



Ararat Rural City

Community Consultation Report: Road Naming Proposal

The proposal to formally name the currently unnamed laneway adjoining 118 Barkly Street, Ararat, was presented to the community for consultation and public submissions. Community feedback was invited via the Engage Ararat platform, by post, or by email between 10 December and 10 January 2026.

A total of 66 submissions were received during the consultation period. These submissions are provided in the table below.

We thank all submitters for their feedback and suggestions.

Submissions for the proposed naming of Prospectors Lane, Moyston
Name the lane Sparrow Lane. As adjoining property owners we are in favour of the proposed name.. Can we also suggest that South Right of Way be renamed. Maybe a name that honours one of the migrant trader families. Eg Pinzones or aphee.
I cant believe you're honouring exotic pest birds under the guise of 'acclimatisation'! I'd prefer to see the small native birds, which now have to compete with sparrows, recognised for their resistance. Here's a start: Willy Wag Tail, White-browed babbler, White-plumed honeyeater, tree creeper, blue wren, New holland honeyeater, Robin red breast.
Sparrows are a pest and eat our grain and poop and spread diseases. Plus i see sparrows in Woolies flying around the bakery section which is disgusting.
It's an embarrassment that one of the first sparrow releases was in Ararat let alone wanting to name a laneway after the sparrows
Would you support the naming of a lane way after the fox or the cane toad or rabbits? All mistakes having them introduced. Foxes kill our sheep and chooks and sparrows kill the poor Fairy wrens.
Now knowing the ecological impact that it's had in 2026, if you could travel back in time to 1867 and have that decision to not introduce a pest to Australia. What would you choose?
Please name it Blue Wren Lane or Kingfisher Lane or something that celebrates our awesome Aussie wildlife not a pest from England.
I want to be proud of our town and all the great things we have.
I object to naming Sparrows Lane after introducing non native birds that are now feral. Crimson Rosellas are iconic Ararat native birds that are so beautiful and would make a fabulous art work. I suggest you call the laneway Rosella Lane. Sparrows are pests and nobody likes them so get real we are in Australia not England.
I think the idea of commemorating native birds after consultation with traditional owners would be much better than sparrows. An Aboriginal name for a native bird, combined with plaques that explained the changing knowledge about preserving the natural environment could both commemorate the past as well as celebrate a better future
We definitely support the name Sparrows Lane! Ararat history?

I think it is a fitting name for the lane. It will create interest and a great talking point for residents and visitors to Ararat.

While the proposed naming of "Sparrows Lane" and associated art trail may initially appear to be a creative or historically interesting idea, I do not support naming the laneway after sparrows or commemorating their introduction through public art.

House sparrows are widely recognised as a pest in Australia. They aggressively compete with native birds for nesting sites, are known to destroy eggs and chicks, and breed rapidly with multiple broods per year. They occupy tree hollows, roof cavities, wall cavities, sheds and nest boxes, displacing native species including superb fairy-wrens, tree martins, welcome swallows and small honeyeaters. In towns such as Ararat, where hollow-bearing trees are already limited, these impacts are amplified.

The introduction of sparrows forms part of the 19th-century acclimatisation movement, which sought to introduce European species to "improve" Australian nature. This approach ignored ecological complexity and has since been shown to cause long-term environmental harm. Modern conservation policy explicitly rejects this ideology and instead focuses on mitigating its impacts. We have learned more since 1867, and our public spaces should reflect that learning.

In Australian environmental policy, introduced species are managed, controlled or discouraged, not celebrated. Sparrows are not protected wildlife and are included in pest-management frameworks at both State and Federal levels, with control measures permitted in both agricultural and urban settings.

Sparrows also cause agricultural damage and create infrastructure and sanitation issues in urban environments, including fouling of buildings and increased maintenance costs. They can carry parasites and diseases that further impact native bird populations.

Public place-naming and permanent artwork are acts of commemoration rather than neutral documentation. Given Council's responsibilities in governance, environmental stewardship and risk management, avoiding the commemoration of an introduced pest species would be the more prudent and defensible approach.

