



APPENDIX B:

CABOOLTURE WEST NAME YOUR PLACE SURVEY [REPORT]

Caboolture West Name Your Place Survey

September 2021



Important disclaimer

Voconiq advises that the information contained in this report comprises general statements based on scientific research. The reader is advised and needs to be aware that such information may be incomplete or unable to be used in any specific situation. No reliance or actions must therefore be made on that information without seeking prior expert professional, scientific and technical advice. To the extent permitted by law, Voconiq (including its employees and consultants) excludes all liability to any person for any consequences, including but not limited to all losses, damages, costs, expenses and any other compensation, arising directly or indirectly from using this report (in part or in whole) and any information or material contained in it.

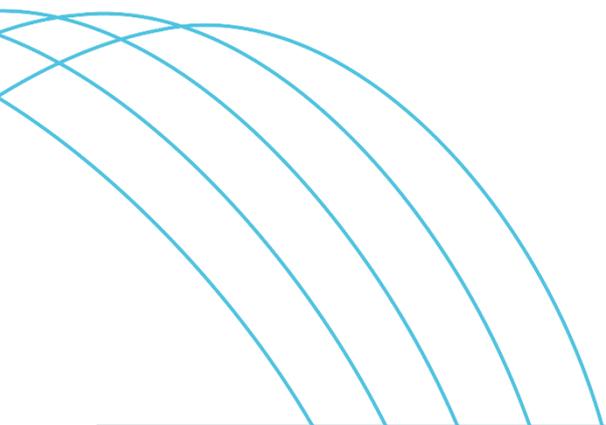
Voconiq, our story

Voconiq is an Australian data science company built on a platform of research developed by Australia's national science agency, CSIRO. The Voconiq founding team spent over a decade in CSIRO building this science platform, engaging over 70,000 community members in 14 countries to understand what leads to deeper trust between industries, companies and governments, and the communities they work alongside. Founded in 2019, Voconiq was created as a vehicle for delivering this science as a service globally. Voconiq is the home of Engagement Science and we are passionate about giving voice to communities large and local about the issues that matter to them and helping those that work alongside them to listen to community voices effectively.

To learn more, go to www.voconiq.com

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Introduction

Caboolture West is Moreton Bay Regional Council's ('Council') single largest growth front and is expected to accommodate approximately 70,000 residents over the next 40 years.

The name Caboolture West is an administrative name that refers to a local plan area within Council's Planning Scheme. It is not a gazetted place name. With this new development and community now emerging, it is timely to explore and establish new names for the whole area and suburbs within it; names that reflect and resonate with both the existing and future communities.

The Caboolture West Name Your Place Survey is part of a larger project that aims to establish place identity and names that support the development of liveable and desirable communities within Caboolture West and respect the social, cultural and environmental values of the existing and the potential future communities.

Names matter, identity matters, community voices matter. This is not only about establishing an identity for the new residents that will come but to help existing communities develop a sense of connection with these new areas and alter the trajectory of their own communities. This project provided a genuine opportunity to bring community voices into the process of determining the new names for the area and suburbs within it.



Methodology

The survey design

Voconiq collaborated closely with Council to develop the Name Your Place Survey tool. The survey was deliberately designed to be short and use plain language. The main focus of the survey was to collect name suggestions from the community with some additional questions about community values and demographics. The survey instrument can be found in Appendix 1.

First, the survey introduced participants to the anticipated development of Caboolture West and described the purpose of the survey. A map of the region supported the introduction (Appendix 1). Before continuing to the actual questions, participants needed to provide informed consent. Anyone under the age of 18 needed their parent/guardian to consent to participate. There was also an additional layer of protection for participants under the age of 15 by removing questions asking for name and contact details and irrelevant questions, such as asking for employment status.

Next, participants were asked to complete a series of questions relating to four key topic areas (Table 1).

Table 1. A summary of the survey topics, purpose and further detail and/or example items.

Topic	Purpose	Examples
Community values	To find out what community members think is most important for the development of the Caboolture West area and in general when choosing a place to live, work and play to guide development and branding.	<p>"Embracing natural features, such as the Caboolture River (via walkways, public access points, green space, etc.)"</p> <p>"Family-friendly activities and facilities (e.g. parks and playgrounds)"</p>
Themes for place names	To find out what themes community members think are most important when naming a place.	<p>"Local environment (such as native flora, fauna, natural features, e.g. rivers, climate)"</p> <p>"Aboriginal and Torres Strait Islander heritage and culture"</p>
Name suggestions for the whole area (new city) and the potential future suburbs within it	To gain name suggestions and justifications for the suggestions that could be used for evaluation and verification	<p>"Please provide your name suggestion for the new city."</p> <p>"Please tell us why you have suggested this name"</p>
Demographics	To ensure overall participation represents a diverse and robust sample representing the residents of the Moreton Bay Regional Council area.	<p>"Which of the following best describes your current employment status?"</p> <p>"Please record the suburb within the Moreton Bay Region that you have the strongest connection"</p>

Where participants were invited to provide name suggestions, different maps were used to visualise the areas being named: the whole area (new city) and potential future suburbs within it (see Figure 1 for an example and Appendix 1 for all maps). To guide respondents

to make acceptable name suggestions, Council developed the Place Naming Criteria for the project. This criteria aligned with the State Government's Place Naming Principles. A link to criteria document was provided in this section (Appendix 2). This document explained that names should be meaningful, verifiable, unique, recognisable and enduring, whereas, they should not be offensive to any reasonable person, be commercial or otherwise protected. To make it easier for participants, a summary of the most critical points was included in the survey itself.

Participants were able to nominate which area/s they were naming and submit multiple names for different areas, asking them to consider names that are unique, not commercial or trademarked, and inoffensive. They could suggest names for one or as many of the following as they wanted:

- whole Caboolture West local plan area (the new city) and potential future suburb E, which is anticipated to become the city centre and will adopt the same name given to the whole area
- specific potential future suburbs A, B, C, D, F or G
- any potential future suburb (where the name was not tied to a specific location but remained relevant to the general Caboolture West local plan area).

Finally, participants could opt-in to answer a few more questions about what characteristics they value most when they chose a place to live, or otherwise move on to the final demographic section of the survey.

Engaging with community

The Name Your Place Survey was open for community input between 10 August and 5 September 2021. Being inclusive was very important for the survey to gain a sample that represents the overall population of the region. The survey was made available online and in hard copy to minimise barriers to participation. Council actively promoted it via multiple channels to maximise awareness and encourage the participation of everyone who lives, works and plays in the region or has a strong connection to the Caboolture West area.

Some of the promotional tools and channels used by Council included:

- **Online engagement hub:** Council created a 'Caboolture West Place Naming' page on their Your Say Moreton Bay platform where information about the project and a link to the survey was made available (Appendix 5).
- **Social media:** Multiple posts and advertisements on Council's main Facebook and Moreton Says Facebook (Appendix 3).

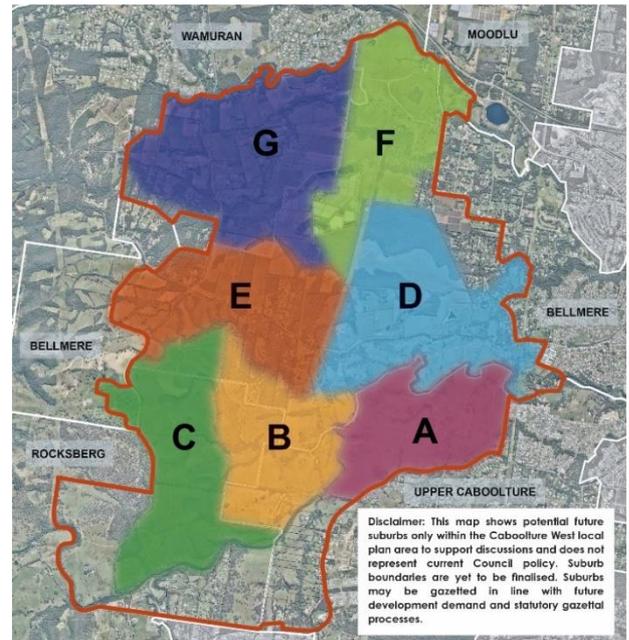


Figure 1. An example of the maps that were used in the survey. (Legend:  Caboolture West local plan area; A - G potential future suburb.)

- **Printed communication:** The survey was delivered to 5,500 properties within the Caboolture West local plan area (Appendix 4). Posters, flyers, hard copy surveys and digital displays were in Council's Customer Service Centres and libraries.
- **Face to face:** The survey was promoted in community focus groups run to help define community identity and inform suburb boundary definitions in and around Caboolture West. Council doorknocked 33 businesses in Caboolture West and neighbouring suburbs talking to business operators and distributing flyers and posters.
- **Newsletters and emails:** Information about the project was included in PD News Council's long running newsletter that services the development industry and interested community members that have subscribed, as well as Council's internal newsletter *Connect MBRC*. Emails were sent to those that registered their interest via the project's *Your Say Moreton Bay* page.
- **Media releases and media interviews:** Council made media releases and spokespeople participated in media interviews promoting the Caboolture West Place Naming Project.
- **Councillor support:** Hard copy surveys, posters and social media shareables were provided to local Councillors for their use in promoting the opportunity to be part of the project.
- **Third party support:** Information, surveys, social media shareables, a classroom activity kit and advertisements suitable for school newsletters were distributed to 18 local educational facilities that service the Caboolture West area.

Data analysis and list of name suggestions

Once the survey closed, a data cleaning process removed instances where the same person suggested the same name multiple times but allowed people to submit multiple different names at different points in time (i.e. if multiple people from the same household participated).

Next, a frequency distribution analysis was done for all multiple-choice, Likert-scale and ranking type questions to understand how often a specific answer was selected by the participants. Then, participants' name suggestions and the justifications for the suggested names were extracted into worksheets for an initial screening of all suggested names against the Place Naming Criteria (Appendix 2).

The names were classified into three categories:

- **Red:** Suggested name does not comply with the Place Naming Criteria, e.g. the name is offensive or honours a person that is still alive.
- **Yellow:** Suggested name seems to meet most of the criteria.
- **Green:** Suggested name seems to meet all the criteria and be meaningful for the area based on participant's justification.

