



Maribyrnong  
CITY COUNCIL

## Geographic Naming Policy

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### REVISION RECORD

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# Introduction

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Under the *Geographic Place Names Act 1998 (the Act)*, Council is a naming authority and is responsible for naming places within the municipality.

The Act defines places as “any place of building that is, or likely to be, of public or historical interest and includes, but is not restricted to –

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

The Naming Rules for Places in Victoria 2022 (Naming Rules) are the guidelines prescribed under the Act and reflect step-by-step information on naming, renaming or changing the boundaries of roads, features and localities in Victoria.

The implementation of the Policy reflects on following the Naming Rules and any of its amendments that might occur from time to time. Compliance with the Act and Naming Rules is mandatory.

# Purpose

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The Geographic Naming Policy (the Policy) provides a consistent approach to geographic naming within the City of Maribyrnong and ensures that all of the roads, features and localities within the municipality are appropriately named.

# Scope

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This policy applies to all publicly owned roads, features and localities across the municipality for which Council is determined to be a naming authority as defined in the Naming Rules

# Definitions

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<b>Term</b>	<b>Definition</b>
<b>The Act</b>	Geographic Place Names Act 1998.
<b>The Naming Rules</b>	Naming Rules for Places in Victoria 2022.
<b>The Policy</b>	Geographic Naming Policy.
<b>Principles</b>	Principles within the Naming Rules which a naming proposal must be met.
<b>Geographic Place</b>	Defined by law to cover features, localities and roads.
<b>Features</b>	Unique geographical place or attribute that is easily distinguished within the landscape (mountains, watercourses, buildings, structures, parks and reserves).
<b>Localities</b>	Where there are officially recognised boundaries including suburbs, towns, cities and regions.
<b>Roads</b>	Including alleyways, streets, highways, fire tracks, bike path and walking tracks.
<b>Naming Authorities</b>	Municipal Councils, government departments or authorities and private organisations.
<b>Registrar</b>	Oversees Geographic Names Victoria.
<b>GNV</b>	Geographic Names Victoria
<b>Immediate Community</b>	Defined as residents, ratepayers and businesses within the immediate area affected by the proposal.
<b>Extended Community</b>	Includes members within the immediate community along with visitor groups and government and non-government organisations who have an interest or service in the area.
<b>Public Authorities</b>	Local Emergency Services and other public service providers.

# Policy

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Council is committed to provide a structured and consistent approach to naming and renaming of roads, features and localities within its municipality in accordance with the Act and the Naming Rules.

Where Council is the naming authority, it will apply the Naming Rules.

The below naming principles must be used in conjunction with the relevant statutory requirements related to the naming of roads, features and localities. They are designed to ensure that names are enduring and there is no ambiguity, confusion, errors or discrimination caused by the naming or the locality boundary change process.

## Principles

- Principle 2 (A) Ensuring public safety;
- Principle 2 (B) Recognising public interest;
- Principle 2 (C) Linking the name to a place;
- Principle 2 (D) Ensuring names are not duplicated;
- Principle 2 (E) Recognition and use of Traditional Owner Languages
- Principle 2 (F) Names must not discriminate or be offensive;
- Principle 2 (G) Gender equality;
- Principle 2 (H) Dual names;
- Principle 2 (I) Using commemorative names;
- Principle 2 (J) Using commercial and business names;
- Principle 2 (K) Language;
- Principle 2 (L) Directional names to be avoided;
- Principle 2 (M) Assigning extent to a road, feature of locality.

## **Naming Themes**

The theme areas for naming proposals in the City of Maribyrnong are mindful of needing to achieve a balanced representation of:

- Indigenous Australia
- Gender Equality
- Local historical events or figures
- A multicultural present

The emphasis of the Policy is to recognise the City of Maribyrnong's diversity, preserve Traditional Owner languages and redress any social and gender inequality. Additional theme areas are the City of Maribyrnong's landscape and local site history of uses.

Place names should be relevant to the local area, with preference given to unofficial names used by the local community. Proposed naming themes for the City of Maribyrnong include:

- Local site uses and the people associated with it;
- Indigenous heritage and language;
- Significant contributors to the community (who are deceased);
- Social and historical events, including communities currently in the City of Maribyrnong;
- Recognition of the cultural diversity of the City of Maribyrnong, its migration history and multicultural groups;
- Historical exploration and settlement
- Local landscape, flora and fauna;
- Location (features will primarily be named, describing the feature such as parks and reserves).

