

6.2 Fishermans Bend Place Naming Framework

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Executive Summary

1. The purpose of this report is to present the Fishermans Bend Place Naming Framework (the framework, refer Attachment 1) for adoption, following community engagement. It outlines the framework's purpose, community feedback, stakeholder support, and compliance with statutory naming rules in Victoria.
2. The Victorian Naming Rules identify local government as a naming authority. In this role, local government is responsible for administering naming proposals and submitting them for approval and gazettal by Geographic Names Victoria, in accordance with the Victorian Naming Rules.
3. The framework applies a localised approach to naming roads, parks, and public places in the Fishermans Bend Urban Renewal Area precincts located within the City of Melbourne.
4. On 1 July 2025, the Future Melbourne Committee (FMC) endorsed the draft Naming Framework for community engagement. From July to September 2025, one hundred and nineteen community responses were collected through surveys, pop-ups, and submissions, showing general support for the framework's themes and approach.
5. The community engagement summary report (refer Attachment 2) outlines engagement background, methodology, who we heard from, what we heard, and recommendations that address suggestions and concerns. Support highlighted the framework's inclusivity and thoughtful approach. Suggestions included minor edits and educational support for place names. Concerns involved name complexity and gender equity impacts.
6. The Department of Transport and Planning (Precincts), Development Victoria, Registered Aboriginal Parties (RAPs) and Geographic Names Victoria have provided support for the Naming Framework.

Recommendation from management

7. That the Future Melbourne Committee resolves to:
 - 7.1. Adopt the Fishermans Bend Place Naming Framework (refer Attachment 1 of the report from management).
 - 7.2. Authorise the General Manager Strategy, Planning and Climate Change to make minor editorial amendments.

Purpose

8. The purpose of this report is to present the Fishermans Bend Place Naming Framework (the framework, refer Attachment 1) for adoption by the Council following community engagement. It outlines the framework's purpose, community feedback, stakeholder support, and compliance with statutory naming rules in Victoria.

Background

9. The Naming Rules for Places in Victoria outline the statutory rules for naming roads, features and localities in accordance with the *Geographic Names Act 1998*. The naming rules identify local government as a naming authority.
10. The role of a naming authority is to administer naming proposals in accordance with the naming rules. Naming proposals are then provided to the Registrar of Geographic Names for approval and gazettal.
11. The Fishermans Bend Naming Framework applies a localised approach to the selection and determination of new names for roads, parks and other public places to ensure they are meaningful and representative of the area's diverse local stories. The Naming Framework is the first precinct naming strategy as part of Council's Naming Policy.
12. On 1 July 2025, FMC endorsed the draft Naming Framework for community engagement. Community engagement of the draft Naming Framework is a requirement of Council's Naming Policy.
13. In July to September 2025, Council conducted community engagement to capture feedback on the draft Naming Framework. The primary purpose of engagement was to understand if we captured the community's local stories and connections to Fishermans Bend highlighted in Phase 1 engagement (August – October 2023).
14. The Naming Framework incorporates the Fishermans Bend precincts within City of Melbourne, the Employment Innovation Area (EIA) and Lorimer precinct, in which there will be significant development over the coming decades.
15. The Victorian Government is leading precinct planning for the EIA and Lorimer, however as a starting figure, approximately 84 new roads, parks and public places will be delivered in the EIA and Lorimer, which will require names:

	EIA	Lorimer	Total
Roads	35	25	60
Parks	15	5	20
Public places	1	3	4
	51	33	84

Key considerations

16. Community engagement findings were generally supportive of the Naming Framework's content, approach and presentation, leading to minimal changes being made to the document.
17. Council received one hundred and nineteen total responses from the community through twenty-eight online survey responses, eleven interactive map contributions, seventy-three participants at local pop-up sessions, and seven written submissions.
18. Online survey responses showed that 83% considered the Naming Framework naming themes captured diverse local stories (very well, well or somewhat); 84% thought it was easy to understand (very easy, easy, neither easy or difficult); and 74% believed it supported gender equity in place naming (very well, well or somewhat).
19. Key community feedback is outlined below, categorised by support, suggestions, and concerns:

Support for...	Suggestions of...	Concerns about...
<ul style="list-style-type: none"> • A thoughtful, comprehensive approach, which is easy to apply. • Future naming to represent local history, current day and future. • Five naming themes' ability to represent the area's diverse character. • Ensuring the relevant Traditional Owner group is engaged on future naming opportunities. • Future naming to be accompanied by supporting information to educate the community on name meaning and pronunciation. • Integrating the approach to places within large landholdings in the EIA and Lorimer precincts, such as Westgate Park. 	<ul style="list-style-type: none"> • Minor edits to some graphics and references to statutory naming processes. 	<ul style="list-style-type: none"> • Future names being complex or difficult to spell. • Too much information. • Gender equity in future place naming may limit commemorative naming opportunities and become the deciding factor of future place naming. • Concern around some naming themes being favoured.

20. We heard from a diverse range of voices including the re-engagement of key local stakeholders engaged in Phase 1 Engagement, as well as wider local property owners and occupiers, resident and business associations, and local workers, residents and visitors to the precinct.
21. The consultation summary report outlines engagement background, methodology, who we heard from, what we heard, and recommendations that address suggestions and concerns (refer Attachment 2).
22. The Registered Aboriginal Parties (RAPs) are supportive of the Naming Framework's content and approach. RAPs provided minor feedback on the Naming Framework, which was incorporated.
23. Victorian Government stakeholders provided their written support for the Naming Framework, including Department of Transport and Planning (Precincts), Development Victoria and Geographic Names Victoria.

Legal

24. There are no direct legal implications as a result of the recommendation from management.
25. Place names in Victoria are set in accordance with the Naming Rules for Places in Victoria (Victorian Naming Rules) made in accordance with the *Geographic Place Names Act 1998*. The Council's Naming Policy and this Naming Framework are consistent with the Victorian Government statutory framework.

Finance

26. There are no financial implications as a result of the recommendation from management.
27. The project is co-funded by Council, Department of Transport and Planning (DTP) and Development Victoria (DV). Council sponsored the project while DTP and DV provided guidance through the Project Steering Group and Project Working Group.

Conflict of interest

28. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Charter of Human Rights and Responsibilities

29. The recommendation contained in this report is compatible with the *Charter of Human Rights and Responsibilities Act 2006* as it does not raise any human rights issues.

Health and Safety

30. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

Consultation

31. The local community and stakeholders were engaged through a two-phase consultation approach:

- 31.1. Phase 1 (August-October 2023) – key stakeholders and community groups shared their stories, experiences and significant places in Fishermans Bend to inform naming themes and principles. Outcomes of Phase 1 engagement are published on the project's [Participate Melbourne](#) website.
- 31.2. Phase 2 (July-September 2025) – Council reported back to the community on how their feedback has informed the content of the draft Naming Framework and received further feedback to inform the final draft Naming Framework. Outcomes of Phase 2 engagement are outlined in Attachment 2.

32. Phase 2 Engagement aligned with Council's Naming Policy's consultation requirements of draft precinct naming strategies. Both phases of engagement complied with Council's Community Engagement Policy.

33. The Registered Aboriginal Parties (RAPs) of the EIA and Lorimer precincts are Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation. RAPs were engaged throughout the project and provided support and feedback on the final Naming Framework.

34. Victorian Government stakeholders were engaged throughout the project and provided support for the final Naming Framework. This included the Department of Transport (Precincts) and Development Victoria, as delivery leads of the Fishermans Bend Urban Renewal Area (FBURA).

35. Geographic Names Victoria provided feedback and general support for the Naming Framework, as the Victorian Government agency which oversees the registration of names by local government and ensures statutory compliance.

Relevance to Council Plan and Council Policies

36. Council's adopted Place and Road Naming Policy 2024 authorises delivery of the Fishermans Bend Place Naming Framework and future precinct naming frameworks for Arden and Macaulay.

37. The Victorian Naming Rules set procedures for naming roads, features and localities in Victoria guided by thirteen principles. Key principles include linking a name to place, recognition and use of Traditional Owner languages and gender equity, which are reflected in the Naming Framework.

Social and environmental impacts

Social impacts

38. The recommendations in this report are projected to have positive social impacts within Fishermans Bend. The Naming Framework supports the creation of inclusive, vibrant precincts through place naming that tells the diverse local stories that have shaped the area.

Gender Impact Assessment

39. Place naming that prioritises gender equity and diversity is at the forefront of State and local government legislation. The Victorian Government's Gender Equality Strategy and Action Plan 2023-27 includes a target for 70% of new commemorative names to be after females and Council's Naming Policy prioritises gender equity in place names.

40. A Gender Impact Assessment (GIA) was prepared to inform the draft Naming Framework. As a result:

- 40.1. The Naming Framework's content and approach through inclusive naming themes and application approach that prioritises diversity and gender equity.

- 40.2. Phase 2 Engagement sought feedback on how well the Naming Framework supports gender equity and diversity.

Environmental impacts

41. The recommendations in this report align with Council's positive environmental aspirations.
42. The Naming Framework includes 'sand, water, scrub and wildlife' as a naming theme to acknowledge local flora and fauna and celebrate local natural spaces in Fishermans Bend through future place naming.

Attachment List

1. Attachment 1 - Fishermans Bend Place Naming Framework [6.2.1 - 39 pages]
2. Attachment 2 - Phase 2 Community Engagement Summary Report [6.2.2 - 15 pages]
3. Attachment 3 - Key Changes Following Community Engagement [6.2.3 - 2 pages]

MARCH 2026



FISHERMANS BEND PLACE NAMING FRAMEWORK

Employment and Innovation Area and Lorimer



Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong Boonwurrung peoples of the Kulin and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.



Image 1: Aerial of Fishermans Bend, courtesy of the Victorian Government

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March 2026

Disclaimer

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PART A: CONTEXT

INTRODUCTION

Significant urban renewal is planned for Fishermans Bend in the coming decades, including two precincts within the City of Melbourne: the Employment and Innovation Area (EIA) and Lorimer (Figure 1). This redevelopment will result in many new roads, parks and public places. All these new features will require names.

Purpose

The Fishermans Bend Place Naming Framework (the Naming Framework) applies a localised approach to the selection and determination of new names for new roads and features, such as parks and public places.

The Naming Framework applies to the EIA (formerly referred to as the National Employment and Innovation Cluster) and Lorimer precincts of the Fishermans Bend urban renewal area in the City of Melbourne municipality (Figure 1).

The Naming Framework supports the standard naming approval process. It helps applicants prepare naming requests, and it assists the City of Melbourne and Geographic Names Victoria in assessing the requests. The standard process for determining and assessing place names is explained on page 32 in Part C: Application of Naming Framework.

Objectives

The Naming Framework's objectives are:

- to provide an informed basis to guide decision making around names for new roads and features in the EIA and Lorimer precincts
- to ensure future names are meaningful by reflecting Fishermans Bend's rich and diverse history and character, to support the creation of inclusive, vibrant places
- to make it easier for applicants to research options for naming requests by providing naming themes, spatial maps, example names and additional resources informed by community engagement and research.

Naming Framework structure

The Naming Framework comprises three parts and supporting appendices:

Part A explains the Naming Framework's purpose, objectives and policy context. It provides a snapshot of Fishermans Bend's diverse history and the importance of place names.

Part B describes five naming themes that characterise the EIA and Lorimer precincts, informed by community engagement and research.

Part C outlines how to apply the Naming Framework, the overarching name approval process and how to engage with Traditional Owners on naming opportunities.

Appendices include descriptions of place types to be named, a summary of factors that informed the Naming Framework, and resources to support place name research.

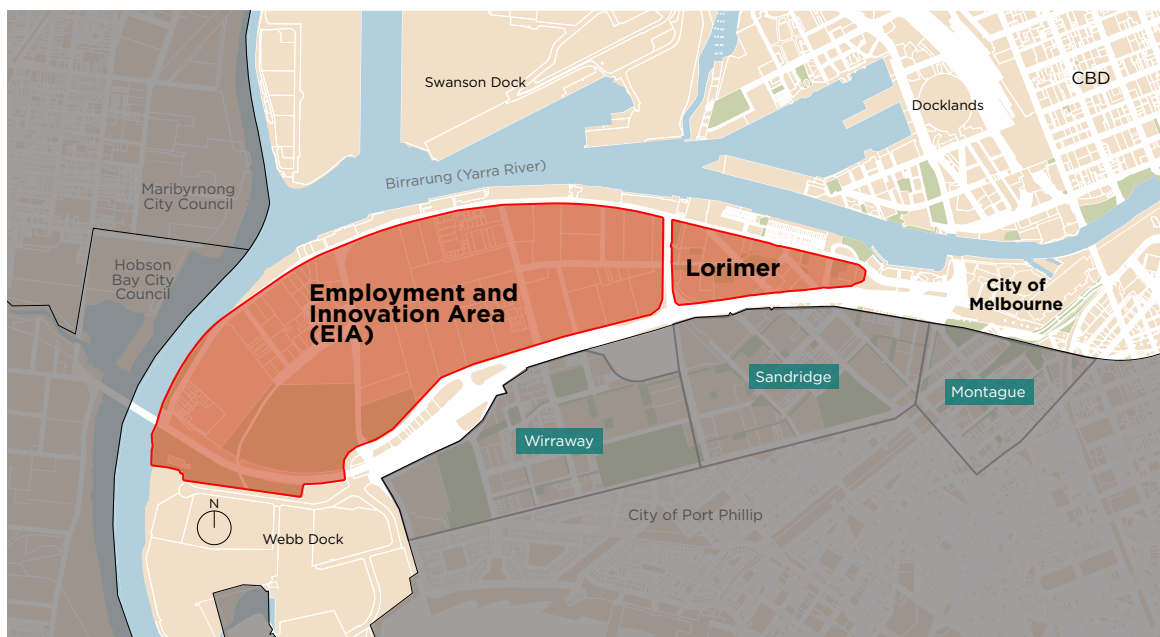


Figure 1: Fishermans Bend EIA and Lorimer precincts

Fishermans Bend urban renewal area

Fishermans Bend urban renewal area is Australia’s largest urban renewal precinct. The project is expected to accommodate 80,000 new residents and provide employment for up to 80,000 people in the coming decades. The development of this area is being led by the Victorian Government.

The Fishermans Bend urban renewal area is made up of five precincts. The EIA and Lorimer precincts are within the City of Melbourne. The remaining three precincts - Wirraway, Sandridge and Montague - are within City of Port Phillip (Figure 1).

