

## 6.2.2 Suburb Name for Pakenham East PSP

**Responsible GM:** Dana Harding  
**Author:** Courtney Foura  
**Report purpose:** For discussion  
**Presentation time:** 10 minutes

### Recommendation(s)

- That Council commences Community Engagement for a period of 5 weeks to seek feedback on the proposed names for the new suburb within the Pakenham East Precinct Structure Plan Area.
- That the names to be proposed be:
  - Leila
  - Gwyn
  - Alice Park
  - Beatrice Park
  - Debra
- That the first most popular name following the engagement process be used for the new suburb and the second most popular name used to rename Mount Ararat South Road.
- A further report to be presented to Council following completion of the engagement process, with the results of the engagement and proposed suburb name.

### Attachments

1. Govt Announcement - New Suburb For Melbourne's South East [6.2.2.1 - 1 page]
2. PE New Boundary-4 [6.2.2.2 - 1 page]
3. Pakenham East Precinct Naming FAQ [6.2.2.3 - 4 pages]

### Executive Summary

The area within the Pakenham East Precinct Structure Plan (PSP) is under development and will deliver over 7,000 new homes within this precinct. The first planning permit in the PSP was issued to Lend Lease for Averley Estate on 16 June 2021 and the first stage of that permit was titled on 16 June 2023. Other stages in Averley, and permits to other developers, have since been issued which is continuously increasing the newly created residential lots within the PSP.

The Place Names Advisory Committee (the Committee) has consulted with Geographic Names Victoria (GNV) the State Government body which oversees the naming and registration of place names within Victoria. GNV have advised that this precinct will create a new suburb, distinct from Pakenham, and should have its own suburb name and that neither Pakenham East or East Pakenham can be used for the suburb name.

A community engagement plan has been prepared, which includes proposed suburb names and a five-week community consultation period. As part of the consultation process, individuals and groups will be able to vote on their preferred suburb name from a list provided. The longer the area remains without a registered name the more owners will be impacted.

Outlined in this report are the risks and impacts on new owners if this suburb naming does not occur quickly. To minimise impact on developers and especially new owners and residents, officers are seeking to begin Community Engagement following this Council Meeting. Once the engagement is complete, it is anticipated that a decision on the name to be chosen can be made at a future Council Meeting. Once the new suburb name is registered, each property owner will be required to lodge a change of address with service authorities.

## Background

The Pakenham East Precinct Structure Plan (PSP) was approved in December 2020 and gazetted in January 2021 (refer Ministers Announcement attached). Extensive consultation was undertaken in determining this PSP area. There are no surprises within the PSP in terms of roads, allotments, community centres or public open space.

The Place Names Advisory Committee has proposed that the suburb boundary generally follows the PSP boundary with the exception of the Northern boundary and a small section in the South-East corner (as marked on the attached map).

It is proposed that the Northern boundary of the proposed suburb will follow the property boundaries just short of the Electricity Transmission Easement. There are four property owners north of this line that have land both inside and outside of the designated PSP area that would not be included in the proposed suburb. If these properties were to develop the PSP portions of their land, they would be addressed Nar Nar Goon North. Notably, each of these four properties have a small amount of land within the PSP and are also burdened by the electricity easement, with the balance of their land being Green Wedge Zone 1.

Following further consultation with GNV it is now proposed to include additional parcels to the South-East of Mount Ararat South Road, between Princess Highway and the Princess Freeway. The boundaries here form a logical geographical boundary of the suburb. Comments were received from Emergency Services, and supported by GNV, during a referral process that these parcels should be included into the boundary, as to not include them would be considered a public safety risk. There are three properties here that will be affected. The committee believes that this is the most straightforward boundary alignment to seek feedback from the community during the public engagement process.

Additional comments were received from Emergency Services in relation to the risk of confusion with the duplication of the road names, Mount Ararat North Road and Mount Ararat South Road. GNV supported the advice of Emergency Services and strongly encourage Council to rename these roads while undertaking the suburb naming process. Following this additional advice, Officers propose to rename 'Mount Ararat North Road' to 'Mount Ararat Road', and to further utilise the second most popular name from the engagement to rename 'Mount Ararat South Road'.