Council may also wish to consider a range of native-themed alternatives that reflect locally occurring species, landscape or ecological values, rather than commemorating the introduction of an invasive species.

Dear Council

I wish to object to the proposal to name the laneway, Sparrows Lane. By all means place some interpretative signage here to "commemorate" the event, but please explain its significance to the public, including in the context of the documented damage the House Sparrow causes to our environment and native species.

In Western Australia the DPI states "All sparrows are prohibited declared pests under the Biosecurity and Agriculture Management Act 2007". The NSW DPI states "Sparrows are considered the most significant pest of crops in New Zealand and commonly cause damage to fruit, vegetable, grain and oilseed crops in Australia. Significant losses have been recorded in pear, apple, berry, cherry, grape, nectarine, apricot, plum, peach, and loquat orchards. Vegetables and cereals such as tomatoes, lettuce, lucerne, peas, wheat, maize, sunflower, soya bean and rice are often damaged and germinating shoots and seedlings removed."

The Federal Bureau of Rural Sciences quotes the House Sparrow as a "moderate pest" in the same category as feral horses, feral camels and black rats. They state "Pest birds are becoming an increasing problem as the area of horticultural and wine grape production increases."

Given the position of our Federal and State Departments of Agriculture and the local significance of Agriculture to our community I don't believe the naming of the laneway and the bronze sculptures are appropriate.

Particularly, I don't agree to commemorate an introduced species, like the sparrow.

Hi Ararat Rural City

I would like to strongly support the naming on the lane to be Sparrows Lane.

I would also support the establishment of the Artwork and trail.

I also support the heritage plaque emphasising the acclimatisation movement's role in the release of the sparrows and its disastrous results. The plaque should not be a celebration of the release, but more just its significance historically.

An excellent improvement to the city, especially when someone generously donates the project to us.

I have previously provided my comment to support the proposal to name Sparrows Lane and the supporting historical information and art.

I have become aware of a campaign supporting the environmental consequences of the introduction of sparrows and of naming Sparrows Lane and a request to have native birds as the supporting art.

Views have changed over the years but this doesn't mean that history should be relegated or ignored because these days life's different. History can't be changed and needs to be recorded in whatever way. So please name the lane Sparrows lane with the proposed story boards and art.

I am totally opposed to celebrating the introduction of sparrows to Ararat. I spent my part of my youth shooting them with a slug gun! They build nests in house and shed eaves which are a major fire hazard and displace other native seed eating birds.

Perhaps we should have a shrine to Australian Bustards which were hunted/shot to local extinction in the Wimmera and Western District as they flew over Ararat to feed in the also now also highly threatened native grasslands.

I know there is (unfortunate) history with sparrows and Ararat! but to me it would be the same as calling the lane Fox Lane, BlackBerry Lane, Cane Toad Lane, Feral Camel Lane, or any of the other introduced pest species. There are so many spectacular and worthy native birds and animals more deserving.

I do not agree with the proposed naming of 'Sparrows Lane'

I do not think that the release of the introduced house sparrow is anything to celebrate.

It is a pest species, that is aggressive and interferes with our beloved small native birds. Even though it is an historic event that created interest at the time, we know better in this enlightened age.

For example, we do not celebrate the release or introduction of rabbits, european carp, cane toads, varroa mite, fire ants, rats foxes.....the list goes on.

I do think that Adam Haddow and Michael Combs are on the right track with wanting an Arts Trail.

Here is my suggestion:

Celebrate the native small birds who have survived the onslaught of the sparrow. Cast them and let them lead the public to a more appropriately named laneway, where a brief reference can be made to the historical releasing of the sparrows.

Perhaps through further research we can come up with a better narrative and more appropriate name for the laneway.

Ararat should look forward and embrace its native wildlife and rural aspect rather than looking back.

This is a unilateral proposal with no alternatives offered. It is an odd form of community consultation where only one positive outcome is offered, Sparrow Lane or nothing.

