

# AMENDED ITEM

11 December 2013  
To the Ordinary Council Meeting

General Manager's Report  
General Manager's Unit

## 5.3 Halekulani Suburb Identification

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TRIM REFERENCE: F2004/06463 - D04288870

MANAGER: Brian Glendenning, General Counsel

AUTHOR: Lesley Crawley; Manager Corporate Governance

### SUMMARY

Reporting feedback received from stakeholders in relation to the identification of the suburb of Halekulani.

### RECOMMENDATION

- 1 ***That Council receive the report on Halekulani Suburb Identification.***
- 2 ***That Council note that the suggestion the Budgewoi Buff Point Halekulani Precinct Committee to provide both Street and Suburb name on signage will be included in to the feedback for the Council Branding Strategy.***
- 3 ***That Council note that Town entry signage will be installed as part of the Budgewoi Masterplan and subject to the finalisation of the Branding Strategy in 2014.***
- 4 ***That Council install directional suburb signage as described in the report as soon as practicable.***

### BACKGROUND

Council at its meeting held on 14 August 2013 considered a notice of motion indicating that there was confusion regarding the boundaries and the general location of the suburb of Halekulani.

At that meeting Council:

*“RESOLVED unanimously on the motion of Councillor BEST and seconded by Councillor WEBSTER:*

- 1072/13 *That Council note the community and visitor confusion regarding the boundaries and general location of the suburb of Halekulani due to anomalies such as there being no directional or Welcome signage to Halekulani and that Budgewoi Public School is actually in Halekulani and the Halekulani Bowling Club is in Budgewoi and it is further noted that the ‘Welcome to Budgewoi’ sign in Halekulani.*
- 1073/13 *That Council undertake preliminary consultation with local key stakeholder groups and organisations in the affected area with a view to obtaining feedback around suitable signage or whether the community is of a mind to consider a consolidation into Budgewoi.*

1074/13 That Council notes it prefers the enhanced signage option, however will be guided by the community.

1075/13 That Council receive a report outlining the community feedback around naming and signage options.”

### **CURRENT STATUS**

Council undertook preliminary consultation with the following local key stakeholder groups and organisations:

- Halekulani Bowling Club
- Bevington Shores Manufactured Village
- Budgewoi Public School
- Northern Lakes Business Chamber
- Budgewoi Netball Club
- Budgewoi Soccer Club
- Budgewoi Rugby League Club
- Sunnyside Shores
- Walu Caravan Park
- Budgewoi Buff Point Halekulani Community Precinct Committee

The questions asked were as follows:

#### **“Question 1**

*Given that Wyong Shire Council has acknowledged community and visitor confusion regarding the boundaries and general location of the suburb of Halekulani do you support:*

*Option A*

*The suburb of Halekulani being consolidated into the suburb of Budgewoi?*

*OR*

*Option B*

*Enhanced signage to more clearly communicate the location of the suburb of Halekulani?*

#### **Question 2 Signage**

*Directional Signage is proposed to be located on the corner of Walu Ave and Scenic Drive and on the corner of Sunrise and Lukela Avenues.*

*A larger “Welcome to Halekulani” sign is proposed in the future however will not be installed until Council’s branding strategy is completed in 2014.*

*If you have any further feedback regarding signage, please comment below:”*

### 5.3 Halekulani Suburb Identification (contd)

#### Feedback

Of the ten stakeholders consulted, seven provided a response.

Feedback provided is indicated in the table below:

Stakeholder	Stakeholder Location	Q1	Q2
Halekulani Bowling Club	Budgewoi	Option B – Enhanced signage	No further comment
Bevington Shores Manufactured Village	Halekulani	Detailed Response attached	Detailed Response Attached
Budgewoi Public School	Halekulani	Option A – consolidate Halekulani into the suburb of Budgewoi	<i>“If Halekulani is to be retained could the boundary be moved back so the school is in Budgewoi. The large majority of parents do not list their address as Halekulani.”</i>
Northern Lakes Business Chamber	Toukley however representation includes both Budgewoi and Halekulani	Option B – Enhanced signage	<i>“We would support the majority community members of Budgewoi / Halekulani want. This should be their discussion as they live there.”</i>
Budgewoi Soccer Club	Buff Point	Option B – Enhanced signage	No further comment
Sunnylake Shores	Halekulani	Option A – consolidate Halekulani into the suburb of Budgewoi	<i>“Option A avoids all the current confusion.”</i>
Budgewoi Buff Point Halekulani Community Precinct Committee	Represents residents from Budgewoi and Halekulani	Option B – Enhanced signage	Suggest enhanced individual street signage incorporating suburb name into individual street sign.

