



City of
Melville

REPORT



NAMING OF PARK AT 58-60 MURRAY ROAD, BICTON

Engagement Report

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Summary

A notice of motion put by Councillor Barton to rename the Substation Park in Bicton in support of a local community group, Bicton Park Community Action Group was carried unanimously at 17 March 2020 meeting of Council.

The process of naming/renaming a park is guided by the policies and processes outlined in Landgate's Policies and Standards for Geographic Naming in Western Australia (GNCPS) and Council Policy CP-096, Naming of Roads, Parks, Buildings and infrastructure.

To inform residents most directly impacted by a change in name of the opportunity to participate in the naming process, direct email invitations were sent to residents within 400m of the park, randomly selected from the City's email databases together with notices on geo-targeted Facebook posts.

An online survey used to capture community input enabled respondents to rank a selection of names from the Council approved Schedule of Names. 246 people responded using the survey with the outcome of 'Poore' being the most preferred name with the highest average ranking. Almost half of the respondents (47%) chose 'Poore' as one of their top three preferred names for the park.

It was noted that of the people completing the survey that 39% of the respondents did not identify themselves as residents of the City (based on addresses provided) with 45% being residents of Bicton.

Purpose of Engagement

To engage with the community to determine the preferred name for renaming Bicton Substation Park in ways that are fair, transparent and can be linked to the final outcomes of that engagement.

Background

The local community in Bicton, lead by the Bicton Park Community Action group has worked with City for a number of years to secure the former Western Power site at 58-60 Murray Road, Bicton as a park in perpetuity. The local community is seeking to name the park unofficially described as “Bicton Park”. At the 17 March 2020 Ordinary Meeting of Council, the following Motion with Notice was put forward by Councillor Barton and carried unanimously.

“That the CEO be requested to act immediately to expedite the process for naming the Park at 58-60 Murray Road, Bicton, the site purchased in 2012 from Western Power, according to the current Policy CP-096 and using from the current schedule of names including John Duffield Park or Barbara Kernot Park.”

In Western Australia the practice of officially naming features, localities and roads is covered under Section 26 and 26A of the Land Administration Act 1997. The legislation is supported by policies and processes outlined in Landgate’s Policies and Standards for Geographic Naming in Western Australia (GNCPs) which provide the necessary information for official naming.

Landgate’s policy states *“Local Government responsible for the administering of land within Western Australia are required to make submissions to Landgate for any naming proposals for place names, features, administrative boundaries, localities or roads within their jurisdiction.”*

The City’s policy for official naming is outlined in Council Policy CP-096 Naming of Roads, Parks, Buildings and Infrastructure.



Engagement Objectives

Inform

To **inform** the community, direct emails were sent to a random sample of City of Melville residents within 400m of the park inviting their participation in the engagement. The email contained links to a dedicated engagement page on Melville Talks with an embedded survey.

The engagement page contained detailed information on the engagement process; a timeline and information about the proposed names (see appendix).

Examples of the engagements methods used to inform

You're invited to get involved!

Help us select a new name for the park at 58-60 Murray Road, Bicton. As a Melville resident or ratepayer living within 400m of the park at 58-60 Murray Road Bicton, you are invited to share which name you prefer

This information will be used in the decision making process which will ultimately require Council endorsement.

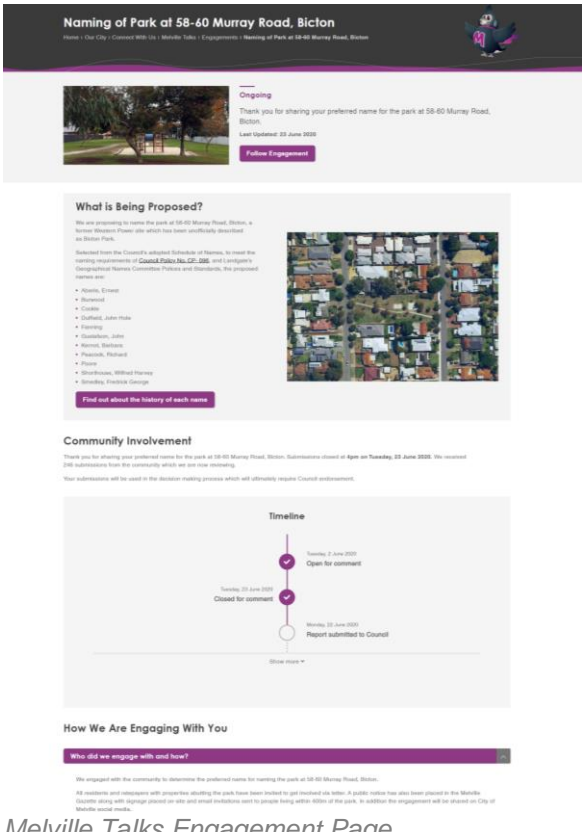
What do I have to do?

