



**CITY OF  
PARRAMATTA**

# Unnamed laneway in Northmead

Engagement Report

13 April 2023



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# 1. INTRODUCTION

In March 2023, City of Parramatta invited residents to help name the unnamed service laneway that runs behind the Kleins Road Neighbourhood Centre Shops in Northmead.

The laneway is located between Balmoral Road and Briens Road, and is parallel to Kleins Road, Northmead. It is primarily used for deliveries to the businesses operating within the retail strip and storage of their waste collection.

Naming the laneway will be of help to businesses and deliveries servicing the shopping centre.

The pre-approved names proposed by Council were:

- Orphan Lane, acknowledging this former street name, which later become known as James Ruse Drive
- Lizzie Lane or Cleburne Lane, recognising the first post office receiving room set up in the district by Mrs Lizzie Cleburne in 1914.



## 2. EXECUTIVE SUMMARY

The public exhibition was held from Tuesday 14 March 2023 to Thursday 6 April 2023. There was a high-level of participation from the community and 255 contributions.

Sixty-nine percent of people chose from Council's pre-approved suggestions, the most popular being Lizzie Lane (30.56% of votes).

Thirty-one percent chose 'none of the above' with suggestions ranging from "Sunny Lane" to "a name starting with B". Survey results and comments are provided in the Appendix.

A mixture of positive and negative comments were received from the community regarding the proposed naming options. However, none of the concerns raised reached the threshold requiring removal and replacing of the proposed names with alternatives (that being where a name is considered grossly offensive and/or significantly likely to cause offence to a large group of the community or particular ethnic, religious or other specifically identifiable groups).

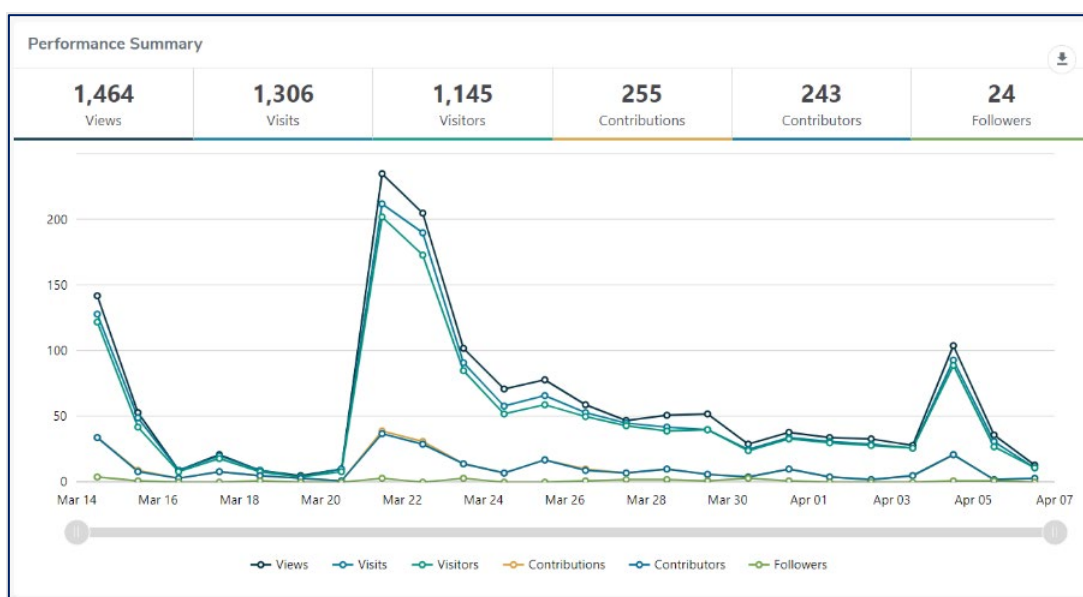


Figure 1 - Visitor activity on Participate Parramatta

# 3. ENGAGEMENT EVALUATION

Below is a description of the methods used to invite residents, workers and visitors to participate in naming the unnamed laneway.

