

Case Study: Place naming for a new city – Waraba



Cindy Hammill, Moreton Bay Regional Council

Highlights at a glance

Moreton Bay region now has new suburbs in preparation for a whole new city. Council achieved this through Queensland's largest ever local government-initiated collaborative place naming process – the Caboolture West Place Naming Project.

Caboolture West is one of South East Queensland's largest greenfield growth areas. Over the next 40 years, the semi-rural area is expected to grow to a city of 70,000 people. Council is proactively undertaking planning to manage this growth and support desirable, liveable and sustainable communities.

Through a community-centric consultation process, Council engaged with the Queensland Department of Resources (administers the *Place Names Act 1994*), Traditional Custodians, developers, other key stakeholders and the community to identify suitable place names and boundaries for the new city and its first five suburbs prior to large-scale development commencing.

Council wanted naming to happen early in the development process to ensure:

- authentic names for suburbs that residents connect with and could proudly call home
- unique and meaningful place identities
- addressing certainty for postal/delivery and emergency services
- protection of existing community identities.

The new city name, Waraba, and the first of its surrounding suburbs – Lilywood, Wagtail Grove, Corymbia and Greenstone – were endorsed by the Minister for Resources and published in the Queensland Government Gazette on 14 April 2023.

The new suburb names reflect the strong community preference to recognise Traditional Custodians and the natural environment of the area.

Borrowed from the Kabi Kabi language, the city's name *Waraba* means 'burn' – a literal reference to traditional land management practices carried out by the Kabi Kabi People as they care for Country. Traditional burning brings new life and enhances the health of the land and its people. Drawing on this, our new city aspires to offer residents a fresh new beginning where people care for each other and for the country.

Three key engagement outcomes:

1. Community-centric consultation process invited everyone to participate, resulting in 410 people putting forward 566 ideas for names, and key stakeholder and community representatives playing a leading role in the selection of the names ultimately adopted.
2. Kabi Kabi Elders, representing the Traditional Custodians of the Country, endorsed the naming process and the use of their traditional language.
3. High levels of community satisfaction with suburb names and boundaries that truly reflect their values and aspirations.

Three key engagement takeaways:

- Cooperative integration of State and Local Government processes shortened overall timeframes and improved outcomes
- Extended and meaningful engagement with Traditional Custodians enabled their full participation and improved long-term relationships
- Involving key stakeholders and community members in the planning process shared ownership of the outcomes and helped to build acceptance of change.

For Council, the project resulted in clearly delineated suburb localities to support planning for walkable neighbourhoods containing a range of housing types, employment opportunities, environmental values, community and open space facilities, and activity centres. It also created opportunities for dialogue with the community about how Council is managing growth and development in the Caboolture West area.

Key search words: Public, Government – Local / Municipal, place making, place naming, participatory planning, Indigenous engagement, Consult, Collaborate

1.0 Objectives

The Caboolture West priority development area is located an hour's drive north of Brisbane in the Moreton Bay local government area. It includes parts of the semi-rural communities of Rocksberg, Bellmere, Upper Caboolture, Moodlu and Wamuran.

The Shaping *SEQ South East Queensland Regional Plan 2017* identifies Caboolture West as a Major Expansion Area. Over the next 40 years, it is expected to become a city of 70,000 residents. Unprecedented demand for housing is putting pressure on Moreton Bay Regional Council (Council) to open this area to development more quickly than previously anticipated. With the first major development applications lodged, Council responded to the urgent need to name the new city and suburbs within it.

Undertaking naming early in the development process ensures:

- authentic names for suburbs that residents connect with and could proudly call home
- unique and meaningful place identities
- addressing certainty for postal/delivery and emergency services
- protection of existing community identities. Residents of Rocksberg, in particular, raised concerns about city encroachment impacting their community identity.

The goal of the Caboolture West Place Naming Project was to identify place names and suburb boundaries that support the development of liveable and desirable communities within Caboolture West and respect the social, cultural and environmental values of the existing communities.

