

Place Naming Policy

September 2023

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1 POLICY PURPOSE

The naming of places is an important aspect of community identity and cultural heritage. The purpose of this policy is to provide guidance for the naming of places (roads, features, and localities) within Council's municipal district. This policy will help ensure that place naming practices are inclusive and culturally safe, preserve local history, and reflect the values of Brimbank's community. This policy also enables compliance with the requirements of the [Naming rules for places in Victoria, made under s 5 of the Geographic Place Names Act 1998](#), and must be read in conjunction with them.

2 POLICY SCOPE

2.1 This policy covers

This policy covers the following:

- How Council manages requests to name, re-name or amend the name of a [road](#), [feature](#) or [locality](#). Together, these are known as "[place naming requests](#)".
- Processes for ensuring place names are inclusive and culturally safe, preserve local history, and reflect the values of Brimbank's community.
- Requirements under relevant laws and guidelines to ensure place names are easily identifiable and facilitate emergency service response and natural disaster relief.
- Appropriate community and stakeholder consultation as part of a [place naming proposal](#).
- Information management and record keeping requirements to ensure accountability and transparency of place naming processes and to preserve aspects of Victoria's heritage.

2.2 This policy applies to

This policy applies to:

- All staff and Councillors who deal with [place naming requests](#) or [place naming proposals](#).
- Place naming proposals that are initiated by Council as the [naming authority](#) or in conjunction with another naming authority.
- Place naming requests that are submitted to Council by individuals, Traditional Owner groups, [Registered Aboriginal Parties \(RAPs\)](#), community groups, organisations, government departments and authorities.
- Requests or proposals to name or change the name of a road in accordance with section 11(8) of the *Road Management Act 2004*.

2.3 This policy does not cover

This policy does not cover the following:

- The naming of places that are wholly outside of Council's [municipal district](#).
- The naming of an electoral region or district or a municipal district or ward of a municipal district.
- The naming of private property.
- The naming of places without significant prominence, such as features within a park or within a reserve.
- The naming of geographic places of regional, state or national significance, including

waterways.

- The naming of places for commercial purposes.
- Street numbering.

3 DEFINITIONS

For the purposes of this policy, Council adopts the following definitions:

Term	Definition
Council	Brimbank City Council
Feature	A unique geographical place or attribute that is easily distinguishable within the landscape. This can include mountains, watercourses, buildings, prominent structures and parks.
Locality	A specific geographic area with unique characteristics that distinguish it from other areas. In urban areas, localities are often referred to as 'suburbs'.
Naming authorities	The entities that are responsible for naming places, which includes councils, government departments and agencies, Traditional Owner groups and private organisations.
Place	A feature, locality or road.
Place naming request	A request to name or rename a place made to Council.
Place naming proposal	A proposal to name, re-name or amend the name of a place that is initiated by Council or made in response to a place naming request.
Road	Any path or thoroughfare that can be navigated by vehicle or foot, used for assigning addresses or allowing access between points or to a feature. Examples include alleyways, streets, highways, fire tracks, bike paths and walking tracks.

Registered Aboriginal Parties (RAPs)	Traditional Owner groups, legally recognised under the Aboriginal Heritage Act 2006 as the primary guardians, keepers, and knowledge holders of Aboriginal Cultural Heritage. RAPs are the primary source of advice and knowledge on matters relating to Aboriginal places or Aboriginal objects in their region. There are two Traditional Owner groups in Brimbank - Wurundjeri Woi-wurrung Aboriginal Corporation and Bunurong Land Council Aboriginal Corporation. Both organisations are Registered Aboriginal Parties (RAPs).
Register of Geographic Names	The Register maintained under section 9 of the <i>Geographic Place Names Act 1998</i> .
VICNAMES	The electronic Register of Geographic Place Names.

4 SPECIFIC REQUIREMENTS

All place naming proposals must comply with the requirements in the [Naming rules for places in Victoria](#). The following specific requirements further clarify how Council manages place naming requests and proposals.

4.1 Initiating a place naming request

Any person or organisation can initiate a request for a place be named or renamed. Any request must explain the background and purpose of the proposal and how the proposal meets the requirements of this policy and the Naming rules for Places in Victoria. Council encourages applicants to use the checklist in the Naming rules for places in Victoria to ensure all necessary supporting information is provided with the request. Requests must be submitted in writing or by email to info@brimbank.vic.gov.au or by mail to PO Box 70, Sunshine VIC 3020.

4.2 Authority to review naming requests

As a [naming authority](#), Council is responsible for managing place naming requests and initiating place naming proposals within its [municipal district](#). Place naming proposals will be decided by a resolution of Council, except for matters concerning roads, where Council Officers have delegated approval powers.

4.3 Urgent place naming requests

Council will acknowledge any urgent place naming requests made in the interests of public safety within 30 days. This acknowledgement will outline Council's intended strategy for addressing the request.

4.4 Who considers place naming requests for roads?

Place naming requests for roads will be assessed by Council Officers who have been delegated powers under section 11(8) of the *Road Management Act 2004* and cl 5 of Sch 10 to the *Local Government Act 1989*. Council Officers will assess place naming requests for roads in accordance with this policy and the [Naming rules for places in Victoria](#). Council will work with developers to create compliant road names for residential and commercial subdivisions. Plans of subdivision need to be approved by Council. Road names are registered after Council has certified and issued a statement of compliance for the plan of subdivision.

