



# Petersham Portuguese Precinct

## Engagement outcomes report

# Summary

Council engaged with Portuguese community organisations and businesses, Petersham businesses and the Inner West community on the naming of a Portuguese precinct in Petersham. Engagement on the name and geographic location of the precinct took place in two stages.

- Stage 1: Portuguese community organisations and businesses and Petersham businesses. We heard from 101 members of 22 organisations/businesses including 72 members of local seniors' groups
- Stage 2: Inner West community. We heard from 228 members of the community and the broader public.

## Name of precinct

### Stage 1 – Community organisations and businesses



**Stage 1 – Portuguese seniors' groups** (\*Two seniors' groups were engaged as community organisations but as members responded as individuals, the feedback has been separated from the remaining 20 organisations listed above)



### Stage 2 – Inner West Community (and broader public)



## Geographic boundaries

Feedback from Stage 1 of engagement was incorporated into boundary options for stage 2.

- 48% of businesses and community organisations, and 98% of seniors chose Option 3. 38% chose other and suggested what became Option 4
- 22% of community respondents chose Option 3 and 61% chose Option 4.



Audley St; New Canterbury Rd between Livingstone Rd and Audley St (only including section where Portuguese mural spans)



Audley St; New Canterbury Rd between Audley St and Hunter St; and Trafalgar St (Portuguese mural section)



# Background

The Portuguese community has a strong connection to Petersham which spans the last 40 years. This legacy has involved developing businesses, creating employment and sharing culture and traditions with the broader community. Petersham has become well known as a place to go for authentic Portuguese cuisine and culture. This has been made more popular by annual cultural festival, Bairro Português.

On 27 February, 2018 Council decided to sign a Friendship Agreement with Portugal. The agreement was signed on the day of the Bairro Portugues festival in 2018. This was followed by an agreement on community collaboration which included the development of an Institutional Cooperation plan, and incorporation of Portuguese art and design motifs in developments in the area.

The Portuguese Consulate General wrote to Mayor Darcy Byrne on 28 February 2019 requesting that Inner West Council formally acknowledge the Portuguese people by naming a precinct in Petersham.

At Council's meeting on 26 March, 2019, a mayoral minute initiated consultation with the local Portuguese and Petersham community and business regarding:

- An appropriate geographic area for a Portuguese precinct in Petersham
- Whether Portuguese Town is an appropriate name for the precinct.



**Figure 1** Bairro Português Festival 2017

# Methodology

Following on from the objectives identified in the mayoral minute, the purpose of engagement was:

- To engage on a name for the Portuguese precinct in Petersham
- To engage on the geographical boundaries of the precinct.

We engaged with stakeholders and the community in two stages.

Stage 1: Portuguese businesses and community organisations and Petersham businesses.

Stage 2: Inner West community.

Progressive engagement allowed us to build on each stage with input from key stakeholders.

## Stage 1: Businesses and community organisations

Engagement with Portuguese businesses and community organisations took place from late April to 22 May 2019. We created a survey to distribute and hosted the online version on SurveyMonkey.

### Portuguese community organisations

To engage Portuguese community organisations, we called representatives introducing them to the project and then sent an email with a link to the online survey. Council's Community Project Officer - Multicultural, Community Services and Culture attended Council's Multicultural Advisory Committee's meeting and two Portuguese seniors' groups to talk about the project and distribute the survey.

We engaged with the following community organisations:

- Portugal Madeira Club
- Portuguese Ethnographic Museum of Australia
- Portuguese seniors – Tom Foster Community Centre
- Portuguese seniors – Seaview Street Hall
- Inner West Council Multicultural Advisory Committee
- Consulate of Portugal.

### Portuguese and Petersham businesses

We visited businesses in Petersham, introducing them to the project and distributing the survey. We visited the precinct at different times of the day to capture businesses at times that were most convenient for them.

