

Attachment B

**Ngamuru Avenue – Community
Engagement Report**

Engagement report – Ngamuru Avenue



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Overview

Project Background

The City of Sydney is building a new road and cycleway to link Geddes Avenue in the Green Square town centre with Bowden Street in Alexandria. It will also connect to Botany Road, O’Riordan Street and Bourke Road.

The new road and cycleway will prioritise people walking and riding bikes, and public transport. It will also be accessible by emergency vehicles and local vehicles. The new link will provide a green east-west connection for people walking and riding bikes in Alexandria and Green Square.

We’re proposing to name this new road Ngamuru Avenue.

Ngamuru is a word from the local Aboriginal language of the Gadigal people – nga (see), muru (path). This means ‘to see the way’ or ‘compass’, a translation included in the book *The Sydney Language* (2019) by Jakelin Troy.

The word Ngamuru, linked to direction finding and the locating of a path from one place to another, is well suited for this new avenue. The reference to path is particularly relevant as its main function will be to connect Green Square and Alexandria.

In June 2024 the Metropolitan Local Aboriginal Land Council endorsed the use of this word to name this new avenue.

Subsequently, at its meeting on 24 June 2024, Council endorsed the name to be put on public exhibition to seek community feedback on the proposed name.

Purpose of engagement

To notify the community of the proposed road name, and gather feedback to determine community sentiment towards the name through multiple channels: online, onsite notices, physical letters and via email.

Engagement findings summary

Overall sentiment

The majority of overall respondents (57%) supported the proposed name. Of those respondents that live in the area, 58% supported the name.

Outcomes of engagement

The following is a snapshot of the outcomes from the engagement.

Submissions received during consultation period: 27 June – 25 July, 2024.

We received a total of 72 submissions and the Sydney Your Say page was visited 380 times during the public exhibition period.

| Quantity | Description of activity |
|----------|------------------------------------------|
| 72 | Total submissions received |
| 71 | Survey submissions |
| 1 | Written submissions received via emailed |
| 380 | Sydney Your Say webpage visits |

Demographic Data

Age

Of those respondents that answered this question age ranged from 20 to over 79. The majority of responses were by people between the age of 30-39 (29%), 50-59 (16%). 60-69 (18%).

Gender

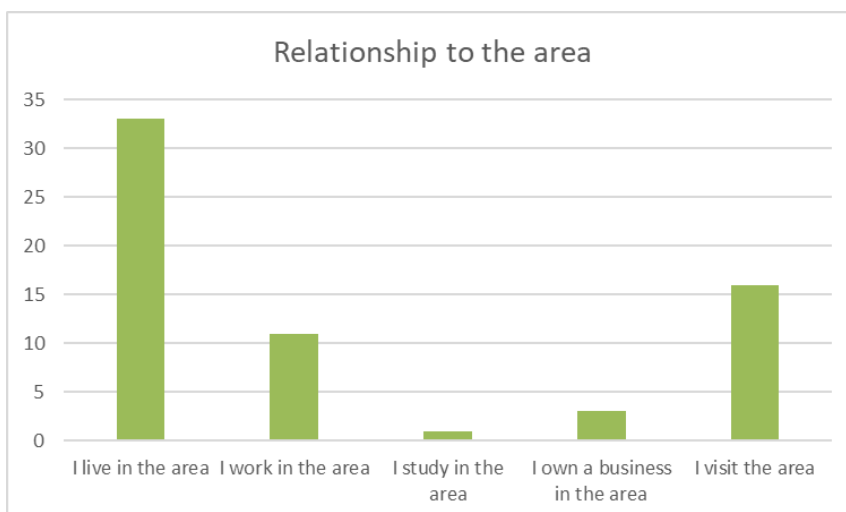
Of those respondents that answered this question 31% identified as female, 55% as male, and 2% as intersex, trans or gender non-binary.

Cultural Background

Respondents identified as being from a wide range of cultural backgrounds including Australian, Aboriginal, Chinese, Lebanese, American, British, Romanian, Japanese and Italian.