I suggest that if the naming of the lane is important then the community should be consulted for options prior to any request for public feedback.

Ararat is a great place to live but I am not in favour of this proposal. I feel introduced sparrows have negative connotations and would prefer that the historical event was not commemorated at all!

My husband and I actually think that's a great name for this lane way .. we hope the community of ararat think the same

Council have my support to lane name Sparrow Lane and I think the private commissioning of the sparrows is a fantastic way to bring back a little peice of history.
I think it is a great idea as it is synonymous with the history
I agree with this proposal as it records the history of the area.
I support the proposal
I think it is a great idea, linking with the history of our city.
I strongly oppose to this project because sparrows are a pest who are destroying native birdlife habitat and their food source. I would rather see money spent in celebrating stories about indigenous connection to country and the preservation of the environment from which we have the priviledge to benefit today. Instead of commemorating the destruction that colonisation brought to this land.
Sounds like a great idea
I appreciate that sparrows are an introduced species, however this is a truly unique event in Ararat's history and I feel, as a town, we're wise to record all of our history, misguided or not. I'm also a firm supporter of the addition of more public art to Ararat's streets and this is a very generous gesture by the developers. It's a marvellous idea and all of our history - good, bad, weird or indifferent, should be recorded or celebrated.
It sounds like a novel and adventurous blending of creative art and Ararat's history. Some would say money would be better spent elsewhere but art has it place.
I think its a great Idea and am for the proposed name Sparrows Lane
I cannot believe this!! These birds are an introduced species They compete with our indigenous wildlife for food. Why would there be a "celebration" for the release of these birds? Along with all the other introduced birds, animals,plants and trees, so many problems for our countrys' environment could have been avoided.
I think it's a marvellous idea
<p>I think council is missing the mark with this one and am not in favour of the name Sparrows Lane.</p> <p>You do not have to search far to find information about Acclimatisation Societies and the negative impact that continues today through their introduction of many European species to Australia of which the Sparrow is one. The Australian Museum and Macquarie University both talk to this.</p> <p>The Sparrow is a highly invasive species that competes against our native birdlife, and has a negative impact agriculturally also.</p> <p>Sticking with the bird theme some alternative suggestions are: Emu Lane Kookaburra Lane Magpie Lane</p>
Great idea!
I think it is a great idea.
Why would a council choose to celebrate the release of an invasive species by the colonial-settler? White washing the true history of the area. Shameful!
Despite sparrows being an awful introduced species, this was an historic event which has changed the Australian environment forever. As such I am very happy for it to be recognised (rather than celebrated) with the naming of the lane. And congratulations to the young men for improving Ararat's streetscape.

