

FISHERMANS BEND PLACE NAMING FRAMEWORK

PHASE 2 COMMUNITY ENGAGEMENT SUMMARY REPORT



CITY OF MELBOURNE

Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

Contents

Executive Summary	4
Introduction	5
Background and methodology	6
Engagement findings	
Summary of key insights	7
Who we heard from	8
What we heard	9
Recommendations	13

Executive Summary

The City of Melbourne is leading the development of the Fishermans Bend Place Naming Framework (Naming Framework), which is designed to guide the selection of locally significant names for new place names. It will help build meaningful neighbourhoods within the Employment and Innovation Area (EIA) and Lorimer precincts of Fishermans Bend.

This report provides a snapshot of engagement activities and feedback received from phase 2 of the community consultation program. It summarises insights shared through these activities and outlines how these have informed the final Naming Framework.

Phase 2 engagement ran for eight weeks, from July to September 2025. We asked the community to provide feedback on the draft Naming Framework to understand whether we captured everything we heard from Phase 1 engagement, by incorporating aspects of Fishermans Bend that are important to them.

A total of 119 pieces of individual feedback were contributed over this period, including:

- 73 pop-up activity participants (across three pop-up sessions)
- 28 online survey responses
- 11 online interactive map contributions
- 7 written submissions.

The Registered Aboriginal Parties (RAPs) of Fishermans Bend's EIA and Lorimer precincts are the Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation. The RAPs helped shape the draft Naming Framework and will review the final Naming Framework prior to final endorsement, in line with City of Melbourne's Place and Road Naming Policy (2024).

The engagement findings overall were supportive of the draft Naming Framework's content, approach and presentation. Several concerns and suggestions were raised, which have been addressed in this report.

Introduction

Fishermans Bend is Australia's largest urban renewal project covering approximately 480 hectares, led by the Victorian Government. In the coming decades, it will become home to approximately 80,000 residents and provide employment for up to 80,000 people. Many new roads, parks and public places will be built in Fishermans Bend.

The City of Melbourne is leading the development of the Fishermans Bend Place Naming Framework (Naming Framework). The Naming Framework is designed to guide the selection of locally significant names for new roads, parks and other public places. It will help build meaningful neighbourhoods in the Employment and Innovation Area (EIA) and Lorimer Precincts of Fishermans Bend (Figure 1).

This report provides a snapshot of engagement activities and feedback received from phase 2 of the community engagement program for the Naming Framework. The report summarises the insights shared through these activities and describes how these have informed the final Naming Framework.

Phase 2 engagement ran for eight weeks, from July to September 2025, and asked the community if the draft Naming Framework listened to feedback provided in phase 1 engagement by capturing aspects of Fishermans Bend that are important to them.