GNV has published rules to be followed when naming features such as this proposed suburb name. The rules contain 13 Principles labelled A through M which are to be considered when undertaking a naming process. These principles are mandatory for Council to follow, and each naming proposal needs to meet all applicable principles.

The area within the Pakenham East PSP is made up of three existing localities with two postcodes.

- Pakenham 3810
- Nar Nar Goon 3812
- Nar Nar Goon North 3812

It was put to GNV that no suburb naming takes place, and the existing localities and postcodes remain. This would have avoided a naming process. GNV did not support this proposal, leaving Council as the naming authority no option but to commence this process.

The differing localities and postcodes create situations within the PSP area where several future streets will cross localities and/or postcodes. This has the potential to cause confusion. Principle A: 'Ensuring Public Safety' states: *To protect our communities, geographic names and boundaries must not put public and operational safety for emergency response at risk; or cause confusion for transport, communication and mail services.* The committee agrees that naming a new suburb in the PSP will create a better outcome for residents, emergency and other services.

Directional Markers such as 'East' can no longer be used in road or place names within Victoria. GNV has advised that Pakenham East, East Pakenham and Pakenham cannot be used as names for this new suburb, (Principle L). Confusion in relation to the East Pakenham Train Station is referenced in the Frequently Asked Questions document.

### Suggested Names

Councils Place Names Advisory Committee has agreed on the following short-list of preferred suburb names. Each of these names has been given provisional approval by GNV which includes approval from the naming Registrar, consultation with state bodies such as Emergency Services and Australia Post as well as approval from interstate naming counterparts.

- **Leila** (specifically meets Principle G – Gender equality and I – Using commemorative names)

Leila Keating was a suggested name from the Berwick Pakenham Historical Society. Leila attended Officer State School and was the first woman to complete a medical degree at Melbourne University. Leila was also the first female doctor to sign on to a cargo steamer travelling the world and became a world-wide and prominent Radio Therapist Specialist.

Leila's family also built 'Fairwood Park' Officer. Use of her name provides us with links to the municipality and history of the area by also recognising a female of significance.

- **Alice Park** (specifically meets Principle G – Gender equality and I – Using commemorative names)

Alice Henry was a suggested name from the Berwick Pakenham Historical Society. Alice grew up in Beaconsfield and became a prominent journalist and writer. She was active in the fight for women's equality and wage rights. She wrote for the Argus, an Australasian Newspaper and published two books.

The names Alice and Henry are duplicated and unable to be used. Consultation was undertaken with Lendlease who have agreed that if the name 'Alice Park' were selected as the most popular, they will name their proposed park in the Pakenham East PSP 'Alice Park' in recognition of Alice Henry. This will allow Council to use 'Alice Park' as it will then link to place (Principle C – linking to place)

- **Gwyn** (specifically meets Principle G – Gender equality and I – Using commemorative names)
- Gwyn Mapperson was suggested by the Berwick Pakenham Historical Society, Gwyn was from Beaconsfield Upper and was extremely active in the local community. She regularly volunteered at her children's school for stalls, fundraisers and soup days.

Gwyn was extremely active at the Upper Beaconsfield RSL along with her husband and was a member for Legacy. Gwyn was passionate about supporting returned soldiers and families who were heavily affected by WWII during that time. In 1999 she was awarded a life membership to the Upper Beaconsfield RSL Subbranch. Gwynneth also worked fulltime during this period of all her contributions, raised a family and regularly cared for wildlife.

- **Beatrice Park** (specifically meets Principle G – Gender equality and I – Using commemorative names)

Beatrice Thomas was suggested by the Koo Wee Rup Swamp Historical Society. Beatrice was the first female Shire Secretary at the Shire of Berwick. Her appointment caused controversy as there were many who thought her role should have been given to a man. The RSL and Pakenham Upper Progress Association protested her appointment which was covered by local papers. Beatrice was also an inaugural member of the Historical Society of the Berwick Shire now known as the Berwick Pakenham Historical Society.