<p>No, no, no!!</p> <p>Sparrows are an introduced species, and, if the story you tell is true, then Ararat's role in introducing the species is shameful. It is most definitely NOT something to celebrate.</p> <p>Indigenous history in the area seems to mostly be ignored - another source of shame. How about working with the Djab Wurrung elders to find a more fitting name to commemorate that we were not the first to live here.</p> <p>What about Lange Ghiran lane? I would assume all councillors know the etymology of the name. I am not Ararat born and bred I know it - Langi means "home of" and Ghiran is the English language approximation of the aboriginal word for the yellow-tailed black cockatoo.</p> <p>I'm not indigenous, but a google search easily finds words/names to consider. Some other local indigenous words include Womindjeka (welcome), Wurruwurru (bird), cheecheer (blue-headed wren). I suggest you work with the local djabwurrung to find a more fitting name (to them) that celebrates the region's indigenous history, not hide it.</p>
<p>I was raised in Ararat and my folks are still alive living in Ararat in their 80's with generations past but I had never known about the Sparrows. Sounds like a piece of history that really needs to be preserved, very fitting to call the lane Sparrows Lane :)</p>
<p>I don't understand why a laneway would be named after a invasive animal that was introduced, and hasn't ended well ??? There would have to be better names to use surely</p>
<p>The release of a pest into the Australian environment does not seem like a worthy naming opportunity.</p> <p>Could council please rethink this and perhaps name this lane after our indigenous fauna or a name commemorating our Aboriginal people who are very unrepresented in our local street names.</p> <p>Thank you</p>
<p>Absolutely terrible idea, celebrating the introduction of a pest species that has wreaked havoc on indigenous birds?!? You've completely missed the mark here. We should not be celebrating huge failures by our European ancestors. Really awful idea. What is next, we'll celebrate the release of foxes and rabbits? Ararat council apparently living in the 1800's.</p>
<p>Absolutely ludicrous!!! What an embarrassment to the town. I get its history but it's not something to be proud of & flaunt.</p>
<p>Please don't do this. Celebrating an introduced pest in 2026 is really quite embarrassing. How about we look forward instead of back. Not everything has to be about the past.</p>
<p>What's the point in asking for help on picking a name when you have already named it. You have only provided one name to choose from.</p>
<p>Aptly named Sparrow Lane, this place holds a surprisingly rich story. While sparrows are often seen as a pest, their history within the town offers a unique narrative.</p> <p>The trail would celebrate creativity, acknowledge the sparrow's place in the town's history, and create a distinctive cultural experience that supports and attracts visitors through art, story and place.</p>
<p>I think it's fabulous we are thinking of ways to enhance the town. The celebration of the release of a pest species is not a forward thinking strategy. The Rural city of Ararat is surrounded by beautiful landscape, native animals and avians, can we have a similar concept with a native focus?</p>
<p>Should be named eddy's lane. After Brian Edmondson who lived in a old shed there for years, he worked at the fish and chip shop cutting chips.</p>
<p>A great idea to go with the name Sparrow's Lane especially considering the amount of trouble Adam Haddow is going to with supporting this part of our history.</p>
<p>A waste of money. Spend it on our roads.</p>

I don't think you should name a lane after an invasive species. Better to choose something, or someone, native or local to the area. There is no celebration in promoting a pest.
Although I recognize some introduced birds and animal have been a benefit to the making of our great country Australia I would object to a bird such as a sparrow to be recognized with a street sign in Ararat, especially with the spread and damage they do in Australia. It would be similar to calling it "Feral St." As a suggestion maybe "Wool Store Lane " to recognize the old blue stone building that was used as a wool store for so many years.
Surely you can come up with a name other than Sparrow. Very invasive introduced species also commonly known as a pest!!
Great idea and will be a awesome thing for tourist to do to help them explore ararat and spend more money in town. Will also be visually appealing. Yes they are invasive but we could just opening talk about this and promote education around keeping wild life safe.
This is a lovely idea and I hope it goes ahead. Well done everyone involved!
I'd support this. I've never heard the story but it charming nonetheless and would add character to the street
I like the idea and support the proposed name. The sparrow artworks will be a lovely addition to our streetscape.
Could you please provide the full costings for this project?
Celebrating the introduction of non native imported birds? Sparrows are a nuisance, why honour them? Dont think its a good idea at all
I think a more realistic/ antique looking sparrow would look nicer than this modern looking sparrow. We are a country town and should lean into more heritage look that goes with some of our older buildings. Also a local artist to the region should be used! We have many incredible artists in the Grampians area...We should be supporting local people/ businesses during this cost of living crisis - dont give the work to someone from Sydney, give the opportunity to someone from our own backyard!
Host Lane (collective noun for Sparrows)
I think that would be a wonderful addition to Ararat and having the lane named would help also. Great idea.
Sparrows are know as "mice with wings" and were yet another misguided attempt to make Australia reminiscent of Bonny England. Surely with the natural beauty of the Grampians on our doorstep a tribute to our own fauna and flora would be more fitting.
A lovely idea.
With so many local welders / artists creating amazing art locally (such as Nathan Bendelle) is would like to see the sparrows be created locally, making it even more special!
I would rather a mural incorporating sparrows, that artwork isnt in keeping with the town.
I absolutely love this idea.