

10.4.3 Yellow Rock Suburb Name Duplication

To the Chief Executive Officer

Directorate: Corporate Services

Business Unit: Technology and Corporate Services

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Executive Summary

The purpose of the report is to seek endorsement for a proposal to rename the suburb of Yellow Rock to Yellow Rock Ridge. The report informs Council of the results of surveys undertaken to ascertain community concerns regarding the duplication of the suburb name Yellow Rock and to gauge support for the proposed change of name.

The Geographical Names Board of NSW (GNB) has the statutory responsibility to determine boundaries and names for suburbs and requires Council to endorse a name that has community support.

The options to change the name of Yellow Rock Road, change the suburb name to a unique name or to dissolve the suburb into an adjoining suburb were not pursued.

Recommendation

That Council endorse the proposal to rename the suburb of Yellow Rock to Yellow Rock Ridge and submission of the proposal to NSW Geographical Names Board for consideration.

Background

The NSW Geographical Names Board (GNB) has initiated a program to raise awareness of the problem of duplicated suburbs, road names and addresses with impacted Local Government areas including proposed options to resolve the naming duplications between Local Government areas.

Shellharbour City Council and Kiama Municipal Council (KMC) have a duplicated suburb (Yellow Rock), road name (Yellow Rock Road) and addresses with Blue Mountains City Council (BMCC). This affects Emergency

Services response, service delivery, navigation and identity management.

The GNB presented four options/solutions to all impacted Local Governments. These are:

Add a prefix or suffix to existing name

Change the duplicated suburb name to a unique name

Dissolve the duplicated suburb into adjoining suburb (removal of name)

Change the duplicated road name in the duplicated suburb

An initial targeted Community Engagement was undertaken in April and May 2023 with an information pack and survey sent to all landowners and residents of Yellow Rock Road and the suburb Yellow Rock in both Shellharbour and Kiama Local Government Area. Two drop-in sessions were conducted on 28 May 2023 and the Let's Chat page was visible to the community during that time.

The survey sought feedback on problems encountered with the duplication and the preferred option to resolve the duplication. The information pack and survey intentionally did not propose or seek opinion on a particular name though examples were described in the material and the additional comments section in the survey was used by many respondents to suggest names.

The 123 responses to the survey told us:

30% of responses (34 residents) did have issues with the suburb name

16% of responses (18 residents) did have issues with the road name

5 residents stated that an Emergency Services responder could not find them

19 residents said that a service provider was confused and could not easily find their address

24 residents experienced delivery delays

15 residents experienced difficulty with address validation using online forms

70 responses preferred to add a prefix or suffix

25% preferred changing the suburb name

5% preferred changing the road name

3% preferred merging the suburb with an adjoining suburb

27% of responses asked for no change

Most residents preferred to resolve the duplication using Option 1 - adding a prefix or suffix to the existing suburb name

In the 'additional comments' section of the survey many Yellow Rock residents suggested options that keep historic ties with the existing name. These included Yellow Rock Creek, Yellow Stone, Yellow Rock Ridge, Yellow Rock Mountain, Yellow Rock Heights, Yellow Rock South, Yellowstone Rocks, Yellowstone Sands, Yellow Rock Sands, Yellow Rock Stones, and South Yellow Rock.

This section of the survey also recorded support from the wider Shellharbour and Kiama communities for a Dharawal name. A dual naming process will be considered with consultation from the Aboriginal Advisory Committee after the Yellow Rock name duplication has been resolved.

The survey results were reviewed with GNB Secretariat who were happy for Council to seek further feedback on two suitable name choices using a suffix - Ridge and Creek. These comply with GNB naming rules and guidelines and reflect the resident's attachment to the name Yellow Rock.

A second targeted Community Engagement and survey was undertaken in July 2023 seeking feedback on the names Yellow Rock Creek and Yellow Rock Ridge.

The 50 responses to the survey told us:

70% of all responses (35) prefer Yellow Rock Ridge

30% of all responses (15) prefer Yellow Rock Creek

The 35 responses from those who nominated as being in the suburb of Yellow Rock told us:

66% of Yellow Rock suburb responses (23) prefer Yellow Rock Ridge

34% of Yellow Rock suburb responses (12) prefer Yellow Rock Creek

The results of the second survey have been discussed with the GNB Secretariat who consider the two community consultations satisfy their requirements for community support.

Council Implications

Financial / Resources

Council will assist with change of address details. Assistance will be given to the residents of Yellow Rock to facilitate change of address should GNB approve the change. This will be advising other authorities on their behalf, pushing the new address through NSW and Australian address databases, and providing an official letter stating new address. Council will hold the old and new address concurrently against each property for a period of 1 year.

Legislation and Policy (including Advocacy, Strategic and Other Plans)

To comply with Council Policy POL-0080 Naming and Addressing, NSW Address Policy and User Manual (May 2021) *Section 9.1.3 Address Locality Issues* and Australian Standard AS/NZS 4819:2011 Rural and Urban Addressing.

Social Impact

Council, as the Addressing authority, has an obligation to act given the implications for Emergency Services response and identity management. This will make identification and location of addresses easier for the public and emergency services.

Sustainability Considerations

Not Applicable

Legal Considerations

Not Applicable

Risk Considerations

In considering an option of 'No Change' Council would accept that the duplication will be a possible cause for misdirection of Emergency Services response and due to the growing nature of the area there is a risk that duplicated addresses could increase.

Link to Community Strategic Plan

This report supports the following objectives, strategies and actions of the Community Strategic Plan:

4.1 We deliver our future together

4.1.1 The community is meaningfully engaged and active in shaping the future of the city

4.1.1.07 Deliver an integrated Geographical Information System, Land Information System, and associated services across Council and the community

Previous Council Resolutions (including type and date of meeting)

Nil

Consultation

Internal

Museum Curator

Media Officer

Community Engagement Officer

External

NSW Geographical Names Board Secretariat
Kiama Council GIS Officer
Direct consultation with the land owners and residents on Yellow Rock Road
and in the Suburb of Yellow Rock
Australia Post Local Delivery Centre

Political Donations Disclosure

Not Applicable

Options

Nil

Conclusion

The two surveys provide evidence that members of the Yellow Rock community have experienced confusion and difficulties with the name duplication and the majority support changing the name to Yellow Rock Ridge.

A report prepared by Kiama Council staff to Kiama Council recommends the same proposal.

Upon approval of this report the proposal will be submitted to the NSW Geographical Names Board.

Attachments

None