

**What will our new suburbs be named
and what should be considered when
shaping their boundaries?**



Moreton Bay Regional Council

Caboolture West Place Naming Project

Communication and Engagement Summary Report

March 2022

ACKNOWLEDGEMENTS

Moreton Bay Regional Council thanks all stakeholders and community members who contributed to the Caboolture West Place Naming Project.

DISCLAIMER

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Nothing in this report should be taken as legal advice.

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1 PURPOSE OF THIS REPORT

This summary report covers the communication and engagement undertaken by Council between 17 June 2021 and 28 February 2022 for the Caboolture West Place Naming Project.

2 PROJECT BACKGROUND

Caboolture West is at the heart of a rapidly growing corridor between Brisbane and the Sunshine Coast and has been identified as an expansion area in the South East Queensland Region Plan 2017 (*ShapingSEQ*). Over the next 40 years, Caboolture West is expected to become Moreton Bay Region's biggest emerging community containing a mixed-use city centre and a range of residential neighbourhoods. In time, the new city will be home to approximately 70,000 residents making it comparable to the current size of the city of Mackay. The new city will bring a host of business, employment, education and lifestyle opportunities, as well as a diverse range of housing options, and community and recreation experiences.

Development of Caboolture West is now moving forward, particularly across the southern part of the area. Council prepared Neighbourhood Development Plan No.1 (referred to as NDP1) setting out a plan for the first area of urban development at Caboolture West. On 26 October 2021, the planning scheme amendment for NDP1 and a new planning scheme policy that supports it came into effect. Bounded by the Caboolture River to the north and west, Caboolture River Road to the south and existing suburban residential areas to the east, NDP1 is expected to be the first new suburb developed with others following close behind.

The administrative name 'Caboolture West' used in the Moreton Bay Regional Council Planning Scheme to describe the local plan area and in other planning documents is not a gazetted locality. With new communities emerging in this area, there is a need for new names for the whole area (the city) and future suburbs within it. By having formalised suburb names in place ahead of developers marketing their land stocks, Council hopes to establish clear identities for the new neighbourhoods and avoid potential issues with locality identification for postal/delivery and emergency services going forward.

Council also wanted to work with community members to address concerns about the encroachment of the new city on existing suburbs and the protection of their identities. In particular, the residents of Rocksberg raised their concerns with Council many times.

Place names are more than just addresses or tools to help navigate to locations; they can tell a story about the place and its people. The names for the new development will help support the establishment of liveable and desirable communities. Council wanted names that help form strong community identities; place names that people now, and in the future, can connect with and be proud to call home.

In Queensland, place naming is primarily the responsibility of the Department of Resources that administers the *Place Names Act 1994*. Under the Act, giving a name to a place includes defining the boundary of the place; similarly changing the approved name of a place includes changing the defined boundary of the place. Caboolture West currently overlies parts of five existing suburbs: Moodlu, Wamuran, Bellmere, Rocksberg and Upper Caboolture (Figure 1). Excising parts of the existing suburbs to form the new suburbs means the boundaries of the existing suburbs will also need to be redefined.

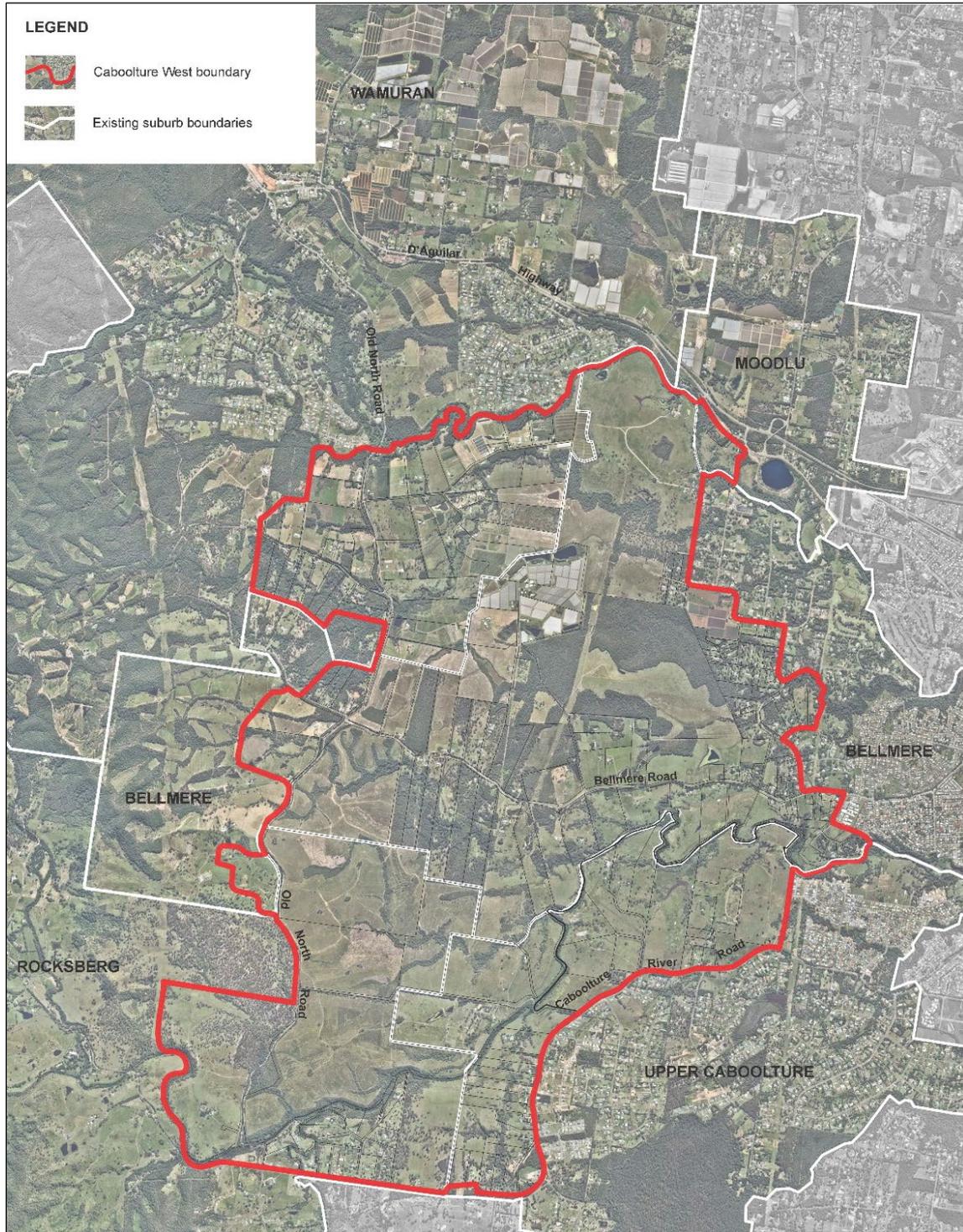


Figure 1. Caboolture West local plan area overlaying existing suburbs

3 COMMUNICATION AND ENGAGEMENT OVERVIEW

3.1 Goal

The goal of the Communication and Engagement undertaken for the Caboolture West Place Naming Project was to identify place names and suburb boundaries that:

- support the development of liveable and desirable communities within Caboolture West
- respect the social, cultural and environmental values of the communities.

3.2 Objectives

The objectives of the communication and engagement undertaken for the project were to:

- Gain community input to naming and suburb boundary redefinition processes to:
 - validate a thematic narrative that articulates the potential of the city (Section 4.7)
 - collect community suggestions for names for the city and the suburbs within it
 - understand community values to guide name selection and boundary definition
 - determine community support for proposed new boundaries and names.
- Protect existing community identities particularly in Bellmere, Upper Caboolture and Rocksberg by:
 - understanding potential impacts on existing residents of introducing new suburbs
 - documenting existing suburb identities as perceived by existing communities
 - informing the establishment of new boundaries for existing suburbs that will retain their existing names.

3.3 Approach

Recognising the importance of choosing names that resonate with the community, Council designed a robust, transparent and inclusive naming process that actively involved communities connected to the Caboolture West area.

Engagement for the project was delivered through key inter-related initiatives with supporting promotion and communication (Table 1 and Section 4 for more detail). Some of the initiatives were undertaken concurrently while others were sequential (Figure 2).