Fishermans Bend’s vision and strategic direction are outlined in the Fishermans Bend Framework (2018) and Advancing Manufacturing – the Fishermans Bend opportunity (2021). They express the EIA’s future as an internationally renowned centre of innovation in advanced manufacturing, engineering and design. Lorimer is to become a vibrant, mixed-use precinct close to the Birrarung (Yarra River) and connected to Melbourne’s Central Business District, Docklands and emerging renewal areas.

Policy and legislative context

The Naming Framework applies a nuanced, localised approach to selecting and determining place and road names in Fishermans Bend. As outlined in Figure 2, this is subject to the requirements of the Victorian Government's Naming Rules for Places in Victoria 2022 (the Victorian Naming Rules) and City of Melbourne's overarching Place and Road Naming Policy 2024 (City of Melbourne's Naming Policy).

Victorian Government

The Geographic Place Names Act 1998 (the Act) sets out how place naming is governed in Victoria. The Act requires the creation of statutory guidelines relating to procedures that need to be implemented when selecting, assigning or amending the names of places in Victoria. The Victorian Naming Rules fulfil this requirement and establish Victoria's current approach to place naming. A link is provided in Appendix C. The Victorian Naming Rules are mandatory.

The Victorian Naming Rules are based on national standards and policies, and international best practice. They include 13 principles that names must comply with as listed below:

- Principle A: Ensuring public safety
- Principle B: Recognising the public interest
- Principle C: Linking the name to place
- Principle D: Ensuring names are not duplicated
- Principle E: Recognition and use of Traditional Owner languages
- Principle F: Names must not discriminate or be offensive
- Principle G: Gender equality
- Principle H: Dual names
- Principle I: Using commemorative names

- Principle J: Using commercial and business names
- Principle K: Language
- Principle L: Directional names to be avoided
- Principle M: Assigning extent to a road, feature or locality.

City of Melbourne

City of Melbourne's Naming Policy ensures that naming decisions:

- are made within a transparent framework
- are consistent with Council and community expectations
- comply with the Victorian Naming Rules
- prioritise recognition and use of Traditional Owner languages
- prioritise gender equity in naming.

The policy identifies a need for a 'precinct naming strategy' for the Fishermans Bend EIA and Lorimer precincts. This led to the development of this Naming Framework. The policy specifies that precinct naming strategies must prioritise the choices of the relevant Registered Aboriginal Party.

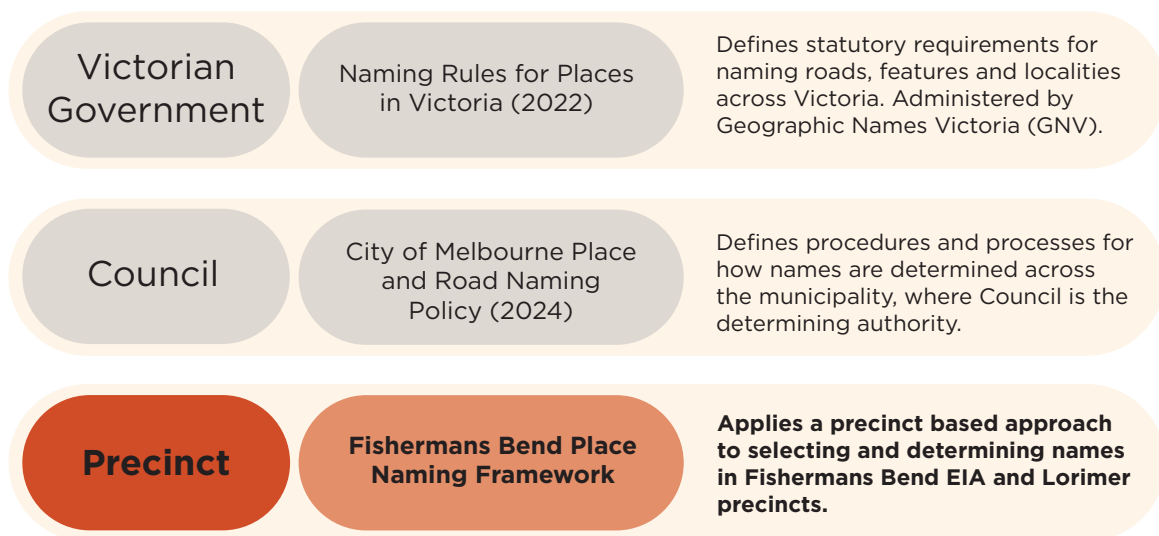


Figure 2: Legislative context of this Naming Framework

FISHERMANS BEND

A snapshot history of Fishermans Bend

Fishermans Bend has a rich history, including a deep and ongoing connection to Country for the Bunurong Boonwurrung peoples and Wurundjeri Woi-wurrung peoples of the Kulin, and a contemporary history post European settlement.

Bunurong Boonwurrung and Wurundjeri Woi-wurrung Peoples

The Bunurong Boonwurrung and Wurundjeri Woi-wurrung peoples have maintained an ongoing social, cultural, spiritual and economic connection to the area now known as Fishermans Bend for tens of thousands of years. This connection is further detailed in the 'Connection to Country' naming theme section.

Post European Settlement

Fishermans Bend's contemporary history commenced with the establishment of the area now referred to as Melbourne by European settlers in 1835. A snapshot of Fishermans Bend's post European settlement history focussing on the EIA and Lorimer precincts is outlined in Figure 3.



Image 2: Sketch of Fishermans Bend around 1920, courtesy of the State Library Victoria

Fishermans Bend's ongoing industrial legacy

Fishermans Bend has undergone significant change, largely characterised by its industrial activities.

From the 1840s, noxious industries, such as soap and candle making, abattoirs, and chemical works, operated locally. These were followed by glass manufacturers - which capitalised on the area's highly accessible sand - a timber yard and an asphalt plant in the 1860s and 70s.

During World War II, new industries were established in Fishermans Bend to support Australia's war effort with aviation, defence and automotive production. Agencies set up from 1936 to 1939 included the Commonwealth Aircraft Corporation and Government Aircraft Corporation, as well as the Defence, Science and Technology Group, and General Motors Holden.

After the war, Kraft Walker began producing cheddar cheese, Bonox and Vegemite in Fishermans Bend. The distinctive smell of the Vegemite factory has since been recognised for its local heritage value.

Although heavy manufacturing has declined in Fishermans Bend, the thread of science, defence and innovation continued through to the 1990s, when the area transitioned to a light industrial use precinct. This involved the establishment of industries such as cement works and distribution centres located near the port, as well as technology and business parks and automotive dealerships.

Industry and innovation will continue to define the local area into the future, as the Victorian Government's Fishermans Bend Framework 2018 envisions the EIA to be a leading precinct for design, engineering and advanced manufacturing.

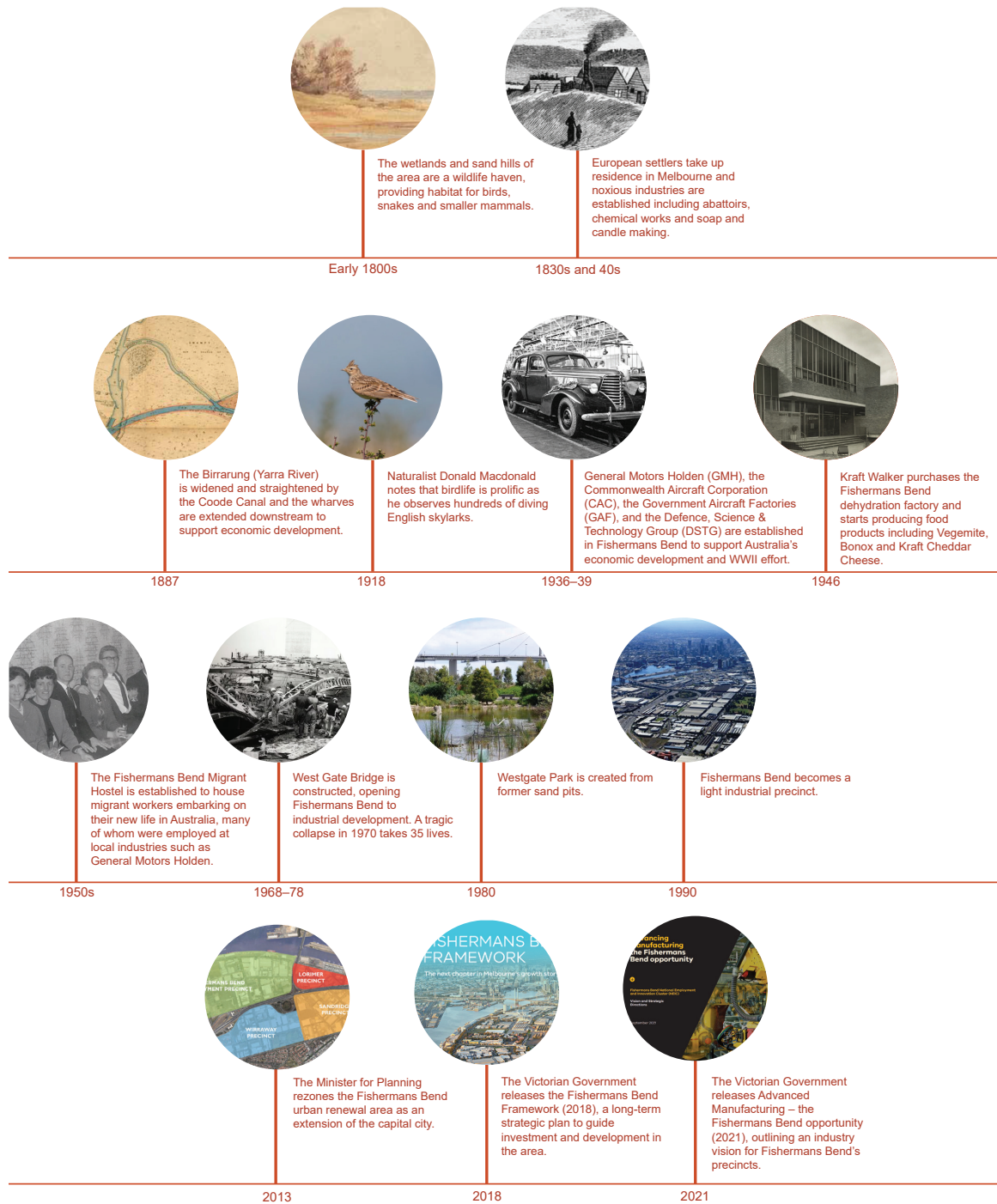


Figure 3: Snapshot of Fishermans Bend's post-European settlement (refer to Appendix C for image credits)

SIGNIFICANCE OF PLACE NAMES

Why is place naming important?

Meaningful place naming is more than a navigational tool. It can:

- support the creation of inclusive, vibrant neighbourhoods by celebrating an area’s diverse history and future aspirations
- educate the community by recognising local culturally significant sites, pivotal people and communities, and landmark innovations
- bolster opportunities for public realm initiatives that tell the story of place, such as public art and interpretive wayfinding.

Many existing place names in Fishermans Bend commemorate men who were involved in Melbourne’s early political movements and the area’s industrial legacy (Figure 4).

Fishermans Bend has a rich, multifaceted history, and the Naming Framework aims to amplify all of its stories.

Legend

Commemorative names

- **Todd Road:** Mayor Archibald Todd, former member of Victorian State Parliament and then Mayor of Port Melbourne from 1972–76.
- **Salmon Street:** Mayor Phillip Salmon, former Mayor of Port Melbourne from 1890–91.
- **Lorimer Street:** Sir James Lorimer, first chairman of the Melbourne Harbour Trust.
- **Turner Street:** Les Turner, former Port Melbourne councillor.
- **Bolte Bridge:** Premier Sir Henry Bolte, Victoria’s 38th and longest-serving Premier.
- **Ingles Street:** Charles Ingles, a prominent ship chandler who settled in Sandridge in 1853.

Industrial legacy

- **Nomad Street:** GAF Nomad, a utility aircraft produced by Government Aircraft Factories in Fishermans Bend from the 1960s to the 1980s, used by the Royal Flying Doctors.
- **Wirraway Drive:** CAC Wirraway, a general purpose military aircraft manufactured by the Commonwealth Aircraft Corporation in Fishermans Bend between 1939 and 1946.
- **Vegemite Way:** Adjacent to the former Kraft Factory administration building.

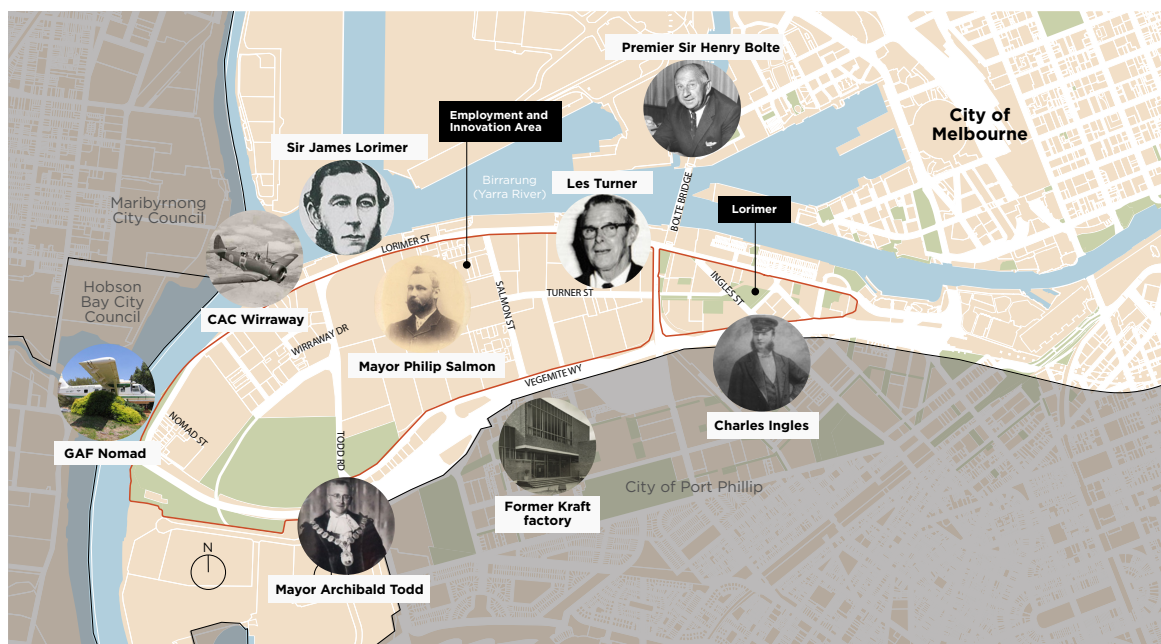


Figure 4: Existing road names in Fishermans Bend (refer to Appendix C for image credits)

PART B: NAMING THEMES

NAMING THEMES OVERVIEW

Five naming themes have been identified that are meaningful to the EIA and Lorimer precincts. Naming themes:

- represent an important part of the area's local culture, history and future aspirations
- are informed by state and local government naming legislation, community engagement and supporting research
- are categorised into priority municipal themes and precinct themes (Figure 5).

