



**CITY OF
PARRAMATTA**

Plympton Road Bushland Naming

Engagement Evaluation and Key Findings Report

July 2022

CONTENTS

- 1. Introduction..... 3
- 2. Engagement Evaluation 4
- 3. Key Findings.....7

1. Introduction

Public exhibition of the Plympton Road Bushland Reserve Naming formally commenced on Tuesday 14 June 2022 and concluded at 5pm on Friday 8 July 2022. The project was exhibited for a total of 24 days.

Council sought community feedback from to help name the three bushland reserves. Our role is to seek pre approval from the NSW Geographical Names Board (GNB) and gather public feedback prior to the GNB running a public consultation process

The proposed names acknowledge and celebrate the continued Dharug culture of the local area. The names have been inspired by the concept of a 'Teaching Place' and have been developed in consultation with the Darug Custodian Aboriginal Corporation.

The community were given the opportunity to make submissions through the following methods via:

- An online submission form on Participate Parramatta, Council's online engagement portal
- Email, audio upload or post, or
- Contacting Council directly via phone

To assist with the accessibility of the engagement, the community were provided with a the following:

- A visual representation of the sites to be named
- A selection of First Nations names for the sites and their meanings
- A PDF of the NSW Geographical Names Board Naming a Place Guide
- Links to Environment NSW for further information on the endangered ecological communities at the sites
- Answers to several frequently asked questions

2. Engagement Evaluation

This section provides a summary of the communications and engagement channels undertaken between Tuesday 14 June 2022 and Friday 8 July 2022 to encourage community feedback.

Numerous channels were engaged to reach as many community members as possible, and direct them to the project page on the 'Participate Parramatta' webpage to provide feedback.

Overall, **approximately 131,959 people** saw the opportunity to share feedback based on the data captured from the following communications and engagement channels.

2.1. Participate Parramatta

The Plympton Road Bushland Reserve Naming project page on Participate Parramatta viewed 882 times by 583 unique visitors over the public exhibition period. This resulted in the page being viewed a total of 21 hours and 41 minutes during the exhibition period.

The top three sources of referral traffic through which visitors found the site were:

- directly via a link (48%)
- social media (42%)
- search engine (6%)

This resulted in a total of **122 submissions** were received at the time this report was written:

- 102 submissions were received via the online submission form on the Participate Parramatta project page; and
- 20 submissions were received directly by the project team via email or mail

2.2. Social Media

The project was promoted across Council's social media channels through both paid advertisements campaigns and organic posts.

An approximate 57,348 people were reached across Council's main social media accounts and the Participate Parramatta social media account.

- City of Parramatta Facebook – 41,516 followers
- City of Parramatta Twitter 8,867 followers
- Participate Parramatta Facebook – 6,965 followers

The following results were achieved via Council's main social media channels.

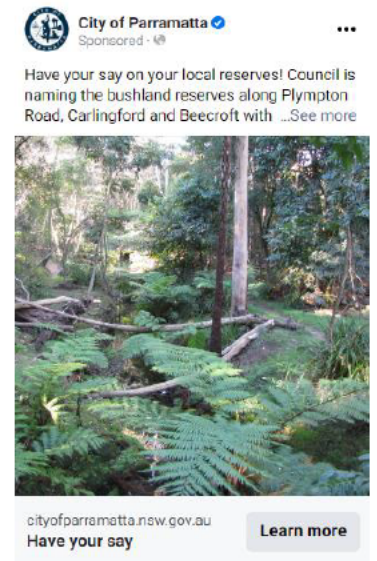
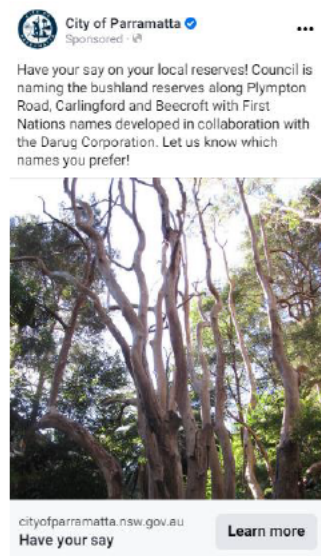
Paid advertisements		
Metric	Campaign Result	Benchmark
Spend	\$199.10	n/a
Reach	8,859	n/a
Impressions	23,818	n/a
Frequency (no. times ad seen p/p)	2.69	2 3
Link clicks	313	n/a
CPC (cost per click)	\$0.64	\$0.50 \$1
CTR (click through rate)	1.31%	More than 1%
Post engagements	360	n/a
Engagement rate (ER)	4.1%	More than 2%

The paid social media campaign on Council's main channel ran from Tuesday 14 June 2022 to Tuesday 28 June 2022. Overall, the social media campaign for the Plympton Road Bushland Reserve Naming project aligned almost exactly with CoP benchmarks with the CTR, CPC and Frequency all in line with the benchmark.