Table 1. Communication and engagement initiatives undertaken for the Caboolture West Place Naming project

Initiative	Date	Engagement level	Purpose
Project announcement	17 Jun 2021	Inform	Introduce project and invite community members to register for project updates
Traditional Custodian engagement	From 28 Jun 2021-present (remains ongoing)	Participate	Invite Traditional Custodians to provide: <ul style="list-style-type: none"> • advice on how best to engage with Kabi Kabi People • name suggestions • feedback on shortlisted names including verification of the meaning and spelling of any names of Indigenous origin • endorsement of any names of Indigenous origin
Place Naming Criteria	Released online: 10 Aug 2021	Inform	Guide community name suggestions and name evaluation and ensure alignment with the State Government's Place Naming Principles
Name Your Place Survey	10 Aug - 5 Sep 2021	Consult	Help decision-makers better understand our communities' aspirations for the new city and to collect suggestions for place names
Place Naming School Resource Kit	Released online: 18 Aug 2021	Consult	Encourage school participation in the Name Your Place Survey and build understanding of place naming.
Suburb Boundary Focus Groups	Expressions of Interests open: 19 Jul - 8 Aug 2021 Workshops held 1 and 3 September 2021	Consult	Understand preferred alignments of the new boundaries between existing and new suburbs considering perceptions of community identity and community values
Landowner Group (LOG) naming and branding project	8 Apr - 21 Sept 2021	Consult	Develop a thematic narrative describing the potential of Caboolture West and potential suburb names for consideration alongside names suggested by the community
Place Naming Committee	Expressions of Interests open: 9-22 Aug 2021 Committee convened: 7 Oct 2021	Participate	Short-list place names for city and the suburbs within it for Council consideration
Name verification and testing	From May 2021 - Feb 2022	Participate	<ul style="list-style-type: none"> • Confirm name availability • Check compliance with State Government's Place Naming Principles • Verify meanings of names • Seek Traditional Custodian feedback and endorsement • Commence early engagement with Australia Post (via Department of Resources) on post code implications of suburb boundary changes • Determine Councillors' preferred names from the shortlist drawing on their local knowledge

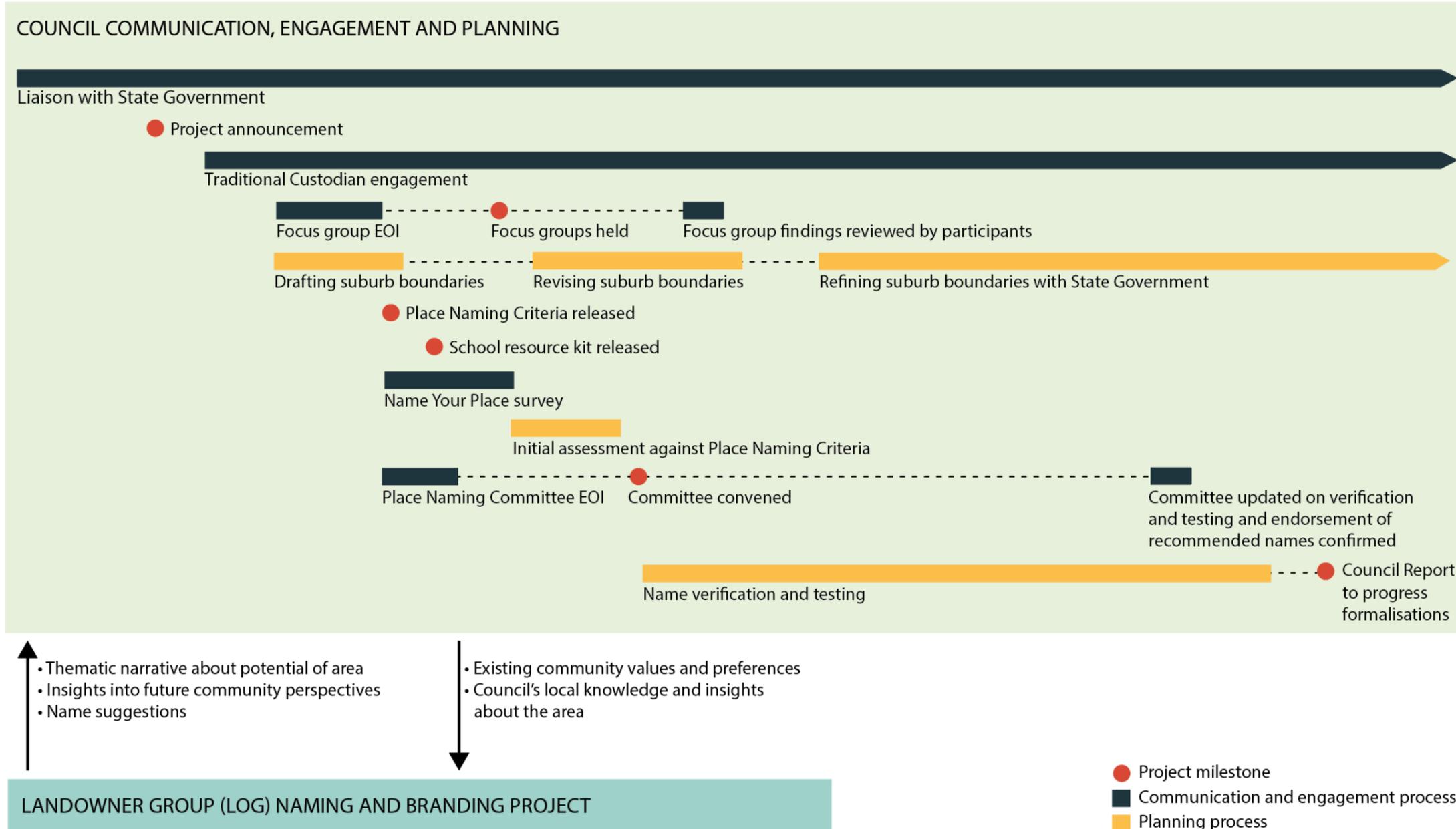


Figure 2. Caboolture West Place Naming Project communication and engagement timeline

In designing this communication and engagement approach, Council Officers reviewed lessons from other recent naming projects and ensured the following were embedded in our approach:

- harness positivity and potential of area without comparison to other major centres in the region
- keep the process short, effective and transparent
- avoid competitions and popularity votes instead have clear criteria that reflects contemporary place naming best practice to guide evaluation and decision making
- ensure the process treats all name suggestions the same and without biases
- be clear about what is being named and why.

3.3.1 Collaboration with State Government

The Department of Resources administers the *Place Names Act 1994*. Council will lodge with the Department of Resources the suggestion to formalise the recommended new suburbs.

The Department of Resources leads a statutory process to consider Council's suggestions including a two-month public notification period for the proposed names and boundary changes before making their recommendations to the Minister for Resources. The Minister makes the final decision. The Minister's decision is published on the Department of Resources website and recorded in the Gazetteer of Place Names. The Gazetteer is a record of approved names recognised under the *Place Names Act 1994*.

Council worked collaboratively with the Department of Resources Place Naming Team from project commencement. Taking an innovative and proactive approach to cross-government cooperation, officers from Council and the Department:

- established early understanding of the expectations and requirements of the State and State-led statutory process to formalise suggestions under the *Place Names Act 1994*
- proactively managed risks around name selection
- avoided duplication of effort across the Council-led and then State-led processes
- minimised formalisation timeframes by ensuring outputs from the Council-led engagement process feed seamlessly into the State-led statutory process.

Department of Resources Officers were updated at every stage in the Council-led process and had opportunity to provide feedback and guidance before the next stage was implemented. Department of Resources Officers also attended the Suburb Boundary Focus Groups to gain first-hand insights into community values and concerns to inform their future statutory process.

4 ENGAGEMENT ACTIVITIES AND FINDINGS

The below explains each of the initiatives undertaken for the project. Some examples of the communication collateral used to support the initiatives are included in Appendix A.

4.1 Project announcement

An inform only exercise, the announcement of the project on 17 June 2021 was made through a media release, social media post and radio interviews by the Mayor. Key messages focused on coming opportunities for community involvement. The initial call to action was to register to receive project updates.

The project announcement was successful in starting the conversation about Council's place naming process with 321 visits to the project webpage (<https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming>) in the week immediately following the announcement. Council's social media post also reached 16,6000 people and generated 12 shares, 155 comments and 43 reactions.

On 28 July 2021, Council Officers doorknocked 33 local businesses at the Park Ridge Shopping Village in Upper Caboolture, the Bellmere Shopping Centre in Bellmere and King Street, Caboolture. Officers explained the project, promoted opportunities to participate and provided posters and flyers for businesses to share information with their customers. Most people spoken to were interested in the project and not opposed to the development of the city. They did however have concerns about the impacts on traffic congestion and environmental values.

4.2 Traditional Custodian engagement

Council acknowledges the Kabi Kabi People as the Traditional Custodians of the land in Caboolture West. From project commencement, Council has supported the adoption of place names of Indigenous origin to recognise the connection between the Kabi Kabi people and their Country. Subsequently, Council's Place Naming Criteria (Section 4.3) stated *"If the name is of Indigenous origin it should be of the local language and endorsed by the Traditional Custodians"*.

A strong community preference for names of Indigenous origin was also indicated through the Name Your Place Survey both in responses to questions about what should inspire place names (Section 4.4.2) and in the types of names suggestions put forward (Section 4.4.3).

Between June 2021 and February 2022, communication with the Kabi Kabi First Nation Traditional Owners Native Title Claim Group occurred via face-to-face meetings, letters (from Council Officers and from the Mayor), emails and phone calls.