#### THE PROPOSAL

The feedback provided by various stakeholders indicates that there is no clear preference for the retention of the suburb name of Halekulani or the consolidation of the suburb to into Budgewoi.

Historically Council has found it difficult, even using the services of a professional survey company to get a true reflection of the community's intentions. The use of a professional survey company is also a significant cost. Historically the most prominent feedback received is not supportive due to the cost and time impost of adjusting personal records in relation to addresses.

#### **Budgewoi Masterplan**

The Budgewoi Masterplan provides a long term strategic plan for the desired development of the area. The plan area does not specifically include Halekulani; however it has addressed the following two items that are relevant to this proposal:

**Town Entry signage** – located close to the intersection of Scenic Drive and Walu Ave indicating entries to Buff Point, Budgewoi and Halekulani. This will occur after the Council branding strategy has been completed. The strategy will be completed by June 2014 with any operational actions to be scheduled for the 14/15 financial year.

#### **Naming Council Assets -**

*It is proposed to make the following changes:*

*'Halekulani Oval' to become 'Budgewoi Oval'  
'Halekulani Park' to become 'Budgewoi Park'  
'Halekulani Hall' to become 'Budgewoi Hall'*

*This proposed name changes were included in the exhibited draft Masterplan. There were no submissions lodged during exhibition that opposed the above proposal. Therefore, the adoption of the Masterplan will result in the name change of these three Council owned assets.*

#### **Signage Proposal Budgewoi Buff Point Halekulani Precinct Committee**

The Budgewoi Buff Point Halekulani Precinct Committee submission put forward a suggestion to replace the existing individual street signage with signage that provides both the street name and the suburb name on the sign.

This proposal does not comply with Council's current adopted Style guide for street signage however the suggestion has merit in terms of providing an effective means for suburb identification.

The suggestion has been forwarded to be included in the Branding Strategy feedback and will be considered by Council as part of the overall plan.

In summary the proposed actions are as follows:

- Feed suggestion of Suburb and Street name on signs into WSC Branding Strategy due for completion.
- Change names of Council assets to reflect suburb location
- Install Town entry signage at intersection Scenic Drive and Walu Ave post June 2014.
- Install Directional Sign Cnr Walu and Scenic Drive in early 2014.

**OPTIONS**

Council provide signage on the Corner of Sunrise Ave and Natuna Avenue Buff point to indicate the suburb boundaries.

That Council consider other signage treatments.

**STRATEGIC LINKS**

Nil

**Budget Impact**

An estimate for the cost of replacing street signs is \$66 per sign. The sticker option is not supported for this purpose, given that the entire blade would need to be recovered and the cost of the sticker is nearly as much as a full blade replacement when labour costs are included. The estimated number of signs in the suburb is 50.

**CONSULTATION**

As detailed in the background section of the report.

**GOVERNANCE AND POLICY IMPLICATIONS**

Suburb name changes are determined by the Geographical Names Board (GNB). The GNB has advised that it relies heavily upon Council's views in regard to proposals for suburb name changes.

**MATERIAL RISKS AND ISSUES**

Nil

**CONCLUSION**

Council has consulted key stakeholders in respect of the suburb identification of Halekulani. The feedback does not provide definitive support for name change however does provide some suggestions for appropriate signage.

Council must consider the branding of the organisation as a whole and is currently preparing a Branding Strategy which will address signage for the whole of the Shire. The suggestions received will be included in the branding review.

Actions arising from the implementation of the Budgewoi Masterplan will address some of the naming concerns and Council will also install signage at entries to Halekulani from the East.

**ATTACHMENTS**

- |   |   |           |
|---|---|-----------|
| 1 | Suburb Boundaries - Budgewoi and Halekulani   | D03595424 |
| 2 | Comments - proposed renaming Halekulani - Bevington Shores  | D03889290 |
| 3 | Completed Feedback Sheet - Proposed Renaming Halekulani - Budgewoi Buff Point Halekulani Precinct Committee | D03873036 |



**Bevington Shores - Manufactured Home Village**

Hamilton Resources Pty Ltd  
 Wayne & Rowena Hamilton as Trustees for Hamilton Family Trust No 1.  
 A.B.N 65 959 359 004  
 186 Sunrise Ave., ♦ HALEKULANI N.S.W. 2262 ♦ AUSTRALIA  
 Phone 02 43 909 267 ♦ Fax 02 43 907 710 ♦ Mobile 0412 546677  
 Thursday, 26 September 2013

ATTENTION: LESLEY CRAWLEY  
 Wyong Shire Council  
 2 Hely Street,  
 Wyong NSW 2259

**SIGNAGE AND SUBURB NAME - HALEKULANI**

Dear Lesley,

Like all change this is a complex question and for most people there is an inertia against change, and a reluctance to go through the process of notifying all the relevant authorities eg, Licences, insurances, electoral rolls, and of course friends and relatives.

