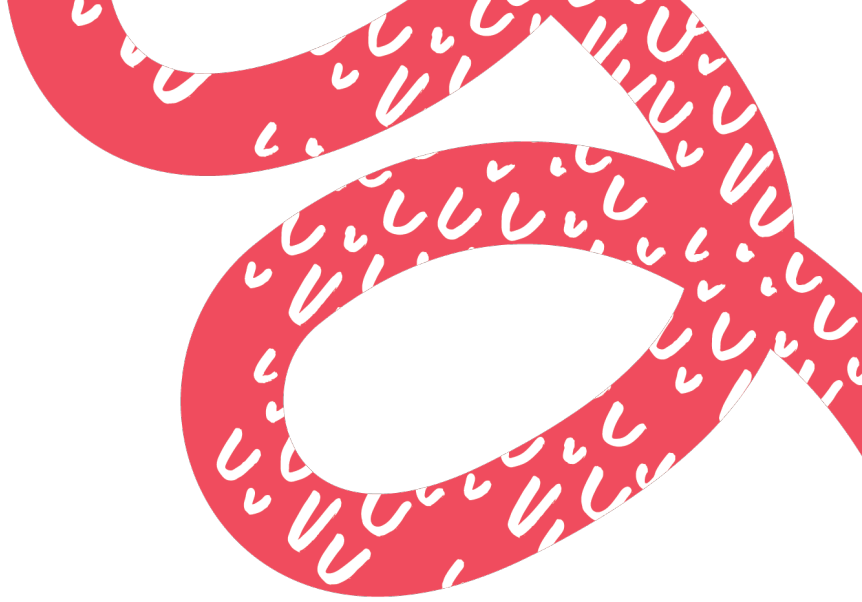




Engagement Summary

Fishermans Bend Place Naming



We acknowledge the Bunurong and Wurundjeri People of the Kulin Nation as the Traditional Custodians of the land upon which this project resides. We recognise their continuing contributions to placemaking and place, with strong connections to land, water, culture, and community, and pay our respects to Elders past and present.

Version: 2.0, for City of Melbourne, 21/11/2023

No part of this work may be reproduced or copied in any form without prior written consent of Village Well.



Table of Content

Executive summary.....	4
Techniques and participation	4
High level findings.....	5
1.0 Introduction.....	7
2.0 Engagement approach.....	7
2.1 Engagement promotions.....	7
2.2 Engagement details.....	8
2.3 Analysis methodology.....	9
3.0 Key themes and principles	10
3.1 Overarching themes and principles	10
4.0 Engagement summary	13
4.1 Focus groups and 1:1 discussions.....	13
4.2 Workshops	17
4.3 Online survey and interactive map.....	19
4.4 Pop-up session	25
5.0 Suggested names.....	28

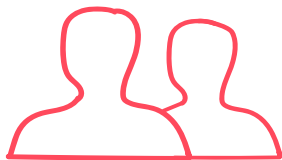
Executive summary

Between August and October 2023, Village Well conducted extensive community and stakeholder engagement to capture the unique connections and memories that underpin the identity of the City of Melbourne's portion of the Fishermans Bend area.

This report forms part of the broader engagement process to develop the Draft Fishermans Bend Place Naming Framework. The City of Melbourne are undertaking separate engagement with appointed Registered Aboriginal Parties for the area - the Bunurong Land Council Aboriginal Corporation and the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation - on the Draft Place Naming Framework.

The outcomes of this engagement will inform the development of the Fishermans Bend Place Naming Framework. The Fishermans Bend Place Naming Framework will guide naming of new streets, parks, and public places within the National Employment and Innovation Cluster (NEIC) and Lorimer precincts.

Techniques and participation



147 People
contributed their ideas

1215
Pieces of individual feedback*
*Not including focus groups. Includes feedback from workshop comments, popup comments, votes, online survey responses and interactive map contributions