The name Beatrice is duplicated and unable to be used. Lendlease have also agreed to the proposal of naming their proposed park in the PSP 'Beatrice Park' in recognition of Beatrice if this were the most popular name. This will then meet Principle C of the naming rules and link the name to place.

- **Debra** (specifically meets Principle G – Gender equality and I – Using commemorative names)

Debra Bramely was suggested by the Nar Nar Goon Progress Association. Debra was a very active community member. With memberships at the Nar Nar Goon Progress Association as assistant secretary, member of the Pakenham Uniting Church and the newsletters weekly editor. She was part of the Nar Nar Goon kinder committee and also editor of the Goon News, a community newsletter that is still published today.

### **Other Names Considered**

The Berwick Pakenham Historical Society also suggested Rakali as a suburb name which was favoured by the Place Names Committee. Rakali is the Aboriginal name for Australia's native water rat. The Rakali were once a known inhabitant of Deep Creek and Hancocks Gully. After consulting with Bunurong, Rakali is not a Bunurong name and currently it is unknown which language group this word comes from. Therefore, we do not have permission to use the name.

The Committee considered Mount Ararat (and variations) as it is a known feature bordering the PSP area and therefore creates a link to place (Principle C). However, this name would cause confusion and duplication with the Victorian town of Ararat and their own Mount Ararat to the towns west.

The Nar Nar Goon Progress Association provided several names for consideration. One was Brocost Park which was a combination of the first letters of four notable ladies last names who have made a significant contribution to the Nar Nar Goon Community. This name was not supported by GNV, however Debra Bramley, noted above, is one of the proposed shortlisted names. Other names from the association such as Noni, June and Judy did not meet the GNV principles. The association also suggested the Kinsella which was not supported as Council is in the process of naming two roads in the Officer PSP after each sister.

Two additional names which were suggested by the Koo Wee Rup Swamp Historical Society, Jeune Matthews and Beatrice Thomas, and two suburb names being 'Jeune' and 'Beatrice' were submitted to GNV for pre-approval and consideration. GNV has advised that they would not support either name for the proposed suburb name due to duplication and potential confusion with 'Beatrice' in QLD and 'Junee' in NSW.

It is noted that some of the names that do not meet the principles for suburb naming can be used to name roads and other features within the suburb or shire.

### **Single Naming Approach**

Officers have contacted GNV who have confirmed that if Council prefers, Council may seek Community Engagement using only one suggested name. It is not the officers recommendation to proceed with a single naming approach.

## Engagement Process

In consultation with the Community Engagement Team officers have prepared a comprehensive and detailed communications and engagement plans to inform and guide the engagement process.

The community will be able to vote on their preferred name. Voting will be mainly online, with forms also available by request. Residents and interested groups will be engaged in various ways to inform, engage and consult on the proposal. Only the shortlisted names will be able to be voted on.

Officers will be writing to all landowners within the PSP area to advise them of the naming proposal, seek their feedback and opportunity to vote on their preferred name. Developers and Builders active within the precinct will be provided with advice and flyers to pass on to any prospective residents. Information will be on Council's website and a Creating Cardinia page will be used. Pop-up's will also be held during the consultation period specifically in Nar Nar Goon, Lakeside Market and Cardinia Lakes Shopping Centre.

## Ensuring a Valid Voting Poll is Undertaken.

The GNV guidelines state that 'Requesting a respondent's name and address details will assist the naming authority to collect results and ensures a valid voting poll is undertaken'. To allow respondents to vote for the name of the suburb and the proposed road, respondents will be requested to provide their name and locality details. These details will be collected in accordance with the Privacy and Data Protection Act, 2014.

