Naming Policy for Features
(including Council Buildings & Facilities)

Date of Adoption by ELT: 4 September 2019

Directorate Responsibility: Partnerships, Planning and Engagement

Policy

Council will comply with the *Naming Rules for Places in Victoria* as issued by the State Government's Registrar of Geographic Names when considering the naming or renaming of Features such as Council buildings and facilities.

Council will give priority to names that are linked to the geography of a Feature, except where a Feature has a strong cultural significance due to:

- Aboriginal culture and occupation of the land;
- Local flora and fauna;
- Australian war contributions;
- European exploration and settlement;
- Local geography and geology;
- Significant events; or
- Cultural diversity of past and current inhabitants.

Council will use the naming conventions in the *Procedural Guidelines for Naming of Features* when naming new Features.

Objectives

The objectives of this Policy are to ensure that names adopted for Features comply with the *Naming Rules for Places in Victoria* and reflect the geography, social diversity and history of the City of Whittlesea.

The objectives will be achieved by:

- Applying the *Naming Rules for Places in Victoria* as issued by the State Registrar of Geographic Names;
- Adhering to Council's *Procedural Guidelines for Naming of Features*; and
- Involving the local community including indigenous groups and historical and heritage societies in identifying appropriate Feature names.

Definition

'Feature' means a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a building, sportsground, monument, mountain or waterway.

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Rationale

The State *Geographic Place Names Act 1988* (*'the Act'*) outlines the requirements and responsibilities for the naming of places and registration of place names. The *Act* provides the basis for the Naming Rules for Places in Victoria (*'the Naming Rules'*) that are mandatory for all naming authorities in Victoria.

Under the *Act*, Council is a naming authority for the determination of the names of Features and for the notification of new or altered names for inclusion in the Register of Geographic Names.

By using the *Naming Rules* as the basis of its Policy, Council's *Naming Policy for Features* will provide a consistent set of core principles and values to apply when determining and preparing naming proposals.

Key Linkages

- Local Government Act 1989
- Geographic Place Names Act 1998
- Naming Rules for Places in Victoria
- Plaques Policy
- Aboriginal Heritage Act 2006
- Aboriginal Heritage Regulations 2018
- Council Plan and Whittlesea 2040
- Council Procedural Guidelines for Naming of Features
- Stretch Reconciliation Action Plan July 2017-September 2020

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PURPOSE

Adherence to these Guidelines will ensure that features are named in a manner consistent with Council's *Naming of Features Policy*.

The Procedural Guidelines aim to ensure that Features are given names that are easily identified by the local community and emergency service authorities and that names are linked to the Feature.

DEFINITIONS

Feature **-** is a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a building, sportsground, monument, mountain or waterway.

Buildings & Facilities **-** is a subset of *Feature* and comprises Council owned or occupied buildings or facilities such as community centres, community halls, leisure facilities and sporting pavilions.

Culturally significant name – is a name with a close association to a place or Feature due to a strong connection with:

- Aboriginal culture and occupation of the land;
- Local flora and fauna;
- Australian war contributions;
- European exploration and settlement;
- Local geography and geology;
- Significant events; or
- Cultural diversity of past and current inhabitants.

THE NAMING PROCESS

The naming process can be initiated by Council officers or by a member of the community. Any naming proposal must be reviewed in accordance with the *Naming Rules,* Council's Naming Policy and these Procedural Guidelines.

Renaming of a feature should only be considered if it can be demonstrated that the proposal is being made to provide a substantial community benefit.

An outline of the process for naming a new Building or Facility is set out in Appendix 1.

NAMING PROTOCOLS

The naming convention to be used for Feature names will comprise two parts – the first part will comprise a geographical or culturally significant name and the second part will comprise the feature type.

This naming convention conforms with the naming protocols in the *Naming Rules.*

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Part 1 - Geographical or Culturally Significant Names

1. Geographical names will be given priority when naming features such as Council buildings and facilities. Geographical names should clearly identify the locality of the feature.

   Example: *Mill Park Community Centre.*

2. Where a feature has a strong cultural significance, a name relating to that significance should be used in place of a geographical name.

