

SCS-004 Place Naming (incorporating Plaques & Memorials)

TRIM Reference: D21/219978 Due for Review: June 2027
Responsible Officer: Manager Assets & Engineering

Purpose

This policy:

- Outlines Surf Coast Shire Council's (Council) commitment to initiating, approving or rejecting the naming of parks, reserves, roads, facilities and features throughout Surf Coast Shire.
- Outlines Council's commitment to a consistent approach to the installation of plaques and memorials within the municipality.
- Assists Council in making decisions, ensuring that the naming of places within the municipality is clear, enduring and reflective of cultural identity and the diversity of our community.

Policy Principles

Council is committed to reconciliation and gender equality. Naming places, features and localities is an important way to recognise and celebrate the diversity of our communities and preserve First Nations languages. Accordingly, this policy is guided by the *Naming rules for places in Victoria 2022* principles including;

Principle A – Ensuring public safety. Names must not threaten public or operational safety for emergency response risk, or cause confusion for transport, communication and mail services.

Principle B – Recognising the public interest. Proposals should only be registered if long-term benefits to the community can be shown to outweigh private or corporate interests, or short-term effects.

Principle C – Linking the name to place. Names should have a strong link to place to preserve cultural heritage. Place names should be relevant to the local area.

Principle D – Ensuring names are not duplicated.

Principle E – The use of Traditional Owner languages in the naming of roads, features and localities is strongly encouraged, subject to agreement from the relevant Traditional Owner group(s).

Principle F – Names must not discriminate or be offensive on the basis of race, ethnicity, age, religion, ability, gender or sexual orientation.

Principle G – Gender equality. Named places across the shire reflect our communities' gender diversity.

Principle H – Dual names. May only be assigned to geographic features. Dual names cannot be assigned to roads or localities. Dual names with Traditional Owner place names are encouraged as a transitional step toward the adoption of the Traditional Owner name.

Principle I – Using commemorative names. Naming often commemorates an event, person or place. For example Traditional Owners, cultural events or a theme. When considering a commemorative name Council will prioritise the use of Traditional Owner languages and Gender Equality. A full set of considerations for the use of commemorative names will be included in our Management Procedure MPP – 003 Place Naming Guidelines.

Principle J – Using commercial and business names. Places should not be named after commercial businesses, trade names, estate names (which are solely commercial in nature), not for profit organisations. Some exceptions may apply and will be outlined in the Management Procedure MPP – 003 Place Naming Guidelines.

Principle K – Language. The use of names from Australian English, Traditional Owner and other languages will be carefully considered.

Principle L – Directional names to be avoided. Cardinal directions (north, south, east and west) must be avoided.

Principle M – Assigning extent to a road, feature or locality. When a proposal to name a road, feature or locality is being developed, Council will clearly define the area and/or extent to which the name will apply.

Scope

This policy applies to the naming of parks, reserves, roads, facilities and features and all plaques or memorials installed within the Surf Coast Shire.

Policy

Council will consider the naming or renaming of a park, reserve, road, facility or feature upon application and following consideration of the merits of the application under the principles governing standardisation within the naming rules for places in Victoria. The policy is designed to be supported by Management Procedure MPP – 003 Place Naming Guidelines which contains further direction for Council on the naming of places.

Naming

Names should have some relevance to the area and consideration should be given where appropriate to historic, cultural, heritage, environmental and botanical links.

Aboriginal or Torres Strait Islander language names may be adopted where these names are appropriate to the area, provided that consultation occurs with the relevant Registered Aboriginal Party or Traditional Owner group, and there is agreement to the proposed name.

Council will consider and promote gender equality of named places across the shire when assessing and initiating naming proposals.

Council may undertake consultation with local historical groups or the broader community to assist with determining names.

Council does not name features after living people.

Naming after deceased people, commercial businesses or organisations is discouraged as community attitudes and opinions can change over time. When assessing proposals to commemorate a deceased person or family group through place naming Council will consider:

- The person's achievements
- Relevant history and association to the area
- The significance of the family/person to area/land
- Adherence to the policy principles including the pursuit of gender equality, the use of Traditional Owner languages and ensuring names are not offensive or discriminatory.

Names must not cause offence on the basis of race, ethnicity, religion, disability, sexuality or gender.

The place naming process is:

1. Request received by Council staff
2. Referred to Place Naming Committee for review and recommendation
3. Public consultation (refer section 5.3)

4. Council to make final determination*
5. Submission to Office of Geographic Names for Gazettal.

*Note * In the event of road-related changes these can be approved under officer delegation. Complex or significant objections should be referred to Council for determination*

Signage

Signage shall be in accordance with the requirements of Australian Standard AS 1742.5 Street Name and Community Facility Name Signs.

Community consultation

Council will give public notice of its intention to name or change the name of a road, park, reserve, facility or feature. The public notice will inform interested parties of their right to make written submissions in relation to the proposed name. Council will consider any submissions received.