Overall, the opportunity to share feedback was presented on 68,446 occasions culminating in 1464 views of the project page and 255 contributions.

## 3.1. Resources

- 175 letters were sent
- 6 corflutes were placed at the shops and laneway
- Postcards with a QR code were left with shop keepers.
- Participate Parramatta project page
- Council landing page
- EDMs (Participate Parramatta and City News)
- Paid social media campaign

## 3.2. QR code

The QR code on advertising and letters was scanned 94 times.

## 3.3. Social Media Campaign

A targeted social media campaign ran for two weeks in the Northmead area with a total reach of 4,794 and 557 clicks to the project page. Below is a summary of results:

Metric	Campaign Result	Benchmark
Spend	\$200	n/a
Reach	4,794	n/a
Impressions	20,088	n/a
Frequency (no. times ad seen p/p)	4.35	2-3
Link clicks	557	n/a
CPC (cost per click)	\$0.36	\$0.50-\$1
CTR (click through rate)	2.77%	More than 1%
Post engagements	664	n/a
Engagement rate (ER)	3.31%	More than 2%

## Insights & Recommendations

Overall, the paid campaign performed well with good CPC, CTR and ER. The ER surpassed CoP benchmarks (>2%) at 3.31%, this can be attributed to the engagements from the top performing ad, at

657 engagements making up for 99% of total engagements. This also indicates that the campaign was relevant to the target audience.

## Comments

There was enthusiastic discussion on social media (81 entries) floating ideas, mentioning local history and discussing traffic. Feedback in the social media comments has been provided to Place Services for referral to Council teams.



Figure 2 - Top performing post

## 3.4. Electronic Direct Notification

The project was included in the April edition of the Participate newsletter and City News which together are distributed to more than 43,300 subscribers.

Channel	List	Open rate
Participate EDM March	13,306	40%
City News EDM	30K	~50%

## 3.5. COP Website and Banner

Channel	Unique Page Views
COP Homepage and banner	20,346

### 3.6. PARTICIPATE Parramatta

The Participate Parramatta project page provided a project summary, frequently asked questions, maps and images, an online submission form and information about other avenues for giving feedback.


Project Page Events	
Views	1464
Visitors	1145
Total contributions	255 (252 surveys, 3 quick poll)
Followers	+24

#### 3.6.1. Acquisition

Referrals to Participate Parramatta came via the following:

Referrer	
Direct (PP email and QR code)	338
Social media	673
City News April	75
Search Engines	56
Other websites	2





## Unnamed laneway in Northmead

Thank you to everyone who participated. This consultation is closed.

[Home](#) / Unnamed laneway in Northmead


Council invited residents to help name the unnamed service laneway that runs behind the Kleins Road Neighbourhood Centre Shops in Northmead!

- The laneway is located between **Balmoral Road** and **Briens Road**, and is parallel to **Kleins Road**, Northmead
- The laneway is primarily used for deliveries to the businesses operating within the retail strip and storage of their waste collection.

Naming the laneway will be of help to businesses and deliveries servicing the shopping centre.


The survey closed at **5pm on Thursday 4 April 2023**. To learn more about the policies behind road naming, please read our frequently asked questions. To receive updates, please follow this page.

### Proposed names




**Orphan Lane**

Acknowledging this former street name, which later became known as James Ruse Drive.



**Lizzie Lane**

Recognising the first post office receiving room set up in the district by Mrs Lizzie Cleburne in 1914.



**Cleburne Lane**

Recognising the first post office receiving room set up in the district by Mrs Lizzie Cleburne in 1914.

[+ Learn about the proposed name Orphan Lane](#)

[+ Learn about the proposed names Lizzie Lane and Cleburne Lane](#)

City of Parramatta Council acknowledges the Dharug people who are the traditional custodians of the land of Parramatta. Council pays respect to the Elders past and present of the Dharug nation and extends that respect to other First Nations people visiting this site.

