



Moreland
City Council

SPECIAL COUNCIL AGENDA

Sunday 3 July 2022

Commencing at 11am

Glenroy Community Hub, 50 Wheatsheaf Road, Glenroy

Language Link

This is the Agenda for the Council meeting.
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ਏਜੰਡੇ ਦੀ ਕਿਸੇ ਆਈਟਮ ਬਾਰੇ ਮਦਦ ਲਈ,
ਕ੍ਰਿਪਾ ਕਰਕੇ 9280 0751 ਤੇ ਟੈਲੀਫੋਨ ਕਰੋ।

- 1. WELCOME**
- 2. APOLOGIES/LEAVE OF ABSENCE**
- 3. DECLARATIONS OF CONFLICTS OF INTERESTS**
- 4. INTRODUCTORY ADDRESS**

Uncle Andrew Gardiner, Wurundjeri Woi-wurrung Elder and representative of the Traditional Owner Community, has been invited to address the meeting.

5. COUNCIL REPORTS

- 5.1 RENAMING OF MORELAND CITY COUNCIL – RECOMMENDED NEW
CITY COUNCIL NAME

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5. COUNCIL REPORTS

5.1 RENAMING OF MORELAND CITY COUNCIL – RECOMMENDED NEW CITY COUNCIL NAME

Director Community, Eamonn Fennessy

Community Engagement

Officer Recommendation

That Council:

1. Notes the outcomes and findings of the community engagement process on municipal renaming, including 6,315 surveys received from community members with a majority of 59% support for the Woi-wurrung name Merri-bek.
2. Thanks the Moreland community for the strong support expressed for the proposed new names, and thanks community members for their feedback and participation.
3. Thanks the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation for their involvement and collaboration with Council on the renaming process.
4. Determines Merri-bek City Council as its preferred new corporate name, in lieu of Moreland City Council.
5. Authorises the Chief Executive Officer to write to the Minister for Local Government, requesting:
 - a) That an Order in Council be made under section 235(g) of the *Local Government Act 2020*, providing for Moreland City Council to be renamed as Merri-bek City Council;
 - b) That consideration be given to the Order in Council including provisions to the following effect:
 - i. The date of effect for the change of name is not less than seven days after the Order in Council is made, to enable work to be undertaken by Council in anticipation of a change in corporate name; and
 - ii. Providing that where, immediately before the commencement of the Order in Council, proceedings to which Moreland City Council was a party were pending or existing in any court or tribunal, then, on or after the commencement, Merri-bek City Council is substituted for Moreland City Council as a party to the proceedings and has the same rights in the proceedings as Moreland City Council had;
 - iii. Providing that the Registrar of Titles, on being requested to do so and on delivery of any relevant Certificates of Title or instruments, must make any amendments to the Register that are necessary because of the operation of the Order in Council; and
 - iv. Providing that on and after the commencement of the Order in Council any reference in any Act, regulation, local law, subordinate instrument or any other document whatsoever to Moreland City Council is to be construed as a reference as Merri-bek City Council, unless the contrary intention appears.
6. Authorises the Chief Executive Officer, following the Order in Council and gazettal of the change of name, to make amendments to documents published by Council in order to reflect the change of corporate name, including policies, strategies, plans and frameworks; and confirming that no changes to the substance of those documents are authorised by this resolution.

REPORT

Executive Summary

Decision to change name

Council decided in December 2021 to in principle support the renaming of Moreland City Council. In line with the Council resolution, Council representatives then worked closely with the Traditional Owners (Elders), Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to design a community consultative process around options for new names. Council adopted the community engagement process in March 2022.

Offer of three Woi-wurrung words

On 14 May 2022, Council received three Woi-wurrung language words from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, on a ceremonial paperbark scroll. The words were offered for community consideration as options for a new corporate name. A special cultural ceremony was held, preceding the Special Council Meeting, including a Welcome to Country, Cleansing Ceremony and Scroll Handover.

Community engagement process

An extensive community engagement process commenced in May, with engagement formally concluding on 24 June 2022. The engagement sought community feedback on the Woi-wurrung name options via a survey and submissions process, as well as facilitating education and truth-telling. There were a range of online, in-person and written engagement methods to encourage participation by residents, ratepayers, business owners and other community members. This included hard copy mailouts to over 80,000 households and targeted engagement methods for CALD community members.

The engagement saw:

- 3,439 online surveys and 2,876 hardcopy surveys completed (6,315 total);
- 60 written submissions received, with 4 submitters formally addressing Councillors at a Hearing of Submissions;
- Four information/education sessions held along with 10 presentations held with small stakeholder groups including senior citizens, Interfaith leaders, youth ambassadors, early years educators, neighbourhood houses and other community groups.

Results of community engagement

The result of the survey was clear majority support for Merri-bek, supported by 3,739 community members (59% of surveys submitted):

Preferred option	No. of surveys	%
Wa-dam-buk (renewal)	824	13%
Merri-bek (rocky country)	3,739	59%
Jerrang (leaf of tree)	1,368	22%
None - prefer no name change	384	6%
	6,315	

Community members provided reasons for their choice of name and many people supported Merri-bek because of the connection to rocky country and landscape, and their love of the Merri Creek.

Of the 60 written submissions, 43 were unsupportive (70%), 11 were supportive (18%), and 6 were of mixed sentiment (10%).

Children were consulted about the options for names at five early years centres across Moreland. A total of 164 children were consulted and the most supported option was Merri-bek (89 children), followed by Jerrang (59 children) and Wa-dam-buk (16 children).

The full independent consultants' Engagement Summary Report is at Attachment 1.

Basis of Recommendation

The Mayor, Deputy Mayor and representatives from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation have considered the community feedback and have recommended Merri-bek to Council as the new municipal name.

The recommendation in this report also includes recommended technical provisions for the Order in Council, in order to effect the transition to the new name.

Previous Council Decisions

Renaming of Moreland City Council - Receiving Options for New Names from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation – 14 May 2022

That Council:

- 1. Thanks the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation for providing three Woi-wurrung words for municipal name options on Saturday 14 May 2022.*
- 2. Acknowledges the cultural significance of this occasion for the Wurundjeri Woiwurrung people, its importance for the local community and for broader reconciliation and healing with First Nations people.*
- 3. Endorses the three name options to proceed to municipal-wide community engagement. The three Woi-wurrung words and their meaning in no order of priority are:*

<i>Woi-wurrung</i>	<i>English</i>	<i>Pronunciation</i>
Wa-dam-buk	renew	wa-dam-book
Merri-bek	rocky country	Merri bek
Jerrang	leaf of tree	Jerang

- 4. Notes the community engagement approach as previously approved in March 2022 and the updated engagement details.*
- 5. Receives a report in July 2022 setting out feedback received through the community engagement process and the panel's recommendation for a new municipal name.*
- 6. Determines at a July 2022 Council meeting the recommended new name for the municipality.*

Renaming of Moreland City Council - Community Engagement, Education and Truth Telling – 9 March 2022

That Council:

- 1. Endorses the proposed community engagement approach and the community education and cultural program to inform and support the renaming of the municipality which includes:*
 - a) Receiving options for new names proposed by the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and inviting community consultation on the options.*

- b) *Municipal-wide engagement with the community from March to May 2022 including a printed and online feedback survey on proposed names, translated information, distribution of surveys and information to households, and an optional submissions process for community members who wish to provide additional comment.*
 - c) *Supporting municipal-wide community education and truth-telling around local Wurundjeri Woi Wurrung history, and why renaming Moreland is an important step towards reconciliation and healing.*
 - d) *At completion of the consultation period, a panel consisting of Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation representatives, the Mayor and Deputy Mayor will deliberate on community feedback and recommend a final name for endorsement by Council.*
2. *Notes that an additional Special Council Meeting will be called to receive options for new names proposed by the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and to provide further details of the engagement.*
 3. *Receives a report in June 2022 setting out feedback received through the community engagement process and the panel's recommendation for a new municipal name.*
 4. *Determines at the June 2022 Council meeting the recommended new name for the municipality, for recommendation to the Minister for Local Government.*

