



POLICY

Naming of Council-Owned or Administered Public Places, Structures and Assets

POLICY NUMBER: CHRCP0080
EFFECTIVE DATE: 01 February 2023

DEPARTMENT: Communities
UNIT: All

1.0 Purpose and Scope

This policy applies to the naming of Council-owned or administered public places, structures, and assets which includes bridges, buildings, and community facilities, parks, reserves, open spaces, waterways, places, memorials, and other assets which are suitable for naming.

It provides a naming convention process for Council-controlled public places, structures, and assets that is both responsive and consistent with the stated values of stakeholders and Council.

2.0 Reference

- [Local Government Act 2009](#)
- [Local Government Regulation 2012](#)
- [Place Names Act 1994](#)
- [Aboriginal Cultural Heritage Act 2003](#)

3.0 Definitions

Aboriginal Party has the meaning given to that term in the *Aboriginal Cultural Heritage Act 2003* (Qld).

Bridge means a significant structure built across a river, creek, waterway, road, rail, or other thing primarily allowing people or vehicles to cross.

Buildings and Community Facilities means one or more roofed structures which are enclosed by walls and used by Council or the community. The term includes, but is not limited to, administration buildings, libraries, galleries, halls, museums, kindergarten facilities, community centres, and clubhouse facilities.

CEO means Council’s Chief Executive Officer.

Council means Central Highlands Regional Council.

Diversity means the visible and invisible differences that exist between people, (including but not limited to) culture, race, gender, sexual orientation, age, and socio-economic background.

Guidelines means the *Guidelines for Selection of Names for Council-Owned or Administered Public Places, Structures and Other Assets* set out in Appendix 1 to this policy.

Major Assets means structures such as bridges, buildings, parks, pathways, reserves and waterways.

Minor Assets means structures such as gardens, rocks, furniture items, minor picnic shelters, and culverts, small plaques and memorials within public spaces, small structures and assets.

Memorial means any monument, accompanied by a plaque, sign, or inscription, which recognises an individual or groups for their endeavour, or events pertaining to the region.

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Memorial seat means any type of seating acknowledging a person or family in memorial.

Naming convention means a standardised and unambiguous system used to name public places, structures, and assets within Council's local government area.

Park means an area of Council-owned or controlled open space primarily dedicated to public use for informal recreation.

Pathway means an identifiable track, trail, or another developed access route through an open space area that is dedicated for pedestrian purposes.

Plaque means any plaque affixed to a Council-owned or administered public places, structures and assets, which commemorates the life and/or deeds of an individual, family, or organisation.

Public Place means an area or geographical feature that is Council-owned or administered but does not include a road, building, dam wall, local government area, or electoral district.

Reserve means State land dedicated as a reserve for which Council is appointed as the trustee

Sport Field means an area of land formally and permanently marked or set aside for the playing of organised sport, which is managed by Council or a sports organisation recognised by Council.

Traditional Owners are Aboriginal peoples who have an ongoing traditional and cultural connection to the land, and waterways of a particular area known as 'Country.'

Volunteer Recognition Walk means an area in a park or open space recognised by Council as a place for installation of plaques which acknowledge the volunteer contribution of residents past and present.

Waterways means naturally occurring or constructed gullies, lakes and dams, wetlands, crossings, and similar.

4.0 Application

This policy applies to all Council-owned or administered bridges, buildings and community facilities, parks, reserves, open spaces, waterways, places, and other assets within the region (collectively referred to as **public places, structures, and assets**).

This policy does not apply to roads, suburbs, or population centres. Although this policy does not apply to public places, structures and assets that are controlled or managed by other authorities, Council will use the principles of this policy to respond to a referral or invitation to comment made by that other authority.

This policy does not apply to proposals to name Council-owned or administered public places, structures, and assets where the intent is to gain commercial advantage through sponsorship deals or other such financial arrangements.