   Example: *Galada Community Centre.*

   An appropriate culturally significant name may be selected from the Council pool of approved names should an already approved name exist to reflect the cultural significance of that feature. An appropriate culturally significant name may also be identified through the public consultation process.

3. Where a geographical or culturally significant name cannot be used, the name of an abutting road to the facility should be used.

   Example: *The Laurimar Community Centre was recently renamed Brookwood Community Centre to avoid confusion with the Laurimar Community Activity Centre, which is located on the same road. As another suitable geographical name could not be identified, the name of an abutting road, Brookwood Avenue, was used to rename the facility.*

Part 2 – Feature Types

Council buildings and facilities that are purpose built will be assigned a feature type that reflects the predominant usage of the building or facility. This conforms with naming protocols in the *Naming Rules* that recommend that the feature type proceed the feature name.

The following list of feature types are to be used to name Council buildings and facilities:

Community Centre

- a Council owned facility
- available for use by the community
- multi-use /multi-purpose facility e.g. community hall, MCH, meeting rooms, etc
- caters for private functions
- used for multiple purposes.

Community Hall

- a Council owned facility
- available for use by the community
- caters for private functions
- used for the sole purpose of a hire space.

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Community Pavilion
- a Council owned facility
- available for clubs on a seasonal basis or hired to community groups
- multi-use /multi-purpose facility
- having a sport and recreation focus

Where a pavilion is built for a specific sport, the sport can be in included in the feature's name'. i.e. Mill Park Lakes Community Tennis Pavilion

Aquatic Centre/Recreation Centre
- a Council owned facility
- available for use by the community
- multi-use /multi-purpose facility
- having a sport and recreation focus

Where a facility has both aquatic and recreation facilities, both 'aquatic' and 'recreation' should be included in the name i.e. Thomastown Recreation & Aquatic Centre

Arts Centre
- a Council owned facility
- available for use by the community
- has an arts and culture focus
- embraces diversity.

Kindergarten
- a Council owned facility
- sole purpose facility
- purpose of providing education to children

Library
- a Council owned facility
- available for use by the community
- used for the primary purpose of containing collections of books, periodicals, films and recorded music for borrowing by the public.

Civic Centre
- main Council building
- public counter available for the community to access services
- external and internal focus.

Operations Centre
- building with Council staff
- no public counter available for community to access services
- internal focus.

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Children's Centre

- a Council owned facility
- multi-use /multi-purpose facility e.g. Kindergarten and Child Care Centre
- does not provide Maternal and Child Health services
- does not have any hireable spaces for community use

Child and Family Centre

- a Council owned facility
- multi-use /multi-purpose facility e.g. Kindergarten and/or Child Care, MCH etc
- does provide Maternal and Child Health services
- does not have any hireable spaces for community use

When naming a multi-purpose building or facility, the feature type should not refer to the services that currently operate from that building or facility.

Example: A building or facility that has a function room, meeting rooms and a pre-school would be named a Community Centre and not named an Early Learning Centre.

Where a prescribed feature type is not suitable, the Naming Advisory Committee will determine a name that clearly identifies the usage of the building or facility.

PRE-APPROVED NAMES

Council will develop and maintain a pool of pre-approved culturally significant names that can be used as names for features. These names will reflect the social diversity, history and environment of relevant areas within the municipality and used where a culturally significant name is more appropriate than a geographical name for a particular feature.

The pre-approved names will commemorate, preserve or represent a historical record, event or people of local importance to the area, where possible.

Where naming a Feature using an Aboriginal name or the Woiwurrung language, Council will consult with authorities within the Aboriginal community.

Where additional names of strong cultural significance are suggested by the community as part of the public consultation process and are not used to name the specific Feature consulted on, the names may be presented to the Naming Advisory Committee. If approved, the names will form part of the pool of pre-approved names.

NAMING ADVISORY COMMITTEE

An Advisory Committee will be appointed by Council to review naming proposals and to develop a list of suitable names for Features.

