

# 'Having our own identity'

*...one that respects our community and unique environment*

Further evidence to support the proposal to rename  
Postcode 3940 from 'Rosebud West' to 'Capel Sound'



Submitted by: CapelSound3940 Residents' Group  
([www.capelsound3940.org](http://www.capelsound3940.org))  
To: Mornington Peninsula Shire Council  
Date: 5 February 2016



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## Summary of this submission

The decision on whether or not to change the name of Postcode 3940 from Rosebud West to Capel Sound is hugely important to the future of the 3940 community and, more generally, to the southern peninsula itself. Realistically, if it doesn't happen now it probably never will.

While the change of name would instantly inject a new pride and release new energy and ideas into the community, the real reason for the change is the long-term benefit it will bring - in 10, 20, 50 and 100 years time.

As people, we are generally resistant to change. This is particularly the case when we don't see it giving us a short-term personal benefit that would justify any inconvenience involved. We're not inclined to consider how the change might benefit our future or future generations. This limitation is well understood. That's why the state government guidelines for changing names defines a consultation phase that is a survey of public opinion and not a decision-making forum - it is merely intended to provide guidance to the decision-makers. An objective of this document is to help us consider the long-term implications of the change.

Through our surveys, letterbox drops and social media, over the past 12 months we have received extensive feedback from residents, businesses, ratepayers and many others. We must have heard every conceivable argument 'for' and 'against' the name change. We have analysed these arguments against their long-term impact on the 3940 community and they form part of this submission.

Over the past 12 months some 30 people have expended over 1,000 hours of volunteer work in something we strongly believe. These actions weren't just aimed at getting support for a name change but at stimulating community discussion and developing a new appreciation of what we have. In this respect it has already been spectacularly successful as people are now talking about all the good things of Postcode 3940.

Since 2008 excellent work has been undertaken through the very successful Rosebud West Community Renewal program. We see the name change initiative as building upon that work as it releases new energy aimed at creating a community that is strong, confident and one where people look after each other.

Should Council agree to the name change, within this submission we suggest the first action that could be taken to harness the new energy and shape a refreshed identity. We hope that future generations will look back and be grateful that we (Council and community together) had the foresight, energy and courage that established the basis of a strong, relevant and enduring identity. The current residents of McRae, Blairgowrie, St Andrews Beach and Wallaroo certainly feel this way about the name changes that gave them their current identities. In fact the changing of place names has been an ongoing, accepted and successful process on the Peninsula as our communities have grown and re-shaped themselves.

## Why the name change is important for our community

Postcode 3940 is a true gem. We live on a Bay Bar formed just 5,000 years ago. This has created a unique natural environment. To the north we have 2 kilometres of north-facing white sandy beaches - rare and highly valued in the southern hemisphere. To our south are the nationally significant Tootgarook Wetlands that are a mecca for birds, plants and animals. Below us flows a constant stream of groundwater running from the wetlands into the bay that feeds the seagrass along our coastline. Above us is a constant stream of swans, pelican and ibis headed to the seagrass to forage, to Mud Island - and to places further afield.

As a community we live in a narrow residential corridor with generally wide and quiet meandering streets. We have a thriving shopping village with eateries, music, sea sports and general supplies. The Seawinds Community Hub is amazing in the programs and activities it offers to the broader community. We are well served with recreation and sporting reserves.

*We don't believe the name Rosebud West either reflects who we are or helps us in any way. It merely tells where we are located in relation to a place that has **its** own identity.*

We are not the first Peninsula township to undergo a name change. Blairgowrie was previously known as Sorrento East, while McCrae used to be Dromana West. St Andrews Beach was just a place located in the backblocks of Rye, and once upon a time we were called West Rosebud. Those areas have since gone on to claim their own, independent identity, and we think it's time for us to do the same.

We are not Rosebud. We are our own unique environment, our own individual community and even have our own postcode. We therefore feel we deserve our own, individual identity that will help us to define who we are, and strengthen our character and pride of place on the Peninsula.

Those familiar with our area will know that Capel Sound is a name that is already being used throughout our community. We have the Capel Sound Shopping Village, the Capel Sound Foreshore, Capel Avenue, the Capel Sound General Store and the Sound Bar (previously known as The Capel) to name a few. The name Capel Sound has a long and significant history in our area dating to the first survey of the Bay in 1836.

*This is a one-off opportunity to build our identity around a name that respects the things that make us unique and, as a community, allow us to grow strong and proud.*

Many of us have wonderful memories of times spent in West Rosebud (and more recently Rosebud West). These memories will never disappear. They will be complemented by those spent in the future in a vibrant Capel Sound.

