

## Report to the Future Melbourne Committee

Agenda item 6.3

### Place and Road Naming Policy

9 April 2024

**Presenter:** Julian Edwards, Acting Director City Strategy

#### Purpose and background

1. The purpose of this report is to present the revised Place and Road Naming Policy in response to the FMC resolution of 6 February 2024.
2. At its meeting on 6 December 2022, the Future Melbourne Committee (FMC) resolved that management develop a Road Naming Policy for public consultation to enshrine the current naming priorities and the formal role of Traditional Owners in proposing names, define a proactive approach to naming, codifying community consultation standards, and investigate if the policy could include the naming of places.
3. At its meeting on 31 October 2023 Council approved the commencement of community consultation for the proposed draft Place and Road Naming Policy (Policy) and the Place and Road Naming Guidelines (Guidelines), which occurred during 15 November to 20 December 2023. Feedback received during community consultation highlighted the importance of ensuring a diverse representation of all cultures, genders and demographic groups in naming places and roads. Feedback also preferred that existing places and roads should not be renamed, and supported increased community involvement in the naming process.
4. At its meeting on 6 February 2024, the FMC considered the results of the community consultation, and requested management further revise and update the Policy to reflect all previous resolutions in relation to its development, and include greater detail of the naming process and procedures within the Policy.
5. The City of Melbourne is the Responsible Authority for the naming of roads, features and localities within the municipality, and is guided by the *Geographic Place Names Act 1998* (the Act) and the Registrar of Geographic Names (VICNAMES). The Naming rules for places in Victoria (Statutory Requirements 2022) encourages the recognition and use of Traditional Owner languages and Gender equality in the naming of roads, features and localities.
6. Geographic Names Victoria released the Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities (Naming Rules) in February 2022 as part of a five year review cycle. In response to this, the way naming proposals are considered needed to be updated to achieve consistency with the new Naming Rules.

#### Key issues

7. The updated Policy and associated guidelines have been revised to respond to the above mentioned Council and FMC resolutions, and acknowledge the feedback obtained through community consultation.
8. The updated Policy ensures that all naming proposals comply with the Naming Rules for places in Victoria, explains the naming process as managed by Council, defines who can apply to name a place or road, codifies community consultation standards and prioritises the use of Aboriginal Language Names and the recognition of historically significant women in the naming of significant places and roads.
9. The updated Policy further clarifies the level of significance of naming proposals by distinguishing how different classes of naming will be defined, provides additional guidance on how and when a non-priority name can be considered, how precinct naming approaches will be developed, and the development of a register of names and an annual public reporting mechanism of all names approved each year.
10. The updated Policy also defines when polling will be used with a focus on the most significant naming proposals, and requires that the outcomes of any poll be considered at a Council Meeting.
11. All current naming practices will be amended to reflect the Policy.

**Recommended action**

12. That the Future Melbourne Committee:
  - 12.1. Approves the Place and Road Naming Policy (Attachment 2 of the report from management).
  - 12.2. Authorises the General Manager Strategy, Planning and Climate Change to make necessary changes to the Place and Road Naming Guidelines (Attachment 3 of the report from management) to reflect any updates to the Naming rules for places in Victoria 2022 – Statutory requirements for naming roads, features and localities (Naming Rules) or adjustments to ensure that the naming process remains operational.

**Attachments:**

1. Supporting Attachment (page 3 of 23)
2. Place and Road Naming Policy (page 4 of 23)
3. Place and Road Naming Guidelines (page 10 of 23)

## **Supporting Attachment**

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### **Legal**

1. Section 5 of the Act, provides the Governor in Council can make *guidelines relating to procedures to be implemented in selecting, assigning or amending names of places* (State guidelines).
2. Part 3 of the Act sets out requirements in relation to the registration of Geographic Names.
3. Clause 5 of schedule 10 of the *Local Government Act 1989*:
  - 3.1 provides a council may approve, assign or change the name of a road
  - 3.2 requires the council act in accordance with the State guidelines and advise the Registrar under the Act of the naming.

### **Finance**

4. Implementation of the policy will require future identification and allocation of names in conjunction with the relevant Traditional Owner groups at Council's cost where an Aboriginal language name is proposed by Council in consultation with the relevant Traditional Owner group.