The following pages outline each naming theme's:

- significance to Fishermans Bend's EIA and Lorimer precincts
- legislative and community engagement context
- example stories, imagery, spatial maps of precinct themes, and example names to inspire place naming.

Appendix B summarises how naming themes were shaped by research and feedback from community engagement.

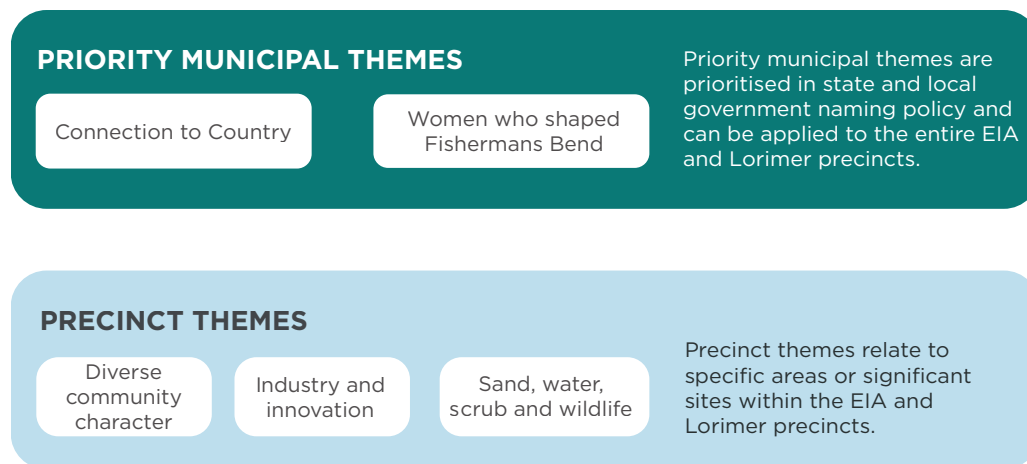


Figure 5: Priority municipal and precinct naming themes

CONNECTION TO COUNTRY

PRIORITY MUNICIPAL THEME

Significance

The area now known as Fishermans Bend has been the land of the Bunurong Boonwurrung and Wurundjeri Woi-wurrung peoples for tens of thousands of years.

Bunurong Boonwurrung peoples

Bunurong peoples have an ongoing social, cultural, spiritual and economic connection to this place where the Birrarung (Yarra River) flows into Naarm (Port Phillip Bay). The story of the inundation of Naarm is told through oral tradition. Around 5,000 years ago sea levels began to rise, transforming what was once a dry, low-lying area into a vast river plain of wetlands and sand dunes densely covered with melaleuca, tea-tree and coastal banksia, and abundant with wildlife, before forming as the bay as we know today.

Language is sacred and an integral part of Bunurong Country. Place names connect Bunurong peoples, stories and Country through time, highlighting the importance of places as sites of gathering, culture and identity.

The attempted systematic destruction of Bunurong peoples and culture by colonial forces over the past two centuries has resulted in significant loss of language. The limited records available today of Boonwurrung language are primarily located in the notes and journals of early colonists. Many of these colonists only spoke English and did not have a good ear for the complex sounds of Boonwurrung language.

The process of determining an appropriate Boonwurrung name is complex, as it is necessary to ensure accuracy, consistency and engagement with community for all words.

The naming of places in Boonwurrung language is an essential part of ongoing truth-telling and education efforts. It is a means by which Bunurong peoples can proudly express their cultural identity and heritage.

Wurundjeri Woi-wurrung peoples

Fishermans Bend has long been a site of deep cultural significance to the Wurundjeri people. Spiritual connection to this area has been expressed in Wurundjeri lore, language, and story as the place where the Birrarung (Yarra River) finally rests after its long journey across Wurundjeri Country from its source at Mt Baw Baw.

Wurundjeri creation stories, passed down from Ancestors in the Woi-wurrung language, explain the birth, life and relationship between the river and its surrounds, including as a life source that has sustained the Wurundjeri people for many thousands of years. Influential Wurundjeri ngurungaeta (headman) Billibilleri passed down the story of the origin and evolution of Wurundjeri Country, from ancient volcanic activity to lava-flows and the formation of the Birrarung.

The Birrarung, which translates in Woi-wurrung as the river of mist and shadows, flows out through Fishermans Bend to Hobsons Bay from its source in the Yarra Ranges at the southern side of the Great Dividing Range. The geology of the Birrarung and Fishermans Bend has changed greatly since European settlement. Originally the site was a swamp where Wurundjeri clans would fish for eels.

Wurundjeri Elders and community are still very much engaged in the protection and preservation of the Yarra River and continue to have intimate knowledge of and connection to their waterways. Elders still have a role to play in the management of the river both academically, culturally and spiritually through both the *Yarra River Protection Act* and the Birrarung Council, advising government ministers on ways of working with the river and its surrounds.

This is expressed in many different ways in contemporary naarm (Melbourne), such as the naming of places and the use of the Woi-wurrung language across Country in both Indigenous and non-Indigenous spaces. The use and importance of language keeps the spirit of the Ancestors alive and ensures Wurundjeri people continue to feel connected to Country and Culture.

Policy and community engagement

The Victorian Naming Rules encourage naming authorities to consider Aboriginal names when assigning names to roads, features and localities to help preserve Aboriginal language across Victoria. The use of Aboriginal names is subject to agreement from the relevant Traditional Owner group(s).

City of Melbourne’s Naming Policy Section 5.1 gives effect to the Victorian Naming Rules ‘Principle E: Recognition and use of Traditional Owner languages’ by giving priority to Traditional Owner language names in precinct naming strategies and by asking Registered Aboriginal Parties to choose those names.

Celebrating Aboriginal culture through place naming in Fishermans Bend was identified as a priority in community engagement feedback.

Engaging with Traditional Owners

Bunurong Boonwurrung and Wurundjeri Woi-wurrung language names and other relevant words are to be determined through engagement with the relevant Traditional Owner Registered Aboriginal Parties: the Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation. This process is outlined in Part C ‘How to engage with Registered Aboriginal Parties’.

Both Registered Aboriginal Parties have been engaged throughout the development of the Naming Framework. This process involved multiple meetings in-person and online.



Image 3: Aboriginal camp on the banks of the Birrarung (Yarra River), around 1845, courtesy of CONTEXT Pty Ltd



Image 4: A Corroboree on Emerald Hill (Bunurong Boonwurrung Country), around 1840, courtesy of Bunurong Land Council Aboriginal Corporation

WOMEN WHO SHAPED FISHERMANS BEND

PRIORITY MUNICIPAL THEME

Significance

Women have had a strong presence in Fishermans Bend throughout history, shaping the area's character and identity. Women have played critical roles in advancing the area's automotive, aviation, defence, and science industries. Women living within Fishermans Bend and Port Melbourne have advocated for important community causes, represented Australia in sporting competitions and have been pivotal to the success of community initiatives and groups. And yet, the stories of women and gender diverse individuals in Fishermans Bend have not been reflected in the existing place naming.

Policy and community engagement

The Victorian Government and City of Melbourne support gender equality through place naming policy and initiatives:

- The Victorian Naming Rules 'Principle G: Gender equality' encourages gender equality in the naming of roads, features and localities.
- The Victorian Government's Gender Equality Strategy and Action Plan 2023–27 includes a target for 70% of new applications for commemorative place naming to commemorate women, to be achieved by 2027.
- The Victorian Government's Our Equal Places Program 2024 supports increasing diversity and equality in commemorative place naming in Victoria. This is led by Geographic Names Victoria.
- The City of Melbourne's Naming Policy Section 5.2 prioritises the Victorian Naming Rules 'Principle G: Gender equality' by annually reporting all places named and the proportional change of places named for women among all commemorative names. Council will ensure that places named for women do not fall short of three-quarters of all commemorative names in any two-year period.

Representing significant people through place naming in Fishermans Bend, including women and gender diverse individuals of various cultural backgrounds, was identified as a priority in community engagement feedback.

Influential women in Fishermans Bend

Meet some of the women who have contributed to the life and culture of Fishermans Bend:

Eileen 'Eliza' Robertson designed and executed murals in the General Motors Holden (GMH) canteen (pictured on page 24) to celebrate the launch of "Australia's Own Car" in 1945.

Mai Ho, a Vietnamese immigrant, became the first female quality control inspector at GMH.

Peggy Antonio was a talented spin bowler. She grew up in Port Melbourne and represented Australia in the 1937 Ashes in England.

Cathy Mehmet was the first female leading hand at GMH in 1967 and later became the first GMH forelady in 1976.

Heather Carpenter became the first GMH female shop steward in 1988, working in the Fishermans Bend engine plant.

Jerri Mann was a musician and social advocate for the Fishermans Bend / Port Melbourne local community. In 1988, she formed and led 'The Jerriantics', a band of seven mature age performers.

More influential women are pictured on the following page.



Image 5: Joyce Breedin was employed at GMH during World War II. She became an expert in applying the body to the wing frame of a Wackett trainer aircraft. Photograph courtesy of the Australian War Memorial collection.



Image 7: Enid Campbell Plante was the first woman appointed to the Physical Chemistry Section of the Council for Scientific and Industrial Research (CSIR, later renamed CSIRO) Division of Industrial Chemistry in Fishermans Bend. From 1940 to 1946 she contributed to major projects. Photograph courtesy of CSIRO.



Image 6: Dianne Lemaire was the first female engineering graduate from University of Melbourne. Graduating in 1944, she later worked for the Aeronautical Research Group (predecessor department to CSIRO) in Fishermans Bend. Photograph courtesy of the University of Melbourne.



Image 8: Mary McLeavy (centre) led a group of women to Parliament to advocate for the families of Fishermans Bend wharf workers facing imminent unemployment in the 1920s. Photograph courtesy of the Port Melbourne Historical and Preservation Society.

DIVERSE COMMUNITY CHARACTER

PRECINCT THEME

Significance

Fishermans Bend’s rich pre-settlement natural environment, expansive space, proximity to Melbourne’s central business district and rise in industrial jobs and services has attracted diverse communities and events throughout history. Collectively, these communities have shaped the area’s rich, multicultural character and identity.

Policy and community engagement

Recognising Fishermans Bend’s diverse community character through place naming is aligned with the Victorian Naming Rules ‘Principle C: Linking the name to place’.

The importance of sharing the history, evolution, and identity of the Fishermans Bend community through place names, was reinforced through community engagement feedback.

Diverse communities and events

Communities that have characterised Fishermans Bend include but are not limited to:

- ‘Fisher folk’ or ‘wharfies’ who lived in Fishermans Bend and worked at the wharves.
- The Indian Lascar seamen who docked their ships at Port Melbourne from the 1880s to the 1940s, and bought goats, live chickens and eggs from Fishermans Bend’s fishing community.
- Individuals and families associated with the quarantine hospital, established for the Spanish Flu epidemic of 1918-19.
- Migrants and their families living in the Fishermans Bend migrant hostel on Lorimer Street in the 1950s. This community added great value to the local area through working at local industries, such as General Motors Holden and the Commonwealth Aircraft Factory, and contributing to civic events and groups.

Fishermans Bend also provided sport and recreational opportunities for the local and regional communities. Activities included walking, riding, fishing, horse-racing, golf and car racing. Key historic events included:

- The 1884 Port Melbourne Cup, a horse-racing event held on a grass racecourse in Fishermans Bend.
- The 12-hole Victoria Golf Club from 1903 to 1926, extending south-west from the corner of Lorimer and Ingles streets.
- Use of the former Fishermans Bend Aerodrome for car racing from 1948 to 1966.
- Formation of the Rossy Rovers, a community football and basketball team made up of boys living in Port Melbourne.

The community was engaged and collaborative. They rallied to support each other through tough times, such as the collapse of the West Gate Bridge in 1970.

Significant sites identified through desktop research and community engagement relating to the local area’s diverse community character are identified in Figure 6.



Image 9: Quarantine hospital in Fishermans Bend around 1918-19, courtesy of CONTEXT Pty Ltd

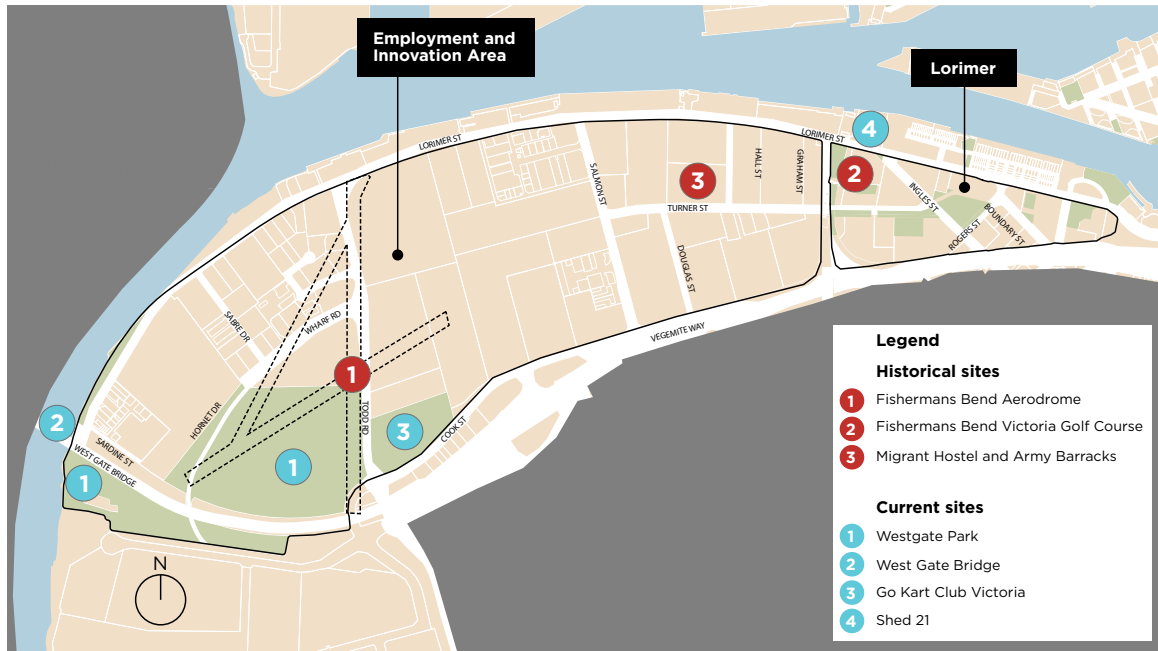


Figure 6: Fishermans Bend's diverse community-significant sites



Image 10: Fishermans Bend shack between 1939-1945, courtesy of the State Library Victoria

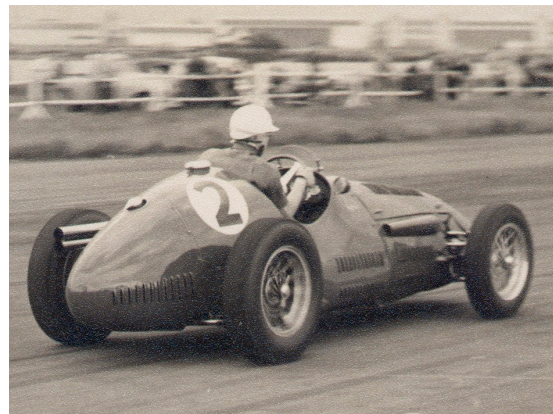


Image 12: Car racing on the Fishermans Bend Aerodrome, around 1945, courtesy of the State Library Victoria



Image 11: Aerial view of Fishermans Bend Aerodrome, around 1945, courtesy of the University of Melbourne Library Collection



Image 13: Tragic collapse of Westgate Bridge in 1970, courtesy of CONTEXT Pty Ltd

INDUSTRY AND INNOVATION

PRECINCT THEME

Significance

Fishermans Bend has a strong legacy of industry and innovation. The vast expanse of land attracted agricultural activities such as goat farming from the 1840s.