Such notice shall be published in the newspaper applicable to the area concerned and posted to each owner abutting the road, park, reserve, facility or feature (if applicable).

Notice of name changes

After changing or naming any park, reserve, road, facility or feature, where applicable notice may be forwarded to:

- The owners of abutting properties
- All emergency services including police, CFA, SES
- Other services including Australia Post, Powercor, Barwon Water, Telstra
- Victorian Electoral Commission (VEC) and Australian Electoral Commission (AEC)
- Melways, Google Maps, and Open Street Map
- The Registrar of Geographic Names Victoria.

Plaques and memorials

Council is committed to the following objectives/principles in relation to plaques and memorials:

- Minimise the incidence of plaques and memorials in open space.
- Plaques and memorials will only be approved for events or persons of outstanding significance – ie where a person has had a significant positive impact on the community. The event or person should be relevant to the geographical area in which the plaque or memorial has been proposed.
- Minimise risks and environmental impacts of plaques and memorials.

Some parks or other locations already contain plaques or memorials that pre-date this policy. These markers can contribute to an understanding of significant events or persons closely associated with the area's history. An existing memorial or plaque should not be taken as a precedent for future approvals. Specific considerations are outlined in Management Procedure MPR – 035 Plaques and Memorials.

Local Government Act 2020 Principles

Principles	Applicable to policy	If yes, provide details
Governance Principles (Consideration of the Governance Principles under s.9 of LGA 2020)	Yes	(a) Council decisions are to be made and actions taken in accordance with the relevant law. (b) Priority is to be given to achieving the best outcomes for the municipal community, including future generations. (c) Take positive action towards achieving gender equality.

Community Engagement (Consideration of Community Engagement Principles under s.56 LGA 2020)	Yes	(a) A community engagement process must have a clearly defined objective and scope.
Public Transparency (Consideration of Public Transparency Principles under s.58 of LGA 2020)	Yes	(c) Council information must be understandable and accessible to members of the municipal community.
Strategies and Plans (Consideration of Strategic Planning Principles under s.89 of LGA 2020)	Yes/	Surf Coast Shire Council Gender Equality and Diversity Action Plan 2021-2025. Surf Coast Shire Council Plan (2021-2025) including the Municipal Health and Wellbeing Plan.
Financial Management (Consideration of Financial Management Principles under s.101 of LGA 2020)	No	
Service Performance (Consideration of Service Performance Principles under s.106 of LGA 2020)	Yes	(a) Services should be provided in an equitable manner and be responsive to the diverse needs of the municipal community.

Definitions

Park/reserve	Means any land: a) Owned by Council; or b) Occupied by Council; or c) Which Council has the care and management for, and which is used for sporting or recreational purposes, and includes: i. Sporting or recreational facilities ii. Parks and gardens iii. Nature reserves iv. Car parks, roads, footpaths, tracks and other assets within such land.
Facility	Means any structure or building.
Feature	Means any geographical place or attribute such as a mountain or watercourse.
Road	Means: a) As per Schedule 10 in the Local Government Act 1989; or b) Road Management Act 2004; or c) Includes a road vested in the Crown; or d) Includes common property or private road referred to Council for naming where this common property or private road provides access to a number of properties.
Municipal district	Means the municipal district of Surf Coast Shire Council
Stakeholder	Means: a) Community groups b) Service organisations c) Sporting bodies d) Surf Coast Shire Council; e) Government departments f) Committees of management g) Developers.
Plaque	Means a flat tablet of metal, stone or other material which includes text or images which commemorate a person, event or historical information relative to the location.
Memorial	Means an object established in memory of a person, association, anniversary or event and includes a monument.
Open space	Refers to all land owned and/or managed by Council that is zoned Public Park and Recreation Zone or Public Conservation Resource Zone and is available for public access. Typically open space includes parks, gardens, trails, habitat corridors, utilities reserves, foreshores, waterways, sports

	grounds and conservation reserves. It does not include vacant municipal land zoned for other purposes.
Public space	Refers to road reserves, streetscapes and other municipal places that are owned and/or managed by Council.

Related Procedure

MPP-003 Place Naming Guidelines

MPR-035 Plaques and Memorials

References

- Naming rules for places in Victoria, statutory requirements for naming roads, features and localities 2022
- *Geographic Place Names Act 1998*
- *Community Amenity Local Law 2021*
- *Gender Equality Act 2020*
- *Aboriginal Heritage Act 2006*
- Aboriginal Heritage Regulations 2018
- Victorian Aboriginal Affairs Framework 2018-2023
- MPP-003 Place Naming Guidelines Management Policy & Procedure
- MPR – 035 Plaques and Memorials
- Surf Coast Shire Council Place and Road name register
- Surf Coast Shire Council Corporate Style Guidelines – Signage
- Surf Coast Shire Council Open Space Strategy.

Document History

Version	Document History	Approved by – Date
1	<i>Amended</i>	<i>Council Resolution – 28 August 2018</i>
2	<i>Amended</i>	<i>Council Resolution – 27 June 2023</i>