



**CITY OF
PARRAMATTA**

Stage 2: Hill Road Precinct Naming Project

Engagement Evaluation

September 2021



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1. INTRODUCTION

The Hill Road Precinct is located at 14-16 Hill Road, Sydney Olympic Park, at the northernmost point of the peninsular. The precinct is bordered by the Parramatta River in the north, lies adjacent to recent residential and mixed-use developments completed in Wentworth Point to the east, Sanctuary Hill and the Millennium Parklands to the south and Newington Nature Reserve to the west.

Over the next 20 years, the Hill Road Precinct will be transformed into a vibrant new community. Along with road infrastructure, the precinct is expected to deliver around 2,300 new homes, retail and park facilities.

In October 2020, Council consulted the community on proposed street names for two streets in the precinct, The names endorsed in Stage 1 (Wattlebird Road and Lapwing Street) drew inspiration from woodland and wetland bird species seen in the local area. This theme has continued in the proposed names for Stage 2 alongside drawing inspiration from flora endemic to the wetlands of Sydney Olympic Park.

Council worked with the NSW Geographical Names Board (GNB) and other key government agencies to identify proposed names that meet several requirements. The GNB encourages the creation of place names that reflect the character and heritage of the area but must also not be similar in spelling or pronunciation to other place names within a 10km radius of the site.



2. EXECUTIVE SUMMARY

Council consulted the community on the five (5) proposed names for five (5) new streets in the Hill Road Precinct, Sydney Olympic Park from **Wednesday 1 September to Wednesday 22 September 2021**.

The objectives of the consultation were:

Engagement Level	Objectives
Inform	Communicate that City of Parramatta Council had worked with the Geographic Names Board (GNB) to investigate site appropriate names that reflect the local area and community
Consult	Obtain feedback from the community and stakeholders on the five (5) proposed names for five (5) streets

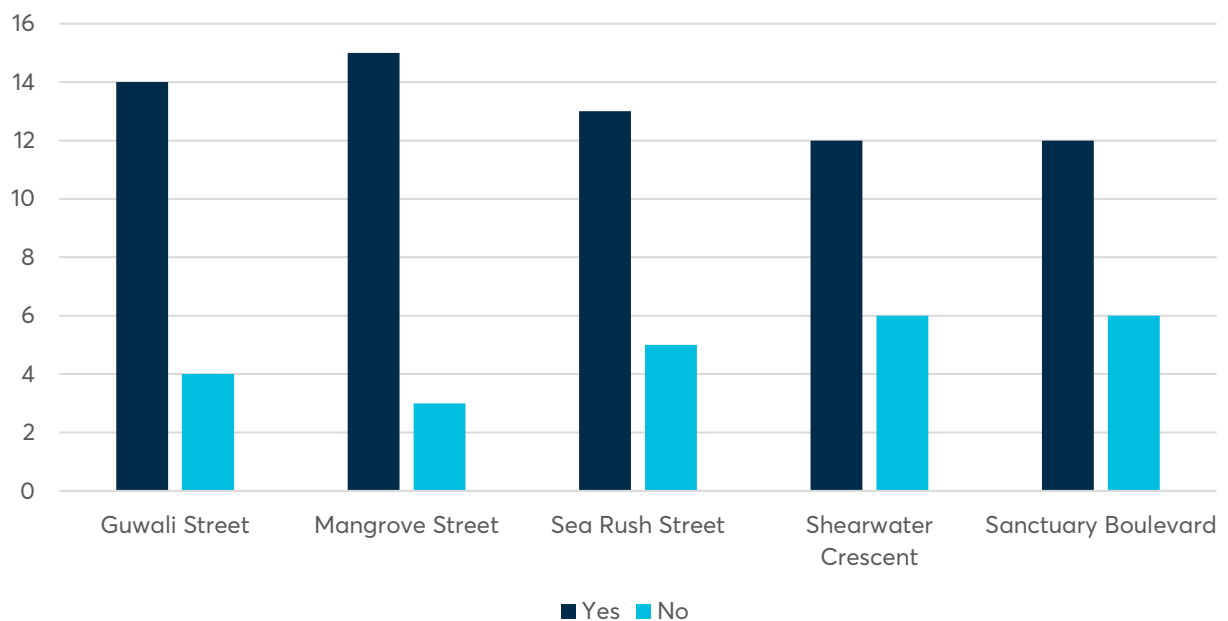
2.1. SUMMARY OF KEY FINDINGS

Council received 18 submissions over the consultation period:

- 18 via Participate Parramatta (website submission form)

Overall, Mangrove and Guwali street were the most popular names with support across all five proposed names (see table below).

Overall support for each proposed street name



The community sentiment was mostly positive, with support for the use of Dharug language and local flora and fauna, however some concerns about two-word street names and pronunciation were raised in the comments.

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, work and play in Wentworth Point.

Several methods and channels were used to reach the Wentworth Point 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 to an estimated 21,566 persons culminating in 18 formal contributions.

Resources

A poster was designed to support and promote the exhibition. The poster also included a QR code which was received a total of 59 scans.

Direct mail out

3406 letters detailing the exhibition and how to submit formal feedback were sent to residents near the site.

Social Media

A paid campaign across Facebook and Instagram. Overall, the social media combined campaign garnered a reach of 7778 resulting in 443 clicks to the project page.

Paid Advertisements	
Reach	7778
Link clicks	443
Engagements	469
Total spend	\$200



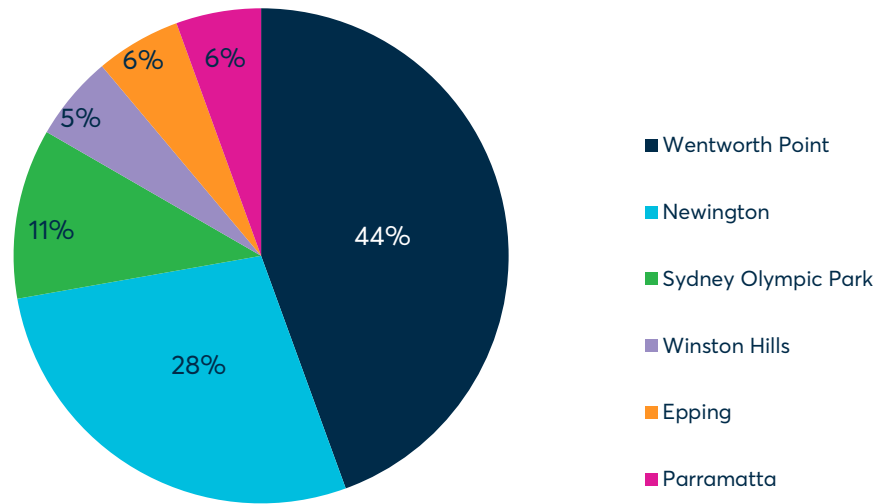
Electronic direct notification

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter	10,313	02/09	32%
Previous participants/Hill Road subscribers	69	21/09	66%

