

Scope:

In consideration of naming requests, Council is required to abide by the *Guidelines for Geographic Names 2010* (Guidelines). The Guidelines are intended as an instructional guide to naming, renaming and adjusting the boundaries of features, localities and roads in Victoria. Compliance with these Guidelines is mandatory.

A geographic place is defined by law to mean, any place or building that is, or is likely to be, of public or historical interest and includes but is not restricted to:

- Suburbs (bounded by regional districts);
- Localities (unbounded localities);
- Reserves, parks, gardens and public open space;
- Streets, roads, bridges and other road features;
- Public facilities and buildings; and
- Rivers, streams, creeks and other topographical features.

Policy Content:**Asset Naming Criteria**

Naming authorities are usually municipal Councils, government departments or authorities responsible for submitting a naming proposal to the Registrar of Geographic Names.

Any individual, community group, organisation, government department or authority can propose a new name, change to an existing name or boundary change.

Consideration of names for naming of all Council assets should be against the following criteria:

- the preservation of the heritage and identity of Mount Alexander Shire's districts;
- the maintenance of the integrity of Council's naming theme of historical/indigenous names;
- the recognition of prior uses of the land and people associated with those prior uses;
- recognition of deceased notable people or events of the locality;
- geographical features, either man-made or natural. Local flora and fauna may also be used;
- cultural significance to the Shire's communities;
- acknowledge the use of locality names for mapping and identification purposes for the benefit of emergency services and tourism;
- names in long usage which commemorate or preserve for the historical record, events and people as part of the pattern of settlement and development of the landscape are preferred for the naming of previously unnamed features or where alteration of a name is being considered; and
- the use of traditional indigenous names is encouraged and preferred for as yet unnamed features or roads, subject to agreement from the relevant indigenous communities.

Road Naming

The types of roads requiring naming:

New or Established Roads

- established but un-named roads, sometimes called government roads;
- roads in new subdivisions;
- roads with two or more names;

- duplicate road names within close proximity with the same or similar names within a given radius. (Road names must not be duplicated within 5 kilometres in metropolitan areas; within 15 kilometres in regional urban areas and within 30 kilometres in rural or remote areas.)

Roads with Two or More Names

- Where a name has long usage and acceptance, this name continues.
- Priority is given to the first known name.
- Where the European name has little or no associated information, but had been recorded on maps for a considerable time, and the origin and meaning of the Indigenous name are well documented, the Indigenous name should take precedence over the European name (appearing as the primary name on official maps).

Principles for Road Naming

Road naming is underpinned by the Principles as outlined in the Guidelines, as follows:

- Principle 1A. Geographic names, must be written in standard Australian English or a recognised format of an Australian Indigenous language local to the area of the feature, locality or road.
- Principle 1B. Regard needs to be given to the long-term consequences and effects upon the wider community of naming, renaming or adjusting the boundary of a feature, locality or road.
- Principle 1C. Ensuring public safety. Geographic names and boundaries must not risk public and operational safety for emergency response, or cause confusion for transport, communication and mail services.
- Principle 1D. Ensuring names are not duplicated. Duplicates are considered to be two or more names within close proximity with identical or similar spelling or pronunciation. Duplication is not allowed within a regional urban area within 15 kilometres; and within a rural or remote area within 30 kilometres.
- Principle 1E. Directional names to be avoided. Cardinal directions must be avoided.
- Principle 1F. Assigning extent to a feature, locality or road. The naming authority must clearly define the area and/or extent to which the name will apply.
- Principle 1G. 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.
- Principle 1H. Using commemorative names. The names of people who are still alive should be avoided. The initials of a given name are not to be used in any instances.
- Principle 1I. The use of commercial and business names, trade names or not-for-profit names should not be used.
- Principle 1J. Names must not be discriminatory. Place names must not cause offence on the basis of race, ethnicity, religion, disability, religion, sexuality or gender.
- Principle 1K. Recognition and use of Indigenous Australian names. The use of traditional indigenous Australian names is encouraged, subject to agreement from the relevant Indigenous communities.
- Principle 1L. Dual names are used as a means of recognising the names given to places by different enduring cultural and language groups.
- Principle 1M. Consulting with the public. Naming authorities must consult with the public on any naming proposal.
- Principle 1N. Lodging, considering and addressing objections. Any person or organisation can lodge objections to a naming, renaming or boundary change proposal during the consultation period and must be lodged within the 30 days allocated for feedback.
- Principle 1O. Only after a naming authority receives notification from the Registrar of Geographic Names that a name is registered, can members of the community be informed.
- Principle 1P. Naming authorities must not erect or display signage prior to receiving advice from the Registrar.

Consultation and Registration

The Guidelines stipulate that a thorough consultation process must be undertaken, following these steps:

- Members of the general public, key stakeholders and community groups develop a request to name a road and forwards to Council.
- The staff member responsible for road naming checks the proposal meets the requirements outlined in the Guidelines.
- Initial consultation is carried out with local historical societies, the indigenous community and emergency services for naming suggestions. The immediate or extended community are surveyed with the opportunity to put forward a different name.
- Councils can generate a naming proposal in-house.
- All responses to the road naming proposal are collated and the most popular name is selected and a report submitted to a Council meeting to approve the newly named road.
- Once Council has approved the proposal, a report is submitted to the Office of Geographic Names for endorsement and gazettal.
- Council is required to advertise the outcome of the road naming proposal in local papers with the option to place information on the Council website. All surveyed residents, historical societies and, where relevant the indigenous community are sent a letter confirming the newly named road/s.
- The Rates Department is advised of the outcome of the road naming proposal and a Customer Request form is submitted to the Infrastructure Department to erect signage. Signs must be erected within 30 days of notification.
- Correspondence is submitted to all authorities and utilities, informing them of the road name change, such as Emergency Services, Australia Post, the CFA, electricity and water supply companies.

Subdivisions

In the case of road naming proposals for subdivisions, a developer building new roads within the subdivision is required to place a road naming request to the designated staff member overseeing road naming. The Department of Infrastructure are required to forward all such requests to the designated staff member.

The proposal is checked to see whether it conforms to the guiding Principles, as outlined in the Guidelines. The developer is responsible for erecting signage that complies with Council's standards.

Related Policies

- Community Engagement Policy
- Community Engagement Framework

Related Legislation

- Geographic Place Names Act 1998
- Local Government Act 1989
- Road Management Act 2004
- Planning and Environment Act 1987
- Aboriginal Heritage Act 2006
- Aboriginal Heritage Regulations 2007
- AS/NZS4819 Geographic Information – Rural and Urban Addressing
- Survey Coordination Act 1058.

References

- Guidelines for Geographic Names 2010