4.5 Consideration of place naming requests

After Council receives a place naming request, it will be referred to the relevant area or project group within Council for review. If the relevant area or group determines that the request is meritorious, compliant with the [Naming rules for places in Victoria](#) and within Council's budget, the proposal will proceed to the consultation stage. Council will consider all requests in accordance with the 13 principles that must be applied when naming roads, features and localities, as set out in the [Naming rules for places in Victoria](#).

As part of its initial review, Council may consider how the proposal accords with Council's cultural safety and equality policies, including its:

- [Gender Equality Action Plan](#)
- [Reconciliation Action Plan](#)
- [Safe and Inclusive Brimbank Strategy](#)

4.6 Consultation

Council is committed to considering the views and perspectives of our diverse community in the place naming process. After initially reviewing a place naming request or place naming proposal, Council will consider how it might best consult with the community in accordance with Section 7 of the [Naming Rules for Places in Victoria](#). This may involve developing a formal consultation strategy. Council will ensure that any consultation process meets the minimum requirements set out in Section 7.1 of the [Naming Rules for Places in Victoria](#).

Council will consider any feedback received during any consultation with the community in reaching its final decision regarding the proposal.

Council's Community Engagement Toolkit includes a template and guiding documents to help plan an effective consultation process. The Community Planning and Engagement Team can provide advice on engagement. The Governance Team can facilitate advice on whether a consultation plan meets the requirements under the Place Naming Rules.

4.7 Implementation plan

Council will ensure that new place names are implemented in accordance with Section 14 of the [Naming Rules for Places in Victoria](#). Careful consideration should be given to promotion, communication and education about a name and/or boundaries and deployment of appropriate and unambiguous signage. Events launching a place name must only be held after names have been

officially approved and gazetted by the Office of Geographic Names.

4.8 Registration of place names

All decisions to approve new place names or change existing place names must be submitted to the Registrar of Geographic Names for endorsement, gazettal and inclusion in the [Register of Geographic Names](#). The Governance team are responsible for coordinating final registration of place names.

A place naming decision is only final once the Registrar of Geographic Names confirms that the name complies with the [Naming Rules for Places in Victoria](#) and enters it into the [Register of Geographic Names](#).

4.9 Recording historical information

Recording background information about the reasons for naming a particular road, feature, or locality is crucial. This ensures that future generations have access to historical information and promotes transparency in the naming process. After a name has been registered, the Governance team are responsible for entering historical information and relevant documents on the new name in [VICNAMES](#).

4.10 Transparency and accountability

Council is committed to providing the public with information about naming proposals in accordance with its Public Transparency Policy.

5 ROLES AND RESPONSIBILITIES

5.1 Manager Governance and Risk

The Manager Governance and Risk is responsible for:

- Ownership of this policy.
- Overseeing Council's relationship with Geographic Names Victoria and the Registrar of Geographic Names.

5.2 Coordinator Legal, Governance and Integrity

The Coordinator Legal, Governance and Integrity is responsible for:

- Acknowledging urgent place naming requests within 30 days and coordinating Council's response.
- Providing advice to Council Officers about this policy.
- Seeking in-principle approval from Geographic Names Victoria for proposed place names (if required).
- Submitting place naming proposals that are approved by Council to Geographic Names Victoria for review and registration in the Register of Geographic Names.
- Reviewing and updating this policy to ensure it remains compliant with current guidelines and legislation.

5.3 Council Officers with delegation under the *Road Management Act 2004*

Council Officers who have been delegated powers under section 11(8) of the *Road Management Act 2004* are responsible for naming proposals for roads in accordance with this policy and the [Naming rules for places in Victoria](#).

5.4 The area or project group leading a place naming proposal

The area or project group that is leading a place naming proposal is responsible for:

- Ensuring review of place naming proposals is conducted in accordance with this policy and the requirements in the [Naming rules for places in Victoria](#).
- Developing and carrying out the consultation strategy and implementation plan for the place naming proposal.
- Seeking initial and final approval for the place naming proposal from Council.

6 POLICY OWNERSHIP

Responsible Director: Director People, Partnerships and Performance

Responsible Officer: Coordinator Legal, Governance and Integrity

Directorate: People, Partnerships and Performance

Unit: Governance and Risk

7 APPROVAL

Approved by:

Date:

8 RELATED POLICIES & LEGISLATION

The following policies and legislation are relevant to this policy:

- [Naming rules for places in Victoria](#) – Statutory requirements for naming roads, features, and localities – 2022
- AS/NZS 4819:2011 Rural and urban addressing standards
- The *Geographic Place Names Act 1998*
- *Local Government Act 1989*
- *Local Government Act 2020*
- *Road Management Act 2004*
- *Aboriginal Heritage Act 2006*
- *Aboriginal Heritage Regulations 2018*
- *Survey Co-ordination Act 1958*
- *Subdivision (Procedures) Regulations 2011*

- Victorian Aboriginal Affairs Framework 2018-2023 (the VAAF)
- General Local Law 2018
- S7 Instrument of Sub-Delegation from CEO to Staff
- Public Transparency Policy
- Community Engagement Policy 2021

INTERNAL USE ONLY

Version	Version notes	Adopted	Review
1	Re-write of the 2017 policy to comply with updated Geographic Names Victoria requirements.		
2			
3			

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