65 Survey responses

6 Focus Groups

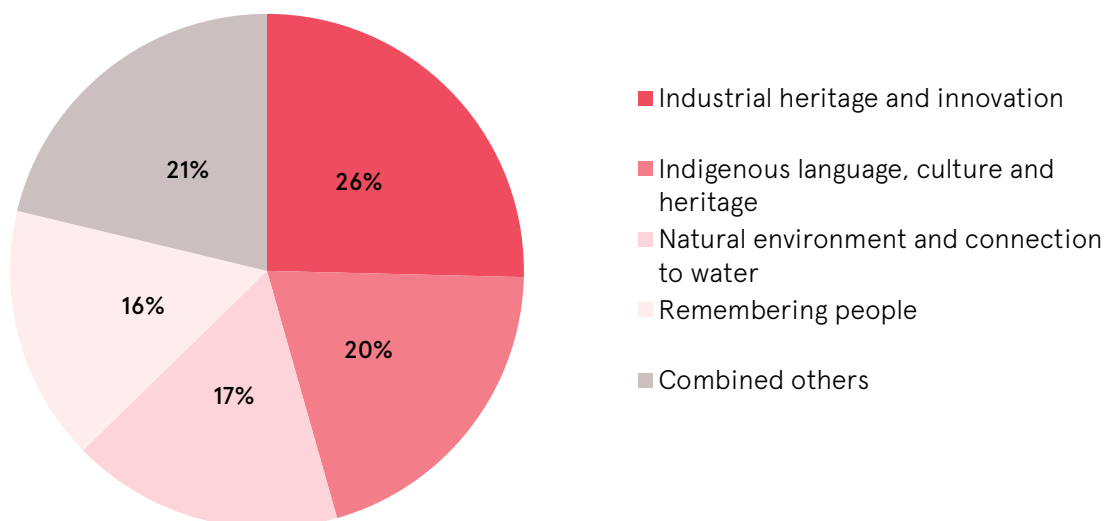


4 Workshops

High level findings

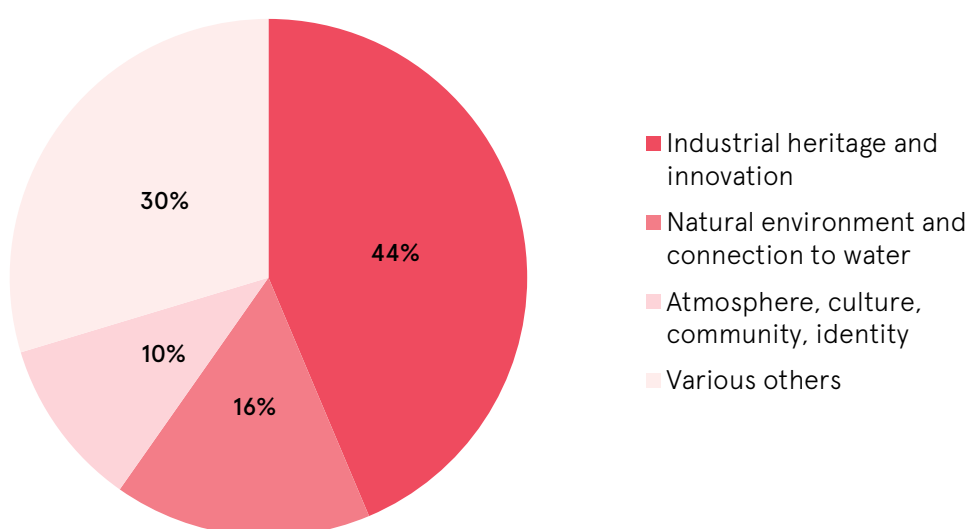
Naming themes

Participants' suggestions for names and themes were categorised by theme. A substantial number of the suggested names and themes were captured within the following themes:



Memories

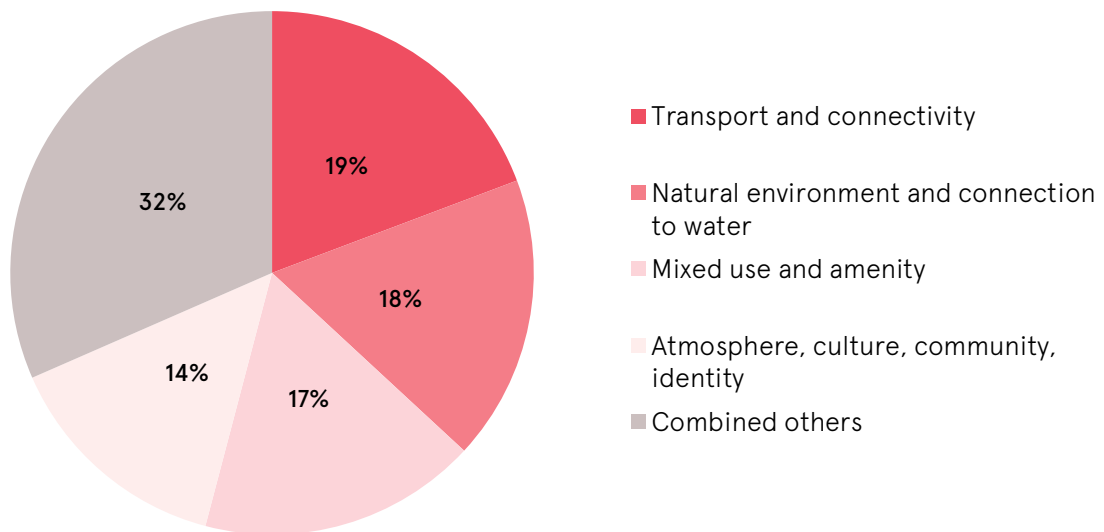
In general, most participants' memories and comments about the past and present referenced the following themes:



Note the overarching theme 'Industrial heritage and innovation' encompasses sub-themes such as 'Industry, innovation and technology,' 'Port and maritime,' 'Automotive,' and 'Aviation,' with varying proportions of emphasis on each.

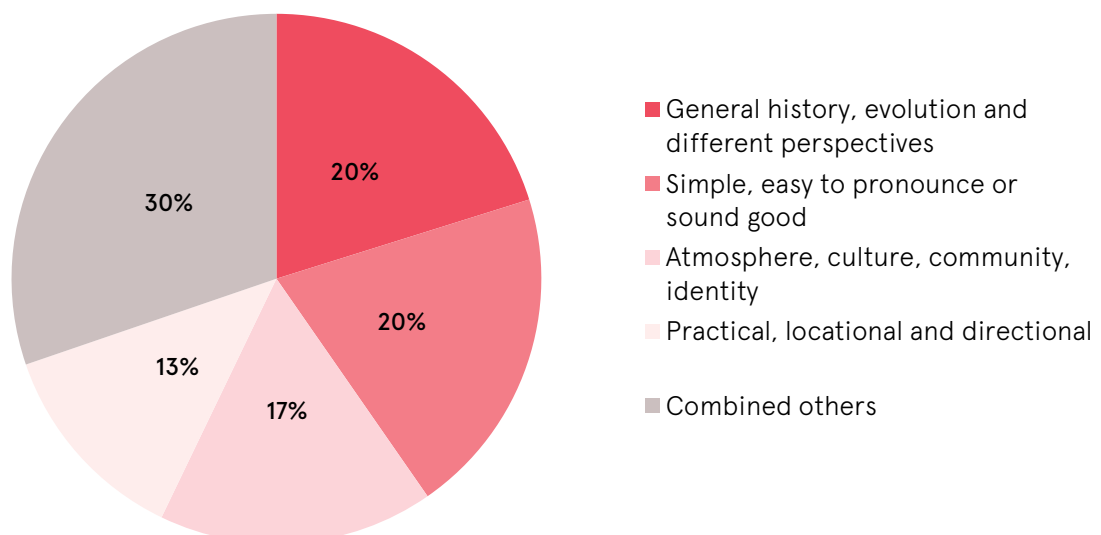
Aspirations

A significant portion of comments from participants about their aspirations for the area referenced the following themes:



Naming potential and value

Respondents were asked to reflect on the purpose and value of place names in their own words. Over half of comments were captured within the following themes:



1.0 Introduction

The City of Melbourne is leading the development of a Fishermans Bend Place Naming Framework for the National Employment and Innovation Cluster (NEIC) and Lorimer precincts. The Framework will outline a set of naming themes, principles and protocols which will guide the naming of new places such as streets, parks, and other public places to be delivered in these precincts.

City of Melbourne engaged Village Well to design and manage engagement with local community and stakeholders. The aim of the engagement was to capture important local themes, narratives, and memories from the area. Focus group conversations, a series of workshops, an online survey and interactive map and a pop-up event were organised for community and stakeholders. The purpose was to introduce the project and capture participants' memories and comments about the area and share place naming ideas.

This report provides a summary of these engagement activities. The findings of this engagement will inform the development of the Fishermans Bend Place Naming Framework; ensuring place naming captures the meaningful stories of the past, present and future of Fishermans Bend.