## What we have done

Having discussed the unsuitability of the name Rosebud West for several years, in 2015 a group of long-term residents and ratepayers decided to explore whether there was widespread support for a name-change and, if so, to take the action needed to affect a change. Coincidentally, at that time other residents had questioned the suitability of the name with Council so a combined action was commenced. What follows is a log of the primary actions taken and their intended purpose. It should be noted that we have worked closely with the Rosebud West Action Group and the Seawinds Community Hub during this period.

	Action	Intended Purpose	Detail
April to June 2015	<b>Survey the 3940 Community</b>	Understand how the community feels about a possible name change and elicit the arguments 'for' and 'against'.	Surveyed 8 residential sectors <ul style="list-style-type: none"> <li>• Visited 500 residences</li> <li>• Interviewed 200 people</li> </ul> Surveyed all 3 business precincts interviewing a total of 55 businesses Consulted 11 community organisations
July 2015	<b>Create Website and Blog</b>	Provide information and share community views	This included FAQs and Photo gallery that showcases 3940 <a href="http://www.capelsound3940.org">www.capelsound3940.org</a>
July and ongoing	<b>Engage with Media</b>	Provide information and stimulate community discussion	Newspapers: <ul style="list-style-type: none"> <li>• Local Papers (MP Leader and SP News)</li> <li>• The Age / Herald-Sun</li> </ul> Radio: <ul style="list-style-type: none"> <li>• 3AW / ABC (774)</li> </ul> <i>Media articles at Attachment 1</i>
July 2015	<b>Submit Proposal to Council</b>	Provide the evidence that significant community support exists for the name change	53-page proposal consistent with name-change guidelines. Our Proposal, Council Officer's report and Council Decision is available at: <a href="http://www.capelsound3940.org">www.capelsound3940.org</a>
Dec 2015	<b>Upgrade website and Facebook</b>	Better reflect progress of the discussion and cater for social media	<a href="http://www.capelsound3940.org">www.capelsound3940.org</a>
Dec 2015	<b>Conduct Letterbox Drop 1</b>	Stimulate widespread discussion and encourage people to vote (believing this was necessary to obtain broad community ownership of whatever happens).	4,000 flyers were distributed to cover all businesses and dwellings across 3940  Copy of First Flyer is at <i>Attachment 2</i>
Jan 2015	<b>Lodge Advertisement in local newspaper</b>	Mitigate the widespread misconception that surveys not returned equate to 'tacit support' for proposed change	Southern Peninsula News advertisement is at <i>Attachment 3</i>

Jan  
2015

<b>Conduct Letterbox Drop 2</b>	<i>This had three objectives:</i> <ol style="list-style-type: none"><li>1. Remind people to vote</li><li>2. Correct mis-understanding re 'tacit support'</li><li>3. Advise how to obtain replacement Survey Forms if original form misplaced</li></ol>	3,500 flyers were distributed to cover all dwellings in 3940 and businesses along Point Nepean Road  Copy of Second Flyer is at <i>Attachment 4</i>
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The activities detailed above have seen the active involvement of some 30 people who have expended more than 1,000 hours of volunteer work in something we strongly believe. Our actions were not just intended to win support for the name change but to encourage widespread community discussion on who we are (as a community) and what we have, as this would be necessary in establishing a fresh identity under a new name.

### **The impact this has already had**

The above actions have already had a substantial impact on the way we feel about ourselves and the way other people see us. Before this initiative was commenced most discussion within and about Postcode 3940 focused on the things that *weren't right*. Now the discussion is all about those things that make 3940 such a good place to be. This, in itself, is a major achievement and demonstrates what is possible in taking a fresh look at ourselves and the things we have and share.

## Understanding and balancing the arguments ‘For’ and ‘Against’

For over 12 months we have actively sought the opinions of residents, ratepayers, businesses, visitors - and anyone else who had an opinion. We have done this through door-knock surveys, as part of letterbox drops, speaking directly to key organisations and via various forms of traditional and social media.

We must have heard every conceivable argument both ‘for’ and ‘against’ the name change and we have noted these. At Attachment 5 we have grouped and analysed the reasons given by *residents* for their opinions.

In essence, we believe the only reason for changing the name is *the long-term benefit it would provide the community* - how we can build on the hard work already done to develop an identity that will allow us to grow strong over 10, 20, 50 or 100 years. As such we think that, while the short-term impacts must be understood and addressed, they should not carry the same weight as those that are long-term. At Attachment 5 we have therefore ‘themed’ the responses received by residents and distinguished those that are short-term and those long-term.