Proposed Renaming of Moreland City Council - 13 December 2021

That Council:

1. *Supports in principle changing the name of the municipality.*
2. *Partners with stakeholders, including the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to co-design a process to select a new name during 2022 including consideration of arrangements such as community nominations and a consultative survey.*
3. *Plans and commences in 2022 a community information and education program that acknowledges the impacts and consequences of dispossession and racism and encourages respectful understanding through truth telling and reconciliation.*
4. *Receives a report in February 2022 detailing the proposed community information and education campaign, and recommendations from the name selection process co-design activity, including plans for community engagement with such matters as nominations, shortlisting processes and surveys.*
5. *Following community and stakeholder engagement, which includes consideration of matters such as nominations, and surveys, receives a further report with survey results and other considerations, and selects a preferred suitable name for the municipality to present to the Minister for Local Government for consideration in 2022.*
6. *Notes and refers to the budget process an additional \$250,000 per year for two financial years (\$500,000 total) to update Council's digital platforms, signs at significant Council buildings and facilities and municipal entry signs and notes updating Council assets such as street and park signs, smaller facilities signage, staff uniforms and vehicles will be addressed incrementally within existing budget allocations and asset renewal programs over a 10-year timeframe.*

Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland –12 May 2021

That Council:

1. *Endorses the Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland as approved by the Wurundjeri Woi-wurrung Board of Management on 4 March 2021*

2. *Supports a public signing ceremony that will be livestreamed from Council Chambers at an appropriate time hosted by the Mayor, Councillors, Wurundjeri Woi-wurrung Elders and members of the Moreland Reconciliation Working Group.*

1. Policy Context

Renaming Moreland City Council is aligned with these key Council plans and policies:

Council Plan 2021-2025: Theme 3: A healthy and caring Moreland

Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland (Attachment 2)

Extract:

Council recognises that:

- *The Wurundjeri Woi-wurrung people are the Traditional Owners of these lands and waterways in Moreland.*

Council supports:

- *A process towards self-determination and local, regional, or national Treaty or Treaties that enshrine the rights of Wurundjeri Woi-wurrung people and Aboriginal and Torres Strait Islander Australians*

Council commits itself to:

- *Undertake cultural consultations with the Wurundjeri Woi-wurrung people and seek to include Woi-wurrung names in the process of naming and renaming spaces, places, roads and parks in the City of Moreland.*

Moreland Human Rights Policy (2016 – 2026): Theme 4: Advocacy and Leadership

Social Cohesion Plan (2020–2025): Theme 4: Diversity and Discrimination.

Community Engagement Policy 2020

In accordance with Moreland City Council's Community Engagement Policy, this engagement as endorsed by Council in March 2022 was at the level of "Consult".

2. Background

Historic naming of Moreland City Council

In 1994 the local government areas of the City of Brunswick, the City of Coburg and part of Broadmeadows were amalgamated and the Victorian Government named the new council Moreland. The name Moreland City Council is therefore 28 years old.

In November 2021, information was presented to Council by Elders from the Traditional Owner community and other community representatives, showing that Moreland City Council was named after land, between Moonee Ponds Creek and Sydney Road, that Farquhar McCrae acquired in 1839. He named the land 'Moreland' after a Jamaican slave estate his forebears had operated.

The land which forms part of the Moreland local government area was sold to Farquhar McCrae without the permission of the Traditional Owners, who were suddenly dispossessed from their land.

In 2022, historian Dr James Lesh completed a commissioned paper titled *Report on the place name: Moreland* which provides additional historical background on the links between the name and eighteenth and nineteenth century Caribbean slave plantations. The report is available via Moreland's community engagement website at <https://conversations.moreland.vic.gov.au/renaming>.

Decision to change name

Council has a long history of proactive leadership on issues of racism, inclusion and reconciliation and has for many years used the description of 'one community, proudly diverse'. In 2021 Council signed a Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities, updating and renewing a Statement of Commitment previously in place. Council also supports a process towards self-determination and local, regional, or national Treaty or Treaties that enshrine the rights of Wurundjeri Woi-wurrung people and Aboriginal and Torres Strait Islander Australians.

In the light of this, retaining the name "Moreland" as the Council's corporate name conflicts with the Council's history and aspirations.

Council resolved on 13 December 2021 to support in principle changing the name of the municipality, that is, changing Moreland City Council's corporate name. Council decided a community engagement process would be designed to invite community feedback on the future name of the municipality.

Process

Ultimately the decision to change Council's corporate name rests with the Victorian Government via an Order in Council under s 235(g) of the *Local Government Act 2020* (the Act). The then Minister for Local Government confirmed in December 2021 his support for renaming of the Council in accordance with the requirements of the Act, if the proposal is supported by Council and the local community.

The Minister for Local Government also encouraged Council to work closely with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation throughout the proposed renaming process.

At the December 2021 Council meeting, Council resolved to work with the Traditional Owners, the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to co-design a community engagement process and education and truth telling program.

The proposed community engagement process that came out of this collaborative co-design work was considered by Council in March 2022 and endorsed.

With the receipt of three Wo-wurrung name options from the Traditional Owners, and following Council consideration, community engagement launched on 14 May and ran for 6 weeks closing 24 June 2022.

4. Issues

Community consultation and engagement process

The community engagement program was collaboratively designed with members of the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation and endorsed by Council in March 2022.

Community consultation ran for 6 weeks from 14 May to 24 June.

Community consultation was promoted widely via a variety of channels to build awareness of the project and multiple opportunities were provided for the community to give feedback.

Council received feedback from ratepayers, residents and business owners from all over Moreland, and from people who have some connection to the area, for example, attending schools, working in the area, or as part of local clubs.

The vast majority of feedback received was from ratepayers and residents (96% of 6375 respondents, including those who filled out the survey and those who made written submissions). 94% of total respondents lived in a Moreland postcode area with an additional 2% living in a neighbouring municipality.

The diversity of the Moreland community was represented in a broad spectrum of opinions and feedback. Evidence of strong community support for the name change and the Woi-wurrung language name options are highlighted at Attachment 1, Renaming Moreland Engagement Summary Report, June 2022.

Opposing and objecting views, as well as those who had mixed sentiments about the process and/or proposed names were also evident in the feedback and noted in the report and considerations. 384 people (6%) chose not to support a name and provided feedback in the 'other' text field only. 282 of these comments were found to be negative or critical of the renaming process.

Participation rates

There was an extremely strong response to the engagement methods with 6375 total responses. 8.5% of households participated in the consultation survey (6062 of 6315 respondents who were residents/ratepayers). This number is the highest response to any Council engagement in recent years.

All residents, ratepayers, business owners and other community members were invited to share their feedback on the 3 new name options over a period of 6 weeks via a range of methods including:

- 3,439 online surveys (54%)
- 2,876 hardcopy surveys (45%)
- 60 written submissions (1%)
- 91 attendees across 4 engagement events (1 online, 3 in-person)
- 10 stakeholder presentations and discussions with senior citizen groups, youth ambassadors, early years educators, interfaith community leaders, service providers networks, advisory committees and other community groups.
- Parallel internal engagement occurred with Council staff through information sessions and feedback surveys.

Council ensured considerations were made to address common barriers to participation including digital access, low-level English and certain age demographics including older citizens and young people, to ensure all community members have the opportunity to have a say.

Online project specific website:

The project was hosted through Conversations Moreland, with information also available on Council's corporate website. Conversations Moreland was highly engaged with:

- 18,987 page visits (75% of traffic came via social media, direct link and campaign UTMs/QR codes)
- 3,439 contributions
- 1874 project followers
- 1723 total downloads of key documents and resources including:
 - 318 downloads of the history report
 - 193 downloads of the educational toolkit resource
 - 441 total downloads of translated FAQs and in-language audio clips across 7 languages
- 113 registrations to attend engagement events

Direct mail

- 85,703 information flyers including hardcopy surveys were mailed out to all residents and business owners.

Access to hardcopy surveys and information

- 1,097 information flyers including hardcopy surveys were also distributed via Council civic centres, libraries, at engagement events and direct to stakeholder groups like Neighbourhood Houses, senior citizens centres and local service providers. Dedicated boxes were placed in civic centres and libraries to allow people to return forms directly.