### **Conflict of interest**

5. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

### **Health and Safety**

6. In developing the Policy, no occupational health and safety issues or opportunities have been identified.

### **Stakeholder consultation**

7. Stakeholder consultation was undertaken as detailed within this report.

### **Relation to Council policy**

8. The report is consistent with and supports delivery of the City of Melbourne Innovate Reconciliation Action Plan 2021–23, Creating Communities of Equality and Respect: Women's Safety and Empowerment Action Plan 2021–24 and Inclusive Melbourne Strategy 2022–32.

### **Environmental sustainability**

9. This proposal will not increase or decrease the consumption or generation of water, waste, energy or greenhouse gases.



## Place and Road Naming Policy

### 1. Table of Contents

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### 2. Title of Policy

This policy shall be known as the **Place and Road Naming Policy**. It is a Local policy.

#### 2.1 Background

As the Naming Authority for place and road naming, the City of Melbourne receives requests from community members, land holders and developers to name a place, feature, road or locality. Clarity around the naming process across the organisation is required to ensure naming is consistent with Councils policy and vision, to provide a clear hierarchy of priorities and to ensure increased community consultation is consistent.

#### 2.2 Purpose

The purpose of this policy is to provide clarity around the process for naming places and roads within the City of Melbourne consistent with the *Naming Rules for Places in Victoria*. This policy will:

- 2.2.1 Revise the naming approach to be community-led rather than proponent/developer-led.
- 2.2.2 Improve engagement practices (including methods of engagement and including the taking of formal polls from the community).

- 2.2.3 Prioritise Aboriginal language names and the names of women who have contributed to Melbourne's historical development, and other local or unique Melbourne stories. An exception may apply where Renewal areas has an area specific naming guideline.
- 2.2.4 Compile a register of suitable names that can be drawn upon (at individual precinct level).

## 2.3 Scope

The policy applies to all place and road naming proposals within the City of Melbourne, whether or not the City of Melbourne is the proposer of the name.

## 2.4 Policy

Council will comply with the *Naming Rules for Places in Victoria* as issued by the State Government's Registrar of Geographic Names when considering the naming or renaming of Roads, Council buildings and facilities, features and localities.

It is policy Council will align with the Naming rules for places in Victoria (Statutory Requirements 2022) which specifically encourage the recognition and use of Traditional Owner languages and Gender equality in the naming of roads, features and localities by giving priority to Aboriginal language names and the recognition of historically significant women, and improve Community Consultation by:

- 2.4.1 Taking a proactive Council approach to naming that increases community engagement, especially for significant proposals;
- 2.4.2 Ensuring a formal role for Traditional Owners when considering proposed names for places and roads;
- 2.4.3 Defining the level of significance assigned to the different types of Roads, Council buildings and facilities, features and localities;
- 2.4.4 Simplifying public engagement standards, including methods of engagement that seek earlier ideas for and feedback on potential names prior to formally testing levels of community support including through the use of polls consistent with the Naming Rules; and
- 2.4.5 Ensuring consistency of naming priorities and processes.

## 2.5 Procedure

Management will make and maintain the *Place and Road Naming Guidelines*, which must ensure that:

- 2.5.1 All naming proposals will comply with the Naming Rules for Places in Victoria as issued by the State Government's Registrar of Geographic Names.
- 2.5.2 The operational Place and Road Naming Guidelines are followed for all naming proposals to achieve consistency with this policy at all times.
- 2.5.3 Minimum community consultation standards are implemented
- 2.5.4 All Councillors are notified prior to key milestones of a naming proposal, including:

2.5.4.1 Commencing Community Consultation.

2.5.4.2 A poll is taking place where more than one compliant name has been found for a place or road.

2.5.4.3 A Decision is made to support the name, and subsequently referred the proposed name to the Registrar of Geographical names (VICNAMES) for gazettal.

2.5.5 Any proposed naming that is inconsistent with this policy requires Council resolution to make an exception and to provide reasons for making the exception, unless the name is consistent with an already approved precinct level naming framework.

2.5.6 Management will put in place a monitoring process to: ensure that the purpose of this Policy is being met; monitor the implications of this Policy on consistency of naming processes; track the number of naming proposal items on Council Meeting agendas; and record the reason for items being referred and/or called-in to Council. Management will undertake this analysis at least every 2 years and report relevant findings to Council as required.

## 2.6 Policy Framework

The framework outlined must be read in conjunction with the Policy.

2.6.1 How a proposal can be made.

The Naming Rules provide that anyone (including the Council itself) may submit a request to name or rename a road, feature or locality to Council. Such a request must be made via letter, email or Participate Melbourne for assessment.

