

9 May 2025

Swift Walk - Naming Proposal

The following proposal is submitted as a full naming application in accordance with the *Naming Rules for Places in Victoria (2022)* and relates to the naming of a newly created, pedestrian-only thoroughfare within the **402 Macaulay Road** development in Kensington, Victoria.

This proposal outlines the proposed name, location, historical significance, and cultural relevance of “**Swift Walk**”, reflecting the site’s industrial heritage and its connection to local manufacturing history. It also incorporates feedback from community consultation, demonstrating alignment with the *City of Melbourne’s Place and Road Naming Policy* and the broader place-making objectives set out in the Macaulay Structure Plan.

The submission concludes by addressing each of the relevant principles for road naming, ensuring that the proposed name meets both state and local guidelines for clarity, public safety, and historical context.

This proposal outlines the proposed name, location, historical significance, and cultural relevance of “Swift Walk”, reflecting the site’s industrial heritage and its connection to local manufacturing history. It also demonstrates compliance with the *City of Melbourne’s Place and Road Naming Policy*, aligning with broader place-making objectives and statutory naming requirements.

The submission concludes by addressing each of the relevant principles for road naming, ensuring that the proposed name meets both state and local guidelines for clarity, public safety, and historical context.

Project Background

As required by **Condition 62 of Planning Permit PA2101309-1**, all internal laneways must be formally named prior to occupation to ensure appropriate street addressing for future tenants and residents. The condition states:

“Before the development is occupied, all internal laneways and Corporation Lane CL167 must be named in accordance with the Geographic Place Names Act 1998 to provide appropriate street addressing for all ground floor uses, dwellings and tenancies within the development.”

For the purposes of this report, proposed naming for CL167 is not currently considered and will be submitted at a later time.

Contextual Naming Strategy – 402 Macaulay Road

The proposed name “Swift Walk” (shown in Figure 1 as [1] in the diagram) forms part of a broader place-naming strategy aligned with the *Macaulay Structure Plan*, which prioritises improved permeability, walkability, and a legible public realm.

“Swift Walk” is proposed for the primary publicly accessible pedestrian spine running north-south through the site, connecting Macaulay Road to a potential future link at the northern boundary. The adjacent laneway

(labelled [2]) is an existing public accessway primarily servicing the rear of the neighbouring Barnett St properties, that will also require formal naming in accordance with the relevant statutory frameworks.

This integrated naming strategy is designed to meet the street addressing requirements of Planning Permit PA2101309-1, support community identity, and reflect the site's rich industrial heritage in line with both Council policy and the Naming Rules for Places in Victoria.



Figure 1 - Proposed place naming strategy for 402 Macaulay Road, Kensington, overlayed on the site plan, showing the primary pedestrian spine ("Swift Walk" [1]) and adjacent public laneway requiring formal naming ([2]).

Location

The road being proposed for naming runs through the 402 Macaulay Road site, connecting Macaulay Road to the southern edge of the site between buildings B03/B04 and B02/B05. It runs parallel to Barnett Street.

Historical Background

‘Swift Walk’ pays tribute to the rich industrial heritage of this site and the legacy of the Swift Tennis Ball Company. Historical records show that by the mid-20th century, the site became home to Swift Manufacturing Co., a local manufacturer known for its pioneering one-piece tennis ball. This product gained recognition nationally and was exported internationally, supporting both local employment and Australia’s sporting culture. The naming reflects a broader narrative of innovation, craftsmanship, and local industrial character.

Historical Business Directory Records

Year	Business Activity	Business Name & Address	Ref. No.
1950	ENGINEERS	Swift Manufacturing Co., 432 Macaulay Rd., Kensington	30311
1950	SPORTS GOODS MANUFACTURERS	Swift Tennis Ball Co. Pty. Ltd., 432 Macaulay Rd., Kensington	73729
1960	ENGINEERS	Swift Manufacturing Co., 432 Macaulay Rd., Kensington	67449
1960	SPORTS GOODS MANUFACTURERS	Swift Tennis Ball Co. Pty. Ltd., 432 Macaulay Rd., Kensington	21626
1965	ENGINEERS	Swift Manufacturing Co., 432 Macaulay Rd., Kensington	37061
1965	SPORTING GOODS MANUFACTURERS	Swift Tennis Ball Co. Pty. Ltd., 432 Macaulay Rd., Kensington	92524

Historical References – Swift and Barnet Glass



Figure 2 - Historical media showing the Swift tennis ball, manufactured on-site at 432 Macaulay Road, reflecting the product’s innovation and cultural relevance in mid-20th century Australian sport.