Below is a summary of the arguments ‘for’ and ‘against’. **Our response to each of these arguments is at Attachment 5.**

Reasons for **SUPPORTING** the change

### LONG-TERM focus

We should have our own identity
Our current name doesn't help us at all
The change to Capel Sound is already happening
I like the name 'Capel Sound'
The change of name will be a good thing for our future

### SHORT-TERM focus

It will increase the value of my property
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Reasons for **OPPOSING** the change

### LONG-TERM focus

We have a strong attachment to the name Rosebud West and don't want it to change
Why change when there's nothing wrong
It won't make any difference

### SHORT-TERM focus

Would be inconvenient
Would cost me money
People won't know where we live
Its just a waste of money
My Council rates will rise

## Some observations of Council's Consultation phase

### Misunderstanding of 'Tacit Support' concept

The Victorian Government guidelines relevant to name changes (Guidelines for Geographic Names 2010 – Version 2) state that '*a non-return is taken as a vote of support ('Tacit endorsement')*'. In the Council Officers' Report to the Council Meeting of 23 November 2015 it was noted this convention would not apply and analysis of the surveys would be based on 'YES', 'NO', and 'No response received'. This was approved by Council as part of their adoption of the Council Officer's Report.

However, this was not well understood in the wider community and it became clear that many people, as supporters of the change, were not voting.

We took a number of actions to address this:

- Made it clear in a discussion with Tony Jones on 3AW (16 December 2015)
- Worked with management of Village Glen to provide information in their January Newsletter and in-house TV channel
- Placed advertisement in Southern Peninsula News of 12 January 2016 (Attachment 3)
- Distributed flyers to all residences in Postcode 3940 (Attachment 4).

### Voting difficulties

Many residents expressed frustration in either lodging their Survey forms or in obtaining replacement forms. Some had misplaced theirs over the Christmas/New Year break. Others had discarded theirs as, being supporters of the change, they thought they did not need to respond (refer to '*Tacit support misunderstanding*' above).

## The next steps to building Identity and Community

The change of name from Rosebud West to Capel Sound is not an end point in itself. It is merely the start. It will provide the necessary springboard for a community looking to the future, a community that appreciates and cares for what we have and one where people look after each other. Already this initiative has attracted new energy crucial to our future that is now building upon past achievements in Rosebud West.

The theory of successful community building identifies two dimensions that must be addressed in tandem. They are often referred to as *Social Deficit* and *Community Strength*. Social deficit refers to those community attributes that indicate disadvantage. Community Strength are those things where the community has a natural advantage.

The Rosebud West Community Renewal (RWCR) program commenced in 2008, was strongly focused on Social Deficit and has achieved outstanding results for which everyone involved deserves recognition. The physical manifestation of this is the existence of the Seawinds Community Hub. This community meeting and activity centre with a 'cradle to grave' ethos promotes social cohesion and provides support for people from all ages, backgrounds, interests and circumstances. In the past year 16,000 people have used the Hub. This is and will continue to be a highly important component of the fabric of Postcode 3940. The evidence of the success of RWCR program is in the 2015 report 'Dropping Off the Edge' that recorded a significant improvement in the disadvantage experienced in Rosebud West (moving from Level 1 to Level 2 since 2007).

The proposed name change from Rosebud West to Capel Sound will primarily address the *Community Strength* component of community building. The change aims to build upon the

success of the RWCR program by raising awareness of our Community Strength and helping us grow our own strong identity to take us into a refreshed future.

### **‘21 Good things to do in Capel Sound’**

If the community and Council were to agree to the name change, strategies must be implemented to build upon the current momentum and take us to the next level of community strength. To this end we have worked to identify those things that could best be done.

The first action could be the distribution to all residences of the single page document ‘21 Good Things to do in Capel Sound’<sup>1</sup>(Attachment 6). There are 3 reasons for adopting this as the first action:

1. It can be **done quickly**
  - This is necessary to harness the new energy released by the name change aimed at developing and getting community ownership of a refreshed identity
2. It should be **highly effective**
  - Will enable immediate engagement with residents as most should be able to relate to some of the ‘good things’ in 3940 that are listed
  - Will help build a strong community
    - Shifts the focus from our problems to our strengths
    - Enables everyone to get instant appreciation of what we have
    - Provides people an easy entry into broader community involvement
    - If everyone does just one new thing the community will grow stronger
    - Will provide a path into increased volunteering - this is critically important to the future of our diverse community
  - Can be re-released each year as the community grows and changes
3. It is **inexpensive**
  - It can be done for the cost of printing 4,000 pages

*Note:* Should Council agree we (the people behind this submission) would be prepared to deliver this to all residences and businesses across 3940.

