

**Management report to Council**

**Agenda item 6.2**

**Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'**

**Council**

**Presenter:** Rob Adams, Director City Design and Projects

**28 July 2015**

**Purpose and background**

1. The purpose of this report is to seek Council's approval to submit to the Office of Geographic Names (OGN) a proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'.
2. At its 9 December 2014 meeting The Future Melbourne Committee approved to commence the process to rename a public space known as 'Riverside Quay Reserve' in honour of Evan Walker.
3. Evan Walker passed away in February 2015. Since then suggestions were received to rename Southbank Pedestrian Bridge in Mr Walker's honour (location map available in Attachment 2).
4. Evan Walker's family have expressed support for this proposal.
5. The OGN controls the *Guidelines for Geographic Names 2010* (Guidelines) which provide guidelines and a series of principles for the naming or renaming of features, localities and roads in Victoria. The Guidelines are mandatory for naming authorities in Victoria, which applies to the City of Melbourne.
6. The OGN provided 'in-principle' support of the proposed 'Evan Walker Bridge' name on 25 March 2015.

**Key issues**

7. In accordance with the Guidelines, a 30-day public consultation program, publicised in local and state-wide newspapers, was required for this proposed renaming. (Additional promotion and stakeholder engagement activities are summarised in Attachment 3).
8. From 18 May to 16 June 2015 members of the public were invited to express their approval or objection to the two components of the renaming proposal: 1) the renaming of Southbank Pedestrian Bridge; and 2) the name 'Evan Walker Bridge'.
9. 188 responses were received, of which 81 per cent expressed approval for the proposed renaming to Evan Walker Bridge. Of these, 55 people chose to take up the option to provide further feedback expressing a variety of positive thoughts on the proposed renaming (refer Attachment 3).
10. Of the 188 respondents, 18 people did not wish the Southbank Pedestrian Bridge to be renamed (10 per cent), and 35 did not support the proposal of the name 'Evan Walker Bridge' (19 per cent).
11. Rationale for the 35 objections to the proposed name are listed in Attachment 3, and varied from alternate naming proposals (nine responses) to preferences for an Indigenous name (three responses).

**Recommendation from management**

12. That Council, with consideration of the majority support expressed by the public, approve a submission being made to the Office of Geographic Names to propose the renaming of Southbank Pedestrian Bridge to Evan Walker Bridge.

**Attachments:**

1. Supporting attachment
2. Location map
3. Public consultation program summary

**Supporting Attachment**

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**Legal**

1. The OGN controls Guidelines provided for under section 5 of the *Geographic Places Names Act 1998*. Guidelines are mandatory for naming authorities in Victoria.
2. The public consultation process, analysis of feedback and preparation of this report has been developed and delivered in accordance with the Guidelines.

**Finance**

3. The total cost of the public consultation which ran from 18 May to 16 June 2015 was \$4502.17.
4. There are no financial implications as a direct result of the recommendation of this report.
5. Should the OGN approve Council's proposed renaming, Council may choose to erect appropriate signage on or near the bridge to acknowledge the renaming. Should this occur, signage options and associated costs will be made available to Council.

**Conflict of interest**

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

**Stakeholder consultation**

7. A public consultation program was undertaken in accordance with the Guidelines. A summary of stakeholders engaged, promotion efforts, and feedback received is available in attachment three.

**Environmental sustainability**

8. Environmental sustainability concerns are not considered relevant to the report recommendations, as approval will result in administrative action only.