Relationship to the area

49 people answered this question with the majority of people identifying as living in the area (people could select more than one answer). Of those people that live in the area, 58% supported the name.

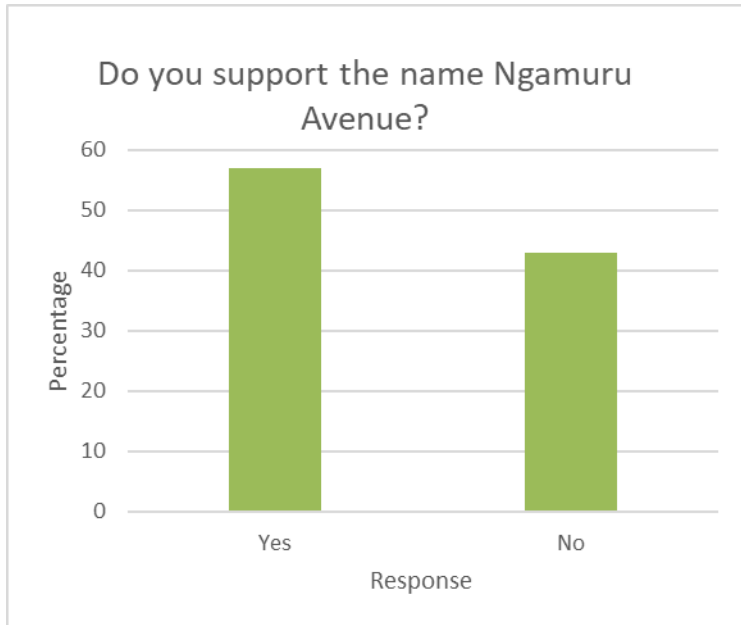


Key findings

Overall sentiment

The majority of people support the proposed name 'Ngamuru Avenue'.

Overall, 41 people (57%) supported the proposed name and 31 people (43%) did not support it.



Reason for position

People were given the option to comment on why they supported or did not support the proposed name.

Most common reasons given in support of the proposal were:

- It is important to recognise Aboriginal culture and history through naming (55% / 18 people)
- The use of local Aboriginal language in naming is meaningful (45% / 15 people)

Most common reasons given in objection to the proposal were:

- The word is difficult to pronounce (45% / 13 people)
- Concerns that one continuous stretch of road will have three names (17% / 5 people)

Appendices

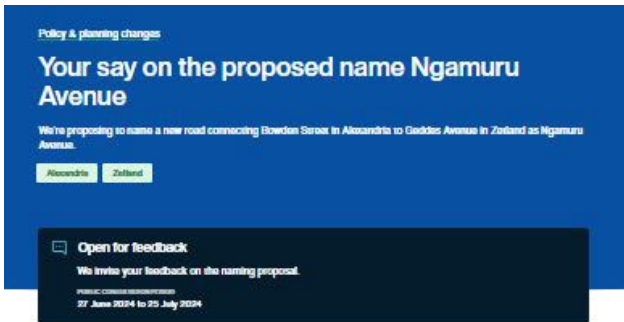
Appendix A: Communications overview

The following is a snapshot of outcomes of communications activities undertaken to support the consultation. Activities reached a range of audience segments via City of Sydney channels.

| Activity | Outcome |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sydney Your Say webpage | <ul style="list-style-type: none"> • 380 views |
| COO letter | <ul style="list-style-type: none"> • To 1796 local residents and businesses on 1 July. |
| Notification email to stakeholders | <ul style="list-style-type: none"> • To 53 unique stakeholders on 2 July. |
| On-street signage | <ul style="list-style-type: none"> • On-street signage was erected on Botany Road, O’Riordan Street west and east |
| Sydney Your Say e-news | <ul style="list-style-type: none"> • Consultation was included in the Sydney Your Say e-newsletter on 15 July sent to 6650 subscribers. |

Appendix B: Communications activities

Sydney Your Say web page



What we're doing

We're building a new road and cycleway to link Giddes Avenue in the Green Square town centre with Bowden Street in Alexandria. It will also connect to Botany Road, O'Riordan Street and Bourke Road.