The Kabi Kabi First Nation Traditional Owners Native Title Claim Group were invited to provide:

- advice on how best to engage with Kabi Kabi People
- name suggestions
- nominations of Kabi Kabi language experts for the Place Naming Committee
- feedback on shortlisted names including the meanings and spelling of names of Indigenous origin
- endorsement of any names of Indigenous origin.

The Kabi Kabi First Nation Traditional Owners Native Title Claim Group directed Council to the Dictionary of the Gubbi-Gubbi and Butchulla languages compiled by Jeanie Bell with assistance from Amanda Seed in March 1994. Council Officers used this dictionary, along with published content relating to other languages

from across Australia, to determine if suggested names of Indigenous origin were derived from the Kabi Kabi language. Any names of Indigenous origin that were not derived from Kabi Kabi language were removed from consideration.

The Kabi Kabi First Nation Traditional Owners Native Title Claim Group indicated it would be culturally inappropriate to adopt city or suburb names that honour European settlers, so Council also removed these names from consideration.

The Kabi Kabi First Nation Traditional Owners Native Title Claim Group also nominated two Kabi Kabi representatives with language expertise to be invited to be part of the Place Naming Committee. Both accepted Council's invitation to participate in the Place Naming Committee but only one attended the committee meeting. While the attending Kabi Kabi representative was able to confirm shortlisted names of Indigenous origin were of the Kabi Kabi language and spelt correctly, they were not able to provide endorsement on behalf of the broader group, so Council met with and wrote to the Kabi Kabi First Nation Traditional Owners Native Title Claim Group seeking this endorsement.

As at 1 March 2022, the Kabi Kabi First Nation Traditional Owners Native Title Claim Group have not provided formal feedback on the use of Kabi Kabi language for the purposes of place naming nor have they provided endorsement of recommended names for the city or the suburbs within it. Out of respect for the Traditional Custodians, Council is maintaining the position that place names of Indigenous origin should not be used without the endorsement of the Traditional Custodians.

Section 4.9 provides more information on Council's approach to naming the city and continuing dialogue with the Kabi Kabi First Nation Traditional Owners Native Title Claim Group about the endorsement of names of Indigenous origin.

4.3 Place Naming Criteria

Place names can be inspired by many things, but most importantly, they should authentically connect to the place and could reflect:

- local environment such as native flora, fauna, natural features (e.g. rivers) or climate
- Aboriginal and Torres Strait Islander heritage and culture
- local history, e.g. industrial or agricultural heritage
- honouring local people that have made a significant contribution to the community
- celebration of local social/ community connection
- aspirations for the future.

To guide community name suggestions and to enable fair and transparent evaluation of the name suggestions, the Place Naming Criteria below was developed. The criteria is consistent with the State Government's Place Naming Principles (www.qld.gov.au/environment/land/title/place-names/naming/principles). The criteria were made available with the Name Your Place Survey and published on the project webpage. Community members completing the survey were encouraged to review the criteria before making their name suggestions. The criteria were also referred to by Council Officers, the Place Naming Committee and Councillors when evaluating and considering suggested names.

Caboolture West Place Naming Criteria

Place names should be:

Meaningful	Must be relevant to the local, historical (either Indigenous or non-Indigenous), cultural, geographical, environmental (flora, fauna) and/or physical (landscape) attributes of the place. Naming a place in honour of a person can only occur after the person has passed away and if that person does not have a criminal history. The person commemorated should have contributed significantly to the area (ownership of land in itself is not sufficient).
Verifiable	Claims of historical or cultural significance can be substantiated. If the name is of Indigenous origin it should be of the local language and endorsed by the Traditional Custodians.
Unique	Must not duplicate or be similar in spelling or sound to other locality names in Australia (e.g. 'Wytmont', 'Whitmont'). Check for possible name duplication using the Gazetteer of Australia (https://placenames.fsd.org.au).
Recognisable	Must be simple, concise and easy to read, pronounce and spell (using standard alphabet and Australian English spelling conventions as appropriate). Names should be no longer than 50 characters and preferably be one word. Avoid hyphenation, abbreviations, initials, acronyms, and prefixes or suffixes, such as 'Upper', 'New', 'East', 'West'. If the place name references a personal name, it should adopt the spelling of that name (e.g. 'MacRaes Flat' not 'McRaes Flat', where named after Mrs MacRae).
Enduring	It is likely to stand the test of time.

Place names must **not** be:

Offensive to any reasonable person	Must not discriminate, be demeaning or be likely to give offence in line with contemporary community standards and values.
Commercial	Must not advertise or promote commercial enterprises or be able to be interpreted as doing such. Must not breach trademark laws.
Protected	Must not be words or acronyms protected by State or Commonwealth legislation (www.legislation.gov.au/Details/F2004C00025), without appropriate Ministerial approval.

4.4 Name Your Place Survey

To enable broad community input Council engaged consultants Voconiq, experts in data science and analytics, to develop and implement the Name Your Place Survey. The survey was deliberately designed to be short and use plain language. The aim of the survey was to collect name suggestions from the community with some additional questions about community values, aspirations and demographics.

- From the community values section, the survey identified what community members think is most important for the development of Caboolture West and in general when choosing a place to live, work and play to guide development and branding.
- From the themes for names section, the survey identified the themes community members think are most important when naming a place (i.e. what should inspire place names).
- From the name suggestions section, the survey collected name suggestions and justifications/explanations for the names for the whole city and the future potential suburbs within it (Figure 3). Community members could nominate whether their suggestion was for the whole city, a specific suburb or any suburb within Caboolture West.
- From the demographics section, the survey helped assess how well overall participation represented a diverse and robust sample of community.

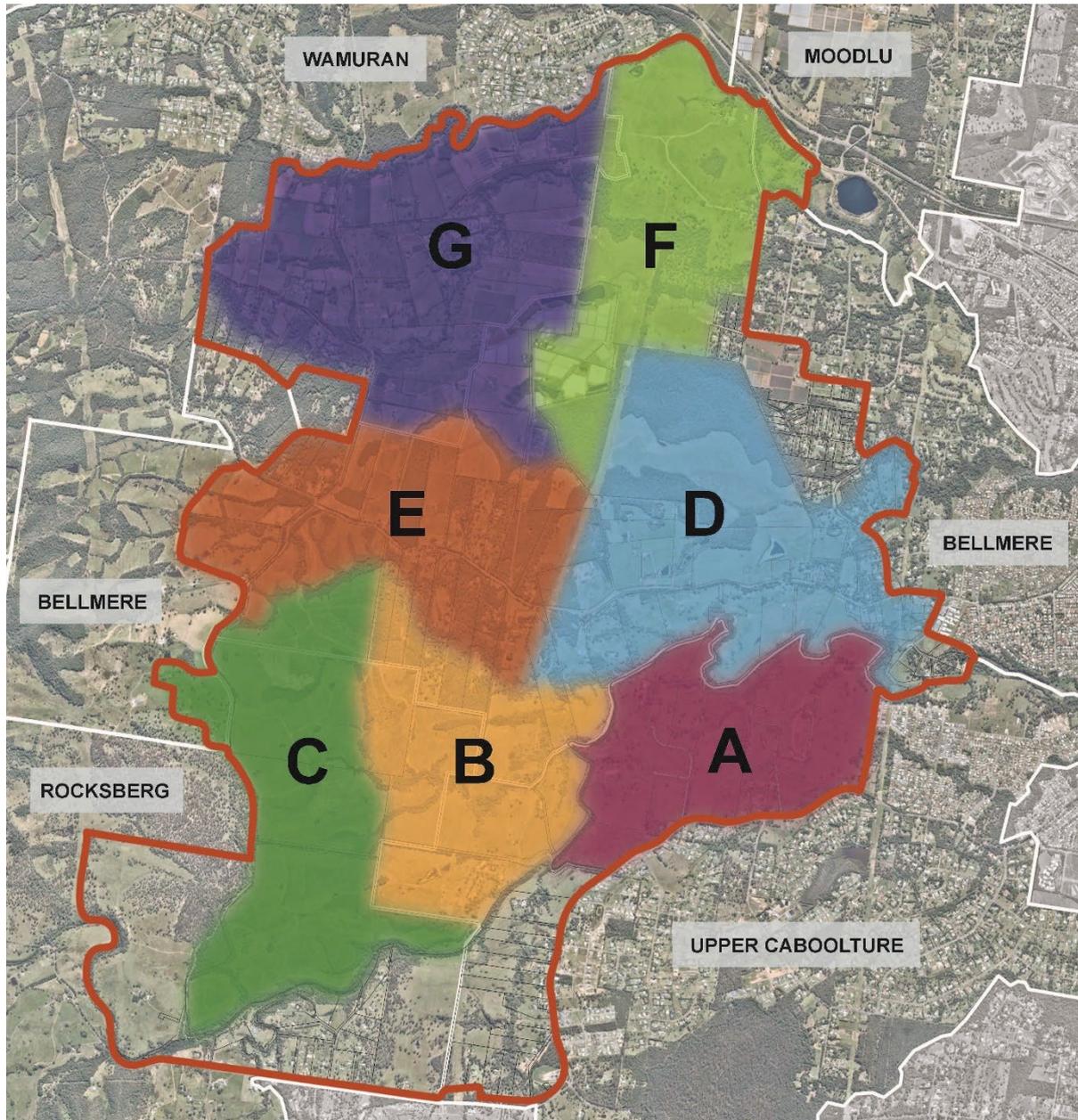


Figure 3. Indicative potential future suburbs for names suggestions where the whole area (the city) will share the same name as suburb E (city centre) just like Brisbane City is serviced by the Brisbane CBD and Ipswich City is serviced by the Ipswich CBD.