Attachment 2  
Agenda item 6.2  
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# Location of Southbank Pedestrian Bridge

Proposal to rename to 'Evan Walker Bridge'



Approx. Scale 1:2000

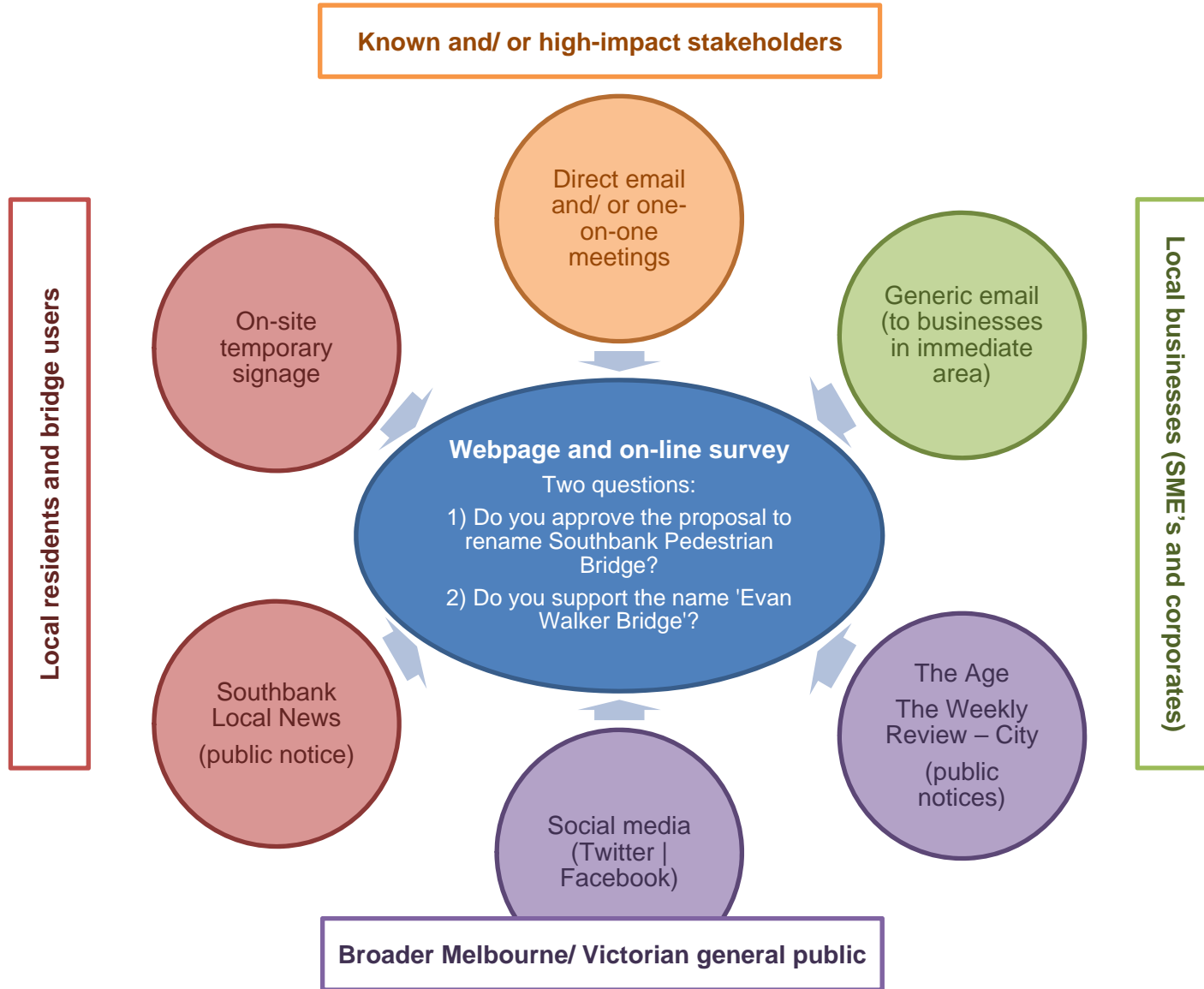
The City of Melbourne does not warrant the accuracy, currency or completeness of information in this product. Any person using or relying upon such information does so on the basis that the City of Melbourne shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions in the information.



# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'

## Public consultation program summary

Attachment 3  
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# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'

## Public consultation promotion

### On-site temporary signage

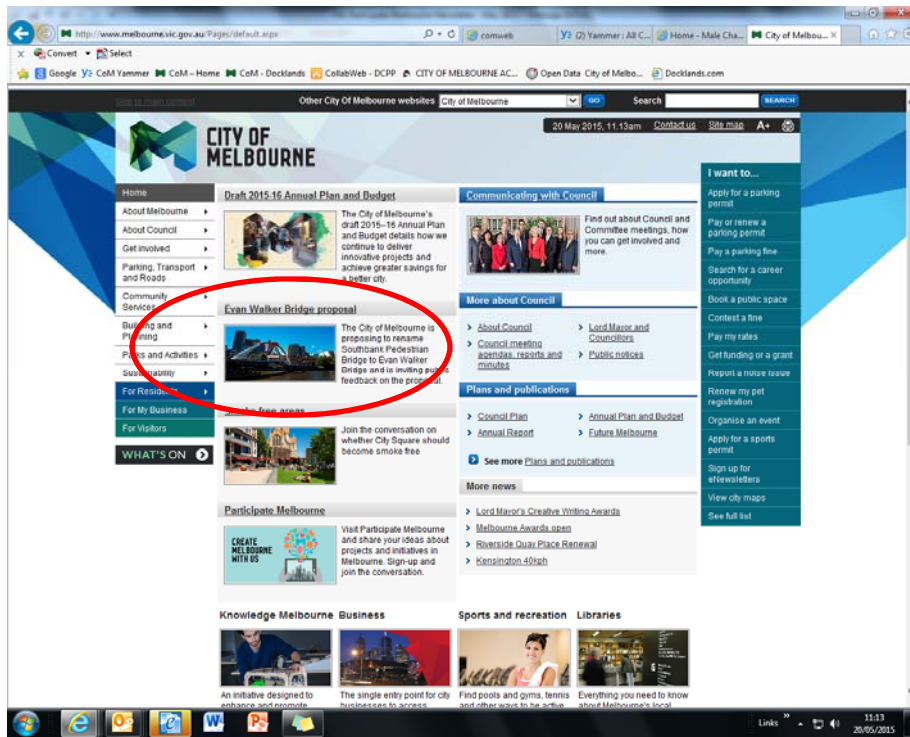
18 May – 16 June 2015

Estimated average daily pedestrian count = 10,335



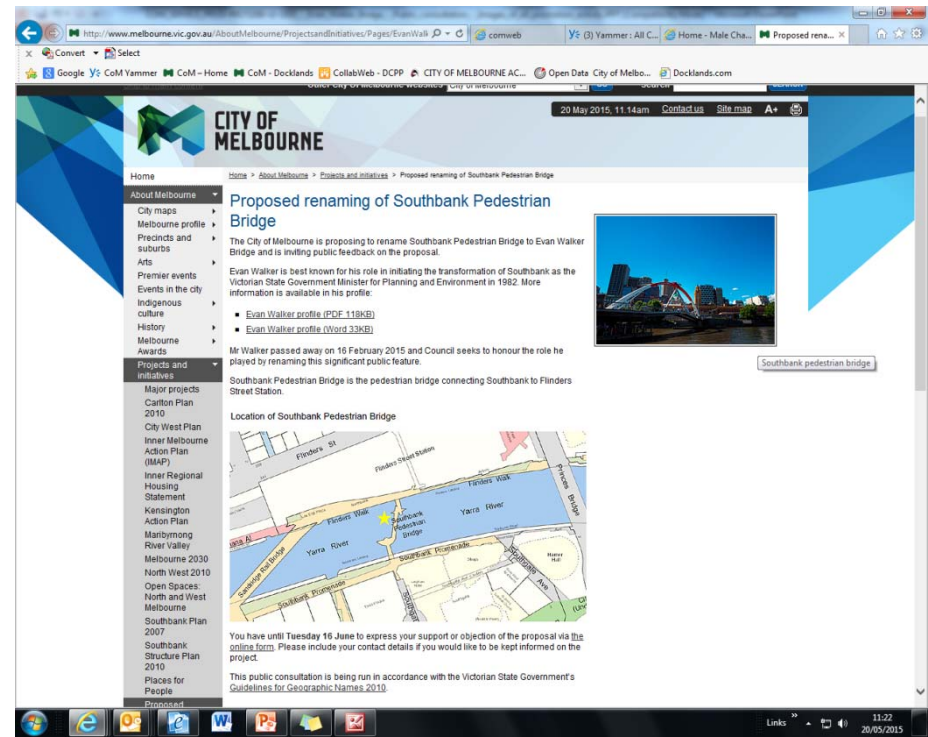
# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge' Public consultation promotion

