PLACE NAMES POLICY

Policy Reference No. POL/185
File No. HCC11/739
Strategic Objective 5.3 Provide responsible and transparent governance, services and infrastructure which responds to and supports community needs
Adopted by Council February 2002
Re-Adopted 28 August 2017
Date for Review August 2022
Responsible Officer Manager Governance
Department Governance
1 POLICY STATEMENT

1.1 Hume City Council will comply with any applicable legislation, regulations, rules and/or policy when it receives and considers an application made under the Geographic Place Names Act 1998 (the Act).

1.2 Hume City Council’s Place Names Policy outlines how Council will investigate and determine applications received to:
   a) assign or amend names of places (being a road, feature or locality);
   b) amend the boundaries of a road, feature or locality; or
   c) establish an Avenue of Honour.

2 PURPOSE

2.1 The Act outlines the requirements and responsibilities for the naming of places and the registration of place names. Any feature, locality or road (whether public or private) can be named, renamed or have its boundary changed.

2.2 The Act provides the Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities (the Naming Rules). Naming Rules are made by the Governor in Council, on recommendation from the Minister and are to be implemented in selecting, assigning or amending names of places. Investigating and determining naming applications against the Naming Rules is mandatory.

2.3 The purpose of this policy is to ensure that:
   a) Council follows the Naming Rules when investigating and determining applications received under the Act; and
   b) Submitters of place name applications are aware of the process and principles by which Council will investigate and determine their applications.

3 SCOPE

3.1 Under the Act, Hume City Council is the responsible naming authority for investigating and determining place name applications for places that fall within the boundaries of the municipality of Hume.

3.2 Place, as defined by the Act, means any place or building that is, or is likely to be, of public 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.

3.3 Council on occasion receives proposals to name Council owned assets or features and areas controlled by Council after a Hume resident or an individual who has made a significant contribution to the Hume municipality, or to locate a memorial (for example, a commemorative plaque) on Council land or assets, or areas controlled by Council. In circumstances that do not fall within the scope of this place names policy, applications
of this type will fall under the scope of Council’s ‘Proposals for Memorialisation within the Municipality of Hume’ policy.

4 OBJECTIVE
To ensure that Council follows the Naming Rules when investigating and determining naming applications, so that there is transparency and consistency in its decision making and application of this policy.

5 POLICY IMPLEMENTATION
5.1 Council will begin investigating and determining place name applications after one of the following occurs:

a) a Council Officer identifies a need to assign or amend the name of a place or places;
b) a member of the general public, a community interest group or an organisation submits a written request to amend a name or change the name of a road, feature or locality, including a locality’s boundaries;
c) a Plan of Subdivision is submitted for certification by Council. Council's subdivision certification process includes an audit of street names to ensure that new names are unlikely to cause offence, confusion or duplicate an existing name. This process is in keeping with the Policy.

5.2 Council will follow the step-by-step process listed below when it receives a place name application. Steps are explained in further detail later in this policy:

Step 1 Council receives a naming proposal from an external source, or a proposal is initiated from with Council.

Step 2 The naming proposal is investigated by Council officers who prepare a report for Council consideration, or in certain circumstances the proposal is referred to the Chief Executive Officer for consideration under their delegated authority (see paragraph 5.5 of this policy for further information). The Chief Executive Officer may in certain circumstances decline the proposal at this point.

Step 3 Council formally considers the naming proposal at a Council meeting. At this point Council decides to either proceed to the public consultation stage, or not to proceed. If Council does not choose to proceed to public consultation, then the proposal is considered to be declined at this point.

Step 4 If approved by Council, public consultation occurs with immediate and extended communities.

Step 5 The results of the public consultation period are summarised and presented in a report to Council which they formally consider at a Council meeting. At this point Council decides if it will endorse the naming proposal.