### **How we will know the name change has been worthwhile**

The primary premise of this initiative is the belief that the proposed name change will instill a new pride in residents, businesses and holiday-makers. When people are proud of the place they live or work they are more likely to become involved in its care and want to shape its future.

The medium and long-term indicators of success will be:

- No. of people involved in community work (and hours volunteered)
- Crime rates
- Care of property (private, businesses and government)
- Care of the environment
- No. of people who want to live and stay in Capel Sound
- Improvements to the local economy

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<sup>1</sup> This has been adapted from the Tasmanian Government’s ‘Tasmania Together’ program (around 2000) that aimed to build a stronger Tasmanian culture.



## ATTACHMENTS

### 1. Media Coverage and Reports

#### Newspapers

Date	Newspaper	Title	Page
27 July 15	HERALD-SUN	Rosebud West residents hope new name will lift struggle town stigma	Online
28 July 15	MP LEADER	Lobby Group Pushes for Name Change	Front
28 July 15	The AGE	A Rosebud by any other name...	2&3
29 July 15	HERALD-SUN	Push for Rosebud West to be renamed Capel Sound gathers steam	Online
4 Aug 15	SP NEWS	Renaming town 'unsound was to go'	4
11 Aug 15	MP LEADER	Discussion over name	5
25 Aug 15	SP NEWS	Name change report online	13
1 Dec 15	MP LEADER	Survey on new name	5
1 Dec 15	SP NEWS	Council OK to sort our name change views	9
1 Dec 15	SP NEWS	Meeting ends in uproar, insults	5&14

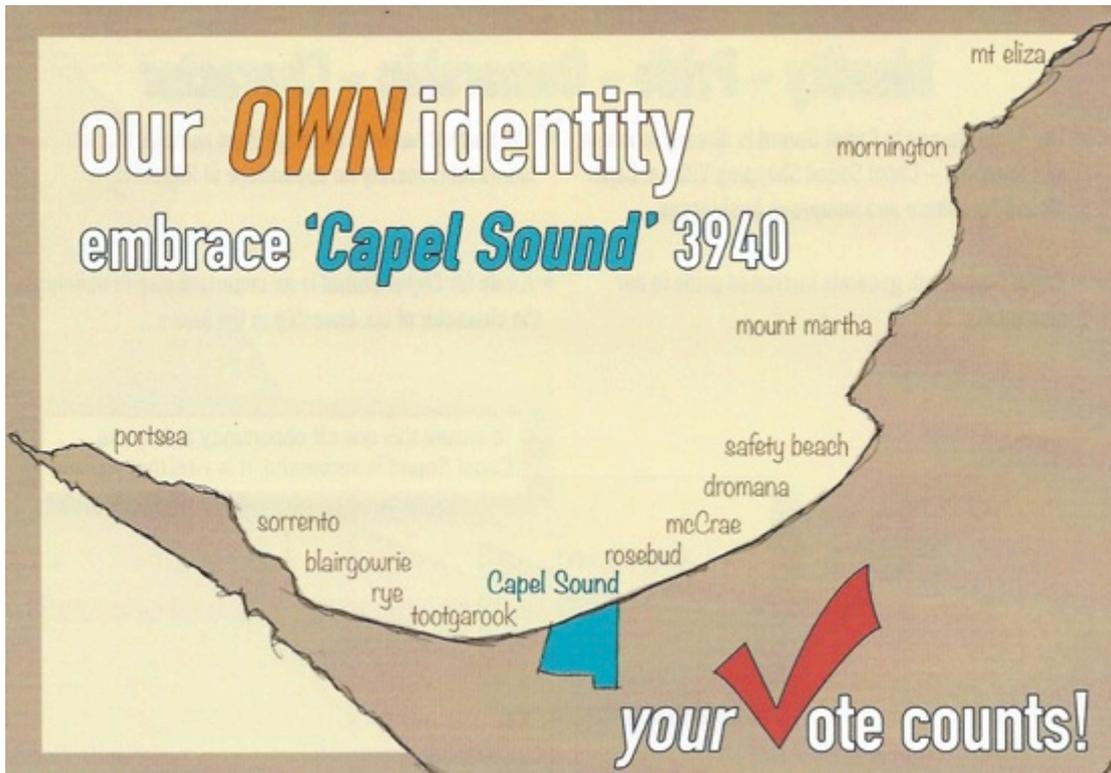
#### Radio Interviews (also included in news coverage)