4. KEY FINDINGS

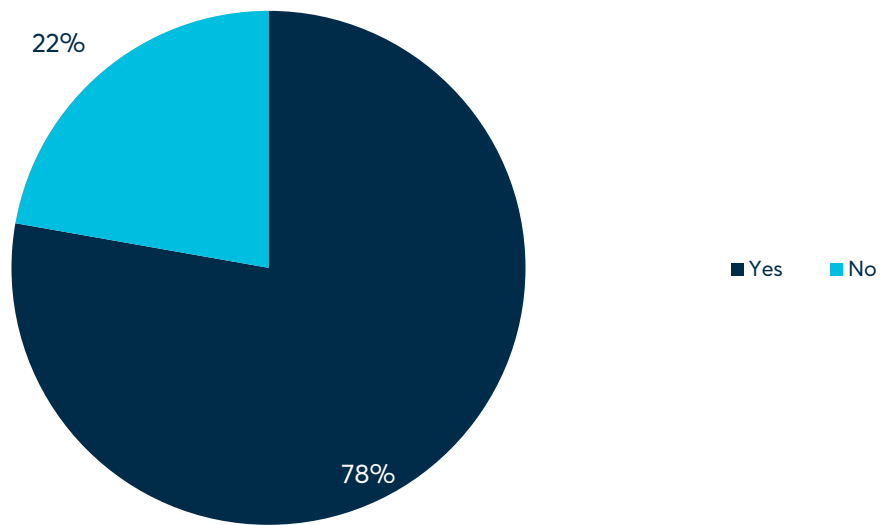
4.1. Online submissions

Q. 1 What suburb do you live in?



Answer	%	Count
Wentworth Point	44%	8
Newington	28%	5
Sydney Olympic Park	11%	2
Winston Hills	5%	1
Epping	6%	1
Parramatta	6%	1
Total	100%	18 responses

Q. 2 Do you support the name 'Guwali Street'?



Answer	%	Count
Yes	78%	14
No	22%	4
Total	100%	18 responses

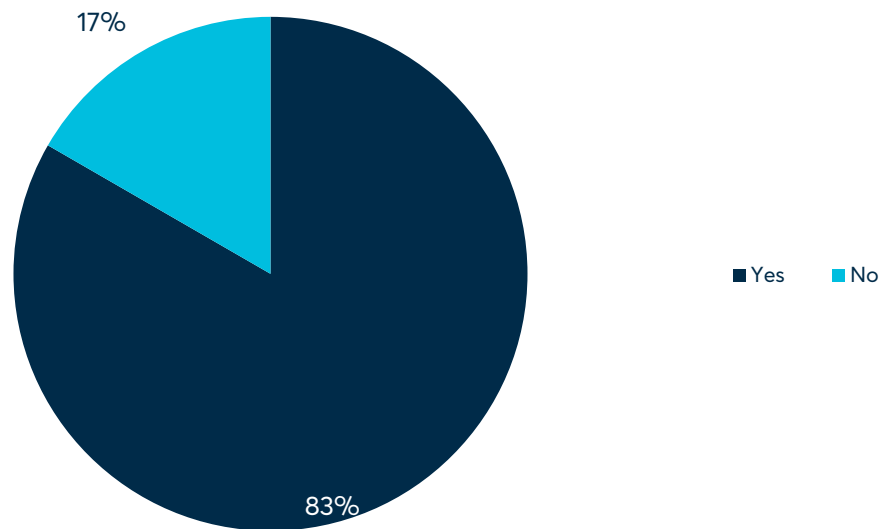
For those who **supported** 'Guwali Street' and provided comment, the themes were (appendix 6.1):

- Recognises Dharug people and language
- Reflects local wildlife
- Appropriate and suitable

For those who did not support the name and provided comment, the following themes arose:

- Hard to pronounce
- Preference for English names

Q. 3 Do you support the name 'Mangrove Street'?



Answer	%	Count
Yes	83%	15
No	17%	3
Total	100%	18 responses

For those who **supported** 'Mangrove Street' and provided comment, the themes were (appendix 6.1):

- Reflects local flora
- Appropriate and suitable
- Easy to remember
- Represents local environment and history