We engaged all businesses on Audley Street and New Canterbury Road between Audley Street and Hunter Street. The following businesses gave us feedback via the survey:

- |                             |                                   |
|-----------------------------|-----------------------------------|
| • Raine and Horne Petersham | • Spanish and Portuguese Butchery |
| • Rocket Boy Pizza          | • Seed Cuisine                    |
| • Gloria's Restaurant       | • Fich Restaurant                 |
| • The Counter               | • Kickin' Inn                     |
| • Chirofix                  | • The After School Klub           |

- Livingstone Hotel
- Belmont Engineering
- Curves Petersham
- Three Arrows Coffee
- Bazaliza Lawyers (outside of the LGA, online submission).

## **Stage 2: Inner West community**

The Inner West community was engaged from 28 May 2019 to 25 June 2019 via an online survey hosted on Your Say Inner West.

Feedback from engagement with community organisations and businesses was incorporated into the public survey with an additional option added to the geographic boundaries.

The survey was promoted via:

- Council's social media channels
- Council Column in Inner West Courier
- Council's website
- Media release.

# Engagement outcomes

Engagement outcomes are presented by stage. Business and community organisation engagement outcomes precede public engagement outcomes.

## Stage 1: Business and community organisation outcomes

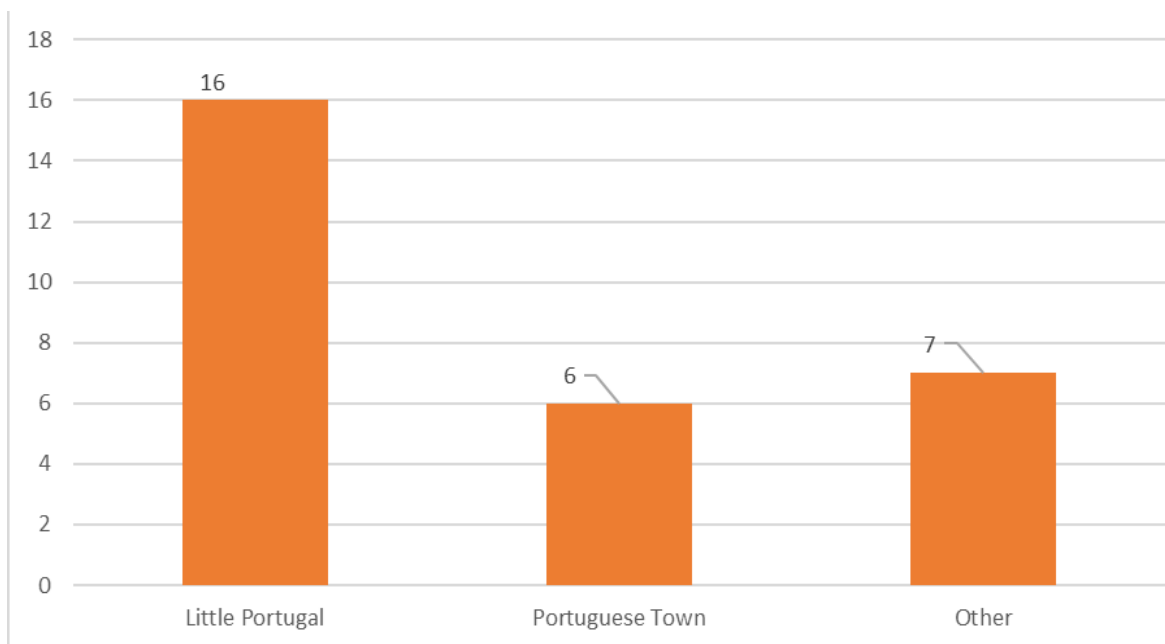
### Who did we hear from?

We heard from 29 representatives of 20 businesses and community organisations. We also heard from 72 members of two Portuguese seniors' groups. 100 of the 101 respondents supported the naming of a Portuguese precinct in Petersham.