After the survey but before the Place Naming Committee was convened, further planning work by Council Officers identified a need to split Potential Future Suburb C, into two separate suburbs. To avoid confusion, the temporary alphabetical identifiers (A-G) for each suburb were replaced with numerical identifiers (1-8) (Figure 4).

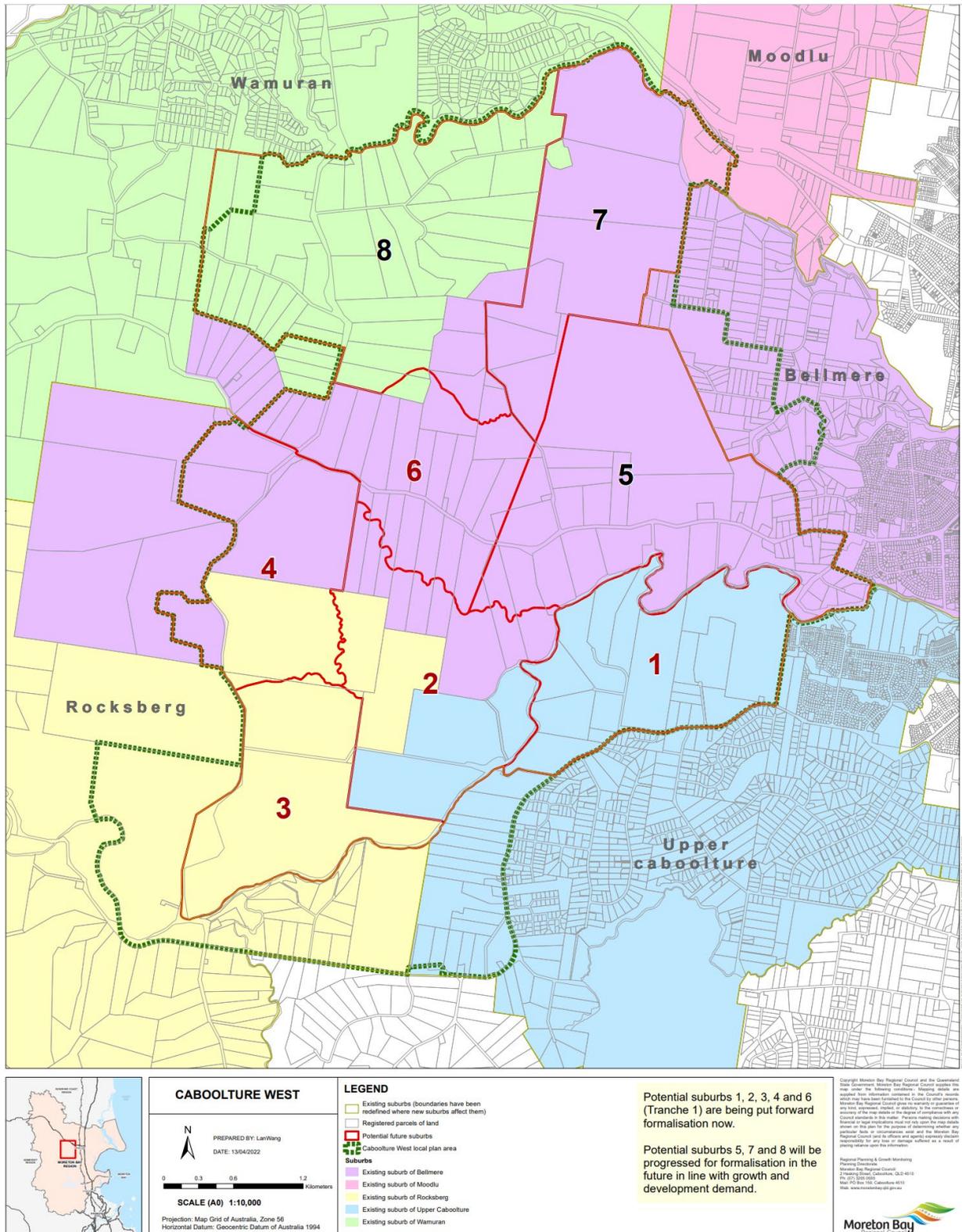


Figure 4. Potential future suburbs within the Caboolture West local plan area overlaying existing suburbs

Open between 10 August and 5 September 2021, the survey was promoted through multiple channels including but not limited to:

- Council's Your Say Moreton Bay website and newsletter
- social media posts by Moreton Bay Regional Council, local Councillors and third parties using shareable content provided by Council
- media release
- PD News (Council's subscription only Property and Development newsletter)
- MBRC Connect (Council's internal newsletter)
- letters to all 5,500 properties in Caboolture West
- discussion at the Suburb Boundary Focus Groups
- advertisements and information in school newsletters (material sent to 18 local schools)
- release of a place naming resource kit for schools (Section 4.5)
- promotional posters and displays in Council's Customer Service Centres, Libraries and Councillor offices
- direct emails to those that had registered their interest in the project.

The survey was made available online via the project's Your Say Moreton Bay page (<https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming>) and in hard copy in Council Customer Service Centres and Libraries. During the survey period, the project webpage was visited 854 times and the Place Naming Criteria was downloaded 86 times.

In total 410 people participated in the survey. The results of the survey were documented in Caboolture West Name Your Place Survey [Report], Voconiq (September 2021) (Appendix B). These findings were shared with the Place Naming Committee and local Councillors to inform their decision making and to ensure the values and aspirations of the existing communities were considered. The findings relating to community values and name themes were also shared with the Landowners Group (LOG) to inform their project (Section 4.7).

The following sections provide a summary of key findings from the community values, naming themes, naming suggestions and demographics sections of the survey.

4.4.1 Community values

The survey asked participants to choose up to three features that would be most important for them in the future development of Caboolture West aside from housing diversity, traffic management and environmental protection that Council already understands are important issues.

The results showed "A sustainable centre surrounded by Glass House Mountain vistas, natural beauty and farmlands" is most important, closely followed by "Embracing natural features, such as the Caboolture River" (Figure 5).

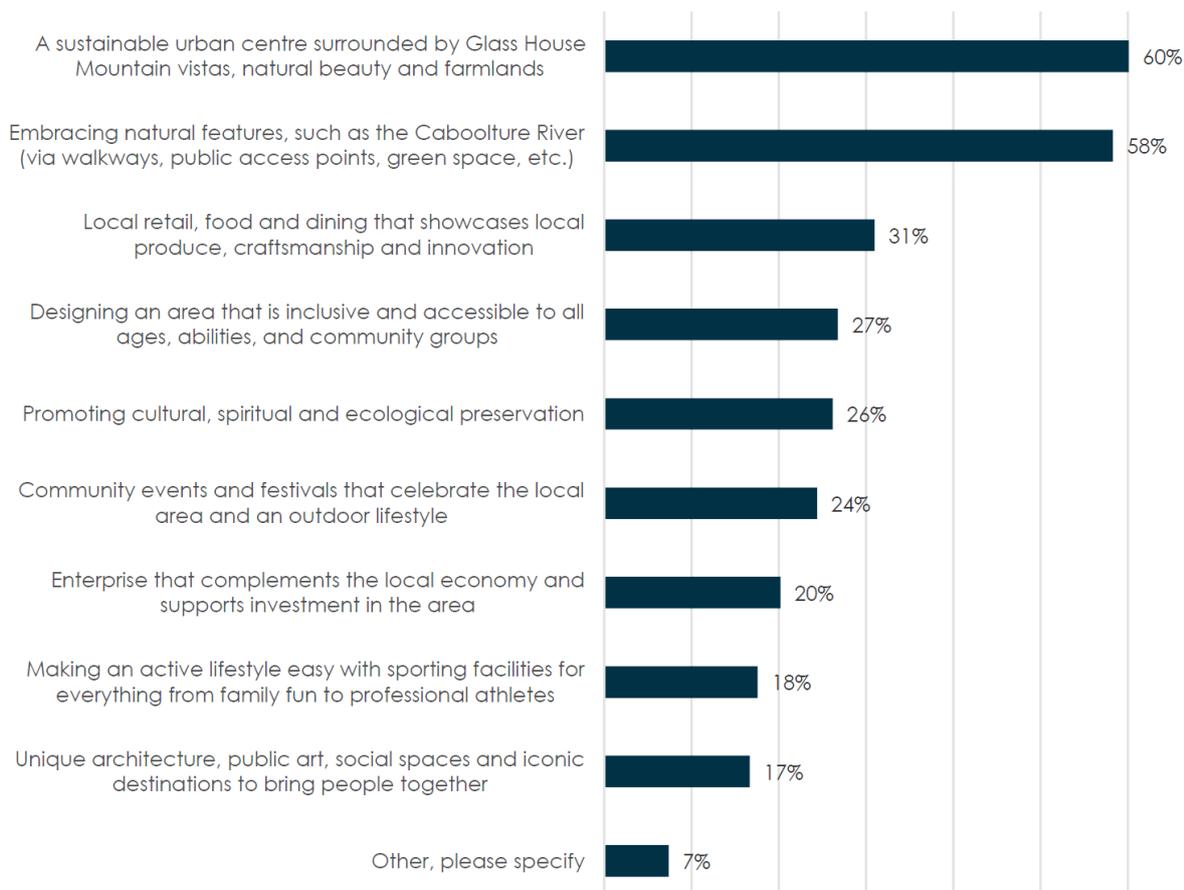


Figure 5. Percentage of people who rated each statement in their top three priorities

When choosing a place to live, the results revealed feeling safe in the region is most important to participants, closely followed by the natural beauty of the region, and sustainable living with efficient housing, energy and resources.