2.0 Engagement approach

2.1 Engagement promotions

Participate Melbourne

A Participate Melbourne webpage (www.participate.melbourne.vic.gov.au/fishermans-bend-place-naming) was developed as a centralised platform for sharing new information and updates on the project. The webpage included key messages about the project, the project timeline and historical photos, the online survey, an interactive map, and details to register for the community and business workshops.

- 3,670 views of the Participate Melbourne page during the consultation period
- 23.43% of visitors spent at least one active minute on the page.
- 13 people now 'Follow' the Participate Melbourne project page.
- 25 survey participants opted to receive project updates via email.

Emails and messages

Fifty-eight local businesses within the NEIC and Lorimer precincts were also contacted by email and phone to promote the workshops, survey, and pop-up event. Emails included an introduction to the project, details for relevant workshops, and a link to the Participate Melbourne webpage.

Posters and flyers

Posters were pinned up at five local businesses, including popular cafes and eateries within the NEIC and Lorimer precincts. Flyers were distributed to these local businesses

plus two additional eateries. Posters and flyers shared details for the Participate Melbourne webpage, community workshop and online survey.

Social media

A social media campaign advertised the workshops, online survey, and Participate Melbourne webpage.

Meta Audience

- 35,383 reach
- 1,500 clicks

Twitter

- 223,970 reach
- 1,185 clicks

Other methods of promotion included through the Fishermans Bend Taskforce social media channels, Development Victoria social media channels, Village Well LinkedIn, Fishermans Bend Business Forum's communication channels, and University of Melbourne's Design Faculty communication channels.

2.2 Engagement details

Focus group and 1:1 discussions

Between September 12th and October 11th, 2023, focus group discussions were conducted with key stakeholders and community groups who hold deep historic and ongoing connections to the precinct to facilitate discussions about the project.

Workshops

Four workshops were held between the September 3rd and September 27th, 2023, to engage stakeholders who have a direct connection with the precinct, involving project introductions and activities to explore their insights, memories, and naming aspirations within Fishermans Bend.

Online survey and interactive map

From August 28th to October 9th, 2023, an online survey and interactive map hosted on the Participate Melbourne webpage collected community insights, priorities, and suggestions for place names in the NEIC and Lorimer precincts of Fishermans Bend.

Pop-up session

A pop-up event at Phillip Court and Salmon Street on September 20th, 2023, targeted local precinct workers, inviting them to make contributions to activity boards.

2.3 Analysis methodology

Engagement feedback included a mix of qualitative and quantitative data. Analysis of open-ended survey questions and qualitative feedback from the focus groups, workshops, interactive map, and pop-up event revealed repeated commentary which was then categorised into over-arching themes. A total of 16 themes and principles were identified (see '3.0 Key themes and principles' for a full list of identified themes and principles).

All comments from participants were 'tagged' with relevant key themes and principles and the number of comments associated with each theme was tallied to gain an understanding of the community and stakeholder priorities.

The outcomes of this analysis are summarised in the following section.



3.0 Key themes and principles

3.1 Overarching themes and principles

The following table outlines the sixteen key themes and principles identified in comments from workshops, online survey and focus group discussions. The principles primarily reflects responses to the broader purpose and value of naming, rather than being place-specific.

Within all the themes, there were comments that did not pertain to specific locations. These non-location-specific themes are labelled as 'General.' General areas indicate engagement outcomes, with feedback providing broader perspectives on Fishermans Bend as a whole, rather than specific locations.

Location map



Theme	Description	Map location
Industrial heritage and innovation	Captures all comments from the following sub-themes: - Industry, innovation, and technology - Port and maritime - Automotive and aviation	N/A
Industry, innovation and technology	General references to industrial heritage, research, manufacturing, trade, innovation, and technological milestones.	Science/Research, Automotive/Manufacturing

Theme	Description	Map location
Port and maritime	Shipping, specific name suggestions relating to the shipping industry, docks and boating, maritime heritage, fishing industry, Coode Island.	Port
Automotive	Holden/GMH, car manufacturing, references to specific GMH buildings and car names.	Automotive/Manufacturing
Aviation	References to aviation, planes and runways, aircraft types, Commonwealth Aircraft Corporation (CAC) and Australian Aeronautical Engineering Facility, Boeing, Aerospace.	Aviation
Indigenous language, culture, and heritage	Pre-settlement history, Aboriginal language, and culture. This category also had overlaps with the natural environment and industry, including Aboriginal naming for flora and fauna, and car/plane models.	General – Natural environment, Aviation, Automotive/manufacturing
Natural environment and connection to water	References to native plants, wildlife, historical wetlands, strengthening the connection to the waterfront, Westgate Park, integrating and preserving nature, and plentiful green spaces in the future.	General – Natural environment, Westgate Park
Atmosphere, culture, community, identity	General references to sharing the unique culture, identity, and atmosphere, as well as specific comments relating to the past and future. Past: Rough and gritty, working class, a place of pride and aspirations, transient. Aspirational: Friendly, safe, community connections, diversity.	General
Transport and connectivity	References to trucks and disconnection despite proximity to the city. Aspirations for a walkable and connected precinct with better public and active transport.	General

Theme	Description	Map location
Remembering people	References to historical figures who have made an important contribution to the area, pioneers in industry, migrants, veterans, women, local characters, and family members.	General – Historical industry, Migration
Mixed use and amenity	A place to live, work, play and learn. Things for everyone to do. Local businesses/retail, dining, markets, and events.	General
General history, evolution, and different perspectives <i>(not captured under 'Industrial heritage and innovation')</i>	References to history in general, evolution of precinct over time, important moments in history, and balanced representation of different perspectives/layers of history.	General
Recreation and leisure	Past references: local connections with football teams and sports people, golf, cycling and running. Aspirational references: Meeting spots, sport centres, recreational fishing spots, cycling, boardwalks.	General – Sport history and aspirations
Sustainability and sensitive development	Sustainable design, eco-friendly built environment and transport, beautiful and well-designed urban environment.	General – Natural environment
Principle	Description	Map location
Simple, easy to pronounce or sound good	Captures participants' general preferences for names that are easy to pronounce, short, and memorable.	General
Practical, locational, and directional	Gives an indication of its location or helpful for navigation.	General
Educate and inspire curiosity	Share the story behind name and provide references that remind you why a street is named something.	General

Please note that several survey comments expressed a desire to retain the name 'Fishermans Bend.' However, this was a misunderstanding of the project's scope and, therefore, was not incorporated as a thematic element.

