

Place Naming Policy

Policy Owner	Governance & Corporate Accountability Governance & Corporate Performance
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Purpose

Mitchell Shire Council is the custodian of an extensive range of property assets including parks, buildings and other infrastructure that, in many cases are named in memory of significant individuals, families, associations, inhabitants, historical objects or events.

The naming of places plays a significant role in orientation, communication, vocabulary and reflecting the community values of the time. As well as providing records of historical and cultural value, it ensures the capacity to unambiguously identify and locate geographical entities and places, as an essential system for services, infrastructure and public administration e.g.: emergency response postal and freight delivery.

Mitchell Shire Council, as a Naming Authority described in the Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities (The Naming rules), must comply with the *Geographic Place Names Act 1998* (the Act), and is required to resolve on all geographic place names in the municipal district, with the exception of geographic places of regional, state and national significance.

The Act defines ‘place’ as “any place or building that is, or 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) Bridges and other road features
- e) Public facilities and buildings, including government schools, hospitals and nursing homes
- f) Rivers, streams, creeks and other waterways.

Scope

This policy documents the approach used by Council in the naming of features, places and localities across the municipality. It provides a framework to ensure a coordinated, consistent, fair and equitable protocol is followed by Council when investigating and determining naming proposals.

The naming of roads, streets and new subdivisions are managed separately by the Revenue Department (Road Street Naming Procedures) and is not covered in this policy.

All place naming proposals of local significance will be assessed in accordance with this policy and resolved by Council prior to their registrations.

Policy

Place Naming Procedure

Requests for the naming of places can be initiated by anyone in the community including a naming authority such as Council, a Council officer, community group, government authority, developer or member of the public having regard to this policy and the Act.

The Feature or Locality Naming Proposal Form (Appendix 1) should be completed and submitted to the Council.

The *Local Government Act 2020* imparts no obligations on Council when considering the naming of places specifically. However, in accordance with this and other Council policies, when a naming proposal is received, ensure the community engagement principles are adhered to and consultation is undertaken with relevant parties.

Place names will be allocated after they have been investigated and determined as being appropriate for use, having regard to this policy and the Act. Place names need to be approved by Council resolution and then submitted to the Registrar of Geographic Names. It is not until Council receives formal notification from the Registrar of Geographic Names that the place can officially be named and signage erected.

Naming a Place

Prior to beginning the naming process for a feature, consultation internally must be undertaken in regard to the naming proposal to consider the circumstances surrounding the request and determine whether it has merit as assessed against this policy and the Naming Rules and to ensure compliance with legislation. This consultation will occur with Revenue Services, Property Services, Statutory and Strategic Planning, Building, Recreation and Open Space, Environment and Operations and Parks and Arts, Culture and Heritage Advisor

Governance and Corporate Accountability in conjunction with other internal staff will be responsible for undertaking appropriate investigations and consultations regarding the naming proposal in accordance with this policy and the Naming Rules.

Names are selected using the following principles:

- Ensuring public safety, must not risk public and operational safety for emergency response, or cause confusion for transport, communication and mail services
- Recognising the public interest, long term benefits to the community

- 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
- Ensuring names are not duplicated, place names must not be duplicated or have similar spelling or pronunciation
- Names must not be discriminatory, place names must not cause offence on the basis of race, ethnicity, religion, disability, sexuality or gender
- Recognition and use of Aboriginal languages in naming, agreement from relevant Traditional Owner group(s)
- 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
- Using commemorative names, naming often commemorates an event, person or place. The names of people who are still alive must be avoided, and it is preferred that only the surname is used. Initials of a given name should not be used
- Using commercial and business names, naming authorities should not name places after commercial businesses, trade names, and non-profit organisation
- Language, standard English or a recognised Australian Indigenous language* local to the area of the feature. Easy to pronounce, spell and write.
- Directional names must be avoided, (north, south, east and west) must be avoided
- Assigning extent to a feature or locality, when a proposal to name a feature or locality is being developed the naming authority must clearly define the area and/or extent to which the name will apply.

*To ensure the preservation of Aboriginal place names and languages across Victoria, The Naming Rules strongly encourage naming authorities to engage with Traditional Owners when assigning Aboriginal names to roads, features and localities. Permission for the use of a name must be obtained from the Traditional Owners prior to internal consultation.

Following a Council resolution in support of the name, the naming proposal will be submitted to the Registrar of Geographic Names. The Registrar will review the process undertaken by Council and undertake a compliance audit in accordance with the Naming Rules in force under the Act. It is not until Council receives formal registration advice from the Registrar of Geographic Names that the public asset can be officially named, and signage erected.