The classification of names into the three categories is only a pre-screening that does not replace a thorough research and verification process of selected names before presenting them to the Place Naming Committee for shortlisting.

Who participated in the survey?

The Caboolture West Name Your Place Survey provided an opportunity to everyone who lives, works or plays in the region to submit their name suggestions. Participants were diverse and from all walks of life and the name suggestions reflect the diversity of the community itself.

410 total participants 

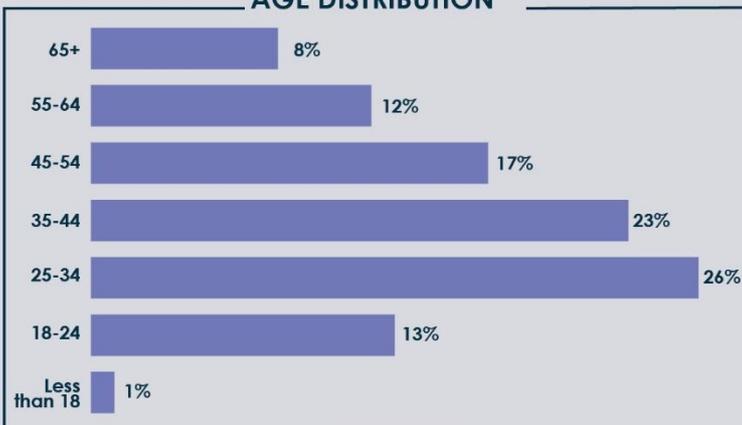
PARTICIPATION BY LOCATION

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

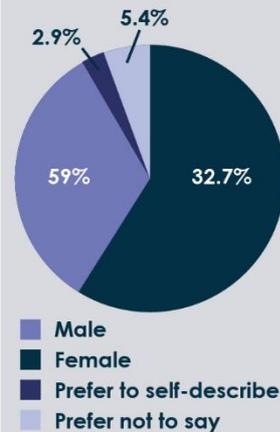
19%

live in the Caboolture West local plan area 

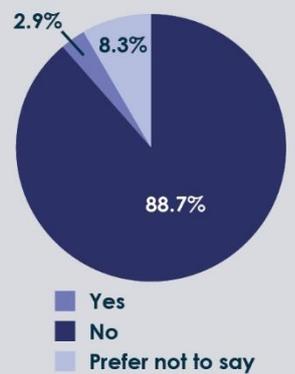
AGE DISTRIBUTION



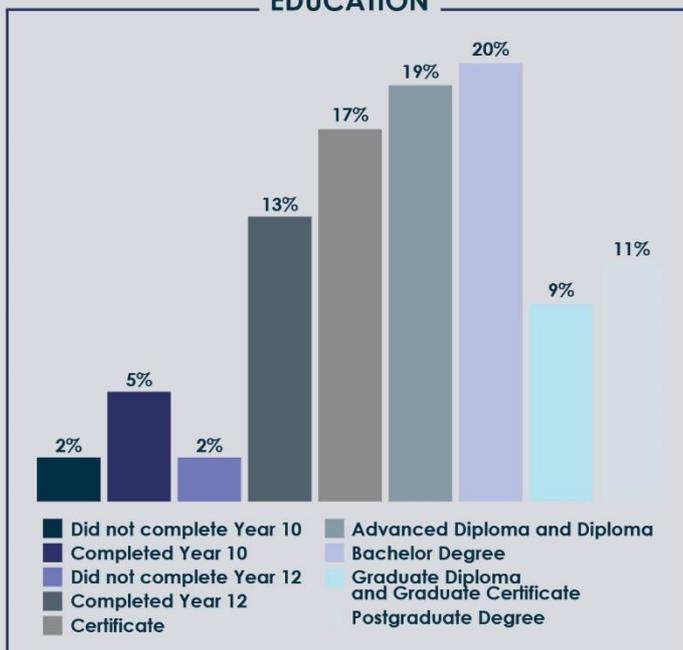
GENDER



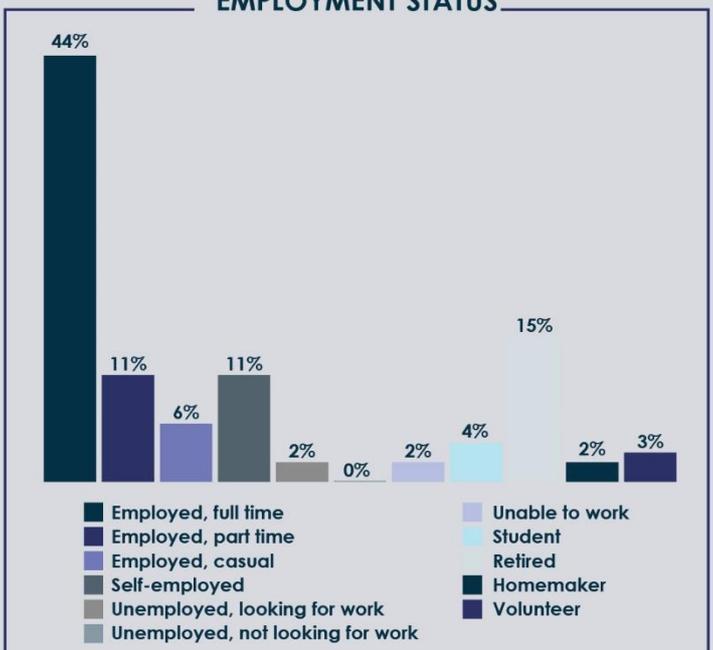
ABORIGINAL or TORRES STRAIT ISLANDER STATUS



EDUCATION



EMPLOYMENT STATUS



Main findings

Importance of thematic aspects

When participants were asked to rank in order of importance six themes that can inspire place names it was revealed the local environment is of primary importance – approximately 40% of participants ranked it as most important to them (Figure 2). This was followed by Aboriginal and Torres Strait Islander heritage and culture, and local history. Aspirations for the future of the area was the least important.

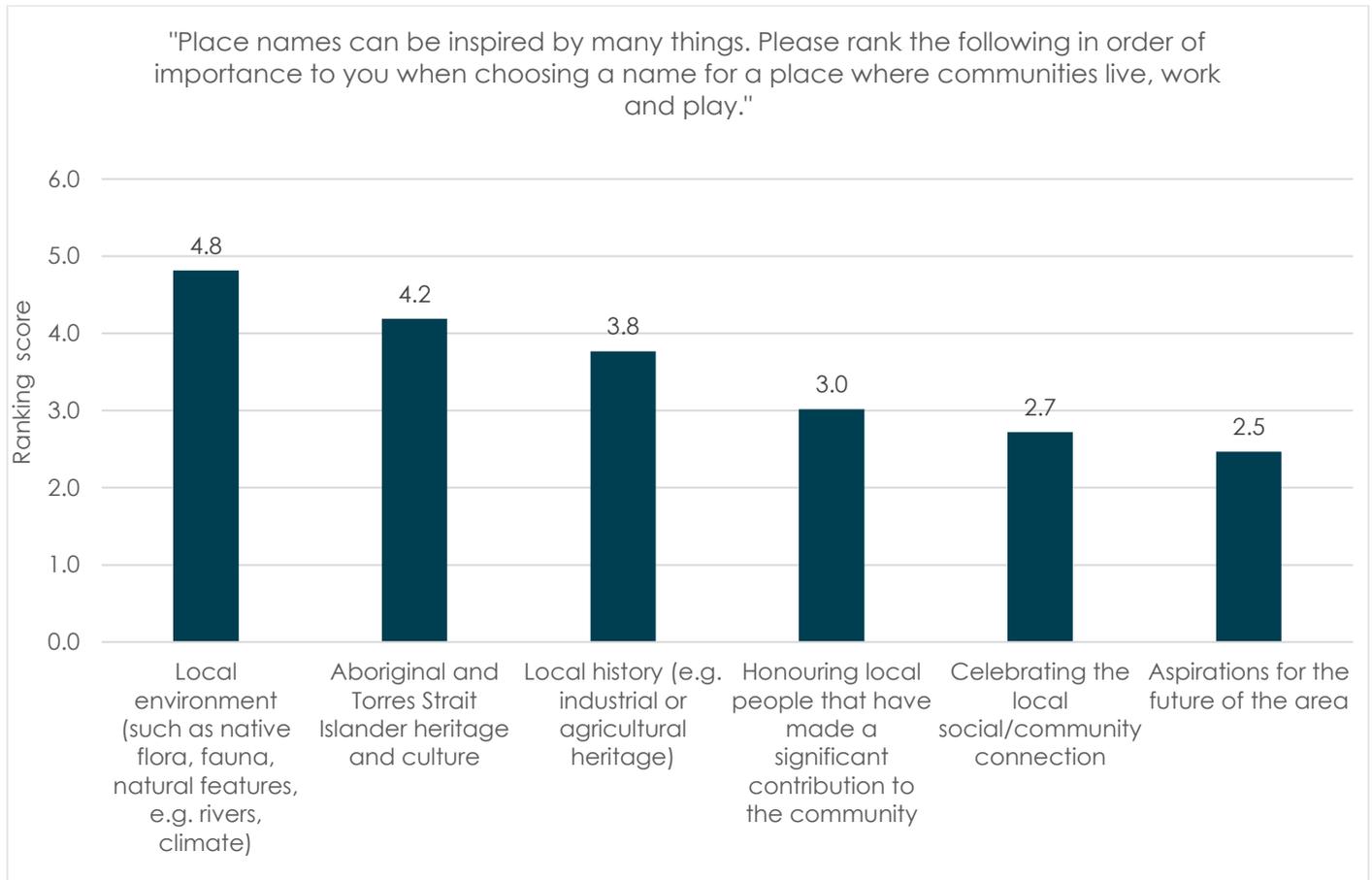


Figure 2. Importance of thematic aspect when naming a place where communities live, work and play (higher scores represents higher importance) (N= 324).

Value statements and features for the future development of Caboolture West

When participants were asked 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 Moreton Bay Regional Council already understands as important issues, the following was revealed:

“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 3). Both were selected by approximately 60% of all participants, whereas all other features were only selected by 31% or fewer participants.