All three images provided for this campaign were relatively similar with no real variance between them. A positive ER could indicate that this imagery was effective at engaging the community. Looking at the demographics, 62% of results came from women, 35% from men, 27% came from people aged 65+, 23% from people aged 55 64, 18% from 45 54, and 15% from 35 44.

The following results were achieved via Participate Parramatta's social media channels.

Organic posts	
Reach	302
Engagement	2
Link clicks	0



2.3. EDMs

The feedback opportunity and the broader project was promoted through the following EDMs:

- The June edition of ePulse which went out to approximately 55,000 people.
- The June edition of the Participate Parramatta Community newsletter which went out to 10,752 subscribers on Thursday 23 June. The email was opened by 43% of recipients.

3. Key Findings

3.1. Online Feedback Form

102 submissions were received via the online submission form on the Participate Parramatta project page. The online submission form was made up of two sections – demographics and feedback.

The demographic section asked for the following:

- First name
- Last name
- Email
- Telephone

The feedback section asked the following:

- Drag the names from the left hand side to the right and rank them in order of your preference
- Do you have any other comments for Council to consider?

For the demographic data, please refer to the excel attached with the reporting package. The key findings section of this report will focus on the responses received in the feedback section.

Drag the names from the left-hand side to the right and rank them in order of your preference

This was answered by 102 participants.

The top three choices according to this question were Yiribana, Yanung, and Burawa. See the table below for greater detail on rankings.

Name	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Total:	Average Rank*
Yiribana (this way)	67 (65.7%)	10 (9.8%)	11 (10.8%)	7 (6.9%)	7 (6.9%)	102	1.79
Yanung (watch)	11 (10.8%)	43 (42.2%)	16 (15.7%)	14 (13.7%)	18 (17.7%)	102	2.85
Burawa (above/upwards)	10 (9.8%)	20 (19.6%)	45 (44.1%)	12 (11.8%)	15 (14.7%)	102	3.02
Ngara (listen/hear)	12 (11.8%)	18 (17.7%)	19 (18.6%)	44 (43.1%)	9 (8.8%)	102	3.20
Ngurang (place)	2 (2%)	11 (10.8%)	11 (10.8%)	25 (24.5%)	53 (52%)	102	4.14

*Note: Rank was worked out by taking the sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total count of choice.

Do you have any other comments for Council to consider?

This was answered by 46 participants. The following was noted:

- There was a strong preference for Plympton Central to be named Yiribana, with 27 of the 46 comments making this specific request
- There was no strong preference for Plympton West or Plympton East. An alternate name suggestion was provided for Plympton West to be named after Desmond and Bruce Finch
- 5 comments of stated the participants had no further comments.

Other interesting comments include:

- I think it would be great to involve local elders to help create signage with aboriginal image/s that explain the name and its meaning
Thanks
- I would like to suggest that the western end of the park could be named after my father and his brother who had a farm which included part of the park. Desmond and Bruce Finch worked their farm from 1939 til 1964 65 and then moved their farm to Galston. I would be very appreciative if my family was recognised in the area.
- I'm wondering if you are neglecting the connection to the Turpentine Ironbark and Blue Gum Trees in the area. So would prefer to have Indigenous names that are more specific to the place. Especially if the area has critically endangered ecological species. I can understand the concept of being a teaching place and value this insight but will this concept replace the existing historical markers along the track about the early pioneers? Can both be integrated in telling a history of the place. I think Burawa captures more of this in the fact that it refers to the trees and needing to look up at them. However, Burawa makes me think immediately of other townships with a similar pronunciation ie Boorawa.
- On the signage please add some information about indigenous activity, history and culture in the reserves.
- Having three names for such a small area of continuous, connected land seems a bit of overkill and increases chance of lack of acceptance and understanding by non Dharug speaking people. I may be wrong but I'd also doubt the Dharug people had different names for each area along the creek as our modern day differentiation is based simply on the placement of two roads which I believe had more to do with European farming than traditional land use.