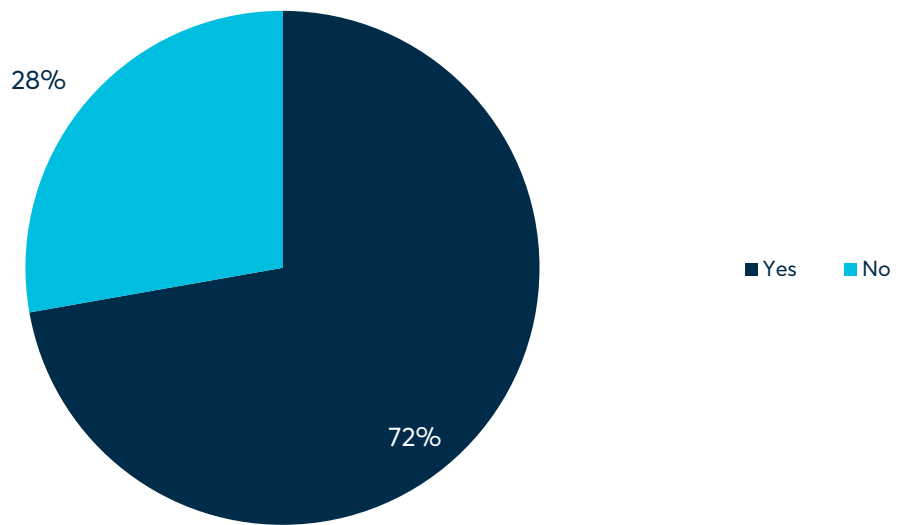
However, 1 participant did advise a preference for more Dharug names.

For those who did not support the name and provided comment, the following themes arose:

- Names should recognise Traditional owners
- Mangroves are common/not aesthetically pleasing
- Unpleasant sounding name

"It should be a name that recognises the traditional owners. It is important for education and reconciliation that all place names acknowledge the traditional owners. The name is a pathetic compromise, designed to white wash our history."

Q. 4 Do you support the name 'Sea Rush Street'?



Answer	%	Count
Yes	72%	13
No	28%	5
Total	100%	18 responses

For those who **supported** 'Sea Rush Street' and provided comment, the themes were:

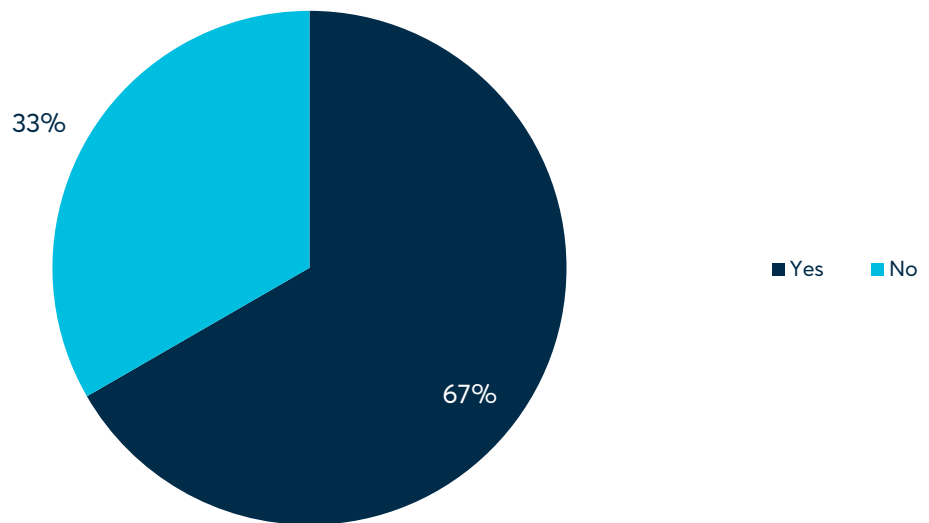
- Reflects local flora
- Appropriate and suitable
- Unique

"It sounds nice, is local and important and I hope it might persuade residents to find out a bit more about their environment."