From talking to my residents and attending the local Precinct Meeting it appears that the opinions are split on the following basis –

1. **Longer term residents** are against Halekulani as they feel they "were always Budgewoi", until the **name change was forced upon them without any consultation by the Post Office** threatening to take 10 days to deliver mail addressed as Budgewoi. Overwhelming they want to go back to the name they have grown up with, always had and didn't want to change.
2. **The shorter term residents** – who moved in and have always known themselves as Halekulani, feel that it differentiates them from the older parts of Budgewoi, and gives them a more upmarket feel. They do not want to change back to Budgewoi & prefer Halekulani.
3. I actually feel that you would need to do a full survey of all the households in the suburb to make sure you make the right decision. This was one of the recommendations at the Council Meeting that I presented this conundrum to. Just asking Key groups will not satisfy all the residents and will result in criticism from either "losing group".

My personal and business preference is to allow us to go back to Budgewoi for the following reasons:

- **SUBURB IS AN EMERGENCY SERVICES KEY IDENTIFIER** - If you do not know your suburb name and you try to call Emergency Services – like the Police, Ambulance, or Fire Brigade they WILL NOT BE ABLE TO FIND YOUR STREET. The suburb is the Key Identifier.

E.g. - when I called the Police to advise them there was a car dumped on Kanangra Drive (that was sticking out dangerously blocking traffic) - they could not find any road existing by that name! We tried both Summerland Point and Gwandalan but the operator said that it did not exist and I must have the wrong street name - even though it is the main road into those suburbs. She had to open Google maps and look where I was describing – finally realising that Kanangra Drive only exists in the barely-existing and unknown suburb of **Crangan Bay!** Imagine if that scenario had been an ambulance trying to come into our villages to save a dying resident who didn't know they now lived in Halekulani!

- Everybody knows where Budgewoi is. People move here because it was often part of their youth, or vacation memories.
- No one knows where Halekulani is till they get here.
- No one knows how to spell it.
- No one knows what it means – "House befitting Heaven" in Hawaiian – and is a Hotel in Hawaii, not even a suburb or place.
- The name has no cultural or indigenous relevance to the Central Coast
- Budgewoi is an Aboriginal name meaning "sweet grass or young grass".

- As one of the only 2 substantial businesses in Halekulani (with Sunnyside Shores Village), we can NOT market ourselves as Halekulani. We both use our own individual Websites, and [www.homeparks.com.au](http://www.homeparks.com.au) and [www.seniorshousingonline.com.au](http://www.seniorshousingonline.com.au) - if we use Halekulani as the suburb designator we get NO HITS as no-one has ever heard of it and no-one knows where it is.
- We were happy as Budgewoi for the first 10 years we owned the village until we were forced to change.
- If you go onto [www.realestate.com.au](http://www.realestate.com.au) or [www.domain.com.au](http://www.domain.com.au) the 2 major real estate websites you will see all the tags on the streets showing where the homes for sale are. Click any of the ones that are located in Halekulani and you will find that 9 out of 10 will be marked as Budgewoi as their address.
- Apparently Halekulani came about from the original developer – and has been around for over 50 years, finally being gazetted without notification or fanfare back in 1981 and yet council has made no effort in all that time, 22 years, to embrace the name, put signs up or even acknowledge its existence.
- The only Halekulani anybody has heard of is the Halekulani Club – which has recently rebadged itself as the "The Hali" They are even misspelling the abbreviation to make it simpler – it should be the "Hale" which would be mispronounced to sound like "Hail".
- The Hali club is actually in Budgewoi. The President said "it's a storm in a teacup" – of course it is for their business - they are in Budgewoi – everyone knows where that is!
- The Budgewoi sign on Scenic Drive west of the Walu round-about (while driving east), is in Halekulani.
- The Budgewoi Public School is in Halekulani
- The Halekulani Oval is in Budgewoi
- The Budgewoi Soccer Club is of course in Buff Point
- The design and layout of the suburb makes no sense. It is a small consolidated area, why split it into 2 areas with the same post code. The suburb divide would more logically be at the channel with the land on the other side of the water (East Budgewoi) being a different suburb name.

I have asked my 250+ residents in a written survey to respond to the question and only around 30% of them replied. Out of that response we had 55 Halekulani's and 27 Budgewoi's. What do the other 70% think? Maybe they just don't care. Anecdotally most said they hated Halekulani but couldn't be bothered to change all their contacts again. It just all seems too hard.