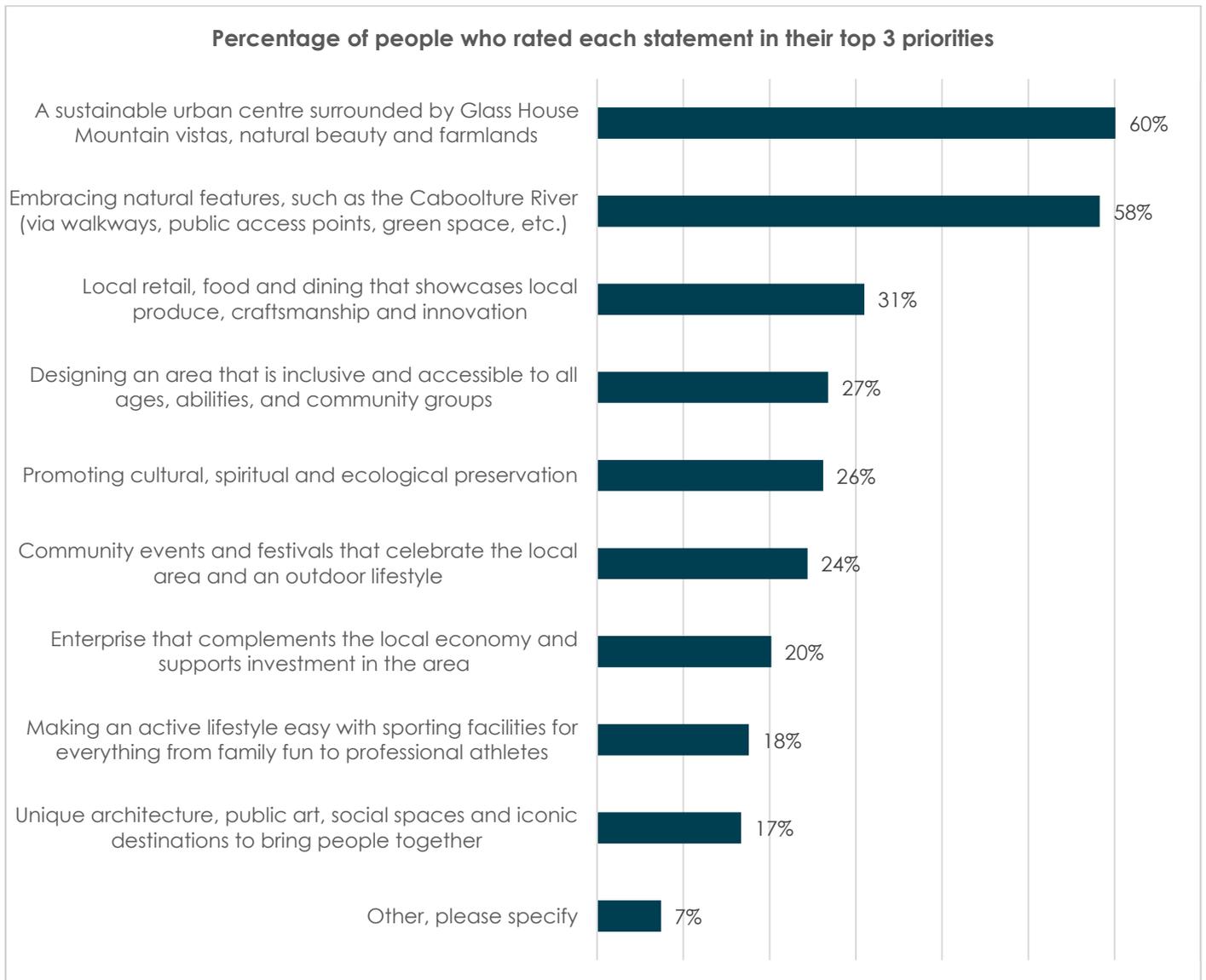


Figure 3. Importance of value statements for the future development of Caboolture West in percentage of how many participants selected it (the higher the percentage, the more important the value statement) (N= 311).

Name suggestions

For the whole Caboolture West local plan area and potential future suburb E (Figure 4), 229 name suggestions were submitted. In the initial screening, we identified 36 suggested names that did not meet the *Place Naming Criteria*.

Participants suggested 337 names for the other potential future suburbs (Figure 5, excludes future potential suburb E). In the initial screening, we found 52 did not meet the *Place Naming Criteria*.

Council will undertake more thorough assessment of the names against the Place Naming Criteria before the suggested names are taken to the Place Naming Committee.

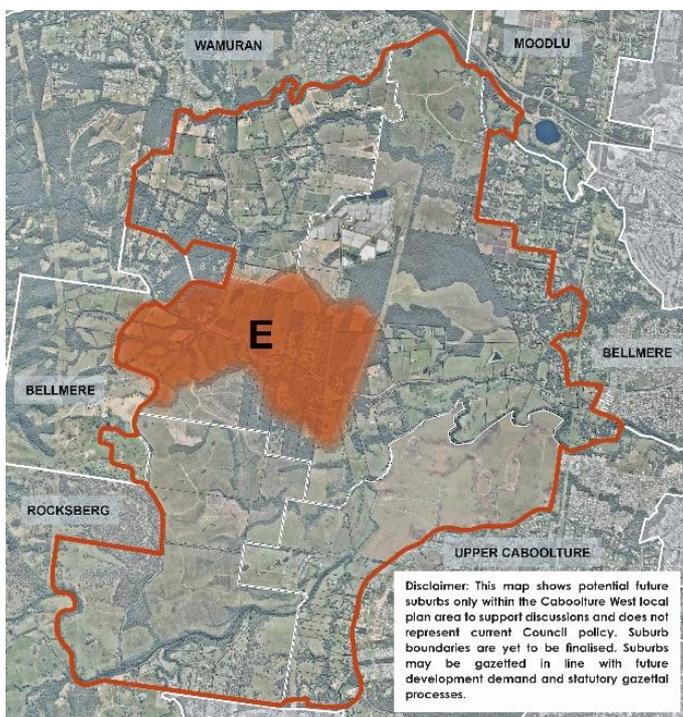


Figure 4. Map used in the survey to outline the whole Caboolture West area and the suburb E.

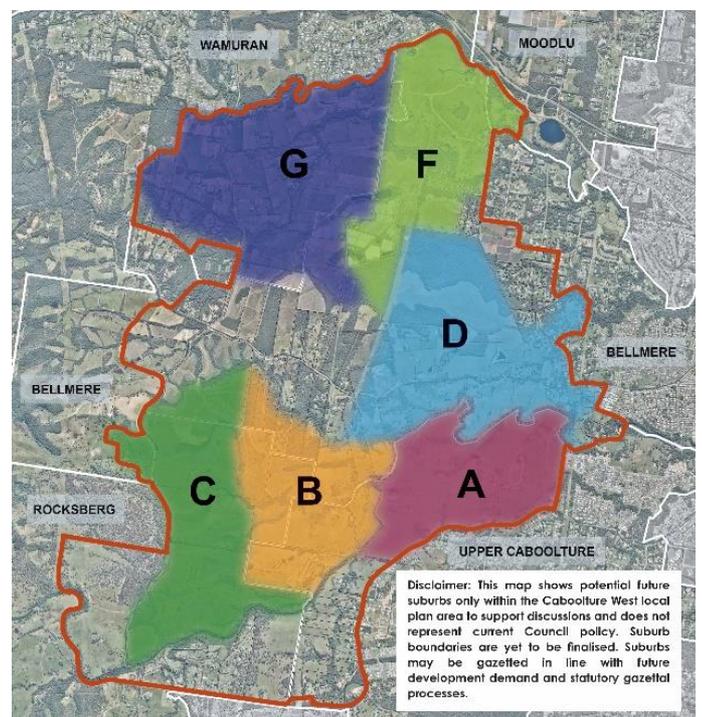


Figure 5. Map used in the survey to indicate the suburbs A-D and G-F.

Community values when choosing a place to live

When participants were asked to rate how important a range of characteristics were when choosing a place to live, the following was revealed: it is most important to participants how safe they feel in the region, closely followed by the natural beauty of the region (Figure 6). There was also strong agreement sustainable living with efficient housing, energy and resources as well as ease of affording the lifestyle people want are important values. Participants rated how close they are to cultural experiences (e.g., libraries, museums, and performing arts) as least important.