Key points

- Five new suburbs gazetted for a new city following a community-centric place naming process
- New city takes on a name of Indigenous origin (Waraba) endorsed by Traditional Custodians
- All place names consistent with community preference to reflect local environment and acknowledge Traditional Custodians
- Other suburbs: Lilywood, Wagtail Grove, Greenstone and Corymbia
- Extensive and respectful engagement with Traditional Custodians, the Kabi Kabi people, regarding the use of their language
- Engagement with local and surrounding communities identified their values, priorities and preferences
- Boundaries of five existing suburbs redefined to protect community identity
- Collaboration between local government and state government to seamlessly align processes, minimise timeframes and improve outcomes
- Establishing place names and boundaries prior to major developments is an essential foundation to building place identity in emerging communities.



Project objectives were to:

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

The *Place Names Act 1994* is administered by the Department of Resources (DoR) with decisions on place naming matters made by the Minister for Resources. The statutory process for place naming starts when DoR receives a name suggestion and includes assessment by DoR and a two-month public notification period. A critical element of any suggestion is the demonstration of community support for the change and community benefit from the change.

To prepare name suggestions, Council implemented Queensland's largest ever local government-initiated collaborative place naming process. The community embraced the opportunity to be part of this history-making work with more than 400 people taking up the invitation to participate, including DoR officers, local residents and businesses, Traditional Custodians, emergency services, postal services and developers.

The community-centric engagement process was completed in six steps:

1. Agreeing the methodology with DoR and Traditional Custodians, including confirming the place naming criteria so the Council-led process seamlessly aligned with the statutory process that would follow, reducing duplication of effort and timeframes
2. Defining boundaries informed by community preferences to protect existing community identities
3. Collecting name ideas, values and aspirations from the community in a meaningful way that avoided a 'popularity contest'
4. Selecting the right names with a committee of community representatives short-listing names for consideration by Council
5. Formalising the names with Council working with DoR to make minor refinements to boundaries and continue engagement with Kabi Kabi Traditional Custodians.

Key tools included a survey, Suburb Boundary Focus Groups, face-to-face meetings and the Place Naming Committee. Council's place naming criteria and supporting collateral, including a school resource package, helped the community understand the project's scope and importance of place names.