Harmful industrial activities such as soap and candle making, abattoirs and chemical works operated in the area from the 1840s. Glass manufacturers worked a roaring trade from the 1860s and 70s, drawing on the area's highly accessible sand reserves to produce tens of thousands of glass medicine bottles.

In the 1870s, efforts were made to clean up the Birrarung (Yarra River) and relocate the most harmful industries. This made way for new industries, such as a timber yard and asphalt plant.

Industrial development was enhanced by the construction of the Coode Canal in the 1880s. Good access to the port, river, wharves and the central business district also made Fishermans Bend attractive for industrial development.

In the 1930s, select industries benefited from Australian Government stimulus programs in preparation for Australia's involvement in World War II. Key industries included automotive, aviation, defence, food production, steel and cement works.

Industry and innovation will continue to evolve in Fishermans Bend through the EIA's vision to become 'Australia's leading design, engineering, and advanced manufacturing precinct.' Significant sites relating to Fishermans Bend's industrial legacy are identified in Figure 7.

Policy and community engagement

Reflecting Fishermans Bend's industrial legacy is aligned with the Victorian Naming Rules 'Principle C: Linking the name to place'. Celebrating Fishermans Bend's industrial heritage and innovation was a key naming theme identified in community engagement feedback.

Automotive legacy

Lawrence Hartnett arrived in Australia from England in 1934 to lead the newly merged General Motors Holden (GMH). He relocated the business from the area now known as Southbank to Fishermans Bend, where it became the expanded Australian headquarters for GMH. In recognition of the industry's importance for the national economy, the new headquarters were opened by Australian Prime Minister, Mr JA Lyons, in 1936.

In 2017, GMH closed its doors and the land was purchased by the Victorian Government to be developed as the Fishermans Bend Innovation Precinct (FBIP). FBIP is envisioned to be an internationally renowned centre of innovation in advanced manufacturing, engineering and design, carrying GMH's legacy into the future.

Example names that represent industry and innovation stories of Fishermans Bend include:

- **Disco:** The Disco plant produced automotive electrical components and had a significant number of female employees. Originally located on Williamstown Road, it was relocated into GMH's Salmon Street site in 1977.
- **Hurricane:** The Hurricane was a two-seat concept car built by Holden in 1969.
- **Sawtooth:** Sawtooth refers to the built form design of GMH's factories built in 1935.



Image 14: The General Motors Holden production line, 1948, courtesy of State Library Victoria

Aviation and defence legacy

The Commonwealth Aircraft Corporation (CAC) was a private entity formed within Fishermans Bend in 1936. It was designed to increase Australia’s capacity to produce military aircraft and influenced the establishment of the Fishermans Bend aerodrome. With similar ambitions, the Defence, Science and Technology Group (DSTG) and the Department of Aircraft Production were both established in 1939. At the end of World War II, the Department of Airport Production became the Government Aircraft Factories (GAF). In the early 2000s, Boeing Australia acquired both the CAC and the GAF. Several street names in Fishermans Bend reflect this legacy, such as Beaufort Place, Canberra Street and Hornet Drive.

Other example place names connected to aviation and defence stories include:

- **Black Box:** David Warren invented the black box flight recorder in the 1950s at the DSTG site in Fishermans Bend.
- **Gearbox:** Research into helicopter gearbox failure began at DSTG in the early 1980s.
- **Wackett:** The CAC Wackett Trainer was the first aircraft type designed in-house by the CAC. The name was derived from its designer Lawrence Wackett.



Image 15: Key figures in the establishment of the Commonwealth Aircraft Corporation, including Essington Lewis and LJ Wackett, pictured at Fishermans Bend, 1939, courtesy of CONTEXT Pty Ltd

Food production legacy

The Kraft factory was built in Fishermans Bend 1943 as a food dehydration plant, responding to high demand during World War II. It was owned by the Australian Government and operated by Kraft Walker. In 1946, Kraft Walker purchased the factory from the government and started producing products including Vegemite, Bonox and Kraft Cheddar Cheese. In 2012, Kraft Walker split into the Kraft Foods Company and Mondelez. Bega Cheese purchased the Vegemite and Kraft brands from Mondelez in 2017.

Example place names connected to food production stories include:

- **Walker:** Fred Walker started in the food business in 1899. Vegemite was the major innovation at his company, Kraft Walker.
- **Callister:** Dr Cyril Callister, a food technologist, invented Vegemite in 1923. It was developed at the request of Fred Walker for a spread like Marmite.
- **Malt:** Malt is a key ingredient of Vegemite.

Key elements of Fishermans Bend’s industrial history identified through desktop research and community engagement are mapped in Figure 7.



Image 16: Kraft Foods administration building, Fishermans Bend, around 1955–63, courtesy of the State Library Victoria

INDUSTRY AND INNOVATION

PRECINCT THEME



Figure 7: Fishermans Bend's key industrial and innovation sites





Image 17: Prime Minister Ben Chifley at the 1948 launch of 'Australia's own car', the General Motors Holden 'Holden FX' at Fishermans Bend, courtesy of the National Motor Museum



Image 18: The General Motors Holden Technical Centre, an extension to engineering Plant 3, 1960s, courtesy of RMIT Design Archives Collection



Image 19: Aerial view of Fishermans Bend and Port Melbourne looking south, with ships and General Motors Holden, 1950s, courtesy of the State Library Victoria



Image 20: Canberra Bomber at Government Aircraft Factory, around 1945, courtesy of the State Library Victoria

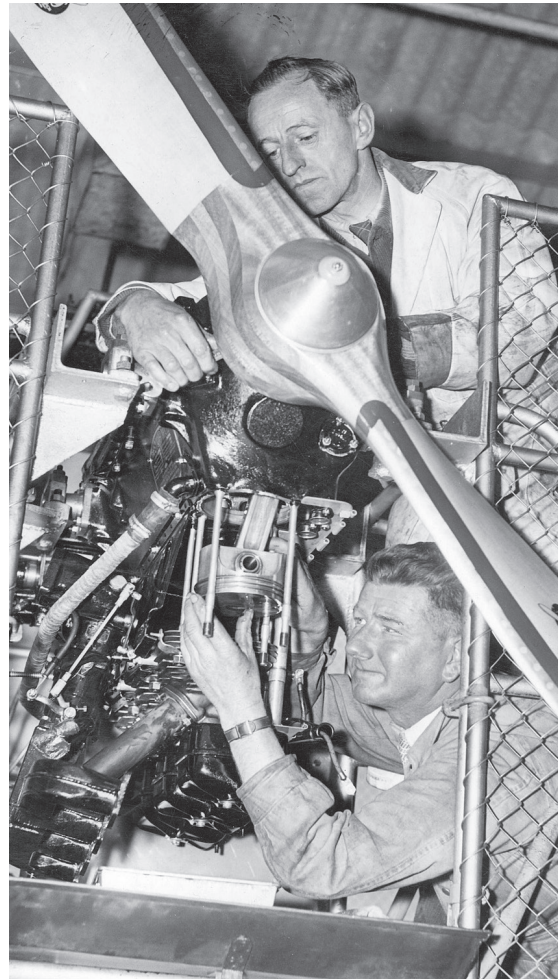


Image 21: First Australian made Gypsy Moth at the test bench at General Motors Holden, Fishermans Bend, around 1940, courtesy of the State Library Victoria

SAND, WATER, SCRUB AND WILDLIFE

PRECINCT THEME

Significance

The early landscape and ecological features, in particular the Birrarung (Yarra River), have significantly shaped Fishermans Bend's place identity. The wetlands and sand hills of Fishermans Bend have long provided a rich habitat for birds, snakes and small mammals. In the 1980s, Westgate Park was created on the site of a former sand quarry and remains one of Melbourne's most biodiverse areas.

Policy and community engagement

Reflecting Fishermans Bend's early landscape aligns with the Victorian Naming Rules 'Principle C: Linking the name to place'. Celebrating Fishermans Bend's natural environment and connection to water was a key naming theme identified through community engagement. Native plants, wildlife, historical wetlands, Westgate Park, and future open spaces were especially valued by the community.



Image 22: Sandy Fishermans Bend landscape as depicted in an 1853 painting by artist Edmund Thomas, courtesy of CONTEXT Pty Ltd

Fishermans Bend's flora and fauna

Before European settlement, the low-lying environs were mostly damp sands and herb-rich woodland, brackish wetlands, swamp scrub, reed swamp and coastal saltmarsh (Figure 8).

Westgate Park, once part of the lower Yarra wetlands, has had many uses, including sand extraction, an aerodrome and a car-racing track. In the 1970s, chair of the West Gate Bridge Authority, Oscar Meyer, developed the vision for a beautiful park straddling the Birrarung (Yarra River) to complement his sculptural bridge. His vision was fulfilled in 1984, as Westgate Park was delivered as part of Victoria's 150th anniversary celebrations. Westgate Park provides habitat to many bird species, including several species of honeyeaters and parrots, teals, wrens, dotterels, stilts, moorhens, and swans.

Example names connected to Fishermans Bend's natural environment include:

- **Salt grass:** Salt grass is a vegetation type that was abundant in Fishermans Bend in the 1800s. It continues to grow in Westgate Park.
- **River red gum:** River red gums grew in the river flats of Fishermans Bend in the 1800s.
- **Tea tree:** Tea trees were prolific on the edge of the Birrarung (Yarra River) riverbanks in Fishermans Bend in the 1800s.
- **Wild fowl:** Fishermans Bend was a haven for wild fowl in the 1800s.
- **Parrot:** The orange bellied parrot was first seen in the area known as Westgate Park in 1949.
- **Humbug:** The term 'Fishermans Bend' is thought to derive from the former sharp bend in the Birrarung (Yarra River). It is believed to be the same spot that was historically referred to as humbug reach.

Significant sites identified through desktop research and community engagement relating to Fishermans Bend's natural environment are identified in Figure 8.

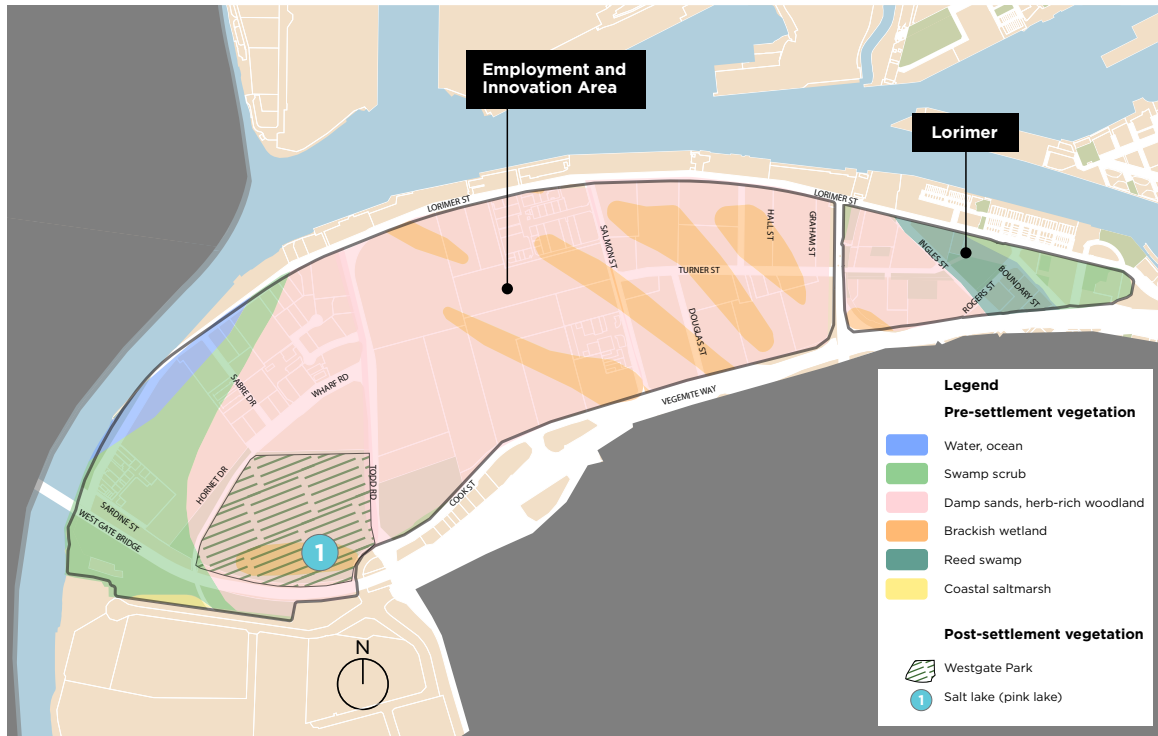


Figure 8: Fishermans Bend’s natural environment sites



Image 23: Creation of Westgate Park in the 1980s, courtesy of Westgate Biodiversity Bili Nursery & Landscape



Image 24: Orange bellied parrot, known to be seen in Fishermans Bend, courtesy of Currumbin Sanctuary



Image 25: West Gate Bridge and Westgate Park with pink algae in bloom, courtesy of Parks Victoria

NAMING THEME OVERLAP

Naming themes will overlap, as the many histories of the area are interwoven. Future place names will most likely relate to more than one naming theme. This is encouraged, as it is an opportunity to identify names that are more deeply connected to Fishermans Bend. Examples of overlapping naming themes include:

- Women who shaped the early science, defence, aviation and automotive industries of Fishermans Bend, particularly during World War II.
- Prominent women from diverse backgrounds who shaped the local community. This could be through involvement in areas such as the Fishermans Bend Migrant Hostel, leadership in advocacy or political groups, sporting talent or the restoration of Westgate Park.