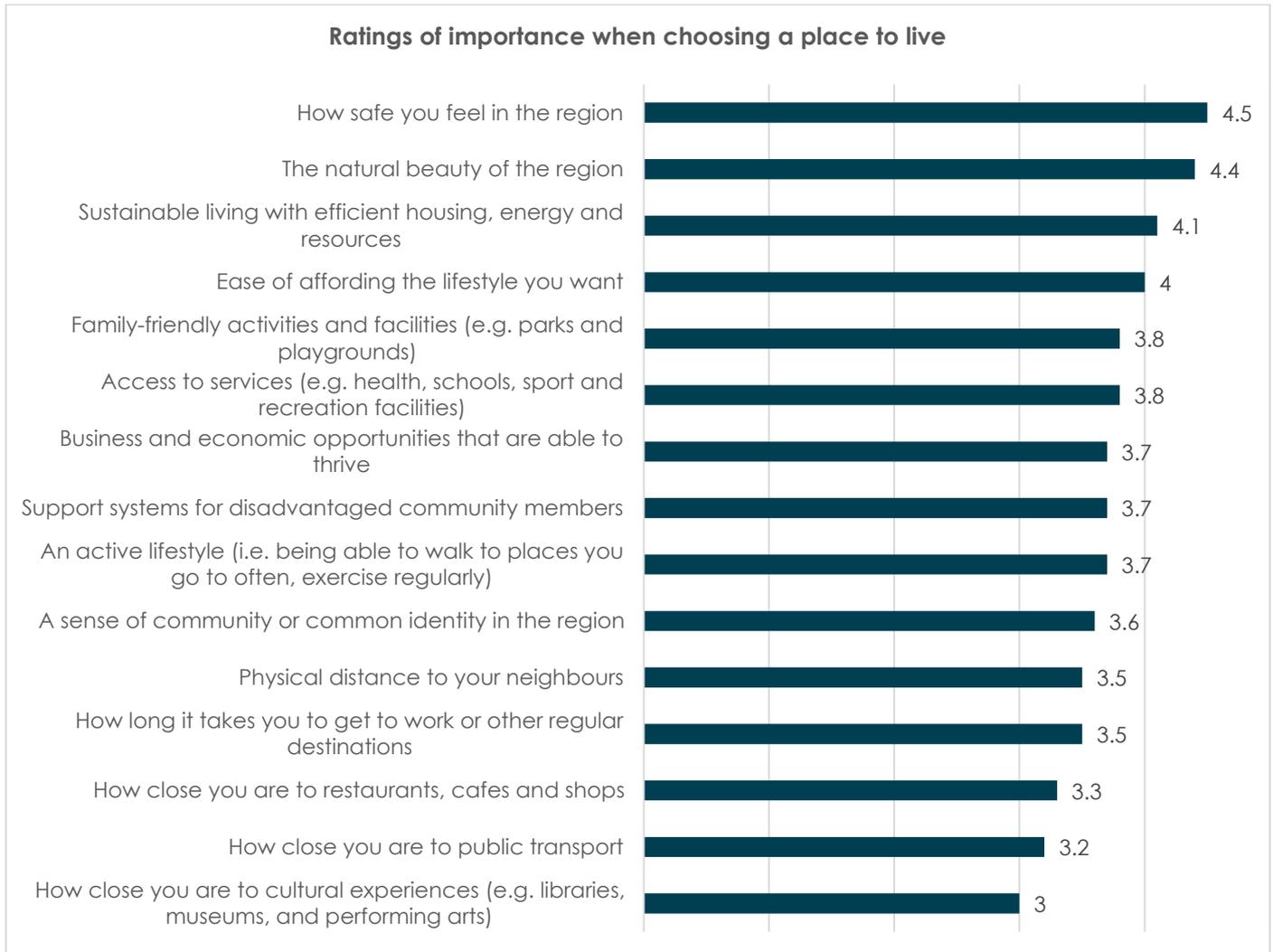


Figure 6. Ratings of importance when choosing a place to live (higher scores represent higher importance) (N= 121).

Summary

The planned development in Caboolture West aims to bring a host of business, employment, education and lifestyle opportunities, as well as a diverse housing options, and community and recreation experiences. The area has the potential to be the region's heartland of tomorrow. Council aims to rename the whole area (the new city) and the potential future suburbs within it to establish names that resonate with both the existing and future communities. The survey was implemented to provide community members with a "Name your Place" opportunity to propose name suggestions and provide insights about their values when choosing a place to live.

The survey instrument aimed to elicit appropriate and contextually relevant name suggestions with reference to the *Place Naming Criteria*. The survey was promoted by Council via multiple channels in online and paper versions to maximise participation of the target audience, community members of the Moreton Bay Region. 410 responses were collected in 30 days from a diverse demographic background. After data cleaning, a frequency analysis was conducted, and name suggestions and any accompanying justification extracted for review. All names were assessed against the *Place Naming Criteria* and classified into three different groups reflecting their potential to be used as a area and suburb names.

In total, 566 name suggestions were submitted – 229 for the whole area and 337 for the suburbs. After a first assessment, it seems that 476 of these names meet all or most of the *Place Naming Criteria* and 88 names are clearly not appropriate. The survey also provided insights about what themes community members rate as most important when naming a place. Participants indicated most often that names should be inspired by the local environment, followed by Aboriginal and Torres Strait Islander heritage and culture, and local history. Aspirations for the future of the area was the least important.

The survey also took advantage of the opportunity to test different value statements with the community regarding the future development of the region and, more generally, about choosing a place to live. For the future development of Caboolture West, participants most strongly favoured an area that has "A sustainable centre surrounded by Glass House Mountain vistas, natural beauty and farmlands", closely followed by "Embracing natural features, such as the Caboolture River". When choosing a place to live, the results revealed it is most important to participants how safe they feel in the region, closely followed by the natural beauty of the region, and sustainable living with efficient housing, energy and resources.



Appendices

Appendix 1 – The Survey Instrument



Introduction

Name Your Place

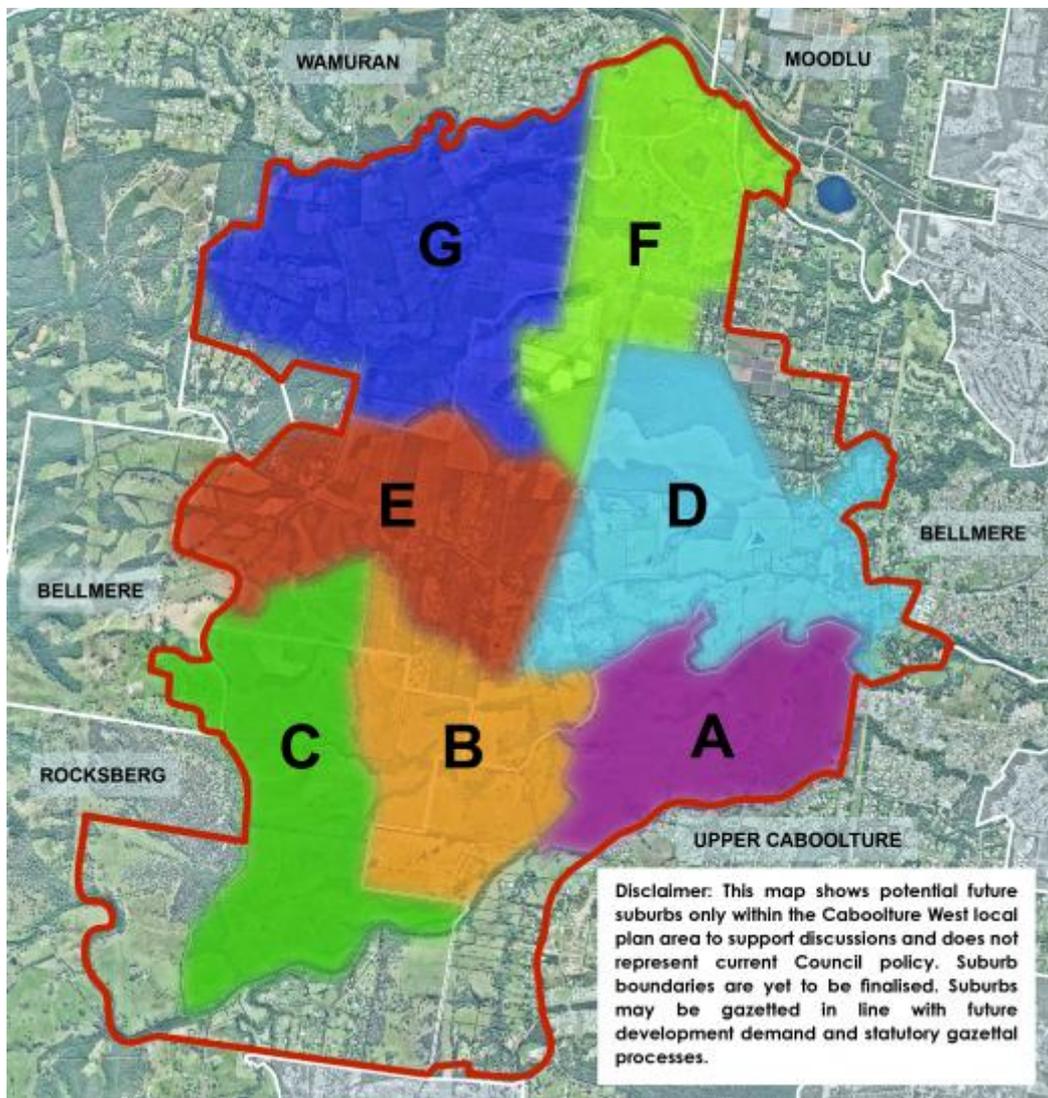
Moreton Bay Regional Council – Caboolture West Place Naming Project

Council is giving our community the chance to help rename Caboolture West in preparation for the development of an exciting new city in the area. Over the next 40 years, the area is expected to become home to approximately 70,000 residents making it comparable to the current size of the city of Mackay.

This development 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. You can be a part of naming this place that has potential to become Moreton Bay's heartland of tomorrow. Names matter, identity matters, your voice matters.

Your role

Council is inviting you to complete this survey to help decision-makers better understand your aspirations for our newest city. Council is also asking you to suggest names for the new city and the seven (7) potential future suburbs within it. Place names are more than just addresses or tools to help us navigate to locations; they can tell us a story about the place and its people. The names that are chosen for the new development will help support the establishment of liveable and desirable communities.



Legend:  Caboolture West local plan area; A-G potential future suburbs.

If you'd like to have a say, please click the arrow below to begin.

Consent

Before we start the survey, we need to ask your age to determine your participation in this survey.

What is your age (in whole years)?

Voconiq and Moreton Bay Regional Council values the opinions of children and young people, and acknowledge their rights to express those opinions. But we also acknowledge there is a generally accepted presumption that children and young people under the age of 18 years may not have the capacity to make decisions or judgments about the collection, use, and disclosure of their personal information.

For this reason, Voconiq and Moreton Bay Regional Council require children and young people under the age of 18 years to get the consent of a parent or guardian before they participate in any Council survey.

Please ask your parent or guardian to read through the information below and provide consent for you to participate in this survey.

Intellectual Property

By consenting to these terms, you agree title to and Intellectual Property Rights in any material provided by your child/ward in connection with the Caboolture West Place Naming Project that is created, written or otherwise brought into existence by or on behalf of your child/ward in the course of their participation in the Caboolture West Place Naming Project will vest in Council. **'Intellectual Property Rights'** means all copyright, patents and all rights in relation to inventions, trademarks and designs or any rights to registration of such rights, whether created before, on or after the date of your consent to these terms.

Privacy Statement

Moreton Bay Regional Council ('Council') will collect survey responses for the purpose of informing the outcome of the Caboolture West Place

Naming Project (the 'Project'). The collection, use, disclosure, storage, and security of personal information is handled by Council in accordance with Moreton Bay Regional Council's Information Privacy Plan, including the conditions for the lawful processing of personal information.

The information provided by your child/ward will be provided to third parties, including the consultancy Voconiq, to analyse and report on the information collected. All the suggested names that comply with the Place Naming Criteria will be assessed by the Place Naming Committee. The recommended short-list from the Committee will be considered by Council. It is expected that the outcomes of this consultation process will be shared with the public in late 2021.