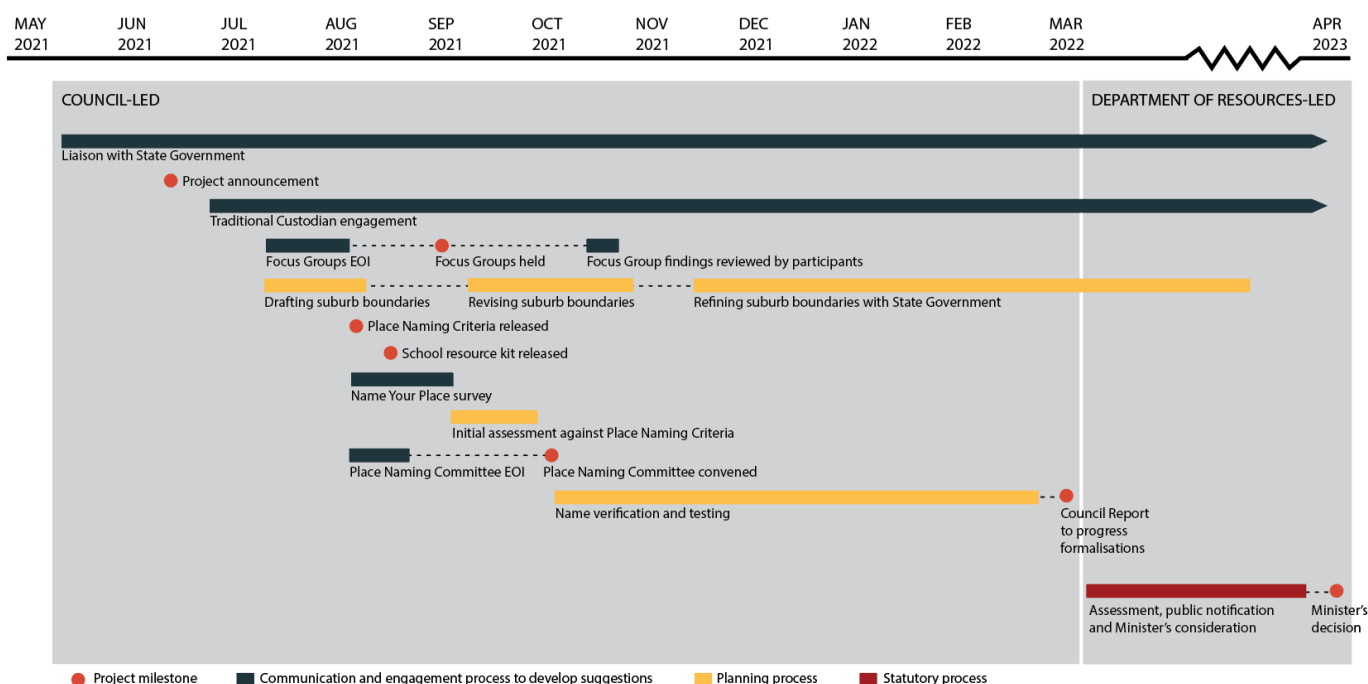
Early engagement identified strong preferences for names that reflect the natural environment and recognise Traditional Custodians. As a mark of respect and reconciliation, Council's place naming criteria stated any place name of Indigenous origin must be of the local language (Kabi Kabi) and its use endorsed by the Kabi Kabi People. Kabi Kabi language experts were consulted throughout the project and were part of the Place Naming Committee. Respectful engagement over several months secured Kabi Kabi endorsement of all the new suburb names. Council is grateful to the Kabi Kabi People for sharing their culture and language with the Moreton Bay community.

2.0 Methodology

Engagement program

Council designed a robust, transparent and inclusive naming process that actively involved those connected to the Caboolture West area. Engagement was delivered through complementary initiatives with supporting promotion and communication. Some were concurrent while others were sequential.

The project was announced in June 2021 and community members were invited to register for updates. The Council-led process was completed on 16 March 2022 when naming suggestions were made to DoR. The project was finalised on 14 April 2023 when the Minister's decision to formalise the new suburbs was announced.



Implementing the project

Council's highly collaborative process comprised of six steps:

1. Agreeing methodology

- Engaging DoR early to understand state requirements under the *Place Names Act 1994*
- Coordinating messaging with DoR for consistency across Council and state materials
- Drawing on lessons learned from place naming projects across Queensland and Australia
- Liaising with Traditional Custodians to understand if and how they wanted to participate, and to identify Kabi Kabi representatives with linguistics expertise
- Establishing place naming criteria that considered appropriate use of traditional language, transparently guided the project and aligned with state government's place naming principles.

Place naming criteria

Caboorture West Place Naming

Place names should be:

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

Place names must **not** be:

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

The above criteria are consistent with the State Government's [Place Naming Principles](#) (www.qld.gov.au/environment/land/title/place-names/naming/principles). These principles include additional guidelines for name structure, punctuation and use of alternative names that will also be adhered to by Council.

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Place naming criteria

2. Defining boundaries

- Inviting community members to nominate for focus groups via an EOI
- Holding focus groups, with DoR in attendance, to understand and document how residents define the edges of their own communities, community values and preferred new boundary alignments (this included mapping exercises)
- Reviewing draft suburb boundaries with DoR and focus group participants, including DoR seeking early feedback from emergency services and Australia Post.

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Participants were asked to map their communities by considering paths, nodes, edges, districts and landmarks

3. Collecting name ideas

- Inviting community to share aspirations for the new city and ideas for names via a survey
- Inviting developers to share their ideas for names via the same survey
- Promoting the survey through advertising, mailouts, social media, traditional media releases, displays in libraries and service centres, and a school resource kit.