Communications and community awareness

In addition to the methods above, the premise of the renaming, decision making process and engagement information was communicated widely via:

Print publications: Comprehensive information on the context and premise of the renaming was included in 2-page spreads featured in 2 quarterly editions of Inside Moreland (delivered February and June). Inside Moreland is Council's central print communication channel delivered to 69,000 households and businesses.

Social media: Project information, events, resources and engagement call outs were promoted frequently via Council's social media channels including Facebook, Instagram, LinkedIn and Twitter.

Enewsletter campaigns: Regular project information, events, resources and engagement calls outs were including in Council's MyMoreland (2335 subscribers), BusinessMoreland newsletter (6838 subscribers), Council's service provider network newsletter (631 subscribers).

Resource packs: An information and resource pack was distributed to local stakeholders including schools, service providers, youth services, disability support services, aged and community support, sporting clubs and other interested parties. This pack contained useful resources, videos and prepared shareable content for stakeholders to disseminate among community networks. This was shared 308 times in total.

Public signage: Out-of-home awareness raising methods were important for exposure outside normal Council communication channels to reach diverse communities. 100 rock posters were posted between 2 April and 16 April across 48 locations in activity centres, shopping strips and near public transport.

Media engagement

Media engagement was an important method for raising community awareness and distributing project information over the project period.

Council published 5 media releases at key milestones of the renaming process, with a total reach of 276,000.

Triple RRR ran radio announcements 58 times over a 2-month period from 18 March – 18 May. Triple RRR is located in Brunswick and has a listener base of approximately 440,000 per week.

110 unique media mentions relating to Council's name change occurred over the period November 2021 – June 2022 (particularly at key milestones of the process) including most major print, digital and radio outlets and some CALD publications. This level of exposure helped to raise greater awareness of the name change at a local, state and national level.

Mayor Cr Mark Riley also spoke about the name change and provided key project information via 3 interviews on local radio 98.9NorthWest on dates 3 June, 13 May, and 1 April and on a "Meet the Mayor" segment on ABC Radio on 17 May.

CALD communications

Council worked collaboratively with a team of CALD project liaisons representing 7 language groups (Turkish, Italian, Greek, Arabic, Chinese, Urdu and Vietnamese) to develop and disseminate key project information.

A number of translated materials were developed to support engagement with community members who speak languages other than English including in-language audio clips, videos with translated subtitles, translated FAQs, social media ads and inclusion of translations on the survey mailout. Many members of the project liaison groups also presented information at community events, or informal gatherings. Council also worked with the group to pitch stories to CALD media outlets.

Multimedia

Multimedia was an effective tool to promote messaging. Council developed several videos to support engagement activities including:

- A video of Uncle Andrew Gardiner, Deputy Chair Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, presenting the proposed names and speaking about the collaborative process with Council (1600 views)
- A 'Mayor's Message' video talking about the cultural smoking and name handover ceremony and the launch of engagement (892 views)
- Clip of Uncle Andrew Gardiner presenting to Council at the December 2021 Special Council Meeting
- Episode 3 of First Australians documentary was published via Conversations Moreland and screened at an engagement event at Brunswick Town Hall. This documentary was used as an educational resource to support the engagement, specifically explaining the terrible dispossession that occurred in Melbourne from the 1830's onward, on the recommendation of Wurundjeri Elders.

Other

Around 150 emails were received as general inquiries, questions and feedback.

We also received website inquiries, social media comments and phone calls with questions and feedback.

Additional submission process

Community members were invited to make a written submission in favour of or in objection to the options for names and/or the renaming process.

Submissions needed to include reasons for the proposed name/s being either supported/unsupported. Submissions were accepted in writing by email, or letter.

The submissions process ran from 14 May to 24 June.

Council received 60 submissions in total. Of submissions received, 11 were supportive, 43 were unsupportive, and 6 were of mixed sentiment.

Council held a Hearing of Submissions on 23 June to enable submitters to address Council on the matters raised in their submissions. This aspect of the process was not included in Council's engagement plan as resolved in March 2022 but was added as an additional component to provide greater opportunity for community members to have their opinions directly heard by Councillors. Four community members elected to speak to their submissions.

Submissions received via this process have been included in the engagement report attached to this report, including a summary of key issues raised. Submissions were included in the material considered by the panel and Council alongside all community feedback.

Community education and truth telling

Council has an important role to play in creating a diverse, inclusive and connected city. Council seeks to promote a community in which people from all backgrounds are treated fairly and equally, feel welcome and have a strong sense of belonging in Moreland.

The community engagement process to inform the decision for a new name for Moreland was implemented in conjunction with a community information and education program. This program was developed with guidance from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, including identifying matters for truth telling.

The education and truth telling components of the engagement process were critical to raise awareness and guide respectful and informed participation in the renaming process. Wurundjeri Woi-wurrung Elders attended these events, conducted Welcome to Country and generously shared experiences and perspectives with participants. The activities supported Moreland's Social Cohesion Plan by creating opportunities for social connection and cultural exchange.

Public events

- 26 May 2022: Public webinar was held to present project information and rationale, key topics, engagement and decision-making process and the opportunity for attendees to participate in a Q&A. The webinar had 20 attendees.
- 1 June 2022: Information session at Coburg Library covering the same topics as the webinar, held in-person. The information session had 11 attendees.
- 7 June 2022: Information session at Glenroy Library. The information session had 7 attendees.
- 15 June 2022: First Australians screening event at Brunswick Town Hall including a viewing of Episode 3 of the truth telling documentary First Australians, address by Uncle Andrew Gardiner, and round table discussions among attendees. The screening event had 54 attendees.

Stakeholder group discussions

10 stakeholder presentations and discussions were facilitated with the support of various Council teams with senior citizen groups, youth ambassadors, Interfaith Network leaders, First Nations Advisory Committee, Glenroy Service Provider Network, Multicultural Settlement Services Network, Fawkner Service Provider Network, Moreland Early Years Management staff, and Moreland Early Years services.

The events were intended to:

- Increase understanding of the "why" of renaming - the history and context
- Provide opportunity for community to give feedback on favourite name and ask questions
- Encourage people to engage with local First Nations history
- Develop interest in engaging more with Council around the topics of reconciliation and treaty
- Provide opportunity to listen and converse about issues impacting diverse residents, ratepayers, and business owners.

Outcomes of community feedback and preferences

Attachment 1 sets out the community feedback received in detail.

The name of "Merri-bek" was the most supported name (n=3,739) of the three options. The reasons for support for the Merri-bek name were primarily that it references the Merri Creek and the creek is important to them, and that they related to the meaning of "rocky country".

The name of “Jerrang” was the second most supported name (n=1,368) of the three options. The reasons for support for the Jerrang name were primarily that people related to the meaning of “leaf of tree”, they just liked the name or it sounded good, and the name is easy to say and write.

The name of “Wa-dam-buk” was the least supported name (n=824) of the three options. The reasons for support for the Wa-dam-buk name were primarily that people related to the meaning of “renew” and they just liked the name/it sounded good.

A detailed analysis and thematic discussion can be found at Attachment 1 Renaming Moreland Engagement Summary Report, June 2022.

Recommendation from panel

In line with the March 2022 Council resolution, the Renaming Moreland Engagement Summary Report was provided to a panel consisting of the Mayor, Deputy Mayor and Elders as representatives of the Traditional Owners, so that the panel members could consider all community feedback received.

A group meeting of the panel was scheduled for 28 June, however could not proceed due to unforeseen circumstances. Discussions with panel members instead took place online, over email and on the phone.

In consideration of the strong public support for the name “Merri-bek”, panel members unanimously agreed to recommend this name to Council.

Community impact

The proposal to change the name of the municipality is a matter of significant interest for the Moreland community and beyond. Extensive community engagement has been undertaken widely to enable the community to have their say on the selection of a new name for the municipality.

Climate emergency and environmental sustainability implications

There are no direct climate emergency or environmental sustainability implications associated with this report.