4.0 Engagement summary

4.1 Focus groups and 1:1 discussions

Seven focus group discussions were conducted with key stakeholders and community groups who hold deep historic and ongoing connections to the precinct to facilitate discussions about the project. These were semi-structured conversations, which provided a platform to introduce the project context, and for stakeholders to share their knowledge, memories, and aspirations for naming within Fishermans Bend.

We spoke to:

- Boeing and Defence Science and Technology (11th September 2023)
- Fishermans Bend Business Forum (12th September 2023)
- University of Melbourne (13th September 2023)
- Janet Bolitho, former Mayor of the City of Port Phillip and local historian (19th September 2023)
- Holden Retirees Club (22nd September 2023)
- Westgate Biodiversity (3rd October 2023)
- Port Melbourne Historical and Preservation Society (11th October 2023)

Purpose and potential of naming:

The key themes that emerged from discussions with focus groups were that naming provides an opportunity to, or should:



Share the general history, evolution of place and different perspectives



Be meaningful, and share the place's identity



Remember people



Reference Indigenous language, culture, and heritage



Educate and inspire curiosity



Reference the natural environment and connection to water

Quotes:

"Naming is one of the first stages of telling the story of a place"

- University of Melbourne

"The more meaningful, the better – use names that give place richness"

- Fishermans Bend Business Forum

Past and present themes

Discussion around stories from the past and present focused on the following three themes:



Industrial heritage and innovation

The industrial heritage of Fishermans Bend was referred to across all conversations. Points raised in the discussion included:

- The area was the frontier of manufacturing, and birthplace of Australia's automobile and aircraft manufacturing industries.
- Other industry work related to water, sea, air, and national security.
- Fatigue testing and sustainment.
- Memories of massive container ships passing the river along Westgate Park.
- The cutting of Coode Canal.
- 'Legacy' organisations such as Commonwealth Aircraft Corporation and Aeronautical Research Laboratories.



Remembering people

References to historical figures included pioneers in manufacturing and research, Holden war veterans, migrants, and female workers. Some specific examples included:

- David Warren, who invented the black box recorder at the DST site.
- Fred David - an Austrian Jew who escaped to Australia in 1939, and then created the only fighter aircraft designed and made in Australia that saw frontline service during WW2.
- Elizabeth 'Eileen' Robertson painted the murals at the heritage-listed Social Centre building at GMH.

- Mary McLearey – the wife of a ‘wharfy’ who led a group of women to parliament to advocate and raise awareness of the plight of families, specifically families of wharfies, who were out of work a lot between 1928–1940.



Natural environment and connection to water

Discussions about the natural environment touched on the following points:

- Historically, the Yarra River may not have been as prominent or significant as it is now. Instead, the aquatic landscape was likely characterised by swamps, lakes, and small streams or trickles of water.
- The last orange bellied parrot in metropolitan Melbourne was seen in Fishermans Bend.
- Ephemeral sandbar and shifting dunes.
- Westgate Park is home to rich biodiversity, including geckos, skinks, turtles, tiger snakes, blue tongue lizards, common eastern froglets, superb fairy wrens, owls, microbats, and other marsupials.

Other less prominent themes included:

- Indigenous language, culture, and heritage: *Note that further discussion is essential with Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation to enable the inclusion of their perspectives on Indigenous language, culture, and heritage within the project.*
- History in general and evolution, including the considerable alteration of the landscape over time, and the Westgate bridge construction and collapse.
- Atmosphere and identity – There was a feeling of pride associated with working within manufacturing, research, and other industries in the area. The area was also historically a ‘wild place’ that could be quite ‘rough’.
- Leisure, including references to the golf club, and community interest and involvement in sport.

Quotes:

“Fishermans Bend was colloquially referred to as ‘Siberia’ because it was so cold and isolated”

– Janet Bolitho

“The saying ‘million dollar baby’ referenced the idea that it took a million dollars to build a car”

– Holden Retirees Club

Future-oriented themes

Discussion around aspiration for the future focused on the following three themes:



Innovation and technology

Focus group participants spoke of ideas around innovation, leadership, excellence, and collaboration. Fishermans Bend was imagined as a future-focused place that shared knowledge, was connected to innovation hubs abroad, and was future focused in a transparent and tangible way.



Transport and connection

Fishermans Bend was envisioned to be a well-connected, walkable, and close to the city.



Natural environment and connection to water

Participants made references to nature integrated throughout the precinct, stronger connections with the water, and reinvigorating the idea of being located at the mouth of the river and the bay.

Other less prominent themes included:

- Mixed use and amenity.
- Sustainable and sensitive development – A prototype of climate resilience and high-quality design.
- Atmosphere – Safe and welcoming.

4.2 Workshops

Four workshops were held over a two-week period with stakeholders who have a direct connection to the precinct. The workshops included a brief introduction to the project, and individual/group activities exploring participants' knowledge, memories, and aspirations for naming within Fishermans Bend.

- Port Melbourne Secondary College, 7th and 8th graders (in-person) – 3rd September 2023 | 11:00am-12:30pm
- Local business' workshop (online) – 4th September 2023 | 12:00pm-1:00pm
- Local business' workshop (in-person) – 26th September 2023 | 5:30-6:30pm
- Community/open workshop (online) – 27th September 2023 | 5:30-6:30pm

A total of 20 people attended across all four sessions, contributing 332 items of individual feedback.

Purpose and potential of naming

Participants were asked to reflect on the purpose and value of naming. 64% of comments were captured by the following themes:



Share the general history, evolution, and different perspectives (26%)



Remembering people (24%)



Be practical, locational, and directional (14%)

Overall themes

The top themes identified for consideration in the naming of places within Fishermans Bend were:

Past/present-oriented

73% of comments referred to the following 4 themes:



Industrial heritage and innovation (36%) (66% of related comments referred to 'Automotive' and 'Industry, innovation and technology')



Remembering people (13%)



Natural environment and connection to water (12%)



Recreation and leisure (12%)

Future-oriented

70% of comments referred to the following 4 themes:



Transport and connectivity (20%)



Natural environment and connection to water (18%)



Mixed use and amenity (18%)



Atmosphere, culture, community, identity (14%)

Naming suggestions

Naming suggestions and ideas were categorised into themes. 77% of comments related to the following themes:



Natural environment and connection to water (24%)



Remembering people (20%)



Industrial heritage and innovation (18%) – ('Port and maritime' and 'Industry, innovation and technology' were sub-themes)



General history, evolution, and different perspectives (15%)

4.3 Online survey and interactive map

An online survey was shared on the Participate Melbourne webpage for the community to share their memories, priorities, and place naming ideas for the NEIC and Lorimer precincts of Fishermans Bend. The survey was open from Monday 28th of August to Monday 9th of October 2023.