- My preference is that all would be named as a collective "Yiribana" as this seems to best fit to honour the First Nation peoples as well as ably describe the way this land creates a corridor through suburbia. It is also a word with relatively simple English translation for those of us not fluent in the Dharug language and keeps the other descriptive words available for naming alternate areas in the greater Dharug nation.

3.2. Direct Submissions

20 submissions were received directly by the project team via email and email. The following was noted:

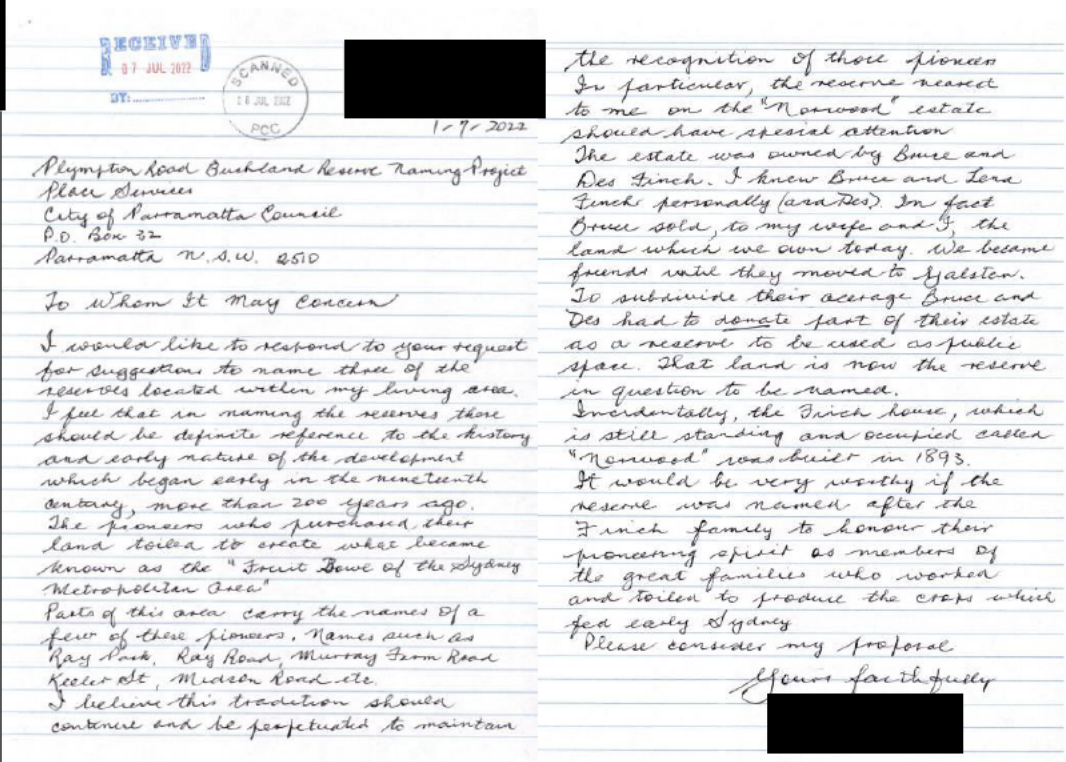
- There was a preference to name Plympton Central Ngarra with it having been nominated by four participants. However, it should be noted that Yiribana was a stronger preference in the survey.
- There was a preference for Plympton West to be named after Bruce and Desmond Finch as opposed to the supplied names.
- There was a preference for Plympton East to be named Burawa.

	Yiribana (this way)	Yanung (watch)	Burawa (above/upwards)	Ngarra (listen/hear)	Ngurang (place)	Other
Plympton Central		2		4	2	
Plympton West	2	1	2	1		4
Plympton East	2	2	3	1		

Other suggestions include:

- It was suggested that Plympton West be named after pioneers or individuals with strong ties to the area. Bruce and Desmond Finch were identified by four participants.