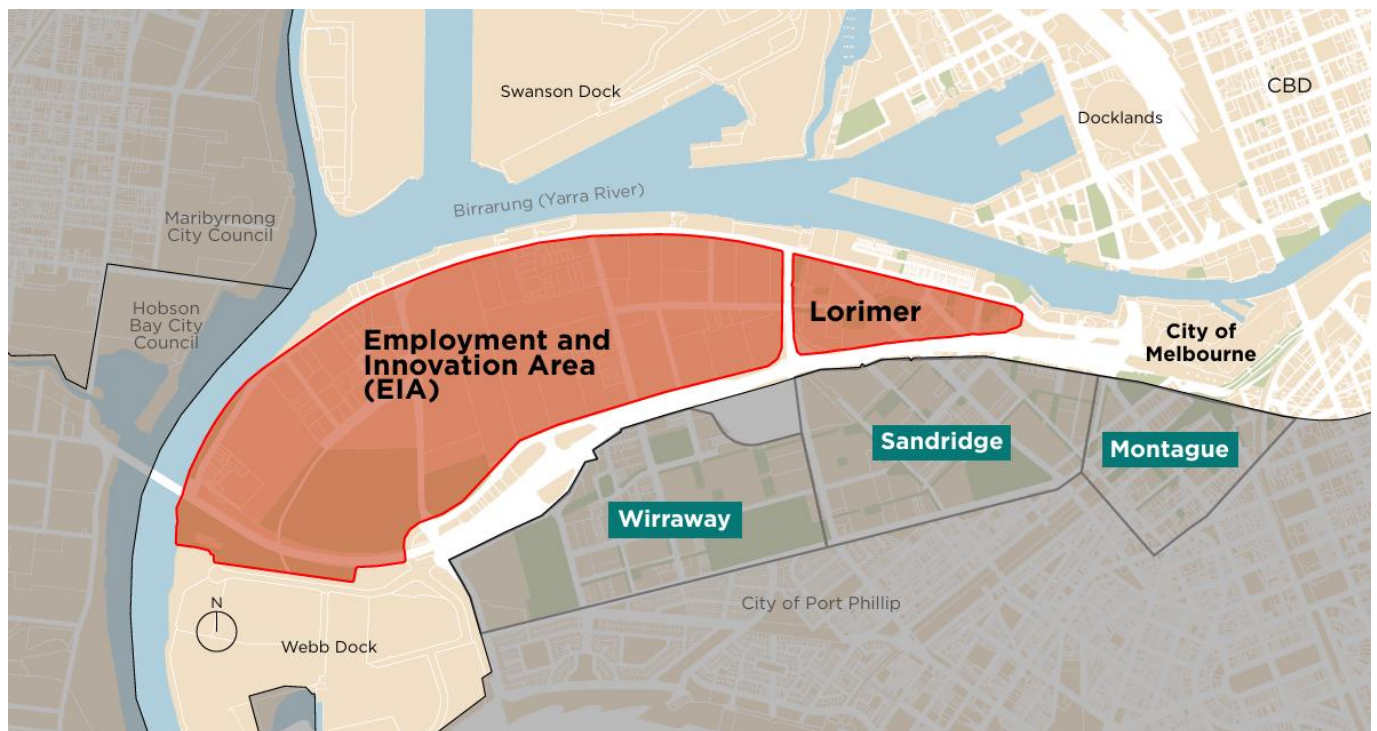


Figure 1. Fishermans Bend Urban Renewal Precinct

Background and methodology

Background

The transformation of Fishermans Bend is guided by the Victorian Government's Fishermans Bend Framework (2018) — a long-term strategic plan to guide development of the precinct. Given the scale of proposed development, the City of Melbourne's Place and Road Naming Policy 2024 (Naming Policy) requires a precinct naming strategy for Fishermans Bend's EIA and Lorimer precincts. To develop the Naming Framework, the City of Melbourne worked collaboratively with the Victorian Government.

The Naming Framework is shaped by State and local naming policy priorities, research of the area's social, cultural and built history, as well as input from community members and key local stakeholders. A targeted engagement approach generated meaningful insights, which was delivered across two distinct phases:

Phase 1 engagement occurred between August and October 2023. During this phase, community and local stakeholders shared their local connections and stories of Fishermans Bend. They suggested how these stories should be celebrated through future place naming. These stories helped shape the draft Naming Framework.

Phase 2 engagement occurred between July and September 2025. With the draft Naming Framework formed, we asked the community if we've captured everything, and if the five naming themes adequately represented the local history, character and future vision of Fishermans Bend.

A timeline of engagement phases is depicted in Figure 2.

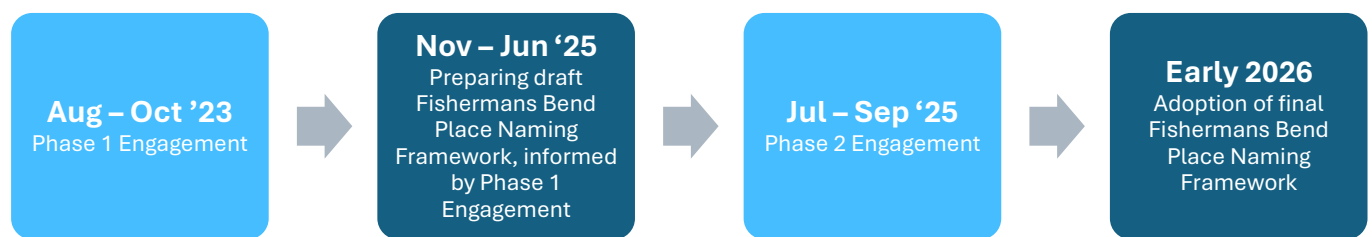


Figure 2: Community engagement phases

Methodology

Communications

The community were alerted to phase 2 engagement opportunities via a range of communication channels:

- Participate Melbourne project notifications.
- Direct written notice to 1,000+ property owners and occupiers located within the EIA and Lorimer precincts.
- Social media ad campaign (Meta) targeting local residents and workers, with an audience reach of 68,961 persons and 3,283 clicks.
- Targeted communications via email or phone call to those who participated in Phase 1 Engagement.
- Hyperlocal news platforms.
- Posters displayed in local retail tenancies.
- Communication by City of Melbourne's Neighbourhood Partner to adjacent local resident associations.
- Notice via communication channels of stakeholders including FB Ideas.

Engagement activities

We offered a range of opportunities to participate in phase 2 engagement, including:

- Meetings with the Registered Aboriginal Parties (RAPs), Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation.
- Online survey on Participate Melbourne including the opportunity to upload supporting information.
- Interactive map on Participate Melbourne.
- Face-to-face engagement in Fishermans Bend at three pop up sessions.

Summary of key insights

Engagement findings were generally supportive across all engagement activities. A summary of key insights are outlined below, categorised into support, concerns, and suggestions. Engagement feedback from each engagement activity is outlined in the 'What we heard' section, and responses to concerns and suggestions are included in the 'Recommendations' section.

Support

- Support for all five naming themes and their ability to represent the area's diverse character.
- The approach is thoughtful and comprehensive, and generally easy to understand and apply.
- Support for naming to recognise a combination of stories relating to local history, current day and future.
- Support for place names that emphasise the diverse people, character and history of Fishermans Bend.
- Support for ensuring the relevant Traditional Owner group is engaged on future naming opportunities.
- Support that endorsed place names should be accompanied by educational elements to enhance community understanding of name meaning and pronunciation, for example, interpretive signage, sub-text on street signs, informative plaques, statues or integrated public art.
- Support for integrating the Naming Framework's approach to place naming within larger land holdings in Fishermans Bend, such as University of Melbourne and Westgate Park.

Suggestions

- Potential future names were suggested relating to the five naming themes.
- Minor edits to aspects of the document's graphics and references to statutory naming processes.
- Place names are incorporated into the Finding Her Commemorative Map operated by Her Place Women's Museum Australia.

Concerns

- Future names being complex or difficult to spell.
- Too much information provided.
- Gender equity in future place naming will limit commemorative naming opportunities and may become the deciding factor of future place naming.



Figure 3: Pop-up session in Fishermans Bend

Who we heard from

We received a total of 119 pieces of individual feedback through survey responses, map contributions, pop-up participation and written submissions. The Participate Melbourne page received 3,523 website views, 256 downloads of the draft Naming Framework, and 8 new website followers to create a total of 24 website followers. A breakdown of engagement contributions is shown in Figure 4.



Figure 4: Phase 2 engagement contributions

A diverse range of voices and views were heard and captured. A summary of key contributors is shown in Table 1.

Group name	Group description
Registered Aboriginal Parties	- Bunurong Land Council Aboriginal Corporation - Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation
Examples of key stakeholders with strong connections to the local area	- Port Melbourne Historical and Preservation Society - Holden Retirees Club - University of Melbourne - Westgate Biodiversity - Bili Nursery & Landcare Inc - Boeing and Defence Science and Technology Group
Local community	- Property owners and occupiers within the EIA and Lorimer precincts - Local resident and business groups and associations - Local workers, residents, students and visitors to the precinct
Participate Melbourne online survey contributors	50% male, 35% female, 15% prefer not to say - Representation from age groups between 25 to 90+ years. 7% identifying as Aboriginal or Torres Strait Islander 15% born overseas 79% City of Melbourne residents 19% City of Melbourne workers or business owners 15% identifying as LGBTIQ+ 25% first-time participant in City of Melbourne consultation; 25% regular participant in City of Melbourne consultation; 36% occasional participant in City of Melbourne consultation.