4. Selecting the right names

- Screening all name ideas against the place naming criteria
- Inviting community members to nominate for the Place Naming Committee via an EOI
- Convening the Place Naming Committee to shortlist names for each suburb (chaired by Council's CEO and comprising the local councillor, two land developers, a local historian, Kabi Kabi language experts and two local residents)
- Having DoR check availability of shortlisted names with place naming authorities across the country
- Validating spelling, origin, meaning and support for shortlisted names
- Working with local councillors and the mayor to select preferred names
- Seeking advice from DoR to prepare formal suggestion of changes to the state.

5. Formalisation

Council supported state-led process by:

- Assisting with minor boundary refinements
- Ongoing engagement with Kabi Kabi Traditional Custodians to confirm endorsement of the proposed names
- Promoting the opportunity to participate in state-led public consultation.

6. Approval and adoption

Following consideration of community submissions, the Minister for Resources endorsed the proposed suburb name and boundary changes. DoR and Council coordinated this announcement to ensure all affected parties were properly informed, including local residents and government authorities that would need to update their systems and processes to accommodate the new suburbs.

Working with final decision-maker

Taking an innovative and proactive approach to cross-government cooperation, officers from Council and DoR collaborated from project commencement to:

- establish early understanding of the requirements of the State-led statutory process under the *Place Names Act 1994*
- proactively manage name selection risks
- avoid effort duplication across the Council-led and then state-led processes
- reduce typical formalisation timeframes by at least six months by ensuring outputs from the Council-led engagement process feed seamlessly into the state-led statutory process.

DoR was updated every step of the way and had ongoing opportunities to provide feedback and guidance.

Working with Traditional Custodians

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

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

The place naming criteria for the project included, '*If the name is of Indigenous origin, it should be of the local language and endorsed by the Traditional Custodians*'. A strong community preference for names of Indigenous origin was indicated through the survey, where 32% of all suggested names were of Indigenous

origin and 'Aboriginal and Torres Strait Islander heritage and culture' ranked second in preferences for naming themes (after 'Local environment').

Council engaged with the Kabi Kabi First Nation Traditional Owners Native Title Claim Group through face-to-face meetings, letters, emails and phone calls. The group nominated language experts to participate in the Place Naming Committee and provided valuable information on name suitability.

Council collaborated with Kabi Kabi Elders to confirm support for 'Waraba' as a new city name and for names suggested for other suburbs. Council extended project timeframes so Elders could engage more broadly with their group. Council also worked with DoR to concurrently engage with Kabi Kabi Elders while statutory assessment was being initiated. Council suggested Waraba to DoR, along with two other alternative names, so Kabi Kabi Elders could continue dialogue and make decisions in the best interests of the people they represent without the pressure of making or breaking the process. If Waraba was not endorsed, one of the alternative names could have been considered.

Decision-making

Council's methodology ensured decision-making was:

- for a clearly defined purpose
- community-centric and reflected community values
- efficient, effective and transparent
- criteria and evidence-based (not a popularity vote)
- equal and unbiased in its treatment of all name ideas.

Resourcing

Engagement for the project operated on a very lean budget and was delivered by 1x FTE Principal Community Engagement Officer.

To ensure robustness and freedom from biases, Council engaged independent consultants to:

- manage the collection of responses via the Name Your Place community survey
- select participants for Suburb Boundary Focus Groups and the Place Naming Committee
- co-facilitate the Focus Groups.

Separately, local developers engaged a place branding strategist to develop the thematic narrative and a small number of place names that were fed into Council's process via the survey.