The applicant, and all abutting property owners, residents and interested parties will be notified of Council's decision after confirmation from the Registrar of Geographic Names.

Change of Existing Place Name

When it is proposed that a name of an existing place is to be altered then the applicant will be required to document the reasons for the change as part of the naming proposal. The same administrative and legislative process for naming a place will apply.

Consultation Guidelines

The community Engagement Policy will apply to all naming proposals received by Council. Council commits to consulting with concerned or affected parties which can be classified as:

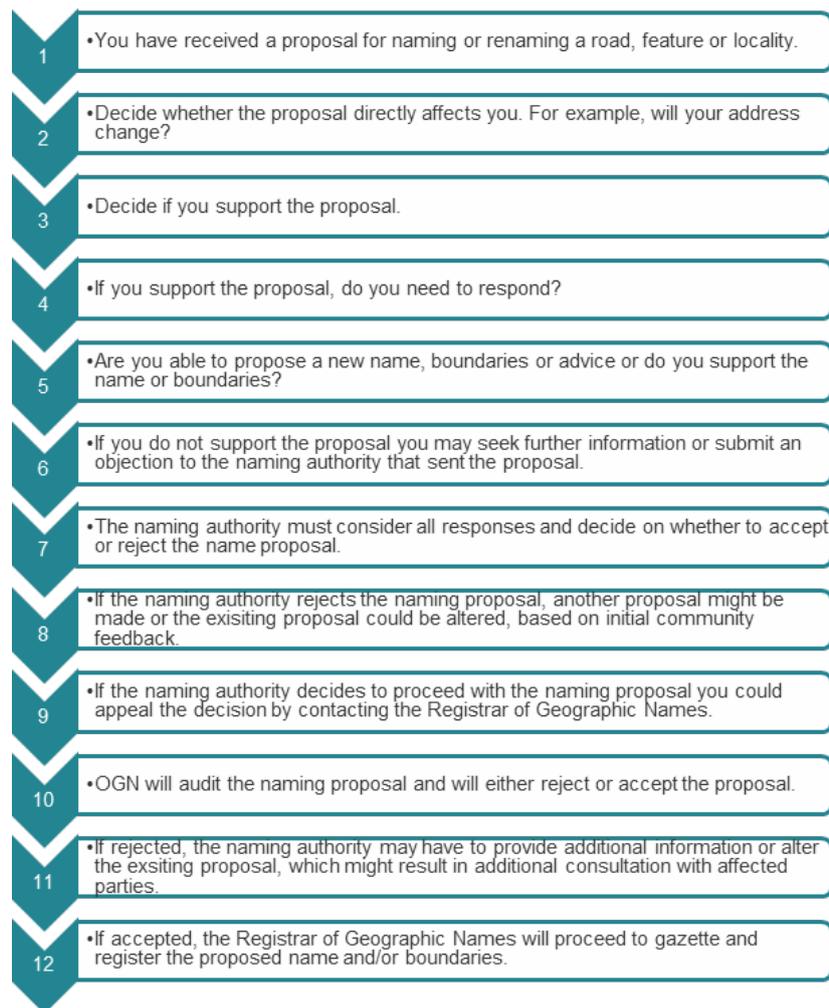
- The immediate community, which includes, residents, ratepayers and businesses within the immediate area directly affected by the naming proposal; or
- The extended community, which includes residents, ratepayers and businesses surrounding the area directly affected by the proposal; any government (neighbouring councils) or non-government organisations with and interest in or who service the area.
- Traditional Owner group(s), local historical societies, emergency services, advisory committees and other community groups.

The amount of public engagement/consultation will depend on which classification applies to the naming proposal. For example, naming of a park may draw the wider community interest and require public notices and notification to a broader range of public authorities.

Public community engagement and consultation may include public notices, while notice on Council's website, social media and written correspondence to affected and abutting property owners/residents will be undertaken in all cases.

The consultation period of naming proposal will be no less than 30 days. A naming proposal will not be forwarded to the Registrar of Geographic Names until a period of two months has elapsed since the final advertisement of the consultation of a naming proposal.

The diagram below shows the process a member of the public would follow when consulted by a naming authority.



Definitions

Place – is any place or building that is, or 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) Bridges and other road features
- e) Public facilities and buildings, including government schools, hospitals and nursing homes
- f) Rivers, streams, creeks and other waterways.

Locality – is an administrative geographical area of Victoria that has been distinguished for its community's and/or landscapes characteristics i.e.: township, suburb.