Table 1: Key contributors – phase 2 engagement

What we heard

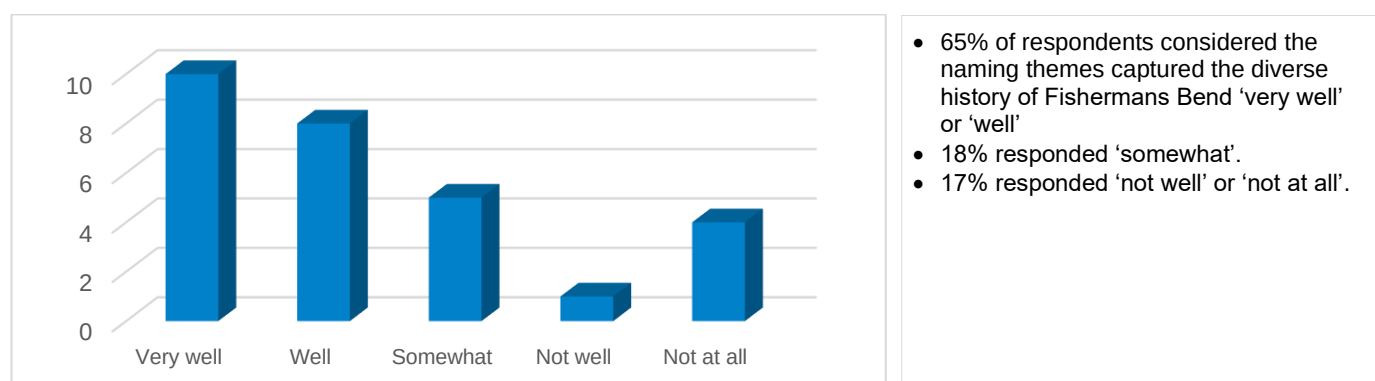
Engagement with Registered Aboriginal Parties

Bunurong Land Council Aboriginal Corporation (BLCAC) and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation (WWCHAC) have been engaged on an ongoing basis throughout the project and provided input into the draft Naming Framework. The RAPs will have the opportunity to provide feedback on the draft Naming Framework prior to final endorsement, aligning with City of Melbourne's Place and Road Naming Policy (2024).

Online survey

We asked a variety of questions through Participate Melbourne, of which responses are summarised below. Generally, feedback was supportive shown through response percentages and direct quotes below. Suggestions and concerns raised are summarised and responded to in the 'Recommendations' section of this report.

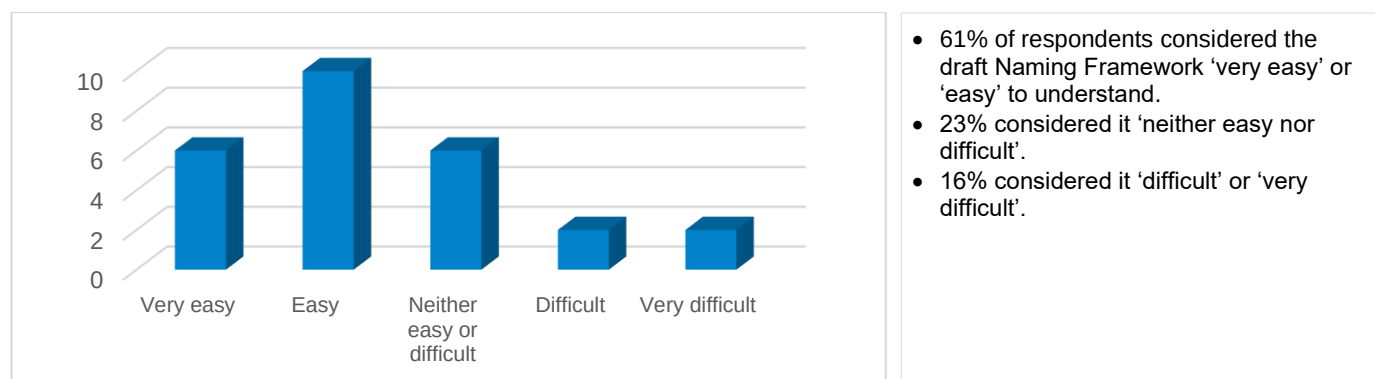
How well do the five naming themes capture the diverse history of Fishermans Bend?