Click the link below to find out more about the engagement, take the short survey by **4pm on Monday, 15 June 2020**.

[Take the survey](#)

Subscribe to the [Melville Talks e-news](#) to keep informed and involved in decisions that affect you and your neighbourhood.

Email sent to random sample



Naming of Park at 58-60 Murray Road, Bicton

Ongoing
Thank you for sharing your preferred name for the park at 58-60 Murray Road, Bicton.
Last Updated: 23 June 2020

What is Being Proposed?
We are proposing to name the park at 58-60 Murray Road, Bicton, a former Recreation Reserve site which has been officially described as Bicton Park.
Selected from the Council's adopted Schedule of Names, to meet the naming requirements of [Queensland State Law 228, 2006](#) and Council's [Organisational Names Committee Policies and Standards](#), the proposed names are:

- Aberlie, Ernest
- Burwood
- Cockle
- Duffield, John Peter
- Fanning
- Gustafson, John
- Kernot, William
- Peacock, Richard
- Poore
- Shorthouse, Wilfred Thomas
- Smedley, Patrick George

[Find out about the history of each name](#)

Community Involvement
Thank you for sharing your preferred name for the park at 58-60 Murray Road, Bicton. Submissions closed at 4pm on **Tuesday, 23 June 2020**. We received 216 submissions from the community which we are now reviewing.
Your submission will be used in the decision making process which will ultimately require Council endorsement.

Timeline

- Tuesday 23 June 2020: Open for comment
- Tuesday 23 June 2020: Closed for comment
- Monday 22 June 2020: Report submitted to Council

How We Are Engaging With You

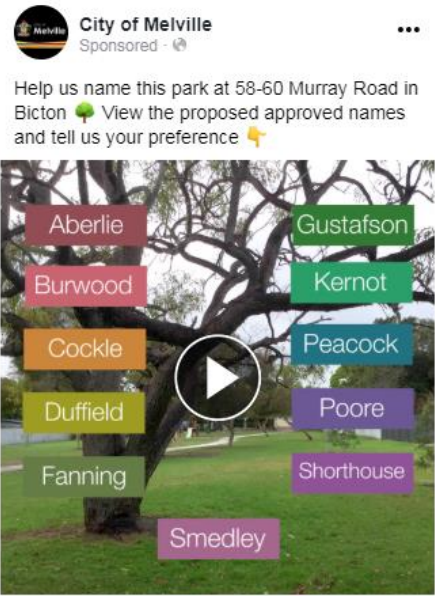
Who did we engage with and how?

We engaged with the community to determine the preferred name for naming the park at 58-60 Murray Road, Bicton.
All content and information will disappear shortly the park has been named. It will include the name, a QR code, photos and other content provided to the Melville Council along with signage placed on site and email newsletters sent to provide long after the park is named. In addition the engagement will be shared on City of Melville social media.

Melville Talks Engagement Page

Other methods used to inform

In addition, the City advertised the engagement to the wider community via onsite signage and sponsored Facebook posts on the City of Melville account from 3 June to 13 June.



City of Melville
Sponsored · 🌐

Help us name this park at 58-60 Murray Road in Bicton 🌿 View the proposed approved names and tell us your preference 🗳️

WWW.MELVILLECITY.COM.AU/...
Name this Bicton park
Vote for your preferred park nam...

[LEARN MORE](#)

👍 Holly Poore and 13 others · 57 comments

Sponsored Facebook Post (See Appendix)

Involve

To **involve** the surrounding community by inviting them to participate in an online survey made available for a 21-day period.

* 1. First Name

* 2. Surname

* 3. Address

* 4. Email

* 5. Please rank the following names in order of preference. Click and drag the names or order by number using the drop down.

| | | |
|---|---|----------------------------|
| ☰ | ☺ | Gustafson, John |
| ☰ | ☺ | Duffield, John Hole |
| ☰ | ☺ | Peacock, Richard |
| ☰ | ☺ | Shorthouse, Wilfred Harvey |
| ☰ | ☺ | Poore |
| ☰ | ☺ | Fanning |
| ☰ | ☺ | Smedley, Fredrick George |
| ☰ | ☺ | Aberle, Ernest |
| ☰ | ☺ | Kernot, Barbara |
| ☰ | ☺ | Cockle |
| ☰ | ☺ | Burwood |

