

POLICY	NAMING POLICY
DIRECTORATE:	BUSINESS AND FINANCE
DEPARTMENT:	PROPERTY SERVICES
RESPONSIBLE OFFICER:	EXECUTIVE OFFICER PROPERTY SERVICES
DATE PREPARED:	13 TH SEPTEMBER 2011
DATE ADOPTED BY COUNCIL:	20 TH SEPTEMBER 2011

1. Policy Objective

To provide guidelines for the naming of Places within the municipality of Hobsons Bay.

To provide a consistent decision making approach to naming requests.

The major emphasis of this policy is to preserve the City's identity and heritage and to recognise its cultural and physical diversity.

2. Background

Council, as a Naming Authority under the Geographic Place Names Act 1998, is required to resolve on all geographic place names in the municipal district, with the exception of geographic places of state significance.

In the consideration of naming requests, Council is required to be guided by the Victorian Guidelines for Geographic Names and register all endorsed names with the Registrar of Geographic Names.

The Act defines place as "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; and***
- c) street, road, transport station, government school, hospital and government nursing home".***

3. Policy and Principles

- Names are to be selected using the following criteria as per the principles outlined in the Guidelines for Geographic Names:**
 - Recognition and use of traditional indigenous names subject to agreement from the relevant indigenous communities.**
 - Linking the name to the place i.e. recognition of prior uses of the land (and people associated), local flora and fauna, European exploration and settlement, cultural diversity.**

- ***Use of unofficial names currently applied to existing topographical features especially if unofficial names are of cultural or historical significance.***
- ***Ensure that names do not compromise public safety and operational safety for emergency services, or cause confusion for transport, communication and mail services.***
- ***Duplicate place names and names with potentially confusing spelling should not be used, or names that sound the same, in close proximity to other places with the same or similar spelling or sounds.***
- ***Infrastructure names should conform with place names i.e. names should be the same as their locality to promote local identity and avoid confusion i.e. the names of railway stations, post offices should be identical to the names of their localities.***
- ***The same name should be adopted for different parts of the same feature i.e. names of creeks, rivers.***
- ***An appropriate consultative process should be undertaken.***
- ***Dual names may be used to give official recognition to names from two or more cultures.***
- ***Places should not be named after commercial businesses, trade names or non-profit organisations without going through a public advertising process to seek community feedback. Any sponsorship arrangements should abide with the Councils sponsorship and advertising guidelines.***
- ***Where the names of persons, either living or dead, are being considered for place or feature naming, the person being commemorated should have had a direct and long-term association with the feature or have made a significant contribution to the area or region. When personal names are used as place names, it is preferable to use surnames rather than first names.***
- ***Place names should not cause offence on the basis of race, ethnicity, religion and gender, or to particular community groups.***
- ***Names must be written in Australian English and should be easy to pronounce, spell, write and not exceed 25 characters.***

4. Procedural Guidelines

- ***A naming request may originate from the wider community or Council officers.***
- ***Naming requests initiated by individuals or organisations must be in writing and if the proposal is for a commemorative naming, details of the life and achievements of the person proposed to be commemorated must be provided.***
- ***Any proposed names that conform with the Geographic Place Names Guidelines are to be included in the Council's list of potential names.***

- ***A report recommending the naming (or renaming) of a road, lane, reserve, building or other infrastructure is to be referred to the Council for consideration.***
- ***Appropriate consultation regarding a proposed name should be undertaken. This may take the form of advising all abutting property owners about the proposed name and seeking any comments, or placing a public advertisement in the local newspapers inviting comments from affected residents and the public.***
- ***Once a final decision has been made, Council will notify the applicant, all abutting property owners and residents of the Council's decision.***
- ***An internal memo will be sent to relevant Council departments, advising of the new or amended name.***
- ***Arrangements will be made to erect appropriate signage.***
- ***The Council will notify the Registrar of Geographic Names of the new or amended name.***
- ***The Council will notify the relevant public authorities of the new or amended name.***
- ***Naming a road (including rights of way) does not infer any obligation on the Council to improve, upgrade or maintain the road beyond the level of service that preceded the naming of the road.***