"[Naming themes] reflect a combination of Indigenous, early Australian land use and current land use"

"The [naming themes] cover all avenues from Indigenous occupants, early settlers, Fisherman's huts/houses, golf course, GMH, aircraft manufacturing, aerodrome, car / motorbike racing and modern refurbishment of land and heritage retention"

How easy is the draft Naming Framework to understand?



"Straight forward themes and approaches"

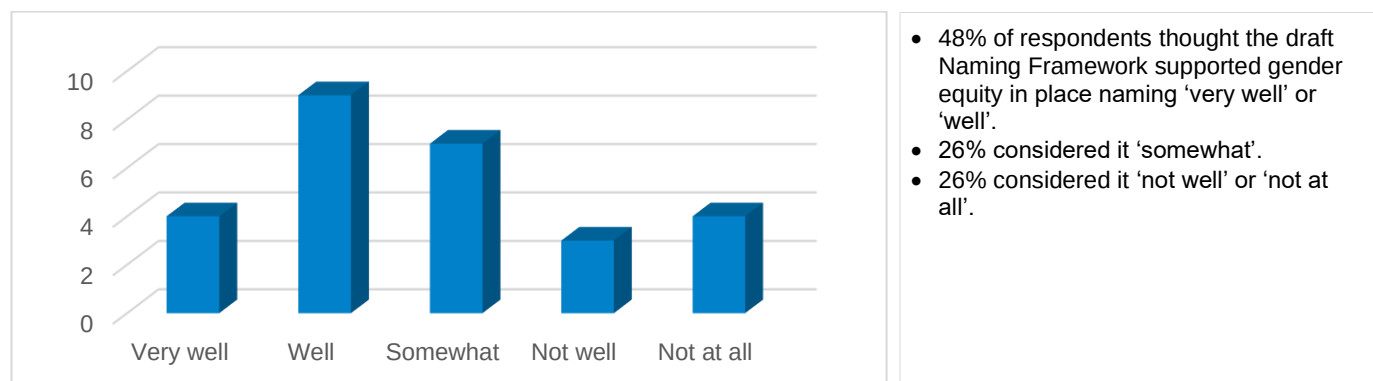
"The document is well presented"

"It's simple and explained clearly"

"It presents a thoughtful and comprehensive approach to place naming"

"The priorities and processes outlined are impressive"

How well does the draft Naming Framework support gender equity in place naming?



"A focus on a diverse range of people with different backgrounds and genders is appropriate"

"It supports early women in the industries back then"

"It is encouraging to see gender equality and women's representation identified as key priorities."

Please share any additional names that are significant to Fishermans Bend. Provide a summary of why this name is significant and an information source, if possible.

Survey respondents provided additional names relating to:

- Significant females within early industries.
- Former General Motors Holden site.
- Early immigrant families that helped to shape Fishermans Bend.
- Early local women who underwent oppression by institutional racism of the time.
- Any of the early industries that characterised the local area.
- General suggestion to engage with Traditional Owners on naming opportunities.

Please share any additional information or feedback to be considered as part of the Naming Framework.

Survey respondents provided additional sentiments:

- Larger focus on Aboriginal language in naming conventions, not just recognising certain people.
- Concerns around using names that are overly complex or difficult to spell.
- Representation of commemorative names of people of different genders, Aboriginal names, and names relating to wildlife.

Interactive map

In Phase 1 Engagement, the community and supporting desktop research helped us identify significant historic and present-day sites and areas within Fishermans Bend. As part of Phase 2 we invited the community to add any additional sites or areas that were missed relating to one of the five naming themes. There was a total of 11 contributions, within these:

- 55% related to significant women who were involved in the area's automotive legacy.
- 36% related to the local industry and innovation.
- 9% related to the diverse communities of Fishermans Bend.