Online survey (See Appendix)

Response Received



463

EMAILS SENT



257

OPENS



133

LINK CLICKS



246

COMPLETED SURVEYS

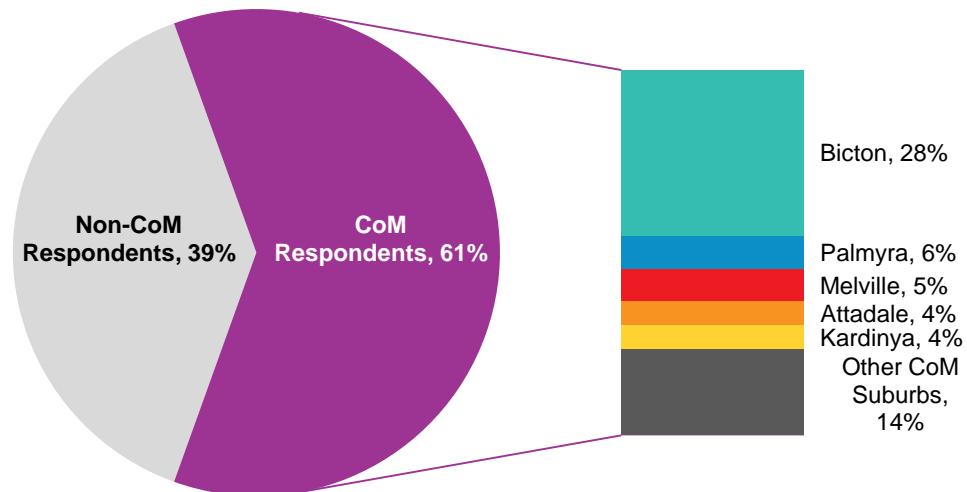
The City of Melville sent 463 email invitations to a random sample of residents and ratepayers within 400m of the Bicton Sub-Station Park. 246 people responded to the online survey.

In addition, the City advertised the engagement to the wider community via Facebook posts which reached 4,038 people and had 403 link clicks.

Engagement Analysis

Quantitative Data

The quantitative results of the online survey are listed below.



A total of 246 responses have been received for this survey. 39% of the respondents are not residents of the City (based on addresses provided). Out of the respondents who are City of Melville residents, 45% are from Bicton.

Method of Analysis – Average Ranking¹

An average ranking is calculated for each of the proposed names to determine the most preferred option.

For each proposed name, weighting was applied to the number of responses received for each preference in reverse order (in this scenario, number of responses who have ranked the proposed name as their most preferred option has a weighting of 11, the second preference has a weighting of 10 and so on, with the last preference having a weighting of 1).

The formula below is then applied to calculate the average ranking, where:

x = response count for proposed name

w = weight or ranked position

$$\text{Average Ranking for each proposed name} = \frac{x_1w_1 + x_2w_2 + \dots + x_{10}w_{10} + x_{11}w_{11}}{\text{Number of Respondents}}$$

The answer choice with the largest average ranking is the most preferred choice.

¹Survey Monkey resource: https://help.surveymonkey.com/articles/en_US/kb/How-do-I-create-a-Ranking-type-question

| Preference (1 = most preferred, 11 = least preferred) | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|-------------|
| Proposed Names | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Avg Ranking |
| Poore | 86 | 18 | 11 | 14 | 11 | 16 | 17 | 12 | 15 | 25 | 21 | 7.15 |
| Burwood | 54 | 26 | 23 | 26 | 18 | 20 | 14 | 14 | 13 | 9 | 29 | 7.02 |
| Duffield, John Hole | 24 | 29 | 21 | 17 | 30 | 26 | 19 | 16 | 22 | 22 | 20 | 6.24 |
| Aberle, Ernest | 20 | 25 | 25 | 20 | 31 | 26 | 17 | 22 | 19 | 18 | 23 | 6.17 |
| Kernot, Barbara | 18 | 21 | 26 | 20 | 24 | 18 | 26 | 24 | 24 | 17 | 28 | 5.85 |
| Fanning | 3 | 19 | 28 | 31 | 30 | 25 | 23 | 29 | 19 | 19 | 20 | 5.81 |
| Shorthouse, Wilfre Harvey | 4 | 25 | 19 | 25 | 29 | 26 | 30 | 27 | 24 | 23 | 14 | 5.75 |
| Peacock, Richard | 6 | 27 | 23 | 23 | 25 | 22 | 29 | 23 | 25 | 18 | 25 | 5.72 |
| Smedley, Fredrick George | 9 | 23 | 24 | 22 | 19 | 19 | 30 | 29 | 28 | 22 | 21 | 5.62 |
| Cockle | 18 | 18 | 22 | 24 | 17 | 23 | 24 | 17 | 28 | 30 | 25 | 5.62 |
| Gustafson, John | 4 | 15 | 24 | 24 | 12 | 25 | 17 | 33 | 29 | 43 | 20 | 5.07 |

'Poore' is the most preferred name with the highest average ranking. Almost half of the respondents (47%) chose 'Poore' as one of their top three preferred names for the park.