Your child/ward will not be individually identified in any information that is publicly shared about this project, such as reports, communication materials, research papers, digital datahubs or presentations.

You can read more about the Council and Voconiq privacy policies at the following links:

- [Moreton Bay Regional Council's Information](#)
- [Privacy Plan Voconiq's Privacy Policy](#)

Further information is available on the project website at <https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming>

Do you have the permission of your parent or guardian to participate in this survey?

Intellectual Property

By consenting to these terms, you agree title to and Intellectual Property Rights in any material provided by you in connection with the Caboolture West Place Naming Project that is created, written or otherwise brought into existence by or on behalf of you in the course of your participation in the Caboolture West Place Naming Project will vest in Council.

‘Intellectual Property Rights’ means all copyright, patents and all rights in relation to inventions, trademarks and designs or any rights to registration of such rights, whether created before, on or after the date of your consent to these terms.

Privacy Statement

Moreton Bay Regional Council (‘Council’) will collect your survey responses for the purpose of informing the outcome of the Caboolture West Place Naming Project (the ‘Project’). The collection, use, disclosure, storage, and security of personal information is handled by Council in accordance with Moreton Bay Regional Council’s Information Privacy Plan, including the conditions for the lawful processing of personal information.

There is the option to provide your name and contact details in the survey. If you provide your name and contact details your identity can be linked to some of your survey responses and is not anonymous. Council may also use your contact information for the purpose of contacting you about the Project and other functions, services and projects of Council. Your information will be provided to third parties, including the consultancy Voconiq, to analyse and report on the information collected.

All the suggested names that comply with the Place Naming Criteria will be assessed by the Place Naming Committee. The recommended short-list from the Committee will be considered by Council. It is

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Read more about the Council and Voconiq privacy policies at the following links:

[Moreton Bay Regional Council's Information Privacy Plan](#)

[Voconiq's Privacy Policy](#).

Further information

Further information is available on the project website at

https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming_

If you would like to contact Council about this work please email

mbrc@moretonbay.qld.gov.au

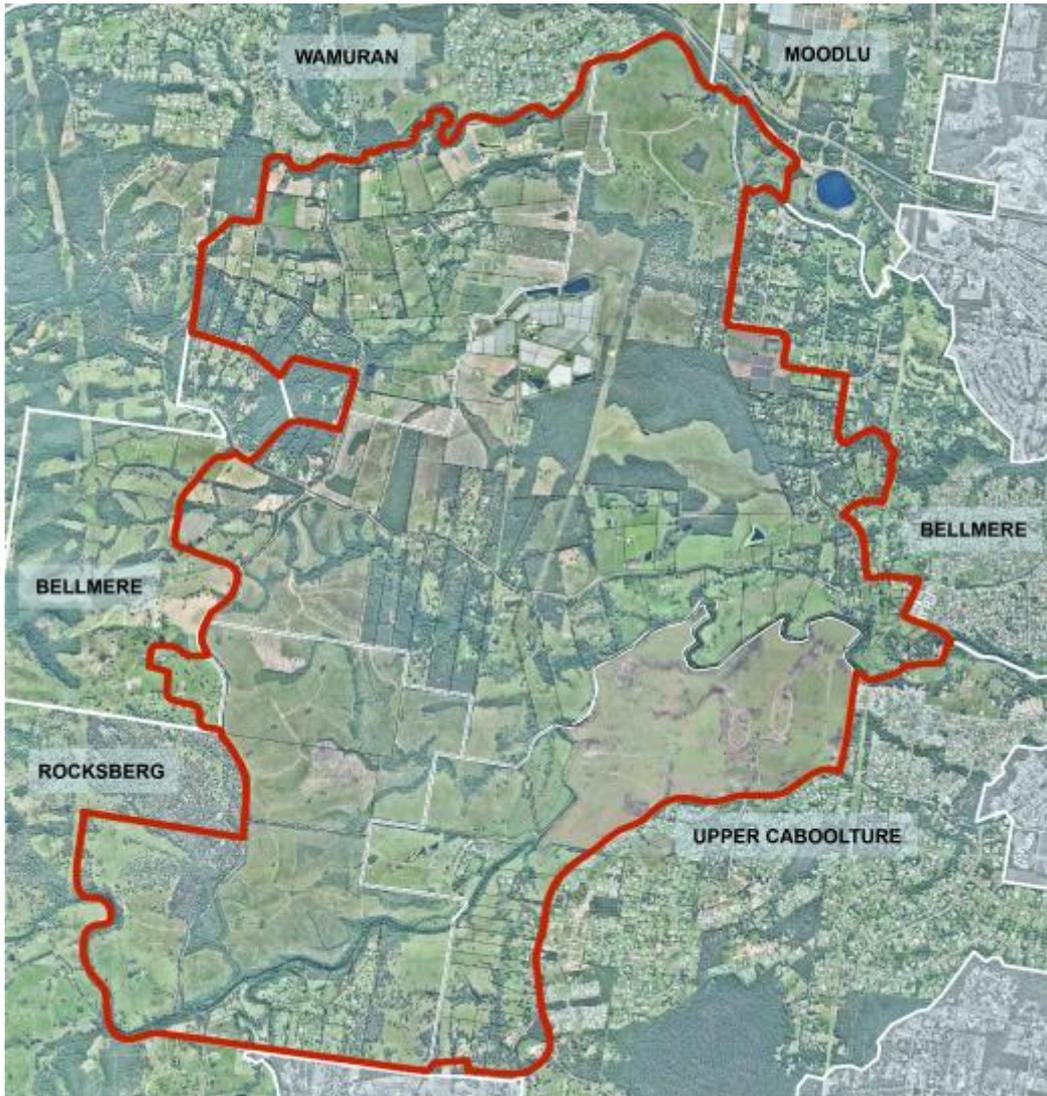
- Yes, I consent
- No, I do not consent

Caboolture West Naming Suggestions

The Caboolture West local plan area incorporates portions of five existing suburbs: Wamuran, Moodlu, Bellmere, Upper Caboolture and Rocksberg.

Do you currently live in the Caboolture West local plan area (outlined in red on the map below)?

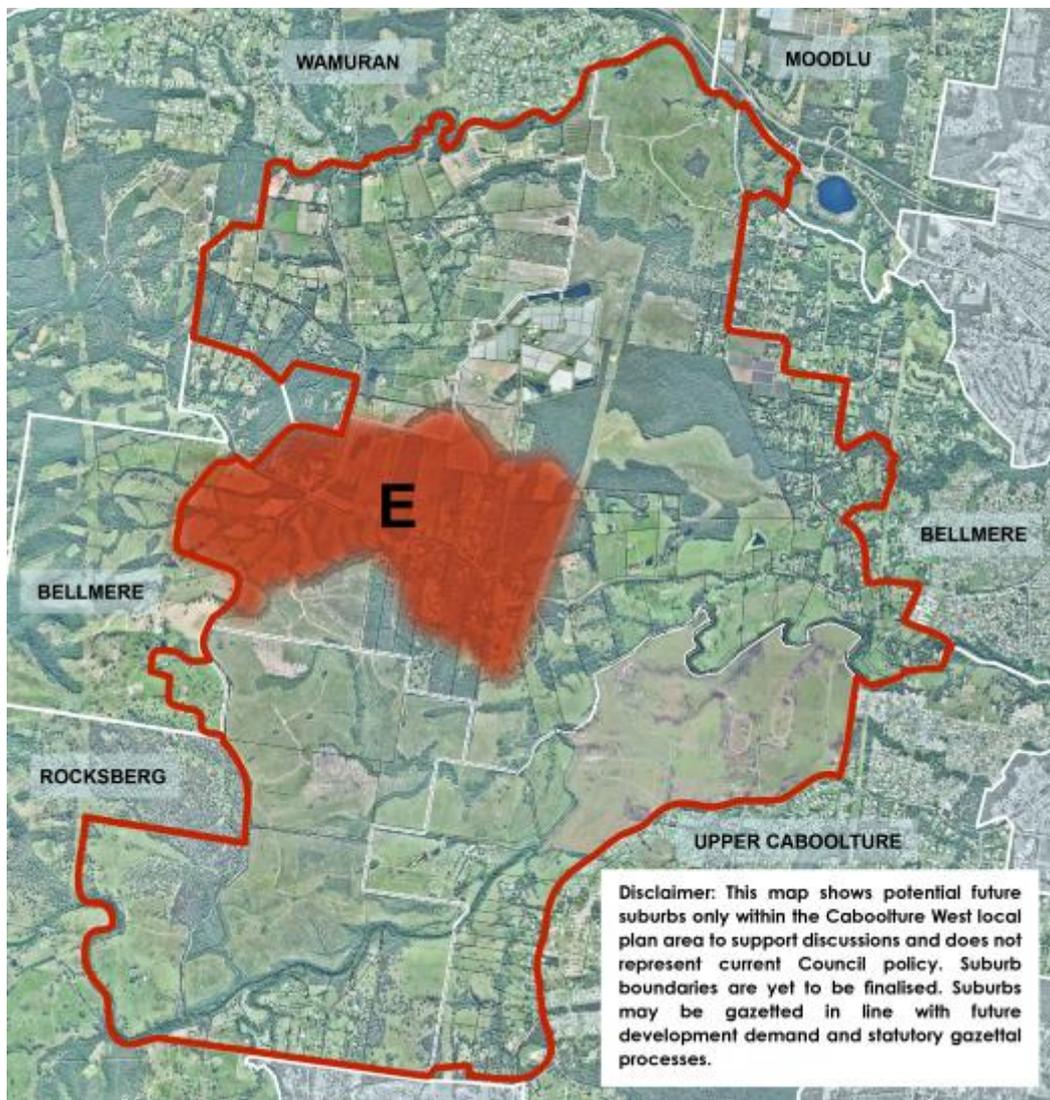
- Yes
- No



Legend:  Caboolture West local plan area

Name the whole area and city centre

Firstly, we are asking for a place name suggestion for renaming the Caboolture West local plan area **as a whole** (red outlined area on the map below) and for potential future Suburb E. This potential future suburb (E) is anticipated to become the city centre and will adopt the same name given to the whole Caboolture West local plan area (similar to the Brisbane CBD within the City of Brisbane).