Anyone can propose that a Place or Road be named. Council will commence a consideration of a naming request after one of the following occurs:

- a) Council (including Council officer) identifies a need to assign or amend the name of a place or road to ensure appropriate addressing and identification is provided to each building and place in the City of Melbourne;
- b) A member of the general public, a community interest group, a Government Organisation or a Traditional Owner Group (as applicable) submits a written request to amend a name or change the name of a road, feature or locality, including a locality's boundaries.

How to submit a naming request:

Where a compliant name with the *Naming Rules for Places in Victoria* is submitted to Council, for assessment, the submission must include:

- the proposed name
- the location of the road or feature, including a map
- background information on why the naming authority should consider naming the road
- why the proposed name is considered appropriate – including an assessment of the proposed name against the principles of the naming rules.
- the reason for the proposal
- contact details of the proposer(s) and information on public consultation that has occurred and/or support and non-support that has been gathered from community members or groups

- Section 6 of the naming rules provides more detail on initiating a proposal

Any submission made must consider the Naming Rules and this Policy.

### 2.6.2 How will Council Consult on a naming proposal

Once a naming proposal has been assessed to be compliant with both the Naming Rules and this Policy, Council will conduct public consultation for at least 30 days, seeking community suggestions on the proposed name.

This consultation period must abide by Section 7 of the Naming Rules, and will generally comprise of some or all of the following.

Type of consultation / notification
<ul style="list-style-type: none"> <li>• Letters / email (every proposal)</li> <li>• Notices / newsletters / signs (every proposal)</li> <li>• Participate Melbourne (every proposal)</li> <li>• Voting poll in certain circumstances only (see below)</li> </ul>

In the instance of more than one compliant name being proposed and assessed to be compliant, Council may at its discretion, use a poll to assist in determining the preferred name for a Place or Road.

Polling will generally only take place in the following circumstances:

- The renaming of a Major Road or Bridge
- The naming of a large open space
- The naming or renaming of a locality (suburb)
- Changing the boundary of a feature or locality (suburb)

The outcomes of any poll must be considered at a Council Meeting based on the submissions made and extent of support for the names consulted on.

Names approved by the relevant Registered Aboriginal Party, may allow for the community consultation standards to be altered in relation to a particular precinct or renewal area.

### 2.6.3 Council's Place and Road Naming Priorities

The City of Melbourne is the Responsible Authority for the naming of roads, features and localities within the municipality, and is guided by the Victorian Geographic Place Names Act 1998 (the Act) and the Registrar of Geographic Names (VICNAMES).

The Naming Rules for places in Victoria (Statutory Requirements 2022) specifically encourage the recognition and use of Traditional Owner languages and Gender equality in the naming of roads, features and localities.

The significance of priorities will vary across the naming categories, as outlined in the table below. The prioritisation of Aboriginal Language Names and of Women of Significance will be a priority when naming significant Places and Roads within the City of Melbourne. Further naming opportunities will have simplified priorities as a consequence of volume, with consideration of the impact that a high volume naming applications (such as lanes) will have in identifying appropriate key priority names.

<b>Naming Priorities and Significance</b>				
	Aboriginal Language Name and Women of Significance	Names reflecting our culturally diverse community, local environment, and cultural heritage  (i.e. China town, Lygon St precinct, Lonsdale St precinct)	Names associated with diversity, equity, social justice or community leadership within our community	Precinct Naming strategies
<b>Level of Significance</b>	<b>Priority Identification</b>			
<b>Major Roads and Bridges</b>	Equal priority			Equal priority
<b>Open Space / Council Buildings</b>	Equal priority			Equal priority
<b>Others Roads</b>	Equal priority	Equal priority	Equal priority	Equal priority
<b>Renewal Areas (place or road)</b>	Equal priority			Equal priority
<b>Lanes</b>	Equal priority	Equal priority	Equal priority	Equal priority

Source: [CoM Maps \(melbourne.vic.gov.au\)](http://CoM Maps (melbourne.vic.gov.au))

Traditional owners will be consulted anytime an Aboriginal Language Name is proposed prior to community consultation to confirm their support for the name prior to any community consultation.

When Council initiates a naming process for a place or road of high significance, Council will work with the relevant Traditional Owner group to identify a compliant name prior to any community consultation.

#### 2.6.4 Variation of Priorities

A Place or Road name can, at times, be named outside the priorities where there is another equal priority, and there is a clear and significant link to place.