Pop-up information sessions

Three pop-up information sessions were held at a popular food and beverage location in Fishermans Bend. Sessions were held at different times of the day to target the local community in the morning and at lunch time. A total of 73 people engaged with the pop-up sessions, including groups such as:

- Employees of local businesses, e.g. John Holland, Bega Group
- Students completing training nearby.

- Employees of local retail and food/beverage tenancies.
- Construction works for projects nearby.
- Residents from surrounding suburbs.

Pop-ups included information boards outlining an overview of the project, examples of local stories that we'd uncovered as part of Phase 1 Engagement, a map of the precincts, and an activity that involved asking the community to vote for the naming themes that they found most meaningful to future place naming in the area. 'Industry and innovation' and 'sand, water, scrub and wildlife' received the strongest support, followed by 'women who shaped Fishermans Bend' and 'connection to Country', shown in Figure 5-6.

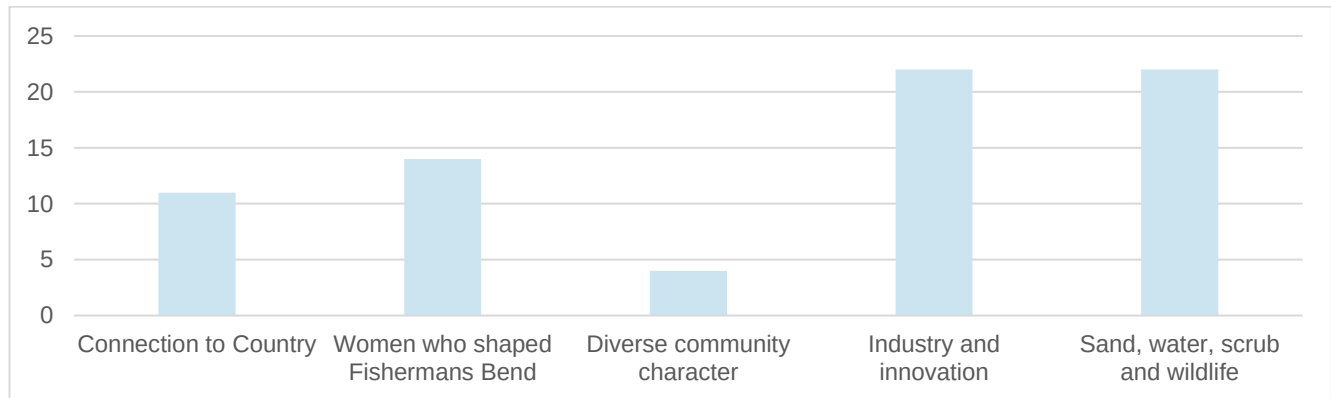


Figure 3: Pop up session contributions – phase 2 engagement

Key sentiments heard at the pop-up sessions as well as photographs of some of our participants are shown below.

"The Naming Framework should celebrate diverse communities who make the place special"

"We should speak to the Traditional Owners of these lands and name places based on what they want"

"We should maintain the industrial character of the area"



Figure 4: Engagement activities at pop up sessions

Written Submissions

We received seven submissions from key stakeholder groups via email or phone, including:

- University of Melbourne
- Port Melbourne Historical and Preservation Society
- Westgate Biodiversity – Bili Nursery and Landcare Inc.
- Department of Transport and Planning
- Geographic Names Victoria
- Other local organisations

In summary, the submission feedback related to:

- General support for the draft Naming Framework's logical approach.
- A need to integrate the application of the Naming Framework to place names across the precinct, including within large land holdings, such as the University of Melbourne campus and Westgate Park.
- Suggested changes and corrections to referencing of the Geographic Place Names Act 1998, the Victorian Government's Naming Rules, and associated statutory processes.
- Suggestions of future place names and edits to imagery in the document.
- Support for Traditional Owners to be engaged on naming opportunities.
- Support that endorsed place names should be accompanied by educational elements to enhance community understanding, such as interpretive signage, sub-text on signage, informative plaques, monuments and public art.
- Suggestion that newly endorsed place names are incorporated into the Finding Her Commemorative Map operated by Her Place Women's Museum Australia to increase public awareness of women's contributions.
- Suggestion that potential sites for future public realm initiatives supporting place names (e.g. public art) in the EIA and Lorimer precincts are identified spatially.