For detail on engaging Registered Aboriginal Parties to consider overlapping naming themes in their naming process, see Part C: Application of Naming Framework 'How to engage with Registered Aboriginal Parties'.



Image 26: Eileen 'Eliza' Robertson's murals in the General Motors Holden Social Centre, painted for the launch of the FX Holden attended by Prime Minister Chifley, 1948, courtesy of the Port Melbourne Historical and Preservation Society



Image 27: Woman working on car seat springs, General Motors Holden Fishermans Bend, 1953, courtesy of the National Archives of Australia



Image 28: Modellers producing a 1/8" scale model of a proposed Holden car at the Fishermans Bend General Motors Holden engineering studio, around 1946, courtesy of the N Darwin Collection

PART C: APPLICATION OF NAMING FRAMEWORK

This section outlines how to apply the Naming Framework to identify a name that celebrates Fishermans Bend’s diverse local character. It outlines steps to improve wayfinding and educate the community on the meaning and pronunciation of names where appropriate. This section also explains the Naming Framework’s role in the name approval process and identifies the best way to engage with the Registered Aboriginal Parties on naming opportunities.

NAME IDENTIFICATION

Follow these two steps when identifying a name or multiple names for new roads and features in Fishermans Bend.

Step 1: Spatial context

Identify a name that links to nearby spatial context. This can be identified on precinct maps highlighting significant areas and sites on pages 30-32 or in further research.

Step 2: Place type

Prioritise naming themes based on the prominence of the place being named, outlined in Figure 9.

Prominent places, such as major roads, major parks and public places should adopt ‘priority naming themes’ to amplify these stories to places that will be well known by the community.

Less prominent places, such as minor roads and minor parks can adopt a name relating to any of the five naming themes. Minor roads and features will form the majority of future development, and this provides applicants with a larger choice of names.

Place types referenced in this Naming Framework include major roads, minor roads, major parks, minor parks, and public places. Appendix A provides place type descriptions.

Example scenarios

Two examples of how the Naming Framework could be applied to identify a name are provided in Figure 10 and identified spatially on pages 30-32.

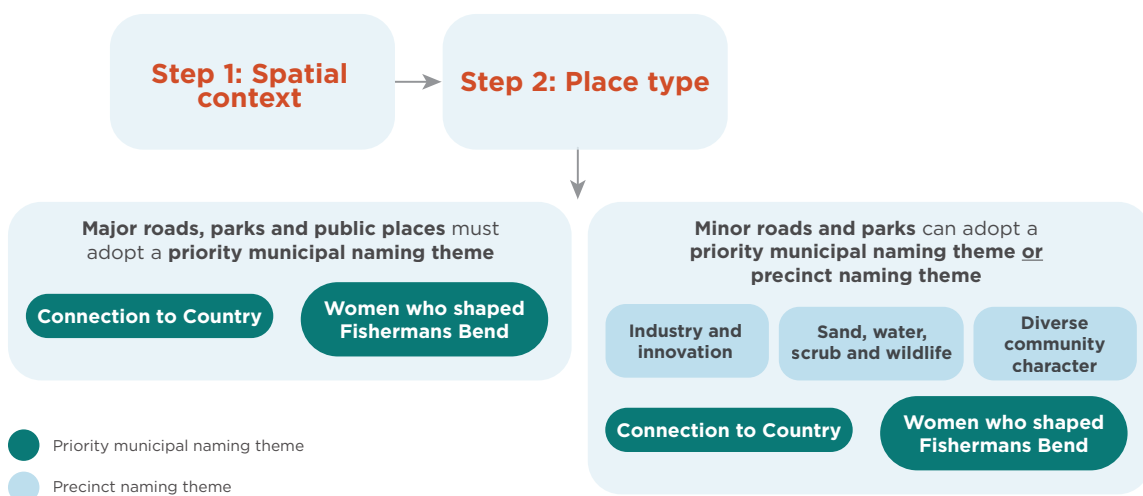


Figure 9: Two-step Naming Framework application approach

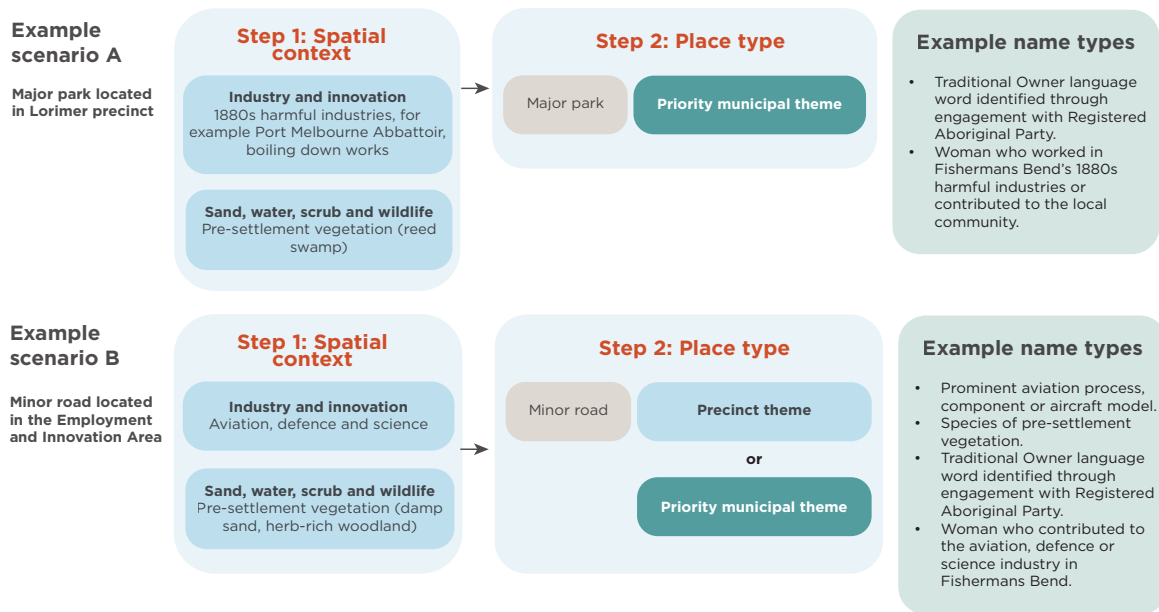


Figure 10: Examples outlining how to apply the Naming Framework

WAYFINDING AND EDUCATION

Follow these additional steps to enhance the community and visitor experience of Fishermans Bend and help tell the area’s diverse local stories through place naming.

Wayfinding

A wayfinding strategy helps to create an environment that supports people to easily find their way through a place.

If a naming request involves multiple new roads or features, it is encouraged that a wayfinding strategy is prepared to show how names relate through shared meaning or connection to the site. This will help deliver meaningful and cohesive neighbourhoods. For example, a new development could comprise street names associated with the same historical site.

In order to respect the Traditional Owners of Fishermans Bend, it is important that the locations of future Traditional Owner language do not intersect names that commemorate colonial figures or events.

Education on name meaning

Endorsed place names must be supported by additional information to educate the community on the name’s meaning and correct pronunciation where appropriate. Our community and stakeholders told us this was an important aspect of place naming.

Education opportunities include additional text on signage as a minimum and additional public realm initiatives, such as public art and interpretive walking trails.

The relevant Registered Aboriginal Party must be engaged to inform what information supports Traditional Owner informed language names. Refer to preferred process in Part C ‘How to engage with Registered Aboriginal Parties’.

OVERVIEW OF SPATIAL CONTEXT MAPS



Figure 11: Diverse community character map

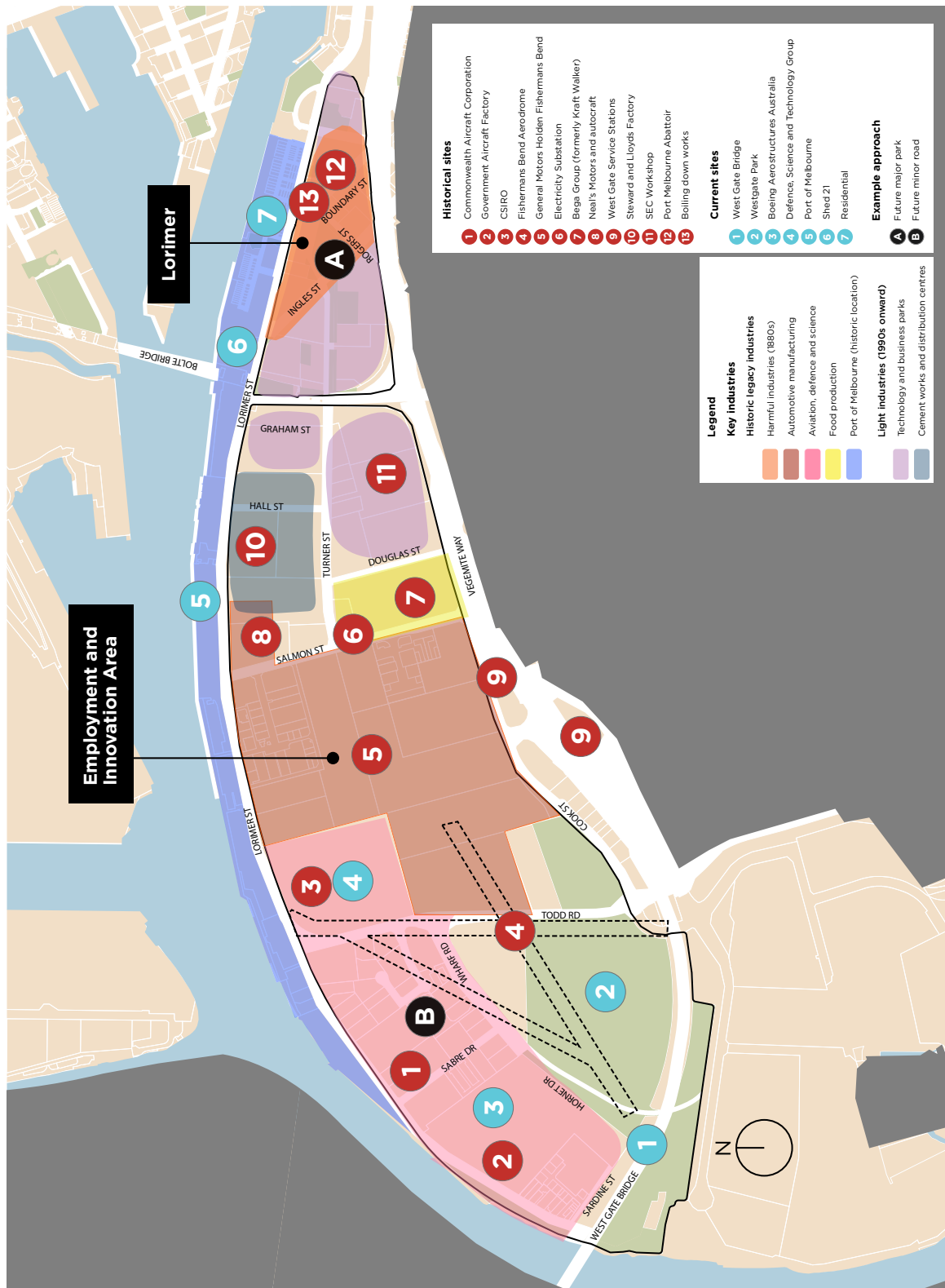


Figure 12: Industry and innovation map

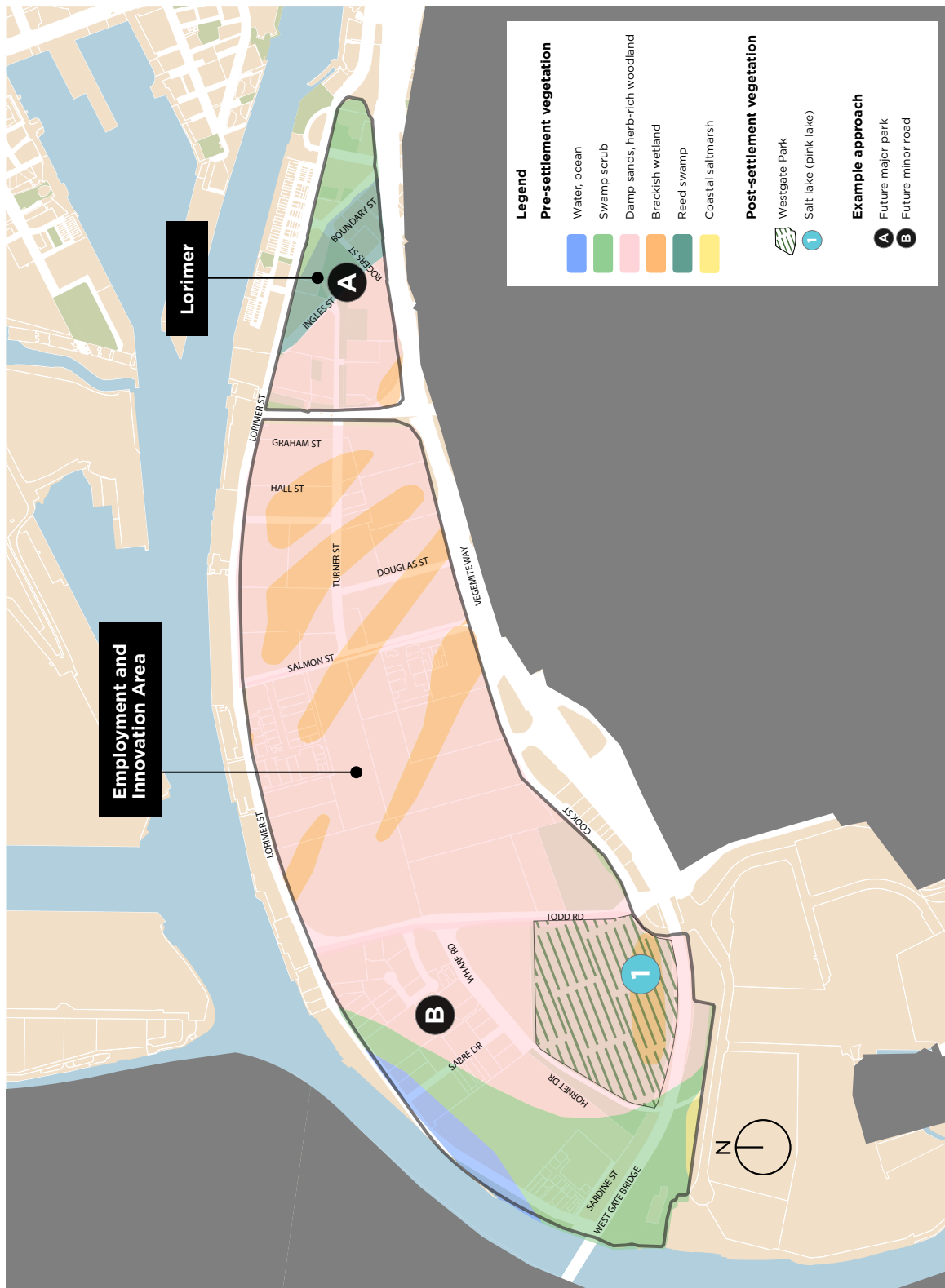


Figure 13: Sand, water, scrub and wildlife map



Image 29: Aerial of Fishermans Bend, courtesy of the Victorian Government

PLACE NAMING APPROVAL PROCESS

Standard approval process

The City of Melbourne is the naming authority for roads and features such as parks, community buildings and public spaces within the municipality. The organisation receives naming requests as part of applications for subdivision or development approval, as well as ad hoc requests.