Legend:  Caboolture West local plan area; E potential future suburb.

We would like you to consider place names that are unique, are not commercial or trademarked, and are inoffensive. For the full Place Name Criteria, click [here](#)

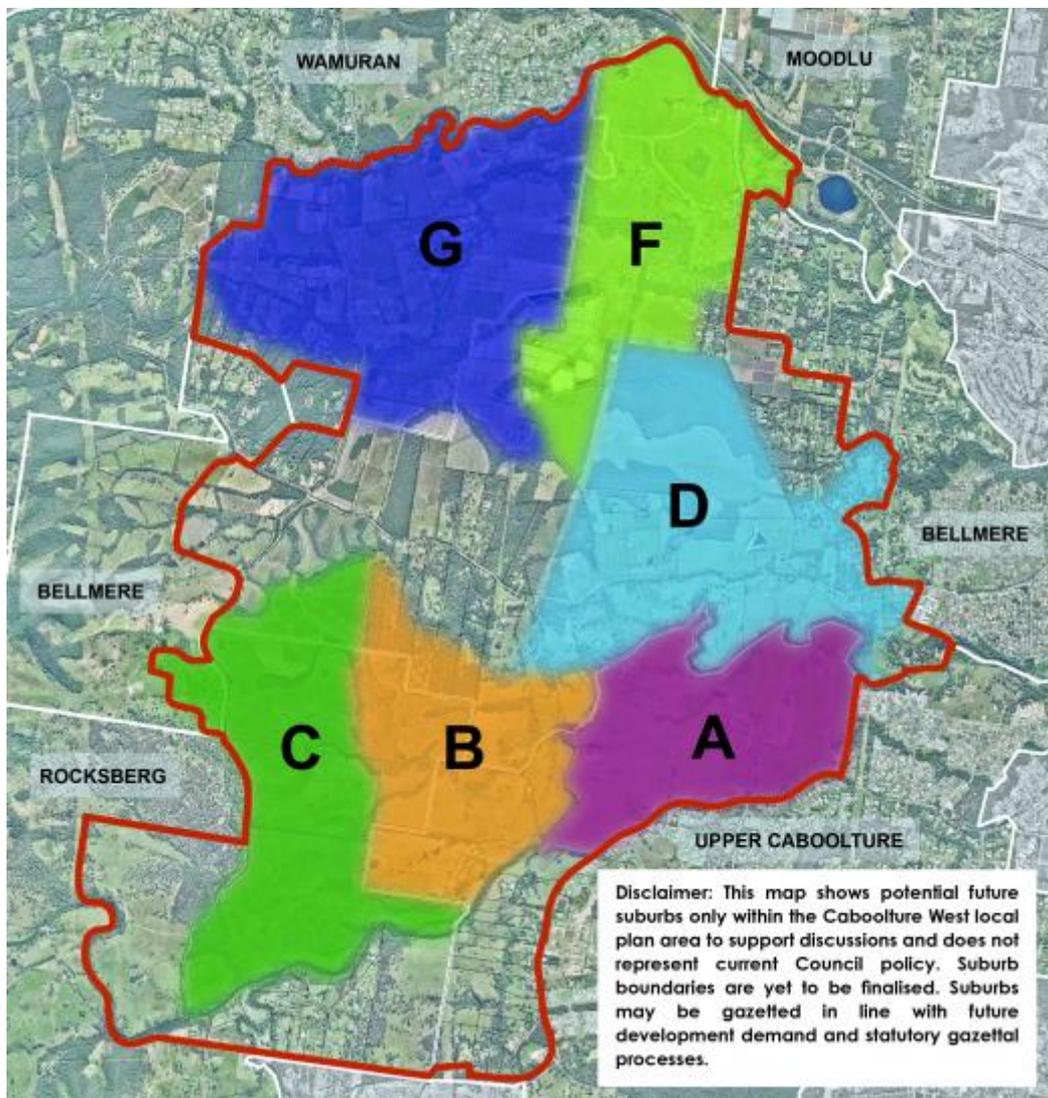
(If you do not wish to suggest a name, please skip to the next page)

Please provide your name suggestion for the new city.
(Remember, this name suggestion for the new city will also be considered for potential future Suburb E where the city centre is anticipated to be located).

Please tell us why you have suggested this name (*max 250 words*)

Suburb name suggestion

Next, we invite you to suggest names for the other **six** potential future suburbs in the Caboolture West local plan area (coloured areas on the map below).



Legend:  Caboolture West local plan area; A – D, F and G potential future suburb.

(If you do not wish to suggest a name, please skip to the next page)

Please select one or more of the six potentially new suburbs you would like to name and provide your suggestion in the text box below.

- Potential future Suburb A
- Potential future Suburb B
- Potential future Suburb C
- Potential future Suburb D
- Potential future Suburb F
- Potential future Suburb G
- Any of the potential future suburbs (my name suggestion is not specific to a location)

Please tell us the name you suggest for potential future **Suburb A**

Please tell us why you have suggested this new name for potential future **Suburb A** (*max 250 words*)

Please tell us the name you suggest for potential future **Suburb B**

Please tell us why you have suggested this new name for potential future **Suburb B** (*max 250 words*)

Please tell us the name you suggest for potential future **Suburb C**

Please tell us why you have suggested this new name for potential future **Suburb C** (*max 250 words*)

Please tell us the name you suggest for potential future **Suburb D**

Please tell us why you have suggested this new name for potential future **Suburb D** (*max 250 words*)

Please tell us the name you suggest for potential future **Suburb F**

Please tell us why you have suggested this new name for potential future **Suburb F** (*max 250 words*)

Please tell us the name you suggest for potential future **Suburb G**

Please tell us why you have suggested this new name for potential future **Suburb G** (*max 250 words*)

Please tell us the name you suggest for **one of the potential future suburbs**

(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

- Yes
- No

Please tell us the name you suggest for **one of the potential future suburbs**
(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

- Yes
- No

Please tell us the name you suggest for **one of the potential future suburbs**
(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

- Yes
- No

Please tell us the name you suggest for **one of the potential future suburbs**

(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

Yes

No

Please tell us the name you suggest for **one of the potential future suburbs**

(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

- Yes
- No

Please tell us the name you suggest for **one of the potential future suburbs**
(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Would you like to provide another name suggestion for a potential future suburb that is not specific to a location?

Yes

No

Please tell us the name you suggest for **one of the potential future suburbs**

(if your name suggestion is not specific to a location)

Please tell us why you have suggested this new name for **a potential future Suburb** (*max 250 words*)

Name ranking importance

What is important to you?

Council understands that housing diversity, traffic management and environmental protection are really important issues when planning for new developments.

The following statements describe additional features that may form part of the future development within Caboolture West.

Please select **up to three** statements that would be most important to you in the future development of Caboolture West.

- A sustainable urban centre surrounded by Glass House Mountain vistas, natural beauty and farmlands
- Unique architecture, public art, social spaces and iconic destinations to bring people together
- Enterprise that complements the local economy and supports investment in the area
- Local retail, food and dining that showcases local produce, craftsmanship and innovation
- Community events and festivals that celebrate the local area and an outdoor lifestyle
- Promoting cultural, spiritual and ecological preservation
- Designing an area that is inclusive and accessible to all ages, abilities, and community groups
- Embracing natural features, such as the Caboolture River (via walkways, public access points, green space, etc.)
- Making an active lifestyle easy with sporting facilities for everything from family fun to professional athletes
- Other, please specify

Place names can be inspired by many things. Please rank (1-6) the following in order of importance to you when choosing a name for a place where communities will live, work and play. You will need to click and drag the choice in the order you prefer.

Local environment (such as native flora, fauna, natural features,

e.g. rivers, 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

Celebrating the local social/ community connection

Aspirations for the future of the area

Demographics

Contact Details

Council may use your contact details to contact you for further information about your name suggestion/s, if needed. **You can skip this section if you do not want to provide this information.**

First name

Last name

Email Address

Phone number

Demographic Details

The following details help us understand who has participated in this survey.

Gender

- Man
- Woman
- Non-binary
- Prefer not to say
- Prefer to self-describe, below:

What is the highest level of formal education you have completed?

Which of the following best describes your current employment status?

Are you of Aboriginal or Torres Strait Islander origin?

Please record the **suburb** within the Moreton Bay Region that you have the strongest connection with:

- Albany Creek
- Arana Hills
- Armstrong Creek
- Banksia Beach
- Beachmere
- Bellara
- Bellmere
- Bellthorpe
- Bongaree
- Booroobin

We'd like to ask a few more questions to understand more about what you value in a place to live, work and play.

- Yes, I would like to answer questions about what I value in a place to live
- No, I would like to skip this section and **not** answer questions about what I value in a place to live

Please rate how important the following characteristics are when **choosing a place to live**, using a scale from "Not at all important" to "Extremely important".

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
How close you are to public transport	<input type="radio"/>				
How long it takes you to get to work or other regular destinations	<input type="radio"/>				
How close you are to restaurants, cafes and shops	<input type="radio"/>				
Access to services (e.g. health, schools, sport and recreation facilities)	<input type="radio"/>				
An active lifestyle (i.e. being able to walk to places you go to often, exercise regularly)	<input type="radio"/>				
Family-friendly activities and facilities (e.g. parks and playgrounds)	<input type="radio"/>				
Ease of affording the lifestyle you want	<input type="radio"/>				

Physical distance to your neighbours	<input type="radio"/>				
How safe you feel in the region	<input type="radio"/>				
The natural beauty of the region	<input type="radio"/>				
How close you are to cultural experiences (e.g. libraries, museums, and performing arts)	<input type="radio"/>				
A sense of community or common identity in the region	<input type="radio"/>				
Support systems for disadvantaged community members	<input type="radio"/>				
Business and economic opportunities that are able to thrive	<input type="radio"/>				
Sustainable living with efficient housing, energy and resources	<input type="radio"/>				

There are further exciting opportunities to stay informed or be involved in the Caboolture Place Naming project, for example, you can apply to be a part of the Naming Committee. Please [click here](#) for further information.

You're all done!

Before you go, would you mind telling us how you heard about this survey?