Alignment with IAP2 Core Values for the practice of public participation

IAP2 Core Values	Example of how this was considered in the design of your project methodology
1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process	The process identified and involved stakeholders affected by the decisions, including local residents and businesses, Traditional Custodians, developers, emergency services, postal services and state government departments.
2. Public participation includes the promise that the public's contribution will influence the decision	The process delivered on its promise to be community-centric and put in place names suggested by the community with meanings provided by the community. The selected names reflect the preferences for types of names identified through the community survey. Participant contributions were also critical in determining new suburb boundaries.
3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision-makers	This process recognised the roles of Council and state government in place naming. The place naming criteria clearly communicated the needs of decision-makers from the outset. The Name Your Place survey and engagement with other stakeholders, including Kabi Kabi Elders kept the needs of key stakeholders and the community in focus throughout the process.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision	The project sought input from current residents and businesses, Traditional Custodians, developers, local historians, emergency services, postal services and other state government departments. Flexible options for participation were provided, including both in person and online. Timeframes for endorsement of the name Waraba were extended to allow Kabi Kabi Elders to engage with their people more broadly.
5. Public participation seeks input from participants in designing how they participate	The engagement process included multiple options for people to be involved, including both online and face to face. Initial engagement with the Kabi Kabi group specifically sought advice on how they wished to be involved in the process.
6. Public participation provides participants with the information they need to participate in a meaningful way	Council published supporting resources, including the place naming criteria and a school resource pack to help community members understand the importance of place naming and the process that was being implemented.
7. Public participation communicates to participants how their input affected the decision	Council's highly collaborative process consisted of six steps and at each step reporting back to the participants and the wider community always closed the communication loop.



'We know we can't stop change from happening, but we would like to see the lifestyle continue. I think it nice that the Council is listening to us and that they want to have us involved.'

Catherin Wassmuth, local resident



'There are things I am learning, but I feel there are things I can contribute. I am sharing the knowledge with others of what has gone by and hopefully it can be put to use in this process.'

Frank Buckman, local resident and historian



'I want to provide an understanding of people who have been in the area for a long time, how they feel about the area, things we want to remain and what is important. I think it is really great the Council is undertaking this initiative.'

Sharyn Dunn, local resident



'It is no good being a keyboard warrior, if you are invested in your community and its future, get along to events like this where you can actually have your say.'

Scott Lachmund, local resident



'It's reassuring to see real results from consultation. It was even more pleasing to see the name Greenstone, after my wife raised it as a suggestion. Rocksberg greenstone is a relatively localised geological formation and the name is a nice association with future development.'

Peter Zillman, local resident

'Council identified the naming of new Caboolture West suburbs as an important community consultation piece from the outset, so that residents could take ownership and be proud of the region they live in.'

Mayor Peter Flannery

'It's great to see the community get involved and come together to come up with these names. The name of a place is very important because it becomes the area's identity and forms a connection for everyone who chooses to live there.'

Police Minister and member for Morayfield,

'The formation of these suburb names has been empowered by community involvement to promote local connections to Indigenous language, wildlife, plants and rocks, and it's something they take great pride in.'

Minister for Resources, Scott Stewart



We are proud Traditional Owners and our traditional language forms part of our identity. Our language is a fundamental element of our cultural knowledge systems that is passed from generation to generation through our stories and songlines. In these ways, our language connects us to each other and to our Country.

As representatives of our People, we were pleased to be involved in the naming of the new city coming to Caboolture West. For us, place names are markers that describe the place, its people and/or its events. Place names are also a way to recognise the valuable role our culture plays in the history and future of the area.

The name Waraba (WA+RA+BA) is significant for us. It means 'burn' and refers to our traditional land management practices that were carried out all over Country, including the Caboolture West area. For thousands of years our people have used traditional fire management practices to rejuvenate the land and bring balance to ecosystems. Many native flora and fauna species rely on cool burning to thrive season after season.

Extending this to the modern urban context, we hope the communities that come to Caboolture West will also thrive season after season. Like the new sprouts that come after a burn, we hope the people will enjoy new opportunities and seek ways to coexist in balance with the land. We also hope that we can share more of our cultural knowledge and that people will take the time to learn.

