

Randwick City Tourism Inc.  
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18<sup>th</sup> August 2017

Secretary, Geographical Names Board,

[SS-GNB@finance.nsw.gov.au](mailto:SS-GNB@finance.nsw.gov.au)

**Re: Naming Proposal City and South East Light Rail  
Recommendation for Centennial Park**

Thank you for requesting feedback on Transport for NSW's (TfNSW) recommendations for names for the Light Rail Stops in Randwick City and City of Sydney.

Randwick City Tourism Inc. (RCT) is an association established in 1990, managed by an executive committee of volunteers with support from Randwick City Council.

RCT objectives are to:

- Encourage residents of Randwick to appreciate the benefits of the visitor economy;
- Provide a cohesive and unified tourism focus for Council and local business;
- Encourage sustainable tourism development;
- Coordinate promotion of key destinations and activities;
- Represent Randwick's tourism interests to State and Federal governments and within the tourism sector
- Advise Council on tourism policy.

I am writing on behalf of RCT to support the stop located on Centennial Parklands being named *Centennial Park*.

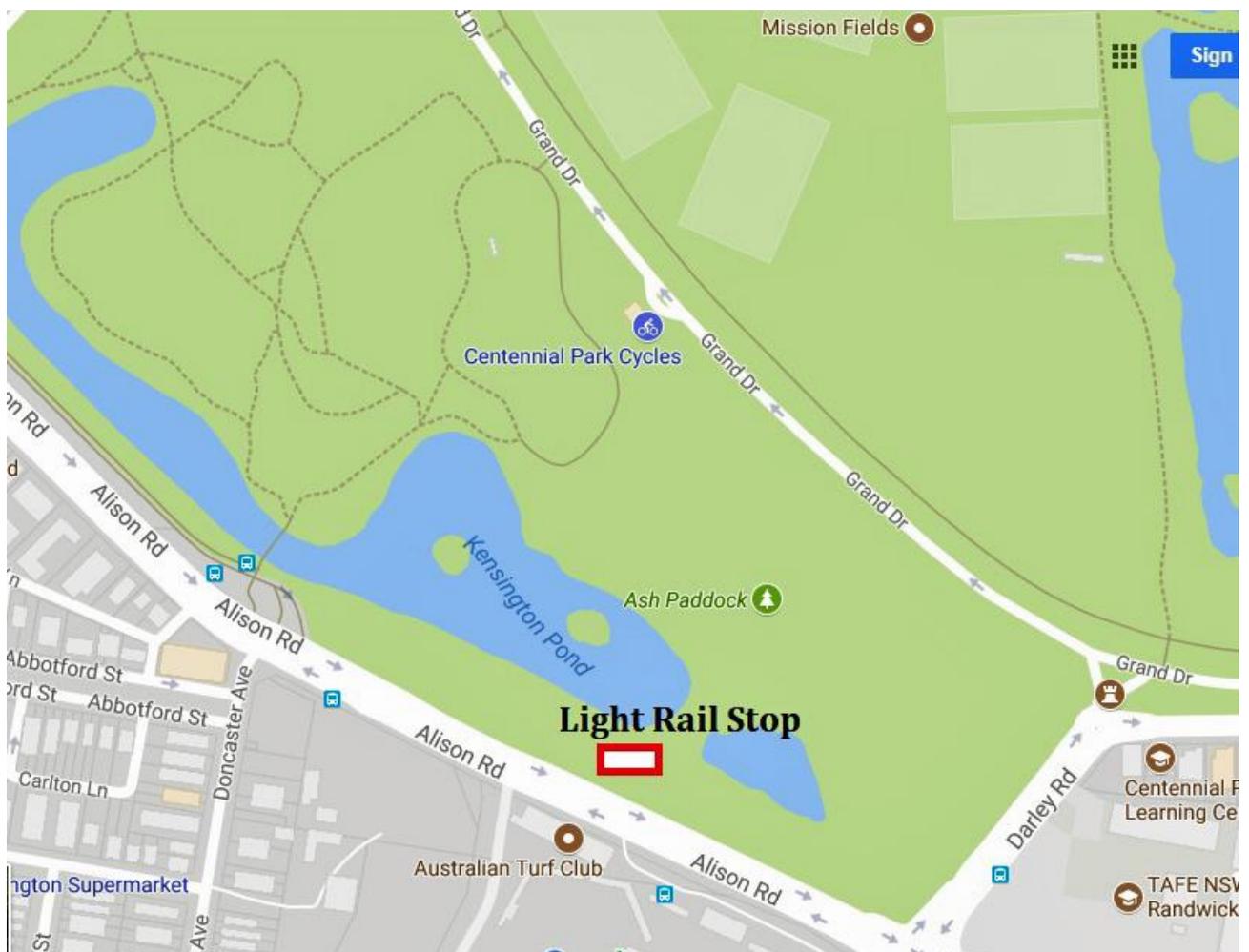
RCT recognises the importance of Royal Randwick Racecourse as a major destination and historical site in Sydney's East, however, there are five key reasons why it recommends *Centennial Park* and does not endorse the TfNSW recommendation of *Royal Randwick*.

## Wayfinding

For visitors, the name of a station is the key to navigation. It is the first step in planning a trip, or in understanding how they can use public transport to complete a journey. Names help them to understand where they are when travelling on the public transport system, and to successfully plan trips and connections. Names must always be consistent, whether a visitor sees them in the built environment, onboard, in printed materials or online.

The new light rail stop is located **within Centennial Parklands** and in close proximity to the new pedestrian bridge across the ponds and Darley Road entrances to Centennial Park. It is not outside the Royal Randwick entry gates.

Visitors alighting at the stop in Centennial Parklands will be required to cross a major road to access the Racecourse.