65 people submitted the online survey, contributing a combined total of 714 items of individual feedback.

Respondents were asked to answer the following questions:

- What makes a good place name?
- What three words come to mind when you think of Fishermans Bend?
- Rate your priorities from a list of emerging place name themes.
- Contribute a specific name for consideration.
- Do you have any other comments?

An interactive map was provided on the Participate Melbourne webpage for people to contribute their memories of the past and aspirations for the future. 16 pins and associated comments were contributed to the map.

Participation



65

People responded to
the online survey

Demographic composition:

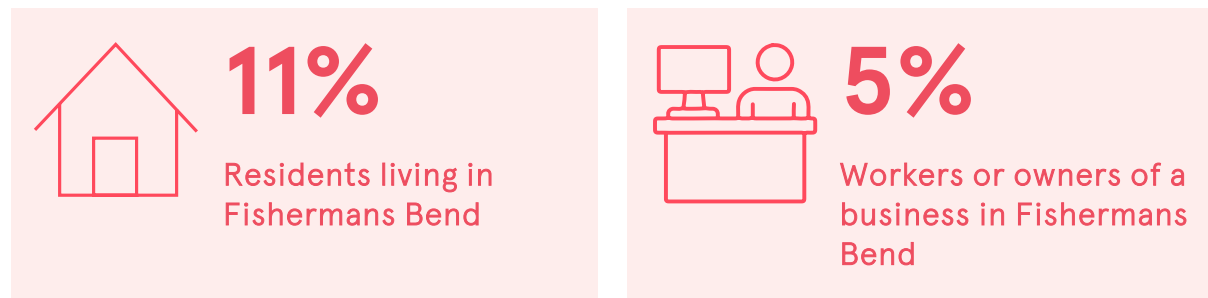
31% Female
51% Male

26%
Identify
as
LGBTIQ

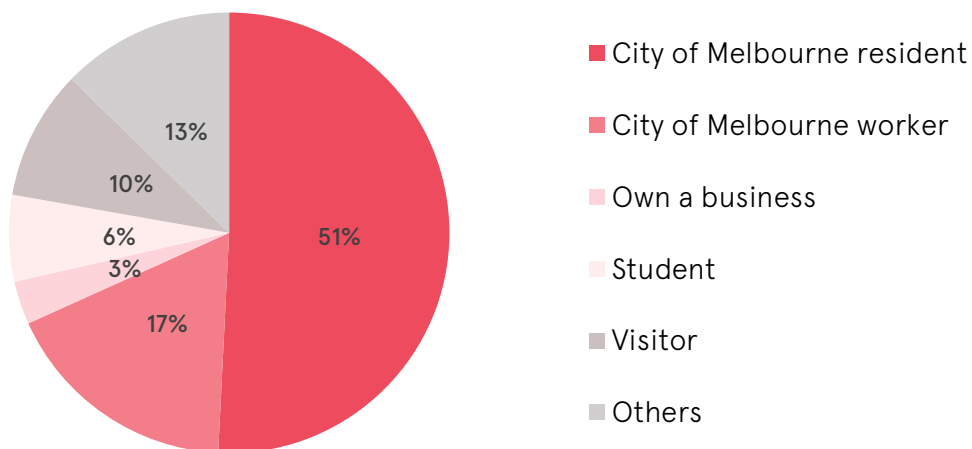
14% Person
with a
disability or
carer

9% Identify
as Aboriginal
or Torres
Strait
Islander

Participants living, working or owning a business:



Connection to this project:



Top naming themes overall

68% of survey comments submitted through the survey are represented by the following themes:



Industrial heritage and innovation (29%) – (70% of related comments referred to 'Industry, innovation and technology' or 'Port and maritime')



Indigenous language, culture, and heritage (15%)



Natural environment and connection to water (13%)



Atmosphere, culture, community, identity (11%)

Naming purpose

Respondents were asked to share 'what makes a great place name'. 90% of comments were categorised into the following themes:



Simple, easy to pronounce or sound good (29%)



Reflect the areas atmosphere, culture, community, identity (21%)



Share the general history, evolution, and different perspectives (17%)



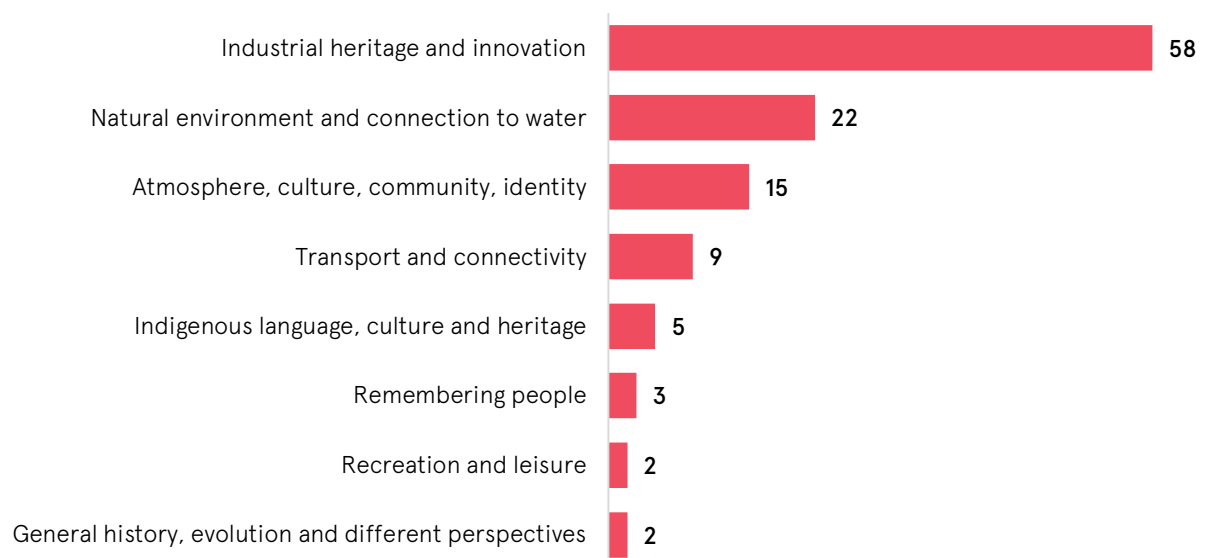
Be practical, locational and directional (12%)