Step 6 Council notifies the community of its final decision via a notice in local papers and on its website. All parties who respond to Council during a public consultation period are also advised in writing of Council’s decision.
5.3 PRINCIPLES OF THE NAMING RULES FOR PLACES IN VICTORIA – STATUTORY REQUIREMENTS FOR NAMING ROADS, FEATURES AND LOCALITIES 2016

Council will abide by the Principles of the Naming Rules when assessing and determining all naming applications.

The Principles are as follows:

a) **Principle (A) 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. Many emergency services and other public services (such as mail) are determined by locality boundaries or road extents, and proposals must ensure that operations will not be adversely affected.

b) **Principle (B) Recognising the public interest**
   Regard needs to be given to the long-term consequences and short-term effects on the wider community of naming, renaming or adjusting the geographic boundary of a place. Changes will affect not only the current community but also future residents, emergency response zones, land titles and addresses, property owners, businesses and visitors. A proposal must show that the long-term benefits to the community outweigh any private or corporate interests, or short-term effects.

c) **Principle (C) Linking the name to place**
   Place names should be relevant to the local area with preference given to unofficial names used by the local community. If named after a person, Principle (H) applies. Infrastructure features should use the name of the locality. Names of estates should not be applied to roads, features or localities. A place of greater than local significance should have a name relevant to the wider community.

d) **Principle (D) Ensuring names are not duplicated**
   Proposed names must not duplicate another name within the same locality or close proximity (defined in the Naming Rules), irrespective of locality and/or council boundaries. Duplicates are considered to be two (or more) names within close proximity, or names that are identical or have similar spelling or pronunciation.

e) **Principle (E) Names must not be discriminatory**
   Place names must not discriminate. Refer to the Equal Opportunity Act 2010 for further information.
f) Principle (F) Recognition and use of Aboriginal languages in naming
The use of Aboriginal languages in the naming of roads, features and localities is encouraged, subject to agreement from the relevant Traditional Owner group(s). Council will consult with the Wurundjeri Tribe Land Compensation and Cultural Heritage Council prior to any public consultation on a proposed name that uses an Aboriginal language.

g) Principle (G) Dual names
Dual names may be used as a way of recognising the names given to places by different enduring cultural and language groups. A dual name may be formed with two distinct name parts, usually one part of non-Aboriginal language origin and the other of Aboriginal language origin, giving simultaneous and joint recognition of Aboriginal and non-Aboriginal cultures through naming. Dual names can be applied to natural topographical features and open space and reserves, but cannot be adopted for localities, towns or rural districts, or constructed features (such as roads, highways or bridges).

h) Principle (H) Using commemorative names
If naming after a person, that person should have been held in strong regard by the community, and Council will consider the person’s achievements, relevant history and association to the area, and the significance of the family/person to the area/land. Council will not consider the names of people who are still alive. A commemorative name applied to a locality or road should use only the surname of a person. The initials of a given name are not to be used in any naming instance.

i) Principle (I) Using commercial and business names
Council should not name places after commercial businesses, trade names, estate names (which are solely commercial in nature), and not-for-profit organisations. Names of estates should not be applied to roads, features or localities.

j) Principle (J) Language
Geographic names must be written in standard Australian English or a recognised format of an Aboriginal language local to the area. Geographic names should be easy to pronounce, spell and write, and not exceed three words and/or 25 characters. Names cannot contain numerical values, use of ‘The’ as a prefix, symbols, apostrophes, or punctuation marks such as commas and full stops.

k) Principle (K) Directional names to be avoided
Cardinal directions (north, south, east and west) must be avoided. A proposed name that uses a cardinal direction to distinguish itself from another similar name is considered to be a duplicate name.

l) Principle (L) Assigning extent to a road, feature or locality
Council must clearly define the area and/or extent to which the name will apply. A proposal for a road or waterway must include the line details, a feature (excluding a waterway) must include the centroid coordinates, and a locality must include the polygon attributes.
5.4 ADDITIONAL CONSIDERATIONS

5.4.1 Where it is inappropriate to name a place after a person, institution or enterprise, Council may determine that it is appropriate 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. This principle will be governed by the Proposals for Memorialisation within the Municipality of Hume Policy (refer to Clause 3.3). Proposals under this policy will also only be considered for persons who are no longer living.