3AW	Ross and John	July 27 /6.15am
ABC (774)	Richard Stubbs	July 27 /1.00pm
3AW	Tony Jones	Dec 16 /11.00am

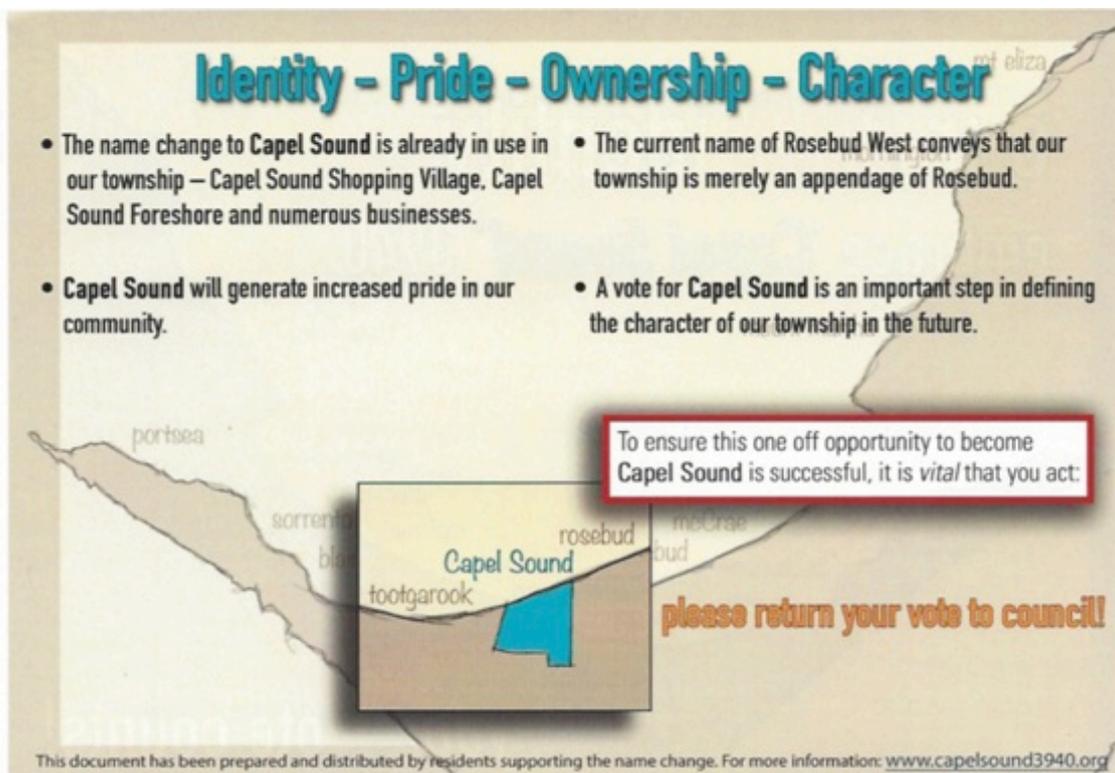
PLEASE NOTE: Copies of these articles have not been included in this version.

## 2. First Letterbox Flyer (Early December 2015)

FRONT



REAR



### 3. Advertisement to address 'Tacit Support' mis-understanding

Southern Peninsula NEWS  
12 January 2016  
Page 12

**If you support the name change  
from Rosebud West to  
Capel Sound  
....you MUST vote**

On 7 December Council sent letters to all residents and rate-payers of Postcode 3940 inviting us to vote on whether or not we support the name-change.

Some people believe it is only necessary to return your vote if you oppose the change.

They believe Council will consider anyone not returning their Survey form as being supporters of the change.

This is NOT the case.  
Council will only count the Survey forms they receive.

*If you have an opinion you must return your vote to Council  
...otherwise, how will they know what you think?*

