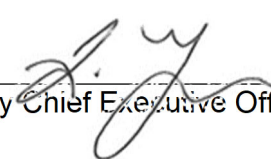


DOCUMENT TYPE:	Council policy
DOCUMENT STATUS:	Approved
POLICY OWNER POSITION:	Director Operations
INTERNAL COMMITTEE ENDORSEMENT:	Not applicable
APPROVED BY:	Council
DATE ADOPTED:	24/03/2026
VERSION NUMBER:	3
REVIEW DATE:	24/03/2029
DATE RESCINDED:	Click here to enter a date.
RELATED STRATEGIC DOCUMENTS, POLICIES OR PROCEDURES:	
RELATED LEGISLATION:	Road Management Act 2004 Geographic Place Names Act 1998 Naming Rules for places in Victoria 2022 Local Government Act 2020 (Vic) Aboriginal Heritage Act 2006 (Vic) Aboriginal Heritage Regulations 2018 (Vic) AS/NZS 4819:2011 Rural and urban addressing Survey Co-ordination Act 1958 (Vic) Subdivision (Procedures) Regulations 2011 (Vic) Gender Equity Act 2020 (Vic) Planning and Environment Act 1987 (Vic) Plaques and Memorials Policy Road Register Feature and Locality Register

EVIDENCE OF APPROVAL:


Signed by Chief Executive Officer

FILE LOCATION: K:\EXECUTIVE\Strategies policies and procedures\Policies - adopted PDF and Word\POL Asset Naming Policy v.docx

Policy documents are amended from time to time; therefore you should not rely on a printed copy being the current version. Please consult the policies on the Loddon Shire website (Council Policies) or Intranet (Organisational Policies) to ensure that the version you are using is up to date.

This document is available in alternative formats (e.g. larger font) if requested.

1 PURPOSE

The policy provides guidance for the naming or renaming of assets for which Council is the responsible authority including but not limited to roads, streets, open spaces, parks, bridges and features within the Loddon Shire.

2 SCOPE

Council is the naming authority for roads, features and localities within its municipal area for which it is responsible irrespective of whether it owns or manages the road, feature or locality, and applies to new or renaming proposals. All naming proposals must comply with the requirements of the Naming rules for Places in Victoria 2022 (Naming rules).

Council is not responsible for naming arterial roads, freeways or geographical places of regional, state and national significance.

3 POLICY

3.1 Council approval

Any person, community group, organisation, government department or authority can propose a new name, change an existing name or change a boundary. A person must not apply a name to a road, feature or locality without the consent of the Council. This does not apply to any freeway or to any supplementary name applied to the entire length of a declared road by the Department of Transport and Planning (DTP).

Upon receipt of a request, Council, as the naming authority, must adhere to the naming rules including the checklist located in Appendix C of the Naming rules and specifically will ensure proposals include:

- the proposed name
- the location of the road, feature or locality, including a map and, if relevant, its current name
- background information on why Council should consider naming or changing the name or boundary including any historic reasons of local relevance
- the reason for the proposal or why the current name is not considered appropriate or any other relevant information
- 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.

3.2 Assessment and Evaluation

A preliminary assessment and evaluation of all naming/renaming proposals will be undertaken by Council officers. The objective of this assessment is to establish that the proposal has reasonable and justifiable merits and will consider:

- the reasons / rationale for the proposal
- broad community interest and benefit
- gender equality
- potential costs
- existing community views
- Traditional Owners' views
- any controversy that a proposal may generate

3.2.1 Principles Council must consider

Principles within the Naming Rules to which naming proposals must comply. As of 2022, the Principles are:

- 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

3.2.2 Guidelines Council must consider

The following naming themes are encouraged for all place naming applications

- names derived from Indigenous heritage and language
- social and historical events of the local area
- Gender inclusive names
- prior uses of the land
- prior landowners/residents of the land
- notable community members
- local flora and fauna
- whether the same name would apply to separate lengths of road which are separated by a physical obstruction to vehicular travel, within the same area
- whether the name is likely to be confused with the name of another road, feature or locality in the area
- whether the name would duplicate the name of another separate road in the area
- any other matter relevant to the policy.