4.4.2 Naming themes

Place names should authentically connect to the place and can be inspired by many things. The community told us that when naming the new city and the suburbs within it, reflecting the local environment is most important, followed by Aboriginal and Torres Strait Islander heritage and culture, and local history (Figure 6).

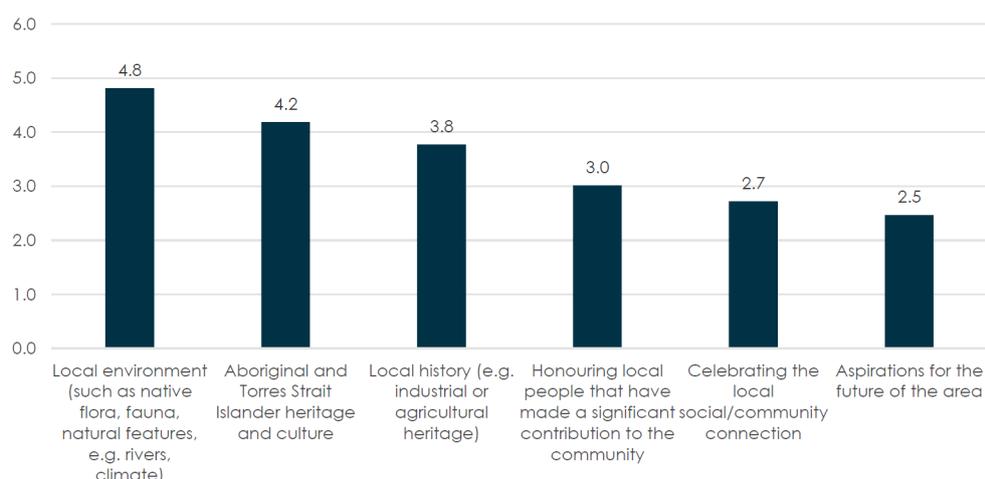


Figure 6. Community preferences for naming themes

4.4.3 Name suggestions

The survey collected 566 name suggestions:

- 229 for the new city (and potential future suburb 6 that will share the same name)
- a total of 337 for the other suburbs (Table 2).

Of the 566 name suggestions, 179 (or 32 percent) were identified as being of Indigenous origin (not all belonged to the Kabi Kabi language) or comments indicating names of Indigenous origin should be identified in conjunction with the Traditional Custodians.

Council Officers did an initial screening of the names and removed duplicates and any that did not comply with the Place Naming Criteria including names of Indigenous origin that were not of the Kabi Kabi language. This reduced the number to 160 (Table 2). This set of 160 names and their suggested meanings were presented to the Place Naming Committee for shortlisting.

Table 2. Number of name suggestions for each locality

Locality	Number of names	
	Suggested via survey	Remaining after assessment against Place Naming Criteria
Whole city (and potential future suburb 6)	229	65
Potential future suburb 1	51	18
Potential future suburb 2	31	8
Potential future suburb 3 or 4**	35	6
Potential future suburb 4 only**	8	3
Potential future suburb 5	39	15
Potential future suburb 7	37	6
Potential future suburb 8	41	9
Any suburb (not specific to a locality)	95	30
Total names	566	160

** Names suggested for potential future suburb C were divided between potential future suburbs 3 and 4 based on the relevance to the location of the meanings provided for each name.

Of the 160 names presented to the Place Naming Committee, 56 percent referenced the areas' natural beauty, landscapes or wildlife reflecting again how highly the community values these attributes. Others referenced early European settler families, emotions/feelings of belonging, local industry and aspirations for the future.

4.4.4 Demographics

Review of the participants' demographic data confirmed a robust and diverse data set had been established that reflected the diversity of the communities of interest (Figure 8 on next page).

4.5 Place Naming School Resource Kit

Recognising the development of the new city will occur over the next 20 years and the youth of today would likely be among those establishing new homes in the city, Council attempted to engage 18 local schools in the Caboolture West Place Naming Project. A handy resource pack for classroom use was developed and made available on the project webpage and promoted to the schools via email and phone calls. The pack included five activities suitable for lower primary school students, eight activities suitable for upper primary and one activity suitable for high school (Figure 7). The pack was intended to spark interest in place naming, build understanding of how places are named and stimulate dialogue about the project to encourage community participation.

Unfortunately, there was a low uptake of the resources mostly attributed to the impacts of the COVID-19 pandemic and associated periods of lock-downs and home schooling that coincided with the Caboolture West Place Naming Project.



Figure 7. Name Your Place Resource Kit (examples of resources)

410 total participants



PARTICIPATION BY LOCATION

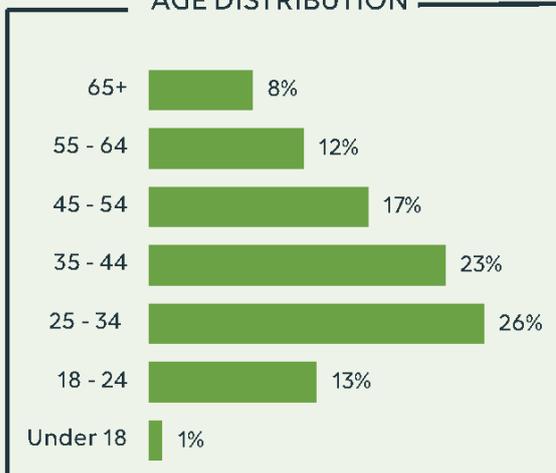
15% Bellmere	3% Burpengary East
13% Caboolture	3% Caboolture South
7% Upper Caboolture	3% Redcliffe
7% Wamuran	3% Griffin
4% North Lakes	2% Burpengary

19%

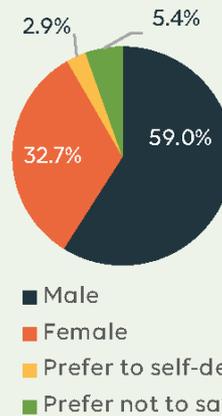
live in the
Caboolture West
 local plan area



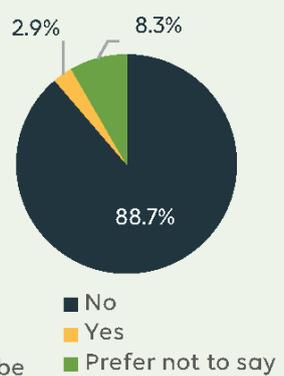
AGE DISTRIBUTION



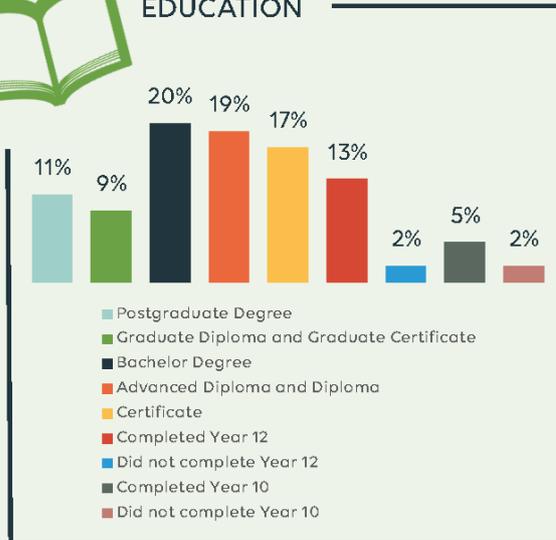
GENDER



ABORIGINAL or TORRES STRAIT ISLANDER STATUS



EDUCATION



EMPLOYMENT STATUS

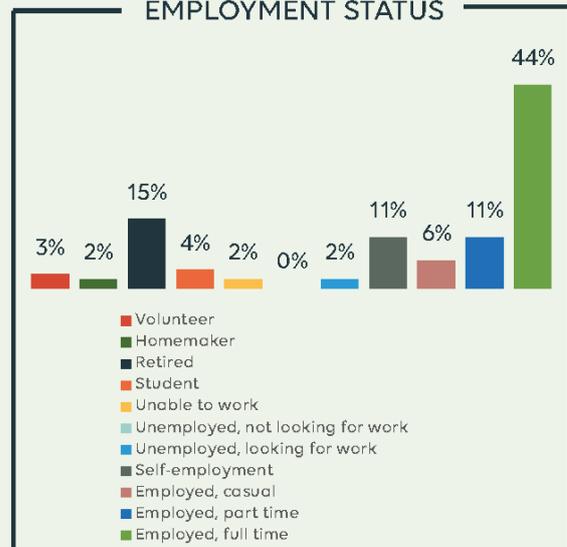


Figure 8. Demographic analysis of participants in the Name Your Place Survey

4.6 Suburb Boundary Focus Groups

Caboolture West currently overlies parts of five existing suburbs: Moodlu, Wamuran, Bellmere, Rocksberg and Upper Caboolture (Figure 1). The area is best characterised as rural and rural residential with the hinterland areas of the D'Aguilar Range lying to the west. Several communities call the existing suburbs home and there is some understandable concern about how the new city will impact the character and identity of the existing suburbs.

