**special Council AGENDA**

Sunday 3 July 2022

Commencing at 11am

Glenroy Community Hub, 50 Wheatsheaf Road, Glenroy



**1. WELCOME**

**2. APOLOGIES/LEAVE OF ABSENCE**

**3. DECLARATIONS OF CONFLICTS OF INTERESTS**

**4. INTRODUCTORY ADDRESS**

Uncle Andrew Gardiner, Wurundjeri Woi-wurrung Elder and representative of the Traditional Owner Community, has been invited to address the meeting.

**5. Council Reports**

5.1 RENAMING OF MORELAND CITY COUNCIL – RECOMMENDED NEW CITY COUNCIL NAME 3

**5. Council Reports**

5.1 RENAMING OF MORELAND CITY COUNCIL – RECOMMENDED NEW CITY COUNCIL NAME

**Director Community, Eamonn Fennessy**

**Community Engagement**

## Officer Recommendation

That Council:

1. Notes the outcomes and findings of the community engagement process on municipal renaming, including 6,315 surveys received from community members with a majority of 59% support for the Woi-wurrung name Merri-bek.

2. Thanks the Moreland community for the strong support expressed for the proposed new names, and thanks community members for their feedback and participation.

3. Thanks the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation for their involvement and collaboration with Council on the renaming process.

4. Determines Merri-bek City Council as its preferred new corporate name, in lieu of Moreland City Council.

5. Authorises the Chief Executive Officer to write to the Minister for Local Government, requesting:

a) That an Order in Council be made under section 235(g) of the *Local Government Act 2020*, providing for Moreland City Council to be renamed as Merri-bek City Council;

b) That consideration be given to the Order in Council including provisions to the following effect:

i. The date of effect for the change of name is not less than seven days after the Order in Council is made, to enable work to be undertaken by Council in anticipation of a change in corporate name; and

ii. Providing that where, immediately before the commencement of the Order in Council, proceedings to which Moreland City Council was a party were pending or existing in any court or tribunal, then, on or after the commencement, Merri-bek City Council is substituted for Moreland City Council as a party to the proceedings and has the same rights in the proceedings as Moreland City Council had;

iii. Providing that the Registrar of Titles, on being requested to do so and on delivery of any relevant Certificates of Title or instruments, must make any amendments to the Register that are necessary because of the operation of the Order in Council; and

iv. Providing that on and after the commencement of the Order in Council any reference in any Act, regulation, local law, subordinate instrument or any other document whatsoever to Moreland City Council is to be construed as a reference as Merri-bek City Council, unless the contrary intention appears.

6. Authorises the Chief Executive Officer, following the Order in Council and gazettal of the change of name, to make amendments to documents published by Council in order to reflect the change of corporate name, including policies, strategies, plans and frameworks; and confirming that no changes to the substance of those documents are authorised by this resolution.

**REPORT**

**Executive Summary**

***Decision to change name***

Council decided in December 2021 to in principle support the renaming of Moreland City Council. In line with the Council resolution, Council representatives then worked closely with the Traditional Owners (Elders), Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to design a community consultative process around options for new names. Council adopted the community engagement process in March 2022.

***Offer of three Woi-wurrung words***

On 14 May 2022, Council received three Woi-wurrung language words from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, on a ceremonial paperbark scroll. The words were offered for community consideration as options for a new corporate name. A special cultural ceremony was held, preceding the Special Council Meeting, including a Welcome to Country, Cleansing Ceremony and Scroll Handover.

***Community engagement process***

An extensive community engagement process commenced in May, with engagement formally concluding on 24 June 2022. The engagement sought community feedback on the Woi-wurrung name options via a survey and submissions process, as well as facilitating education and truthtelling. There were a range of online, in-person and written engagement methods to encourage participation by residents, ratepayers, business owners and other community members. This included hard copy mailouts to over 80,000 households and targeted engagement methods for CALD community members.