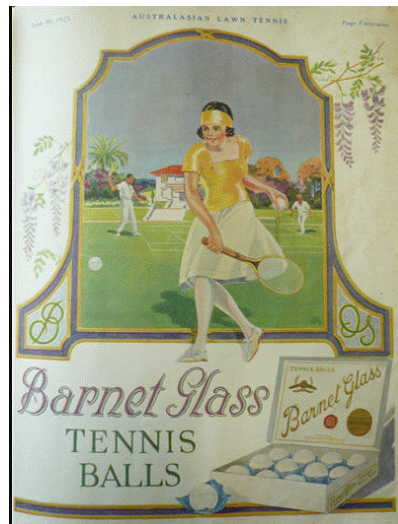


Figure 3 - Advertising material from Barnet Glass & Co., another tennis ball manufacturer historically based nearby, after whom the adjacent Barnett Street is named. This reinforces the area's strong industrial and sporting heritage.

AUSTRALIAN ONE-PIECE TENNIS BALL

Agreements have been signed by the Swift Tennis Ball Co Pty Ltd, of Queen st and Kensington, for large-scale manufacture under licence of its "one-piece" tennis and play balls in Britain and United States. Manufacturing agreements will also be finalised in the next few months with other countries.

In connection with these plans, Mr A. E. P. Milner, managing director, and Mr G. Cupit, technical expert, will leave for USA, by way of London, on May 24. They were farewelled by directors of the company at a cocktail party at Menzies yesterday afternoon.

A unique "one-piece" method of tennis ball manufacture was developed by the company about 10 years ago. The process has since been greatly improved, and new patents taken out. Oversea firms have shown particular interest.

Figure 4 - Newspaper article referencing the Swift Tennis Ball Co., highlighting its export activity and technological innovation — further supporting its commemorative significance.

Community Consultation

Consultation Objectives

The consultation aimed to:

- Identify place names that reflect the historical significance of the site and its contributions to local industry.

- Capture the community's collective memory and cultural identity.
- Ensure alignment with the *City of Melbourne's Place and Road Naming Policy*.

Key Consultation Themes

1. Industrial and Manufacturing Heritage

- Strong support emerged for names reflecting the site's history as a manufacturing hub. Further research led to the **Swift Tennis Ball Co.**, **Barnet Glass**, and other notable industrial enterprises.
- Stakeholders emphasized the importance of recognizing the local innovation and manufacturing achievements that defined the area's economic history.

2. Community Activism and Social Change

- Recognition of Kensington's legacy as a site of community activism and resistance to disruptive infrastructure projects, reflecting the strong community networks that have historically defined the area.

3. Migrant Histories and Cultural Diversity

- Consideration was given to the contributions of migrant communities, including the significant role of post-war immigrants in building the local industrial economy.

4. Natural and Ecological Context

- Early discussions considered referencing the site's pre-industrial landscape, including the Moonee Ponds Creek and historical wetlands. However, the consensus was that a more tangible industrial theme would better reflect the area's more recent history.

Decision to Prioritize Industrial Heritage

The consultation process concluded that a historical and industrial naming approach would best capture the site's unique identity and align with the *City of Melbourne's Place and Road Naming Policy*, which encourages locally meaningful, contextually appropriate names. This approach supports place-making by recognizing the rich industrial heritage that remains a defining feature of Kensington's character and is further supported by the adjacent Barnett St.