We have separated the outcomes of the seniors' groups to maintain the integrity of other organisations' responses.

### Naming the precinct

Q1. What do you think the name for the Portuguese precinct should be?



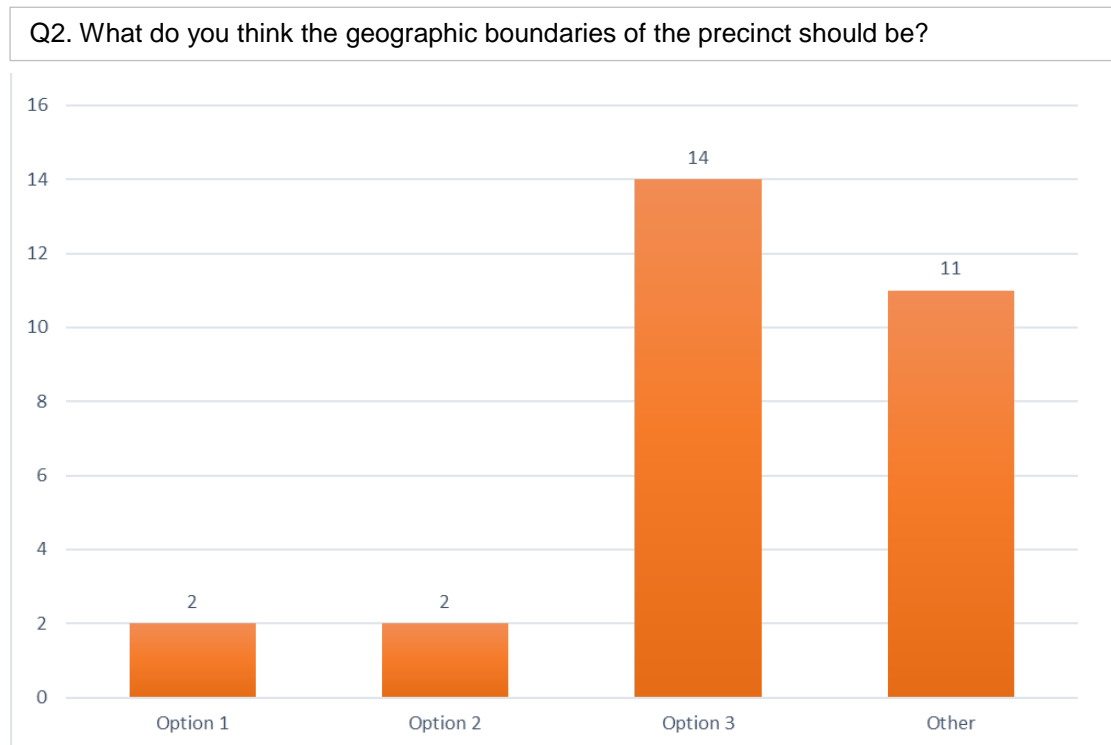
**Figure 2** What do you think the name for the Portuguese precinct should be? Stage 1 chart

'Other' responses included:

- Novo Aldeia (new village)
- Bairro (neighbourhood)
- Bairro Portugues (Portuguese neighbourhood)
- Something more contemporary.

## Precinct boundaries

Please refer to the boundary options in Figure 5 for a visual representation and description of the different boundary options.



**Figure 3** What do you think the geographic boundaries of the precinct should be? Stage 1 chart

Option 3 was the most preferred boundary. Those who responded 'other' suggested extending the precinct west down New Canterbury Road. This suggestion was incorporated into the public survey as Option 4.

## Portuguese seniors' group

99% of the members of the seniors' group preferred the name Portuguese Town. One (1) member suggested Bairro.

94% of the members of the seniors' group preferred Option 3.

## Further comments

Other comments from community organisations and businesses included:

- The name should not imply that there's Portuguese food in abundance. The name should attract tourists
- There are many millennials who visit the area. It would be great to make the precinct more contemporary
- If there is to be a Portuguese precinct in Petersham, will there also be a Greek precinct in Marrickville?