See the table on the following page for greater detail on the submissions:

Name	Contact details	Submission
1.		 <p>1-7-2022</p> <p>Plympton Road Bushland Reserve Naming Project Placer Services City of Parramatta Council P.O. Box 32 Parramatta N.S.W. 2510</p> <p>To Whom It May Concern</p> <p>I would like to respond to your request for suggestions to name three of the reserves located within my living area. I feel that in naming the reserves there should be definite reference to the history and early nature of the development which began early in the nineteenth century, more than 200 years ago. The pioneers who purchased their land today to create what became known as the "Front Bowe of the Sydney Metropolitan Area". Parts of this area carry the names of a few of these pioneers, Names such as Ray Park, Ray Road, Murray Farm Road, Keeler St, Madison Road etc. I believe this tradition should continue and be perpetuated to maintain the recognition of those pioneers. In particular, the reserve nearest to me on the "Norwood" estate should have special attention. The estate was owned by Bruce and Des Finch. I knew Bruce and Des Finch personally (and Des). In fact Bruce sold, to my wife and I, the land which we own today. We became friends until they moved to Hjalsten. To subdivide their acreage Bruce and Des had to donate part of their estate as a reserve to be used as public space. That land is now the reserve in question to be named. Incidentally, the Finch house, which is still standing and occupied called "Norwood" was built in 1893. It would be very worthy if the reserve was named after the Finch family to honour their pioneering spirit as members of the great families who worked and toiled to produce the crops which fed early Sydney. Please consider my proposal.</p> <p>Yours faithfully</p>

2.

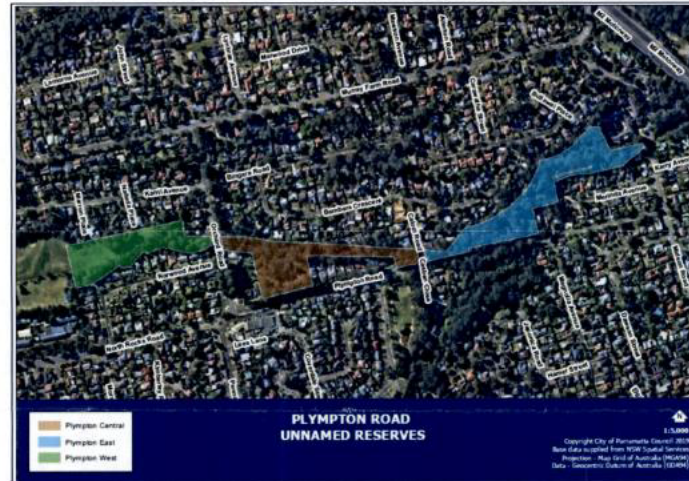


Figure 1: Map of the unnamed bushland reserves along Plympton Road in Carlingford & Beecroft

*Plympton East - Yiribana
Plympton Central - Ngarra
Plympton West - Jarung*

For non-English speakers, phone
interpretation services are available
via TIS National on 131 450.

RECEIVED
04 JUL 2022

BY:

KOREAN

본 소식지와 관련해 통역 지원이
필요하신 경우, TIS (131 450)에 전화하여
Parramatta Customer Service (0806 5050)
를 연결해 달라고 요청하시면 됩니다.
업무시간은 월요일에서 금요일 오전
8시 30분부터 오후 5시까지입니다.

ARABIC

إذا كنت بحاجة للمساعدة في
ترجمة هذه النشرة اتصل بـ TIS على
الرقم 131 450 وأطلب منهم الاتصال
بمكتب خدمة زبائن Parramatta على الرقم
0806 5050 من الإثنين إلى الجمعة بين
الساعة 8:30 صباحاً و 5:00 مساءً

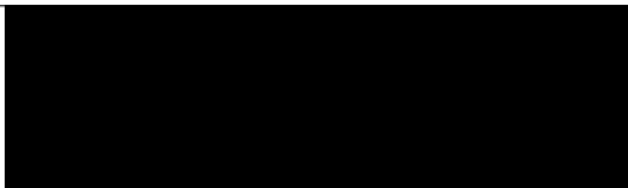
CHINESE



如果你需要翻译协助阅读这份新闻简
报，请联系 TIS。电话 131 450，要求
他们代表你联系巴拉马打市议会顾客
服务处，电话 0806 5050。顾客服务
处的工作时间是每星期一至星期五，
上午8:30至下午5:00。

HINDI

यदि आपको यह सूचना-पत्र समझने में सहायता
चाहिए तो कृपया TIS को 131 450 पर फोन
करें और उनसे कहें कि आपको तराफ से
पैरामाटा कस्टमर सर्विस को 0806 5050 पर
फोन करें। यह सेवा सोमवार से शुक्रवार, सुबह
8:30 बजे से शाम 5:00 तक उपलब्ध है।

3.



