



**POLICY NUMBER 25 (C) NAMING OF COUNCIL PROPERTIES POLICY**

**DATE AMENDED:** September 2011  
**DATE OF NEXT REVIEW:** September 2014  
**DATE ADOPTED:** September 2011  
**RESPONSIBLE OFFICER:** General Manager Corporate Services  
**REFERENCES:** Geographic Place Names Act 1998

### **Best Value Principles**

Hepburn Shire Council has the responsibility to provide its ratepayers with best value, with all services provided by Council meeting the expectations in terms of quality and cost. In providing this, all services need to be accessible, responsive to the needs of the community, considerate of the natural environment and subject to continuous improvement.

To achieve the best over life outcome for Council's expenditures, which meets quality and service expectations, there will be periodic review of services against best on offer in both the public and private sectors.

All Council staff members are responsible for supporting best value principles in their normal day to day actions to ensure services are recognised by the community as delivering best value.

**Signed**

A handwritten signature in black ink, appearing to read "K. Conrick".

**KAYLENE CONRICK**  
**Chief Executive Officer**

## Introduction

This policy has been prepared to provide a process for the naming of a Council owned reserve or feature within the reserve after a living person.

## Scope

This policy applies to Council owned reserves and features.

## Purpose

Having regard to the policy of the Victorian Place Names Committee of not naming a place after a living person, this policy provides the Council with the opportunity to do so in the most exceptional circumstances where the Council determines that it is appropriate.

## Definitions

Not Applicable

## Policy

Having regard for the normal policy of the Victorian Place Names Committee of not naming features after living persons, (refer <sup>1</sup>) the following guidelines have been designed to facilitate the processing of place names in the most exceptional circumstances where Council has a strong desire to name a council-owned reserve after a living person. (refer to the below link - Guidelines for Naming or Proposing to Name or Rename a Place – Department of Sustainability and Environment)

<http://www.dse.vic.gov.au/property-titles-and-maps/naming-places/guidelines#bysection>

### Guidelines for Council

Council needs to be satisfied that the living person is someone who has served the community in a most substantial manner and that there is no significant opposition, and therefore warrants the distinction of having a reserve named after him or her.

**NOTE** - the words 'no significant opposition' will be interpreted by the Place Names Committee as being very small, having regard to the total number involved.

In cases where Council has satisfied itself, Council should furnish the Place Names Committee with some evidence that Council's proposal has full community support.

The evidence of community support should be achieved by Council placing an advertisement or having a feature article in the local newspaper, requesting for anyone opposed to the proposed naming, to register that opposition in writing, stating reasons, within fourteen days of the advertisement appearing.

All objections and a summary of the comments received by Council must be forwarded to the Place Names Committee with the proposal, together with a copy of the newspaper article/advertisement.

The required evidence needs to demonstrate:-

- substantial community service;
- community support;
- no significant opposition.

When the required evidence is placed before Council, Council should also consider:-

- any existing name of the reserve and whether there is, or likely to be, a conflict with the proposed name of the feature within the reserve;
- whether the proposed name may cause confusion;
- the actual name proposed - for example, if this includes a 'nickname' is this appropriate?;
- would the name bring some controversy into place (eg., the deeds of a well known character may not in some circumstances, please all of the community) and therefore, bring disrepute on Council;
- would the person (assumed living) be not likely to respect the honour.

Each submission should include:-

- a locality/site plan;
- background to development of the facility (assuming it is relatively new);
- background as to why the facility should be named after the particular person, and if any other names were considered;
- a short biography of the person.

## **Implementation**

This policy will be available on the Council website. The General Manager Corporate Services is the Officer responsible for this policy.

## **Review**

This policy will be reviewed every three years by the General Manager Corporate Services

---

### i Personal Names

The following is provided as background information on the position of the Victorian Place Names Committee:

“The Committee in keeping with the policies of the Committee for Geographical Names in Australia (the controlling body in Australia for nomenclature) and the guidelines of other States, have adopted a policy that places should not be named after living persons. The Committee has based their policy on the fact that there is no such thing as a non-controversial person, while that person is still living. Features are named for posterity not for the present.”