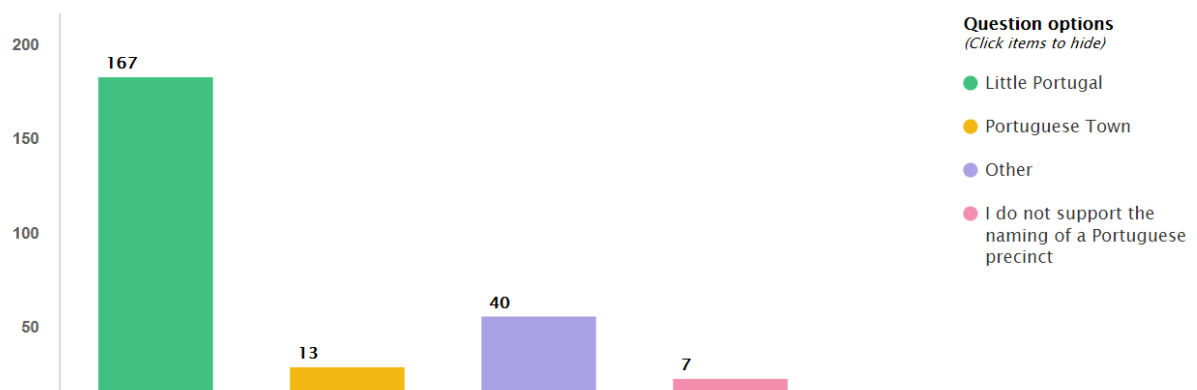
## Stage 2: Public engagement outcomes

### Who did we hear from?

We asked respondents to select their suburb within the LGA or indicate if they lived outside of the LGA. Of the 227 respondents, 57 live outside of the LGA, 54 live in Petersham and the remaining 116 live across the LGA. The significant representation of people outside of the LGA shows the engagement of the broader Portuguese speaking population.

### Naming the precinct

Q1. What do you think the name for the Portuguese precinct should be?



**Figure 4** What do you think the name for the Portuguese precinct should be? Chart

Most respondents (74%) thought the Portuguese Precinct should be called Little Portugal. 18% of participants suggested another name, 6% of respondents preferred Portuguese Town. Only 7 respondents or 3% did not support the naming of a Portuguese precinct.

Other suggested names included:

- Bairro or Bairro Portuguese (Portuguese neighbourhood) Most popular
- Funchal (City of Madeira)
- Canto de Portugal (Corner of Portugal)
- Aldeia Portugal (Village Portugal)
- Pedrinho (Little)
- Beleza (Beauty)
- Pequena Portugal (Small Portugal)
- Amizade (Friendship)
- Sagres
- Portugalia
- Camoes Town
- Terra Lusitania (Portuguese Land)
- Casa del Portugal (House of Portugal)
- Nuovo Casa Portugal (New house Portugal)
- Avenida Saudade
- Comunidade Portuguesa (Portuguese community).



## Precinct boundaries

We prepared four different options for precinct boundaries based on our internal engagement and engagement with businesses and community organisations. The options are outlined below. There was also the option of 'other' where respondents could make their own suggestions of boundaries.