Dear Sir/Madam,

Have your say on your preferred names for three unnamed bushland reserves in Carlingford & Beecroft.

City of Parramatta Council is undertaking community consultation on **five (5) proposed names** for three unnamed bushland reserves along Plympton Road in Carlingford & Beecroft. Council would like to ensure that the names reflect current community values.

Council has worked with the NSW Geographical Names Board (GNB), ensuring the proposed names adhere to guidelines set out in the NSW Address Policy and User Manual (May 2021). The GNB encourages the creation of place names that reflect the character and heritage of the area and are memorable for residents and the wider community, but must also not be similar in spelling or pronunciation to other place names within a 10km radius of the site.

The proposed names include:

Proposed Name	Context
Yanung <i>Plympton Central</i>	Watch – This is the Dharug word to watch. Observation and watching what is around us is one of the first things taught to Dharug children and is an important way we learn from and appreciate Dharug country.
Ngarra	Listen/hear – Listening plays a big role in Dharug culture, children are taught that they need to listen to learn. Listening is also an important way we learn from and appreciate Dharug country.
Burawa <i>Plympton East</i>	Above/upwards – This is the Dharug word to look up or move upwards. It encourages us to look up and also move upwards as we learn.
Ngurang	Place – Places are significant in Dharug culture. It goes beyond the physical place. The connection to place are connections to family.
Yiribana <i>Plympton West</i>	This way – This Dharug word means journey or this way. It acknowledges that we are all on a journey individually and together.

The location of the bushland reserves is shown in Figure 1 on page 3 of this letter.

Have your say by 5pm Friday 8 July 2022.

Contact us:
 council@cityofparramatta.nsw.gov.au | 02 9806 5050
 @cityofparramatta | PO Box 32, Parramatta, NSW 2124
 ABN 49 907 174 773 | cityofparramatta.nsw.gov.au

<p>4.</p>		<p>Good Afternoon Kim,</p> <p>I would like to submit a name for the Plympton West Reserve at Plympton Road/Orchard Road, Beecroft. I would like to suggest the following names "Finch Brothers Reserve" or "Finch Reserve". I am fully aware that Parramatta Council has already chosen 5 proposed indigenous names for the three unnamed bushland reserves, however I feel that my suggestion would be in keeping with the two local reserves that have been named "Ray Park and "Hazlewood Rose Park" both on Plympton Road Carlingford. Please see the following history of the Finch family that have lived in the Carlingford / Epping area since the 1920's.</p> <p>My father [REDACTED] and his brother [REDACTED] first rented the 10 acre property named "Norwood" at 557 North Rocks Road, Carlingford in 1937 and then purchased the property in the 1940's. The original home on the property which is named "Norwood" built in 1890 remains on North Rocks Road today.. This property adjoined the Overseas Telegraph Station which is now Roselea Public School and ran down to the creek and up into part of the Plympton West parkland. This area of Plympton West parkland was donated / sold to Hornsby Council as part of the subdivision that progressed in 1964/1965.</p> <p>[REDACTED] gradually cleared the orchard and planted vegetables for the Sydney market. In 1939 [REDACTED] enlisted in the Army and served overseas in the Middle East, Greece, Crete and Syria. [REDACTED] and family</p>
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		<p>continued to work on the property until my father [REDACTED] returned from the War.</p> <p>[REDACTED] returned to civilian life in 1944 /1945 and worked the property with his brother [REDACTED] where they then grew flowers focusing on roses which were sold at the Sydney Markets at Haymarket. As the flower farm thrived a tractor surpassed the horse and plough, though one or two horses remained to live out their lives in sunny paddocks.</p> <p>In the 1960's Carlingford was in the green belt and the many surrounding farms in Carlingford and Epping sold and housing subdivisions changed the aspect of Carlingford and Epping. [REDACTED] subdivided the remaining acres south of the creek and relocated their business to Galston. [REDACTED] replanted the rose bushes and over the years they changed their flowers to various other exotics which were sold at the Sydney Markets and then relocated to Flemington Markets until my father passed away.</p> <p>[REDACTED] originally lived in Wingrove Avenue Epping with their three siblings and their parents [REDACTED] from the 1920's and the children attended Beecroft Public School. [REDACTED] passed away in 1990 and [REDACTED] passed in 2002.</p> <p>My brother, sister and I still live Carlingford today. I went to Roselea public School and Carlingford High School, as well as my 2 cousins. The [REDACTED] family are also members of the Ray Park Heritage Group Incorporated, and</p>
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		<p>the [REDACTED] Family have been included in the book "From Fruit Bowl Farms to Housing Boom" which was published in 2018.</p> <p>A precedent has been set by Hornsby Council and the City of Parramatta Council by naming two reserves in the local area being "Ray Park" and "Hazlewood Rose Park" both on Plympton Road Carlingford. These parks are in recognition of the Ray and Hazlewood families. It would be greatly appreciative if the Plympton West Reserve could be named after my father and uncle being "Finch Brothers Reserve", or "Finch Reserve" in recognition of the [REDACTED] family.</p> <p>Thank you for the opportunity to submit my naming proposed of Plympton West Reserve.</p>
5.	[REDACTED]	<p>TWIMC,</p> <p>My suggestions for place names are as follows:</p> <p>YANUNG, BURAWA and YIRIBANA</p> <p>Thank you for having the opportunity to contribute,</p> <p>[REDACTED]</p>