This link must be established and clearly identified upon submission including compliance with this Policy and the Naming Rules. The name will need to clearly reflect local or unique Melbourne stories, have a positive contribution to the area and only be used where an equal priority is listed.

Where a non-priority name is proposed (i.e. the proposed name for a Major Road is a name reflecting cultural diversity), Council support must be obtained prior to Community Consultation with a detailed explanation of the proposed non-compliance from the name proposer, and considered by and endorsed through a Council Meeting.

#### 2.6.5 Precinct Naming



Precinct naming is likely to be developed for key renewal areas such as Arden, Macaulay and Fisherman’s Bend, and will require separate approval from Council.

In these instances, separate naming strategies will be developed for these areas with precinct specific themes. While these precinct naming themes will have a focus on the history of the area, the overarching principles, level of significance and priorities outlined in this Policy will be applied to these areas.

In all cases, precinct naming must be compliant with the Naming Rules for places in Victoria (Statutory Requirements 2022) and this Policy, and must be developed to specifically provide a link to the place.

Where a precinct naming framework has been developed, it will be published online and brought to the attention early of land owners as part of the development application and subdivision process.

**2.6.6 Register of Names**

Where names are suggested to Council for future naming purposes, these names will be kept as a register and where appropriate be informally assigned to specific precincts or suburbs if a connection to a place is identified.

Consultation will be undertaken with relevant local historical societies on names to be included on the register.

\*This list will not be definitive and may include names that are non-compliant with the Naming rules or this policy. The Register will be used to primarily identify names that the community have a connection to.

**2.6.7 Annual Reporting**

At the end of each calendar year, a list of all new Place and Road Names will be published on the Participate Melbourne, Place and Road Naming page.

**2.7 Governance**

Policy Owner: Director Planning and Building  
 Docs Number: 16880485  
 Last Revised Date: 14 February 2024  
 Next Review Date: 14 February 2026

**2.8 Document Approvals**

Name	Title	Version	Date	Signature

**2.9 Version Control and Change History**

Version No.	Approval Date	Approved by	Amendment

# Place and Road Naming Guidelines

DRAFT

Owner	Planning and Building
Last Revised Date:	12 September 2023
Next Review Date:	Every 5 years

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## 1 Introduction

The City of Melbourne is the Responsible Authority for naming roads, features and localities, and is guided by the *Geographic Place Names Act 1998* and the Registrar of Geographic names (VICNAMES). The Naming rules for places in Victoria (Statutory Requirements 2022) specifically encourage the recognition and use of Traditional Owner languages and Gender equality in the naming of roads, features and localities

Under the Guidelines, anyone (individuals, community groups, organisations, government departments or authorities) can propose a new road name. Members of the public and other stakeholders can be involved in the naming process in three ways:

- propose a name or boundary for a road, feature or locality to the responsible naming authority.
- alert a naming authority and the Registrar of Geographic Names to an issue with an existing name or boundary for a road, feature or locality and request that the matter be investigated.
- comment on whether a naming or boundary change proposal conforms with the naming rules.

Naming authorities are responsible for submitting naming proposals that comply with these naming rules to the Registrar.

Appropriate naming is essential for identifying locations when managing emergencies and delivering goods and services in Victoria.

Any proposed name must comply with the Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities - 2022 (the Naming Rules), and the *Geographic Place Names Act 1998*.

These naming rules are the statutory guidelines provided for under section 5 of the [Geographic Place Names Act 1998](#); they are therefore mandatory for all naming authorities in Victoria – councils, government departments and other authorities – and include all government-owned or administered roads, features (natural or otherwise) and localities.

## 2 Background

The City of Melbourne is the Responsible Authority for the naming of roads, features and localities within the municipality. When roads, features and localities are named they can recognise and reflect culture, heritage and landscape, and add value to Victoria's identity. Importantly, it is essential to appropriately name and identify locations to ensure that the management and access for emergency services, and delivering goods and services in Victoria are easily and uniquely identifiable.

Geographic Names Victoria released the *Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities* (the naming rules) in February 2022. The new guidelines have been developed after a review which is required under the *Geographic Place Names Act 1998* section 6 and requires a review of the 'guidelines' once every five years. The engagement process for this review took place via Engage Victoria in 2021.

The naming rules provide processes and procedures for naming roads, features and localities across Victoria. This ensures that naming throughout Victoria is unambiguous, the names are enduring and preserve Victoria's cultural identity through strong links to place.

