PLACE NAMING POLICY 2017

1.0 POLICY AIM AND OBJECTIVES

1.1. To provide guidance for the naming of places within the City of Brimbank.

1.2. The major emphasis of this Policy is to preserve the City's identity and heritage and to recognise its rich cultural and ethnic diversity, and ensuring that any naming decisions are made in the best interests of the whole community.

1.3. The policy is made in accordance with the *Geographic Place Names Act 1998 (the Act)* and the *Naming Rules for Places in Victoria – Statutory Requirements for Naming Roads, Features and Localities 2016 (the Naming Rules)* issued by the Department of Environment, Land, Water and Planning.

2.0 DEFINITIONS OF TERMS BEING USED

2.1. A Place is any geographic place or building that is, or is likely to be, of public or historical interest and includes, but is not restricted to:

   a. Suburbs (officially referred to as 'localities' and the boundaries are officially recognised for addressing purposes), townships and areas

   b. Neighbourhoods (not officially recognised for addressing purposes)

   c. Reserves, parks and public open space

   d. Streets, roads, bridges and other road features

   e. Public facilities and buildings, including government schools, hospitals and nursing homes

   f. Rivers, streams, creeks and other waterways.

3.0 POLICY STATEMENT AND PRINCIPLES

3.1. Council, as a Naming Authority under the *Naming Rules*, is responsible for geographic place names in the municipal district, with the exception of geographic places of regional, state or national significance, and waterways.

3.2. In the consideration of naming requests, Council is required to abide by the principles and processes outlined in the *Naming Rules* and notify all new or altered names to the Registrar of Geographic Names for endorsement, gazettal and inclusion in the Register of Geographic Names (VICNAMES) for official mapping and other purposes.

3.3. Council should ask for and preserve a record of name origins from those who recommend new place names, to facilitate the processing of names in accordance with statutory requirements and to create a record of this aspect of Victoria's heritage.

4.0 SPECIFIC REQUIREMENTS

4.1. New naming recommendations are to be assessed by Council's Place Names Working Group, comprised of representatives from Engineering Services, City Planning, Revenue, Asset and Property Services and Governance.
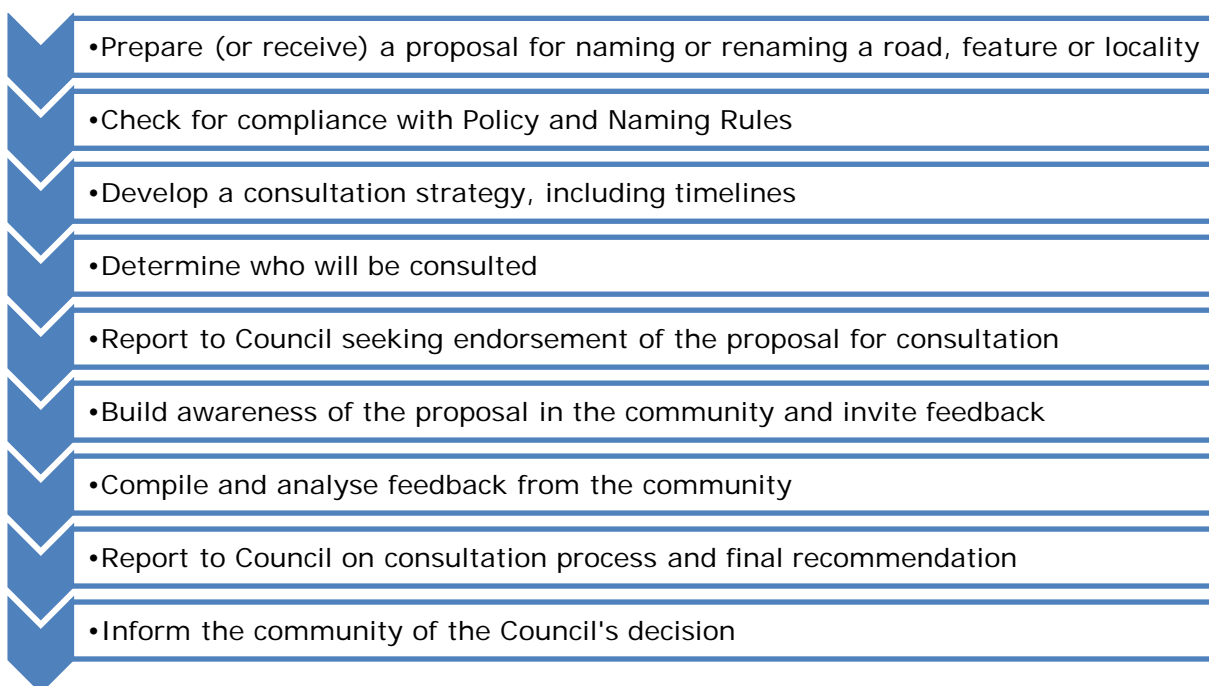
4.2. Council will consult on all naming proposals that are not new subdivisions or otherwise explicitly exempted by the Naming Rules.