The new road and cycleway will prioritise people walking and riding bikes, and public transport. It will also be accessible by emergency vehicles and local vehicles. The new link will provide a green east-west connection for people walking and riding bikes in Alexandria and Green Square.

We're proposing to name this new road Ngamuru Avenue.

Ngamuru is a word from the local Aboriginal language of the Gadigal people – nga (see), muru (path). This means 'to see the way' or 'compass', a translation included in the book *The Sydney Language* (2019) by Jakelin Troy.

| |
|--------------------------------------------------------------------------------------------------------------------|
| <p>Garoth Jenkins JENKINS COMMUNITY ENGAGEMENT COORDINATOR</p> <p>Show details ></p> |
| <p>Kristina Kallins KALLINS CITY ENGAGEMENT COORDINATOR</p> <p>Show details ></p> |



Map highlighting the new avenue

Why we're doing this

The word Ngamuru, linked to direction finding and locating of a path from one place to another, is well suited for this new avenue. The reference to path is particularly relevant as its main function will be to connect Green Square and Alexandria.

Selecting an Aboriginal word to name this new avenue will increase people's understanding and appreciation of Aboriginal culture. This proposal recognises local Aboriginal cultural heritage through naming and related interpretive signs.

At its meeting on 24 June 2024 Council resolved to seek community feedback on the proposed name. This is the first step in officially naming the road.

How you can give feedback

Consultation closes at 5pm on Thursday 25 July 2024.

We're unable to accept feedback after this time due to legislative deadlines.

1 Complete our feedback form

[Online survey](#)

2 Email or post your submission

You can give your feedback by email to sydneyyoursay@cityofsydney.nsw.gov.au or post to:

Garoth Jenkins
Senior Community Engagement Coordinator
City Engagement
Town Hall House, Level 7, 456 Kent Street
Sydney NSW 2000

Feedback may be published in publicly available reports at the end of the consultation period. Your name or organisation's name may appear in these reports with your feedback attributed. If you would like your feedback to be kept confidential, please let us know when making your contribution.

Other ways you can give feedback

- [Talk to us in person](#) v
- [If you are Deaf or have complex communication needs](#) v
- [If you need an interpreter](#) v

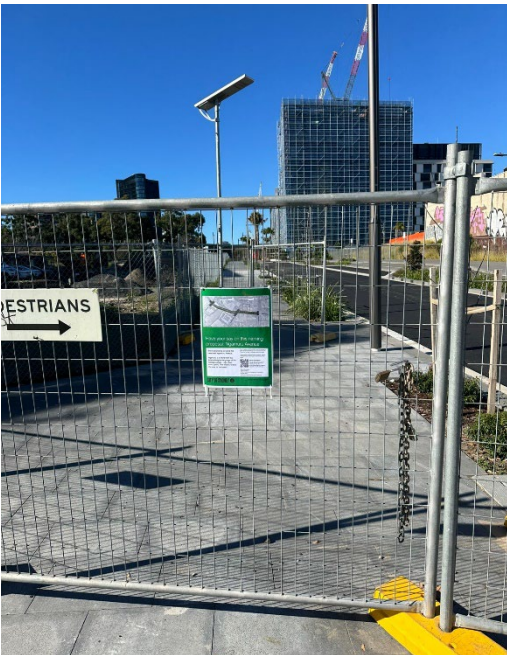
On-site signage



Botany Road



O'Riordan Street west



O'Riordan Street east

Sydney Your Say E-newsletter

The proposal featured in the Sydney Your Say e-newsletter in July 2024



Naming proposal: Ngamuru Avenue

Ngamuru is a word from the local Aboriginal language of the Gadigal people – nga (see), muru (path). This means 'to see the way' or 'compass', a translation included in the book *The Sydney Language* (2019) by Jakelin Troy.

