



TiTree Walk

Melbourne, VIC 3000

Road Naming Proposal

September 2023

Introduction

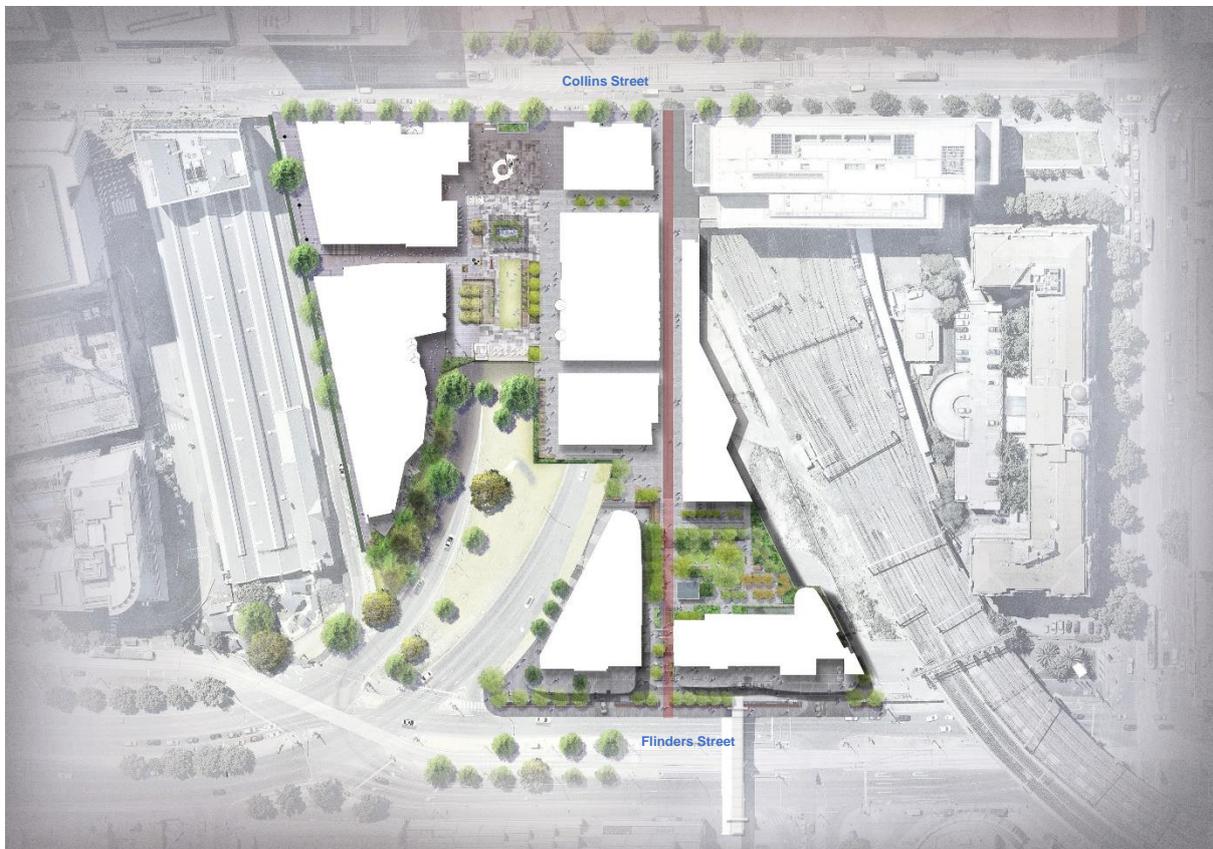
The following proposal is for the naming of a currently unnamed and newly created pedestrian only road at the Melbourne Quarter precinct (permit no. PA1600147-4 at 691 Collins Street, Docklands) in Melbourne, Victoria. The proposal outlines the proposed name, location of road being named, background information on why the proposed name is relevant to the local area and reason for the proposal. Information on Melbourne Quarter's people-centred place naming approach, developed in consultation with heritage experts, historians, community members and stakeholders, is also included. The proposal concludes by demonstrating compliance with the relevant principles for road naming set out in *Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities*.

Proposed Name

The proposed name is *TiTree Walk*, which relates to the local area's cultural heritage and complies with naming rules for pedestrian only roads. Subsequent sections of this proposal provide further explanation of the proposed name and its relevance to the local area.

Location

The location of the road being considered in this proposal can be seen in the diagram below, shaded in red. The road is approximately 205 metres long and runs northwest to southeast. It is bound by Collins Street at the northwest end and Flinders Street at the southeast end.





The primary use of the road is to serve as a pedestrian only thoroughfare through the Melbourne Quarter precinct, connecting major streets - Collins Street and Flinders Street. Lining both sides of the road will be micro retail and boutique shopfronts on the ground floor of major office, retail, and residential buildings within the precinct. The road will therefore play an important role as a pedestrian thoroughfare and public space for human activity and interaction, making it necessary to be named.