The Advisory Committee will comprise seven (8) members:

- 1 member from a historical, cultural or heritage society or organisation;
- 6 Council Officers, from different departments, with significant local knowledge; and
- 1 member of the Executive Leadership Team.

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The Terms of Reference of the Advisory Committee will be to:

- meet at least once per year (or more frequently as required) to make decisions on behalf of Council on proposed Feature names including Council buildings and facilities;
- develop a pool of pre-approved names including names of cultural significance;
- apply Council's Naming Policy and Guidelines when deciding on appropriate names where a feature does not fit into one of the prescribed facility types;
- consider names that arise out of public consultation for both a specific feature or to form part of the pre-approved pool of strong culturally significant names; and
- consider whether a naming or renaming proposal is required to be submitted to Council for endorsement.

STANDARDISATION PRINCIPLES

Council will abide by the principles in the *Naming Rules* when assessing naming proposals. In summary, the principles are:

- Ensure public safety;
- Recognise the public interest;
- Link the name to place (avoid estate names if they are solely commercial in nature);
- Ensure names are not duplicated;
- Ensure names are not discriminatory;
- Recognise and use the Aboriginal languages in naming;
- Use dual names;
- Use commemorative names;
- Not use commercial and business names;
- Use language that is easy to pronounce and spell (exception for Aboriginal names);
- Avoid directional names (e.g. North); and
- Define the area to which the name will apply (e.g. centroid co-ordinates).

Where it is considered inappropriate to name a place after a person, institute or enterprise, Council may determine to place a plaque or other commemorative work in a prominent position on that place to recognise the contribution of that person, institution or enterprise.

COMMUNITY CONSULTATION

Council is committed to engaging with the local community during any naming process and consultation will be carried out in accordance with Council's Participation and Engagement Policy.

A naming determination will not be forwarded to the Registrar of Geographic Names until Council has consulted with the public, considered any submissions and is satisfied that the naming proposal meets the requirements of this Policy and Guidelines and any other standards.

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POLICY IMPLEMENTATION

The Policy and its implementation will be managed by Governance Department.

A full review of the policy will take place every 2 years. Reviews will also be undertaken following any change or amendment to the Guidelines for Geographic Names Victoria.

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APPENDIX 1

Process	
The location and purpose of the new feature is identified by Major Projects through the New Works Program and a working title is assigned to the project.	
The department responsible for the delivery of the feature commences the naming process as early as possible (prior to the near completion of the feature) and notifies Governance that the process has commenced.	
An initial determination is made, by the advisory committee, as to whether the facility or site of the facility is of strong cultural significance. If it is not, a geographical identifier should be used.	
The correct facility type identifier should then be selected. If there is not an appropriate identifier provided in the Guidelines, notify Governance as the Naming Advisory Committee will need to determine one for the facility.	
If the initial determination is that the facility and/or site of the facility is of strong cultural significance, a maximum of 5 appropriate names should be selected from the pre-approved bank of names as determined by the Naming Advisory Committee. These names are available through Governance.	
The relevant department then works with Council's Participation and Engagement Advisor to consult on the proposed name. Consulting on a geographical based name may assist Council in identifying cultural significance of the facility or site that was not identified by the committee. If a name of cultural significance is to be used, consultation may need to be on a larger number of names (to be capped at 5).	
Contact the parties outlined in the Community Consultation section of the Guidelines, at a minimum, to seek comment on the proposed name/s. Provide at least 28 days for comment.	
Determine whether further consultation is required depending on the comments received, for example further consultation may be required where a strong cultural significance has been identified that had not been prior to the initial consultation.	
Once satisfied that the consultation period is complete, notify Governance. Complete a record of all feedback received, a template is available through Governance.	
Governance will call a meeting of the Naming Advisory Committee. The proposed name will then be presented to the Naming Advisory Committee.	

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If the name is approved by the Naming Advisory Committee, the following needs to occur: • Advise all users, hirers and lease holders • Advise all Councillors and ELT • Advise any disputed parties • Any submitters • Contact Comms to arrange advertising in Local Newspapers, Council website and social media for 30 days.	
Governance will notify the Registrar of Geographic Names of the new name	