think we as a society have enough acknowledgement of the colonial settlers - instead we should be trying to reconnect with the First Nations people and their cultures to better understand and celebrate where we live.
This would acknowledge the traditional custodians of the land.
The Dharug names are nice, and Butchers Lane is nice and short, and self-explanatory (which is always good).
I like the idea of Stamp Lane because of this area of North Parramatta being Brickfield Hill but the connection isn't self-evident and would be lost: no-one is likely to understand that "stamp" refers to bricks.
Would really love to see our indigenous culture represented here!
Great initiative and great name ideas, thank you for letting the local residents be a part of this.
I like the reference to the Dharug country.
Not any of the butcher references please, who needs that for a potentially creepy place. Thanks!
On the land sign, is, or could there be, the translation (in smaller print)? (Not much point in recognising the Aboriginal name, if nobody knows it has been done) ("Duba Lane" might be after Frederick Duba, a once local member for Dundas)
I enjoyed reading the history behind the street names which helped me to choose. Stamp Lane is only last because if I hadn't read the meaning (referencing handmade bricks), I would be thinking it related to postage stamps. Brick Lane??
It is important that we respect Parramatta's aboriginal histories.
Stamp and Duba are my favourites tying into Brickfield
It's a wonderful idea to use Dharug names, showing our respect for the people who have lived here and cared for this land for so long. It reflects the growing desire to connect with Aboriginal culture in the community.
PLEASE don't call anything Butcher's lane, it sounds like somewhere you'll be murdered. And Fleshewer sounds like a horrible skin disease.
Just like Parramatta Pool and the light rail, we don't need Aboriginal tokenism when it comes to renaming places
Critical that we choose indigenous names as a gesture of respect to elders
My family name (Murphy) was used in the Blue Mountains to name a lane because my ancestors were farmers with a dairy farm and they serviced the area it is a proud part of our heritage and I hope that we may be able to give this legacy to the Cuneen family.
I think a mix of historical and indigenous names are good. There's a lot of historical names in this area already which help tell the story of our past.
It's absolutely time we use more Indigenous names when naming things.
Definitely indigenous names.
Please make the laneway parallel with Brickfield street (coloured pink on the map) Warrawal Lane. I think it will be great to have the laneways named with the Dharug words as many of the lanes already have historical links that are not related to the First Nations Peoples.
Pothole Lane would be more accurate...
Mula Mula; Birrung; Warrawal; Duba
We are a family who own the green house on the corner of the lane and Bellevue street next. Please pick an indigenous one - they are all beautiful and so significant.
I love the idea of representing First Nations people
Mula Mula Lane, it's easy to say, spell and remember and has a beautiful reference to the stars