Council intends to establish the new city and the suburbs within it in a way that acknowledges the identity and values of the current communities and maintains strong connections between the place and its people.

Establishing any new suburbs will require the boundaries of the existing suburbs to be redefined and this created an opportunity for the community to help shape the boundaries of the new suburbs.

Council held Suburb Boundary Focus Groups to better understand how the existing communities perceived their community's identity and the preferred alignments of the new boundaries between existing and new suburbs. Council engaged Fourfold Studio, experts in placemaking and locally-led city making, to plan and deliver the focus groups and to help Council to bring the communities' voices into the planning process.

Community members were invited to nominate for the focus groups through an expressions of interest process. Applications were open 11 July–8 August 2021. Participation was voluntary and open to all community members. The opportunity was promoted through multiple channels including but not limited to: Your Say Moreton Bay website, social media, letters to about 4250 properties in Upper Caboolture, Rocksberg and Bellmere, advertisements and information in school newsletters, targeted phone calls to identified stakeholders, and direct emails to those that had registered their interest in the project.

Applicants' eligibility was assessed by Fourfold Studio against four criteria:

- connection to place: applicant demonstrated connection to the local area
- connection to community: applicant demonstrated connections to the local community through networks or participation in community groups
- capacity and engagement: applicant demonstrated ability to participate, a genuine interest in the project outcomes, and willingness to engage with other community members
- specialised knowledge: applicant demonstrated knowledge relevant to the boundary process (e.g. cultural, historical or environmental).

All 27 applicants were suitable candidates and were invited to participate. Fifteen were able to attend. Two representatives from the Department of Resources also attended.

Two four-hour workshops were held at a central location in Caboolture on 1 and 3 September 2021 (Figure 9).



Figure 9. Participants in the Suburb Boundary Focus Groups September 2021

The overarching goal of the focus groups was to inform the suburb boundary redefinition required to introduce the new potential future suburbs. More specifically, the objectives included:

- understanding community values, connection to place and place character
- mapping sentimental and physical elements of place identity including paths, nodes, edges, districts and landmarks (consistent with Kevin Lynch's theory *The Image of the City*) This included identifying places for social or recreational gathering, colloquial names of landmarks and perceptions of the different character of neighbourhoods.
- documenting perceived impacts and benefits from potential boundary alignment changes
- building participant understanding of urban design theory, Council's role in managing growth and development, and the place naming process.

The outcomes of the sessions were documented in the Caboolture West Place Naming Project: Suburb Boundary Focus Group Summary [Report], Fourfold Studio (October 2021) (Appendix C). This report was shared with the participants for review and comment before it was finalised. Participants expressed gratitude for the opportunity to be part of the process and requested community involvement continue as development of the area progresses.

Key findings documented in the report included:

- no significant existing community identity impacts or benefits were identified in relation to changing suburb boundary alignments to accommodate the development of Caboolture West
- at a high level, participants tend to separate suburb identities as Rocksberg to the west, Wamuran to the north, Bellmere to the east and Upper Caboolture to the south
- the strongest identities for the existing communities lay outside the Caboolture West area
- moving western parts of Bellmere that lie outside the Caboolture West area into Wamuran and Rocksberg was acceptable because of the consistent character of these areas
- roads, rivers and existing infrastructure created logical boundaries in most cases

- the Caboolture River has historically been an “edge” due to the limited crossing points.

Largely consistent with the findings of the Name Your Place Survey, the focus group participants also identified the following as being important to them:

- community connectivity and safety
- transport and traffic management
- improved public access to and activation of green spaces including the Caboolture River
- protection of the environment and wildlife
- acknowledgement of the area’s history and culture (Indigenous and non-Indigenous)
- preservation of the sense of community, peacefulness and being a place for raising families.

4.7 Landowner Group naming and branding project

The Landowner Group (LOG) naming and branding project ran in parallel to the Caboolture West Place Naming Project. It was primarily a desk-top activity commissioned by landowners/developers with interests in southern parts of Caboolture West (referred to as the Landowners Group or LOG). Coordinated by Stockland Communities QLD, the LOG engaged the expertise of Hoyne, a consultancy specialising in place visioning, branding and marketing, to develop a place branding strategy and positioning, naming, and place brand concept and designs.

The LOG naming and branding project involved: a project commencement meeting, site visit and workshop to better understand the project context and objectives, informal correspondence and meetings, and presentations of project deliverables.

As a participant in the project, Council was able to share local knowledge and information on existing community values and preferences collected through Council’s Moreton Says program of region-wide surveys and the Name Your Place Survey. Council gained insights for the naming process, particularly relating to future communities and how they may connect with the place, from Hoyne’s expertise, national and international experience and project deliverables. Hoyne’s place making visioning work was captured in a thematic narrative describing the potential of the new city (see next page).

The LOG naming and branding project also generated seven potential suburb/city names with meanings for each name. The LOG supported six of these names being fed into the Caboolture West Place Naming Project via the Name Your Place Survey. All six names were subject to the same evaluation as the other name suggestions collected from the community.

Moreton Bay Region's Heartland of Tomorrow

Thematic narrative describing the potential of the new city

Under South East Queensland skies, a brighter future is taking shape. A future of pride and progress that moves life forward for all. A place where nature and new thinking are one. Welcome to the new Caboolture West and Moreton Bay Region's Heartland of Tomorrow.

In easy reach of Brisbane and the Sunshine Coast, Caboolture West will be a place where urban innovation meets rural heart. A sustainable, community-inspired urban centre framed by fertile farmlands, Glass House Mountain vistas and the beauty of Caboolture River snaking its way through the landscape.

Active, inclusive and outgoing, community here will centre around social interaction, sporting spirit, and a balanced way of life that champions wellbeing and an outdoor lifestyle. Stories of traditional owners will inspire and educate a new generation. And diverse approaches to smarter living and working will define new benchmarks for others to follow.

Local produce will continue to be celebrated, as will local progress. Traditional industries will meet fresh ideas and forward-thinking. A new generation of opportunities and markets will be embraced with greater connections for growth. Here, a prosperous ecosystem will be built on open partnerships, future-ready education and collaborative enterprise.

Inspired by its setting, its people and its future, the vision of Caboolture West is a vision of shared ambition, community leadership, and a tomorrow that is uniquely ours. Be a part of it.

4.8 Place Naming Committee

The Place Naming Committee (the Committee) was established to:

- assess name suggestions collected through the Name Your Place Survey (after initial screening was completed) using the Place Naming Criteria
- create a shortlist of recommended names for Council consideration.

The Committee was chaired by Council's CEO with members including:

- the local Councillor who brought knowledge of local issues and community sentiment
- two land developers who brought knowledge of the physical location, future communities and marketability of the place names
- a historian who brought local knowledge of the area's past and community connections
- a Traditional Custodian who brought expert knowledge of the Kabi Kabi language and connection to Country
- two residents who brought local knowledge of community values, sentiment aspirations and connection to place.

Fourfold Studio managed the establishment of the Committee. Expressions of interest to be part of the Committee were open 9-22 August 2021. The opportunity to be part of the Committee was promoted using the same channels as the Name Your Place Survey.

Fourfold evaluated the 37 applications received and recommended suitable candidates to Council. The Kabi Kabi Traditional Owners Native Title Claim Group nominated two representatives with expert knowledge of their language; both accepted the invitation but only one participated on the day.

Prior to the committee meeting, participants were asked to read an information pack that explained:

- their roles and responsibilities, including the evaluation process
- why place names are important
- Place Naming Criteria
- Name Your Place Survey results including community values and thematic preferences for names
- how and when the Committee would be convened.

Prior to the meeting they were also asked to individually complete preliminary scoring. Each Committee Member scored each of the 160 name suggestions against the criteria in Table 3 using a scale of one to five. A score of one meant it did not meet the criteria well and five meant it met the criteria very well.