<p>6.</p>		<p>Good morning Kim,</p> <p>I would like to submit a name for the Plympton West Reserve at Plympton Road/Orchard Road, Beecroft. My suggestions are "Finch Brothers Reserve", "Finch Reserve" and "Norwood Reserve".</p> <p>My father [REDACTED] and his brother [REDACTED] first rented the 10 acre property named "Norwood" at 557 North Rocks Road, Carlingford in 1937 and then purchased the property in the 40's. This property adjoined the Overseas Telegraph Station which is now Roselea Public School and ran down to the creek and up into part of the Plympton West parkland. This area of Plympton West parkland was donated / sold to Hornsby Council as part of the subdivision that progressed in 1964/1965.</p> <p>[REDACTED] gradually cleared the orchard and planted vegetables for the Sydney market. In 1939 [REDACTED] enlisted in the Army and served overseas in the Middle East, Greece, Crete and Syria.</p> <p>[REDACTED] returned to civilian life in 1944 /1945 and worked the property where they then grew flowers focusing on roses which were sold at the Sydney Markets at Haymarket. As the flower farm thrived a tractor surpassed the horse and plough, though one or two horses remained to live out their lives in sunny paddocks.</p> <p>In the 1960's Carlingford was in the green belt and the many surrounding farms in Carlingford and Epping sold and housing subdivisions changed the aspect of Carlingford and Epping. [REDACTED] subdivided the</p>
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		<p>remaining 10 acres south of the creek and relocated their business to Galston. [REDACTED] replanted the rose bushes and over the years they changed their flowers to various other exotics which were sold at the relocated Sydney Markets to Flemington Markets.</p> <p>[REDACTED] originally lived in Wingrove Avenue Epping with their three siblings and their parents [REDACTED] from the 1920's and the children attended Beecroft Public School. [REDACTED] passed away in 1990 and [REDACTED] passed in 2002.</p> <p>A precedent has been set by Hornsby Council and the City of Parramatta Council by naming two reserves in the local area being "Ray Park" and "Hazlewood Rose Park" both on Plympton Road Carlingford. These parks are in recognition of the Ray and Hazlewood families. I would be greatly appreciative if the reserve could be named after my father and uncle being "Finch Brothers Reserve", "Finch Reserve" or "Norwood Reserve" after the property. Norwood Avenue Carlingford does run through the original property.</p> <p>Thank you for the opportunity of naming one of the reserves. Regards</p> <p>[REDACTED]</p>
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7.	[REDACTED]	Our preference is NGARRA
8.	[REDACTED]	<p>I would like to propose the following names:</p> <p>Yanung (watch) Plympton East Ngurang (place) Plympton Central Ngarra (listen/hear) Plympton West</p>
9.	[REDACTED]	<p>Hi,</p> <p>The three names that have good meaning to me are;</p> <p>Yanung Burawa Yiribana</p>
10.	[REDACTED]	<p>Dear Manager,</p> <p>Regarding Plympton Road East bushland area suggest Dharug name Burawa (meaning above/upwards) as when you visit this bushland area your eyes are attracted upwards to view the grandeur of the tall native trees. Our local Indigenous Wallumattagal (or Wallumedegal) people would have looked up to such trees as well, in the past.</p> <p>Since the Wallumattagal dispossession by our settlement and diseases, we have significantly damaged the natural environment (e.g. the fish, shellfish</p>

