



The proposed North Coogee Name Change

What names were considered?

Read below -

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Why is "South Beach" no longer an option and what are the implications?

Landgate does not support the name South Beach because their policy categorically does not allow duplication of a name with a landmark that lies within another suburb. As there is currently a South Beach in South Fremantle, there cannot be a suburb named after that landmark.

While Landgate do now accept the historical use of the name South Beach within the northern area of North Coogee, something which was previously not clearly acknowledged, this historical link is not enough to overcome the duplication issue raised above. Landgate also confirmed that they would not support the name South Beach even if we had formal support from the City of Fremantle.

Is there any way to continue to pursue a South Beach suburb name?

In Sept 2021, Landgate provided a document in response to our original proposal. The South Beach Community Group (SBCG) were concerned that the report contained inaccurate information and failed to acknowledge the historical and current use of the name South Beach in our proposed suburb area of North Coogee. After discussions with Landgate, we are now satisfied that this information has been corrected and carefully considered. Although the South Beach side of our proposal has not been accepted, it has at least been fairly and thoroughly considered, something we were not confident of in September 2021.

Given that Landgate have now provided a clear explanation as to why a South Beach suburb name is not allowed and have followed due process under their policy, we do not believe there is any viable way to continue to pursue South Beach as a suburb name.

What are the implications for use of the name South Beach?

We have the SBCG that represents the community in the area but we do not live on the current landmark of South Beach. SBCG are also no longer actively engaged in any projects in the South Beach landmark or South Beach Recreation Reserve area of South Fremantle. All of our projects now relate to the South Beach Estate, Shoreline Estate and adjacent beaches.

While the beach adjacent to the South Beach Estate may have been known historically as South Beach, it is not named so now. The name South Beach was likely adopted by the community as it was far more appropriate than the suburb name of North Coogee, which has always lacked historical and geographical relevance. Had our area/suburb been given a more appropriate, discreet and specific name (with historical and geographical relevance), then it would have likely been adopted by our community and there would be little reason to change it now.

Website

www.ncoogeenamenamechange.org

Email contact

ncoogeenamenamechange@gmail.com



Why can the name Port Coogee be supported by Landgate?

The name Port Coogee is already in common use and reflects important maritime history. It is also geographically significant on the coastline. Landgate have advised the name is compliant with policy and could be supported subject to the overall compelling case for change being made and formal Geographic Names Committee (GNC) approval of that case. Important factors are -

- The Port Coogee community is well established with a clearly defined boundary strongly separated from the Shoreline and South Beach Estates
- The Port Coogee community has a strong sense of identity linked to their coastal location and coastal features such as the Marina, the Omeo Dive Trail and offshore historic wreck sites
- The area sits adjacent to the shores of Owen Anchorage, Beagle Anchorages in Cockburn Sound. This area was historically viewed as a "port related site" and used since European settlement as an anchorage and landing place
- The public marina is geographically significant to all Western Australians. It is an outstanding feature on the coastline
- National Maritime maps in use today identify the Port Coogee Marina
- It is the only refuelling jetty between Fremantle and Rockingham is located in the Port Coogee Marina making it a significant port of call and important that it be noted on mapping. It is a public port of call used by maritime services including the Water Police, Sea Rescue and Fisheries Department
- As a vibrant visitor and business hub, the name Port Coogee is already in use by real estate agents, Tourism WA and the City of Cockburn, dive, swim and other recreational clubs
- The Power Station precinct is closely connected to Port Coogee community by Chelydra Beach which is well used and much loved by Port Coogee residents. Although the Power Station is unlikely to be developed for many years the precinct will play an important role in increasing the footprint and population of the Port Coogee area
- There is no other suburb in Australia named Port Coogee. It is unique and unlikely to be confused with Coogee in NSW which has no Port.

Why is the name Catherine Point our best alternative to the South Beach name?

Catherine point is a beautiful and lyrical name, but more importantly is compliant under the Landgate geographic naming policy. It also solves some of the problematic perceptions people have around a name for the area.