5.0 Policy Statement

5.1 The importance of names

Council commits to a naming convention of all Council public places, structures, and assets that:

- enables and ensures public safety and service delivery by emergency services and other public services;
- assists the public in moving around the Council area; and
- recognises Central Highlands' history, heritage, and culture.

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Council recognises the significant social value to the community of naming public places, structures, and assets under its control.

The naming of new public places, structures, and assets, as well as the preservation of existing names, contributes to a sense of belonging and reflects the cultural and heritage values of the region. Names also serve a key role in wayfinding for locals, visitors and emergency services agencies. They allow for connection to Country and historical associations to land and facilities, acknowledging a sense of place and identifying landmarks within the community.

Naming of Council-owned or administered public places, structures and assets is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders, and both the local and wider community.

5.2 Council's values in selecting names

5.2.1 *Celebrating and representing the region's history and diversity*

Council plays a key role in creating and maintaining public places, structures, and assets and acknowledges the importance of these spaces in reflecting the vibrant and diverse communities of the Central Highlands region. Social and cultural norms of the past have led to many groups being underrepresented, or not represented at all, both in public spaces and in public life more broadly. These groups include (but are not limited to) women, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse communities, and people with a disability. Council also acknowledges that visibility is fundamental to building inclusive communities and will take action to address these historical imbalances by having regard for diverse communities when naming or considering renaming Council-owned and administered public places, structures, and assets. In doing so, Council can have a direct impact on the way people interact with public places, structures, and assets, including whether individuals feel safe and welcome within the public environment.

5.2.2 *Acknowledging the First Nations history of the region*

The region has a rich and diverse history and naming of Council-owned or administered public places, structures and assets needs to consider the context of each situation and how the naming adds value to the community.

Places in the Central Highlands region were first known by many names to the Traditional Owners, with a number of languages being spoken across the region. Council is committed to recognising the past and ongoing custodianship of land in the region by the Traditional Owners.

Council will ensure that consideration is given to naming and renaming places in local Traditional Owner languages when requested by the registered Aboriginal Party of the respective location. This includes applications for dual naming, also known as co-naming, of public places, structures, and assets where it is proposed to include a name in local Traditional Owner language alongside a current name. Council may also consider requests from residents, community groups or other stakeholders for names in Traditional Owner languages where approval is given by the registered Aboriginal Party of the respective location.

5.2.3 *Responding to changing community expectations and values*

There may be instances where current names or proposed names could be considered inappropriate. In these circumstances, Council will consider applications to rename public places, structures, and assets; however, Council asserts its adopted view that each proposal shall be considered in context, having regard for its merits and where the proposed change demonstrates a benefit to the wider community.

This policy has been developed to ensure that the applications and requests for naming are determined and managed on a consistent, standardised, and unambiguous basis. Names that are

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selected will be appropriate to the physical, historical, and cultural character of the area concerned.

5.3 Provisions for specific types of public places, structures, and assets

5.3.1 Minor Assets public places, structures and assets

Council's general position is that only significant public places, structures, and assets will be considered suitable for naming through a formal application process to Council. It will be at Council's discretion whether a structure or asset is "significant" or suitable for naming..

The naming of Minor Assets such as gardens, furniture items, minor picnic shelters, and culverts will be considered and approved by General Manager Communities through internal processes detailed in 11.0

A park in various parts of the region may have an area identified to recognise the contribution of volunteers specific to that area through installation of a plaque including details of their contribution within the designated Volunteer Recognition Walk.

5.3.2 Land that has been gifted or bequeathed

Where a parcel of land has been gifted or bequeathed as open space or a public place (not including land dedicated to Council as part of a development approval), a request for the land to bear the name of that benefactor may be favourably considered.