## Visitations, Diversity, Access

Centennial Park is a state asset of national significance which is open 7 days a week recording millions of visitations annually. Visitors are attracted to a wide range of self-directed offerings, ongoing activities and some programmed events. **There is no charge for entry.** By comparison, the Racecourse is only open for programmed events, attracts significantly lower numbers, and does not provide free access.



## Passive and Healthy Recreation



The Premier of NSW has made reducing the rate of Childhood Obesity a priority.<sup>i</sup> **Having the Centennial Parklands stop named *Centennial Park* highlights the importance of parks as key destinations.**

The Light Rail stop is a short walk away from the Children's Bicycle Track which is popular with local families. With easier access, it is likely to encourage

more to consider outdoor activities as part of a family excursion to Sydney's East. Growth in population is projected as the City of Sydney and Randwick have high dwelling targets to meet under the *Towards our Greater Sydney 2056 Plan*.<sup>ii</sup>

The Children's Bicycle Track is adjacent the Cycle Hire Facility. This is likely to be attractive to locals and also to international/intra and interstate tourists who will be able to catch the Light Rail in the CBD and explore Centennial Park and surrounds by bicycle.

By highlighting Centennial Park on the Light Rail Network tourists will be prompted to explore the offerings not only at this destination but in surrounding



areas and out to the historic Randwick Town Centre where the Light Rail terminates. The same level of awareness, translated into action, would not apply were the Centennial Parklands stop named *Royal Randwick* because on investigation visitors

would be deterred by the restricted hours of operation, limited offerings and entry cost. Visitor numbers and the commensurate spend within the Randwick municipality is important for the local economy.

When considering international tourism, the mainland Chinese market is our most important with high growth projections. According to Destination NSW(DNSW) *almost 90% of Chinese visitors to NSW participate in outdoor or nature activities on their trip to Australia, with the most popular activities including visiting national parks, botanic gardens, visiting farms and bushwalking.* DNSW suggest that *since many Chinese visitors come from densely urban environments, simple activities such as viewing sunsets, coastal vistas, bushwalking, visiting lookouts and star gazing have great appeal.* <sup>iii</sup>



### Commercial Considerations

**Royal Randwick is a commercial brand that also applies to the Royal Randwick Shopping Centre** in Randwick's Town Centre where the Light Rail will terminate. This is a major shopping centre within Randwick Municipality. Aside from adding confusion for visitors, the name ***Royal Randwick*** is unlikely to comply with GNB's *Place Naming Policy 2017*.<sup>iv</sup> Note online use of the name *Royal Randwick*:

<http://www.eventsbyatc.com.au/royal-randwick> compared to *Centennial Park*  
<https://www.centennialparklands.com.au>

### Community Support

In March this year, TfNSW provided recommendations for Light Rail stops in Randwick to Randwick City Council and the Council duly placed the names on exhibition for comment by residents. This web-based process is used on a regular

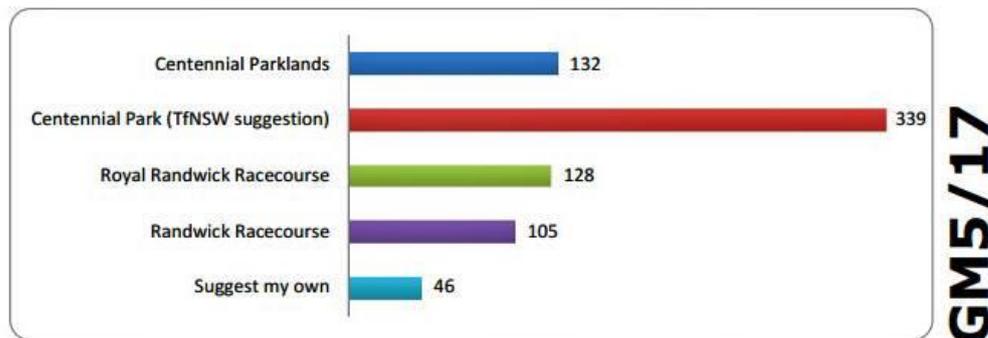
basis to survey public opinion within Randwick.<sup>v</sup> At that time TfNSW recommended *Centennial Park* as the name for the Centennial Parklands stop.

A report was prepared for the Ordinary Council meeting, held 18<sup>th</sup> April, 2017. The extract from the report shows that **double the number of respondents preferred *Centennial Park/Parklands* over *Royal Randwick/Randwick Racecourse*.**

Ordinary Council

18 April 2017

**Centennial Park:**



**Centennial Park 'Suggest my own' feedback**

- Bradman
- Centennial
- Centennial Park – Racecourse (5)
- Centennial Park South
- Darley Gates
- Darley Road (2)
- Fig Tree
- Fig Tree Memorial
- Gadigal
- Horse & Parklands
- Horse Fields
- HOT SPOT
- Local indigenous name for place
- Parkland
- punters point
- Starting Gate
- The Racecourse
- TJ Smith Station

Should the Board require further information please do not hesitate to call me.

With regards,

Lynda Newnam  
President, Randwick City Tourism, m: 0409698321

<sup>i</sup> <https://www.nsw.gov.au/improving-nsw/premiers-priorities/tackling-childhood-obesity/>

<sup>ii</sup> <https://www.greater.sydney/towards-our-greater-sydney-2056>.

<sup>iii</sup> <http://www.destinationnsw.com.au/wp-content/uploads/2015/06/China-Market-Toolkit.pdf>

<sup>iv</sup> Section 6.2: *Commercial and business names shall not be used for geographical names, particularly where the name can be construed to be promoting a business.*

<sup>v</sup> <http://www.yoursayrandwick.com.au/light-rail-stop-names>