We're proposing to name a new road connecting Bowden Street in Alexandria to Geddes Avenue in Zetland as Ngamuru Avenue.

Have your say by Thursday 25 July.

[Read more](#)

Consultation Letter

A letter from the Chief Operating Officer to local residents and businesses was sent 1 July.



City of Sydney
Gadigal Country
456 Kent Street
Sydney NSW 2000

+61 2 9265 9333
council@cityofsydney.nsw.gov.au
GPO Box 1591 Sydney NSW 2001
cityofsydney.nsw.gov.au

27 June 2024

Proposal to name a new road in Green Square Ngamuru Avenue

We invite your feedback on a proposal to name a new road connecting Bowden Street in Alexandria to Geddes Avenue in Zetland as Ngamuru Avenue.

The new road and cycleway we're building will link Geddes Avenue in the Green Square town centre with Bowden Street in Alexandria. It will also connect to Botany Road, O'Riordan Street and Bourke Road.

The new road will prioritise people walking and riding bikes, and public transport. It will also be accessible by emergency vehicles and local vehicles. It will provide a green east-west connection for people walking and riding bikes in Alexandria and Green Square.

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The word Ngamuru, linked to direction finding and the locating of a path from one place to another, is well suited to this new avenue. The reference to path is particularly relevant as its main function will be to connect Green Square and Alexandria.

Selecting an Aboriginal word to name this new avenue will increase people's understanding and appreciation of Aboriginal culture. This proposal recognises local Aboriginal cultural heritage through naming and related interpretive signs.

Council resolved at its meeting on 24 June 2024 to seek community feedback on the proposed name. This is the first step in officially naming the road.

Next steps

Following community consultation, we will prepare a report for Council to endorse. We will then send our proposal to the Geographical Names Board for approval.

You can provide feedback on the naming proposal at sydneyoursay.com.au by 5pm on Thursday 25 July 2024.

You can also email submissions to our senior community engagement coordinator Gareth Jenkins at sydneyoursay@cityofsydney.nsw.gov.au or call 02 9265 9333.

Your Sincerely

A handwritten signature in blue ink, appearing to read "Kim Woodbury".

Kim Woodbury
Chief Operating Officer

The City of Sydney acknowledges
the Gadigal of the Eora Nation as the
Traditional Custodians of our local area.

Stakeholder email

An email version of the consultation letter was sent to 53 stakeholders on 2 July, 2024.



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Feedback can also be given to our senior community engagement coordinator Gareth Jenkins at sydneyyoursay@cityofsydney.nsw.gov.au or 02 9265 9333.

Appendix C: Consultation materials

Sydney Your Say survey



Have your say on naming - Ngamuru Avenue

We're proposing to name this new road Ngamuru Avenue. It will link Geddes Avenue in the Green Square town centre with Bowden Street in Alexandria. Ngamuru is a word from the local Aboriginal language of the Gadigal people – nga (see), muru (path). This means 'to see the way' or 'compass'. The new road and cycleway will prioritise people walking and riding bikes, and public transport. It will also be accessible by emergency vehicles and local vehicles.

At its meeting on 24 June 2024 Council resolved to seek community feedback on this proposed name. This is the first step in officially naming the road. This proposal recognises local Aboriginal cultural heritage through naming and related interpretive signs.

*** 1. Do you support the name Ngamuru Avenue?**

- Yes
- No

[NEW QUESTION](#) ▼

or [Copy and paste questions](#)

CITY OF SYDNEY

Have your say on naming - Ngamuru Avenue

⊕ PAGE TITLE

2. Please explain the reason you selected Yes.

[NEW QUESTION](#) ▼

or [Copy and paste questions](#)

Prev Next

CITY OF SYDNEY

Have your say on naming - Ngamuru Avenue

⊕ PAGE TITLE

3. Please explain the reason you selected No.

[NEW QUESTION](#) ▼

or [Copy and paste questions](#)

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