5.3.3 Places within open spaces

Council will consider all proposals to name places within open spaces. A name allocated to any place within a park or open space must be appropriate, and not include the word 'Park' or 'Reserve'. *Eg an area of a park or reserve may be named as a garden.*

6.0 Duplication of naming

Public place, structure, and asset names are not to be duplicated anywhere within the region and duplication of names within adjacent local government areas is to be avoided wherever practicable. Further, a similarity between the names of different public places, structures, and assets is also to be avoided, (e.g., 'Freshwater Park' and 'Freshwater Place' even though they may be in well separated parts of the region). Facilities named after individuals having similar names shall be accepted provided that they are well separated, (e.g., 'Betty Jones Park' in one locality and 'Beth Jones Park' in a different and non-adjointing locality).

7.0 Applying to name a Council-owned or administered public place, structure or asset

Any member of the community or Council may initiate a request for naming or renaming existing Council administered public places, structures and assets using the application form available on Council's website.

Proposals to name either a new or existing public place, structure or asset must be submitted on the relevant application form and include both detailed reasons and research material in support of that proposal.

Each submission must be accompanied by a map or diagram which clearly shows the location of the public place, structure or asset for which the name is being proposed relative to readily identifiable features such as roads, parks, waterways, permanent structures, dominant landscape elements and the like. The proponent is expected to ensure that all material supplied to Council is accurate and objective.

Proponents may be requested to provide additional evidence or research material to further substantiate the proposal.

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Nothing precludes a development proponent from suggesting a name for a public place, structure or asset that is intended to be dedicated to Council control by that entity or requesting that a permanent name be allocated at the time of dedication. It is Council's policy to encourage permanent naming at the time of dedication. However, Council does acknowledge that there may be instances where it is impractical or inappropriate to allocate a permanent name to some of those public places, structures, and assets at their dedication and interim arrangements will be put in place in such instances.

Where proposals are found not to be consistent with this policy and the Guidelines, the proponent will be notified and the proposed name will not be considered further.

An application to revise the name of a Council asset will include a justification for removal of the current name. Generally, an asset named after a group of people (eg war memorial) will not be considered for renaming.

Nominees who have been paid through employment or contract to maintain Council assets are ineligible for consideration of naming those assets in their honour. Council employees are eligible for consideration of naming other assets in relation to their volunteer contributions to the region.

Either the nominee or in the case of a posthumous application, the next of kin, must first accept the nomination for it to be considered by Council.

8.0 Public consultations for naming (and renaming) of Major Asset proposals

The scope of community engagement to be undertaken for a naming (and renaming) of Major Assets proposal will be determined by General Manager Communities on a case-by-case basis, having regard to anticipated community interests and sensitivities.

Where public consultation of a proposal is warranted, it will be carried out by council. How public comment will be invited (i.e., advertised and promoted) will be at the discretion of council and determined on a case-by-case basis. Council will respond to all properly made submissions.

For submissions to be considered properly made, they must:

- be made in writing
- state the full name and residential or business address of the person making the submission
- be received by Council prior to close of the public consultation period
- state the reasons/grounds for supporting or opposing the proposed naming and any facts or circumstances that substantiate the reasons/grounds.

All submissions received during the public consultation period will be considered before a final decision is made by Council on the naming proposal.

9.0 Assessment of applications

Council will give due consideration to every proposal to permanently name public places, structures, and assets. Applications to name Major Assets will be approved by Council, applications to name Minor Assets will be approved by General Manager Communities.

Approval of a proposal for a permanent name is only likely to be given in instances where Council is satisfied that the proposal:

- meets sufficient criteria within this policy and the Guidelines
- where applicable, is accepted by the nominee or related persons
- satisfies assessment and diligence searches conducted by Council
- includes a relevant history of the asset and the proponent
- is accepted by, or within, the community.

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When considering an application to name Major Assets, Council may approve the proposed name, amend the proposed name, recommend recognition of another kind, or reject the proposal.