The engagement saw:

 3,439 online surveys and 2,876 hardcopy surveys completed (6,315 total);

 60 written submissions received, with 4 submitters formally addressing Councillors at a Hearing of Submissions;

 Four information/education sessions held along with 10 presentations held with small stakeholder groups including senior citizens, Interfaith leaders, youth ambassadors, early years educators, neighbourhood houses and other community groups.

***Results of community engagement***

The result of the survey was clear majority support for Merri-bek, supported by 3,739 community members (59% of surveys submitted):

|  |  |  |
| --- | --- | --- |
| **Preferred option** | **No. of surveys** | **%** |
| Wa-dam-buk (renewal) | 824 | 13% |
| Merri-bek (rocky country) | 3,739 | 59% |
| Jerrang (leaf of tree) | 1,368 | 22% |
| None - prefer no name change | 384 | 6% |
|  | 6,315 |  |

Community members provided reasons for their choice of name and many people supported Merri-bek because of the connection to rocky country and landscape, and their love of the Merri Creek.

Of the 60 written submissions, 43 were unsupportive (70%), 11 were supportive (18%), and 6 were of mixed sentiment (10%).

Children were consulted about the options for names at five early years centres across Moreland. A total of 164 children were consulted and the most supported option was Merri-bek (89 children), followed by Jerrang (59 children) and Wa-dam-buk (16 children).

The full independent consultants’ Engagement Summary Report is at Attachment 1.

***Basis of Recommendation***

The Mayor, Deputy Mayor and representatives from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation have considered the community feedback and have recommended Merri-bek to Council as the new municipal name.

The recommendation in this report also includes recommended technical provisions for the Order in Council, in order to effect the transition to the new name.

**Previous Council Decisions**

**Renaming of Moreland City Council - Receiving Options for New Names from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation** – 14 May 2022

*That Council:*

*1. Thanks the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation for providing three Woi-wurrung words for municipal name options on Saturday 14 May 2022.*

*2. Acknowledges the cultural significance of this occasion for the Wurundjeri Woiwurrung people, its importance for the local community and for broader reconciliation and healing with First Nations people.*

*3. Endorses the three name options to proceed to municipal-wide community engagement. The three Woi-wurrung words and their meaning in no order of priority are:*

*Woi-wurrung English Pronunciation*

Wa-dam-buk renew wa-dam-book

Merri-bek rocky country Merri bek

Jerrang leaf of tree Jerang

*4. Notes the community engagement approach as previously approved in March 2022 and the updated engagement details.*

*5. Receives a report in July 2022 setting out feedback received through the community engagement process and the panel’s recommendation for a new municipal name.*

*6. Determines at a July 2022 Council meeting the recommended new name for the municipality.*

**Renaming of Moreland City Council - Community Engagement, Education and Truth Telling** – 9 March 2022

*That Council:*

*1. Endorses the proposed community engagement approach and the community education and cultural program to inform and support the renaming of the municipality which includes:*

*a) Receiving options for new names proposed by the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and inviting community consultation on the options.*

*b) Municipal-wide engagement with the community from March to May 2022 including a printed and online feedback survey on proposed names, translated information, distribution of surveys and information to households, and an optional submissions process for community members who wish to provide additional comment.*

*c) Supporting municipal-wide community education and truth-telling around local Wurundjeri Woi Wurrung history, and why renaming Moreland is an important step towards reconciliation and healing.*

*d) At completion of the consultation period, a panel consisting of Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation representatives, the Mayor and Deputy Mayor will deliberate on community feedback and recommend a final name for endorsement by Council.*

*2. Notes that an additional Special Council Meeting will be called to receive options for new names proposed by the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and to provide further details of the engagement.*

*3. Receives a report in June 2022 setting out feedback received through the community engagement process and the panel’s recommendation for a new municipal name.*

*4. Determines at the June 2022 Council meeting the recommended new name for the municipality, for recommendation to the Minister for Local Government.*