Legal and risk considerations including official name change process

Council was constituted by an Order of Council made on 21 June 1994 and published in the Victorian Government Gazette the following day. This named the newly amalgamated municipality Moreland City Council.

Only the Victorian Government can change Council’s corporate name. It can do so via an Order in Council under s 235(g) of the *Local Government Act 2020* (the LGA), which would occur on the recommendation of the Minister for Local Government.

Changing Council’s corporate name will not create a new legal entity. When Council’s name is changed because of an order in Council, Council will continue to exist as the same body corporate and no new legal entity will be created. Importantly, this means Council’s rights, interests and obligations will continue unaffected by the name change. The validity of documents, instruments and legal proceedings will not be undermined by reason of exhibiting Council’s former name.

However, for reasons of consistency, it is appropriate to prioritise re-issuing and amending documents and instruments to reflect Council’s new name as soon as possible.

The Governor in Council has the power to make an Order in Council altering Council’s name which may also include the power to provide for any matter necessary or convenient to give effect to the Order. The recommendation in this report includes seeking provisions in the Order in Council so that Council’s corporate name is changed across corporate documents and legal documents, and in legal proceedings.

Human Rights Consideration

The implications of this report have been considered in accordance with the requirement of the Charter of Human Rights and Responsibilities. The report supports Charter Section 19 (2) Aboriginal Cultural Rights and Responsibilities which say that Aboriginal People hold distinct cultural rights and must not be denied the right to:

- Enjoy their identity and culture.
- Maintain their distinctive spiritual, material and economic relationship with the land and waters and other resources they have a connection under traditional laws and customs.

5. Officer Declaration of Conflict of Interest

Council officers involved in the preparation of this report have no conflict of interest in this matter.

6. Financial and Resources Implications

Community engagement costs

The community consultation process to choose a new name occurred in the current financial year 2021-22 and did not require additional funding – all costs associated with the renaming community engagement process were met within existing budgets for Council's ongoing community consultation and communications programs.

The total spend on community engagement was approximately \$71,000. The bulk of this cost covered key aspects of the process including print and delivery of flyer to all households and businesses (including reply-paid charge), contracting independent engagement and reporting support, other key communications materials and costs associated with facilitating engagement events.

Implementation costs

As previously advised to Council, an additional estimated \$250,000 per year for two financial years starting 2022/23 would be required to update Council's digital platforms, signs at significant Council buildings and facilities and municipal entry signs. This has been included in the four-year Council budget approved on 23 June 2022.

Updating Council assets such as street and park signs, smaller facilities signage, staff uniforms and vehicles will be addressed incrementally within existing budget allocations and asset renewal programs over a 10-year timeframe.

7. Implementation

After Council recommends the new name to the Minister for Local Government, the Minister will determine their response and put forward a recommendation to Governor in Council. Only once an Order in Council has been issued and gazetted will the new corporate name formally take effect. This is likely to take at least two months.

The recommendation in this report is that Council requests consideration of a seven-day window after gazettal, before the corporate name change formally takes effect, in order to allow for final preparation for implementation.

Attachment/s

- 1 [!\[\]\(9cc0308e647881098efb3200229312e5_img.jpg\)](#) Renaming Moreland Engagement Summary Report - June 2022 D22/279791



Moreland

City Council

Renaming Moreland

Engagement Summary Report
June 2022

Executive Summary

This report provides the key findings from community engagement conducted during May-June 2022 to inform the Renaming Panel about the community's preferences for a new name for Council.

Overall 6,375 people participated in the community engagement activities. There were 3,439 respondents to the online survey (54%), 2,876 respondents to the hardcopy version of the survey (45%) and 60 submissions to Council (1%). Council staff were also encouraged to provide feedback on renaming through a separate survey. Staff from a number of Early Years services consulted the children in their care about the renaming of the municipality.

The majority of survey respondents were Moreland residents (94%) from eight postcode areas. Survey respondents were asked to nominate their main connection to the municipality - 67% nominated as residents, 28% as ratepayers, 1% as business owners, 2% had another connection and 2% did not provide any details.

Support for the name of Wa-dam-buk

The name of "Wa-dam-buk" was the least supported name (n=824, 13%) of the three options. The reasons for support for the Wa-dam-buk name were primarily that people related to the meaning of "renew" and they just liked the name/it sounded good.

Support for the name of Merri-bek

The name of "Merri-bek" was the most supported name (n=3,739, 59%) of the three options. The reasons for support for the Merri-bek name were primarily that it references the Merri Creek and the creek is important to them, and that they related to the meaning of "rocky country".

Support for the name of Jerrang

The name of "Jerrang" was the second most supported name (n=1,368, 22%) of the three options.

The reasons for support for the Jerrang name were primarily that people related to the meaning of "leaf of tree", they just liked the name/it sounded good and the name is easy to say and write.

Next Steps

A report outlining the outcomes of the community engagement process will be provided to Council and made publicly available. The Special Council Meeting to consider a final name recommendation is scheduled for 3 July 2022. Following the Council Meeting, Council will inform the community of the outcome of the proposed renaming process. A preferred name will be presented to the Minister for Local Government for consideration and approval..

1. Introduction

In November 2021, Elders from the Traditional Owner community (and other community members) informed Council that Moreland City Council was named after a Jamaican slave estate. The name 'Moreland' was chosen 28 years ago by the State Government existing councils of Coburg, Brunswick and part of Broadmeadows were amalgamated. to replace its name after research confirmed that the current 'Moreland' name has historical racist associations. At a Special Meeting in December 2021, Council resolved in principle to change its name, and co-design with the Traditional Owners, the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, a community engagement process on a future name.

On 14 May 2022 Council received three Woi-wurrung words from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, and formally accepted and endorsed the three name options for community consultation. Consultation with the community opened on 16 May 2022 and closed on 24 June 2022.

2. Engagement Methodology

Engagement Objectives

The objective of the community engagement program was to inform Council about the community's preferences for a new name (from three options) and provide insight into the reasons for their selection.

Methodology

The engagement activities for the project were:

- Four information sessions – one session on-line, three sessions in-person.
- On-line survey hosted on Council's Conversations Moreland engagement page at <https://conversations.moreland.vic.gov.au/renaming>
- Hardcopy version of the survey mailed to households and businesses and made available at community facilities
- Submission process hosted on Council's Conversations Moreland engagement page at <https://conversations.moreland.vic.gov.au/renaming/lodge-submission>

Council staff were also encouraged to provide feedback on renaming through a separate survey. A number of Early Years services consulted the children in their care about the renaming of the municipality.

3. Project Communications

Community consultation was promoted widely via a variety of channels to build awareness of the project and multiple opportunities were provided for community to give feedback.

Online project specific website: The project was hosted through Conversations Moreland, with information also available on Council's corporate website. Conversations Moreland was highly engaged with:

- 18,987 page visits (75% of traffic came via social media, direct link and campaign UTMs/QR codes)
- 3,439 contributions
- 1874 project followers
- 113 registrations to attend engagement events
- 1723 total downloads of key documents and resources including:
 - 318 downloads of the history report
 - 193 downloads of the educational toolkit resource
 - 441 total downloads of translated FAQs and in-language audio clips across 7 languages



Traffic data to Conversations Moreland project page

Direct mail

- 85,703 information flyers including hardcopy surveys were mailed out to all residents and business owners.

Access to hardcopy surveys and information

- 1,097 information flyers including hardcopy surveys were also distributed via council civic centres, libraries, at engagement events and direct to stakeholder groups like neighbourhood houses, senior citizens and local service providers.

Boxes were placed in civic centres and libraries to allow people to return hard copy surveys directly.

Communications and community awareness

In addition to the methods above, the premise of the renaming, decision making process and engagement information was communicated widely via the following methods:

Print publications

Comprehensive information on the context and premise of the renaming was included in 2-page spreads featured in 2 quarterly editions of Inside Moreland (delivered February and June). Inside Moreland is Council's central print communication channel delivered to 69,000 households and businesses.

Social media

Project information, events, resources and engagement call outs were promoted frequently via Council's social media channels including Facebook, Instagram, LinkedIn and Twitter.