## Corporate Website



Homepage Tile

(18 – 31 May 2015)



Project webpage

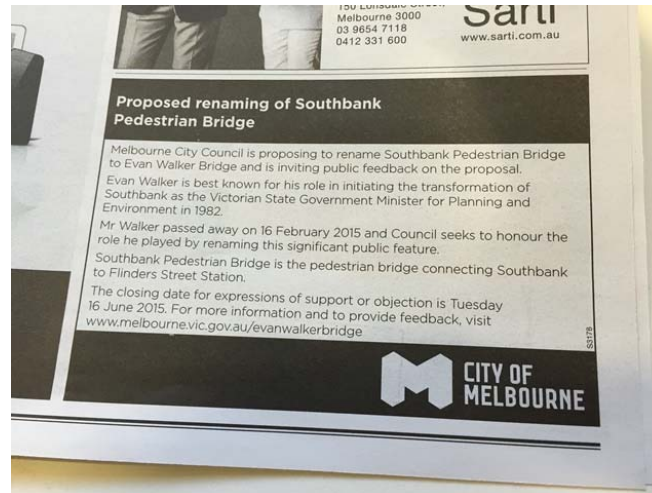
(From 14 May 2015)

# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge' Public consultation promotion

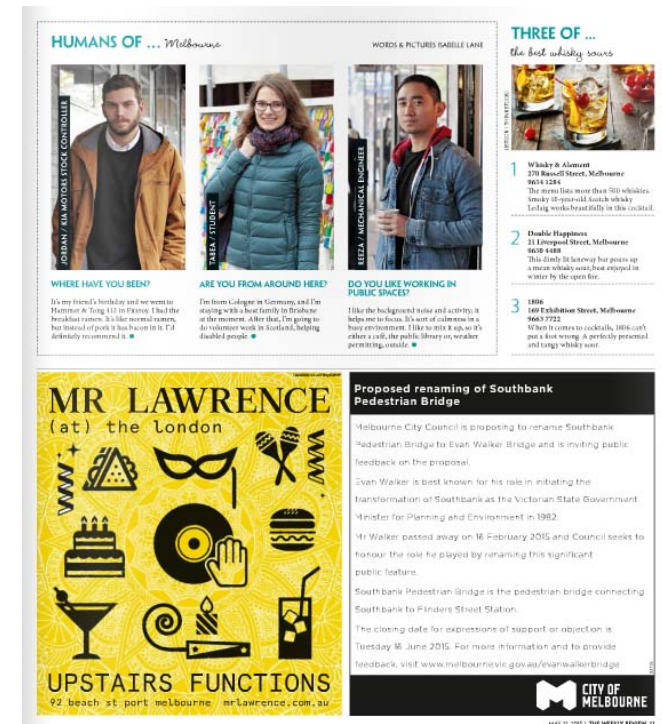
## Public Notices



**The Age**  
Monday, 18 May 2015  
Daily readership (Mondays) = 616,000



**Southbank Local News**  
May edition  
Readership = 5,000



**The Weekly Review – City**  
21 – 27 May 2015  
Readership = 24,500

# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge' Public consultation promotion

