

FOR CONSIDERATION BY ALL MEMBERS - A PROPOSAL FOR A NAME CHANGE
FROM U3A MOORLEIGH, INC TO U3A BENTLEIGH, INC

(Revised 5-Sep-2021)

BACKGROUND & HISTORY

In 1988 a new U3A was established and classes held at various venues including the Brighton Town Hall and Moorabbin Tafe. This new organization was registered as **U3A Bayside Central, Inc.**

In 1990, Moorabbin Tafe was expanding and there was now no room for U3A Bayside Central. Coincidentally, Moorleigh Secondary School in Bignell Road was closed due to falling enrolments, and rooms were leased to U3A Bayside Central.

In 1994 Council boundaries were changed and Bignell Road became part of Glen Eira (formerly Moorabbin).

In April 1996, the committee of U3A Bayside Central proposed their name be changed to U3A Moorleigh, particularly because the new Bayside Council was being confused with U3A Bayside Central.

Out of the 104 U3A facilities in Victoria, 100 of them are named after their local council area, their local shire or the suburb in which the venue is located. Of the remaining 4, two are located within retirement villages and named after the village, one is ethnically specific (Chinese) and the remaining U3A Moorleigh is named after a community centre.

PROPOSAL PROS & CONS

The Committee of Management is of the opinion that we should change our name to U3A Bentleigh, Inc and seek the approval of the membership to make this change. There are very good reasons for the change, and other reasons have been put up against the change. We would like to present all the pros and cons and ask each member to weight these up and vote **YES** or **NO** when the vote is canvassed.

ARGUMENTS FOR A CHANGE

A direct association with the Bentleigh area will be far more beneficial to us as a U3A in growing and attracting new members.

Unless you are local to Bignell Rd, or a long-term resident of Bentleigh East, the name Moorleigh is not well known.

ARGUMENTS AGAINST A CHANGE

Our address is Bentleigh East – Bentleigh the suburb stops at Jasper Rd some distance away.

The name Moorleigh is well known to members and those living in the surrounding area.

<p>There is no suburb called Moorleigh, no school called Moorleigh and no postcode for Moorleigh. The Postcode often associated with Moorleigh – 3167 – actually refers to Oakleigh South, in the area bounded by North Rd, South Rd and Warrigal Rd as its western boundary. U3A Moorleigh is well outside that area.</p>	<p>It seems a lot of trouble for little gain. We have a name – a label if you like – and one that we all identify with. Let’s keep it that way.</p>
<p>U3A Moorleigh sounds similar to U3A Moorland, particularly if you do not know the respective areas.</p>	<p>I like Moorleigh – it’s unique.</p>
<p>Most traffic is passing – there are no local shops, library, rail station, etc. It is not a destination, apart from the primary school next door.</p>	
<p>The poor signage of the Moorleigh Community Village does not attract attention to the variety of services available in that facility.</p>	<p>Improve the Moorleigh Community Village signage rather than change our name.</p>
<p>U3A Moorleigh is the only tenant in the village using the name Moorleigh; the name Moorleigh is not particularly well known.</p>	
<p>Moorleigh Community Village, Moorleigh Community, Moorleigh Village all sound like retirement homes. We have Warrawee Community right next door – which is Glen Eira Council’s nursing Home. Not the image we want to portray if we want growth and stability!</p>	<p>When people ask: “Where’s Moorleigh U3A?” I can have a conversation and give them a history lesson too.</p>
<p>Perhaps we should petition Glen Eira to change the name from Moorleigh Community Village to Bentleigh (or even East Bentleigh) Community Village.</p>	<p>Having U3A as part of our title is the problem – not the name “Moorleigh”. Manningham, Stonnington, Bayside and Kingston are blanket names each for several suburbs. Do they have the same problem? We may be situated in (East) Bentleigh but we are more than Bentleigh.</p>

RECOMMENDATION

On the balance of arguments, and in the best interests of the long-term survival and growth of this facility, plus the opportunity to attract potential new members from a wider catchment area and from more diverse demographics, the Committee of Management recommends to members that they accept the proposed change from **U3A MOORLEIGH, INC** to **U3A BENTLEIGH, INC**.

A formal resolution to change the name as indicated above, will be put to all members for a vote. Voting may be carried out online via the website. Postal voting will be available for those members without access to technology. More details will be provided in due course via Messenger, via the website and by email.

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On behalf of the Committee of Management