- 26 Facebook Posts (overall FB page reach 296,808 as of 24 June 2022) accompanied by designed tiles also letting people know about the project as it evolved and sharing ways for the community to have their say.
- An example of the high rate of interest and engagement includes our announcement post for the project on Facebook had an organic reach of 10k, 341 engagements and 169 comments.
- 19 informative posts on Instagram (overall IG page reach 140,554 as of 24 June 2022), encouraging our 6k+ community of followers to join the conversation and have their say.
- An extensive series of Facebook events to accompany in-person and online Renaming information sessions and events
- 12 LinkedIn posts with similar information, along with an interactive PDF of the Renaming Toolkit
- 7 Tweets
- A series of targeted Facebook and Instagram ads promoting the Renaming Engagement to all Moreland wards, including translated copy.
- Content was also cross-promoted by local organisations such as SiteWorks, The City of Literature, Blak Dot Gallery, 98.9 NorthWest and many more.

Enewsletter campaigns (EDMs)

Regular project information, events, resources and engagement calls outs were including in Council's MyMoreland (2335 subscribers), Business Moreland newsletter (6838 subscribers), Council's service provider network newsletter (631 subscribers)

Resource packs

An information and resource pack was emailed out to local stakeholders including schools, service providers, youth services, disability support services, aged and community support, sporting clubs and other interested parties. This pack contained useful resources, videos and prepared shareable content for stakeholders to disseminate among community networks. This was shared 308 times in total.

Public signage

Out-of-home awareness raising methods were important for exposure outside normal Council communication channels to reach diverse communities. 100 rock posters were posted between 2 April and 16 April across 48 locations in activity centres, shopping strips and near public transport.

Media engagement

Media engagement was an important method for raising community awareness and distributing project information over the project period.

Council published 5 media releases at key milestones of the renaming process, with a total reach of 276K reach.

Triple RRR ran radio announcements 58 times over a 2-month period from 18 March – 18 May. Triple RRR is located in Brunswick and has a listener base of approximately 440,000 per week.

110 unique media mentions relating to Council's name change occurred over the period November 2021 – June 2022 - particularly at key milestones of the process - including most major print, digital and radio outlets and some CALD publications. This level of exposure helped to raise greater awareness of the name change at a local, state and national level.

Mayor Cr Mark Riley also spoke about the name change and provided key project information via 3 interviews on local radio 98.9NorthWest on dates 3 June, 13 May, and 1 April and on a "Meet the Mayor" segment on ABC Radio on 17 May.

CALD communications

Council worked collaboratively with a team of CALD project liaisons representing 7 language groups (Turkish, Italian, Greek, Arabic, Chinese, Urdu and Vietnamese) to develop and disseminate key project information.

A number of translated materials were developed to support engagement with community members who speak languages other than English including in-language audio clips, videos with translated subtitles, translated FAQs, social media ads and inclusion of translations on the survey mailout. Many members of the project liaison

groups also presented information at community events, or informal gatherings. Council also worked with the group to pitch stories to CALD media outlets.

Multimedia

Multimedia was an effective tool to promote messaging. Council developed several videos to support engagement activities including:

- A video of Uncle Andrew Gardiner presenting the proposed names and speaking about the collaborative process with Council (1.6K views)
- A 'Mayor's Message' video talking about the cultural smoking and name handover ceremony and the launch of engagement (892 views)
- Clip of Uncle Andrew Gardiner presenting to Council at the December 2021 Special Council Meeting
- Episode 3 of *First Australians* documentary was published via Conversations Moreland and screened at an engagement event. This film was used as an educational resource to support the engagement on the recommendation of Wurundjeri Elders.

Other

Around 150 emails were received as general inquiries, questions and feedback. We also received website inquiries, social media comments and phone calls with questions and feedback.

4. Who Participated?

Overall 6,375 people completed a survey and/or made a submission - 54% completed the online survey, 45% completed the hardcopy version of the survey and 1% made a written submission to Council. A total of 60 written submissions were received by Council. Submitters were given the opportunity to speak to their submission at a Submissions Hearing.

Survey respondents were asked to nominate their main connection to the municipality - 67% nominated as residents, 28% as ratepayers, 1% as business owners, 2% had another connection and 2% did not provide any details. People who had another connection to the municipality were workers (n=52), former residents (n=28), visitors to the area (n=11), residents living close to the municipal border, students or volunteers.¹

¹ Throughout this report the abbreviation "n" will be used to denote the sample/number of respondents or participants.

Submitters were also asked to communicate their main connection to the municipality - 35% identified as residents, 55% as ratepayers, 0% as business owners, 2% identified as an organisation (other connection) and 8% did not provide any details.

Table 1: Participants' Connection to Moreland by Engagement Activity

Main Connection	Online Surveys No. (%)	Hardcopy Surveys No. (%)	Submissions No. (%)	TOTAL No. (%)
Resident	2,574 (75%)	1,687 (59%)	21 (35%)	4,282 (67%)
Ratepayer	723 (21%)	1,067 (37%)	33 (55%)	1,823 (29%)
Business Owner	9 (0%)	49 (2%)	0 (0%)	58 (1%)
Other Connection	133 (4%)	15 (1%)	1 (2%)	149 (2%)
Not stated/known	0	58 (2%)	5 (8%)	63 (1%)
TOTAL	3,439 (100%)	2,876 (100%)	60 (100%)	6,375 (100%)

Survey respondents' age group was estimated using the year of birth provided as part of their registration on the Conversations Moreland engagement portal. Accordingly, age data was only available where nominated by the online survey respondents (47% of all participants). Of these, 6% were aged 10-29 years, 26% were aged 30-49 years, 12% were aged 50-69 years and 3% were aged 70+ years (refer to Appendix 2).

Survey respondents' gender was provided as part of their registration on the Conversations Moreland engagement portal. Accordingly gender data was only available where nominated by the online survey respondents (50% of all participants). Of these, 15% were male, 32% female, 1% non-binary and 2% preferred not to disclose their gender (refer to Appendix 2).

Almost all of survey respondents (94%) lived in a Moreland postcode area with an additional 2% living in a neighbouring municipality.

Table 2: Survey Respondents' Postcode (Suburb)

Postcode (Suburb)	No. (%)
3044 Pascoe Vale/Pascoe Vale South	818 (13%)
3046 Glenroy/Hadfield/Oak Park	703 (11%)
3055 Brunswick South/Brunswick West/Moonie Vale/Moreland West	548 (9%)
3056 Brunswick/Brunswick Lower/Brunswick North	1,198 (19%)
3057 Brunswick East/Sumner	638 (10%)
3058 Coburg/Coburg North/Merlynston/Moreland/Batman	1,665 (26%)
3060 Fawkner	326 (5%)
3068 Fitzroy North	13 (<1%)
Neighbouring municipalities	120 (2%)
Other postcodes	33 (<1%)
Outside Australia	38 (<1%)
Not stated/known	215 (3%)
TOTAL	6,315

Note: survey respondents only

Description of Early Years Consultation

Council's Early Years team invited every early childhood service (approx. 78) in the municipality asking them to engage children and families in the name change process. Five early years centres took part in engaging their children, discussing the name options and asking them about their preferences and what resonates with them.

Description of staff survey

A survey for Moreland City Council staff was conducted over the 10-21 June in both online and hardcopy form. A total of 313 responses were received from staff across all four Directorates at Moreland City Council. Only 8 responses indicated that they had already responded to the wider community survey.