The definition of 'place' under s.3 of the Act states:

Place means any place or building that is, or is likely to be, of public or historical interest and

includes, but is not restricted to:

- a) *township, area, park, garden, reserve of land, suburb and locality;*
- b) *topographical feature, including undersea feature;*
- c) *street, road, transport station, government school, government hospital and government nursing home.*

Responsibilities

Governance and Corporate Accountability is responsible for the implementation and monitoring of this policy ensuring legislative compliance. This process includes engaging in consultation, the evaluation of naming proposals for reporting to Council, advice to internal units and the Registrar of Geographic Names.

Related Documents

Geographic Place Names Act 1998

Aboriginal Heritage Act 2006

Aboriginal Heritage Regulations 2018

Local Government Act 2020

Naming Rules for Places in Victoria, Statutory Requirements for Naming Roads, Features and Localities - 2016

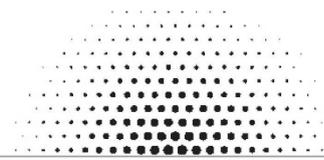
Monitoring and Evaluation

This policy will be reviewed within four years of its adoption or sooner as required.

Appendix 1 – Naming Proposal Form

MITCHELL SHIRE COUNCIL.

Submission Form



Feature or locality Naming Proposal Submission Form

Please Note: Road naming proposals must be directed to Revenue Services
 RevenueDepartment@mitchellshire.vic.gov.au

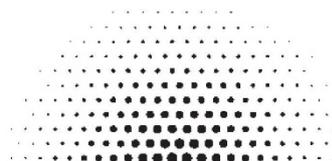
Your name, organisation being represented and contact details:		
Email address:		
Is your naming proposal related to a:		
	Feature	
	Locality	
Is your naming proposal for a:		
	New name for an unnamed feature or locality	
	Renaming of a feature or locality	
Complete the following:		
Proposed name		
If a renaming proposal, what is the current name?		
Location of the feature/locality please include: Property address (if one exists) a map with your proposal		
Why has the name been selected, who selected it and what is the origin or meaning/background of the name? Please attach supporting documentation		
Background information to support why Council should consider naming or changing the name. e.g. why is the name appropriate? (include any history or local relevance)		
Information on public consultation that has occurred and/or support and non-support that has been gathered from community members or groups		
If the proposal is a commemorative name, please include information of the person.: Full name, date of birth, date of death, parents names Occupation and/or education Civil and community achievements or contributions Honours and awards received Other relevant material of historical interest		
Reason for the proposal (why the current name is not considered appropriate or any other relevant information)		
Is there any existing signage at the feature?	Yes	No
Explanation:		

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 w: www.mitchellshire.vic.gov.au



MITCHELL SHIRE COUNCIL.

Submission Form



General questions			
Principles*	Yes	No	Not Applicable
Principle (A) Ensuring public safety			
Principle (B) Recognising the public interest			
Principle (C) Linking the name to the place			
Principle (D) Ensuring names are not duplicated			
Principle (E) Names must not be discriminatory			
Principle (G) Dual names			
Principle (H) Using commemorative names			
Principle (I) Using commercial and business names			
Principle (J) Language			
Principle (K) Directional names to be avoided			
Principle (L) Assigning extent to a feature or locality			
Is an Aboriginal name being proposed?		Yes	No
If yes, what type of proposal is being considered:			
<input type="checkbox"/> Addition of an Aboriginal name as Registered or Dual?			
<input type="checkbox"/> Addition of an Aboriginal names as Traditional or Historical			
The Traditional Owners has been consulted and approval has been given: Please provide details and supporting evidence.			
Include a statement that the proposed name conforms to the relevant principles and requirements in the naming rules. Relevant rules and principles can be viewed here: www.propertyandlandtitles.vic.gov.au/naming-places-features-and-roads/naming-rules-for-places-in-victoria			

Attach additional pages as required.

Does this submission contain additional pages:

No:	Yes	If yes, how many?:
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Submit completed form to:

Email: governance@mitchellshire.vic.gov.au

Mitchell Shire Council's Governance Department

113 High Street

Broadford, VIC 3658

For internal use only: Checked for duplication or phonetically similar sounding names using VICNAMES? Were any identified? Y/N https://maps.land.vic.gov.au/lssi/VicnamesUI.jsp Does the name comply with the key principles and specific statutory requirements in the <i>Naming Rules for places in Victoria 2016</i> (for the feature/locality)?

Privacy statement

The collection and handling of personal information is conducted in accordance with Council's Information Privacy Policy which is displayed on Council's website www.mitchellshire.vic.gov.au and available for inspection at, or collection from, Council's customer service centre/s. Please refer to the Information Privacy Policy for further information about your rights and Council's obligations.

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