### Timeline

- March 2023**  
Consultation opens Tuesday 14 March 2023
- April 2023**  
Consultation closes 5pm on Thursday 6 April 2023
- April 2023**  
Review submissions and

Figure 3 - Participate Parramatta project page

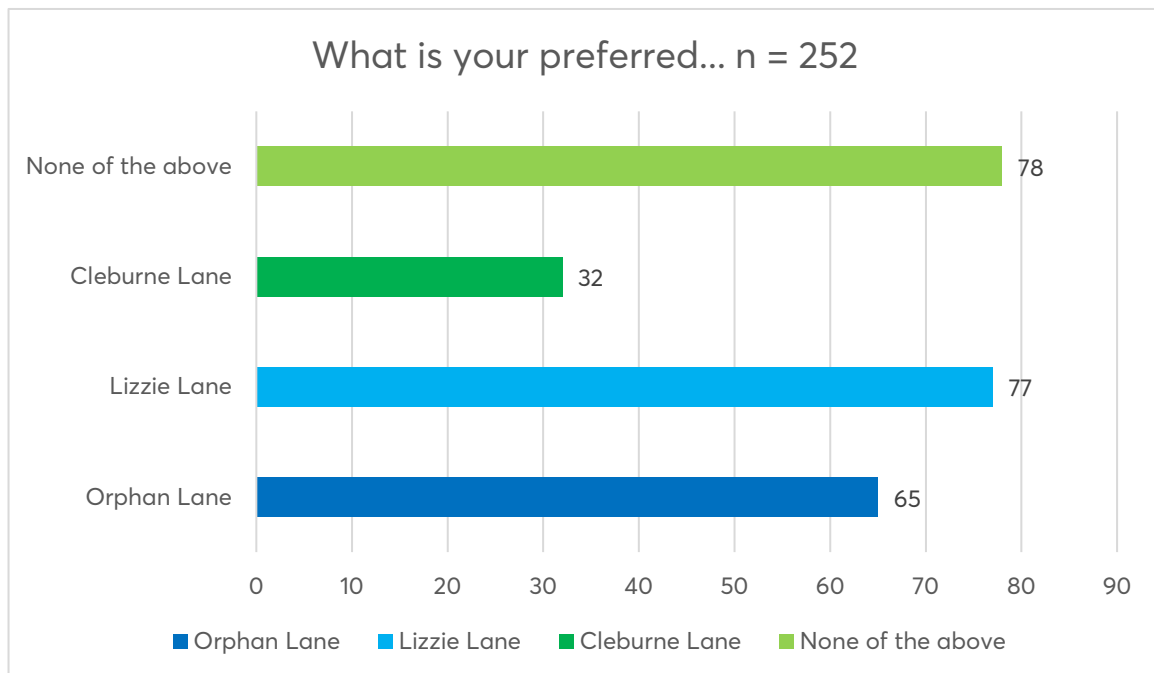
Page link: <https://participate.cityofparramatta.nsw.gov.au/unnamed-laneway-northmead>

## 4. SURVEY FINDINGS

Below are the answers to the **online survey**. Full comments can be found in the **Appendix**.