5. Key Findings

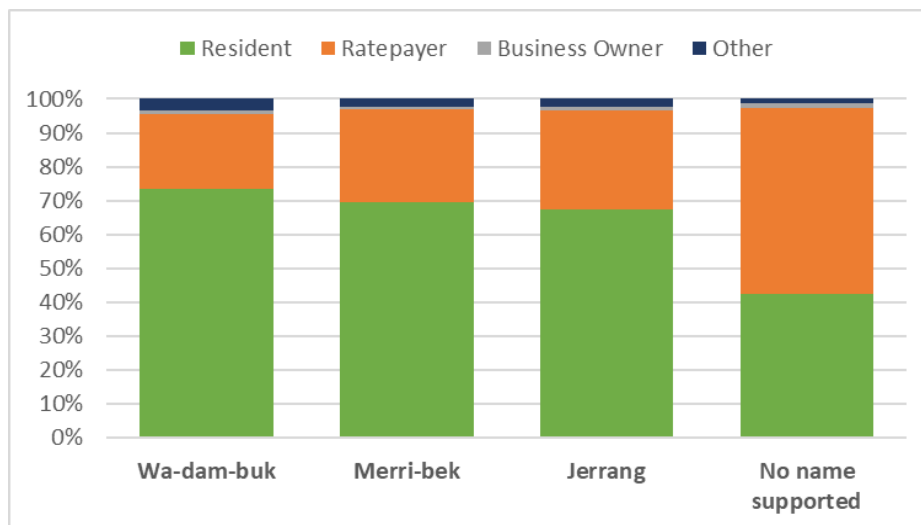
The purpose of this community engagement process was to inform the Renaming Panel about the community's preferences for a new name from three options, based on the December 2021 Council decision to replace its name. Overall the name "Merri-bek" was the most supported name by survey respondents (n=3,739) with "Jerrang" the second most supported name (n=1,368) and "Wa-dam-buk" the third supported name (n=824).

Table 3: Survey Respondents' Supported Names by Main Connection to Moreland

Main Connection	Wa-dam-buk No. (%)	Merri-bek No. (%)	Jerrang No. (%)	No name No. (%)	TOTAL No. (%)
Resident	603 (73%)	2,587 (69%)	917 (67%)	154 (40%)	4,261 (67%)
Ratepayer	179 (22%)	1,017 (27%)	394 (29%)	200 (52%)	1,790 (28%)
Business Owner	9 (1%)	28 (1%)	15 (1%)	6 (2%)	58 (1%)
Other	29 (4%)	84 (2%)	31 (2%)	4 (1%)	148 (2%)
Not stated/known	4 (0%)	23 (1%)	11 (1%)	20 (5%)	58 (1%)
TOTAL	824 (100%)	3,739 (100%)	1,368 (100%)	384 (100%)	6,315 (100%)

Note: survey respondents only. A small number of households completing the hardcopy survey provided multiple 'votes' on the one survey form. Taking these multiple votes into account the tally for the three names was Wa-dam-buk (n=825), Merri-bek (n=3,748) and Jerrang (n=1,374).

Chart 1: Respondents' Supported Names by Main Connection to Moreland



A relatively small number of survey respondents (n=384) elected NOT to support a name. Compared to the respondents who supported one of the names, this sub-group were likely to identify themselves as “ratepayers”. The reasons given by these respondents for not supporting a name are discussed later in this section of the report.

Reasons for Name Choice

Survey respondents were given the opportunity to comment on their name choice, with the majority supporting a name and giving one or more reasons given for their choice (83%).

In many instances participants provided more than one reason for choosing a name or more than one issue/concern or objection. These are noted in this report as comments and the total number of comments will exceed the total number of survey respondents.

A small sub-group of survey respondents (n=196) supported a name, gave a reason for their choice but also expressed some concerns about the cost of the renaming implementation or concerns about the engagement process:

- chose a name but concerned about the cost to ratepayers (93 comments)
- chose a name but suggested another name/wanted another alternative to choose from (72 comments)
- chose a name but wanted to slow down or defer the process (35 comments)
- chose a name but preferred that the community get the opportunity to suggest names (17 comments).

As previously noted, some survey respondents (n=384) elected NOT to support any of the three names and expressed that:

- the Moreland name should be retained/reject the premise that a change is required (153 comments)
- the renaming process is a waste of Council/ratepayer funds (146 comments)
- it was unfair that there was no survey option to retain the Moreland name (73 comments)
- the funds being used for the renaming process should be spent on other Council services, including other services for the indigenous community (65 comments)
- the renaming process is political correctness, virtue signalling by Council (51 comments).

A small number of other comments related to the waste collection dispute or were considered a racist statement.

Support for the name of Wa-dam-buk

The name of “Wa-dam-buk” was the least supported name (n=824) of the three options. The list of reasons for support for the Wa-dam-buk name are listed in Table 4. In terms of gender or age group differences, the name of “Wa-dam-buk” was more likely to be supported by female respondents, and those aged 30-49 years.

Table 4: Reasons for support for Wa-dam-buk name

Reason	Number of comments
People relate to the meaning of “renew”	642
Just like the name/it sounds good	212
Referred to First Nations history, this moment in history	38
Name is easy to say or simple, easy to write	25
Other two names were not preferred (for a variety of reasons)	15
Other comments unable to be interpreted	12

Note: Only reasons where the number of comments was 10 or more, are shown.

Examples of verbatim comments from respondents supporting Wa-dam-buk:

- “A beautiful sounding word that not only acknowledges the significance of discarding a racist name but also signals a future of hope and the resilience of First Nations people. I am excited to hear about how council will renew places and relationships with First Nations people.”
- “It has the strongest representation of a purpose.”
- “The name reminds me that it is time to revisit our past with fresh eyes and honesty and embark a new inclusive and hopeful future.”
- “It sounds good in conversation and also its meaning of renew reflects how I came to live in this area to live a new life my authentic self.”

Support for the name of Merri-bek

The name of “Merri-bek” was the most supported name (n=3,739) of the three options. The list of reasons for support for the Merri-bek name are listed in Table 5. There were minimal gender or age group differences with only a small percentage aged 30-49 years more likely to support the name Merri-bek.

Table 5: Reasons for support for Merri-bek name

Reason	Number of comments
References Merri Creek, the creek is important to them	2,069
People relate to the meaning of “rocky country”	1,106
Just like the name/it sounds good	831
Name is easy to say or simple, easy to write	657
Prefer to keep a name starting with ‘M’	277
Word Merri has a long history in the area	143
Other two names were not preferred/too hard to say	113
Neighbouring councils also named after waterways	91
Link to English alternates “merry” meaning happy, or “beck” meaning creek or stream	81
Other comments unable to be interpreted	52
Link to name for Brunswick “bek”	16

Note: Only reasons where the number of comments was 10 or more, are shown.

Examples of verbatim comments from respondents supporting Merri-bek:

- “The name evokes Merri Creek in my mind, which is such a beautiful natural feature of Moreland. The meaning of Rocky country also relates to my own house and yard, and the rocky nature of the soil.”

- As an Aboriginal person I think Merri-bek speaks directly to country: It is rocky country and Merri Creek is part of this country too. In this way Merri-bek shows respect to the land which owns us and holds us."
- "Our suburb is a rocky and hilly place. Merri-bek is happy sounding and places a smile on one's face when pronouncing it. Merri also has another meaning of Joyous/Joyful which embodies the community's spirit."
- "Feels like it has the strongest connection to the land and the word Merri is already familiar to local residents. It is also easy to remember and pronounce."
- "As a multicultural suburb, this name is easy for people to pronounce and remember."

Support for the name of Jerrang

The name of "Jerrang" was the second most supported name (n=1.368) of the three options.

The list of reasons for support for the Jerrang name are listed in Table 6. There were no gender or age group differences between survey respondents who supported the name Jerrang.

Table 6: Reasons for support for Jerrang name

Reason	Number of comments
People relate to the meaning of "leaf of tree"	729
Just like the name/it sounds good	361
Name is easy to say or simple, easy to write	355
Other two names were not preferred/too hard to say	69
References the green leafy area around Merri Creek	27
Other comments unable to be interpreted	24
Reflects green landscape prior to white settlement	19

Note: Only reasons where the number of comments was 10 or more, are shown.

Examples of verbatim comments from respondents supporting Jerrang:

- “The idea of the name being connected to nature which not only reflects indigenous culture but it also highlights the beautiful features of the area.”
- “Trees mean life and living, this area is full of life and about living. Connection to our land.”
- “It symbolises the City Council turning a new leaf. Looking forwards to the future whilst honouring the rightful owners of the land. “
- “Easy to pronounce and remember, reflects to "green focus" of council to combat climate change from a practical point of view the new name should be 8 letters or less.”
- “Short, succinct, simple but powerful.”