As the Responsible Authority for place naming, the City of Melbourne receives requests from community members, land holders and developers to name a place, feature, road or locality. The City of Melbourne will also propose naming of these aspects as well as Council buildings and infrastructure. The openness of the guidelines around who can name a place has resulted in the need to create 'operational guidelines' to ensure the management of naming is consistent and that names that would be more appropriate yet not proposed can be considered and used as part of the formal consultation process.

Why the need for guidelines to ensure consistent naming across the municipality?

- To ensure one entity does not 'impose' a name on a community.
- To ensure an appropriate process to follow when implementing the new naming rules.
- That road and placing naming is consistent with Council's vision.
- To ensure that the use of name reflects the City of Melbourne's history, diversity and focus on Aboriginal and female naming.
- To involve the local community including indigenous groups and historical and heritage societies in identifying appropriate Feature names.

The intent of the operational guidelines will do things such as:

- Modify approach to be community-led rather than proponent / developer-led.
- Modify engagement practices (including methods of engagement and approach that will seek earlier feedback on names including the taking of formal polls from the community).
- Document the preference for Aboriginal names and the names of women who have contributed to Melbourne's historical development.
- Provide opportunity for enhancement of relationships with local Traditional Owner groups and heritage societies.
- Compile a register over time of suitable names and justification that can be drawn upon (particularly at precinct level).

- Proactively engage with landowners / proponents in precincts ahead of subdivisions and road naming proposals.

### 3 Legislation, Policy and Regulations

**Primarily the naming of geographic places is governed by the following legislation:**

- Geographic Place Names Act 1998
- Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2022

**Other legislation, regulations and policies relevant to geographic place and road naming are:**

- AS/NZs4819:2011 Rural and urban addressing
- Aboriginal Heritage Act 2006
- Aboriginal Heritage Regulations 2007
- Victorian Aboriginal Affairs Framework 2018-2023
- Equal Opportunity Act 2010
- Local Government Act 2020
- Road Management Act 2004
- Subdivision (Procedures) Regulations 2011
- Survey Co-ordination Act 1958
- City of Melbourne Reconciliation Plan 2021
- City of Melbourne's Creating Communities of Equality and Respect: Women's Safety and Empowerment Action Plan 2021-2024
- City of Melbourne's Inclusive Melbourne Strategy 2022-2032
- Gender Equality Act 2020
- Victorian Charter of Human Rights and Responsibilities Act 2006
- United Nations Group of Experts on Geographic Names (UNGEGN) Resolutions (see 1.3.1 of the Naming Rules for the applicable resolutions)
- United Nations Sustainable Development Goals (SDGs).

## 4 Scope

The City of Melbourne is the naming authority for places, features, roads and localities within the municipality. These operational guidelines outline the process for naming any feature, locality or road (whether public or private) which is the responsibility of Council.

A need for operational guidelines was deemed necessary as a result of the new naming rules providing greater guidance when road, place and feature naming is proposed.

These operational guidelines represent a summary of the key principles and steps of the Naming rules and has been produced to assist Council Officers at The City of Melbourne to ensure that any naming proposals are proposed and considered on a consistent basis, appropriate consultation is undertaken and to ensure all names that meet the guidelines are considered.

The City of Melbourne is not responsible for naming arterial roads, freeways or geographical places of regional, state and national significance. Victorian Government authorities such as VicRoads, Parks Victoria and the Department of Education are determined to be the naming authority for public features or roads that they own or maintain.

## 5 The Process

### 5.1 What can be named and the Principles

Any public or private road, feature or locality within Victoria can be named or have its boundary changed, using the naming rules. In the City of Melbourne, the most common naming requests are in relation to existing unnamed lanes and new lanes or through links approved via a development permit. With the renewal of areas such as Arden, Macaulay and Fishermans Bend, separate naming strategies may be developed for these areas, however the principles outlined in this document will be applied to these areas.

The Principles to be considered when naming a place:

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

## 5.2 Naming Priorities and Improvements

New road names should relate to the historical and cultural connections of the locality and comply with the state's current Guidelines for Geographic Names that are established under the *Geographic Place Names Act 1998*. Copies of the guidelines are available from [VicNames](#).

The guidelines state that any proposed name should not cause confusion or errors, and be easy to pronounce. Road names must not be duplicated or similar sounding within proximity or named after a business or living person.