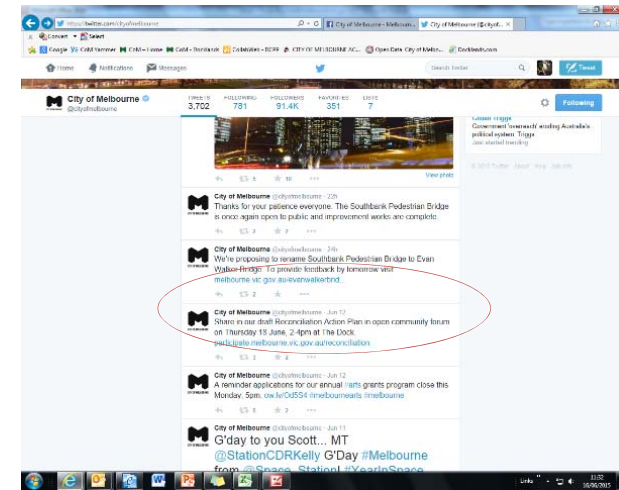
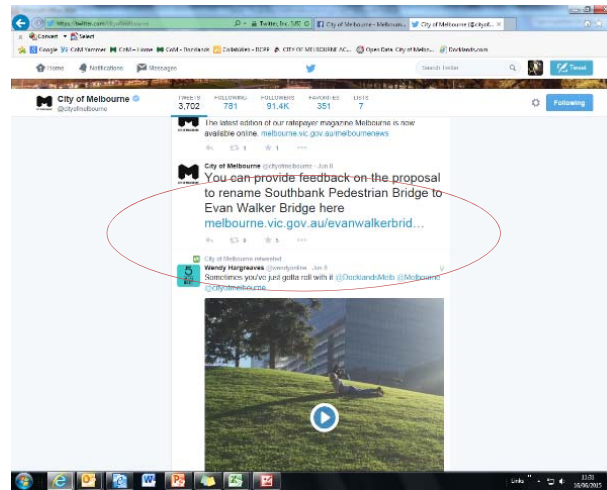
## Social media

Mid-way through consultation (8 June 2015)

Prior to closure of consultation (15 May 2015)

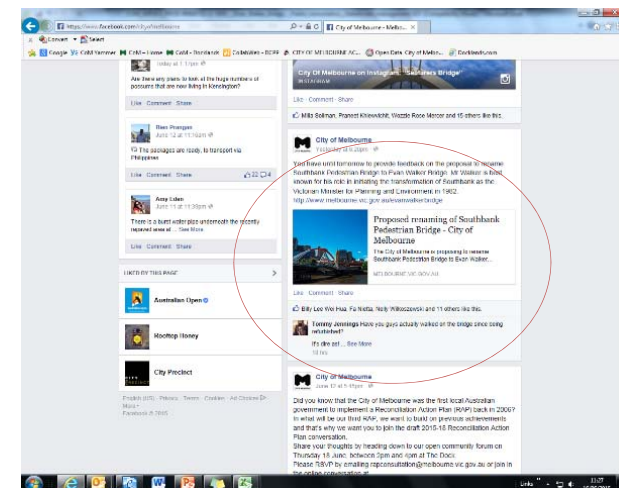
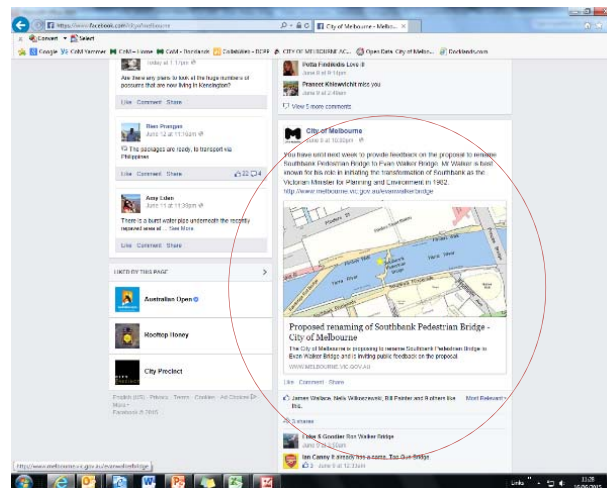
### Twitter

Total CoM Followers  
= 91,400



### Facebook

Total CoM Likes =  
30,285





# Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'

## Public consultation – feedback supporting proposal

|                         | Do you approve the proposal to rename Southbank Pedestrian Bridge? | Do you support the name 'Evan Walker Bridge'? |
|-------------------------|--|---|
| % of 'Yes':             | 90.43  | 81.38   |
| No. of 'Yes':           | 170  | 153   |
| No. of 'No':            | 18   | 35  |
| <b>Total responses:</b> | <b>188</b>   | <b>188</b>                                    |

### Do you have any other feedback....?

#### Examples of feedback supporting the proposed renaming

Thank you for honouring the work of a brilliant architect who has given us a precinct to be proud of. A truly great man who made an exceptional difference to our city.