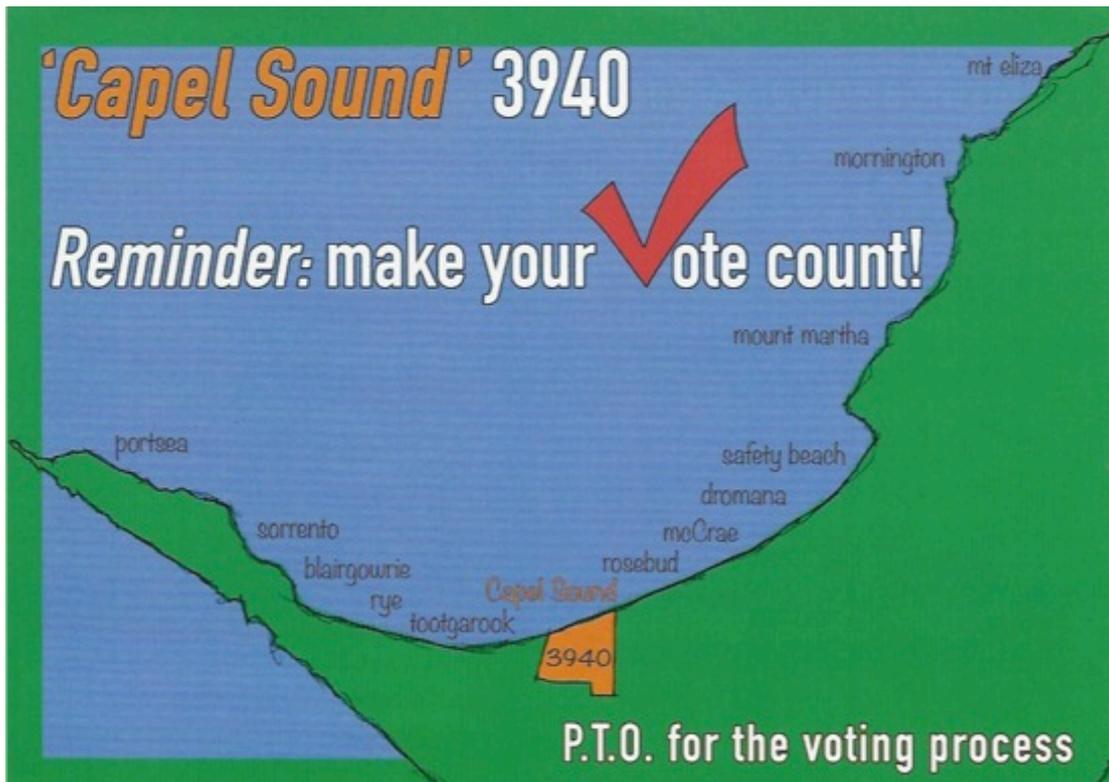
If you have misplaced your Survey form contact Council (1300 850 600) – voting closes on 5 February.

For more information on the name change visit website below.

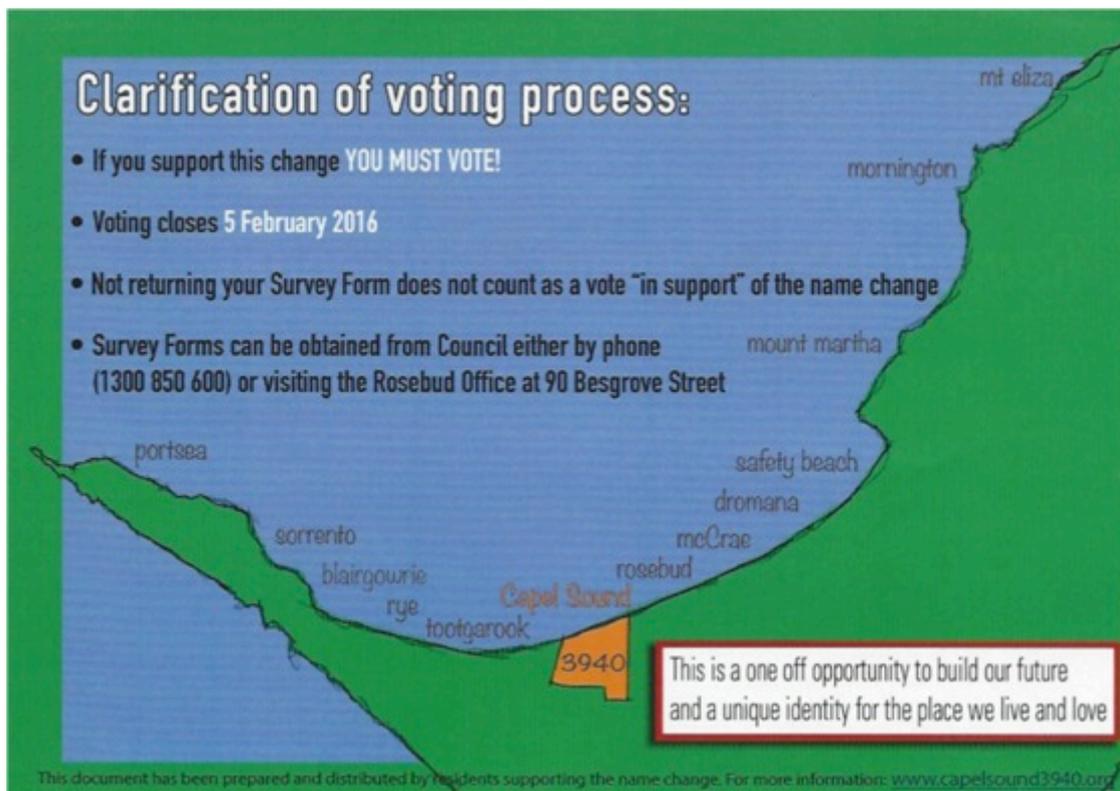
*This notice has been prepared,  
placed and paid for by residents  
who support the name change  
([www.capelsound3940.org](http://www.capelsound3940.org)).*