Other Comments

Survey respondents were able to make additional comments on any topic - a summary of those comments is shown in Table 7. Again it should be noted that more than one topic or theme was mentioned so the total number of comments will exceed the total number of survey respondents.

Respondents' suggestions for future actions for Council included commencing a process to rename other localities (eg Batman Station), spending more on 'greening' the area if Jerrang chosen and spending more to recognise local indigenous heritage. Some respondents also suggested retrospective actions for Council such as providing more detail for the community about the reasoning behind the name choices and the December 2021 decision.

Use of hyphenated names

Regarding the spelling of the three names, 83 survey respondents (1%) mentioned the difficulty of the use of hyphens in two of the names. They commented that it would lead to confusion, alternate spellings and questioned the use of hyphens on websites.

Table 7: Nature of Other Comments

Other Comments	Number of comments
Positive, thankful, support the process	705
Negative, critical of process	282
Nominated their second preference/like all three names	122
Further detail about their reasons or objections already noted	90
Suggestions for future actions	84
Comment about unrelated Council services	32
Personal information about connection to Moreland	19

Examples of verbatim comments from respondents not supporting the name change:

- "I believe the name change is an unnecessary waste of ratepayers money & could be better expended on improving infrastructure or further supporting Indigenous community."
- "Don't change the name and waste money which could be better spent on support services for disadvantaged indigenous people. Teach the history instead."
- "Please keep the name Moreland Council. No need to change the name."

Summary of Staff Survey Results

313 Council staff provided feedback via a staff survey. The overwhelming majority of Council staff that responded to the staff survey preferred the name Merri-bek (65%). The remaining two names received a substantially lower number of preferences - Jerrang (19%) and Wa-dam-buk (16%) and these findings were also consistent across Directorates, with a clear majority of the respondents from each Directorate also preferring the name Merri-bek. The most frequently cited reason from respondents that preferred Merri-bek was its reference to Merri Creek. Respondents also cited other

reasons including its meaning, a general liking for the name, and a preference for keeping a name starting with 'M'.

Summary of Submissions

A total of 60 written submissions were received by Council. The sentiment behind each detailed submission was assessed as either supportive, unsupportive or a mixed view. Of the 60 submissions received, 11 were considered supportive, 43 as unsupportive and the remaining six as mixed.

SUMMARY OF SUBMISSIONS RECEIVED

Submitter	Key issues raised	Sentiment	Connection to Moreland
1	<ul style="list-style-type: none"> Concerns regarding cost of implementing a name change in the context of financial impacts of the pandemic. 	Unsupportive	Ratepayer
2	<ul style="list-style-type: none"> Supportive of Council's proactive position on issues related to inclusion, racism, and reconciliation. Suggests process could have been enriched by consultation on identifying options for names with groups such as Merri Health's Reconciliation Action Plan committee Concerns that if 'Merri-bek' is chosen it may cause confusion with Merri Health's name. 	Supportive with some concerns raised	Local organisation
3	<ul style="list-style-type: none"> 'Enthusiastic support' for the name change and reasons for the name change. Suggestion to consider renaming Pascoe Vale with regards to its historical links. 	Supportive	Resident
4	<ul style="list-style-type: none"> Decision to change name made without community consultation. Lack of community awareness about the name change. Unsupportive of premise of links to a Jamaican slave estate. Questions around consultation with Traditional Owners and whether this process reflects First Nations community's wishes. 	Unsupportive	Ratepayer
5	<ul style="list-style-type: none"> Expressed strong opposition to the use of ratepayer's money on a name change. Rejects the premise of racist links / historical context/ reasons for a name change. Community should have been consulted on the decision to change the name. 	Unsupportive	Ratepayer
6	<ul style="list-style-type: none"> Expressed strong support for the renaming. 	Supportive	Ratepayer

	<ul style="list-style-type: none"> Acknowledges the importance of the name change in recognising Traditional Owners and in relation to the origin of the name 'Moreland' in this context. Support for all 3 name options proposed, and for any preferences expressed by involved Traditional Owner community members. 		
7	<ul style="list-style-type: none"> Strong support for the name as part of the Council's ongoing steps towards Reconciliation. Support for all 3 name options proposed. Expressed support for other Councils to follow suit. 	Supportive	Resident
8	<ul style="list-style-type: none"> Strong support for the name change as a way to unite community and reflect inclusive values. Strong support for Woi-wurrung language name. 	Supportive	Resident
9	<ul style="list-style-type: none"> Objection to the language used in communications Critical of language perpetuating 'cancel culture'. Acknowledges historical links to slave estate but rejects description of 'Moreland' as racist name. 	Mixed	Ratepayer
10	<ul style="list-style-type: none"> Rejects premise of racism links to name Moreland. Expressed opposition to a name change on the basis it does not represent the whole community. Expressed offense that there were no Arabic, Slavic, Turkish, Greek or African alternative names to choose from. 	Unsupportive	Unspecified
11	<ul style="list-style-type: none"> Expressed opposition to the name change Concerned about cost/ allocation of funds away from other Council services 	Unsupportive	Ratepayer
12	<ul style="list-style-type: none"> Objection to the name change Desire to retain the name Moreland Acknowledges good intentions of the name change but believes money would be better spent on other initiatives 	Unsupportive	Resident
13	<ul style="list-style-type: none"> Expressed opposition to the name change on the basis of 'appeasing Aboriginal Elders' Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer
14	<ul style="list-style-type: none"> Expressed opposition on the basis of costs and distracting from other Council services 	Unsupportive	Ratepayer
15	<ul style="list-style-type: none"> Provided suggestion of an alternate name for consideration: 'Carinya' which an Aboriginal language name of a house in Coburg meaning 'Happy peaceful home' 	Supportive	Resident
16	<ul style="list-style-type: none"> Critical of name change as 'tokenism' Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer
17	<ul style="list-style-type: none"> Expressed opposition on the basis of costs and distracting from other Council services 	Unsupportive	Ratepayer

18	<ul style="list-style-type: none"> Rejects historical links/research, put forward alternative history for consideration Expressed offense to the 'defamation' of Farquhar McCrae 	Unsupportive	Ratepayer
19	<ul style="list-style-type: none"> Objection to the name change on the basis it is unnecessary. Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer
20	<ul style="list-style-type: none"> Acknowledged merits of proposed names Raised concerns around representational demographics of Moreland population Suggestion to include more community languages in communications materials 	Mixed	Unspecified
21	<ul style="list-style-type: none"> Money would be better spent on other initiatives Expressed concerns around chain effects of a name change including costs impacts to other bodies like Police 	Unsupportive	Unspecified
22	<ul style="list-style-type: none"> Expressed desire to preserve history of Moreland Expressed preference for an Anglo/Australian suburban name Suggestion for landmarks to be given Woi-wurrung language names Suggestion of an alternate names 'Brunswick City Council' or 'Oak Park City Council' or 'Merribek' (without hyphenation) 	Mixed	Ratepayer
23	<ul style="list-style-type: none"> Strong objection to the name change process on the basis of costs and the names proposed Acknowledges the racist associations of the history of the name Moreland but not supportive of the name options put forward as being hard to pronounce and not fitting for an urban area 	Unsupportive	Resident
24	<ul style="list-style-type: none"> Supportive of process and the proposal of 'Merri-bek' Expressed concerns about cost, budget allocations and the speed of process 	Supportive	Resident
25	<ul style="list-style-type: none"> Expressed support for the name change Submitted preference for Wa-dam-buk and second preference for Merri-bek 	Supportive	Resident
26	<ul style="list-style-type: none"> Rejects premise of racism and offense linked to the name 'Moreland'. Objection to cost benefit to spend ratio for minority demographics Expressed preference for an English language name Objection to name change in principle 	Unsupportive	Resident
27	<ul style="list-style-type: none"> Community should have been consulted on the decision to change the name. 	Unsupportive	Resident