City of Melbourne encourages and supports names that act as a reminder of local history, culture and citizens with an emphasis on the following themes:

- Aboriginal Naming:** City of Melbourne encourages opportunities to recognise and preserve the valuable contribution made by Aboriginal and Torres Strait Islander people through the use of Aboriginal languages for names in accordance with the Naming Rules. Should you wish to consider the use of the Aboriginal language for naming, it is highly recommended that consultation with Traditional owners and our [Aboriginal Melbourne Team](#) is taken prior to lodgement.
- Women in history:** City of Melbourne teamed up with the [Victorian Women's Trust](#) to feature more Victorian women when naming places and lanes, providing an opportunity to celebrate women who have influenced and inspired our community. The result of this research was a short booklet 'Women in the Life of the City' with a curated list of women, each deserving of wider recognition. It is by no means exhaustive but it goes some way to highlight the influence women have had throughout the decades.
- City of Melbourne's diverse community:** Where the above priorities cannot be met due to non-compliance with the Naming Rules or when developing a precinct level strategy, names reflecting the history and heritage of the City of Melbourne community can be used. For example ANZAC commemorative names or Chinese Heritage names in China Town, the cultural history of the City of Melbourne, historical land use, and key people to the City of Melbourne.

Naming Priorities and Significance				
	Aboriginal Language Name and Women of Significance	Names reflecting our culturally diverse community and cultural heritage  (i.e. China town, Lygon St	Names associated with diversity, equity, social justice or community leadership within our community	Precinct Naming strategies



		precinct, Lonsdale St precinct)	Add re: environment aspects for precinct	
<b>Level of Significance</b>	<b>Priority Identification</b>			
<b>Major Roads and Bridges</b>	Equal priority			Equal priority
<b>Open Space / Council Buildings</b>	Equal priority			Equal priority
<b>Secondary Roads</b>	Equal priority	Equal priority	Equal priority	Equal priority
<b>Renewal Areas (place or road)</b>	Equal priority			Equal priority
<b>Lanes</b>	Equal priority	Equal priority	Equal priority	Equal priority

### How to prioritise and variations

Equal Priority:

If a proposed name complies with an 'equal priority' (as shown in the table above) officers can commence to IDP or Briefing Paper to seek approval for community consultation.

Variations:

A Place or Road name can, at times, be named outside the priorities where there is another equal priority, and there is a clear and significant link to place.

This link must be established and clearly identified upon submission including compliance with this Policy and the Naming Rules. The name will need to clearly reflect local or unique Melbourne stories, have a positive contribution to the area and only be used where an equal priority is listed.

Where a non-priority name is proposed (i.e. the proposed name for a Major Road is a name reflecting cultural diversity), Council support must be obtained prior to Community Consultation with a detailed explanation of the proposed non-compliance from the name proposer, and considered by and endorsed through a Council Meeting.

### Proactive place naming proposals

While the majority of naming proposals are proponent or community-led, Council may, from time to time, proactively seek to name a place or road. Where the process is Council-led the same process and priorities will be followed as outlined in this policy (Aboriginal Language Names and Women of History) as well as compliance with the Naming Rules. In this instance, Officers will first discuss its intention to name a place or road in accordance with its Naming Priorities and this policy with Councillors. Alternatively, it may identify a particular name to be applied, either to an identified

location or not. While this process can only be formally commenced after support from Councillors is gained, it may arise as a result of an approach by a member of the community or advice from a Council officer.

Please note: Not all roads / lanes can be named. Any naming proposals must meet the above guidelines and need to have valid and specific reasons to be named i.e., for the purpose of emergency services and / or a new development fronting the lane.

### **Precinct Naming**

Precinct naming is likely to be developed for key renewal areas such as Arden, Macaulay and Fisherman's Bend, and will require separate approval from Council.

In these instances, separate naming strategies will be developed for these areas with precinct specific themes. While these precinct naming themes will have a focus on the history of the area, the overarching principles, level of significance and priorities outlined in this Policy will be applied to these areas.

In all cases, precinct naming must be compliant with the Naming Rules for places in Victoria (Statutory Requirements 2022) and this Policy, and must be developed to specifically provide a link to the place.

Where a precinct naming framework has been developed, it will be published online and brought to the attention early of land owners as part of the development application and subdivision process.

### **Polling**

In the instance of more than one compliant name being proposed and assessed to be compliant, Council may at its discretion, use a poll to assist in determining the preferred name for a Place or Road.