**Proposed Renaming of Moreland City Council -** 13 December 2021

*That Council:*

*1. Supports in principle changing the name of the municipality.*

*2. Partners with stakeholders, including the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to co-design a process to select a new name during 2022 including consideration of arrangements such as community nominations and a consultative survey.*

*3. Plans and commences in 2022 a community information and education program that acknowledges the impacts and consequences of dispossession and racism and encourages respectful understanding through truth telling and reconciliation.*

*4. Receives a report in February 2022 detailing the proposed community information and education campaign, and recommendations from the name selection process co-design activity, including plans for community engagement with such matters as nominations, shortlisting processes and surveys.*

*5. Following community and stakeholder engagement, which includes consideration of matters such as nominations, and surveys, receives a further report with survey results and other considerations, and selects a preferred suitable name for the municipality to present to the Minister for Local Government for consideration in 2022.*

*6. Notes and refers to the budget process an additional $250,000 per year for two financial years ($500,000 total) to update Council’s digital platforms, signs at significant Council buildings and facilities and municipal entry signs and notes updating Council assets such as street and park signs, smaller facilities signage, staff uniforms and vehicles will be addressed incrementally within existing budget allocations and asset renewal programs over a 10-year timeframe.*

**Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland** –12 May 2021

*That Council:*

*1. Endorses the Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland as approved by the Wurundjeri Woi-wurrung Board of Management on 4 March 2021*

*2. Supports a public signing ceremony that will be livestreamed from Council Chambers at an appropriate time hosted by the Mayor, Councillors, Wurundjeri Woi-wurrung Elders and members of the Moreland Reconciliation Working Group.*

## 1. Policy Context

Renaming Moreland City Council is aligned with these key Council plans and policies:

**Council Plan 2021-2025:** Theme 3: A healthy and caring Moreland

**Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities of the City of Moreland (Attachment 2)**

Extract:

*Council recognises that:*

 *The Wurundjeri Woi-wurrung people are the Traditional Owners of these lands and waterways in Moreland.*

*Council supports:*

 *A process towards self-determination and local, regional, or national Treaty or Treaties that enshrine the rights of Wurundjeri Woi-wurrung people and Aboriginal and Torres Strait Islander Australians*

*Council commits itself to:*

 *Undertake cultural consultations with the Wurundjeri Woi-wurrung people and seek to include Woi-wurrung names in the process of naming and renaming spaces, places, roads and parks in the City of Moreland.*

**Moreland Human Rights Policy (2016 – 2026):** Theme 4: Advocacy and Leadership

**Social Cohesion Plan (2020–2025):** Theme 4: Diversity and Discrimination.

**Community Engagement Policy 2020**

In accordance with Moreland City Council’s Community Engagement Policy, this engagement as endorsed by Council in March 2022 was at the level of “Consult”.

## 2. Background

**Historic naming of Moreland City Council**

In 1994 the local government areas of the City of Brunswick, the City of Coburg and part of Broadmeadows were amalgamated and the Victorian Government named the new council Moreland. The name Moreland City Council is therefore 28 years old.

In November 2021, information was presented to Council by Elders from the Traditional Owner community and other community representatives, showing that Moreland City Council was named after land, between Moonee Ponds Creek and Sydney Road, that Farquhar McCrae acquired in 1839. He named the land ‘Moreland’ after a Jamaican slave estate his forebears had operated.

The land which forms part of the Moreland local government area was sold to Farquhar McCrae without the permission of the Traditional Owners, who were suddenly dispossessed from their land.

In 2022, historian Dr James Lesh completed a commissioned paper titled *Report on the place name: Moreland* which provides additional historical background on the links between the name and eighteenth and nineteenth century Caribbean slave plantations. The report is available via Moreland’s community engagement website at <https://conversations.moreland.vic.gov.au/renaming>.

**Decision to change name**

Council has a long history of proactive leadership on issues of racism, inclusion and reconciliation and has for many years used the description of ‘one community, proudly diverse’. In 2021 Council signed a Statement of Commitment to Wurundjeri Woi-wurrung People and Aboriginal and Torres Strait Islander Communities, updating and renewing a Statement of Commitment previously in place. Council also supports a process towards self-determination and local, regional, or national Treaty or Treaties that enshrine the rights of Wurundjeri Woi-wurrung people and Aboriginal and Torres Strait Islander Australians.