3.3 Consultation

3.3.1 Proposal – New or renamed road. New feature. Boundary change of a road.

Who to consult – Immediate community

Type of consultation

- letter to affected residents, ratepayers, or businesses
- consultation with Traditional Owner groups where relevant
- notices
- surveys
- public meetings (if it is a large scale or potentially contentious issue)

3.3.2 Proposal –

New locality / suburb. Renamed feature or locality. Boundary change of a feature or locality.

Who to consult – Immediate and extended community.

Type of consultation

- letters to affected residents, ratepayers or businesses; and residents, ratepayers and businesses in properties adjacent to the proposed new boundaries
- engagement with Traditional Owner groups where appropriate
- notices
- surveys
- public meetings (if it is a large scale or potentially contentious issue)

3.4 **Changes to road, features, or locality names**

Prior to the finalisation of a change of a road, feature or locality, Council must give public notice, enabling people to make written submissions.

Such notice shall be undertaken in accordance with a consultation strategy determined as appropriate in line with Section 7 of the Naming rules

3.4.1 Objections and submissions

Following notification, any objection or submission received during the public consultation period must be considered by Council regarding the naming rules. All submissions must be included in an assessment report which includes an assessment of the submission

If Council accepts a proposal and lodges it with the Registrar of Geographic Names, it must provide details of what the objections/submissions were and how they will be or have been dealt with. Council must advise submitters of its decision in writing in accordance with Section 8 of the Naming Rules. Objectors have 30 days within which to lodge an appeal to the Registrar of Geographic Names

Council must write a report of its decision on a proposal which includes information about how the proposal conforms to the relevant principles and guidelines of the naming rules and discussion on and responses to any objection/submission received during the public consultation period.

3.5 **Road identification**

Where Council erects signs on roads/streets which are readily passable by traffic to indicate the road name, regard must be had to the requirements of Australian Standard AS 1742.5 “Street name and community facility name signs”

3.6 **Notice of road, feature, or locality names**

After changing or naming any road, feature or locality, where applicable notice shall be forwarded to

- the owners of abutting property
- the Registrar of Geographic Names
- all emergency services including Victoria Police, CFA, SES, Ambulance Victoria
- state and commonwealth electoral officers
- other services including Australia Post, Powercor, Coliban Water,

3.7 Definitions of key terms and acronyms used within this policy

3.7.1 Roads

For the purposes of the naming rules, a road is considered to be any public or private land-based thoroughfare or course navigable by vehicle or foot. It can be used for assigning addresses or allowing access between points or to a feature. Examples of roads include alleyways, streets, highways, fire tracks, bike paths and walking tracks

3.7.2 Features

A feature is a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a mountain, watercourse, building, prominent structure, reserve, individual playing surfaces or park

3.7.3 Localities

A locality is a geographical area that has identifiable community and/or landscape characteristics. In urban areas, a locality is commonly referred to as a 'suburb' and has officially recognized boundaries

3.7.4 The Act

Geographic Place Names Act 1998 (Vic)

3.7.5 Naming rules

Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2022

3.7.6 Geographic place

Defined by law to cover features, localities and roads

3.7.7 Registrar

Oversees the Office of Geographic Naming Rules

3.7.8 Immediate community

Defined as residents, ratepayers, and businesses within the immediate area affected by the proposal

3.7.9 Extended community

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

3.7.10 Public authorities

Local emergency services and other public service providers.

4 HUMAN RIGHTS STATEMENT

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights Act. Loddon Shire Council is committed to consultation and cooperation between management and employees. The Council will formally involve elected employee Health and Safety Representatives in any workplace change that may affect the health and safety of any of its employees.

5 REVIEW

The Director Operations will review this policy for any necessary amendments no later than 3 years after adoption of this current version.