Shown in Figure 14, standard naming approval involves a sequential process with input from the applicant, City of Melbourne (the responsible naming authority) and Geographic Names Victoria (the agency responsible for the registration of names across Victoria).

The Naming Framework supports the standard naming approval process. It helps applicants research for and prepare naming requests, and City of Melbourne and Geographic Names Victoria to assess and determine naming requests.

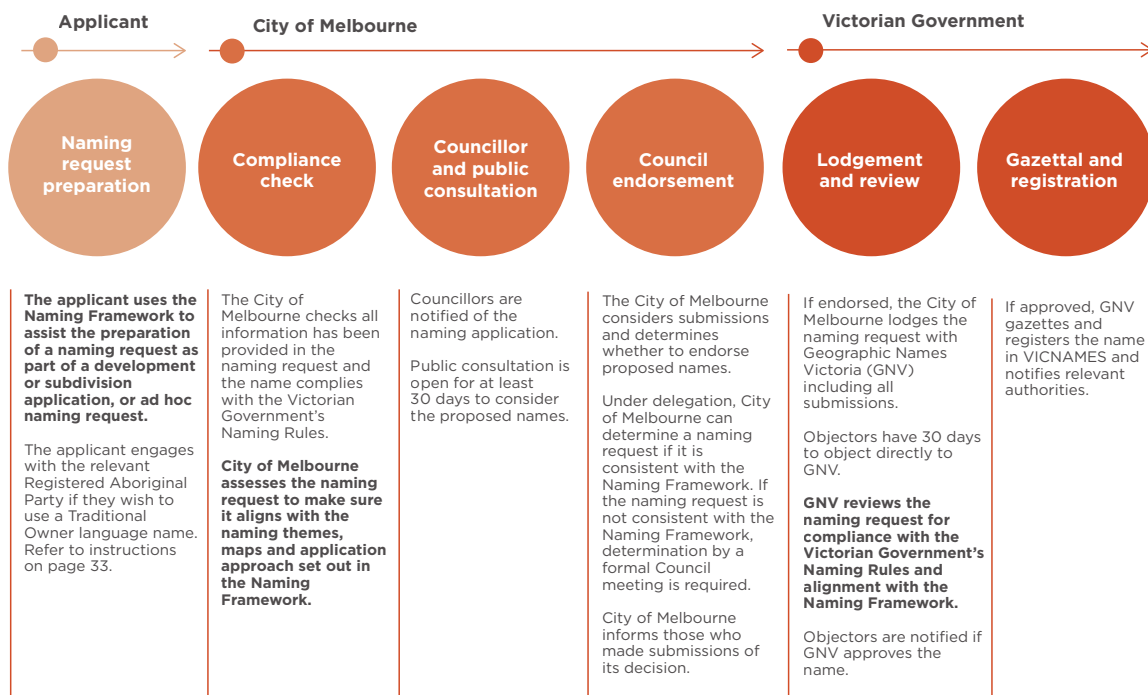


Figure 14: Standard name approval process

Representation of naming themes

The City of Melbourne will review names as they are approved and gazetted in the EIA and Lorimer. This will help ensure the Naming Framework achieves representation across the five naming themes.

How to engage with Registered Aboriginal Parties

Bunurong Land Council Aboriginal Corporation

The use of Boonwurrung language in place naming requires engagement with the Bunurong community. This is done through the Bunurong Land Council Aboriginal Corporation (BLCAC), the Registered Aboriginal Party for Bunurong people.

To begin a language request, contact the BLCAC linguist via email at linguist@bunuronglc.org.au. The process to identify appropriate names generally involves:

- BLCAC to organise a project inception meeting to discuss the specifics of the naming project.
- The BLCAC linguist to engage directly with Bunurong community.
- BLCAC to carry out an extensive research process to determine a Boonwurrung name for a place including finding the word/s in as many archival records of Boonwurrung as possible; analysing the word to reconstruct its pronunciation and meaning, and writing the word in a standardised spelling; getting the word peer reviewed by a team of experts to ensure accuracy; and confirming the word with Bunurong Elders and Knowledge Holders.

This process takes an estimated one to three months depending on the scope of the naming. More information about language work with BLCAC can be found at bunuronglc.org, or by emailing linguist@bunuronglc.org.au directly.

Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation

The use of Woi-wurrung language in place naming requires engagement with the Wurundjeri community. This is done through the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation (WWCHAC), the Registered Aboriginal Party for Wurundjeri Woi-wurrung people.

To begin a naming and language enquiry, email culturalconsultations@wurundjeri.com.au.

More information can be found at wurundjeri.com.au.

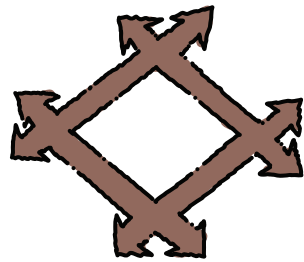
APPENDIX A

Place type descriptions

Key place types referenced in this Naming Framework include major roads, minor roads, major parks, minor parks and Council buildings and other public places. Descriptions for these are summarised below.

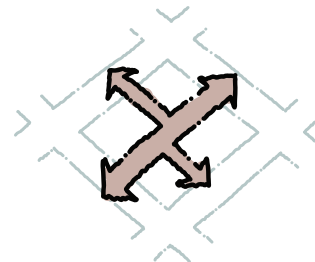
Categories of roads have been informed by City of Melbourne’s road classifications, which reflect the Vicmap Transport Road Classifications.

Categories of open spaces have been informed by the City of Melbourne’s Open Space Strategy (Light Touch Review 2024).



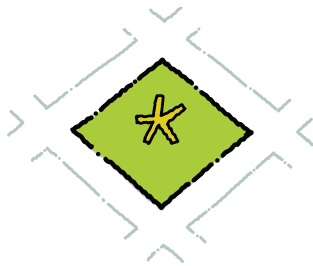
Major roads

Major roads act as principal avenues for traffic movements and provide 'through access' to multiple properties or public land. Examples include arterial roads, sub-arterial roads and collector roads.



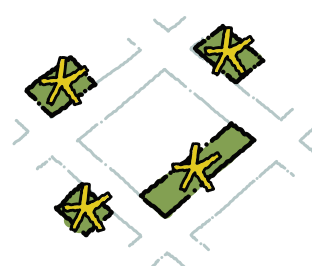
Minor roads

Minor roads service a smaller number of properties or public land. Examples include dead-end roads, laneways and service roads.



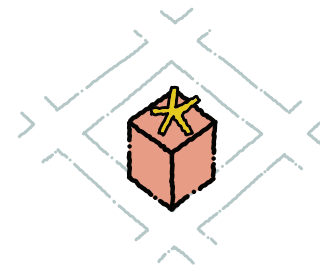
Major open spaces

Major open spaces include capital city open space, state open space, regional open space and municipal open space.



Minor open spaces

Minor open spaces consist of neighbourhood open space, local open space, small open space and small local link open space.



Public places

Public places include prominent structures and facilities such as community, arts, health and sport and recreation hubs.

APPENDIX B

Informing the Naming Framework

The Naming Framework has been informed by engagement with the Registered Aboriginal Parties, two phases of broader community engagement and desktop research.

Engagement with Registered Aboriginal Parties

The area now known as Fishermans Bend has been the land of the Bunurong Boonwurrung and Wurundjeri Woi-wurrung peoples for tens of thousands of years. This land is overseen by two Registered Aboriginal Parties: Bunurong Land Council Aboriginal Corporation and the Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation.

Both Registered Aboriginal Parties were engaged throughout the preparation of the Naming Framework. This process involved multiple meetings in-person and online.

Community and stakeholder engagement

Phase 1 community and stakeholder engagement was held from August to October 2023 and encouraged people to share their unique connections and memories of Fishermans Bend to inform the draft Naming Framework.

Phase 2 community and stakeholder engagement was held from July to September 2025 and sought feedback on the draft Naming Framework to inform the final Naming Framework.

Further details can be found at participate.melbourne.vic.gov.au/fishermans-bend-place-naming

Desktop research

The Naming Framework’s content has been informed by a review of web and print resources relating to the social, cultural and environmental heritage of Fishermans Bend. Appendix C outlines key resources used.



Image 30: Interactive pop-up stall as part of phase 1 community and stakeholder engagement (2023)



Image 31: Interactive pop-up stall as part of phase 2 community and stakeholder engagement (2025)

APPENDIX C

Fishermans Bend and place naming resources

History of Fishermans Bend (web)

- Port Melbourne Historical and Preservation Society pmhps.org.au
- Port Places Blog portplaces.com
- General Motors Holden Retirees Club Archives hrc.au
- Fishermans Bend Social History, Victorian Government vic.gov.au/social-history
- Life on the Bend: A social history of Fishermans Bend, Melbourne, 2017, CONTEXT Pty Ltd vic.gov.au/sites/default/files/2024-12/Life-on-the-bend-a-social-history-study-of-Fishermans-Bend%2C-Melbourne.pdf
- Southbank and Fishermans Bend Heritage Review, 2017, Biosis hdp-au-prod-app-com-participate-files.s3.ap-southeast-2.amazonaws.com/4215/2712/9341/Southbank_and_Fishermans_Bend_Heritage_Review_Biosis_FINAL_-_Part_1.pdf
- Fishermans Bend Heritage Study, 2013, Biosis www.portphillip.vic.gov.au/media/gbpcyw1/fishermans-bend-heritage-study-apr-2013.pdf
- Fishermans Bend In-Depth Heritage Review and Stakeholder Engagement, 2021, HLCD Pty Ltd hdp-au-prod-app-com-participate-files.s3.ap-southeast-2.amazonaws.com/3516/2209/0924/Fishermans_Bend_In-Depth_Heritage_Review_-_Heritage_Study.pdf

History of Fishermans Bend (print)

- *Women of Port Melbourne: Guide to the Exhibition*, Port Melbourne Historical and Preservation Society 17 October 2005
- *Fisher Folk of Fishermans Bend*, Allan Meiers, Port Melbourne Historical and Preservation Society, 2006
- *The Borough and Its People*, Margaret & Graham Bride, Port Melbourne Historical and Preservation Society, 2013
- *Making it Here - Four Enterprising Immigrant Engineers and the Evolution of Manufacturing in Port Melbourne*, David F Radcliffe, 2024
- *The Yarra, A Natural Treasure*, Beardsell and Beardsell, 1999

Strategic and legislative documents

- The Naming rules for places in Victoria, 2022 Victorian Government and.vic.gov.au/place-naming/understand-the-naming-process/the-naming-rules
- City of Melbourne standard naming process, 2024, City of Melbourne, participate.melbourne.vic.gov.au/place-and-road-naming/naming-process
- The Fishermans Bend Framework, 2018, Victorian Government, vic.gov.au/sites/default/files/2025-01/Fishermans-Bend-Framework.pdf
- Advancing Manufacturing - the Fishermans Bend opportunity, Victorian Government, vic.gov.au/advancing-manufacturing-fishermans-bend-opportunity

Image credits for Figure 3 (Snapshot of Fishermans Bend's post-European settlement)

- Early 1880s: early wetlands, image courtesy of CONTEXT Pty Ltd
- 1830s and 40s: European settlement illustration, image courtesy of CONTEXT Pty Ltd
- 1887: widening of Coode Canal, image courtesy of CONTEXT Pty Ltd
- 1918: prolific birdlife including English skylarks, image courtesy of National Audubon Society
- 1936 to 1939: establishment of automotive and aviation manufacturing industries, image courtesy of Rohan Russell oldsmobileinaustralia.info
- 1946: establishment of Kraft Walker, image courtesy of the State Library Victoria
- 1950s: the Fishermans Bend Migrant Hostel, image courtesy of Facebook photo contributed by P McDade
- 1968–78: the West Gate Bridge, image courtesy of CONTEXT Pty Ltd
- 1980: Westgate Park is created, image courtesy of Parks Victoria
- 1990: Fishermans Bend becomes a light industrial precinct, image courtesy of the Victorian Government
- 2013: Fishermans Bend is rezoned as an extension of the capital city, image courtesy of the Victorian Government
- 2018: Fishermans Bend Framework, image courtesy of the Victorian Government
- 2021: Advanced Manufacturing - the Fishermans Bend opportunity, image courtesy of the Victorian Government

Image credits for Figure 4 (Existing road names in Fishermans Bend)

- GAF Nomad aircraft, image courtesy of Wikipedia
- CAC Wirraway aircraft, image courtesy of the State Library Victoria
- Sir James Lorimer, image courtesy of the Parliament of Victoria
- Mayor Phillip Salmon, image courtesy of the Port Melbourne Historical and Preservation Society
- Les Turner, image courtesy of the Port Melbourne Historical and Preservation Society
- Premier Sir Henry Bolte, image courtesy of *The Age Archives*
- Charles Ingles, image courtesy of the Port Melbourne Historical and Preservation Society
- Former Kraft factory, image courtesy of the State Library Victoria
- Mayor Archibald Todd, image courtesy of the Port Melbourne Historical and Preservation Society

How to contact us

Online:

melbourne.vic.gov.au

In person:

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

Telephone:

03 9658 9658

Business hours, Monday to Friday
(Public holidays excluded)

Fax:

03 9654 4854

In writing:

City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia

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03 9280 0719 Bahasa Indonesia
03 9280 0720 Italiano
03 9280 0721 普通話
03 9280 0722 Soomaali
03 9280 0723 Español
03 9280 0725 Việt Ngữ
03 9280 0726 عربي
03 9280 0726 한국어
03 9280 0726 हिंदी
03 9280 0726 All other languages

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users phone 1300 555 727 then ask for 03 9658 9658
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melbourne.vic.gov.au



CITY OF MELBOURNE

FISHERMANS BEND PLACE NAMING FRAMEWORK

PHASE 2 COMMUNITY ENGAGEMENT SUMMARY REPORT



Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

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Summary of key insights	7
Who we heard from	8
What we heard	9
Recommendations	13

23 September 2025

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Executive Summary

The City of Melbourne is leading the development of the Fishermans Bend Place Naming Framework (Naming Framework), which is designed to guide the selection of locally significant names for new place names. It will help build meaningful neighbourhoods within the Employment and Innovation Area (EIA) and Lorimer precincts of Fishermans Bend.