Reflect Indigenous language, culture and heritage (12%)

Place identity

Participants were asked to share three words that come to mind when they think of Fishermans Bend. The following graph presents the themes captured in order of frequency of mentions:



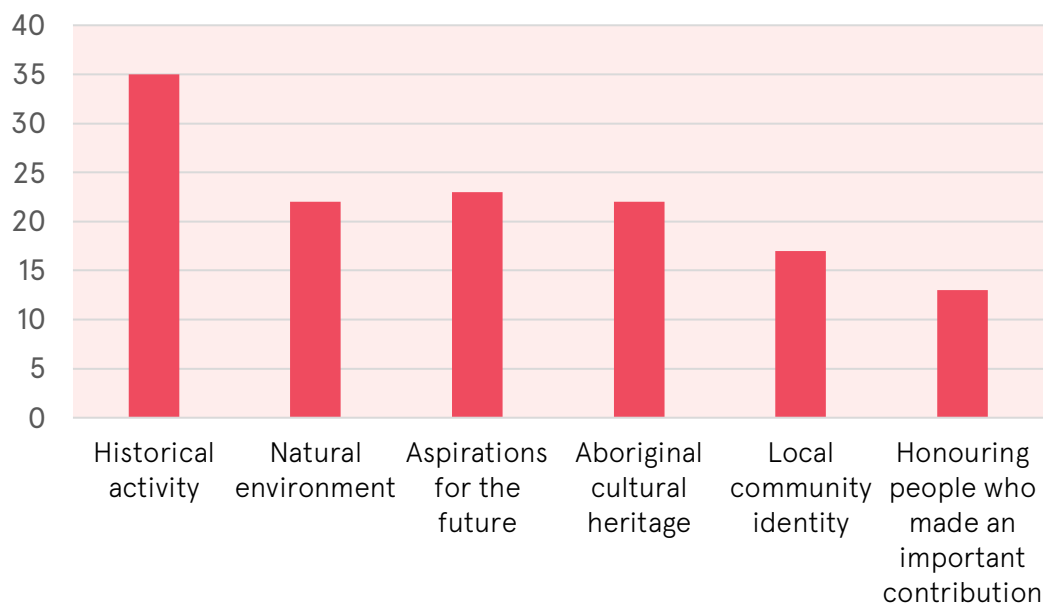
Naming theme priorities

Respondents ranked the importance of themes for the future naming of Fishermans Bend on a scale from 'Very important' to 'Not at all important.'

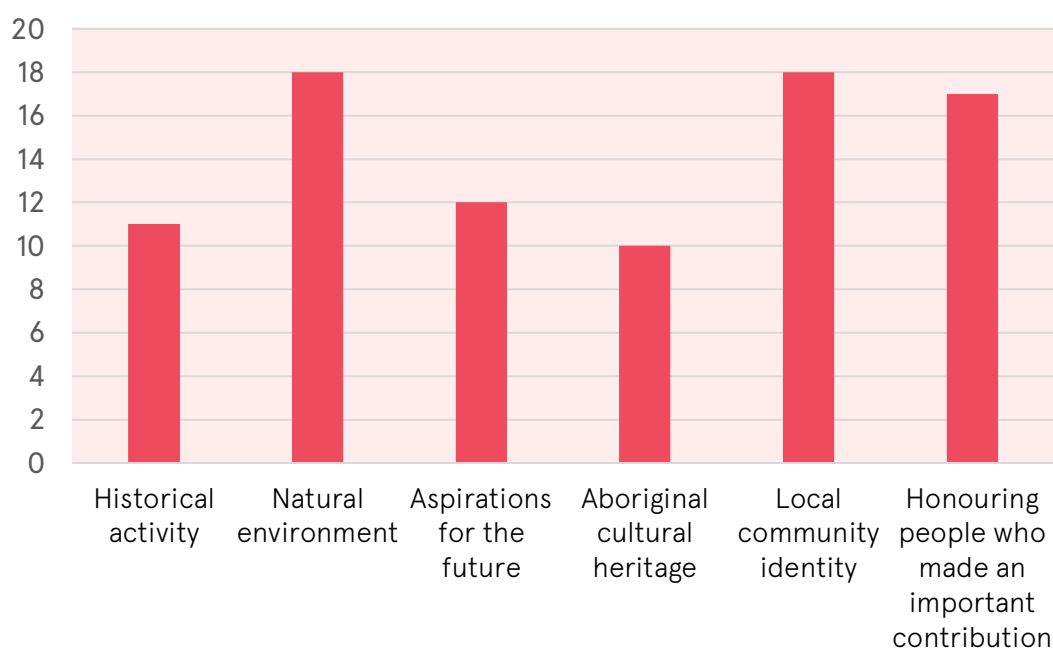
'Historical activity', 'Natural environment' and 'Local community identity' were voted the highest in priority as 'Very important'.

'Aspirations for the future', 'Local community identity' and 'Honouring people who made an important contribution' were voted as 'Low importance'.