Respondents will be asked to provide their first and second preference from the list of names. The voting tools will identify and discount any duplicate votes received from the same IP address. Voters will be required to provide their postcode and responses will be weighted from residents within and abutting the new suburb who will be impacted by the change in name and postcode.

Once the engagement period closes, officers will collate the information received and provide a further report back to SLT and Council. It is hoped that the new suburb name and road names can be registered and formally adopted at the Council meeting in July.

## Policy Implications

The following Policies have been considered as part of this report:

- Community Engagement Policy 2021-2024
- Councils Places Naming Policy 2023
- GNV – Official Naming rules for places in Victoria 2022

## Relevance to Council Plan

### 1.1 We empower our communities to be healthy, connected and resilient

1.1.3 Lead by example in creating an inclusive and welcoming community for all by facilitating community education, capacity building, connection and celebration of our diversity.

### 5.1 We practise responsible leadership

5.1.1 Build trust through meaningful community engagement and transparent decision-making.

## Climate Emergency Consideration

There are no Climate Emergency considerations with this report.

### **Consultation/Communication**

The following consultation has been undertaken at this early stage, with a larger Engagement Plan to be undertaken moving forward:

- Geographic Names Victoria
- Community Engagement Team
- Place Names Advisory Committee
- Developers within the Pakenham East PSP
- Bunurong Land Council
- Nar Nar Goon Progress Association
- Berwick Pakenham Historical Society
- Koo Wee Rup Swamp Historical Society

Until the suburb name is registered, officers will run a monthly report of any new land sales and write to new owners advising them of the suburb naming and service authority requirements.

To assist owners of the new residential lots, officers are consulting with service authorities and Australia Post to request that dual addresses are lodged for the lots that are sold. It is hoped that this will prevent any delays or hold-ups to service connections where a building contract has been executed with the existing address. It is known that in the past owners have not been able to have services connected where addresses have changed and are different to their contracts which causes significant delays in moving in.

### **Financial and Resource Implications**

There is no budget set aside for naming matters all renaming projects currently occur within existing budget allocations. It is recognised that this is a large workload for officers whilst undertaking their business-as-usual work.

If there are overwhelming responses through the engagement period, we may require temporary administrative assistance to prepare and send out notices and letters to community members. This would only be a minor cost and should not have a budget impact.

### **Conclusion**

That Council commences Community Engagement for a period of 5 weeks to seek feedback on the proposed boundary and names for the new suburb within the Pakenham East Precinct Structure Plan Area and the renaming of Mount Ararat North and South Roads.

# Media Release

**The Hon Lily D'Ambrosio MP**  
Minister for Energy, the Environment and Climate Change  
Minister for Solar Homes  
Acting Minister for Planning



Saturday, 2 January 2021

## NEW SUBURB FOR MELBOURNE'S SOUTH EAST

The Andrews Labor Government is ensuring the right infrastructure is in place to support a new community in Melbourne's south east – including thousands of new homes, four new schools and 22 MCG's worth of parkland.

Pakenham East will feature 7,200 new homes, creating 1,300 new jobs and adding more than \$1 billion to the Victorian economy over the coming years.

The new suburb will include a local town centre and convenience centre, two government primary schools, one non-government primary school, one government secondary school, three community centres and 44 hectares of local parks and sports reserves.

Pakenham East will feature beautiful green spaces where the new community can enjoy the unique benefits of their natural landscape. Deep Creek, Hancocks Gully and two hilltops will be turned into public open space.

Local residents will be able to move around easily with access to new pedestrian and cycling links to the recently announced Pakenham East and the existing Pakenham Station which will be upgraded as part of the Cranbourne-Pakenham Line Level Crossing Removal Project. The new suburb will also have an extensive network of local roads feeding onto the Princes Highway.

The new suburb will be guided by the recently approved Pakenham East Precinct Structure Plan.

This is the first plan to be approved under the Labor Government's new VPA Fast Track program to provide certainty for communities about future development, a pipeline of development for industry and future jobs and homes for Victorians and unlock \$17 billion for Victoria's economy.