In the light of this, retaining the name “Moreland” as the Council’s corporate name conflicts with the Council’s history and aspirations.

Council resolved on 13 December 2021 to support in principle changing the name of the municipality, that is, changing Moreland City Council’s corporate name. Council decided a community engagement process would be designed to invite community feedback on the future name of the municipality.

**Process**

Ultimately the decision to change Council’s corporate name rests with the Victorian Government via an Order in Council under s 235(g) of the *Local Government Act 2020* (the Act). The then Minister for Local Government confirmed in December 2021 his support for renaming of the Council in accordance with the requirements of the Act, if the proposal is supported by Council and the local community.

The Minister for Local Government also encouraged Council to work closely with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation throughout the proposed renaming process.

At the December 2021 Council meeting, Council resolved to work with the Traditional Owners, the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to co-design a community engagement process and education and truth telling program.

The proposed community engagement process that came out of this collaborative co-design work was considered by Council in March 2022 and endorsed.

With the receipt of three Wo-wurrung name options from the Traditional Owners, and following Council consideration, community engagement launched on 14 May and ran for 6 weeks closing 24 June 2022.

## 4. Issues

**Community consultation and engagement process**

The community engagement program was collaboratively designed with members of the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation and endorsed by Council in March 2022.

Community consultation ran for 6 weeks from 14 May to 24 June.

Community consultation was promoted widely via a variety of channels to build awareness of the project and multiple opportunities were provided for the community to give feedback.

Council received feedback from ratepayers, residents and business owners from all over Moreland, and from people who have some connection to the area, for example, attending schools, working in the area, or as part of local clubs.

The vast majority of feedback received was from ratepayers and residents (96% of 6375 respondents, including those who filled out the survey and those who made written submissions). 94% of total respondents lived in a Moreland postcode area with an additional 2% living in a neighbouring municipality.

The diversity of the Moreland community was represented in a broad spectrum of opinions and feedback. Evidence of strong community support for the name change and the Woi-wurrung language name options are highlighted at Attachment 1, Renaming Moreland Engagement Summary Report, June 2022.

Opposing and objecting views, as well as those who had mixed sentiments about the process and/or proposed names were also evident in the feedback and noted in the report and considerations. 384 people (6%) chose not to support a name and provided feedback in the ‘other’ text field only. 282 of these comments were found to be negative or critical of the renaming process.

*Participation rates*

There was an extremely strong response to the engagement methods with 6375 total responses. 8.5% of households participated in the consultation survey (6062 of 6315 respondents who were residents/ratepayers). This number is the highest response to any Council engagement in recent years.

All residents, ratepayers, business owners and other community members were invited to share their feedback on the 3 new name options over a period of 6 weeks via a range of methods including:

 3,439 online surveys (54%)

 2,876 hardcopy surveys (45%)

 60 written submissions (1%)

 91 attendees across 4 engagement events (1 online, 3 in-person)

 10 stakeholder presentations and discussions with senior citizen groups, youth ambassadors, early years educators, interfaith community leaders, service providers networks, advisory committees and other community groups.

 Parallel internal engagement occurred with Council staff through information sessions and feedback surveys.

Council ensured considerations were made to address common barriers to participation including digital access, low-level English and certain age demographics including older citizens and young people, to ensure all community members have the opportunity to have a say.

*Online project specific website:*

The project was hosted through Conversations Moreland, with information also available on Council’s corporate website. Conversations Moreland was highly engaged with:

 18,987 page visits (75% of traffic came via social media, direct link and campaign UTMs/QR codes)

 3,439 contributions

 1874 project followers

 1723 total downloads of key documents and resources including:

 318 downloads of the history report

 193 downloads of the educational toolkit resource

 441 total downloads of translated FAQs and in-language audio clips across 7 languages

 113 registrations to attend engagement events

*Direct mail*

 85,703 information flyers including hardcopy surveys were mailed out to all residents and business owners.