Recommendations

The engagement findings overall were supportive of the draft Naming Framework's content, approach and presentation. Several suggestions and concerns were raised, which have been responded to in Table 3 below.

Overview	Description of concern/suggestion	Response	Recommended change to document
Additional information to support place names	Concern relating to future names being complex or difficult to spell. Opportunity to add endorsed place names to the 'Finding Her Commemorative Map' operated by Her Place Women's Museum Australia. Opportunity to identify potential sites for future statues, monuments, plaques, and murals to be delivered to support place names across the precinct.	The Naming Framework recognises that future place names should be accompanied by educational elements to enhance community understanding, such as sub-text on signage and additional opportunities for informative plaques, monuments and public art. City of Melbourne is exploring how upcoming developments can best incorporate supporting information to assist the community to better understand the meaning and correct pronunciation of endorsed place names. In addition, place names need to comply with the Victorian Government's Naming Rules (2022), which incorporate considerations regarding spelling and pronunciation (Naming Principle K). City of Melbourne is supportive in principle of Her Place Women's Museum Australia to add endorsed names commemorating significant women to the 'Finding Her Commemorative Map'. The Victorian Government is leading the delivery of the EIA and Lorimer precincts. The Naming Framework will help to boost opportunities for public realm initiatives, such as monuments and murals.	Highlight need for additional information to support names and resolve potential confusion relating to how to spell or pronounce future names.
Significance of gender equity and diversity in future place naming	Concern of whether focus on gender equity in future commemorative place naming will limit who can be commemorated, and detract from the general significance of a name to Fishermans Bend.	It is important for place naming to acknowledge and celebrate a diverse array of local stories to ensure all communities feel welcome and acknowledged. There is currently a disproportionate number of streets named after male figures in the City of Melbourne, including within Fishermans Bend, shown in Figure 7 and page 10 of the Naming Framework. Therefore, achieving gender equity in place naming requires increasing the number of place names commemorating women and gender diverse peoples to achieve a more even balance. The Naming Framework's priority naming theme, 'Women who Shaped Fishermans Bend' aligns with existing State and local policies and initiatives, which support gender equity through place naming. For example, the Victorian Government's Gender Equality Strategy and Action Plan 2023-27, which includes a target for 70% of new applications for commemorative place naming to be for women. Further information is included on page 14 of the Naming Framework. Names of people of all genders who are significant to Fishermans Bend are encouraged, as there will be many naming opportunities in the coming decades as the area is redeveloped. The Naming Framework's application approach ensures that all future names are significant to the local area, by aligning with one or more naming theme and linking to the local spatial context. Moreover, in the standard naming approval process, all names are assessed against the Victorian Naming Rules, which include a requirement for a name to 'link to place'.	No change recommended.

Overview	Description of concern/suggestion	Response	Recommended change to document
Minor edits to document	Suggested edits to images, maps, graphics and references to statutory naming processes. Concern that the volume of information provided in the document is too high.	City of Melbourne will consider suggested edits. Generally, engagement insights conveyed that the document was comprehensive yet easy to understand and apply. The volume of information provides context to help understand the intent and application approach of the framework. The three-part document structure and clear table of contents enables people to easily locate information relevant to them.	Suggested edits to be considered and addressed.
Suggested future place names	Potential future place names were submitted via the online survey and written submissions.	City of Melbourne will hold these names in an internal database to consider for future naming opportunities. Submissions for additional name suggestions are welcomed via: https://participate.melbourne.vic.gov.au/place-and-road-naming/suggest-name	No change recommended.