Polling will generally only take place in the following circumstances:

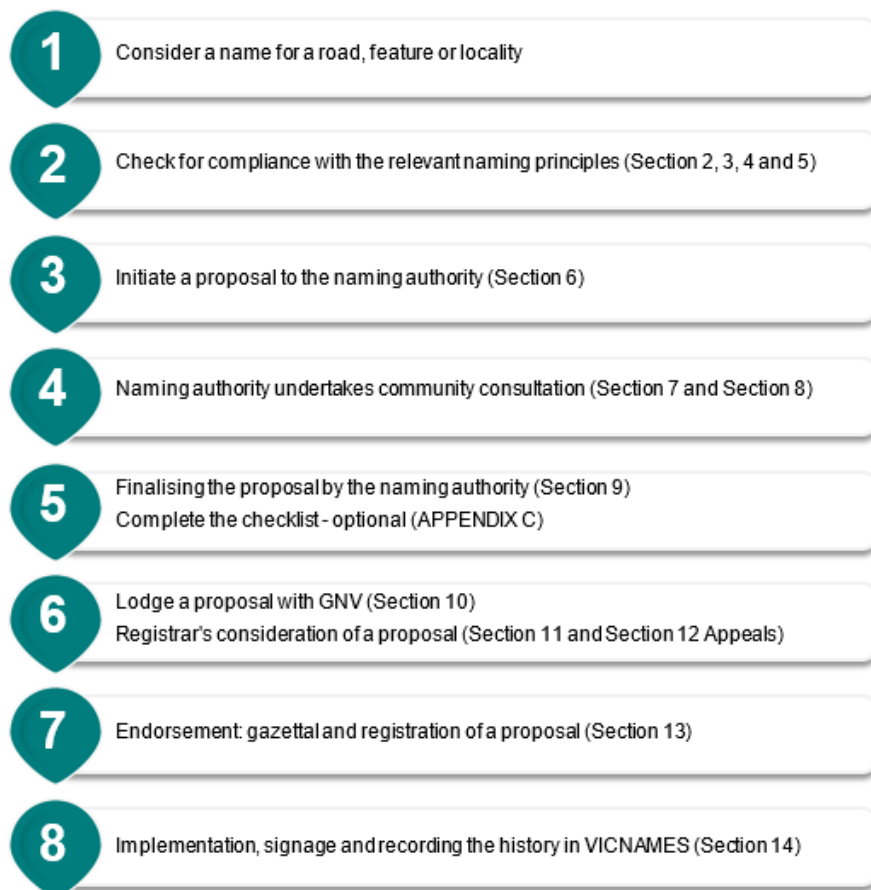
- The renaming of a Major Road or Bridge
- The naming of a large open space
- The naming or renaming of a locality (suburb)
- Changing the boundary of a feature or locality (suburb)

The outcomes of any poll must be considered at a Council Meeting based on the submissions made and extent of support for the names consulted on.

Names approved by the relevant Registered Aboriginal Party, may allow for the community consultation standards to be altered in relation to a particular precinct or renewal area.

### 5.3 Council's end-to-end process

The process as defined by the Naming Rules:



How Council will work through the process:

1.	Council receives and / or proposes a naming request from an external source, or a request is initiated from Council. The request can be to name or re-name a road, place or feature within the City of Melbourne.
2.	A Council officer checks all necessary information has been provided by the party proposing the name. If insufficient, a request for additional information within 30 days will be made. Council officer also checks compliance with the Naming Rules.
3.	Once the above information is provided, 'in principle' support is sought from Geographic Names Victoria (GNV) via VicMap Editing Service.
4.	Once 'in principle' support is obtained from GNV (if required), a request is made to Councillors seeking confirmation of in principle support to commence Public Consultation.