Construction of Pakenham East will commence in early 2021, for further information on the plan for Pakenham East visit: [vpa.vic.gov.au/pakenham-east-ppsp](http://vpa.vic.gov.au/pakenham-east-ppsp)

### Quotes attributable to Acting Minister for Planning Lily D'Ambrosio

*"We're ensuring the new community at Pakenham East is supported by the best infrastructure in the right places."*

*"Pakenham East will provide an economic boost for the local community, with a pipeline of development for new homes, employment and community infrastructure."*

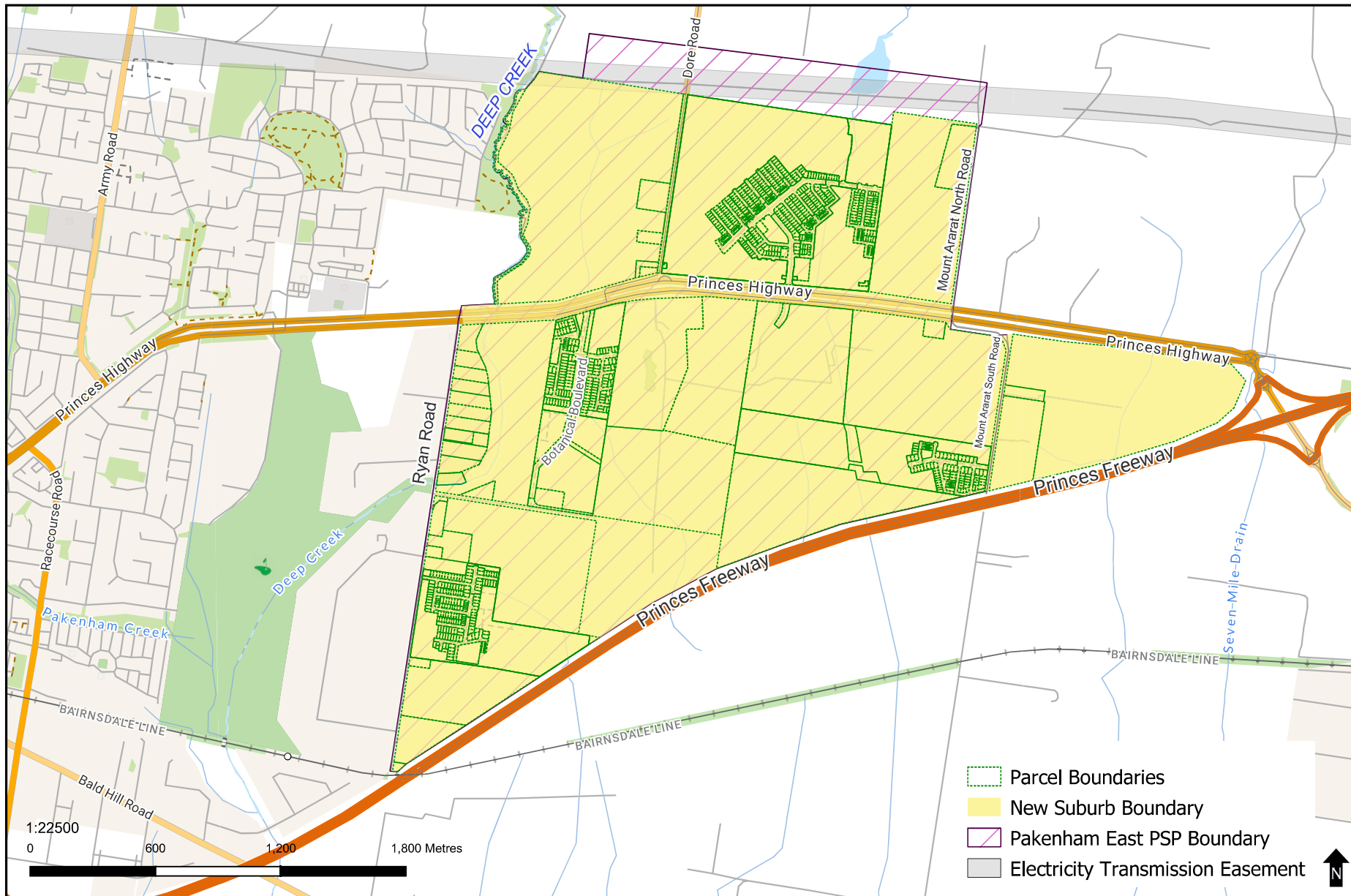
### Quotes attributable to Member for Bass Jordan Crugnale