This report provides a snapshot of engagement activities and feedback received from phase 2 of the community consultation program. It summarises insights shared through these activities and outlines how these have informed the final Naming Framework.

Phase 2 engagement ran for eight weeks, from July to September 2025. We asked the community to provide feedback on the draft Naming Framework to understand whether we captured everything we heard from Phase 1 engagement, by incorporating aspects of Fishermans Bend that are important to them.

A total of 119 pieces of individual feedback were contributed over this period, including:

- 73 pop-up activity participants (across three pop-up sessions)
- 28 online survey responses
- 11 online interactive map contributions
- 7 written submissions.

The Registered Aboriginal Parties (RAPs) of Fishermans Bend's EIA and Lorimer precincts are the Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation. The RAPs helped shape the draft Naming Framework and will review the final Naming Framework prior to final endorsement, in line with City of Melbourne's Place and Road Naming Policy (2024).

The engagement findings overall were supportive of the draft Naming Framework's content, approach and presentation. Several concerns and suggestions were raised, which have been addressed in this report.

Introduction

Fishermans Bend is Australia’s largest urban renewal project covering approximately 480 hectares, led by the Victorian Government. In the coming decades, it will become home to approximately 80,000 residents and provide employment for up to 80,000 people. Many new roads, parks and public places will be built in Fishermans Bend.

The City of Melbourne is leading the development of the Fishermans Bend Place Naming Framework (Naming Framework). The Naming Framework is designed to guide the selection of locally significant names for new roads, parks and other public places. It will help build meaningful neighbourhoods in the Employment and Innovation Area (EIA) and Lorimer Precincts of Fishermans Bend (Figure 1).

This report provides a snapshot of engagement activities and feedback received from phase 2 of the community engagement program for the Naming Framework. The report summarises the insights shared through these activities and describes how these have informed the final Naming Framework.

Phase 2 engagement ran for eight weeks, from July to September 2025, and asked the community if the draft Naming Framework listened to feedback provided in phase 1 engagement by capturing aspects of Fishermans Bend that are important to them.



Figure 1. Fishermans Bend Urban Renewal Precinct

Background and methodology

Background

The transformation of Fishermans Bend is guided by the Victorian Government's Fishermans Bend Framework (2018) — a long-term strategic plan to guide development of the precinct. Given the scale of proposed development, the City of Melbourne's Place and Road Naming Policy 2024 (Naming Policy) requires a precinct naming strategy for Fishermans Bend's EIA and Lorimer precincts. To develop the Naming Framework, the City of Melbourne worked collaboratively with the Victorian Government.

The Naming Framework is shaped by State and local naming policy priorities, research of the area's social, cultural and built history, as well as input from community members and key local stakeholders. A targeted engagement approach generated meaningful insights, which was delivered across two distinct phases:

Phase 1 engagement occurred between August and October 2023. During this phase, community and local stakeholders shared their local connections and stories of Fishermans Bend. They suggested how these stories should be celebrated through future place naming. These stories helped shape the draft Naming Framework.

Phase 2 engagement occurred between July and September 2025. With the draft Naming Framework formed, we asked the community if we've captured everything, and if the five naming themes adequately represented the local history, character and future vision of Fishermans Bend.

A timeline of engagement phases is depicted in Figure 2.

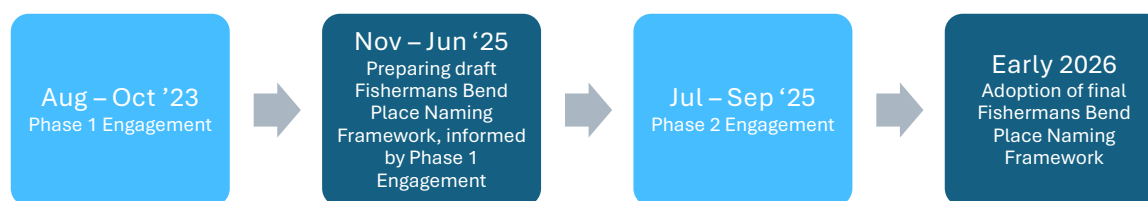


Figure 2: Community engagement phases

Methodology

Communications

The community were alerted to phase 2 engagement opportunities via a range of communication channels:

- Participate Melbourne project notifications.
- Direct written notice to 1,000+ property owners and occupiers located within the EIA and Lorimer precincts.
- Social media ad campaign (Meta) targeting local residents and workers, with an audience reach of 68,961 persons and 3,283 clicks.
- Targeted communications via email or phone call to those who participated in Phase 1 Engagement.
- Hyperlocal news platforms.
- Posters displayed in local retail tenancies.
- Communication by City of Melbourne's Neighbourhood Partner to adjacent local resident associations.
- Notice via communication channels of stakeholders including FB Ideas.

Engagement activities

We offered a range of opportunities to participate in phase 2 engagement, including:

- Meetings with the Registered Aboriginal Parties (RAPs), Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation.
- Online survey on Participate Melbourne including the opportunity to upload supporting information.
- Interactive map on Participate Melbourne.
- Face-to-face engagement in Fishermans Bend at three pop up sessions.

Summary of key insights

Engagement findings were generally supportive across all engagement activities. A summary of key insights are outlined below, categorised into support, concerns, and suggestions. Engagement feedback from each engagement activity is outlined in the 'What we heard' section, and responses to concerns and suggestions are included in the 'Recommendations' section.

Support

- Support for all five naming themes and their ability to represent the area's diverse character.
- The approach is thoughtful and comprehensive, and generally easy to understand and apply.
- Support for naming to recognise a combination of stories relating to local history, current day and future.
- Support for place names that emphasise the diverse people, character and history of Fishermans Bend.
- Support for ensuring the relevant Traditional Owner group is engaged on future naming opportunities.
- Support that endorsed place names should be accompanied by educational elements to enhance community understanding of name meaning and pronunciation, for example, interpretive signage, sub-text on street signs, informative plaques, statues or integrated public art.
- Support for integrating the Naming Framework's approach to place naming within larger land holdings in Fishermans Bend, such as University of Melbourne and Westgate Park.

Suggestions

- Potential future names were suggested relating to the five naming themes.
- Minor edits to aspects of the document's graphics and references to statutory naming processes.
- Place names are incorporated into the Finding Her Commemorative Map operated by Her Place Women's Museum Australia.

Concerns

- Future names being complex or difficult to spell.
- Too much information provided.
- Gender equity in future place naming will limit commemorative naming opportunities and may become the deciding factor of future place naming.



Figure 3: Pop-up session in Fishermans Bend

Who we heard from

We received a total of 119 pieces of individual feedback through survey responses, map contributions, pop-up participation and written submissions. The Participate Melbourne page received 3,523 website views, 256 downloads of the draft Naming Framework, and 8 new website followers to create a total of 24 website followers. A breakdown of engagement contributions is shown in Figure 4.



Figure 4: Phase 2 engagement contributions

A diverse range of voices and views were heard and captured. A summary of key contributors is shown in Table 1.

Group name	Group description
Registered Aboriginal Parties	<ul style="list-style-type: none"> Bunurong Land Council Aboriginal Corporation Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation
Examples of key stakeholders with strong connections to the local area	<ul style="list-style-type: none"> Port Melbourne Historical and Preservation Society Holden Retirees Club University of Melbourne Westgate Biodiversity - Bili Nursery & Landcare Inc Boeing and Defence Science and Technology Group
Local community	<ul style="list-style-type: none"> Property owners and occupiers within the EIA and Lorimer precincts Local resident and business groups and associations Local workers, residents, students and visitors to the precinct
Participate Melbourne online survey contributors	<ul style="list-style-type: none"> 50% male, 35% female, 15% prefer not to say Representation from age groups between 25 to 90+ years. 7% identifying as Aboriginal or Torres Strait Islander 15% born overseas 79% City of Melbourne residents 19% City of Melbourne workers or business owners 15% identifying as LGBTIQ+ 25% first-time participant in City of Melbourne consultation; 25% regular participant in City of Melbourne consultation; 36% occasional participant in City of Melbourne consultation.

Table 1: Key contributors – phase 2 engagement

What we heard

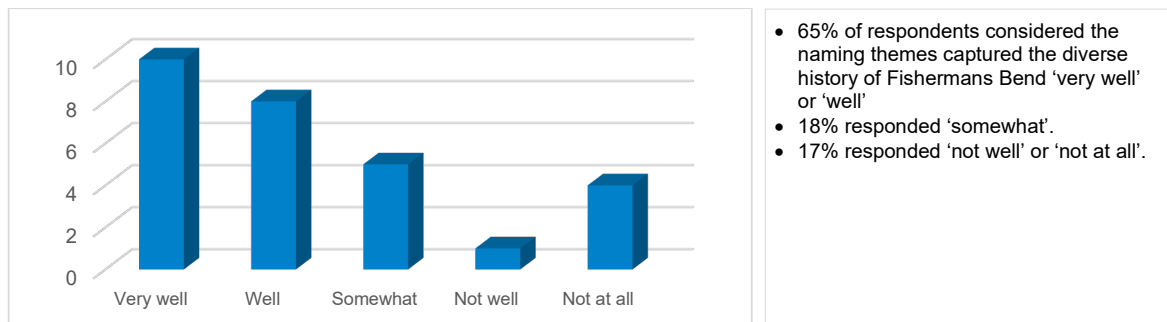
Engagement with Registered Aboriginal Parties

Bunurong Land Council Aboriginal Corporation (BLCAC) and Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation (WWCHAC) have been engaged on an ongoing basis throughout the project and provided input into the draft Naming Framework. The RAPs will have the opportunity to provide feedback on the draft Naming Framework prior to final endorsement, aligning with City of Melbourne’s Place and Road Naming Policy (2024).

Online survey

We asked a variety of questions through Participate Melbourne, of which responses are summarised below. Generally, feedback was supportive shown through response percentages and direct quotes below. Suggestions and concerns raised are summarised and responded to in the ‘Recommendations’ section of this report.

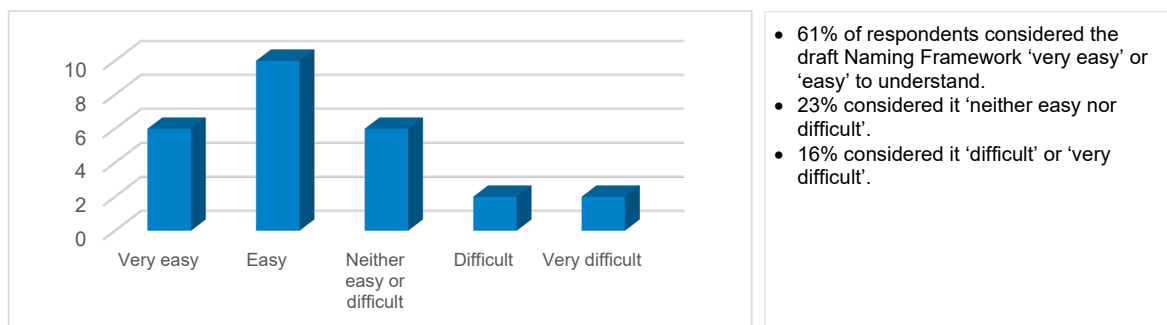
How well do the five naming themes capture the diverse history of Fishermans Bend?



“[Naming themes] reflect a combination of Indigenous, early Australian land use and current land use”

“The [naming themes] cover all avenues from Indigenous occupants, early settlers, Fisherman’s huts/houses, golf course, GMH, aircraft manufacturing, aerodrome, car / motorbike racing and modern refurbishment of land and heritage retention”

How easy is the draft Naming Framework to understand?



“Straight forward themes and approaches”

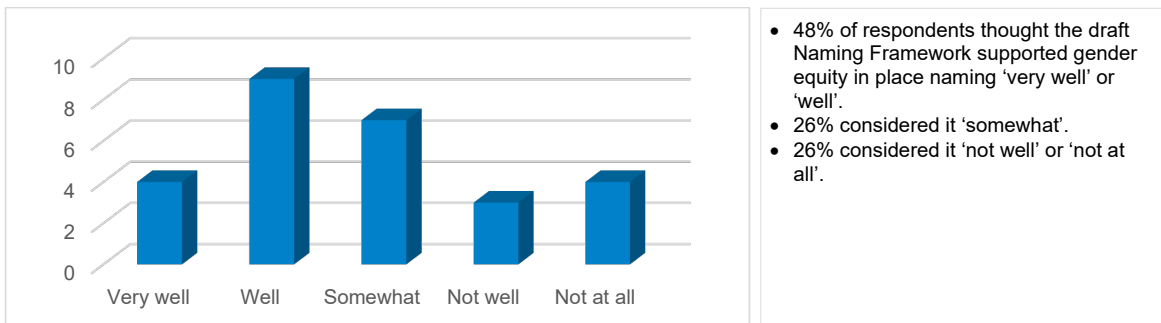
“The document is well presented”

“It’s simple and explained clearly”

“It presents a thoughtful and comprehensive approach to place naming”

“The priorities and processes outlined are impressive”

How well does the draft Naming Framework support gender equity in place naming?