### 4.1. Participate Parramatta Survey

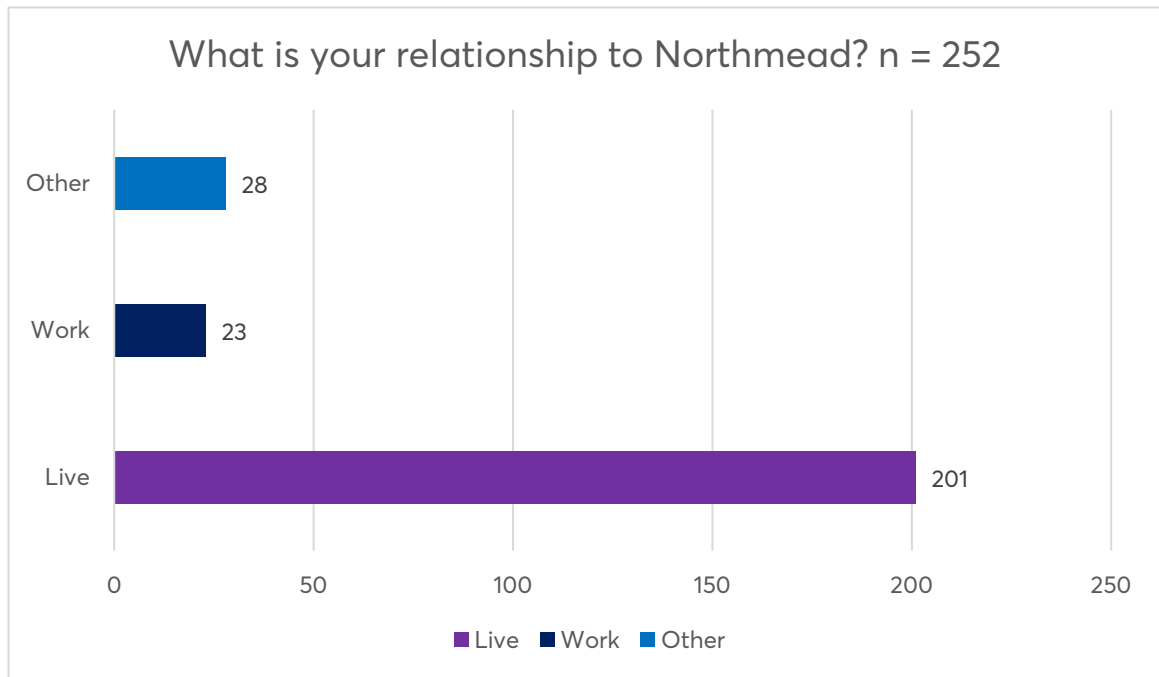
Question 1 asked, "What is your preferred name for the unnamed laneway?"



Question 2 was conditional and asked, "Why did you choose none of the above?". There were 78 responses covering suggestions such as:

- Didn't like pre-approved choices 21/78
- Sunny Lane 11/78
- Starting with 'B' 9/78
- Indigenous 5/78

Question 3 asked "What is your relationship to Northmead?"



Q 4 asked "Do you have any comments about this proposal?" 120 answers were received. >>Please refer to the Appendix for full comments

Qs 5 and 6 asked for name.

Q 7 asked for suburb.

Suburb	No
Baulkham Hills	1
Beecroft	1
Canley heights	1
Carlingford	1
Castle Hill	1
Dundas	1
Epping	1
Glenwood (work at CHW)	1
Granville	1
Guildford	1
Harris Park	1
Marsfield	1
Mays Hill	1
Oatlands	1
QUAKERS HILL	1
Rosehill	1
Seven Hills	1
Sydney Olympic Park	1
Enmore	2

Wentworthville	2
Constitution Hill	3
Toongabbie	3
North Rocks	4
Old toongabbie	4
Westmead	5
North Parramatta	6
Parramatta	6
Winston Hills	12
Northmead	187

Q 8 asked for email.

Q9 was a consent question.

End of survey

#### 4.2. Email

There was one (1) email submission received by the Place Services Team.

Sent: Sunday, 2 April 2023 2:52 PM

To: Place Services <[placeservices@cityofparramatta.nsw.gov.au](mailto:placeservices@cityofparramatta.nsw.gov.au)>

Subject: Naming of Laneway

\*\*\*[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. \*\*\*

Hello. I think a simple name such as 'Delivery Laneway' is appropriate. Easy for any delivery driver to remember.

Hope you consider my suggestion.

[Name supplied]

# 5. RECOMMENDATION

This report presents and analyses the key findings and sentiment from the recent consultation on naming a Unnamed laneway in Northmead.

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

Council should respond to all concerns and suggestions 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. Full comments from Question 2 and Question 4 (open ended).