10.0 Installation of nameplates, signs and/or other similar devices displaying the allocated name

10.1 Major Assets

Once a permanent name has been assigned to a Council-owned or administered public place, structure or asset, it is Council practice that a suitable plaque, nameplate, sign and/or other similar devices displaying the allocated name and, if warranted, explanatory information, abbreviated history or basis for the name is installed.

All such devices shall comply with Council standards, and/or be appropriate and applicable to the context of the public place, structure, or asset and may only be installed with the prior approval of Council.

Note that explanatory information in the context of major projects and partnerships may include details such as:

- *Name of Mayor in office at that time*
- *Date of opening or unveiling*
- *Council's current logo*
- *Names of persons opening the place or unveiling the plaque*
- *Names of Members of Parliament in attendance at the opening*
- *Names of partner organisations or sponsorships*
- *Logos of others as relevant*
- *The official name of the building or asset*
- *Any other wording relevant to the project which is deserving of display.*
- *Information about the contribution that merited the naming*

11.0 Minor Assets

Once a permanent name has been assigned to a Minor Asset, it is council practice that a suitable plaque, nameplate, sign and/or other similar devices displaying the allocated name and, if warranted, explanatory information, abbreviated history or basis for the name is installed.

Memorial seats may also be installed throughout the region. Such seating will be built and installed according to council guidelines. Memorial seating plaques may be purchased by the applicant with approval from council and replaced at the applicant's cost if necessary in the future.

Once an application for Minor Assets has been approved by the General Manager Communities, wording and installation of the plaque will be authorised and carried out by council according to the relevant administrative guidelines.

11.0 Notification of new or revised names

The official name of each asset that is owned or administered by Council is the current name listed for that particular asset in Council's Asset Names Register at any given time.

In those instances where a name has been proposed by an entity outside of Council or some public consultation has been undertaken, those entities seeking the name allocation or involved in the public consultation will be notified of Council's final decision on the proposal. Similarly, the respective Emergency Services agencies and all other external organisations that Council has formally agreed to keep informed of naming will be notified of new or amended names in a timely manner.

12.0 Removal of names at a future time

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Council may, at its discretion, choose to remove a name relating to a public place, structure, or asset owned or administered by Council at a future time due to a range of possible triggers, including:

- the name is considered to be no longer appropriate
- the name relates to an individual, who has subsequently been subject to a major loss of reputation as a result of criminal proceedings or other acts that have created community concern
- the public place, structure, or asset has been disposed of, damaged, is no longer in use and/or has been demolished.

Any such changes will be subject to community consultation as relevant and will be undertaken by Council consideration and formal direction.

A report will be prepared for Council and after the name is confirmed by Council resolution will be entered in the Council asset register.

13.0 Guiding principles

Council reserves the right to allocate names in accordance with this Policy.

Council has no obligation to accept any name proposed by any group, entity, developer, or individual.

Where approvals are granted, conditions may be imposed.

Where Council receives a written request for naming or renaming the application will be considered against the criteria listed below.

- Promotion of Public Safety and Service delivery – all proposed names must be unique to ensure no confusion or delay in any way for public safety and service delivery (e.g., mail delivery, communication, transport, ambulance, fire).
- Recognition and use of Indigenous languages, including consultation with Traditional Owners.
- Compliance to relevant State Indigenous land use agreement (ILUA) conditions where applicable.
- Adherence to Queensland and federal naming frame works guidelines and World Heritage naming convention requirements.

Policy Review

This policy will be reviewed when any of the following occur:

1. As required by legislation.
2. Relevant parts of related documents are amended or replaced.
3. Other circumstances as determined by Council from time to time.
 - Local Government Act 2009
 - Local Government Regulation 2012
 - Place Names Act 1994
 - Aboriginal Cultural Heritage Act 2003
 - Department of Natural Resources and Mines, Queensland Government, 2019. 'Strategy for Naming and Co-naming of public buildings and facilities' Place Names Policy

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APPENDIX 1 - Guidelines for Selection of Major Asset Names for Council-Owned or Administered Public Places, Structures, Assets

General

Naming is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders, and the local and wider community.