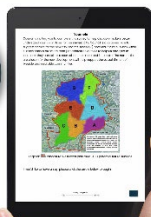
Associate Professor Eve Fesl, Gubbi Gubbi Senior Elder, and Mr Norman Bond (Applicant) and Mr Kerry Jones (Applicant) on behalf of the Kabi Kabi First Nation Traditional Owners Native Title Claim Group, 27 January 2023



Suburb boundary focus group mapping exercise in action

HAVE YOU SUGGESTED NAMES FOR OUR FUTURE SUBURBS?

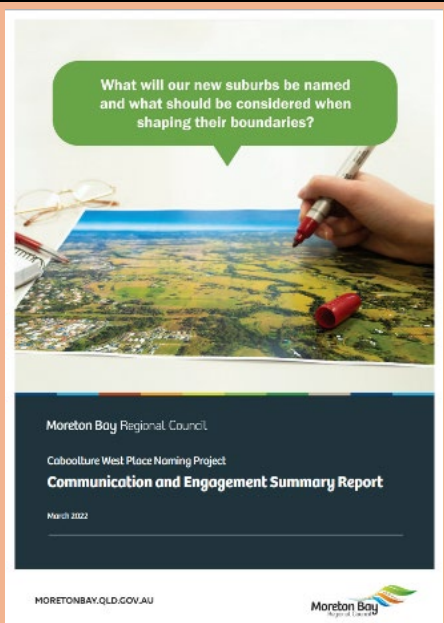
COMPLETE THE
ONLINE SURVEY
NOW!



#ShapeYourNeighbourhood

RESHAPING
PLANNING
in your neighbourhood

Example social media tile



Summary report cover

A new city named **Waraba**

First **5** suburbs formalised

Waraba (city centre)
Corymbia
Lilywood
Greenstone
Wagtail Grove



410
survey
participants

19% live in Caboolture
West local plan area



**Strong community
preference for names
that reflect natural
environment and acknowledge
culture and heritage of
Traditional Custodians**

**8 Place Naming
Committee members**

Council CEO (Chair)
Local Councillor
Kabi Kabi linguist
Local historian
Developers (x2)
Local residents (x2)

**2 Suburb Boundary
Focus Groups**
with 15 community members



566

Place name ideas
from community

23
month
process



8800+
website visits



5500+
document
downloads



10,000+
Letters to residents
and property owners



30+
Local businesses
doorknocked



12
Facebook posts
1157 comments
883 reactions
195 shares



MANY
meetings



17
Local schools and
childcares provided
with resource kit



At least
6 months
cut from satutory
process timeframes



**Endorsed by Kabi Kabi
Traditional Custodians**

3.0 Manage engagement

The main challenges of this project are outlined below.

Fearful opposition to development

With growth and development comes change. Some see change as a positive while others oppose it. Underpinning opposition can sometimes be a fear of unquantified impacts of the change.

Community fear of development in the Caboolture West area was initially identified through representations to the local councillor and later during Suburb Boundary Focus Groups. Residents were concerned the identities of existing communities would be lost as new development encroached.

In response, Council started a conversation about what the development might look like and how community could constructively influence it. A thematic narrative that aligned with community aspirations and values was used to describe the potential of the city. Community input informed the redefinition of suburb boundaries to protect existing communities while accommodating emerging communities.

While community fears will never be fully resolved, Council is committed to planning for growth and development to ensure liveable and desirable communities. Community will continue to be encouraged to engage with Council so informed decisions can be made and together a better future for the region can be shaped.

Avoiding appropriation of traditional language

All over Australia, there are many examples of traditional language being used to name places. Not all these namings were done with the consent of Traditional Custodians or using the language of the Traditional Custodians of that country (sometimes words from other places have been adopted). To ensure traditional language was not appropriated, Council engaged Traditional Custodians early and throughout the project. The place naming criteria specifically required any names of Indigenous origin be endorsed by the Traditional Custodians and evidence was actively sought to confirm the meaning of names.