Evan was that rare individual who devoted his time and efforts to the city of his birth. He worked hard, particularly during his time in parliament, to bring the city centre to life and particularly then Southbank and precincts. Naming this bridge after him would be a fitting tribute richly deserved.

This would be a tremendous tribute to a wonderful man who did so much for our city and state. I look forward to walking across the Evan Walker Bridge with my family.

Evan Walker, as planning minister of the day, was instrumental in the development of Southbank as a vibrant precinct for the City of Melbourne. It is most appropriate that his name should be remembered in this way.

Evan Walker was a great man who was truly passionate about Melbourne. I think re-naming the bridge in his name is a wonderful idea and very appropriate.

What a fantastic gesture to acknowledge the substantial contribution made by Mr Walker in developing the south bank precinct. Great idea, please make it so.

Great idea, recognition well deserved for Evan Walker.

A fitting tribute to the man who gave us the Southbank precinct.

A fitting tribute to a great visionary. Long may Evan Walker be remembered and celebrated by generations of Melburnians to come.

I think it's very fitting to honour such a visionary of the city in this way. Evan would be honoured to know that this bridge has been named in his honour.

Given Evan Walker's enormous contribution to Melbourne's heritage both past and future and particularly to the development of the Southbank precinct, I believe this renaming of the pedestrian bridge more than appropriate.

I think it is a very appropriate name considering the role Evan Walker played in opening up that side of the river. I still remember the hotch-potch of semi-industrial, fairly ugly buildings there, and Evan Walker's vision was simply amazing.

## Proposal to rename Southbank Pedestrian Bridge to 'Evan Walker Bridge'

### Public consultation – feedback objecting to proposal

|                         | Do you approve the proposal to rename Southbank Pedestrian Bridge? | Do you support the name 'Evan Walker Bridge'? |
|-------------------------|--|---|
| % of 'Yes':             | 90.43  | 81.38   |
| No. of 'Yes':           | 170  | 153   |
| No. of 'No':            | 18   | 35  |
| % of 'No':              | 9.57   | 18.62   |
| <b>Total responses:</b> | <b>188</b>   | <b>188</b>                                    |

#### Do you have any other feedback....?

Rationale for objections to the proposed renaming

| Rationale                                     | No. of respondents | Example objection  |
|---|--------------------|--|
| Alternate name proposed                       | 9                  | Alternate names included: Walkerover Bridge, I love Melbourne Bridge, Walker's Bridge, Banana Bridge, Neale Daniher Bridge   |
| Retain existing name                          | 4                  | I want to leave the name of the bridge as it is (Southbank Pedestrian Bridge) because the name says it all, and is indicative of the location and purpose of the bridge. Naming it after an individual, means the bridge could be located anywhere in Melbourne.   |
| Indigenous name preferred                     | 3                  | A bridge connects disparate peoples. The Wurundjeri, Boonwurrung, Taungurong, Dja Dja Wurrung and the Wathaurung people together made up the KULIN NATION (which is now known as Melbourne - Australia's epicentre of disparate peoples living happily together). I propose the alternate name: KULIN BRIDGE |
| Dislike the aggrandisement of public servants | 2                  | We don't want Councils naming landmarks after themselves. Leave a beautiful bridge alone for the people and the aggrandisement of public servants.   |
| Other rationale                               | 8                  | Council apathetic to resident opinion   Evan Walker not well known   Full name too long   Perpetuates male privilege   Prefer to recognise other City contributors   Preference to redesign/ replace bridge then rename   Unimaginative to name after a person   Would not aid visitor wayfinding            |
| Unclear or unstated                           | 9                  |  |