	<ul style="list-style-type: none"> • Objection to proposal of Woi-wurrung language name 		
28	<ul style="list-style-type: none"> • Community should have been consulted on the decision to change the name. 	Unsupportive	Ratepayer
29	<ul style="list-style-type: none"> • Objection to the name change on the basis of cost • Unsupportive of proposed names • Waste of money, distracts Council from other services. • Desire to retain name Moreland 	Unsupportive	Resident
30	<ul style="list-style-type: none"> • Objection to the name change • Community should have been given the opportunity to suggest name options • Critical of process – not transparent and non-compliant 	Unsupportive	Ratepayer
31	<ul style="list-style-type: none"> • Community should have been consulted on Statement of Commitment • Concerns about supporting minority groups • Concerned about cost/ allocation of funds away from other Council services 	Unsupportive	Resident
32	<ul style="list-style-type: none"> • Community should have been consulted on the decision to change the name. • Concerned about cost • Undemocratic process 	Unsupportive	Resident
33	<ul style="list-style-type: none"> • Community should have been consulted on the decision to change the name. • Money would be better spent on other initiatives 	Unsupportive	Ratepayer
34	<ul style="list-style-type: none"> • Critical of name change as 'left-wing agenda' • Critical of transparency of decision making • Waste of money • Community should have been consulted on the decision to change the name. 	Unsupportive	Ratepayer
35	<ul style="list-style-type: none"> • Objection to the name change on the basis community should have been consulted on the decision to change the name • Concerns about supporting minority groups • Desire to retain Moreland, long-term residents are connected to the name Moreland • Concerns about the proposed names being hard to pronounce 	Unsupportive	Resident
36	<ul style="list-style-type: none"> • Objection to the name change on the basis community should have been consulted on the decision to change the name • Critical of transparency of process • Option to retain the name Moreland should have been an option on the consultation survey 	Unsupportive	Ratepayer
37	<ul style="list-style-type: none"> • Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer

	<ul style="list-style-type: none"> Option to retain the name Moreland should have been an option on the consultation survey Rejects premise of racism and offense linked to the name 'Moreland'. Concerns about the proposed names being hard to spell/pronounce 		
38	<ul style="list-style-type: none"> Concerns about supporting minority groups Option to retain the name Moreland should have been an option on the consultation survey Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer
39	<ul style="list-style-type: none"> Submitted preference for Merri-bek and reasons for support including geographic features of the area and country and features that hold significance to Traditional Custodians. A significant waterway of the area that holds cultural and natural values for Traditional Custodians and the community. 	Supportive	Ratepayer
40	<ul style="list-style-type: none"> Expressed opposition to a name change on the basis it does not change history Option to retain the name Moreland should have been an option on the consultation survey Money would be better spent on other initiatives 	Unsupportive	Resident
41	<ul style="list-style-type: none"> Objection to the name change on the basis of cost Option to retain the name Moreland should have been an option on the consultation survey Concerns about supporting minority groups 	Unsupportive	Resident
42	<ul style="list-style-type: none"> Rejects premise of racism and offense linked to the name 'Moreland'. Money would be better spent on other initiatives Submitted preference for Merri-bek on the basis it is easy to pronounce 	Mixed	Ratepayer
43	<ul style="list-style-type: none"> Objection to the name change on the basis of cost Submitted preference for Merri-bek and reasons for support including connection to Merri Creek and cost savings to retain M logo Desire to retain name Moreland Rejects premise of name change as part of reconciliation action Rejects premise of racism and offense linked to the name 'Moreland'. 	Unsupportive	Ratepayer
44	<ul style="list-style-type: none"> Concerns raised about proposed names – need stronger significance to Traditional Owners and rationale Submitted preference for Merri-bek 	Mixed	Ratepayer
45	<ul style="list-style-type: none"> Objection to the name change on the basis of cost 	Unsupportive	Ratepayer

	<ul style="list-style-type: none"> Submitted preference for Merri-bek and reasons for support including connection to Merri Creek and cost savings to retain M logo Desire to retain name Moreland Rejects premise of name change as part of reconciliation action Rejects premise of racism and offense linked to the name 'Moreland'. 		
46	<ul style="list-style-type: none"> Concerns about undemocratic decision-making process, lack of transparency and engagement process Community should have been consulted on the decision to change the name. Waste of money, distracts Council from other services. 	Unsupportive	Resident
47	<ul style="list-style-type: none"> Expressed support for the name change Acknowledged the importance of the change as part of community reconciliation and recognition of Traditional Owners Submitted preference for Merri-bek and reasons for support including renewal and reconciliation being tied themes 	Supportive	Resident
48	<ul style="list-style-type: none"> Objection to the name change on the basis of unsatisfactory process referencing a number of council policies and council reports 	Unsupportive	Ratepayer
49	<ul style="list-style-type: none"> Rejects historical links/research/ Rejects premise of racism and offense linked to the name 'Moreland'. Community should have been consulted on the decision to change the name. Concerns about supporting minority groups 	Unsupportive	Ratepayer
50	<ul style="list-style-type: none"> Concerns about supporting minority groups Objection to the name change process on the basis it has been undemocratic, and that community should have been consulted on the decision to change the name. Suggestion of an alternate name "Hawke" after Bob Hawke Request for process to be started over and conducted by an independent organisation to consult community on the decision to change the name, develop a shortlist and run a municipal-wide ballot 	Unsupportive	Ratepayer
51	<ul style="list-style-type: none"> No mandate for the decision/ community should have been consulted on the decision to change the name. Waste of money, distracts Council from other services. 	Unsupportive	Unspecified

	<ul style="list-style-type: none"> Rejects historical links/research/ Rejects premise of racism and offense linked to the name 'Moreland'. 		
52	<ul style="list-style-type: none"> Objection to the renaming on the basis of rejecting the process and rationale 	Unsupportive	Ratepayer
53	<ul style="list-style-type: none"> Congratulates the Council for the progressive move to reject name attached to slavery links and painful local history Expressed support for Council's active role in the "Change the Date" campaign Acknowledged the unfavourable decision made by the State Government in 1994 to choose the name "Moreland" 	Supportive	Unspecified
54	<ul style="list-style-type: none"> Objection to the merits of the name change to achieve any positive social or cultural change Concerns about the 'social agenda' of Council Waste of money, distracts Council from other services 	Unsupportive	Ratepayer
55	<ul style="list-style-type: none"> Neutral / no objection to the name change but expressed concerns about other more important issues to manage first Waste of money, distracts Council from other services. 	Mixed	Ratepayer
56	<ul style="list-style-type: none"> Desire to retain name Moreland Waste of money, distracts Council from other services. 	Unsupportive	Resident
57	<ul style="list-style-type: none"> Objection to the name change process on the basis it has been undemocratic, and that community should have been consulted on the decision to change the name. Waste of money, distracts Council from other services. 	Unsupportive	Resident
58	<ul style="list-style-type: none"> Objection to the name change on the basis of lack of historical evidence Rejects historical links/research/ Rejects premise of racism and offense linked to the name 'Moreland'. Waste of money, distracts Council from other services. 	Unsupportive	Resident
59	<ul style="list-style-type: none"> Concerns about cost and lack of transparency Desire to retain the name Moreland 	Unsupportive	Ratepayer
60	<ul style="list-style-type: none"> Concerns about lack of community consultation Waste of money, distracts Council from other services. 	Unsupportive	Ratepayer

Summary of Early Years Consultation

Council's Early Years team invited every early childhood service (approx. 78) in the municipality asking them to engage children and families in the name change process. Five early years centres took part in engaging their children, discussing the name options and asking them about their preferences and what resonates with them. Overall the children supported the choice of Merri-bek (89 children), followed by Jerrang (59 children) and Wa-dam-buk (16 children).

6. Next Steps

A report outlining the outcomes of the community engagement process will be provided to Council and made publicly available. This report will inform a decision for a final recommendation of the selected name. The Special Council Meeting to consider a final name recommendation is scheduled for 3 July 2022.

Following the Council Meeting, Council will inform the community of the outcome of the proposed renaming process. A preferred name will be presented to the Minister for Local Government for consideration in 2022.

Appendix 1: Charts of Respondents' Gender and Age Group