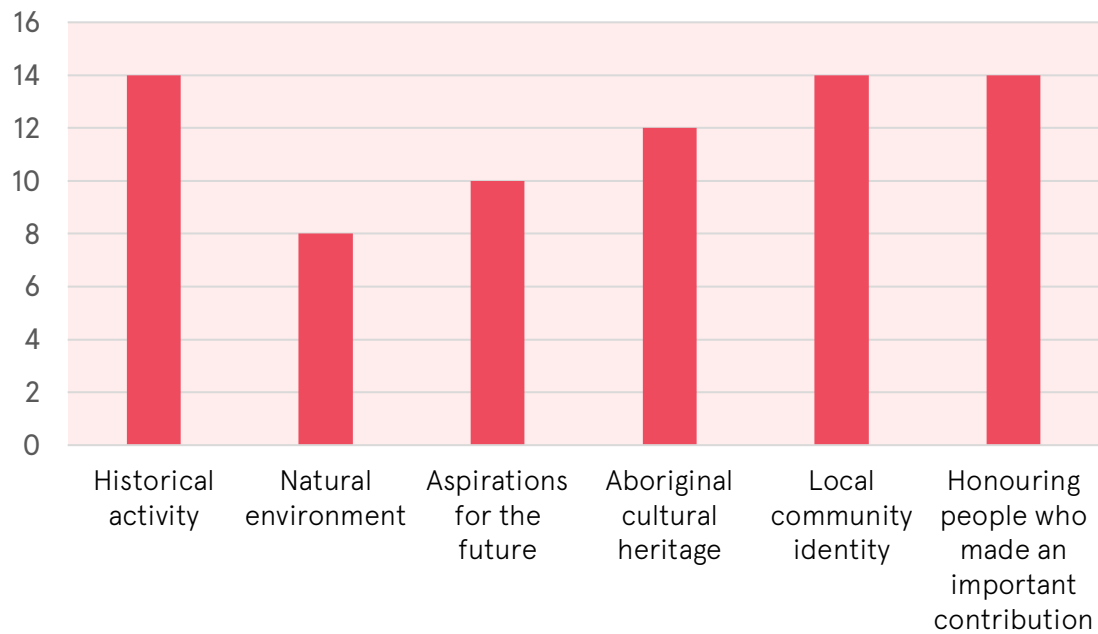
Very important



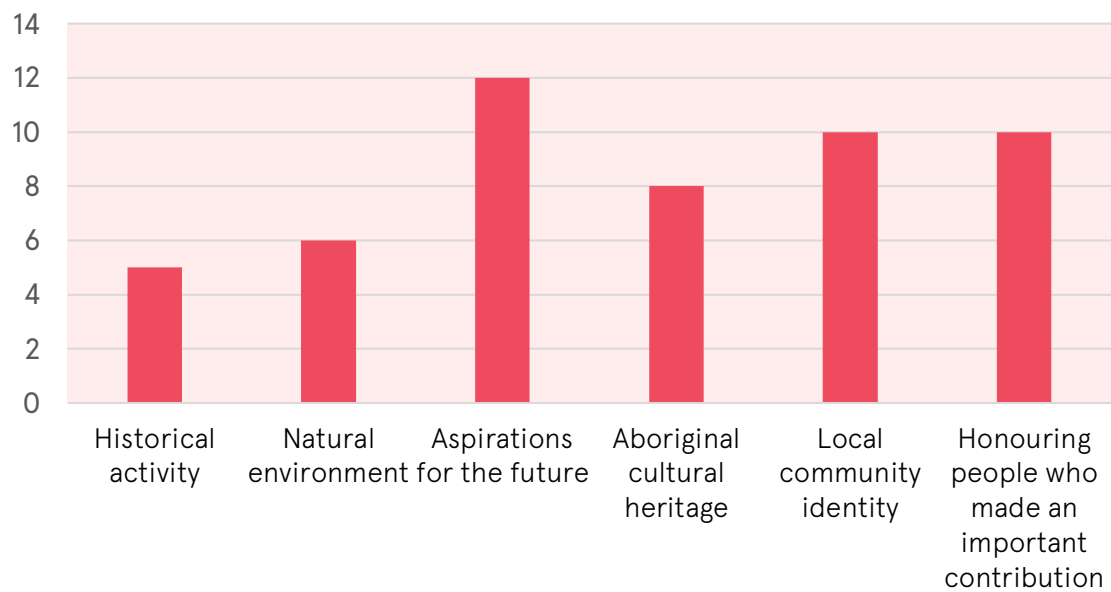
Somewhat important



Neutral

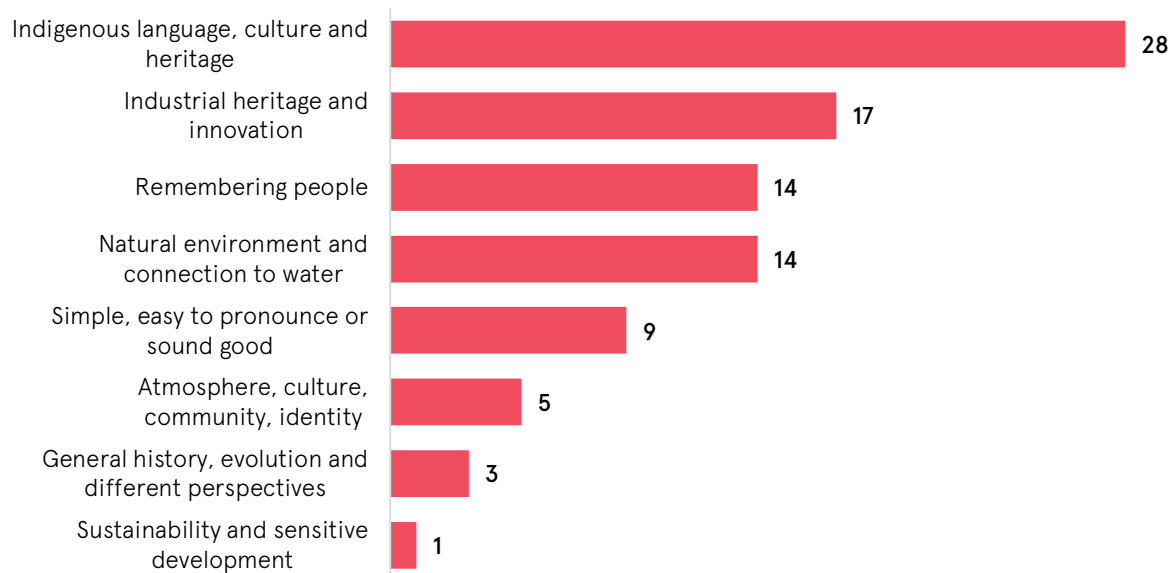


Low importance



Other naming suggestion themes

In a separate question the respondents were asked to contribute a specific name. The names suggested were themed into the following graph and represented in order of frequency. A total of ninety-one names were condensed into eleven themes.



Interactive map results

A total of 15 pins were added to an interactive map on the Participate Melbourne webpage. A summary of the comments contributed is captured below.



Memories from the past

- General Motors Holden
 - Heritage protected Social Centre and murals by Elizabeth 'Eileen' Robertson.
 - GMH Head Office and GMH Technical Centre.
 - First Holden built and launched on the site in November 1948.
- Natural environment and recreation
 - Walks around Westgate Park, enjoying the lake and wildlife.
- People in history – such as Batman and Fawkner
- Aviation – e.g., Beaufighter

Ideas for the future

- Walkable neighbourhoods with good public transport connections.
- Diverse building types to give unique identity and appearance.
- Plenty of open space.

4.4 Pop-up session

A pop-up event was held on the corner of Phillip Court and Salmon Street from 11am–1pm on Wednesday 20th of September 2023, predominantly targeting local workers in the precinct.

Participants were asked to contribute to any or all the activity boards which included:

- Map of the area to contribute memories and comments.
- Share the top three words that come to mind when you think about Fishermans Bend.
- Dot-voting: Rate your priorities from a selection of emerging themes.