4.3. Council approval is required before undertaking consultation in accordance with the *Naming Rules.* Following consultation, a final report and recommendation should be presented to Council.

4.4. **Names are to be selected using the following principles:**

a. Ensuring public safety: Must not risk public and operational safety for emergency response, or cause confusion for transport, communication and mail services.

b. Recognising the public interest: Long term benefits to the community.

c. Linking the name to the place: Place names should be relevant to the local area, with preference given to unofficial names used by the local community.

d. Ensuring names are not duplicated: Place names must not be duplicated or have similar spelling or pronunciation.

e. Names must not be discriminatory: Place names must not cause offence on the basis of race, ethnicity, religion, disability, sexuality or gender.

f. Recognition and use of Aboriginal languages in naming: Agreement from relevant Traditional Owner group(s).

g. Dual names: Cannot be adopted for localities, towns or rural districts; or roads, highways, bridges, communication towers. Can be used for topographical features such as islands, mountains, mountain ranges and rivers.

h. Using commemorative names: Naming often commemorates an event, person or place. The names of people who are still alive should be avoided, and it is preferred that only the surname is used.

i. Using commercial and business names: Naming authorities should not name places after commercial businesses, trade names, and non-profit organisation.

j. Language: Standard English or a recognised Australian Indigenous language local to the area of the feature. Easy to pronounce, spell and write.

k. Directional names to be avoided: Cardinal directions (north, south, east and west) must be avoided.

l. Assigning extent to a feature, locality or road: When a proposal to name a feature, locality or road is being developed the naming authority must clearly define the area and/or extent to which the name will apply.

4.5. Names in long usage, which commemorate or preserve the historical record, events and people as part of the pattern of settlement and development of the landscape, are preferred.

4.6. The use of traditional Aboriginal names is encouraged and preferred, in line with State Government policy, which encourages the greater use of Indigenous names in Victoria through place naming. The widespread use of Indigenous names provides a strong connection to our Indigenous heritage and acknowledges Indigenous culture.

4.7. Council may give special consideration to the use of a name of a living person so long as that person is no longer actively involved in any form of community work.

4.8. Names recommended by individuals, families, organisations, developers or sub-dividers should only be considered where they are consistent with this Policy.

4.9. Changes to the boundaries of bounded features, suburbs and locality areas should be in the overall public interest and not for any private interest(s). All such boundary changes should only be made after appropriate consultation with affected communities and emergency services.

4.10. If a naming request does not comply with this Policy, and the *Naming Rules*, the request will not be approved.

4.11. Once Council has made a decision, as the naming authority, on a naming request, it is at Council's or the Chief Executive Officer's discretion, to decline any repeat naming requests on the same matter.

4.12. Final Council decision should be made subject to the following criteria:

- **a.** Subject to a consultation process that ensured effective input from the public and all interested parties (refer to **Appendix 1**)
- **b.** Appropriate decision making that is in the public interest
- **c.** Following appropriate policies on naming standardisation
- **d.** Preventing an unnecessary duplication of specific names.

4.13. Naming decisions are to be communicated to the Registrar of Geographic Names for endorsement, gazettal and inclusion in the Register of Geographic Names (VICNAMES). The Registrar has the authority under *the Act*, to reject any proposal, if it does not satisfy the *Naming Rules.*

4.14. For the opening of new Council-owned or -managed features, including reserves, parks and facilities, Council will install a standard wording commemorative plaque (refer to **Appendix 2**). The plaque will reflect any Federal or State parliamentarian opening the feature, and names of all the Brimbank Councillors in office as at the date of the opening. The order of Brimbank Councillor names on the plaque will be by Mayor, Deputy Mayor, and then alphabetical order.

4.15. Council may also determine to install feature signage in Council-owned or -managed features, including reserves, parks and facilities, which details biographical information and the significance of the name to the City of Brimbank (refer to **Appendix 3**).

Amendment of Policy

Rev	Reviewed Date	Reason for Amendment	Next Review Date
	12/06/2006	Adopted by Council	
	22/5/2007	Review	
	1/5/2009	Review	
A	22/05/2011	Annual Review / New Format	22/05/2012
A	28/05/2012	Annual Review	28/05/2013
B	15/08/2012	Annual Review	15/08/2013
C	5/06/2013	Review	5/06/2014
D	2/7/2014	Review	2/7/2018
E	15/08/2017	Review	15/08/2021

The consultation process

- Prepare (or receive) a proposal for naming or renaming a road, feature or locality
- Check for compliance with Policy and Naming Rules
- Develop a consultation strategy, including timelines
- Determine who will be consulted
- Report to Council seeking endorsement of the proposal for consultation
- Build awareness of the proposal in the community and invite feedback
- Compile and analyse feedback from the community
- Report to Council on consultation process and final recommendation
- Inform the community of the Council's decision