- It is geographically significant as it is the only geographical feature on that part of the coastline. Specifically, Catherine Point is the name of the groyne between the two beaches adjacent to the South Beach/Shoreline Estates area
- Catherine Point is unique to our area and specific only to the northern North Coogee area
- It is historically significant. We are undertaking more research, but Catherine Point has been shown on the earliest of white settlement maps (c1870).
- In many COC texts and other official maps and records, the CY O'Connor Reserve was previously referred to as Catherine Point Reserve or Catherine Reserve so while not proposing to change the name CY O'Connor Reserve back again we are reusing a very old historic name in renaming the suburb
- It will clearly delineate and define the location of Shoreline and South Beach Estates and strongly differentiate the area from Port Coogee solving both the identity and wayfinding issues
- Being directly in the middle of the Shoreline and South Beach Estate areas it will have strong relevance not only to the existing community in the South Beach Estate but also to the emerging Shoreline community. It is geographically relevant to both estates but located in neither and therefore represents both estates equally
- It alleviates the perception of some people that there are too many Coogee names
- It reunites the area to the sea and directly to a coastal feature
- It works well with the name Port Coogee and is likely to be strongly supported by the residents of Port Coogee who must also vote to support the name
- It is not a developer's name which is not allowed under the Landgate policy
- Catherine Point is an attractive name, easy to spell, read, write and pronounce.

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Email contact

ncoogeenamechange@gmail.com



Why Catherine Point and not Nara Beach?

Catherine Point was identified by the SBCG as a potential alternative name and was put to the South Beach/Shoreline Estates community in the November 2022 "Alternative Name" community consultation. Catherine Point was voted for by 79 community members, forming 31% of the total vote.

While the preferred alternative name Nara Beach was more widely supported, this name has been subsequently strongly cautioned by Landgate on grounds of potential aboriginal cultural misrepresentation. Therefore, the name Catherine Point has already been provisionally considered by Landgate and Landgate has indicated that it would have the best chance of success at this stage (subject again to GNC approval).

Variations to the name Catherine Point (Catherine Beach, Coast, Bay etc) could create more issues, as they would dilute the validity and meaning behind the original source of the name.

If our area had been named as a suburb called Catherine Point in 2005, it is likely that the name would be established and we would not be working on changing it today.

Could the two suburbs be named Port Coogee and North Coogee?

Landgate and the GNC have expressed a clear preference for the two new suburbs to have two new names. Their concern is that leaving part of the suburb with the old North Coogee name could cause more confusion

Even if Landgate were to allow a Port Coogee and North Coogee outcome, this may not address primary issues with the name North Coogee and its similarity to the name Port Coogee as Port Coogee would continue to dominate public awareness with its marina, high activity centre, shops, restaurants and cafés all being named Port Coogee.

All residents and ratepayers of North Coogee must vote on the options. It will be important for each area to recognise the consequences for the other if voting no. It is important to have united front and a clear intention by the majority to change the name and divide the suburb.

Why would remaining North Coogee perpetuate problems?

The suburb was named North Coogee in 2005 by planners and the City of Cockburn. It has no meaning to the community now residing in the area who were not consulted on the choice of name of North Coogee.

- The name has not gained traction in the community. There are no businesses, organisations, community groups or landmarks in the area using the name North Coogee
- South Beach and Shoreline Estates are a long way from the Coogee lake, the origin of the name Coogee and therefore the name has no geographic relevance
- People get confused when trying to determine whether they should be heading to the northern section or the southern section
- North Coogee is phonetically very similar to Port Coogee. These names are frequently confused by people inside and outside the suburb
- Significant development has now occurred creating two unique areas readily distinguishable from each other with different identities and characteristics
- There is a natural dividing boundary between the two distinct communities which is McTaggart Cove with CY O'Connor Reserve, the proposed Cockburn Coast oval and the Power Station clearly limiting the easy connection between the two
- The name North Coogee would not have been approved today under the current Landgate geographic naming policy as names using cardinal markers, i.e. North, South, East and West, are no longer allowed.

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