Preference will be given to the use of Traditional Owner Languages or commemorative names for features such as parks and reserves.

## **Feature Names**

Features include mountains, watercourses, buildings, prominent structures and parks and reserves.

In general, features shall be named in the following manner:

- Describing the feature and its locality;
- Describing the feature and its abutting road name;
- Using a name already identified by Council for use as a feature name;

- Consultation with the respective committee of management, sporting or community club or community group and the public.

Council should give preference to naming its prominent local features according to the naming themes outlined in this Policy. From time to time, Council may wish to consult with local interest groups to develop an appropriate list of names to use for new geographic features.

The consultation process in determining the preferred name for the feature should be included in the development stages of the feature to be named.

## **Locality Names**

To preserve the heritage and identity of the City of Maribyrnong's localities, alterations to existing names should not be considered unless it can be demonstrated there is significant community support for a locality name change, and/or the name change is needed under extraordinary circumstances.

Should an area within the locality need to be named for identity and emergency services purposes, it is to be assigned a locality name subject to the following criteria being met:

- The area to be named has become an identified destination of state, national or tourism significance;
- Major development in a suburb has severely changed the characteristic of the suburb to the extent there is confusion in identifying the locality by emergency services and the general public;
- The merits of the naming proposal warrant the assignment of a locality name.

## **Road Names**

Council's naming authority refers to any road under the control of Council, including public roads or a road that is to be dedicated to Council by way of a subdivision of land. It excludes Crown public roads, private roads and roads under the control of any State Government authority.

All road naming or alterations to existing road names shall be referred to the Policy Owner to ensure compliance with this policy, the Naming Rules and registration of the name with the Registrar of Geographic Names. It should be noted that the definition of a 'road' also includes alleyways, highways, fire tracks, bike paths and walking tracks.

Naming a road (including right of ways) 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.

## **New Subdivisions and Private Land**

It is the responsibility of the developer or property owner(s) to ensure that roads and common property within new or existing subdivisions are named as per the principles set out in the Naming Rules. Council will work collaboratively with developers or property owner(s) to create compliant names for roads within new subdivisions or existing private land. Approval of new names on plans of subdivision will be considered and approved as part of the planning process.

It is the responsibility of property owner(s) to submit naming proposals to name established private roads (including common property) to Council and if the proposal is compliant with the Naming Rules, Council will submit the proposal to GNV for registration.

There is no requirement for external community consultation when naming roads and common property within new subdivisions and existing private land.

## **Responsibilities**

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The Naming Rules allow for naming to occur by delegation of authority.

The naming of localities and public features will be resolved by Council at an Ordinary Council Meeting.

Authority to name or rename roads will be approved by the relevant delegates in accordance with Council's Instruments of Delegation.

A cross departmental Geographic Naming Committee comprising of representatives from Property Management, Planning Services, Revenue Services, Strategic Planning and Engineering Services will support the naming process.

The Committee will manage the naming process in accordance with the Naming Rules and provide names in accordance with the themes outlined in the Policy.

## **Consultation**

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Consultation is a key component in the process of naming and renaming roads, features and localities. Where Council is a naming authority, it is required to consult



in accordance with the Naming Rules.

Consultation will generally take the form of advising all abutting property owners and providing information on Council's website advising of Council's proposal and seeking feedback. The consultation time is defined in the Naming Rules as a 30 day period. Consultation is not required for naming proposals within new subdivisions where there are currently no residents, businesses or ratepayers who will be directly affected.

If naming proposals use Traditional Owner languages, then naming authorities are required to consult with the officially recognised Indigenous groups and Traditional Land Owners. Use of these names are subject to agreement from the relevant Indigenous groups and Traditional Land Owners.

## Related Documents

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- Geographic Place Names Act 1998
- Naming rules for places in Victoria 2022
- Local Government Act 1989 (Section 206 and Schedule 10)
- Local Government Act 2020
- Road Management Act 2004
- Planning & Environment Act 1987
- Gender Equality Act 2020
- Maribyrnong City Council Plan 2021 – 2025

## Review of Policy

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The Policy will be reviewed in 2026, or as legislation requires.