

2.3 NAMING OF THE MOUNT WAVERLEY COMMUNITY GALLERY

(SW: D18-902262)

Responsible Director: Julie Salomon

RECOMMENDATION*That Council:*

- 1) *Notes the four preferred proposals for the name of the new community gallery at the Mount Waverley Community Centre:*
 - i) *The Track Gallery*
 - ii) *Miller Street Gallery*
 - iii) *MoCAG (Monash Community Art Gallery)*
 - iv) *The Heart Gallery*
- 2) *Endorses the recommendation to name the new community gallery "The Track Gallery"; and*
- 3) *Acknowledges and thanks all submitters to this process.*

INTRODUCTION

Council recently ran a community consultation to seek suggestions for an appropriate name for the new community gallery at the Mount Waverley Community Centre.

BACKGROUND

Following the completion of the refurbishments at the Mount Waverley Community Centre, Cr Rebecca Paterson sought to undertake a community consultation process to seek proposals from the community for an appropriate name for the new community art gallery located within the Community Centre. Cr Paterson's proposal was formally endorsed at the 25 September 2018 Council meeting.

DISCUSSION

The consultation process to seek suggestions from the community to name the gallery was conducted throughout the month of November.

The community were invited to submit their proposals, along with a reason for their suggestion, via an online form on the City of Monash website. Hard copy forms were also available in libraries, early year's services, the Civic Centre and other community sites including schools. This consultation was supported by a marketing campaign which included printed flyers and posters, online and social media posts, direct marketing to the Arts & Cultural Development team's database of contacts and promotion to the Mount Waverley Community Centre user groups. As an incentive for participation in this consultation activity, an iPad was offered as a prize for the selected name.

Council received a total of 42 name proposals, as detailed in Attachment 1. A selection panel (comprising of Cr Paterson, the Director Community Development & Services and the Acting

Manager Arts & Culture) reviewed all submissions and shortlisted the top four (4) proposals to be;

- The Track Gallery
- Miller Street Gallery
- MoCAG (standing for Monash Community Art Gallery); and
- The Heart Gallery.

Following this shortlist process, the selection panel (in consultation with both the Arts & Culture team and the Communications team) it was determined "*The Track Gallery*" to be the recommended name for the new gallery space, pending final endorsement by Council.

This name was suggested by Kristina Tomas and the reason which she provided for the proposed name was that it referenced the gallery's location adjacent to the Mount Waverley train station.

In determining the suitability of this proposed name, the Arts & Culture team determined that there were no other gallery spaces in Victoria with the same name, which could be confused with this facility in Monash. The Arts & Culture are supportive of the recommendation as they believed that the gallery's proximity to the train station was one of the most valuable benefits as a community space. The team also liked the name's positive connotation of being 'on track', offering a sense of momentum and achievement.

With Council's approval, the gallery space at the Mount Waverley Community Centre will be known as *The Track Gallery*, effective immediately. Signage will be installed on the glass entry of the gallery space in January 2019. This will coincide with the installation of a plaque at the main entrance of the Mount Waverley Community Centre to acknowledge the significant contribution made to community arts and cultural life at the former Highway Gallery site, with the generous support of the many local artists, volunteers and supporters associated with the Friends of the Highway Gallery.

POLICY IMPLICATIONS

In selecting a suitable name, officers have been guided by two policies; the City of Monash Guidelines for Community Request for the Naming of Council Facilities, as well as the City of Monash Plaques and Memorials Policy.

SOCIAL IMPLICATIONS

Many of the suggestions received through the consultation process reflected a sense of pride and local connection with the arts. By Council offering the community an opportunity to engage with the process of naming a new community arts facility in Monash, a greater connection between the community and the space can be fostered.

In addition, the consultation process will also help to create a greater awareness of the facility itself.

HUMAN RIGHTS CONSIDERATIONS

There are no human rights implications as a result of this report.

CONSULTATION

The consultation process for the naming of the community art gallery at the Mount Waverley Community Centre was open to all members of the Monash community. The consultation was open throughout the month of November and people were invited to submit their proposals, along with a reason for their suggestion, via an online form on the City of Monash website. Hard copy forms were also available.

The consultation was supported by a marketing campaign which included printed flyers and posters, online and social media posts, direct marketing to the Arts & Cultural Development team's database of contacts and promotion to the Mount Waverley Community Centre user groups.

FINANCIAL IMPLICATIONS

The costs associated with the consultation process, the purchase of the iPad prize, as well as the installation of signage for the chosen name were outlined and endorsed at the 25 September 2018 Council meeting as part of the original Notice of Motion.

CONCLUSION

In conclusion, it is recommended that the new gallery space located at the Mount Waverley Community Centre be now known as "The Track Gallery".

ATTACHMENTS

Attachment 1: List of Proposed Names Submitted for the Naming of the New Gallery Space