*Access to hardcopy surveys and information*

 1,097 information flyers including hardcopy surveys were also distributed via Council civic centres, libraries, at engagement events and direct to stakeholder groups like Neighbourhood Houses, senior citizens centres and local service providers. Dedicated boxes were placed in civic centres and libraries to allow people to return forms directly.

*Communications and community awareness*

In addition to the methods above, the premise of the renaming, decision making process and engagement information was communicated widely via:

*Print publications***:** Comprehensive information on the context and premise of the renaming was included in 2-page spreads featured in 2 quarterly editions of Inside Moreland (delivered February and June). Inside Moreland is Council’s central print communication channel delivered to 69,000 households and businesses.

*Social media***:** Project information, events, resources and engagement call outs were promoted frequently via Council’s social media channels including Facebook, Instagram, LinkedIn and Twitter.

*Enewsletter campaigns:* Regular project information, events, resources and engagement calls outs were including in Council’s MyMoreland (2335 subscribers), BusinessMoreland enewsletter (6838 subscribers), Council’s service provider network enewsletter (631 subscribers).

*Resource packs***:** An information and resource pack was distributed to local stakeholders including schools, service providers, youth services, disability support services, aged and community support, sporting clubs and other interested parties. This pack contained useful resources, videos and prepared shareable content for stakeholders to disseminate among community networks. This was shared 308 times in total.

*Public signage***:** Out-of-home awareness raising methods were important for exposure outside normal Council communication channels to reach diverse communities. 100 rock posters were posted between 2 April and 16 April across 48 locations in activity centres, shopping strips and near public transport.

*Media engagement*

Media engagement was an important method for raising community awareness and distributing project information over the project period.

Council published 5 media releases at key milestones of the renaming process, with a total reach of 276,000.

Triple RRR ran radio announcements 58 times over a 2-month period from 18 March – 18 May. Triple RRR is located in Brunswick and has a listener base of approximately 440,000 per week.

110 unique media mentions relating to Council’s name change occurred over the period November 2021 – June 2022 (particularly at key milestones of the process) including most major print, digital and radio outlets and some CALD publications. This level of exposure helped to raise greater awareness of the name change at a local, state and national level.

Mayor Cr Mark Riley also spoke about the name change and provided key project information via 3 interviews on local radio 98.9NorthWest on dates 3 June, 13 May, and 1 April and on a “Meet the Mayor” segment on ABC Radio on 17 May.

*CALD communications*

Council worked collaboratively with a team of CALD project liaisons representing 7 language groups (Turkish, Italian, Greek, Arabic, Chinese, Urdu and Vietnamese) to develop and disseminate key project information.

A number of translated materials were developed to support engagement with community members who speak languages other than English including in-language audio clips, videos with translated subtitles, translated FAQs, social media ads and inclusion of translations on the survey mailout. Many members of the project liaison groups also presented information at community events, or informal gatherings. Council also worked with the group to pitch stories to CALD media outlets.

*Multimedia*

Multimedia was an effective tool to promote messaging. Council developed several videos to support engagement activities including:

 A video of Uncle Andrew Gardiner, Deputy Chair Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, presenting the proposed names and speaking about the collaborative process with Council (1600 views)

 A ‘Mayor’s Message’ video talking about the cultural smoking and name handover ceremony and the launch of engagement (892 views)

 Clip of Uncle Andrew Gardiner presenting to Council at the December 2021 Special Council Meeting

 Episode 3 of First Australians documentary was published via Conversations Moreland and screened at an engagement event at Brunswick Town Hall. This documentary was used as an educational resource to support the engagement, specifically explaining the terrible dispossession that occurred in Melbourne from the 1830’s onward, on the recommendation of Wurundjeri Elders.

*Other*

Around 150 emails were received as general inquiries, questions and feedback.

