



Essendon Airport Pty Ltd
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Victorian Electoral Commission

To whom it may concern

Submission from Essendon Fields on the *Moonee Valley City Council electoral structure review*

Thank you for inviting stakeholder participation in the *Moonee Valley City Council electoral structure review*.

Essendon Airport Pty Ltd (**EAPL**) is the Commonwealth airport lessee company responsible for the development and management of the Essendon Fields Airport and wider Essendon Fields commercial precinct.

The Essendon Fields team have reviewed the proposed models and names for rezoning and renaming council ward areas under the MVCC electoral structure review.

Essendon Fields have no concern with the proposed location of ward boundaries, however we do have concern about the suggested use of the name ESSENDON FIELDS for a Council ward under proposed Model 1.

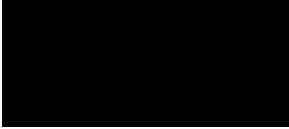
Essendon Fields Pty Ltd has proprietary rights to the name Essendon Fields by way of the registered ESSENDON FIELDS® trade mark, and to name a Council ward with the identical name of a suburb and business precinct with a different geographical boundary would cause confusion among residents and consumers.

Using the name ESSENDON FIELDS for a ward boundary may also impact on the rights of Essendon Fields Pty Ltd to protect its intellectual property and pursue a trademark infringement by a business located outside of our airport precinct boundary, but located within the ward area.

We therefore object to the use of the name ESSENDON FIELDS under Model 1 as this is the name of our suburb and business, and suggest Airport Ward, Bulla Ward, Northeast Ward, Boeing Ward, or some other geographic name common to all suburbs within the boundary be used should the Model 1 proposal be adopted.



Yours sincerely
Essendon Airport Pty Ltd



Brad Evans
Planning Manager