Enabling a community-centric process that is not a popularity contest

In 2016, the British Government came under scrutiny when a competition to name a research vessel resulted in 'Boaty McBoatface' being the front runner. That same year, the New South Wales Government ran a competition to name a Sydney Harbour ferry that resulted in 'Ferry McFerryface' being launched in 2017. Later, the transparency of the naming process was questioned.

Moreton Bay Region's Heartland of Tomorrow Thematic narrative describing the new city's potential

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

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

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

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

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

To avoid a popularity contest, Council adopted a highly transparent, community-centric process that:

- was objectively guided by clear criteria
- reflected collective community views and not the view of one or two individuals
- collected name ideas via one mechanism early in the process and iteratively narrowed down options (this ensured all names originated from the community and not from decision-makers)
- had Place Naming Committee members consider the merit of each name idea without any knowledge of who submitted the idea or how many times it had been submitted
- kept key stakeholders and the community informed at every step with regular reporting of engagement outcomes.

Covid-19 restrictions on engagement methods

The launch of the project unfortunately coincided with a COVID19 lockdown and closure of local schools. This affected participation by local schools and the ability or willingness of vulnerable community members to participate in face-to-face activities, including forums and committee meetings. Council responded by adjusting project timeframes, offering online engagement options, using teleconferencing where appropriate and modifying how focus groups were run.

4.0 Outcomes, impact and insights

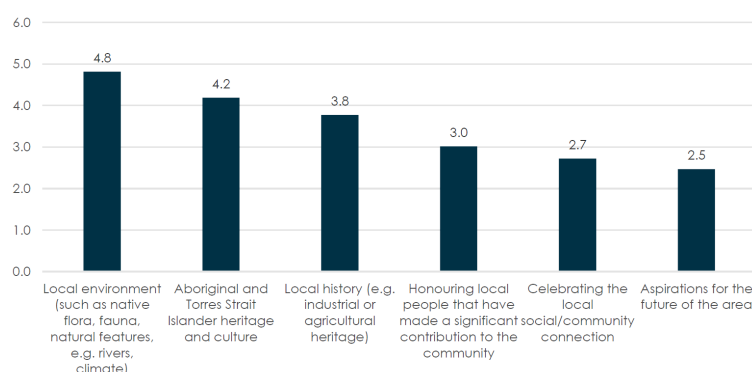
Reflection and evaluation of engagement

The engagement undertaken fulfilled the objectives and ultimately resulted in the city and five new suburbs within it adopting names and boundaries shaped by the community. The transparent process with multiple points of reporting engagement outcomes and project progress showed the community exactly how their input was being used and influencing decision-making.

The adopted names form a powerful foundation for place identity that will evolve as new communities emerge.

Name	Meaning	Foundational identity
Waraba (pronounced: wa+ra+ba)	Borrowed from the Kabi Kabi language, Waraba means 'burn' – a literal reference to traditional land management practices carried out by the Kabi Kabi People as they care for Country. Traditional burning brings new life and enhances the health of the land and its people.	Our new city aspires to offer residents a fresh new beginning where people care for each other and for the country.
Lilywood	Lilywood is named for the evergreen perennials, the Blue Flax-lilies, that flourish along the waterways, including the Caboolture River.	Like these native lilies, the new community is expected to be attractive, vibrant, hardy, resilient and well connected.
Wagtail Grove	Wagtail Grove is named for the Willy Wagtail birds commonly seen in the area. These birds are known for their high levels of activity and sustainable nests that are built for durability and used year after year.	Like the suburb's namesake, the native Willy Wagtail bird, the residents and businesses of Wagtail Grove are expected to thrive while being industrious, active and sustainable.
Greenstone	The name Greenstone references the unique igneous rock found in the area known as Rocksberg Greenstone. When fresh, the rocks are bright green in colour, but the usually exposed surface is a dark greyish or bluish green.	Like the greenstone rock it is named for, residents of this suburb will be grounded, adaptable and connected to the history and heritage of the area.
Corymbia	Corymbia are a genus of about 100 tree species generally referred to as eucalyptus, several of which are common in this area.	Like the suburb's eucalyptus namesake, the new community of Corymbia is expected to be strong, vibrant, opportunistic, highly adaptable and richly diverse.