Compliance with Naming Rules

Naming Principle	Compliance Summary
Principle A – Ensuring public safety	The proposed name 'Swift Walk' presents no risk to emergency services or public operations. It does not duplicate existing names and is distinct, ensuring clarity for navigation and communication.
Principle B – Recognising the public interest	The name preserves cultural and industrial heritage, providing a long-term benefit to the community. It commemorates a historic local manufacturing operation and enriches the area's identity.
Principle C – Linking the name to place	The name is directly tied to 432 Macaulay Road, the historical site of the Swift Tennis Ball Company. It reflects the site's historical use and supports cultural heritage preservation.
Principle D – Ensuring names are not duplicated	'Swift Walk' has been checked against the VICNAMES database and does not duplicate any existing road name within a 5 km radius of this metropolitan area.
Principle E – Recognition and use of Traditional Owner languages	While the name is not drawn from Traditional Owner language, it is complementary to the area's naming narrative and supports the broader thematic goal of cultural and place-based identity.
Principle F – Names must not discriminate or be offensive	The name is neutral, non-discriminatory, and culturally sensitive. It refers to a historical product and carries no offensive connotation.
Principle G – Gender equality	'Swift' is a gender-neutral word, neither commemorating nor referencing a specific individual, ensuring inclusive representation.
Principle H – Dual names	Not applicable. The proposal is not for a dual name.
Principle I – Using commemorative names	The name commemorates a historic product rather than an individual. It symbolises both the innovation in Australian sport and the area's manufacturing past.
Principle J – Using commercial and business names	The business has long ceased operations and the name references a product, not a commercial entity. This aligns with allowable exceptions under Principle J. Refer below for further information.
Principle K – Language	The name uses standard Australian English. 'Swift' is a common, clear, and simple word—easy to pronounce, spell, and understand.
Principle L – Directional names to be avoided	The name does not use any cardinal directions and therefore complies with this principle.
Principle M – Assigning extent to a road, feature or locality	The name will apply to a single, clearly defined pedestrian pathway through 402 Macaulay Road, from Macaulay Road to the southern edge of the site.

GNV Exemption Criteria

This submission addresses the criteria outlined by Geographic Names Victoria (GNV) in relation to the exemption from Principle J.

These exemption criteria and supporting commentary are outlined below:

Evidence of the business' association with the area and any known community views:

The Swift Tennis Ball Company and Swift Manufacturing Co. operated from 432 Macaulay Road, Kensington for at least three decades. Business directory records confirm the company's long-term operation at this site. Community feedback indicates strong recognition and interest in commemorating the area's industrial legacy, which includes adjacent streets such as Barnett Street – named after Barnet Glass & Co., also a tennis ball manufacturer.

The period during which the business operated up to the time it ceased operations:

The Swift Tennis Ball Company is confirmed to have operated between at least 1936 and 1965, based on historical records and verified business listings in the Sands & McDougall directories. The business has been defunct for over 50 years.

Any other information relevant to the proposal:

The name "Swift Walk" is a culturally resonant and historically significant reference to both the site and the legacy of local innovation in sport. The name avoids reference to any current commercial activity and aligns with multiple other Naming Principles including commemorative naming, linking to place, and public interest.

The exemption request acknowledged that Principle J exists to ensure naming practices do not promote commercial interests or present a perceived endorsement of current business operations. However, that it should also follow that this principle, like all others in the Naming Rules, can be applied in conjunction with the broader framework and in balance with other equally important principles.

In this case, there is a tension between the literal interpretation of Principle J and the intent of other key principles, particularly those encouraging preservation of cultural heritage (Principles B & C), public interest (Principle B), and commemorative naming (Principle I).

The name "Swift Walk" reflects not a business but a product, one that played a notable role in Australian sporting and manufacturing history, produced on this very site. The word itself is also a commonly understood English term, with no commercial application or branding associations in this context.

On 11 April, 2025, Geographic Names Victoria (GNV) granted an exemption under *Principle J – Using commercial and business names* for the proposed name "Swift Walk", recognizing its historical and cultural significance despite its connection to a long-defunct business.

Conclusion

We propose approval of “Swift Walk” complies with the Naming Rules' broader objectives of place-making, community identity, and honouring local history.

With the exemption secured, we respectfully submit that this proposal is fully compliant with the Naming Rules and exemplifies the kind of context-driven, heritage-focused decision-making these rules were designed to support.

We trust that the material provided presents a compelling case for formal registration, and we appreciate your continued support as we progress this proposal.

Contact Details of Proposer

The name has been proposed by Assemble, developer of the **402 Macaulay Road** project. Contact details of the relevant personnel are set out below.

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