#### 4. Second Letterbox Flyer (Mid-January 2016)

FRONT



REAR



## 5. Arguments 'For' and 'Against' Name Change - ANALYSIS

### Reasons given by Residents for **SUPPORTING** the change

Theme	Reasons Given	Our Response
<b>LONG-TERM Focus</b>		
We should have our own identity	We have our own postcode but not our own identity	The whole point of the name change initiative has been to help build a strong and proud community with own identity.
	We should have our own identity	
	We should not be attached to Rosebud	
	We are just an appendage	
	Area is overlooked in many respects	
Our current name doesn't help us at all	The place is so wonderful it deserves a better name than Rosebud West	Having a name that only indicates where we are located in relation to another place doesn't allow us to build our own unique identity.
	Rosebud West's name is not an advantage	
	We need a name that means something	
	Rosebud West is just a wrong/silly name	
	The name Rosebud West offers nothing at all to the area	
The change to Capel Sound is already happening	We already call it Capel Sound	The increasing use of the name Capel Sound by businesses and residents reflects the need we all feel for our own identity - one that better reflects who we are and what we have.
	Foreshore and shopping strip are called Capel Sound	
	Business is already changing ...the change is underway	
	There is already an awareness of the name Capel Sound. Will give us our own identity	
I like the name 'Capel Sound'	Capel Sound is much nicer and it is suited to the area	The bay feature Capel Sound was first named at the charting of the Bay in 1836. It has been used in what is now Postcode 3940 since the 1950s. Most of 3940 is on bay bar formed some 5,000 years ago so there is a strong natural connection to the bay
	It sounds nicer than Rosebud West	
	Classier name - appropriate for this area	
	Better name than Rosebud West	
	Sounds lovely	
	Its a good name and would be good for the area	
	Sounds good	
	Sounds nice	
The change of name will be a good thing for our future	Up for anything that will improve the area	There is widespread opinion that the proposed name change would be good for the long-term future.  Its also clear a lot of positive energy would be released if the change was to occur.
	Unique name would add to the area	
	Will increase pride and give an emotional boost to the area	
	Can only be positive for the area	
	Very excited at prospect of new name	
	Think it a good idea	
	In full support of the name change	
	Fully support campaign	
	Fantastic idea. Believe it will refresh the area	
	Strongly support the proposal	
	Big fan of change and can't wait	
	Support the name change	
	Love the idea	
	Would do lots to increase pride and help us move into the future	
Area needs a spruce up and this might help - but must be accompanied by making everyone aware of what we have here		

	It would just feel better	
	Just makes sense...seems like a good thing to do	
	Will eliminate problems we who live on the border of Rosebud have	
	Sounds like a wonderful idea	
	Sounds nice - ups the pride	
	Really good idea	
	Nice change for the future	
	Love it. Great idea. Good for the area	
	It will identify, enhance and help community's individuality no end	

**SHORT-TERM Focus**

It will increase the value of my property	Will be good for my property value	This is a short-term focus and is not a consideration of the people behind this proposal
	Will bring property values up to neighbouring towns	

## Reasons given by Residents for **OPPOSING** the change

Theme	Reasons Given	Our Response
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### LONG-TERM Focus