*"Pakenham East will be a great place to live and raise a family, with jobs, schools, parks and affordable homes – keeping the dream of owning a home within the reach of many Victorian families."*

*"When the train line extension to Pakenham East opens in 2024 it will connect the community to surrounding areas, major service hubs, metropolitan Melbourne and the airport."*

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### New Suburb Boundary



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Cardinia Shire Council

**FAQ's**

## **Pakenham East Precinct Naming FAQ's**

### **Why is a suburb name needed?**

Geographic Names Victoria (GNV) is the State Government body which oversees the naming and registration of roads, localities and features in Victoria. GNV has advised that a distinct suburb name will be required for the properties created within the Pakenham East Precinct Structure area. The basis for this advice is the large number of residences that the area will include, the distinct geographic area and confusion that will be created if the existing localities and postcodes are retained.

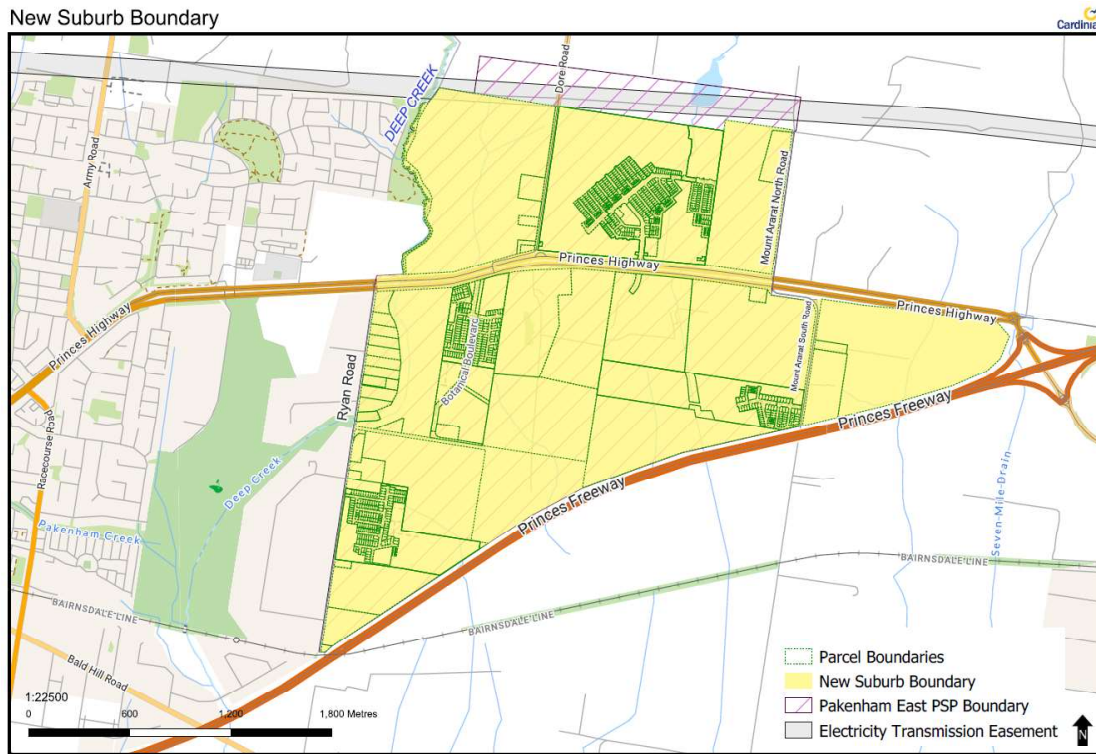
### **Why can't Pakenham East or East Pakenham be used?**

Neither of these names comply with the naming rules published by GNV which Council must follow in naming places, streets or features. Specifically, these names don't comply with Principle L – (Directional names to be avoided).