Table 3. Criteria used by Place Naming Committee to complete preliminary scoring of each suggested name

Criteria	Question/s to consider
1. Meaningfulness	Is it relevant to the local, historical, cultural (Indigenous or non-Indigenous), geographical, environmental (flora, fauna) and/or physical (landscape) attributes of the place?
2. Recognisability	Is it simple and concise? Is it easy to read, pronounce and spell?
3. Endurance	Will it stand the test of time?

To inform their scoring the Committee was provided with the suggested meanings for each name. The individual scores of Committee Members were then combined and used to provide a preliminary ranking of the names as a starting point for discussions during the committee meeting.

The Committee was convened on 7 October 2021. For each locality the Committee shortlisted between three and five names. These names were intensely verified and tested (Section 4.9).

4.9 Name verification and testing

During verification and testing Council Officers:

- completed desktop research to confirm and further develop the meanings of each name
- removed names that honoured early European settlers as requested by the Traditional Custodians
- sought Traditional Custodian feedback and endorsement
- worked with officers from the Department of Resources Place Naming Team to:
 - check compliance with the State Government’s Place Naming Principles and other requirements
 - confirm name availability (i.e. there were no gazetted localities in Australia with the same name and no other place naming processes were known to be progressing the same name elsewhere)
 - commence early engagement with Australia Post on potential post code implications of suburb boundary changes
- finally, invited the local Councillors to identify their preferred names from the shortlist.

Local Councillors and the Mayor brought to the process their local knowledge and views on community sentiment gathered in their roles as elected representatives of their respective Divisional Areas and communities. Discussions during Council Briefings covered existing community values, desirability for new

communities, economic development potential, naming risks, expected rate and sequence of development and required suburb boundary changes. Importantly, it was noted that community sentiment indicated that where development was not expected to go ahead soon, then suburb names and boundaries should not be changed now; rather this should be done in line with growth and development demand.

These discussions and other planning work being undertaken by Council confirmed that not all of the suburbs within Caboolture West needed to be progressed for formalisation immediately. Potential future suburbs 1, 2, 3, 4 and 6 (the city centre) are under the greatest development pressure and should be progressed first. Potential future suburbs 5, 7 and 8 can be progressed at later time in line with growth and development demand. Delaying the formalisation of name and boundary changes for potential future suburbs 5, 7 and 8 also maintains an opportunity for the Kabi Kabi Traditional Custodians to be involved and put forward names borrowed from their language.

The name preferences of all twelve Councillors and the Mayor were equally weighted. This was done because the establishment of the new city would have far reaching impacts across the entire region not just the Divisional Area the city is to be located within. When their individual preferences were brought together a single recommended name for each of potential future suburbs 1-4 emerged from the shortlists: Lilywood, Wagtail Grove, Greenstone and Corymbia (Section 5.2).

Selecting a name for the whole city (and potential future suburb 6, the city centre) was more complex. While the process identified Moreton Valley as Council's preferred name (Section 5.1), there remained a strong desire from all levels of Council to respond to the call from the community for names that recognised the Traditional Custodians and their culture. To maintain an opportunity to continue dialogue with the Kabi Kabi Traditional Owners Native Title Claim Group, Council, in collaboration with Department of Resources Place Naming Officers, formulated the approach of presenting three names for the city to the State Government for consideration. In order of preference the names are Moreton Valley, Waraba and Brightmore. The third name was included as a back-up should the first two prove to not be viable for any unforeseen reason. From the three, the ultimate name for the city could be confirmed through the State-led consultation process including further efforts by the Department of Resources to engage with the Kabi Kabi Traditional Custodians.

All the recommended suburb names reflected the communities' strong desire for names inspired by the natural environment and fulfil the requirements of the State Government's Place Naming Principles.

The outcomes of this verification and testing step were shared with the Place Naming Committee before a Report was prepared for Council consideration at a General Meeting.

4.10 Limitations of findings

The Caboolture West Place Naming project was undertaken between June 2021 and February 2022. During this period, the COVID-19 pandemic (viral transmission risks and lockdowns) limited the extent of face-to-face engagement that could reasonably be undertaken. It is also thought to have impacted the willingness of schools to become involved in the project when they were already grappling with the challenges of disrupted teaching periods and home schooling.

The Caboolture West Place Naming project focused predominantly on the views and values of the existing communities. With insights into future communities gleaned where possible at various points in the process as documented throughout this report. No market testing was done by Council to fully evaluate the marketability of the recommended place names.

While Council made every effort to engage with the Kabi Kabi Traditional Custodians, the project timeframes and other issues resulted in the Kabi Kabi Traditional Owners Native Title Claim Group providing limited input to the project as documented throughout this report and not providing endorsement for Kabi Kabi language to be used for the purposes of place naming. Council hopes that in the future the Kabi Kabi Traditional Custodians may be able to participate more actively in naming the next tranche of suburbs (potential future suburbs 5, 7 and 8). Council also hopes that by including Waraba as one of three recommended names to be presented to the State for the new city that the Kabi Kabi Traditional Owners Native Title Claim Group may consider endorsing this name as part of the State-led statutory consultation process.

5 PROJECT OUTCOMES

5.1 Recommended names and meanings for the city

The three recommended names for the new city (and future potential suburb 6), in order of preference are: Moreton Valley, Waraba and Brightmore.

5.1.1 Moreton Valley

Meaning

Moreton Valley reflects the city's topographical location between the mountains to the west and the bay to the east.

5.1.2 Waraba (WA-RA-BA)

Meaning

Borrowed from the Kabi Kabi language, Waraba means "burn". It literally references the traditional land management practices carried out by the Kabi Kabi People for 18,000 years as they cared for Country. This practice brought new life and enhanced the health of the land and its people. This name will not be selected for the city without the endorsement of the Kabi Kabi Traditional Custodians and engagement with them is ongoing at this time.

Considerations

Use of this name would require endorsement from the Kabi Kabi Traditional Custodians.

The Caboolture West local plan area fell almost entirely within the parish of Wararba in the County of Canning under the previous property titling system that was phased out in Queensland in November 2015. The parish name "Wararba" is thought to be derived from the word "Waraba" but is documented as a Dungi-dau/Duunidjauw/Duungidjauw dialect of the Waka language indicating bora ground and the bora ceremonies.

There are several features named using the Waka name Wararba on what is now acknowledged as Kabi Kabi Country including: Wararba Crescent which runs off King Street in Caboolture, and Wararba Creek and Wararba Creek Conservation Park in the Wamuran Basin north of Tidwell Road. Further, the Wamuran area was known as Wararba before being renamed.

Sources

- Gubbi Gubbi and Butchulla dictionary, J Bell (1994)
- Anecdotal evidence from Traditional Custodians and early settler families
- Two representative tribes of Queensland, J Mathew (1910)
- Parish Boundary Metadata Statement, Department of Resources (sourced 2021)
- Aboriginal Pathways Brisbane, JG Steele (1983)
- The DuulJidjawan language of southeast Queensland: grammar, texts and vocabulary, S Kite & S Wurm (2004)

5.1.3 Brightmore

Meaning

Brightmore references the wider Moreton Bay Region with use of 'more' within the name. While 'bright' is intended to evoke optimism and a positive sense of experience. It connects progressive thinking for the way we live and work with initiatives and design for environmental resilience. It also serves as a positive call to action for community and business to do more, be more and achieve more.

5.2 Recommended names and meanings for other suburbs

5.2.1 Potential future suburb 1: Lilywood

Meaning

Lilywood is named for the evergreen perennials, the Blue Flax-lily, that flourish along the waterways, including the Caboolture River. The Blue Flax-lily (*Dianella caerulea* also known as Blueberry Lily or Paroo Lily) has attractive blue-green strappy leaves, star-shaped blue flowers with spectacular orange and yellow protruding stamen, and deep blue to purple coloured berries that are edible. A clumping plant, the lilies spread by underground stems (rhizomes). The plants attract birds and butterflies. Like these native lilies, the new community is expected to be attractive, vibrant, hardy, resilient and well connected.

5.2.2 Potential future suburb 2: Wagtail Grove

Meaning

Like the suburb's namesake, the Willy Wagtail bird, the residents and businesses of Wagtail Grove are expected to thrive while being industrious, active and sustainable.

- Industrious: Willy Wagtails build strong, durable nests softened on the inside with lining materials - the new suburb is expected to be strong and resilient but softened by neighbours that value the environment and social connections.
- Active: Willy Wagtails are commonly seen in this area energetically wagging their tails from side to side as they dart from place to place gathering food and building materials - the new community is expected to provide opportunities for active and vibrant lifestyles.
- Sustainable: Willy Wagtails can reuse their nests year after year - the new community will benefit from more sustainable practices, green spaces, active transport options, etc.