We also received website inquiries, social media comments and phone calls with questions and feedback.

*Additional submission process*

Community members were invited to make a written submission in favour of or in objection to the options for names and/or the renaming process.

Submissions needed to include reasons for the proposed name/s being either supported/unsupported. Submissions were accepted in writing by email, or letter.

The submissions process ran from 14 May to 24 June.

Council received 60 submissions in total. Of submissions received, 11 were supportive, 43 were unsupportive, and 6 were of mixed sentiment.

Council held a Hearing of Submissions on 23 June to enable submitters to address Council on the matters raised in their submissions. This aspect of the process was not included in Council’s engagement plan as resolved in March 2022 but was added as an additional component to provide greater opportunity for community members to have their opinions directly heard by Councillors. Four community members elected to speak to their submissions.

Submissions received via this process have been included in the engagement report attached to this report, including a summary of key issues raised. Submissions were included in the material considered by the panel and Council alongside all community feedback.

*Community education and truth telling*

Council has an important role to play in creating a diverse, inclusive and connected city. Council seeks to promote a community in which people from all backgrounds are treated fairly and equally, feel welcome and have a strong sense of belonging in Moreland.

The community engagement process to inform the decision for a new name for Moreland was implemented in conjunction with a community information and education program. This program was developed with guidance from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, including identifying matters for truth telling.

The education and truth telling components of the engagement process were critical to raise awareness and guide respectful and informed participation in the renaming process. Wurundjeri Woi-wurrung Elders attended these events, conducted Welcome to Country and generously shared experiences and perspectives with participants. The activities supported Moreland’s Social Cohesion Plan by creating opportunities for social connection and cultural exchange.

*Public events*

 26 May 2022: Public webinar was held to present project information and rationale, key topics, engagement and decision-making process and the opportunity for attendees to participate in a Q&A. The webinar had 20 attendees.

 1 June 2022: Information session at Coburg Library covering the same topics as the webinar, held in-person. The information session had 11 attendees.

 7 June 2022: Information session at Glenroy Library. The information session had 7 attendees.

 15 June 2022: First Australians screening event at Brunswick Town Hall including a viewing of Episode 3 of the truth telling documentary First Australians, address by Uncle Andrew Gardiner, and round table discussions among attendees. The screening event had 54 attendees.

*Stakeholder group discussions*

10 stakeholder presentations and discussions were facilitated with the support of various Council teams with senior citizen groups, youth ambassadors, Interfaith Network leaders, First Nations Advisory Committee, Glenroy Service Provider Network, Multicultural Settlement Services Network, Fawkner Service Provider Network, Moreland Early Years Management staff, and Moreland Early Years services.

The events were intended to:

 Increase understanding of the "why" of renaming - the history and context

 Provide opportunity for community to give feedback on favourite name and ask questions

 Encourage people to engage with local First Nations history

 Develop interest in engaging more with Council around the topics of reconciliation and treaty

 Provide opportunity to listen and converse about issues impacting diverse residents, ratepayers, and business owners.

**Outcomes of community feedback and preferences**

Attachment 1 sets out the community feedback received in detail.

The name of “Merri-bek” was the most supported name (n=3,739) of the three options. The reasons for support for the Merri-bek name were primarily that it references the Merri Creek and the creek is important to them, and that they related to the meaning of “rocky country”.

The name of “Jerrang” was the second most supported name (n=1,368) of the three options. The reasons for support for the Jerrang name were primarily that people related to the meaning of “leaf of tree”, they just liked the name or it sounded good, and the name is easy to say and write.

The name of “Wa-dam-buk” was the least supported name (n=824) of the three options. The reasons for support for the Wa-dam-buk name were primarily that people related to the meaning of “renew” and they just liked the name/it sounded good.

A detailed analysis and thematic discussion can be found at Attachment 1 Renaming Moreland Engagement Summary Report, June 2022.