<p><b>We have a strong attachment to the name Rosebud West and don't want it to change</b></p>	The family has been coming here for a long time and it has always been Rosebud West	<p>These opinions are generally based on an emotional attachment to the name. It is important they are understood and respected.</p> <p>However, the name change won't change the enduring memories many of us have going as far back as we can recall.</p> <p>Interestingly there is still a strong connection to the name 'West Rosebud' and that changed to Rosebud West some 30 years ago.</p>
	Always been Rosebud West - been here all my life	
	Love Rosebud West and think Capel Sound is ridiculous	
	Everyone knows name and has happy memories	
	Love Rosebud West and think Capel Sound is ridiculous	
	We live in RW...not CS. Name is ridiculous	
	Lived here all my life - don't think I want it changed	
	Don't like change - liked West Rosebud	
	Rather it stays the same	
	Has always been Rosebud West	
	I just live in West Rosebud	
	It's always been Rosebud West, we don't need to change	
<p><b>Why change when there's nothing wrong</b></p>	What's wrong with Rosebud West?	<p>The name Rosebud West doesn't respect the unique character of 3940 or allow us to have our own identity.</p>
	There's nothing wrong with the name so why change it	
<p><b>It won't make any difference</b></p>	I don't think changing the name will make any difference	<p>This is an important consideration. If the name change made no difference then what would be the point. It is important a new energy and identity comes with a change of name.</p>
	Will not make any difference to the environment or property values. Will cause confusion	
	Will achieve nothing and cost business money	

### SHORT-TERM Focus

<p><b>Would be inconvenient</b></p>	Don't want to change address - too much trouble	Effort required to change address is minor particularly as Postcode wouldn't change.
<p><b>Would cost me money</b></p>	It would cost us to have everything changed	<p>Unclear what costs are being referred to. Again a relatively minor short-term consideration.</p>
	Won't support change if it costs me money	
<p><b>People won't know where we live</b></p>	How will people know where we live?	<p>This will be a minor adjustment unlikely to cause much inconvenience.</p>
	Rosebud West is well known and wider community won't know about Capel Sound	
	Nobody will know where we are	
<p><b>Its just a waste of money</b></p>	Waste of money (2 instances)	<p>Assumes the cost will be large and the benefit little or non-existent. It's unclear what costs are being referred to here.</p>
	Waste of time and money (2 instances)	
	Waste of money. Can see no benefit	

My Council Rates will rise	House prices will rise and so will our rates	The impact the name change is likely to have on property prices is completely unknown - seems everyone has an opinion. Unless house prices were to rise considerably, any impact on rates would be minimal (if any at all).
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### Miscellaneous Comments

OTHER	I just call it (this area) Rosebud anyway	Re the 'other options', the name 'Capel Sound' was proposed as it is increasingly used across 3940 and has both natural and historic connections to the area.
	Capel Sound is just a name dreamt up by rich property owners	
	Not into it	
	Agree Rosebud West is not good but think there should be other options	
	Can't see the point, would rather just be Rosebud	

## 6. '21 Good Things to do in Capel Sound'

### 21 Good Things to do in Capel Sound

1	Have a coffee at one of the cafés along Point Nepean Road
2	Listen to some great music at the Sound Bar in the Village
3	Have dinner with your mates or neighbours at one of our restaurants
4	Buy some supplies from traders in the Village
5	Buy fish and chips and eat them on the adjacent beach watching a spectacular sunset
6	When the north wind blows spend time watching the exciting and colourful kite boarders
7	Enjoy a swim, fish or sail within the pristine waters of Capel Sound - or just take a walk in the shallows
8	Join one of the many walking groups and enjoy a stroll along the foreshore with a chat and coffee at the end
9	Try barefoot bowls followed by a happy hour drink on a Friday afternoon at the Vern Wright Reserve
10	Visit Truemans Reserve and watch (or participate) in one of the many sports played there
11	Volunteer to help out at: <ul style="list-style-type: none"><li>• Seawinds Community Hub</li><li>• Eastbourne Primary School</li><li>• Friends of Chinaman's Creek</li><li>• A working-bee on Capel Sound Foreshore</li><li>• Rosebud Hospital.</li></ul>
12	Help Cameron and Jessica save our wetlands by joining, donating or supporting their team at <a href="http://www.savetootgarookswamp.org">www.savetootgarookswamp.org</a>
13	Get involved in shaping 3940 by joining the Rosebud West Action Group
14	Witness the great innovations that have been pioneered at Eastbourne Primary School
15	Visit Seawinds Community Hub and be amazed at the services and facilities they provide to so many groups in our community
16	Take a slow drive around the Rosebud Industrial Estate to discover the diverse range of services based there
17	Watch the never-ending overhead flight of the swans, ibis and pelicans and ponder where they've come from, where they're going....and why
18	Plant indigenous plants in your gardens and nature strip to provide habitat and corridors for our birds and animals
19	Collect seeds of indigenous shrubs, trees and grasses and germinate some seedlings to plant and share around
20	Grow some vegies for you and your family...and even some to share with your neighbors. Or share something you have baked.
21	Look in on a neighbor and see how they're doing