5.4.2 There are additional statutory requirements contained within the Naming Rules, which are not listed in this policy, that are mandatory for Council to follow when considering specific types of place name applications. Specifically, there are requirements to be met when investigating and determining applications to name, rename, create or amend localities, roads and features.

5.5 DECISION NOT TO PROCEED WITH CONSIDERATION OF A NAMING PROPOSAL

5.5.1 In accordance with clause 6.2.1 of the Naming Rules, ‘the decision to proceed with a name proposal rests with the naming authority’, being Council.

5.5.2 Council can choose not to proceed to public consultation with a naming proposal that has been presented to it for consideration if it decides:

a) that the naming proposal seeks to change a long established and compliant name that is familiar to local residents and service providers, particularly to emergency service providers, and the proposal does not establish a compelling reason as to why Council would consider endorsing a change of name for such a location; or

b) if for any other reason Council determines that it does not wish to proceed to public consultation for a naming proposal that has been presented to it for consideration.

5.5.3 The Chief Executive Officer, under the power delegated to them by Council, can reject the application and decline to present to Council for their consideration any proposal that the Chief Executive Officer has assessed as:

a) being non-compliant with principle (D) Ensuring Names are Not Duplicated and/or principle (E) Names Must Not be Discriminatory, of the Naming Rules;

b) being substantially similar to an application which has already been decided upon by the naming authority.
5.6 CONSULTATION

5.6.1 Council must consult the public on any naming proposal as assessed as being compliant (excluding those that fall under clause 5.5). The level and form of consultation can vary depending on the naming proposal.

5.6.2 Council will consult with two types of community groups as defined in the Rules, for any proposal it resolves to consult on:

- The immediate community, which broadly includes people who live and work within the area and owners of properties or businesses.
- The extended community, which includes residents, ratepayers, Emergency Service Organisations and businesses surrounding the area directly affected by the proposal.

5.6.3 These consultation requirements do not apply to the naming of roads or features within new subdivisions where there are no immediate community members who will be affected.

5.6.4 Council will exercise discretion when deciding which sections of the community to consult with and the manner of consultation, taking into consideration the likely impact of the naming proposal. A proposal that will have a smaller impact on the community will have a different level of consultation than that of a proposal with a larger impact. Council will be guided by the Naming Rules when developing a consultation plan.

5.6.5 If a proposal has been made on public safety and/or emergency response grounds, and Council believes that community support may not be forthcoming and rejecting the proposal will maintain the risk to public safety, then it still may proceed with considering the proposal on public safety grounds.

5.6.6 Council will consider and analyse all responses received both in support of, and objecting to, a naming proposal.

5.6.7 The minimum requirements for consultation are that Council will:

a) advertise public notices in local newspapers circulated in the affected area;

b) place exhibition posters in local public libraries and all Council customer service offices;

c) advertise the proposal on Council's website;

d) seek comment from resident groups and local historical societies.

5.6.8 Council will inform the community of its final decision in regards to a naming proposal that it has publically consulted on by:

a) notifying the community of its decision by a notice published on its website and in local papers; and

b) writing to all parties who responded to Council during a consultation period to advise them of Council’s decision. If Council endorsed the naming proposal, those parties who objected to the proposal will also be advised of their appeal rights with the Registrar of Geographic Names.

5.7 AVENUES OF HONOUR

5.7.1 Avenue of Honour is the term given to a memorial avenue of trees, generally with each tree symbolising a person. Most avenues are in
remembrance of those who fought or died in war, particularly World War I (1914–1918).

5.7.2 Avenues of Honour are a means of family members and the community expressing gratitude to individuals who sacrificed their life in major conflicts around the world in which Australia participated. They are usually a row of trees accompanied by a monument or plaques which identify and commemorate a collective of individuals from a local area.