Q2 Why did you choose none of the above?
Backend Lane is a better name.
Sunny Lane
It needs to keep with the B streets in the area
Benaud Lane - Richie Benaud was a resident of Northmead
Their TOTALLY-BORING and HIGHLY-UN-IMAGINATIVE or ORIGINAL In both their overall CONCEPT plus NATURE.
I believe it should be named after an Aboriginal elder
Confusing names
I like Jenny Lane my cousin who just past away and I played there over 50 years ago
It's not that accurate
Does not reflect the area
No meaningful connection to the area
Doesn't fit in with the surrounding street names that all start with the letter B
A lane next to Kleins Rd makes sense
Care flight lane
I want it to be called Sunny Lane.
How about a dharug name? Isn't it about time we acknowledged the rich indigenous culture of our area whenever we can? Bet Uncle Chris Tobin would help with a suitable name.
Waste of council money and time
Unimaginative choices, no current link to the neighbourhood. Post offices are redundant and orphans are sad.
Ramu Lane
none of them represent the youth of Northmead
could be more interesting
'Sunny Lane' has a nice ring to it
Rather choose a name from our indigenous past rather than Anglo past
Breezeway lane
Because they all suck
Don't sound good or roll off the tongue
All ugly
I want to submit a new name for consideration
I think it should be named Sunny Lane
Don't like it
Usually lane ways are named after the road or street next to it so I suggest Kleins lane
Sunny Lane is a better name
Sunny Lane
All streets in the area start with B. Should keep it consistent with the area.

Sunny Lane
Sunny lane
Sunny Lane
Sunny
Sunny
Should start with B like all the other streets
I like that it's un named, it really speaks to Northmead old heritage that sometimes things don't need names, it's just a place locals know. If it was named I think should descriptive rather than named after someone.
Because it should be called 'Fuse Lane', fusing the main streets to shops and business
I prefer a name starting with the letter B., like all the streets in the area
All the names of the streets around Northmead all begin with a B
Lived here for 60+ years a nd never heard of any of them,
None of the suggestions start with the letter B (as do all the surrounding streets in the area of the lane
My mum was born ON the site of the old Sutherland Brick Pit back in 1927. They have named the 'play ground' of a female that HAD NOTHING to do with the site. They should have named that site 'Aunty Betty's Reserve' that all the builders knew her ashes
A better name is possible
Lucky
The history of the shops there is varied.
Bee Lane
Because they are boring.
Pothole parade
The area of Northmead is colloquially know as the B Streets so it would be great to keep it in that theme.
The family built and lived in the house at the end of the lane way, and I hope Giles lane would be considered.
None relate directly to the location
Why does the name need to be referenced against something from the past?
I'd like to see more Dharug names
They dont sound right. Name it - Shop Lane
Because two of the options honour the same person. What's the matter, didn't Lizzie Cleburne have a middle name? Then you could have named all three options after her.
I feel that with multicultural demographics, names of road and lane should also be diverse. Not having names based on other races undermines their involvement in community
Don't like them
No option starts with "B", to fit the pattern of other street names in the neighbourhood
Name the lane after the family that run the MFC
Thamel Lane
Not a fan, would prefer an indigenous name
I don't think they fit the community. Needs to be something to celebrate the shopping district in the area. "Young Lane" "Prosperity Lane"
I propose to call it Bidjigal lane in line with the B street naming and to honour the traditional land owners.
It needs too much of an explanation for all three.
Testing survey
Testing survey

None appeal
Orphan Lane sounds too depressing. Lizzie Lane sounds too bogan (maybe because of the alliteration). And Cleburne Lane isn't immediately clear in how I ought to pronounce it. Sorry to be a downer, I was hoping to be more positive.
Mary MacKillop
I think, it should be Harmony lane. This is harmonious suburb.
How about Mystery Lane? or Humble Lane?
Suggest "Tunks Lane"
I feel there are much more suitable names. Clayton Lane named after Joseph Richard Clayton was the Sydney City Treasurer in 1880 (parramatta wasn't a city yet, so fell under this jurisdiction). OR Flack Lane, named after the flack family (Parramatta fruit