	<p>In the case of an Aboriginal Language Name, support from the relevant Registered Aboriginal Party is also required.</p> <p>In the case of the name being linked to place, the local historical society will be consulted with first.</p>
	Should the name not align with the relevant naming priority as identified in section 5.2, it must be reported to a Council Meeting (FMC or Council).
	If 'Called In' by Councillors, the proposed naming will be formally considered at a Committee/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.
<b>5.</b>	<p>If approved via a Briefing Paper, IDP or FMC Council, public consultation will occur for at least 30 days. This consultation period must abide by Section 7 of the Naming Rules.</p> <p>(This can include mail to the adjoining properties, signs, the use of Participate Melbourne and an advertisement in The Age).</p>
<b>6.</b>	<p>Compile and analyse all feedback (including submissions or objections) from the public consultation.</p> <p>Should alternative compliant names be recommended during the process and has community support, a separate poll can be used to determine which name is appropriate.*</p> <p>Prior to any poll being undertaken, 'in principle' support from GNV of the new name must be obtained.</p>
<b>7.</b>	<p>Council formally considers (via Briefing Paper, IDP or FMC depending on number of submissions) the naming proposal and either endorses the naming proposal or not.</p> <p>If Council does not endorse the proposal, then the proposed name is considered to be declined at this point.</p>
<b>8.</b>	<p>Any party who responded to the naming proposal, during the consultation period, must be advised of Council's decision.</p> <p>Council will write to objectors and submitters, when they are identified, informing them of the outcome of the naming proposal as per Section 8 of the Naming Rules.</p> <p>Objectors must be advised that they have 30 days to object directly to the Office of Geographic Names from the date of the notification or the date of application to Geographic Names for registration of the name by Council.</p>
<b>9.</b>	If the naming requested is approved, an application is lodged with GNV for consideration and final approval by the Registrar of Geographic Names as per Section 10 and 11 of the Naming Rules. All submissions and objections, and responses to them are included in the application.
<b>10.</b>	If compliant the Registrar gazettes the name as per Section 12 of the Naming Rules.
<b>11.</b>	GNV registers the name in VICNAMES and sends out notification as per Section 13 of the Naming Rules.

<b>12.</b>	A signage installation request is made. Council installs signage and updates the history behind the name in VICNAMES as per Section 13 of the Naming Rules.
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\*Where there are multiple options, or a Road Naming Rules compliant name is suggested through the consultation process, a poll can be used to determine which name has more meaning to the community the proposed road to be named is located within. Prior to any poll, Councillors must be notified. The name that attains the majority of votes from any poll undertaken will be the name that is considered 'preferred' and will be reported to a Committee/Council Meeting for final decision. Polling will only apply to significant Places or Roads.

## 6 Fees

All applicable fees (including fees payable for Traditional Owner engagement, consultation fees and other out of pocket costs) must be paid by the naming proponent unless otherwise agreed by The City of Melbourne.

In instances where a new development requires a new road name to function, and the name is taken from one of the City of Melbourne's approved names, the development proponent must cover all fees.

Where the City of Melbourne is the proponent, the fees must be paid by the relevant Branch.

All fees are subject to change and based on individual circumstances (eg. number of letters or signs), fees for newspaper advertisements and Traditional Owner fees.

## 7 Delegation

### 7.1 Councillor Consultation under Delegation

- Seek approval to commence public consultation with proposed names.
- Refusal of a naming request.
- Approval of a naming request

### 7.2 Committee/Council Meeting

- Called in by two Councillors.
- To commence a polling process.
- Naming request has been through a poll process.
- Naming or renaming is of a significant place, feature or locality.

### 7.3 Table of responsible branches

Type	Responsible Lead Branch
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Roads	Planning and Building
Parks and open space	Parks and City Greening
Infrastructure and bridges, squares etc.	City Infrastructure / City Design
Council buildings and facilities	City Property and relevant service provider (such as Creative City for libraries)
Geographical Boundaries	Governance / City Data
Marinas	Waterways

#### 7.4 Annual Reporting

At the end of each calendar year, a list of all new Place and Road Names will be published on the Participate Melbourne, Place and Road Naming page.

## 8 Guideline Review

To ensure the Guidelines remain current, these guidelines will be reviewed every five years in line with Geographical Names Victoria requirements under the *Geographic Place Names Act 1998* section 6 to review the official guidelines once every five years. The next date for review will be upon completion of the GNV review.

## 9 Related Documents

- Geographic Place Names Act 1998
- Naming Rules for Places in Victoria: Statutory requirements for naming roads, features and localities 2016
- AS/NZs4819:2011 Rural and urban addressing
- Aboriginal Heritage Act 2006
- Aboriginal Heritage Regulations 2007
- City of Melbourne Reconciliation Plan 2021
- Victorian Aboriginal Affairs Framework 2018-2023
- Equal Opportunity Act 2010
- Local Government Act 2020
- Road Management Act 2004
- Subdivision (Procedures) Regulations 2011

- Survey Co-ordination Act 1958
- Victorian Charter of Human Rights and Responsibilities Act 2006
- United Nations Group of Experts on Geographic Names (UNGEGN) Resolutions (see 1.3.1 of the Naming Rules for the applicable resolutions)
- United Nations Sustainable Development Goals (SDGs)
- The Welcoming Cities Standard