For those who did not support the name and provided comment, the following themes arose:

- Names should recognise Traditional owners
- Two-word street names can be clunky/hard to remember/confusing for drivers
- Plain

Q. 5 Do you support the name 'Shearwater Crescent'?



Answer	%	Count
Yes	67%	12
No	33%	6
Total	100%	18 responses

For those who **supported** 'Shearwater Crescent' and provided comment, the themes were:

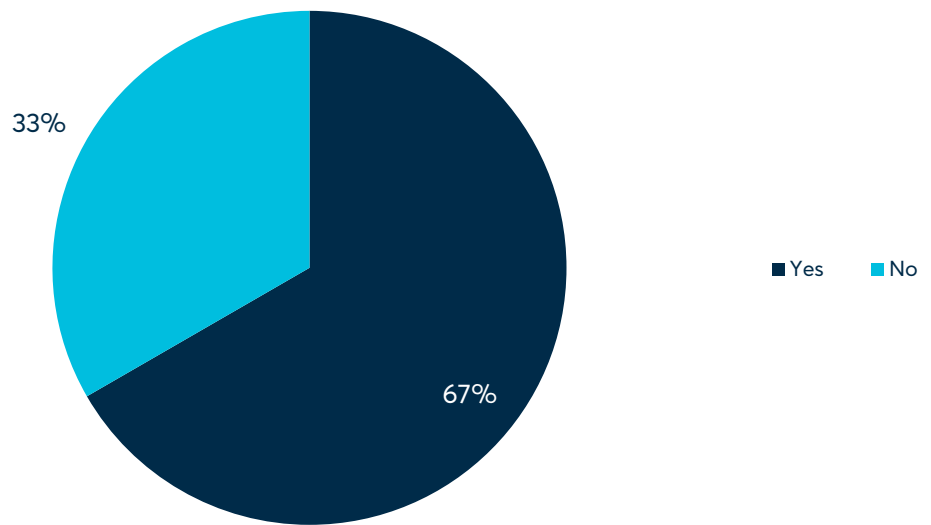
- Reflects local flora
- Appropriate and suitable
- Linked to the area
- Hard to pronounce
- Pleasant sound

For those who did not support the name and provided comment, the following themes arose:

- Names should recognise Traditional owners
- Hard to pronounce
- Respondent advised Shearwaters are not found in the area
- Not unique
- Suggestion: 'River Crescent'

"Shearwaters aren't found in the local area. You'd be better have the street called Sea Eagle or Burumurring (Dharug word for Sea Eagle) than to name after a bird that doesn't come to this area. The local sea eagles are very famous, people from all around the world watching their live feed put up by the local bird watching society."

Q. 6 Do you support the name 'Sanctuary Boulevard'?



Answer	%	Count
Yes	67%	12
No	33%	6
Total	100%	18 responses

For those who **supported** 'Sanctuary Boulevard' and provided comment, the themes were:

- Appropriate and suitable
- Name of original development
- Clam/peaceful sounding

"Because it backs onto the Sanctuary building which is built close to the wildlife protected area which is an alternative to Sanctuary to animals.

For those who did not support the name and provided comment, the following themes arose:

- Divisional name as it relates to the developer
- The suitability of the word 'boulevard' is dependent on how the road is intended to be developed
- Sounds like a 'gated community' name/artificial
- Preference to recognise traditional owners

"This is a terrible idea. It is the name of the development. It will only divide the community and reinforce the view that Council are in the pocket of big developers. It should be a name that recognises the traditional owners. It is important for education and reconciliation that all place names acknowledge the traditional owners.

4.2. *Email submissions*

No emails were received by the Place Services team during the consultation period.

5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from the recent exhibition for Stage 2 of the Hill Road Precinct Naming Project.

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

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 Do you support the name 'Guwali Street'?

Answer	%	Count
Yes	78%	14
No	22%	4
Total	100%	18 responses

6.2 Do you support the name 'Mangrove Street'?

Answer	%	Count
Yes	83%	15
No	17%	3
Total	100%	18 responses

6.3 Do you support the name 'Sea Rush Street'?

Answer	%	Count
Yes	72%	13
No	28%	5
Total	100%	18 responses

6.4 Do you support the name 'Shearwater Crescent'?

Answer	%	Count
Yes	67%	12
No	33%	6
Total	100%	18 responses

6.5 Do you support the name 'Sanctuary Boulevard'?

Answer	%	Count
Yes	67%	12
No	33%	6
Total	100%	18 responses