- | | | |
|--|---|---|
| <input type="checkbox"/> Media (radio or newspaper) | <input type="checkbox"/> Saw a physical poster or sign | <input type="checkbox"/> Through Voconiq social media |
| <input type="checkbox"/> Recruited face-to-face | <input type="checkbox"/> Councillor newsletters | <input type="checkbox"/> Letterbox flyer |
| <input type="checkbox"/> Through Council's website | <input type="checkbox"/> Through Council social media | <input type="checkbox"/> Other (please specify)
<input type="text"/> |
| <input type="checkbox"/> Through a friend, colleague, or family member | <input type="checkbox"/> Through a community group (please specify)
<input type="text"/> | |

Appendix 2 – Place Naming Criteria



Caboolture West Place Naming

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 .
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, without appropriate Ministerial approval.

The above criteria are consistent with the State Government's [Place Naming Principles](#). These principles include additional guidelines for name structure, punctuation and use of alternative names that will also be adhered to by Council.

Appendix 3 – Social Media posts (examples)

Moreton Bay Regional Council
Published by [Minyi Zheng](#) · September 2 at 8:53 AM · 🌐

Time is ticking to submit your name suggestions for our region's newest city! 🕒

We want YOUR ideas for names for the "Caboolture West" area and the potential future suburbs within it to give the new city a strong community identity.

Suggested names should authentically connect to the place and could reflect:

- ✔️ Aboriginal and Torres Strait Island heritage and culture
- ✔️ Local history
- ✔️ Celebration of local social/community connection
- ✔️ Honouring locals that have made a significant contribution to the community
- ✔️ Local environment such as native flora and fauna

Don't miss your chance to name a city! Survey closes this weekend on 5 September!

Find out more and complete the Name Your Place survey today 🙌
mbrc.link/cab-west-naming

HAVE YOU SUGGESTED NAMES FOR OUR FUTURE SUBURBS?



COMPLETE THE ONLINE SURVEY NOW!

#ShapeYourNeighbourhood

RESHAPING PLANNING **in your neighbourhood**

Moreton Bay Regional Council
Published by [Minyi Zheng](#) · August 26 at 9:09 AM · 🌐

Got a new name for our region's newest city? 🗣️ Make your mark on history by jumping online and completing the Name Your Place survey 📄

To cater for future growth Caboolture West will eventually be the size of Mackay city, so we need to find a name that's just right from the start! 🙌

Let's put Caboolture West on the map and support the creation of a liveable and desirable city for current and future communities.

Find out more and complete the Name Your Place survey today 🙌
mbrc.link/cab-west-naming

WHAT DO YOU THINK 'CABOOLTURE WEST' SHOULD BE CALLED?



#ShapeYourNeighbourhood

RESHAPING PLANNING **in your neighbourhood**

Moreton Bay Regional Council
Published by [Minyi Zheng](#) · August 10 · 🌐

It's time to put Caboolture West on the map! 🗣️... Just with a better place name than that.

If you've got some great name suggestions for the NEWEST city in Moreton Bay Region, we want to hear from you! 🙌

Simply jump online and complete the Name Your Place survey to tell us your name suggestions 📄

🕒 Survey closes on 5 September.

If you want to be more involved, nominate to be on the Place Naming Committee to help create a recommended list of place names from the survey for Council consideration 🗳️

🕒 Nominations close on 22 August.

Find out more about this historic opportunity and get involved today 🙌
mbrc.link/cab-west-naming



#ShapeYourNeighbourhood

RESHAPING PLANNING **in your neighbourhood**

Moreton Bay Regional Council
Published by [Minyi Zheng](#) · June 17 · 🌐

What do you think 'Caboolture West' should be called? 🗣️ We want YOUR ideas! 🙌

It will eventually become the same size as Mackay city, so we want to get the planning right from the outset 🙌

Over the next 40 years it'll bring a host of business, employment, education and lifestyle opportunities as well as a diverse range of housing options and community facilities 🙌

Don't miss your chance to name a city and submit your ideas today 🙌
<http://mbrc.link/cab-west-naming>



When someone gives you the chance to name a city

Appendix 4 – Letterbox drop and paper survey

WHAT WILL OUR NEW SUBURBS BE NAMED?

OPPORTUNITY TO NAME MORETON BAY REGION'S NEWEST CITY!

It's time to put Caboolture West on the map!... Just with a better place name than that.

Caboolture West Place Naming Project

Council is giving our community the chance to help rename Caboolture West in preparation for the development of an exciting new city in the area.

Over the next 40 years, the area is expected to become home to approximately 70,000 residents making it comparable to the current size of the city of Mackay.

The new city will bring with it a host of business, employment, education and lifestyle opportunities, as well as a diverse range of housing options, and community and recreation experiences.

You can be a part of the naming of this area that has potential to become Moreton Bay Region's heartland of tomorrow.

Ways to get involved

We are encouraging community participation through:

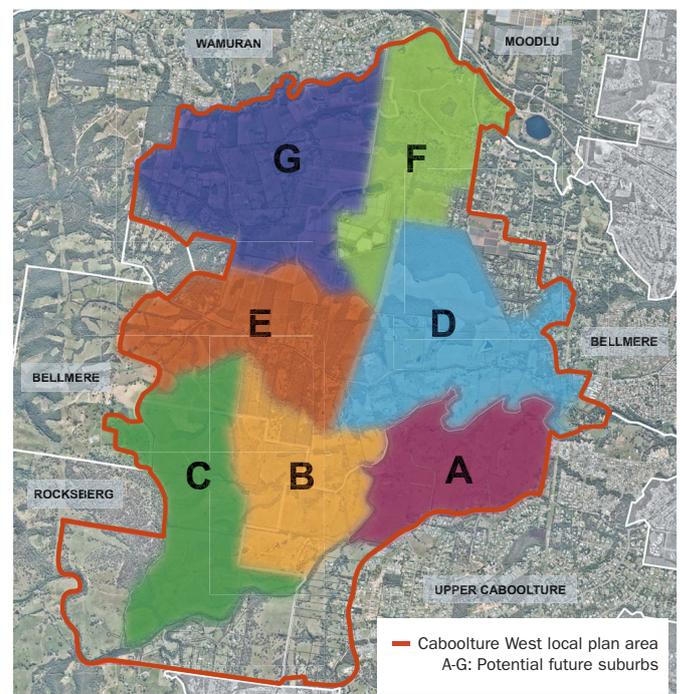
- Name Your Place survey to put forward your suggestions for place names—Survey now open
- Place Naming Committee that will compile a recommended short-list of suggested place names from the survey—Nominations now open.
- Focus groups that will help Council to redefine the boundaries and protect the identities of existing suburbs affected by the coming development—Expression of interests now closed.

See over the page for more details on how you can participate.

Areas being named

Council is seeking names for:

- **Caboolture West area as a whole** (the new city) and **potential future Suburb E** that is anticipated to become the city centre. These will share the same name just like the Brisbane CBD and Brisbane City.
- Remaining **six potential future suburbs** within the Caboolture West area. Three of these suburbs A, B and C may be progressed this year to the State Government for formalisation through the Minister for Resources in line with *Place Naming Act 1994*.



Disclaimer: This map shows possible future suburbs only within the Caboolture West local plan area to support discussion and does not represent current Council policy. Suburb boundaries have not yet been finalised. Suburbs may be formalised in line with future development demand.

NAME YOUR PLACE survey

Open: 10 Aug - 5 Sep 2021

- Want to help decision-makers better understand your aspirations for our newest city?
- Have great names to suggest?

Types of names

Place names should authentically connect to the place and could reflect:

- local environment such as native flora, fauna, natural features (e.g. rivers) and 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.

The place names will be selected using our Place Naming Criteria and not by popular vote.

Place Naming Criteria - overview

Place names should be meaningful, verifiable, unique, recognisable and enduring.

Place names should not be offensive to any reasonable person, commercial in nature or protected by legislation.

Visit: mbrc.link/cab-west-place-naming for the full criteria.

Who can complete the survey?

The survey is open to everyone. If you are under the age of 18 years you must have the consent of a parent or guardian to participate.

PLACE NAME COMMITTEE

Nominations open: 9 - 22 Aug 2021

- Would you like to help create a legacy through new suburb names?
- Are you a leader who represents the values and perspectives of your community?

This Committee will play an important role in advising Council and making recommendations before decisions are made and selected suburbs are progressed for formalisation.

Your role

As part of the Committee your role will be to:

- read and understand project materials provided to you
- meet with other Committee members to assess suggested names for the overall area and potential future suburbs within it
- help short-list suggested names for Council consideration.

Eligibility for Committee membership

The Committee will comprise a small selection of community representatives.

Participation is voluntary and applications are open to everyone aged 18 years or over who live, work or have an interest in the Moreton Bay region and who can demonstrate a connection to the Caboolture West area.

Applicants who previously applied to be part of the Suburb Boundary Focus Groups for this project and indicated their interest in being involved in the Committee do not need to re-apply.

Applications will be assessed by an independent contractor engaged by Council. Phone interviews of short-listed candidates may be conducted. Successful applicants will be notified via email.



Complete the survey or nominate for the Committee by scanning the QR code or visiting:
mbrc.link/cab-west-place-naming

For more information



yoursay.moretonbay.qld.gov.au/caboolture-west-naming



(07) 3205 0555



mbrc@moretonbay.qld.gov.au

NAME YOUR PLACE SURVEY

Did you know you can complete this survey online?
Scan the QR code on the right or visit mbrc.link/cab-west-place-naming



Council is giving our community the chance to help rename Caboolture West in preparation for the development of an exciting new city in the area. Over the next 40 years, the area is expected to become home to approximately 70,000 residents making it comparable to the current size of the city of Mackay.

This development 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.

You can be a part of naming this place that has potential to become Moreton Bay Region's heartland of tomorrow.

Names matter, identity matters, your voice matters.