More information on the naming rules can be found here; <https://www.land.vic.gov.au/place-naming/first-time-here/about-geographic-names-victoria>

### **Where will the boundaries of the new suburb fall?**

The Western boundary will begin from Ryan Road, Pakenham. This will follow Ryan Road South to the Princes Freeway. The Southern boundary will then be established along the property lines adjacent to the Princess Freeway to where the Princess Freeway and Princess Highway meet. The Eastern boundary will follow the Princess Highway up to Mount Ararat North Road, where the boundary will continue North up Mount Ararat North Road. From the most Northern point of Mount Ararat North Road, the boundary will then follow selected property lines west to Deep Creek Road and follow Deep Creek south to the Princes Highway. To view a map of the new boundary please [click here](#).



Printed: 30/1/2024 Data Source: State & Local Government. © CARDINIA SHIRE COUNCIL

**Why can't Nar Nar Goon, Nar Nar Goon North or Pakenham be retained in the current boundaries?**

Each of these localities and postcodes fall within the current precinct area. Pakenham can't be used as the suburb already covers a large area. The main reason for not using any of the existing localities is to avoid future confusion. If unchanged there will be confusion with business and residents having different localities and postcodes on the same roads. This would be particularly concerning for emergency services, this is covered by Principle A - (Ensuring Public Safety).

**Can I suggest an alternative name to the ones provided for voting?**

It is the shortlisted names that have been pre-approved and will be voted on. Any suggested name will need to be consistent with the naming rules set by Geographic Names Victoria.

<https://www.land.vic.gov.au/place-naming/understand-the-naming-process/the-naming-rules>

### **How can the train station be named East Pakenham but the suburb has to be different?**

This is an unfortunate situation. It is likely that GNV will request the Department of Transport to consider reviewing the name of the station so that it complies with the GNV naming requirements.

### **I've bought a block in the new subdivision –**

#### **What will happen to my address?**

The suburb and postcode of existing addresses of released lots will need to be changed when the new suburb name is registered. Street names and numbering will remain unchanged. Council will provide details to each developer, land sales office and real estate agent to pass onto purchasers. On a monthly basis until the Suburb name is registered Council will write directly to all new property owners in the area. Council will also correspond with service providers such as telecommunications, water and electricity to advise of the change in suburb name.

#### **Will Council pay my costs to change my address?**

Council will not be paying the costs for residents to change their address.

#### **When will the suburb name change?**

Council is aiming to decide the new suburb name at its July Council Meeting. This will be a public meeting which people can attend in person or online. Following the Council decision, the name will need to be accepted and registered by GNV. It is expected that this will occur during July after the Council Meeting.

### **Renaming Mount Ararat North and South Roads**

External referrals were conducted with Emergency Services organisations as part of the naming process which has revealed concerns for public safety and risk of confusion with the duplicate naming of Mount Ararat Roads. Council is now required to rename both Mount Ararat North Road and Mount Ararat South Road as part of this project.

Council is proposing to rename 'Mount Ararat South Road' with the second most popular name from the engagement survey, and 'Mount Ararat North Road' will be renamed 'Mount Ararat Road'.

### **Why can't the road names remain?**

Both Mount Ararat North Road and Mount Ararat South Road are required to be renamed as it is a risk to community safety to allow these names to remain. The naming rules do not allow for the use of Cardinal directions and for Council to comply these names must be changed.

**Where can I register a complaint, if I don't agree with Council's decision?**

If you do not agree with Council's decision on the suburb name any person, or organisation, can lodge an appeal with GNV. Details on how to lodge a submission to object can be found in Section 8 of the Naming Rules.