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## Community and Stakeholder Engagement Summary

### Creative Art Space – Naming

Impact level: 4

Consultation period: 5 May – 2 June 2021

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## 1. Summary

This summary outlines the outcomes of community and stakeholder engagement regarding a name for new creative space at Avalon, undertaken between 5 May and 2 June 2021.

Five names were developed in consultation with Barrenjoey Alliance for Arts and Culture representatives.

Proposed naming options were:

- Avalon Workshop (current name)
- Avalon Creative Workshop
- Avalon Creative Space
- Avalon Creative Space and Studio
- Avalon Art Studio.

Hirers and stakeholders, including past Creative Space North Advisory Group members were notified and invited to select their preference.

The community was asked to rank their preference in order of highest (one) to lowest (five). Thirty-seven responses were received, with Avalon Creative Space scoring the highest in terms of preference.

## 1.1. Ranking outcome

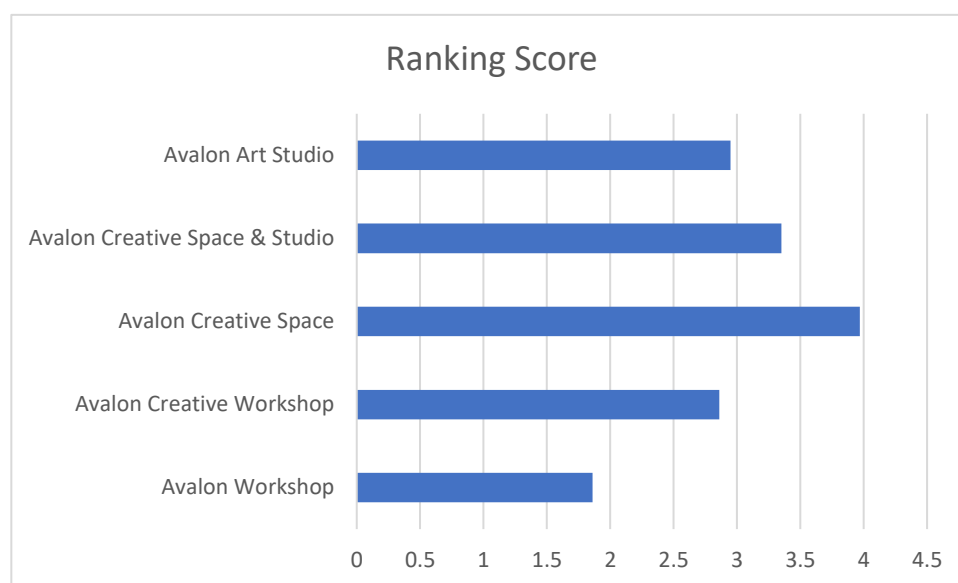


Total unique responses

37



Rank your preference for the potential new name of the workshop space in Avalon



## 1.2. How we engaged



Have Your Say:  
visitation stats

Visitors: 139

Visits: 107

Av. time onsite:  
2m 51s



Electronic direct mail  
(EDM)

Community Engagement (fortnightly)  
newsletter: 2 editions

Stakeholder email: 1

Distribution: 20,000  
subscribers

Distribution: 56

## 1.3. Who responded<sup>1</sup>



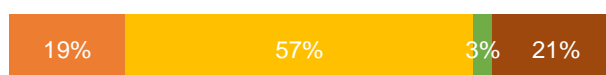
Gender

Male

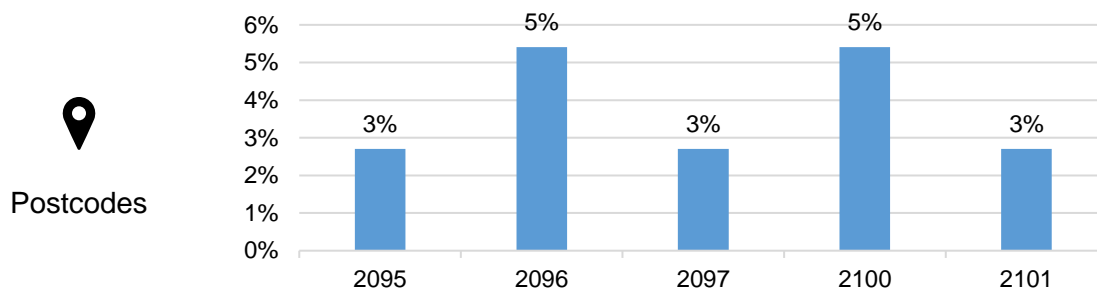
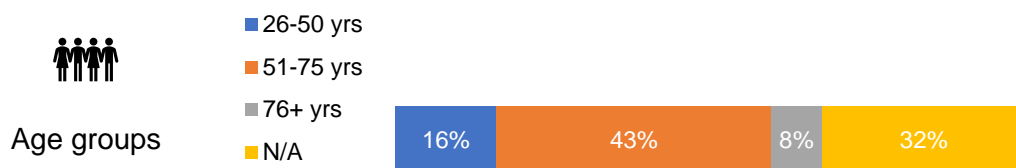
Female

Other id.

N/A



<sup>1</sup> Demographic data was gathered by request only. The data represented only includes those respondents who provided this detail.



## 2. Background

In March 2021, Council received correspondence from the Avalon Preservation Association requesting that the name of the Avalon Workshop be changed to include 'art' or 'creative' in the name for the purposes of wayfinding.

In the interests of transparency, we sought broader stakeholder input on the naming of this space through stakeholder meetings with the Barrenjoey Arts Alliance Committee (BAAC) in April 2021. One of the outcomes of that meeting was to put the naming options to the wider community and seek their thoughts on the naming proposals.

A ranking survey was placed on our Your Say project page asking community members to rank the names in order of their preference.

Document administration	
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Notes	Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.