- 48% of respondents thought the draft Naming Framework supported gender equity in place naming 'very well' or 'well'.
- 26% considered it 'somewhat'.
- 26% considered it 'not well' or 'not at all'.

"A focus on a diverse range of people with different backgrounds and genders is appropriate"

"It supports early women in the industries back then"

"It is encouraging to see gender equality and women's representation identified as key priorities."

Please share any additional names that are significant to Fishermans Bend. Provide a summary of why this name is significant and an information source, if possible.

Survey respondents provided additional names relating to:

- Significant females within early industries.
- Former General Motors Holden site.
- Early immigrant families that helped to shape Fishermans Bend.
- Early local women who underwent oppression by institutional racism of the time.
- Any of the early industries that characterised the local area.
- General suggestion to engage with Traditional Owners on naming opportunities.

Please share any additional information or feedback to be considered as part of the Naming Framework.

Survey respondents provided additional sentiments:

- Larger focus on Aboriginal language in naming conventions, not just recognising certain people.
- Concerns around using names that are overly complex or difficult to spell.
- Representation of commemorative names of people of different genders, Aboriginal names, and names relating to wildlife.

Interactive map

In Phase 1 Engagement, the community and supporting desktop research helped us identify significant historic and present-day sites and areas within Fishermans Bend. As part of Phase 2 we invited the community to add any additional sites or areas that were missed relating to one of the five naming themes. There was a total of 11 contributions, within these:

- 55% related to significant women who were involved in the area's automotive legacy.
- 36% related to the local industry and innovation.
- 9% related to the diverse communities of Fishermans Bend.

Pop-up information sessions

Three pop-up information sessions were held at a popular food and beverage location in Fishermans Bend. Sessions were held at different times of the day to target the local community in the morning and at lunch time. A total of 73 people engaged with the pop-up sessions, including groups such as:

- Employees of local businesses, e.g. John Holland, Bega Group
- Students completing training nearby.

- Employees of local retail and food/beverage tenancies.
- Construction works for projects nearby.
- Residents from surrounding suburbs.

Pop-ups included information boards outlining an overview of the project, examples of local stories that we'd uncovered as part of Phase 1 Engagement, a map of the precincts, and an activity that involved asking the community to vote for the naming themes that they found most meaningful to future place naming in the area. 'Industry and innovation' and 'sand, water, scrub and wildlife' received the strongest support, followed by 'women who shaped Fishermans Bend' and 'connection to Country', shown in Figure 5-6.

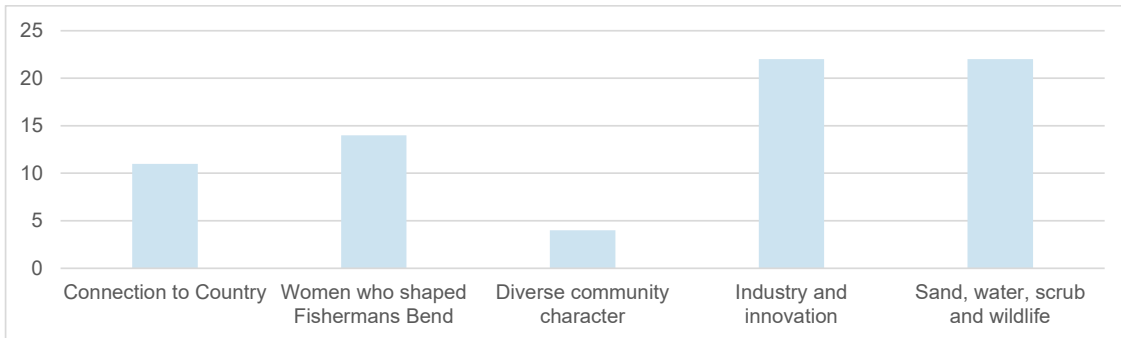


Figure 3: Pop up session contributions – phase 2 engagement

Key sentiments heard at the pop-up sessions as well as photographs of some of our participants are shown below.

"The Naming Framework should celebrate diverse communities who make the place special"

"We should speak to the Traditional Owners of these lands and name places based on what they want"

"We should maintain the industrial character of the area"



Figure 4: Engagement activities at pop up sessions

Written Submissions

We received seven submissions from key stakeholder groups via email or phone, including:

- University of Melbourne
- Port Melbourne Historical and Preservation Society
- Westgate Biodiversity – Bili Nursery and Landcare Inc.
- Department of Transport and Planning
- Geographic Names Victoria
- Other local organisations

In summary, the submission feedback related to:

- General support for the draft Naming Framework's logical approach.
- A need to integrate the application of the Naming Framework to place names across the precinct, including within large land holdings, such as the University of Melbourne campus and Westgate Park.
- Suggested changes and corrections to referencing of the Geographic Place Names Act 1998, the Victorian Government's Naming Rules, and associated statutory processes.
- Suggestions of future place names and edits to imagery in the document.
- Support for Traditional Owners to be engaged on naming opportunities.
- Support that endorsed place names should be accompanied by educational elements to enhance community understanding, such as interpretive signage, sub-text on signage, informative plaques, monuments and public art.
- Suggestion that newly endorsed place names are incorporated into the Finding Her Commemorative Map operated by Her Place Women's Museum Australia to increase public awareness of women's contributions.
- Suggestion that potential sites for future public realm initiatives supporting place names (e.g. public art) in the EIA and Lorimer precincts are identified spatially.

Recommendations

The engagement findings overall were supportive of the draft Naming Framework’s content, approach and presentation. Several suggestions and concerns were raised, which have been responded to in Table 3 below.

Overview	Description of concern/suggestion	Response	Recommended change to document
Additional information to support place names	<p>Concern relating to future names being complex or difficult to spell.</p> <p>Opportunity to add endorsed place names to the ‘Finding Her Commemorative Map’ operated by Her Place Women’s Museum Australia.</p> <p>Opportunity to identify potential sites for future statues, monuments, plaques, and murals to be delivered to support place names across the precinct.</p>	<p>The Naming Framework recognises that future place names should be accompanied by educational elements to enhance community understanding, such as sub-text on signage and additional opportunities for informative plaques, monuments and public art. City of Melbourne is exploring how upcoming developments can best incorporate supporting information to assist the community to better understand the meaning and correct pronunciation of endorsed place names. In addition, place names need to comply with the Victorian Government’s Naming Rules (2022), which incorporate considerations regarding spelling and pronunciation (Naming Principle K).</p> <p>City of Melbourne is supportive in principle of Her Place Women’s Museum Australia to add endorsed names commemorating significant women to the ‘Finding Her Commemorative Map’.</p> <p>The Victorian Government is leading the delivery of the EIA and Lorimer precincts. The Naming Framework will help to boost opportunities for public realm initiatives, such as monuments and murals.</p>	<p>Highlight need for additional information to support names and resolve potential confusion relating to how to spell or pronounce future names.</p>
Significance of gender equity and diversity in future place naming	<p>Concern of whether focus on gender equity in future commemorative place naming will limit who can be commemorated, and detract from the general significance of a name to Fishermans Bend.</p>	<p>It is important for place naming to acknowledge and celebrate a diverse array of local stories to ensure all communities feel welcome and acknowledged.</p> <p>There is currently a disproportionate number of streets named after male figures in the City of Melbourne, including within Fishermans Bend, shown in Figure 7 and page 10 of the Naming Framework. Therefore, achieving gender equity in place naming requires increasing the number of place names commemorating women and gender diverse peoples to achieve a more even balance.</p> <p>The Naming Framework’s priority naming theme, ‘Women who Shaped Fishermans Bend’ aligns with existing State and local policies and initiatives, which support gender equity through place naming. For example, the Victorian Government’s Gender Equality Strategy and Action Plan 2023-27, which includes a target for 70% of new applications for commemorative place naming to be for women. Further information is included on page 14 of the Naming Framework.</p> <p>Names of people of all genders who are significant to Fishermans Bend are encouraged, as there will be many naming opportunities in the coming decades as the area is redeveloped.</p> <p>The Naming Framework’s application approach ensures that all future names are significant to the local area, by aligning with one or more naming theme and linking to the local spatial context. Moreover, in the standard naming approval process, all names are assessed against the Victorian Naming Rules, which include a requirement for a name to ‘link to place’.</p>	<p>No change recommended.</p>

Overview	Description of concern/suggestion	Response	Recommended change to document
Minor edits to document	<p>Suggested edits to images, maps, graphics and references to statutory naming processes.</p> <p>Concern that the volume of information provided in the document is too high.</p>	<p>City of Melbourne will consider suggested edits.</p> <p>Generally, engagement insights conveyed that the document was comprehensive yet easy to understand and apply. The volume of information provides context to help understand the intent and application approach of the framework. The three-part document structure and clear table of contents enables people to easily locate information relevant to them.</p>	Suggested edits to be considered and addressed.
Suggested future place names	Potential future place names were submitted via the online survey and written submissions.	<p>City of Melbourne will hold these names in an internal database to consider for future naming opportunities. Submissions for additional name suggestions are welcomed via:</p> <p>https://participate.melbourne.vic.gov.au/place-and-road-naming/suggest-name</p>	No change recommended.

Table 2: Key issues and responses

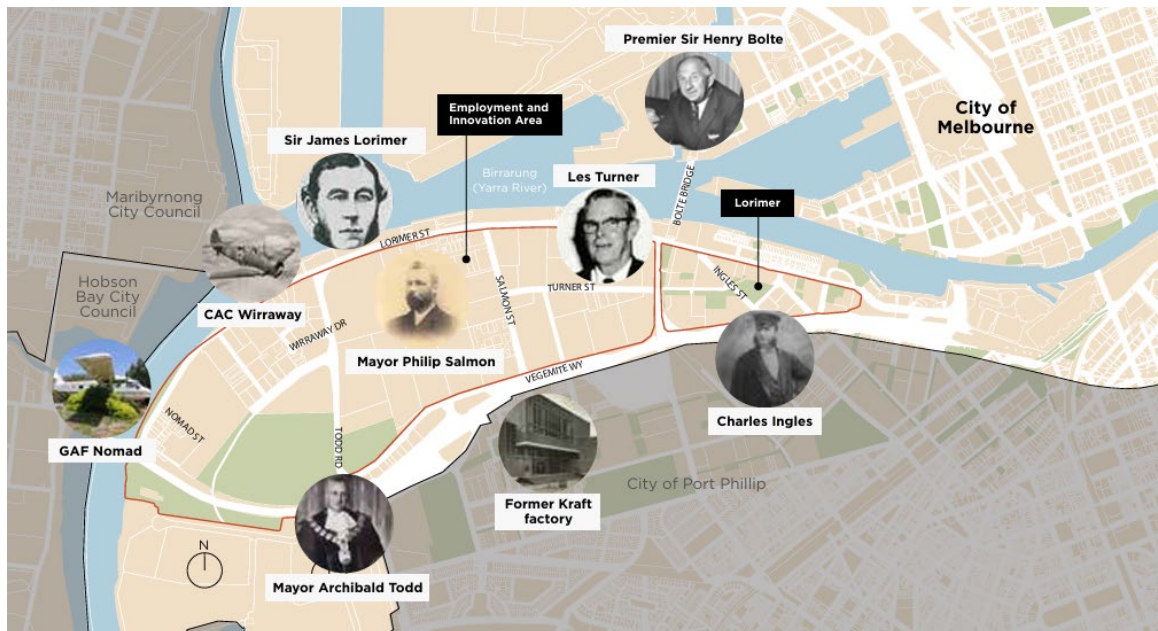


Figure 7: Existing place names in Fishermans Bend

How to contact us

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CITY OF MELBOURNE

ATTACHMENT 3 – KEY CHANGES TO FISHERMANS BEND PLACE NAMING FRAMEWORK FOLLOWING COMMUNITY ENGAGEMENT

Feedback	Change made to Naming Framework	Page number	Type of change
Include reference to the Birrarung when referring to the Yarra River.	Ensure the Yarra River references the Birrarung throughout document.	Throughout document	Wording
Minor changes to wording referencing State naming policy and procedures.	Revised text to incorporate suggested edits.	Page 7	Wording
Image of women working on aircraft is not located in Fishermans Bend.	Removal of image.	Page 25	Visual
Traditional Owner names and colonial names should not be located near each other out of respect to the RAPs.	Revised text to highlighting that future Traditional Owner language names are not to be positioned to intersect names that commemorate colonial figures or events out of respect.	Page 28	Wording
Concern relating to future names being complex or difficult to spell. Support that future names should be accompanied by additional information to explain the meaning and pronunciation of names.	Revised text to highlight importance of providing additional educational information to support endorsed place names to outline the meaning and correct pronunciation of names if required. This will support potential confusion relating to spelling and pronunciation. The spelling and complexity of place names is governed by the Victorian Government's Naming Rules.	Page 28	Wording
Concern around some naming themes being favoured leading to lack of representation of other naming themes.	The Naming Framework's approach to identify a name aligns with State and local naming policy priorities and considers representation of each naming theme across the precinct. However, additional text added has been added to the Naming Framework outlining the need to review approved names to ensure there is representation of all naming themes.	Page 33	Wording
Concern relating to too much information provided in the document.	Table of contents has been condensed to make it easier to locate necessary information within the three-part structure and appendices.	Table of contents	Wording
Suggested minor edits to images and maps to reduce clutter and improve document readability.	Minor edits made to images and maps that do not change content or approach of document.	Throughout document	Visual
Suggested minor edits to wording to improve readability of document.	Revised text to improve readability and usability of document.	Pages 11, 12, 27, 28	Wording
General updates to document.	Updated date. Revised text in Appendix B to include Phase 2 Community Engagement.	Cover, table of contents, page 36	Wording

<p>Ensure multicultural communities are referenced consistently and appropriately alongside First Nations considerations when assessing naming changes.</p>	<p>Minor edit to 'Women to Who Shaped Fishermans Bend' text to emphasise women and gender diverse individuals of various cultural backgrounds.</p>	<p>Page 15</p>	<p>Wording</p>
<p>General updates to document.</p>	<p>Updated date. Minor edits for consistency. Clarification of third dot point under 'Naming Theme Overlap'.</p>	<p>Pages 1, 4 8, 11, 15, 19, 23, 25, 28</p>	<p>Wording</p>