Your role

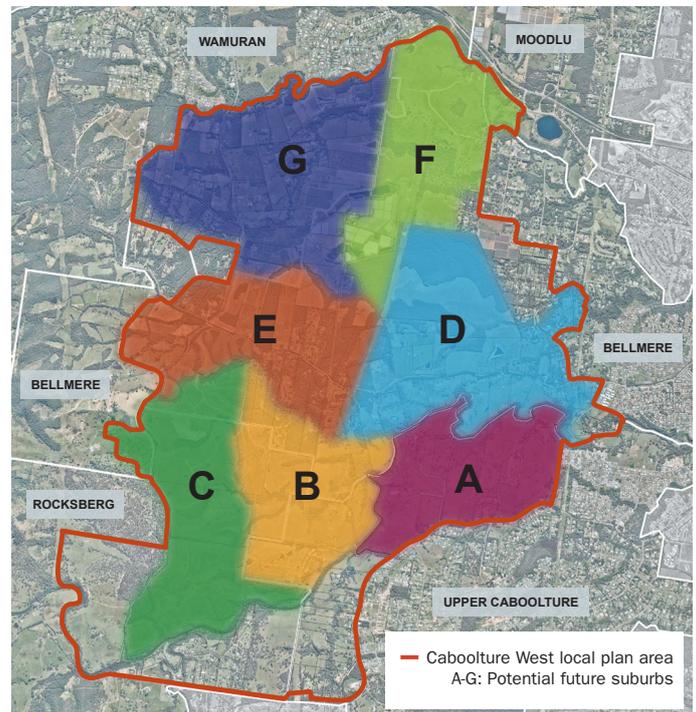
Council is inviting you to complete this survey to:

- help decision-makers better understand your aspirations for our newest city.
- suggest names for the new city and the seven (7) potential future suburbs within it.

Place names are more than just addresses or tools to help us navigate to locations; they can tell us a story about the place and its people. The names that are chosen for the new development will help support the establishment of liveable and desirable communities.

Please return completed surveys to:

Voconiq
Level 6, 25 King Street
Reply Paid 88434
Bowen Hills QLD 4006



Disclaimer: This map shows possible future suburbs only within the Caboolture West local plan area to support discussion and does not represent current Council policy. Suburb boundaries have not yet been finalised.

Intellectual Property

By consenting to these terms, you agree title to and Intellectual Property Rights in any material provided by you in connection with the Caboolture West Place Naming Project that is created, written or otherwise brought into existence by or on behalf of you in the course of your participation in the Caboolture West Place Naming Project will vest in Council.

'Intellectual Property Rights' means all copyright, patents and all rights in relation to inventions, trademarks and designs or any rights to registration of such rights, whether created before, on or after the date of your consent to these terms.

Privacy Statement

Moreton Bay Regional Council ('Council') will collect your survey responses for the purpose of informing the outcome of the Caboolture West Place Naming Project (the 'Project'). The collection, use, disclosure, storage, and security of personal information is handled by Council in accordance with Moreton Bay Regional Council's Information Privacy Plan, including the conditions for the lawful processing of personal information.

There is the option to provide your name and contact details in the survey. If you provide your name and contact details your identity can be linked to some of your survey responses and is not anonymous. Council may also use your contact information for the purpose of contacting you about the Project and other functions, services and projects of Council. Your information will be provided to third parties, including the consultancy Voconiq, to analyse and report on the information collected.

All suggested place names that comply with the Place Naming Criteria will be assessed by the Place Naming Committee. The recommended short-list from the Committee will be considered by Council. It is expected the outcomes of this consultation process will be shared with the public in late 2021.

#ShapeYourNeighbourhood

RESHAPING
PLANNING 
in your neighbourhood


Moreton Bay
Regional Council

You will not be individually identified in any information that is publicly shared about this project, such as reports, communication materials, research papers, digital datahubs or presentations.

Read more about the Council and Voconiq privacy policies at:

- <https://www.moretonbay.qld.gov.au/files/assets/public/council/governance/information-privacy-plan.pdf>
- <https://voconiq.com/privacy/>

Consent

I confirm that I am 18 years or older and I consent to participate in this survey

If you are younger than 18 years old, please ask your legal guardian to sign/ initial their consent for you to participate.

For more information



yoursay.moretonbay.qld.gov.au/caboolture-west-naming



(07) 3205 0555



mbrc@moretonbay.qld.gov.au

Please skip the contact detail section if you are under the age of 15.

Your contact details

Council may use your contact details to contact you for further information about your name suggestion/s, if needed. You can skip this section if you do not want to provide this information.

First name

Last name

Email

Phone

The Caboolture West local plan area incorporates portions of five existing suburbs: Wamuran, Moodlu, Bellmere, Upper Caboolture and Rocksberg.

Do you currently live in the Caboolture West local plan area (area outlined in red on the map on the front page)?

Yes

No

What is important to you?

Council understands that housing diversity, traffic management and environmental protection are really important issues when planning for new developments.

The following statements describe additional features that may form part of the future development within Caboolture West. Please select **up to three** statements that would be most important to you in the future development of Caboolture West.

- | | |
|--|--|
| <input type="radio"/> A sustainable urban centre surrounded by Glass House Mountain vistas, natural beauty and farmlands | <input type="radio"/> Designing an area that is inclusive and accessible to all ages, abilities, and community groups |
| <input type="radio"/> Unique architecture, public art, social spaces and iconic destinations to bring people together | <input type="radio"/> Embracing natural features such as the Caboolture River (via walkways, public access points, green space, etc.) |
| <input type="radio"/> Enterprise that complements the local economy and supports investment in the area | <input type="radio"/> Making an active lifestyle easy with sporting facilities for everything from family fun to professional athletes |
| <input type="radio"/> Local retail, food and dining that showcases local produce, craftsmanship and innovation | <input type="radio"/> Other, please specify |
| <input type="radio"/> Community events and festivals that celebrate the local area and an outdoor lifestyle | |
| <input type="radio"/> Promoting cultural, spiritual and ecological preservation | |

Place names can be inspired by many things. Please rank the following in order of importance to you when choosing a name for a place where communities will live, work and play. Use numbers 1 to 6, where 1 is most important to you and 6 is least important to you.

- Local environment (such as native flora, fauna, natural features, e.g. rivers, 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
- Celebrating the local social/ community connection
- Aspirations for the future of the area

Name the whole area and city centre

Firstly, we are asking for a place name suggestion for renaming the Caboolture West local plan area as a whole (area outlined in red on the map on the front page) and for potential future Suburb E. This potential future suburb (E) is anticipated to become the city centre and will adopt the same name given to the whole Caboolture West local plan area (similar to the Brisbane CBD within the City of Brisbane).

We would like you to consider place names that are unique, are not commercial or trademarked, and are inoffensive. For the full Place Name Criteria, please visit <https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming>

Please provide your name suggestion for the new city. *(Remember the new city and Suburb E will share the same name).*

Please tell us why you have suggested this name *(max 250 words)*.

Please suggest names for any of the other potential future suburbs in the Caboolture West local plan area (marked A, B, C, D, F and G on the map on the front page).

Suburb name suggestion #1

Please tell us which potential future suburb you are suggesting a name for *(A, B, C, D, F, G or Any because your name is not specific to a location)*

Please tell us your name suggestion

Please tell us why you have suggested this name *(max 250 words)*.

Suburb name suggestion #2

Please tell us which potential future suburb you are suggesting a name for (A, B, C, D, F, G or Any because your name is not specific to a location)

Please tell us your name suggestion

Please tell us why you have suggested this name (max 250 words).

If there is not adequate space to write all your name suggestions here please attach additional pages to your survey response before returning it.

Demographic Details

The following details help us understand who has participated in this survey.

What is your age (in whole years)?

Skip the following questions if you are under the age of 15.

Gender

- Man Non-binary Prefer to self-describe, below:
 Woman Prefer not to say

Your highest level of formal education

- School Education - Did not complete Year 10 School Education - Completed Year 12 Bachelor Degree
 School Education - Completed Year 10 Certificate Graduate Diploma and Graduate Certificate
 School Education - Did not complete Year 12 Advanced Diploma and Diploma Postgraduate Degree

Are you of Aboriginal or Torres Strait Islander origin? Yes No Prefer not to say

Which of the following best describes your current employment status?

- Employed - full time Self-employed Unable to work Homemaker
 Employed - part time Unemployed - looking for work Student Volunteer
 Employed - casual Unemployed - not looking for work Retired

Please record the suburb within the Moreton Bay region that you have the strongest connection with:

Appendix 5 – The Website



Home » Caboolture West Place Naming Project

Caboolture West Place Naming Project



Consultation has concluded

Renaming Caboolture West and naming a new city!

The Moreton Bay Region is changing and Council has been giving our community the chance to help rename Caboolture West in preparation for the development of an exciting new city in the area.

Over the next 40 years, the area 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 with it a host of business, employment, education and lifestyle opportunities, as well as a diverse range of housing options, and community and recreation experiences.

We think it is important the community be part of the naming of this area that has potential to become Moreton Bay Region's heartland of tomorrow.

How the community has been involved

Council has encouraged community participation through:

1. Name Your Place survey to put forward suggestions for place names (survey closed 5 September 2021)
2. Place Naming Committee that will compile a recommended short-list of place names from the survey (applications closed 22 August 2021)
3. Focus groups that will help Council to redefine boundaries and protect the identities of existing suburbs affected by the coming development (applications closed 1 August 2021).

If you just want to be kept informed about the project, please complete the [form](#) at the bottom of this page.

Name Your Place survey

The Name Your Place survey is now closed.

Council invited community members to complete the Name Your Place survey between 10 August and 5 September 2021 to:

- help decision-makers better understand community aspirations for our newest city
- suggest names for the [new city and the seven \(7\) potential future suburbs within it](#).

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

Place names can be inspired by many things. 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.

Selection of the place names will be guided by our [Place Naming Criteria](#) and not by popular vote.

Names suggested via the survey, that meet the requirements of our Place Naming Criteria, will be presented to the Place Naming Committee.

Place Naming Committee

Applications for the Place Naming Committee closed on 22 August 2021.

Thank you to everyone who made an application; your willingness to be involved in the naming of Caboolture West and the potential future suburbs within it is appreciated.

Successful applicants will be contacted via email.

The Committee will meet in October 2021 to assess, using our [Place Naming Criteria](#), the names suggested through the Name Your Place survey and create a shortlist that will be considered by Council.



Phone
1800 232 836

Kieren Moffat
Co-founder and CEO
Kieren.moffat@voconiq.com

Isabell Unger
Project Manager
Isabell.unger@voconiq.com

Address
Level 6, 25 King St,
Bowen Hills, Qld
Australia, 4006