Q4 Do you have any comments about this proposal?
All streets in this block west of Kliens Rd start with the letter "B". This lane must follow suit.
None
I think you need to go back to the drawing board and come up with a more suitable name
Like to keep the history of the area in the road name
Go way back to the drawing-board and RE-THINK the NAMING-OF-THAT-DIRTY-NON-DESCRIPT-LANEWAY.
It should be named after an Aboriginal elder or
Just call it Kleins Lane
I think Laney McLaneface Lane would've been better
Love the person behind the Lizzie Lane name
It needs a name but one that is joyful
Most of the pakistani live here so you should name it Pakistan lane
Proposed name: Balmy Lane to honour connection to Balmoral Rd. Easy to remember, pronounce and sounds fun.
The name of a lane should always reflect the physical environment, or the historical significance, or the current mixture of communities that live close by. I propose "Vice Regal Lane".
What about Burramattagal lane or Bermuda Lane?
Kliens lane
Care flight lane, they have saved so many lives, northmead is the approach for them to land
Sunny Lane sounds better than the other three options.
I like Orphan Lane too but applaud recognizing our female "pioneers"
Just the one above.
How about fixing the traffic problems on Windsor Ed instead this waste of time
Name after John and Cathy who have run the corner store for decades and are much loved by previous and current members of the actual Northmead community.
why worry about naming the lane change the traffic lights to make traffic flow better
Ramu lane
ramu lane is a unique name that also represents the multicultural within northmead. it is rare that street names are of asian descent so it would be fantastic to see an ethnic lane name particularly within western sydney.
I think it would be lovely to honour the original name of James Ruse Drive.
let the public suggest names
My kids like "Lolly Lane"
You should call it 'Sunny Lane'



Have an indigenous name starting with B to fit with the area street names eg Bidiigal lane
No
Breezeway lane as you breeze past it, also located near lots of trees which produce a “breeze”
Put more creativity into it.
Sportivo Lane sound good in my opinion and rolls off the tongue
Name it Alexander Lane
Beyond the name, it would be of great benefit to the community if the laneway was made one-way going from Briens Road into Balmoral Road. The residents that live in the apartments on Briens Road frequently utilise this laneway to turn onto Balmoral Road.
Can we call it: “Hakuna Matata”
Sunny lane
It’s just for consistency purposes that’s how lanes are named.
safety mirrors please
Please name it Sunny Lane
Great proposal reflecting history of the place
No. All good. My instinct was to name it after the many women of early Parramatta.
All streets in the area start with B. Should keep it consistent with the area.
I think the name orphan lane will pique people's curiosity and lead them learn the history of the place.
No
None
I feel it is a better suited name, given its proximity to, and history with, James Ruse Drive. Also, the fact that it is one of the few lanes in the immediate area and is more or less “tucked away” it is a bit of an orphan.
This lane is a traffic hazard. Please don’t put your conditioners in life threatening situations.
Lizzie Lane fits best to this lane recognising the first post office
Cool idea, like the history behind it
Call it Sunny Lane Please
Just read the history behind this name. “Orphan” name would be more appropriate.
Please pick a name starting with B.
No
Anon lane short for anonymous lane... it’s been neglected and forgotten for 60 years. I don’t like peoples names. We already have enough of those around our northern meadow.
Please call it ‘Fuse Lane’, fusing the main streets to shops and businesses
Maybe be an aboriginal name
I think it’s great to look into the past history of Northmead. It would be great to see a plaque explaining the story of the lane.
Good idea What about Rieby Lane after Mary Rieby...
What about Burramattagal lane (as we're on Burramattagal land)
It is important to keep the history of our suburb alive so naming the lane after the first postmistress is highly suitable. Orphan lane is meaningless in terms of history.
An aboriginal name would also be good!
Just call it ‘Business Lane’. NOT after some “person”
Make is Olga lane after Olga Salmon principal of NHS
Something cute and positive 😊
Another alternative is Bobs Lane. Named after the butcher shop owner who had a shop there for many years.