**Recommendation from panel**

In line with the March 2022 Council resolution, the Renaming Moreland Engagement Summary Report was provided to a panel consisting of the Mayor, Deputy Mayor and Elders as representatives of the Traditional Owners, so that the panel members could consider all community feedback received.

A group meeting of the panel was scheduled for 28 June, however could not proceed due to unforeseen circumstances. Discussions with panel members instead took place online, over email and on the phone.

In consideration of the strong public support for the name “Merri-bek”, panel members unanimously agreed to recommend this name to Council.

**Community impact**

The proposal to change the name of the municipality is a matter of significant interest for the Moreland community and beyond. Extensive community engagement has been undertaken widely to enable the community to have their say on the selection of a new name for the municipality.   
**Climate emergency and environmental sustainability implications**

There are no direct climate emergency or environmental sustainability implications associated with this report.

**Legal and risk considerations including official name change process**

Council was constituted by an Order of Council made on 21 June 1994 and published in the Victorian Government Gazette the following day. This named the newly amalgamated municipality Moreland City Council.

Only the Victorian Government can change Council’s corporate name. It can do so via an Order in Council under s 235(g) of the *Local Government Act 2020* (the LGA), which would occur on the recommendation of the Minister for Local Government.

Changing Council’s corporate name will not create a new legal entity. When Council’s name is changed because of an order in Council, Council will continue to exist as the same body corporate and no new legal entity will be created. Importantly, this means Council’s rights, interests and obligations will continue unaffected by the name change. The validity of documents, instruments and legal proceedings will not be undermined by reason of exhibiting Council’s former name.

However, for reasons of consistency, it is appropriate to prioritise re-issuing and amending documents and instruments to reflect Council’s new name as soon as possible.

The Governor in Council has the power to make an Order in Council altering Council’s name which may also include the power to provide for any matter necessary or convenient to give effect to the Order. The recommendation in this report includes seeking provisions in the Order in Council so that Council’s corporate name is changed across corporate documents and legal documents, and in legal proceedings.

**Human Rights Consideration**

The implications of this report have been considered in accordance with the requirement of the Charter of Human Rights and Responsibilities. The report supports Charter Section 19 (2) Aboriginal Cultural Rights and Responsibilities which say that Aboriginal People hold distinct cultural rights and must not be denied the right to:

 Enjoy their identity and culture.

 Maintain their distinctive spiritual, material and economic relationship with the land and waters and other resources they have a connection under traditional laws and customs.

## 5. Officer Declaration of Conflict of Interest

Council officers involved in the preparation of this report have no conflict of interest in this matter.

## 6. Financial and Resources Implications

**Community engagement costs**

The community consultation process to choose a new name occurred in the current financial year 2021-22 and did not require additional funding – all costs associated with the renaming community engagement process were met within existing budgets for Council’s ongoing community consultation and communications programs.

The total spend on community engagement was approximately $71,000. The bulk of this cost covered key aspects of the process including print and delivery of flyer to all households and businesses (including reply-paid charge), contracting independent engagement and reporting support, other key communications materials and costs associated with facilitating engagement events.

**Implementation costs**

As previously advised to Council, an additional estimated $250,000 per year for two financial years starting 2022/23 would be required to update Council’s digital platforms, signs at significant Council buildings and facilities and municipal entry signs. This has been included in the four-year Council budget approved on 23 June 2022.

Updating Council assets such as street and park signs, smaller facilities signage, staff uniforms and vehicles will be addressed incrementally within existing budget allocations and asset renewal programs over a 10-year timeframe.

## 7. Implementation

After Council recommends the new name to the Minister for Local Government, the Minister will determine their response and put forward a recommendation to Governor in Council. Only once an Order in Council has been issued and gazetted will the new corporate name formally take effect. This is likely to take at least two months.

The recommendation in this report is that Council requests consideration of a seven-day window after gazettal, before the corporate name change formally takes effect, in order to allow for final preparation for implementation.

## Attachment/s

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| --- | --- | --- | --- |
| **1** | Renaming Moreland Engagement Summary Report - June 2022 | D22/279791 |  |