Background and Reason for Proposal

The proposed name *TiTree Walk* reflects strong links to the local area's cultural heritage and the road's purpose as a connecting thoroughfare for pedestrians.

TiTree refers to the stump and bails made from locally grown TiTree for the first ever Melbourne Cricket Club (MCC) cricket match in November 1838 at the foot of Batman's Hill, the former hill where Melbourne Quarter is situated. The local area also continued to host MCC's early cricket matches until the mid-1840s.

TiTree's reference to MCC's early cricket matches, which brought the local community together to enjoy the sport, also reflects the road's important role as a connector. The road is intended to connect pedestrians between Collins Street and Flinders Street and provide a public space where residents and workers can forge social connections.

Consultation

Heritage experts, Context Pty Ltd, were commissioned to prepare a Heritage Interpretation Strategy for the Melbourne Quarter precinct. As part of this strategy, Context's scope included:

- Conducting detailed historical research into the local area's stories and evolution;
- Consulting with local community groups – Traditional Owner groups and local cultural organisations; and
- Undertaking subsequent analysis of the community consultation outcomes.

Local community groups were consulted on the local area's cultural heritage, to develop Melbourne Quarter's people-centred place naming approach, which has informed the proposed name 'TiTree Walk'.



Compliance with Naming Rules

Compliance with the relevant principles for road naming set out in *Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities* are set out below.

Relevant Principle	Compliance of Proposed Name
Principle A – Ensuring public safety	This principle deals with ensuring that emergency services and other public services (such as mail) are not put at risk. The proposed road name has no adverse effects on emergency services and other public services.
Principle B – Recognising the public interest	This principle deals with ensuring that long-term public benefits outweigh short-term effects on the wider community. The proposed road name offers a clear long-term public benefit of educating the broader community about the history and culture connected with the locality. At the same time, there are no short-term inconveniences arising from name changes to an existing road, since the proposed name is for a newly created road.
Principle C – Linking the name to place	This principle deals with ensuring that the road name has strong links with its locality to ensure the preservation of cultural heritage. The proposed road name has strong links with the local area’s heritage as the venue for Melbourne Cricket Club (MCC)’s early cricket matches, including its first-ever match. The name is therefore deeply rooted to the local area’s history and cultural heritage.
Principle D – Ensuring names are not duplicated	This principle deals with ensuring that the proposed name is not duplicated within a 5-kilometre radius at a metropolitan Melbourne location. The proposed road name has been checked against VICNAMES and there are no duplicates.
Principle E – Recognition and use of Traditional Owner language	This principle encourages the use of Traditional Owner language. The proposed road name is not in Traditional Owner language. However, given its reference to MCC’s early cricket matches, it relates to the theme of ‘Community and Ceremony’, which emerged out of Melbourne Quarter’s people-centred place naming approach. The approach was developed, following consultation with local community groups, including Traditional Owner groups - Wurundjeri Council, Boon Wurrung Foundation, and Bunurong Land Council.
Principle F – Names must not discriminate or be offensive	This principle deals with ensuring that the proposed name must not discriminate or cause offense. The proposed road name refers to the locally grown TiTree vegetation and does not result in any group being disadvantaged or offended.
Principle G – Gender equality	This principle deals with encouraging gender equality. The proposed road name refers to the locally grown TiTree vegetation. It is therefore gender neutral and resonates equally with all genders.



Relevant Principle	Compliance of Proposed Name
Principle H – Dual names	This principle deals with transitional names toward the adoption of the Traditional Owner name. This principle is not applicable to the proposed road name, which is not proposing the use of dual names.
Principle I – Using commemorative names	This principle deals with considerations when the road name commemorates an event, person or place. This principle is not applicable to the proposed road name, which is not proposing a commemorative name that commemorates a Traditional Owner event, Australian war contributions, or person (whether living or deceased).
Principle J – Using commercial and business names	This principle deals with ensuring that commercial and business names are not used. The proposed road name is not proposing to use a commercial or business name.
Principle K – Language	This principle deals with the language of the proposed name. The proposed road name is in Australian English, which is a recognised language for road naming. The proposed name is also in two words and therefore easy to pronounce, spell and write. Neither does the proposed name include any punctuations - such as commas, full stops, hyphens, and abbreviations.
Principle L – Directional names to be avoided	This principle deals with ensuring that cardinal directions are not used in road names. The proposed road name is not proposing to use cardinal directions.
Principle M – Assigning extent to a road, feature or locality	This principle deals with clearly defining the area and/or extent to which the name will apply This principle has been addressed by shading and describing the extent of the road being considered in an earlier section of this proposal (“Location”).

Contact Details of Proposer

The name has been proposed by Lendlease (Batman’s Hill) Pty Limited, developer of the Melbourne Quarter precinct. Contact details of the relevant personnel are set out below.

Christopher Munn

Project Director – Commercial

Email address: christopher.munn@lendlease.com

Mariko Kimura

Assistant Development Manager – Commercial

Email address: mariko.kimura@lendlease.com