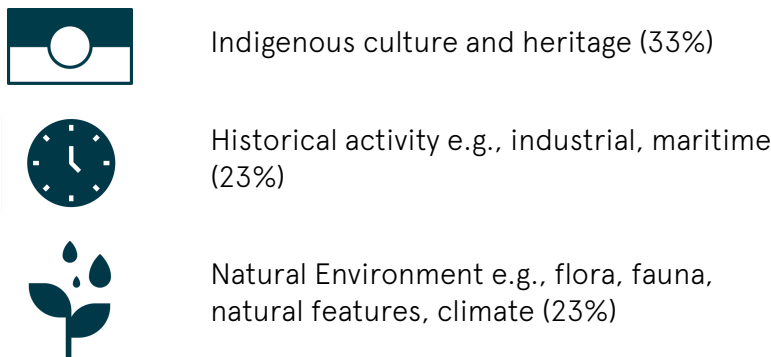
Approximately 35 people attended the pop-up event, contributing 43 items of individual feedback and 110 votes across the duration of the session.

Participants were asked to provide three words or thoughts associated with Fishermans Bend. The following words emerged:

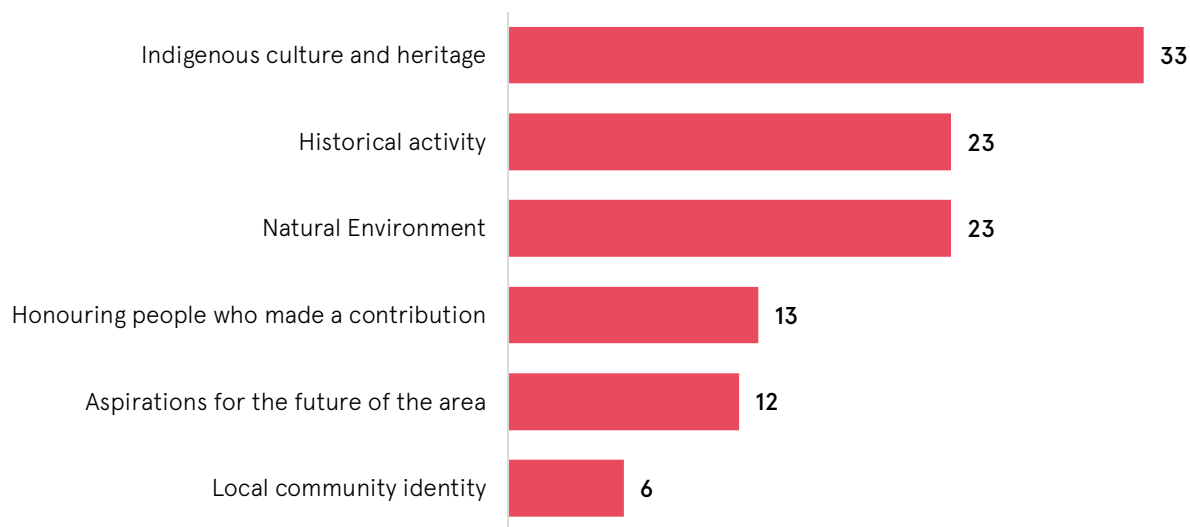


Naming theme priorities

Participants voted on six emerging themes they would like to see referenced in future naming. The top 3 themes captured 72% of all votes:

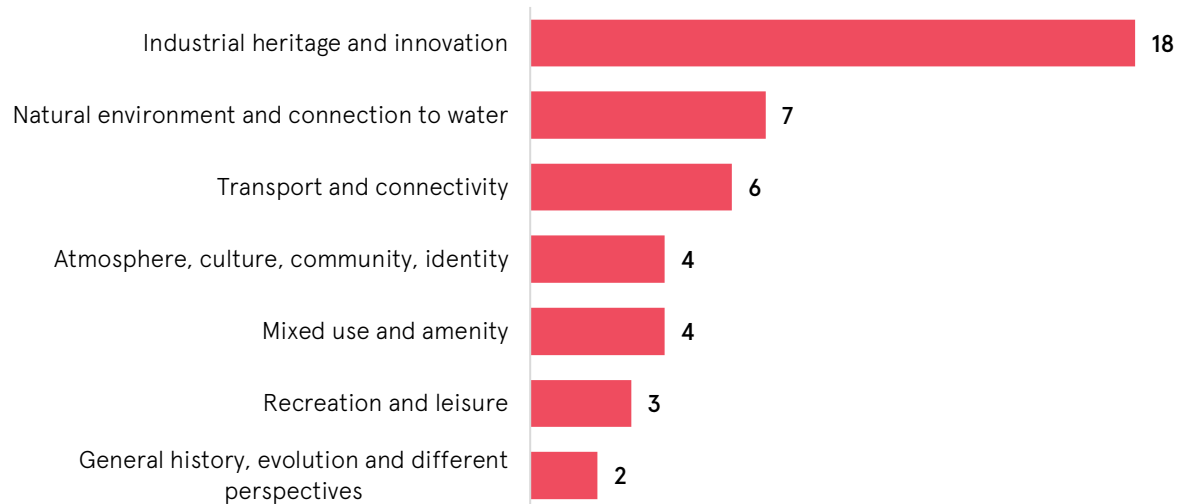


The final ratings on all themes provided in order of frequency is:



Other themes

Additional themes that emerged through analysis of comments contributed through other pop-up activities (three words and map activity) were categorised by theme and listed in order of frequency below.



5.0 Suggested names

A list of names was identified from suggestions and general comments received throughout the engagement process. The names listed below are examples provided by participants and accompanied by compelling reasons.

Barring-buluk

Provided in an online survey and meaning "many footprints" in the Boonwurrung language, it speaks to the history and important future of the land, providing a strong cultural connection.

City of Light

Provided in an online survey this reflects the historical significance as a place of aspiration for both Indigenous people and immigrants, capturing a positive and hopeful atmosphere.

Ikara

Suggested in the online survey, it is an Australian designed missile made by the Government Aircraft factory at Fisherman's Bend named after an Australian Aboriginal word for "throwing stick".

Murnong

Suggested twice in a workshop with students, this refers to the Murnong Yam Daisy, an Indigenous plant species, showcasing a connection to the local flora and emphasizing Indigenous heritage.

Yalukit Willam Bend

Shared in an online survey, this name honours the area's traditional inhabitants, paying respect to Indigenous heritage and acknowledging the custodianship of the land.



**Village
Well**