Council values and celebrates diversity in our community. This means consideration will be given to promoting gender equity and all forms of diversity when assessing proposed names for any Council-owned or administered public places, structures, or assets.

It is acknowledged there may be instances where names proposed could be considered inappropriate. Such instances could include reflecting the names of persons or events of significance. However, Council asserts its adopted view that each proposal shall be considered on its merit.

Proposals to give recognition to specific members of the community through naming of public places, structures or assets must be able to establish an association between that individual and the facility to be named or provide other justification such as that person's notable contribution to the community.

The following are to be considered for their relevance:

- a) Indigenous connections – noting that this is only possible if nominated and/or supported by the Aboriginal Party for the respective area, and consultation has taken place
- b) Opportunities to address historical gender imbalance by selecting a woman's name (noting the first and last name should be used in these instances)
- c) The inclusion of diverse communities, including newly arrived communities
- d) Names of persons or families who have had a long association with the locality, or pioneers of the area
- e) Names of respected community members of considerable service who are/were resident or working within the area, including service personnel.
- f) Names which commemorate a special event or occurrence
- g) Local fauna, flora or geographic features
- h) Historic landmarks

Parks, Reserves and Open Space and Public Places

The following are to be additional considerations when naming parks, reserves, open spaces, and public places:

- a) Persons having prior ownership of a substantial part of that land for a significant period of time
- b) Persons having made a significant financial or 'in kind' contribution to the park
- c) Recognition of a bequeathed or gifted parcel of land

Where parks are extended at later dates, the additions shall assume the name of the adjacent, previously named park or park complex in Council's record system.

Where a small part of a planned larger park is dedicated to public use at the early stages of a development, this may be grounds for delaying the permanent naming of that facility to a later time. A proposal for permanent naming (of the combined parks) may be made by a development proponent at the time associated with dedication of the later park. Council may still consider a place naming within that site where the proposed naming does not prejudice the later selection of a name for the entire park.

Generally, parks on opposite sides of the same public road or major waterway are to have different names. An exception to this is a linear linkage park, which may retain the one name for its complete length despite the fact that it may be severed at one or more locations by roadways and/or major waterways. However, that exception will only apply in instances where the linkages between the various segments are obvious in both appearance and function.

Sporting Complexes and Fields

The hierarchical level of a sporting complex is to be clearly reflected in its name. For example, facilities of regional significance shall have this indicated within the name, whereas a smaller local facility catering for sport on a much smaller scale should reflect its subordinate/local status.

In instances of local level facilities catering for one sport only, naming relevant to that sport or use may be more favourably considered.

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The following additional considerations apply to different types of assets:

Buildings and Community Facilities

Normally, names for these facilities are to be chosen in a way that reflects the location, geographical or historical context of the land on which each is erected.

Rooms and Building Features

Room names shall generally follow a theme adopted for the building in which they are contained (usually following the criteria used in the selection of the building name).

Waterways

Waterways are to be named in a way that clearly identifies with one or more of the following:

- a) Indigenous connections – noting that this is only possible if nominated and/or supported by the Aboriginal Party for the respective area, and consultation has taken place
- b) Location of the feature being named
- c) Local fauna, flora or geographic features
- d) Names of respected community members of considerable service who are/were resident or working within the area.

Sports fields within a sporting complex containing multiple fields may be sub-named. Sub-naming of a sports field within a complex having only one playing field is permissible if it can be shown to Council’s satisfaction that the sub-naming is not likely to cause an unacceptable level of confusion to potential patrons of the sporting complex and its associated facilities.

When proposing names for sports fields, the following are to be considered for their relevance:

- a) Sports persons of high achievement within the organisation the field is associated with
- b) Long serving and respected administrators or volunteers within the sport or organisation the field is associated with
- c) Sports persons of high achievement within the sport of which the organisation is associated

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