The second most preferred name is 'Burwood', followed by 'Duffield, John Hole'.

'Burwood' is the most preferred name among Non-City of Melville respondents but ranked 5th among City of Melville respondents preferred names.

'Duffield, John Hole' is City of Melville respondents second most preferred name after 'Poore', but ranked 7th among Non-City of Melville respondents' preference.

Bicton residents' most preferred name is 'Aberle, Ernest', which ranked 4th in the overall result. 'Poore' ranked 8th among Bicton respondents' preference.

Appendix – Engagement Materials

Survey

* 1. First Name

* 2. Surname

* 3. Address

* 4. Email

* 5. Please rank the following names in order of preference. Click and drag the names or order by number using the drop down.

| | | |
|---|---|----------------------------|
| ☰ | ▾ | Gustafson, John |
| ☰ | ▾ | Duffield, John Hole |
| ☰ | ▾ | Peacock, Richard |
| ☰ | ▾ | Shorthouse, Wilfred Harvey |
| ☰ | ▾ | Poore |
| ☰ | ▾ | Fanning |
| ☰ | ▾ | Smedley, Fredrick George |
| ☰ | ▾ | Aberle, Ernest |
| ☰ | ▾ | Kernot, Barbara |
| ☰ | ▾ | Cockle |
| ☰ | ▾ | Burwood |

Done

List of Names



| Name | History |
|----------------------------|--|
| ABERLE, Ernest | Veteran and RSL member. A major contributor to the creation of the Bicton/Palmyra sub branch of the RSL after WWII and was the inaugural President, working to raise funds to build the club rooms and hall in Foss Street, Bicton. Awarded the British Empire Medal for recognition to the interests of Returned servicemen. Also awarded the Military Medal for bravery under heavy fire near Poiziers on 27 July 1916. |
| BURWOOD * | Members of this family were pioneers of Bicton/Palmyra from 1913 C. Burwood was appointed RSL Warden of the Honour Avenue Memorial trust at Point Walter (1961) |
| COCKLE * | The family arrived in Palmyra in 1905 and had a home on corner of Canning Highway and Carrington Street. Family members moved to Bicton, Point Walter Road and Crewe Street. |
| DUFFIELD, John Hole | Original land owner of what is now Bicton (1830s). |
| FANNING | Peter and Marian lived in Waddell Road Bicton from 1915. Their home was incorporated into ST. Joseph's Hospital. |
| GUSTAFSON, John | Longest serving headmaster of Bicton State School from 1925-1939. |
| KERNOT, Barbara* | Secretary of Melville Greening Australia, particularly working at Point Walter in the 1980s. This led to the City of Melville's management plan for the Reserve. |
| PEACOCK, Richard | An early pioneer of Foss Street, Bicton from 1907. |
| POORE * | Moved to Murray Rd from Woodman Pt in 1938. Bertie commuted by pushbike to Woodman Pt Quarantine Station where he was the only Permanent Staff Senior Nurse from 1921 until retirement in 1957. It was said he had personally nursed the most Small Pox patients in all of Australia with his skill, knowledge, commitment and compassion much revered. On numerous occasions of quarantine shutdown he was isolated for long periods from his family. All six children contributed to community & made homes close or nearby this park with Son Bob Poore living immediately opposite in Fifth St for many years. |
| SHORTHOUSE, Wilfred Harvey | Pioneer of Point Walter Road (1925). Last blacksmith in Bicton. |
| SMEDLEY, Frederick George | A Prisoner of War at Changi for the entire war period. He was 2I/C to Sir Ernest "Weary" Dunlop and keeper of the records of war graves. He was a Freemason with Grand Lodge Honours. |

Sponsored Facebook Posts on City of Melville Facebook Page

3 June to 13 June 2020



City of Melville

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Help us name this park at 58-60 Murray Road in Bicton 🌳 View the proposed approved names and tell us your preference 🙋



WWW.MELVILLECITY.COM.AU/...

Name this Bicton park

Vote for your preferred park nam...

LEARN MORE



Holly Poore and 13 others

57 comments



Like



Comment



Share