Source

- Willie Wagtail, BirdLife Australia [www.birdlife.org.au/bird-profile/willie-wagtail]

5.2.3 Potential future suburb 3: Greenstone

Meaning

The name Greenstone references the unique igneous rock found in the area known as Rocksberg Greenstone. When newly exposed, the rocks are bright green in colour, but the usual exposed surface is a dark greyish or bluish green. First documented in 1906, the Rocksberg Greenstone belt is roughly 38km long and 8 km wide at its widest point. It is estimated to be 330-400 million years old. It originated from a volcano located southwest of Maleny and formed as a series of olivine basaltic units which have since been regionally metamorphosed. Mineral breakdown 'veins' are very prevalent in the Greenstone exposed along the Caboolture River in the Rocksberg area and good sections of the rock are exposed throughout the Caboolture River area.

Sources

- R.T. Mathews (1954) The Greenstones of the Petrie-Mount Mee Area, Queensland. University of Queensland Department of Geology Papers, Vol IV, Number 6 [accessed via <https://espace.library.uq.edu.au>]
- Geocaching, Rocksberg Greenstone [https://www.geocaching.com/geocache/GC68ZAP_rocksberg-greenstone?guid=7e500174-6123-426e-a2fb-291b7a9da98b]

5.2.4 Potential future suburb 4: Corymbia

Meaning

Corymbia are a genus of about 100 tree species generally referred to as Eucalyptus; several of which are common in this area. Like the suburb's name sake, the new community of Corymbia is expected to be strong, vibrant, opportunistic, highly adaptable and richly diverse. From the Latin, corymbium, a "corymb" refers to floral clusters where all flowers branch from the stem at different levels but ultimately terminate at about the same level. Similarly, the people that make up this community will have different backgrounds, but will all benefit from the host of business, employment, education and lifestyle opportunities, as well as a diverse range of housing options, and community and recreation experiences of the new suburb.

Source

- Australian Native Plants Society (Australia) - Corymbia Cultivars (anpsa.org.au) [<http://anpsa.org.au/c-red.html>]

5.3 Suburb boundaries

Council's Planning Team considered the Caboolture West Place Naming Project: Suburb Boundary Focus Group Summary [Report] as they refined the draft plans drawn of the potential future suburb boundaries. Council's Planning team prepared initial draft plans of the boundaries by generally considering the future neighbourhoods that would be formed and the elements that would best define the extent of these neighbours. This included positioning the boundaries to:

- include areas of similar character and/or functional relationships in the same locality wherever possible
- align to property (cadastral) boundaries
- align to easily distinguishable physical boundaries, such as breaks in residential development or zoning, open space areas, ridges, creeks, flood plains, major road centrelines or power easements
- avoid gaps, overlaps and islands within another suburb
- not segment roads into different localities except where it is unavoidable for very long roads (this does not include dividing a road along the centreline where that road has been identified as a distinguishable barrier suitable for a boundary)

Council's Planning Team then further refined these plans of the boundaries to better reflect:

- values and aspirations of existing communities collected through the Name Your Place Survey (Section 4.4) and Council's region-wide Moreton Says program of surveys perceived their own identities
- findings from the Suburb Boundary Focus Groups (Section 4.6).

The refined boundaries for the potential future suburb boundaries were also shared with the focus group participants to ensure the information they had provided had been correctly interpreted by Council Officers. Focus group participants raised no concerns with what was presented to them.

Figure 10 shows the potential future suburb boundaries at the end of the above process.

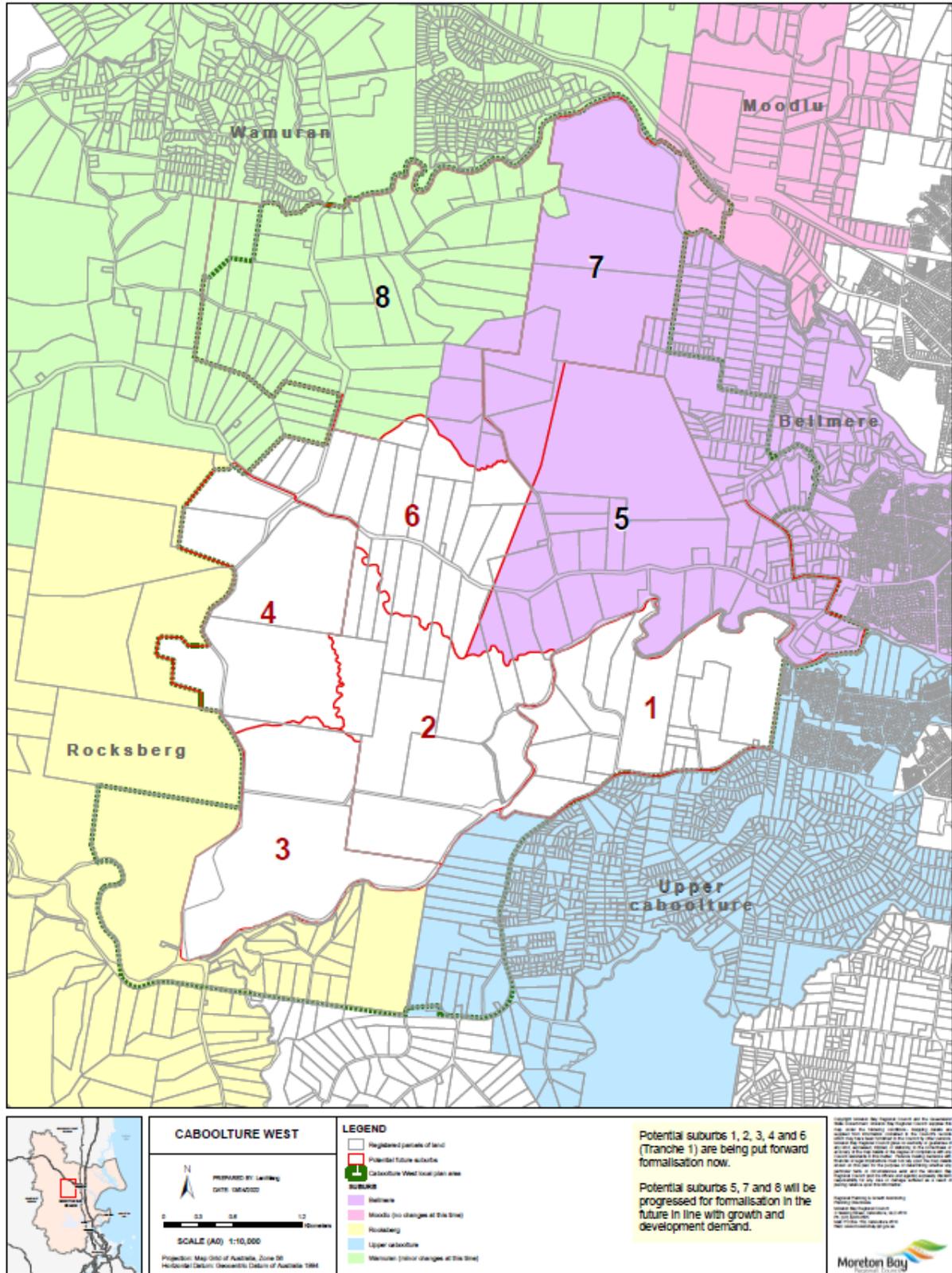


Figure 10. Potential future suburbs within the Caboolture West local plan area including adjustments to existing suburb boundaries of Rocksberg, Wamuran, Bellmere and Upper Caboolture

6 RECOMMENDATIONS

The recommendations from the Caboolture West Place Naming Project for Council to consider are:

- Council continuing to engage the community in open and transparent processes as the development of the Caboolture West area progresses.
- Council progressing now for formalisation the names and boundaries of future potential suburbs subject to imminent development (suburbs 1, 2, 3, 4 and 6); while the formalisation of other areas (potential future suburbs 5, 7 and 8) be left until growth and development demand trigger a need.
- Council progressing for formalisation three names for the new city (and potential future suburb 6), in order of preference: Moreton Valley, Waraba and Brightmore.
- Council progressing the following names:
 - Potential future suburb 1: Lilywood
 - Potential future suburb 2: Wagtail Grove
 - Potential future suburb 3: Greenstone
 - Potential future suburb 4: Corymbia.
- Council continuing to welcome and encourage the participation of the Kabi Kabi Traditional Custodians in the naming of the city via the State-led statutory consultation process, and the future naming of suburbs through any processes that Council leads.
- State Government continuing to seek endorsement from the Kabi Kabi Traditional Owners Native Title Claim Group for the name Waraba for the city. Should this endorsement not be provided than this name should not be considered for the new city.
- Council inviting Kabi Kabi Traditional Custodian participation in other naming opportunities such as roads, streets and Council-owned or administered public places, structures and other assets.
- Council continuing to communicate with key stakeholders and the community about the project as the State-led statutory process is progressed to ensure all communication loops are closed and everyone is aware of opportunities to have their say and the process outcomes.
- Council continuing to collaborate with the Department of Resources to refine suburb boundaries with due consideration for community values, identities and preferences, and to coordinate messaging about the process for communication purposes.
- Council strongly encouraging developers to invite input from the Kabi Kabi Traditional Custodians into naming processes that they lead, e.g. streets, parks, landmarks, etc, as development of their land stocks progresses.