



District Name

I take this opportunity to present the background and some facts in relation to the Chamber's suggestion that the combined districts of the mountain area of the Central Coast needs to be identified collectively. This includes the districts of Somersby, Mangrove Mountain, Central Mangrove, Peats Ridge, Calga, Mount White and Kulnura often referred to as 'the mountain'.

There is a real and demonstrated need to have a collective identifying name, whilst giving reference to the region, Central Coast, to which we also belong. Gosford and Wyong LGAs have officially adopted the Central Coast Region and we believe that the **Central Coast Plateau** would be a suitable and very acceptable collective name. Plateau, the noun, is defined as *an area of fairly level high ground*.

There are many benefits as a result of giving these districts an official name recognised by the Geographical Names Board including:

- The area identified on locality maps
- Ability to apply for a separate postcode (this continues to be raised as a real community want with many benefits)
- The ability of people external to the region to be able to identify where in NSW or Australia 'the Mountain' is exactly located. This will be particularly useful with funding applications and formal correspondence etc.
- Attract backpackers to the area for work. Our own postcode would give a rural separation which government could identify for the purpose of visa extension currently attractive to backpackers but which the 2250 postcode precludes for this region.

It has been suggested that this proposal was the brainchild of the Chamber in total isolation from the local community. This is incorrect!

The assigning of the name of the Central Coast Plateau was first raised at the Community Strategic Planning workshop held in 2003 attended by over 100 local community & business members. As no action occurred this subject was once again discussed at the Community Strategic Planning Review workshop held in 2006 also attended by over 100 people.

It is not the Chamber applying to the Geographical Names Board to have the name assigned. We suggested the name to Gosford & Wyong Councils who have now recommended that the proposal is advertised to allow for further community consultation.

So whether you do or do not support this proposal now is your opportunity to 'have your say'!

The official naming of the Central Coast Plateau does not mean that, colloquially, we will not continue to use the name 'the Mountain'. This has been used for over 100 years and will continue to be used by our sports teams, community groups and organisations, business entities, local residents and the general community of the Central Coast.

Peter Lipscombe
President