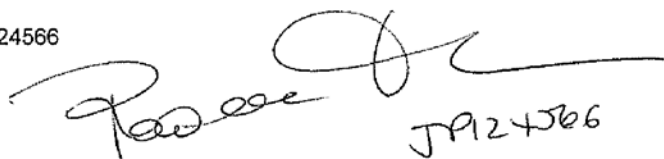
On behalf of the residents of Bevington Shores Manufactured Home Village I would like to make the following submission:

It is a divisive subject. I think Council should do a complete survey. There aren't a lot of households – the council meeting stated around 900ish, but they need to also ask every resident in both villages which will add another 400 to that number. They are residents of Wyong Shire too, and deserve full representation like everybody else.

As a long time resident; and business owner here for the past 16 years; please change us back to Budgewoi, but, if you decide to stick with Halekulani then you need to embrace it fully, not just half heartedly. Get some announcement in the papers, write to the residents, and make an effort to signpost the suburb adequately!

1. We would need to add Halekulani to the exit list off the freeway at the start of the Link Motorway.
2. Signposting at the Doylson Lights in both directions pointing to Halekulani as well as Budgewoi – why not even go the full hog and add Buff Point as well!
3. Move the Budgewoi sign & replace with a Halekulani welcome sign.
4. Have a LEFT into Halekulani sign on the Walu Ave round-about pointing up the only road that takes you into the suburb off the main road
5. Put the Budgewoi sign up east of the Walu round-about where the suburb actually starts.
6. Coming from the east there needs to be a sign that acknowledges that you are entering Budgewoi/Halekulani with a RIGHT turn sign somewhere directing you north
7. On EVERY street that changes from Budgewoi to Halekulani – as they cross the suburb boundary road of Lukela Ave signs need to be changed. There are 6 of them - Sunrise Ave, Manoa Rd, Delia Ave, Woolana Ave, Coonanga Ave, Laelana Ave all cross over 2 suburbs. You need to add the suburb name and house numbers to each street sign – (as many other councils do – especially where suburbs change along long roads).
8. If we are to remain as Halekulani then the whole area needs to have the council backing and embrace the name, not market themselves as Budgewoi and then give new residents the bad news when they arrive "now you'll have to learn how to spell HALEKULANI!"

Yours faithfully,  
Rowena Hamilton JP 124566  
Village Proprietor





## Halekulani... “Where the hell is that?”

- No-one knows where it is
- No-one knows how to get here
- No-one knows how to spell it
- No-one can market property as Halekulani – No Internet hits!
- **Because there are no signs** saying “Welcome to Halekulani”, “Thankyou for visiting Halekulani” “Right turn... left turn... to Halekulani
- (Even the suburb of Crangan Bay, (with 1 house), has a sign on the Pacific Highway south of the Summerland Pt lights).
- In fact there are **NO** signs anywhere to Halekulani!!
- There isn’t a single sign in the world pointing to Halekulani!
- **How can that be... after over 22 years?**

## The lost suburb or Halekulani



The Budgewoi sign  
on Scenic Hwy  
proudly stands on  
the boundary of  
Halekulani.

Budgewoi does not  
start till you pass the  
Walu Rd  
Round-about further  
down the road!



## Does it make any sense?

**West of Walu Rd & North of Lukela Ave Budgewoi dissolves into Halekulani without any fan-fare...**

- The Wyong Shire "*Budgewoi – Meeting of the Waters*" sign stands on the edge of Halekulani...
- Halekulani Club stands in Budgewoi
- Budgewoi Public School is in Halekulani
- Halekulani Oval is in Budgewoi
- Budgewoi Soccer Club is of course in Buff Point
- The Postcode for both suburbs are 2262



# The 1/2 suburb of Halekulani

# History of the area...

Ref - Geographical Names Board of NSW & anecdotal information

## BUDGEWOI (Pudgewoy - Budgeway) the present name of Budgewoi – officially from July 1978.

- BUDGEWOI Original grant named 'Pudgeway'. by John Slade in 1828. The grant acquired in 1841 by Robert Henderson who called it 'Budgeway'. Local Aboriginal for 'Young Grass' The Story of the Aboriginal People of the Central Coast of New South Wales (c1968) Wyong Council sign states "**Budgewoi – Meeting of the Waters**".
- Town on the E coast between Mummorah Lake and Tuggerah Lake.
- The Town developed on the east side of Budgewoi Creek and became known as East Budgewoi. The large Estates on the western side only developed from the late 1940s onward. Developed from the name of an early grant of 640 acres to John Sale in 1828 which he called "Pudgeway". It was probably derived from the local Aboriginal population, who called the area "Budjeri".
- The popularity of the area was becoming widely known and during the late 1920's and into the 1930's families from Wyong and Sydney began to visit the area and camp over the weekends and holidays.
- The result of this was that Roy McKenzie approached the lands department and requested that the land be made available through weekend leases. In 1935 the land's department agreed to sub divide the land and to set aside an area for a camping and recreation area.
- Later blocks were released in the 1950' and the sub division is almost completely built out.
- The early colonists named the area Pudgewoy but over the years it has been know by many other names: Budgeway, Possum's Fence, Sandy Point, Halekulani and the present name of Budgewoi which was made official in July 1978