Determine who should be consulted

Proposal	Who to consult	Type of consultation
New road	Immediate and extended community	- Letters - Notices - Surveys - Voting poll - Internet sites and social media - Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
New feature (including facilities)	Immediate and extended community	- Letters - Notices - Surveys - Voting poll - Internet sites and social media - Public meetings (if it is a large-scale feature or potentially contentious issue or significant change)

Proposal	Who to consult	Type of consultation
New locality (suburb)	Immediate and extended community	• Letters to affected residents, ratepayers or businesses; and to residents, ratepayers and businesses in properties adjacent to the proposed new boundaries • Notices • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Renamed road	Immediate community	• Letters to affected residents, ratepayers or businesses • Notices • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Boundary change of a road	Immediate community	• Letters to affected residents, ratepayers or businesses • Notices (if it is a large-scale proposal or potentially contentious issue or significant change) • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Renamed feature (including facilities)	Immediate and extended community	• Letters • Notices • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Boundary change of a feature (including facilities)	Immediate and extended community	• Letters • Notices • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)

Proposal	Who to consult	Type of consultation
Renamed locality	Immediate and extended community	• Letters to affected residents, ratepayers or businesses • Notices • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Boundary change of a locality	Immediate community	• Letters to affected residents, ratepayers or businesses; and residents, ratepayers and businesses in properties adjacent to the proposed new boundaries • Notices (if it is a large-scale proposal or potentially contentious issue) • Surveys • Voting poll • Internet sites and social media • Public meetings (if it is a large-scale proposal or potentially contentious issue or significant change)
Private road	Immediate community (directly affected parties)	• Letters

Standard wording for commemorative plaques

Brimbank
City Council

THIS PLAQUE COMMEMORATES THE OFFICIAL OPENING OF THE
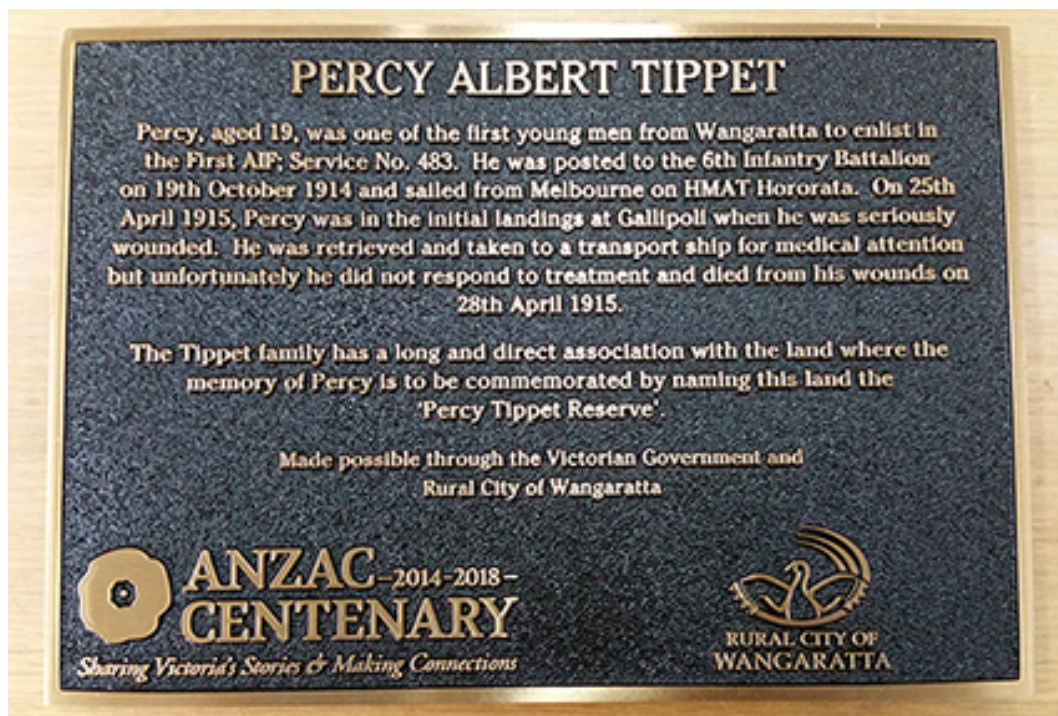
[NAME OF FEATURE]

ON

DATE

BY

[NAME OF FEDERAL OR STATE MP]

COUNCILLOR JOHN HEDDITCH, MAYOR
COUNCILLOR GEORGINA PAPAFOTIOU, DEPUTY MAYOR
COUNCILLOR DANIEL ALLAN
COUNCILLOR VICTORIA BORG
COUNCILLOR LUCINDA CONGREVE
COUNCILLOR SAM DAVID JP
COUNCILLOR MARGARET GIUDICE
COUNCILLOR BRUCE LANCASHIRE
COUNCILLOR DUYEN ANH PHAM
COUNCILLOR VIRGINIA TACHOS
COUNCILLOR KIM THIEN TRUONG

Example of feature signage

Source: Department of Environment, Land Water and Planning