Table 2: Key issues and responses

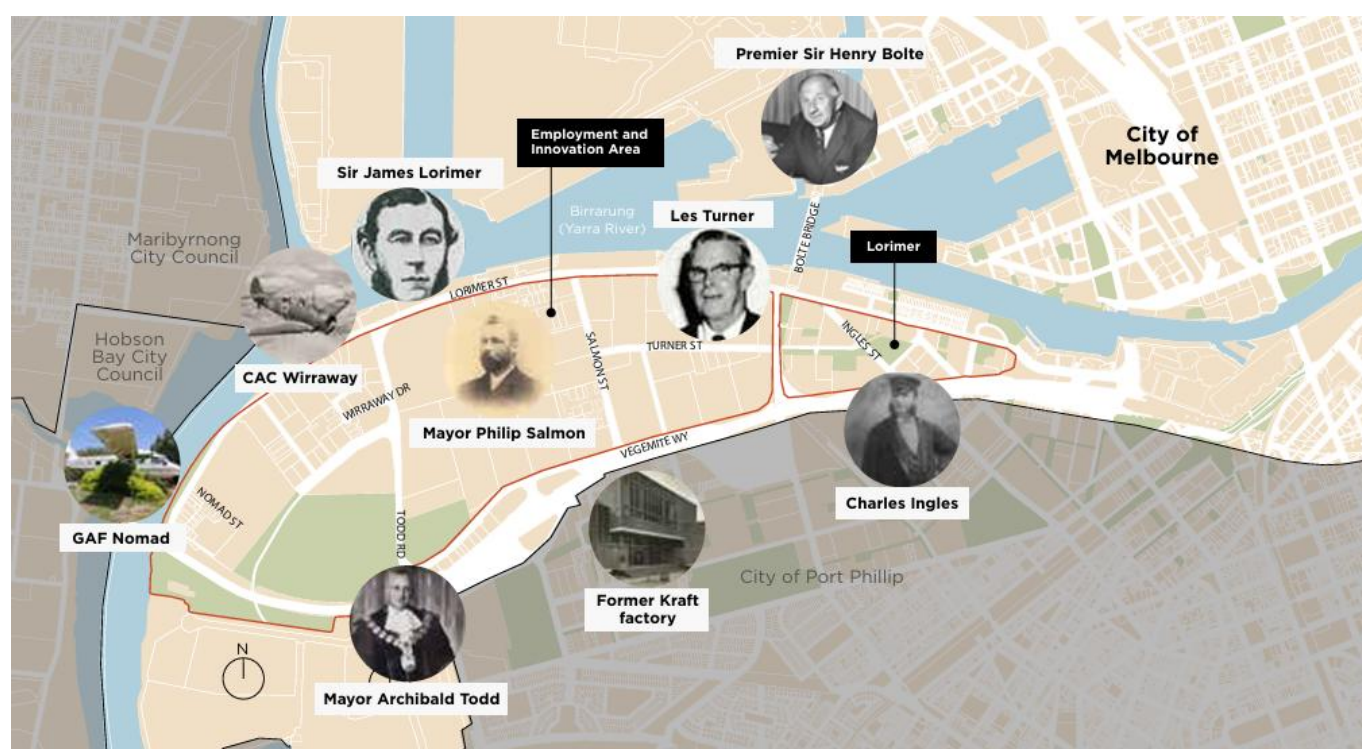


Figure 7: Existing place names in Fishermans Bend

How to contact us

Online:

melbourne.vic.gov.au

In person:

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

Telephone:

03 9658 9658
Business hours, Monday to Friday
(Public holidays excluded)

Fax:

03 9654 4854

In writing:

City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia



Interpreter services

We cater for people of all backgrounds
Please call 03 9280 0726

03 9280 0717	廣東話
03 9280 0719	Bahasa Indonesia
03 9280 0720	Italiano
03 9280 0721	普通話
03 9280 0722	Soomaali
03 9280 0723	Español
03 9280 0725	Việt Ngữ
03 9280 0726	عربي
03 9280 0726	한국어
03 9280 0726	हिंदी
03 9280 0726	All other languages

National Relay Service:

If you are deaf, hearing impaired or speech-impaired,
call us via the National Relay Service: Teletypewriter (TTY)
users phone 1300 555 727 then ask for 03 9658 9658
9am to 5pm, Monday to Friday (Public holidays excluded)

melbourne.vic.gov.au



CITY OF MELBOURNE