## HALEKULANI Officially Assigned to the northern section of Budgewoi - 17th May 1991

very little is recorded except to say...

- A suburb which fronts onto the western foreshore of Lake Mummorah that has been around since the 1950's, even though local residents refused to use the name in their address... always referring to their suburb as "Budgewoi".
- Meaning: **Hawain... "House befitting Heaven"** a famous Hotel in Hawaii. It is not even a suburb or an actual place in Hawaii. It is thought that the original developer was in Hawaii during WWII. Many of the road names in the Estate are of Hawaiiin origin.  
(Note: that the Government's own documents can't spell "*Hawaiian*")

## Merge Halekulani back with Budgewoi? Or should Halekulani's existence finally be acknowledged?

- We bought **Bevington Shores – Manufactured Home Village**  
186 Sunrise Ave **Budgewoi** NSW 2262 in 1996
- Several years ago Australia Post contacted us and advised us that we were in Halekulani.
- If we didn't change over, our mail would be delayed by up to 10 days in sorting even though both suburbs have the same 2262 Postcode
- Reluctantly, we had to change everyone over...
- While, anecdotally most residents of Halekulani hate the name...
- We conducted a Referendum of our village residents as a litmus test, & the majority of the voters felt that it was all TOO Hard to change back.
- They would prefer that Council start to acknowledge we exist with good signage directing people to Halekulani, and gradually over time the suburb will start to be known as more than just a Bowling Club.
- They voted 2:1 in favour of Halekulani with better signage (55 Halekulani : 27 Budgewoi out of over 250 residents)

**Officially Halekulani since 1991**

**22 years**

**with NO suburb direction signs**

**How many more years do we have to wait?**

- **We need signs on the Freeway link road**
- **We need signs on the old Pacific Highway**
- **We need signs at Doyalson lights**
- **We need signs on Scenic Highway (east & west).**
- **We need signs on each street as you leave Budgewoi and enter Halekulani**



**We need**

**Wyong Shire Council**

**to acknowledge our**

**existence and promote**

**us as a “real suburb”**

**of the Shire!**

**Feedback Sheet**

Please return to Wyong Shire Council using the enclosed pre-paid envelope

**Question 1**

Given that Wyong Shire Council has acknowledged community and visitor confusion regarding the boundaries and general location of the suburb of Halekulani do you support:

Option A

The suburb of Halekulani being consolidated into the suburb of Budgewoi?

OR

Option B

Enhanced signage to more clearly communicate the location of the suburb of Halekulani?

*(Please Circle one of the above options)*

**Signage**

Directional Signage is proposed to be located on the corner of Walu Ave and Scenic Drive and on the corner of Sunrise and Lukela Avenues.

A larger "Welcome to Halekulani" sign is proposed in the future however will not be installed until Council's branding strategy is completed in 2014.

If you have any further feedback regarding signage, please comment below:

Please refer attached:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Budgewoi Buff Point Halekulani Community Precinct Committee

Wyong Shire Council

23<sup>rd</sup> September 2013

PO Box 20

Wyong 2259

**Signage and Suburb name – Halekulani – Feedback**

**Attention Lesley Crawley – Manager Corporate Governance**

At the Budgewoi Buff Point Halekulani Precinct Committee meeting held on September 19 2013 a key item of discussion was the Halekulani suburb name. Option A (consolidating Halekulani into the suburb of Budgewoi) received 25% of the vote, with 65% of the Precinct members preferring option B (enhancing signage). The remaining members were not concerned either way providing the signage upgrade reflected each town location correctly.

Recommendations from the meeting were to have stencils/stickers made for all existing street signs in the area with the appropriate Halekulani or Budgewoi name on them.

Attached is an example of a street sign with the town name provided.



Regards

Phil Heaton

A handwritten signature in black ink, appearing to read 'Phil Heaton'. The signature is written in a cursive style and is positioned to the right of the printed name 'Phil Heaton'.

President Budgewoi Buff Point Halekulani Precinct Committee