5.7.3 To request the establishment of an Avenue of Honour, a resident or community group must provide with their written submission to Council the following information:
- the proposed site of the Avenue of Honour;
- proposed details of the commemorative plantings;
- details of the collective and/or all individuals to be commemorated;
- the conflict/s in which the individuals lost their lives;
- proposed details of any memorials, plaques and/or monuments to be included in the proposed Avenue;
- any other information that is relevant to the submission.

5.7.4 Council officers will first check with the road authority that is responsible for the road at the location for which the Avenue of Honour is being proposed, and if appropriate, refer the proposal to them, if Council is not the naming authority for this location. This will most likely be VicRoads. If Council is the naming authority and not the road authority, it will seek the road authority’s view on the proposal and approval from them to consider establishing the Avenue of Honour, should that be deemed appropriate. Ongoing maintenance of the Avenue of Honour will also be discussed with the road authority, if it is not Council.

5.7.5 If the road authority does not approve the request for an Avenue of Honour then the applicant will be advised of this and no further action will be taken by Council.

5.7.6 If the road authority gives their approval for the Avenue of Honour, Council will then consult with other stakeholders as per the community consultation requirements contained in this policy.

5.7.7 In addition to those requirements, Council will also consult with any of the following:
- Returned and Services League of Australia (RSL)
- Department of Veteran’s Affairs
- Australian War Memorial
- National Trust of Australia (Vic)
- Local Historical Associations

6 DEFINITIONS AND ABBREVIATIONS

Act means the Geographic Place Names Act 1998.
**Estate names** include names applied to residential estates, commercial use estates, e.g. residential subdivisions and business parks or commercial/industrial zoned land.


**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:

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

**Register** means the Register of Geographic Names established under section 9 of the Act.

**Registrar** means the Registrar of Geographic Names appointed under section 7 of the Act.

### 7 RELATED DOCUMENTS

- Geographic Place Names Act 1998
- Local Government Act 1989
- Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities
- Hume City Council's 'Proposals for Memorialisation Within the Municipality of Hume' policy
# Naming Proposal – Submission to Hume City Council

**Your name and contact details:**

<table>
<thead>
<tr>
<th>Email Address:</th>
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**Is your naming proposal related to a:**

- [ ] Road
- [ ] Feature
- [ ] Locality

**Is your naming proposal for a:**

- [ ] New name for an unnamed road, feature or locality
- [ ] Renaming of a road, feature or locality

**Complete the following details:**

<table>
<thead>
<tr>
<th>Proposed name</th>
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<table>
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<tr>
<th>Location of the road or feature (please include a map with your proposal)</th>
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</table>

**Background information on why Council should consider naming or changing the name or boundary, e.g. why the proposed name is considered appropriate (include any history or local relevance):**

<table>
<thead>
<tr>
<th>If the proposal is a commemorative name, please include information on the person such as:</th>
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<tbody>
<tr>
<td>• Full name, date of birth, date of death, parent’s names</td>
</tr>
<tr>
<td>• Occupation and/or education</td>
</tr>
<tr>
<td>• Civil and community achievements or contributions</td>
</tr>
<tr>
<td>• Honours and awards received</td>
</tr>
<tr>
<td>• Other relevant material of historical interest</td>
</tr>
</tbody>
</table>

**Reason for the proposal (why the current name is not considered appropriate or any other relevant information):**

**General Questions**

<table>
<thead>
<tr>
<th>Have you checked that your proposed name conforms to the principles in Section 2?</th>
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<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Principle (A) Ensuring public safety</td>
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<th>Is there any existing signage at the road or feature?</th>
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<td>Yes</td>
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<tr>
<th>Is an Aboriginal name being proposed?</th>
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<tr>
<td>Yes</td>
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</table>

If yes, what type of proposal is being considered:

- [ ] Addition of an Aboriginal name as Registered or Dual?
- [ ] Addition of an Aboriginal name as Traditional or Historical?

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**Policy Reference No:** POL/185  
**Date of Re/Adoption:** 28 August 2017  
**Review Date:** August 2022  
**Responsible Officer:** Manager Governance  
**Department:** Governance
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