**Option 1:** Audley St, between New Canterbury Rd and Trafalgar St



**Option 2:** Audley St; and New Canterbury Rd between Livingstone Rd and Audley St



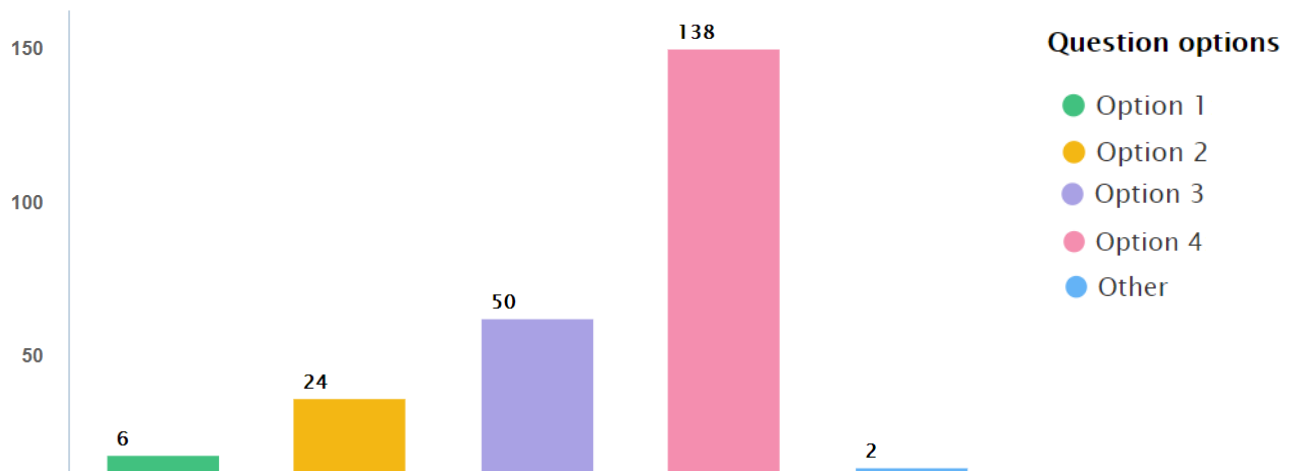
**Option 3:** Audley St; New Canterbury Rd between Livingstone Rd and Audley St (only including section where Portuguese mural spans)



**Option 4:** Audley St; New Canterbury Rd between Audley St and Hunter St; and Trafalgar St (Portuguese mural section)

**Figure 5** Geographic boundary options

Q2. What do you think the geographic boundaries of the precinct should be? Please refer to above maps



**Figure 6** What do you think the geographic boundaries of the precinct should be? Charts

Most respondents preferred Option 4 which spans Audley St, New Canterbury Rd between Audley St and Hunter St, and Trafalgar St (Portuguese mural section). 'Other' suggestions included 'sorry don't know' and the view that creating boundaries was unnecessary.

### Further comments

50 participants responded with further comments about the name and geographic location of the Portuguese precinct. Comments have been themed below.

- Strong expression of support for the initiative
- Extend the precinct to include lanes behind main streets and into the residential part of Petersham
- Reference other Portuguese speaking communities
- It is unfair to recognise only one cultural group when there are many that have ties with the area
- Keep the identity of the precinct informal
- It would be good to have a name in Portuguese language
- Use artwork/landmarks to identify the precinct.

Ideas for identification of the precinct include:

- "Provide street decoration, footpath vibrancy and events"
- "Mark the location with entrance arches and make it a pedestrian area!"
- Name a road in honour of Cristovao de Mendonca
- Add some recognition to Christiano Ronaldo
- Install new signage in Petersham that identifies and celebrates the new precinct name. "One idea could be a decorated ceramic tiled street sign like the famed azulejos signs found in historic Portuguese towns and cities."

### **Additional submissions**

An email was received from a member of the community who had run a poll on his Facebook page. Attached to the email was a list of possible Portuguese names for the precinct. The names included:

- Bairro Portugues (Portuguese Neighbourhood)
- Ilhas do Atlantico (Atlantic Islands)
- Praca Portuguesa (Portuguese Square)
- Aldeia de Portugal (Portugal Village)
- Cultural Portugal
- Portuguese Square
- Portugal in the World
- Portuguese Juntos (Portuguese together)
- Portugal Town
- Portuguese Space
- Bairro de Camoes (Neighbourhood of Camoes)
- PortuAustralia
- United Portugal
- Bairro da Esperance
- Portugal Village/Town.