The adopted names are consistent with community preferences for names that reflect the natural environment and/or acknowledge the heritage and culture of the Traditional Custodians.



The project enjoyed high levels of community awareness, understanding and support as evidenced by statistics, quotes and testimonials presented in section 2 above and further reinforced by the submissions received during the state-led statutory process – the 36 submissions received by the state contained informed comments demonstrating a high level of community understanding of the proposed changes

The key benefits achieved through the project include:

Council

- Increased understanding of community values to support planning for walkable neighbourhoods containing a range of housing types, employment opportunities, environmental values, community and open space facilities, and activity centres
- Strengthened relationships with key stakeholders
- Initiated pathways for continuing the dialogue about growth and development in the area.

Department of Resources

- Since the place naming criteria was developed for this project, DoR has updated their guidance materials and processes to ensure consideration of the use of traditional languages
- Other mutual benefits of collaborating with DoR included:
 - early shared understanding of regulatory and community requirements
 - avoiding work duplication and consultation fatigue
 - consistent communication of the process, and roles and responsibilities of Council and DoR
 - improved risk management, including avoiding potential names already in consideration or use in other areas
 - compressed duration of the statutory place naming process by at least six months.

Developers

- Locality certainty when marketing land stocks
- Potential to inform developer-delivered place making.

Kabi Kabi Traditional Custodians

- Flexible engagement timeframes by Council and DoR enabled meaningful input by Traditional Custodians without compromising overall timeframes
- Kabi Kabi Traditional Custodians said place names recognise the valuable role their culture plays in the history and future of the area (refer to attached testimonial). Naming the city Waraba lays an important foundation for ongoing dialogue between Council and Traditional Custodians as development progresses and Council moves forward with its Reconciliation Action Plan.

Moreton Bay Communities

- Community members were able to participate in a clear and transparent process that seamlessly transitioned from Council's role to the state's role
- Authentic names and boundaries were selected that respect existing community values and aspirations, including the community preference for names reflecting the local environment, and heritage and culture of Traditional Custodians
- Improved likelihood that the new communities will integrate well with the broader regional identity
- Addressing certainty ahead of development that will minimise the need for future addressing of changes
- The place naming process also created opportunities for dialogue with the community about how Council is managing growth and development in the Caboolture West area.

Innovation and uniqueness

This was Queensland's largest ever local government-instigated collaborative place naming project. It provides a robust case study for other projects of this type as local governments across Australia grapple with emerging communities.

A key element of the methodology was upfront and ongoing engagement with the Traditional Custodians. This is an approach should be considered by anyone undertaking naming for population centres like cities and suburbs, and for streets, parks, facilities and landscape features. Such practice ensures cultural suitability of names whether they are of Indigenous origin or not.

Well managed, early, genuine and respectful collaboration with state government departments, Traditional Custodians, developers, local residents and the broader community can result in place naming outcomes that celebrate the unique identity of existing places and support new community identities that residents can be proud of.

Acknowledgements and to find out more:

We would like to thank Moreton Bay Regional Council for agreeing to share this case study and insights to advance engagement practice. This case study was authored by Cindy Hammill.

At the time of publishing, Cindy was employed by Moreton Bay Regional Council in the position of Principal Community Engagement Officer. Cindy has experience in the public and private sectors and expertise in engagement on planning and place making issues and collaborative processes. Cindy was engaged by IAP2A to support practitioners to share their engagement story as a case study.

For more information about this project see:

- <https://yoursay.moretonbay.qld.gov.au/caboolture-west-naming>
- <https://haveyoursay.resources.qld.gov.au/caboolture-west-proposal>

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