The streets all start with B. I think keeping the tradition with the area to name it something starting with B
Call it Laney Lane
No
A bit of beautification for this forgotten little lane!
Good to see local women being suggested for place names, however a tiny lane is a bit diminutive for a memorial.. I live and work in Northmead. The "accessibility" menu icon covers up part of the text input box when looking at this on a mobile p
Please pick Lizzie
If Giles Lane is not considered then Lizzie lane would be a great option
Make it 1 way from Balmoral road to Briens road
Along with naming the lane, it also need to become one-way from Briens Rd toward Balmoral, which will stop drivers attempting to avoid the traffic lights
Why don't we just name it Kleins Lane or Balmoral Lane? KISS principle
I think Orphan is most relevant as it used to be the name of the nearby rd and school. I think Cleburne would be better suited to a Rd closer to Parramatta and one with a bit more significance than a lane that stores garbage.
Orphan Lane is a little depressing, and this is made worse by the look of this particular street! A Dharug name would be my first choice, otherwise Lizzie Lane is very cute.
Would be good for a general refresh/improvmebt of public space around shops
Name it - Shop Lane
There should have been three, unique, separate and unrelated options. Two options that honour the same person seems unfair. Very disappointed in you, Parramatta Council.
diverse names would be great. Eg Aboriginal, Asian, indian, African, Lebanese, etc.
Should name it Randy lane because my dog Randy loves walking down the laneway.
If the present use of the laneway makes it inappropriate for selecting a First Nations name, then it definitely should not be recognising individuals either
It is practical for the lane to be named.
Street name needs some diversity in australia. I am from Nepal and Thamel is a very popular tourist place right in the middle of Kathmandu.
Orphan Lane sounds depressing, whilst Lizzie Land promotes an interesting part of local history whilst playing with alliteration.
Excellent idea
I think it's a wonderful idea and a great way to acknowledge Northmead's past.
Great idea to remember a link with the progress of Northmead
An indigenous name would be better
Young Lane, Prosperity Lane, Duck Lane. Maybe an indigenous name after someone notable in the community.
No
I propose Kherson Lane in tribute of the liberated city of the same name that was formerly occupied by Russian forces.
It's a cool idea
The lane should be made car free (only for pedestrians)
It should be a one way from Briens rd to Balmoral. As car is coming in from Balmoral to skip the traffic light. Where as this lane way is useful for Howard Ave residence to use to avoid Uturn traffic incidents on Klein's rd
none
Have we recognised Howard whose factory was in the area (one block to the east). He invented the stump jump plough and developed it in Gilgandra before making in Northmead.

Both names are significant because of the history of the area. More people would be recognized using the fact that the orphan school was there, and it gives some honouring of children who would have faced a very difficult life.ere
I think the name is also appropriate given it seems orphaned.
No
Use an indigenous name
There's few streets or lanes named after females. So Lizzie Lane would be great.
Surely there'd be another significant figure you could name it after, rather than relating to a post office. First principal at NPS up the road? Something with a more functional name
Other names such as a person whose had given so much to humanity.
I like "Lizzie"
Harmony lane
Female first, easy to say and remember
I think it's a great idea but I really dislike the name "Orphan Lane". It really does not sound right.
NA
It's great to have these opportunities to vote and shape our community. I also appreciate having the history of Northmead considered for these sorts of things.
Why can't it be "Lizzie Cleburne Lane"?
Like the sound of Orphan Lane plus the historical reference.
Great idea- good fun.
I think it's very respectful and it would be the best name for this lane to have
In recognition of Bob Tunks who operated a butchery in Kleins Road for many years.
The names require more thought, I feel there are better suited with a more historical significance

[End]