		<p>and fauna) that would have been prevalent in their time. However the trees still stand tall in their remembrance. So we can look upward (ie Burawa) and still appreciate the flora remnant from their time.</p> <p>Fortunately, this Plympton Road East bushland could not be over developed as per the surrounding suburban area and has survived to this day. Thank you for considering our local Indigenous people.</p> <p>It would be good to acknowledge the actual Wallumattagal people in a more prominent way in our community as well. Maybe we could change the name Paramatta City Council to better reflect the whole region by renaming our council region after the Wallumattagal people. Thank you for the opportunity to participate in this project.</p> <p>Kind regards,</p> 
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11.	[REDACTED]	<p>My selection is</p> <p>BURAWA</p> <p>NGARRA</p> <p>YIRIBANA</p> <p>[REDACTED]</p>
12.	[REDACTED]	<p>[REDACTED]</p> <p>Yiribana</p> <p>Please note: I created an account on your web site in order to complete the online form, but there was no link to enable this.</p>
13.	[REDACTED]	<p>In response to your letter dated 10 June 2022 'Have Your Say' my suggestion for the naming of the three bushland reserves along Plympton Road Carlingford/Beecroft are:</p> <p>Plympton Central Ngarra</p> <p>Plympton East. Yiribana</p> <p>Plympton West. Yiribana</p>

		<p>I have worked bushcare along all of these sites since 1998 and currently do bushcare in the Plympton Road East site. The bushland in Plympton East is very dear to our team.</p> <p>Thank you</p> <p>[REDACTED]</p>
14.	[REDACTED]	<p>Hi ,</p> <p>[REDACTED] in Parramatta LGA and I'm voting for Ngurang for the new Plympton road reserve name. Cheers,</p> <p>[REDACTED]</p>
15.	[REDACTED]	<p>My choice is:</p> <p>Ngarra</p> <p>[REDACTED]</p>

16. [REDACTED]	<p>Dear organiser of the Initiative,</p> <p>I am a Bush care worker in the 'Bambara/Plympton site. I like all 5 of the proposed names for the 3 sites but prefer Burawa for the site on which I work (the blue coloured area) as it moves upwards from the creek near Midst to the areas nearer Plympton as it approaches the creek near Calool Rd</p> <p>For the orange brown coloured area I think Ngarra would be suitable as there are often ducks, owls & frogs in this area. Hence, it is a good place to listen & hear nature.</p> <p>For the green coloured section Ngurang is appropriate as it is near the school my children attended & the ovals on which they played soccer, cricket & practiced their Cross Country for many years.</p> <p>Yours sincerely [REDACTED]</p>
17. [REDACTED]	<p>My preference for the proposed names for the three bushland reserves adjacent Plympton Rd are:</p> <ol style="list-style-type: none"> 1. Yiribana (this way) 2. Ngarra (Listen/hear) 3. Yanang (Watch)

		<p>With the proximity of Carlingford High School and two primary schools along the same creek as these reserves, these names fit with the learning theme of aboriginal culture and the education provided by these schools.</p> <p>PS: The online submission form did not work for me. Question 5 click and drag was not functional.</p> <p>kind regards</p> <p>[REDACTED]</p>
18.	[REDACTED]	<p>plympton East Ngarra</p> <p>"" West Burawa</p> <p>" Central Yanung</p> <p>[REDACTED]</p>
19.	[REDACTED]	<p>From:</p> <p>[REDACTED]</p> <p>Proposed names: Yanung, Ngarra, Burawa East to West</p>

<p>20. [REDACTED]</p>	<ol style="list-style-type: none"> 1. Yanung (watch) 2. Burawa (above/upwards) 3. Ngurang (place) 4. Ngara (listen/hear) 5. Yiribana (this way) <p>Do you have any other comments for Council to consider?</p> <p>I would like to suggest that the western end of the park could be named after my father and his brother who had a farm which included part of the park. [REDACTED] worked their farm from 1939 till 1964 65 and then moved their farm to Galston. I would be very appreciative if my family was recognised in the area.</p> <p>[REDACTED]</p>
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