



Naming Policy

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Last Reviewed:	
Next Review Date:	30 September 2020
Division/Department:	Corporate Services/Directorate
Responsible Officer:	Director – Corporate Services
HPE CM Record Number:	18/162292

1 Policy Statement

Woollahra Municipal Council ('Council') is responsible for the naming of Assets in the Woollahra Local Government Area ('Woollahra LGA'). This Policy provides guidance for determining and approving a name and when a name may be changed or considered for dual naming.

2 Application

The Geographical Names Act 1966 recognises the importance of unambiguous and official place names. Place names reflect the relationship between people and place and are part of our community's identity. They create a link that forms the basis for communication, location and addressing. Clear and unambiguous place names are essential for emergency services, postal and service delivery as well as professional and personal navigation.

From time to time new Assets are created within the Woollahra LGA as a result of redevelopment and/or urban renewal. There are also some Assets (such as open spaces and lanes) that have never been formally named as they have not had a primary address function.

Purpose

The purpose of this Naming Policy is to ensure that Council;

- meets its legislative requirements; and
- provides consistency in approach and clarity about naming opportunities.

This Policy complements, and is consistent with, the policies and principles of the Geographical Names Board of NSW, which is responsible for naming and recording details of geographical names in NSW.

Scope

This Policy applies to all Assets.

The Geographical Names Board is responsible for assigning names to Places including any geographical or topographical feature or any area, district, locality, region or village, excluding any roads or areas within the meaning of the Local Government Act 1993.

This Policy will also be used in the consideration of any names suggested by the general public or requests from the community for endorsement of a name they intend to submit to the Geographical Names Board.

Exclusions

This Policy does not apply to:

- Any activity of Council covered by its own specific policy and/or Terms of Reference and/or Guidelines, e.g. Woollahra Plaque Scheme;
- Naming an Asset based solely on its location, e.g. Watsons Bay Library; and
- Any other naming proposal not covered by this Policy.

3 Definitions

Term	Meaning
Assets	Parks, reserves, open spaces, Roads, sporting facilities, buildings and other major infrastructure (e.g. harbour pools and wharves) that are owned, operated or managed by Council.
Place	Any geographical or topographical feature or any area, district, division, locality, region, city, town, village, settlement or railway station or any other place within the territories and waters of the State of NSW (as defined by the Geographical Names Act 1966).
Road	All formed roads, including private roads (roads for which the care and maintenance is not the responsibility of a Local Government) that are generally open to the public or to services.

4 Community Strategic Plan, Delivery Program and Operational Plan

This Policy relates to Themes, Goals and Strategies outlined in Council's Community Strategic Plan Woollahra 2030 and Priorities outlined in Council's Delivery Program and Operational Plan, specifically:

Theme: Quality places and spaces
 Goal 4: Well planned neighbourhoods

5 Relevant Legislation

Local Government Act 1993
 Geographical Names Act 1966
 Roads Act 1993
 Roads Regulation 2018

6 Naming Opportunities

Naming proposals may be considered under the following circumstances:

- The development of a new Asset;
- The re-opening of an Asset that has been significantly changed or whose use has been significantly changed;
- The change in ownership of an Asset;
- When an Asset does not have a name and this creates confusion given its role; or
- When there is significant community interest in assigning a name to or changing a name of an Asset.

7 Naming Principles

The following Naming Principles, which reference the Geographical Names Board NSW Place Naming Policy 2018, should be applied when suggesting, endorsing and approving names in the Woollahra LGA:

- 7.1 Names must be meaningful, clear and concise. Names for buildings should reflect their location and purpose.
- 7.2 Names associated with the heritage of an area are encouraged. Names must have local or cultural relevance, reflecting the unique heritage, identity and history of local people, events, the community or landscape.
- 7.3 Names must be easy to pronounce, spell and write, and preferably not exceed three words (including any designated term). An exception to this is in the use of Aboriginal words when it is accepted that a name may at first appear to be complex but will, over time, become more familiar and accepted by the community.
- 7.4 Commercial and business names shall not be used, particularly where the name can be construed to be promoting a business or private interest. However business names no longer in use which promote the heritage of an area are acceptable.
- 7.5 Names drawn from the language of the traditional custodians of the Woollahra LGA, the Gadigal and Birrabirrgal people, are encouraged, following consultation with and consent from the La Perouse Aboriginal Land Council.
- 7.6 Names acknowledging the multicultural nature of our community are encouraged.
- 7.7 Gender diversity in names is encouraged.
- 7.8 Place names assigned by the Geographical Names Board and Road names should not be changed, except where necessary to avoid ambiguity or duplication. These names become part of the historical fabric of a community and should be respected as such.

- 7.9 Names that perpetuate the names of eminent persons, such as historical figures, prominent local residents or community identities, may be considered. Such a person's contribution to the Woollahra community should have been substantial and exceptional.
- 7.10 Repetition of commonly used names will be avoided.
- 7.11 Duplication of road names within the Woollahra LGA, and within a 10 kilometre radius, must be avoided.
- 7.12 Names for different parts of the same feature, such as a park or building, will be avoided whenever possible and the one name applied throughout its entire space unless there are very clearly defined boundaries between one space and another or distinct features warrant a separate name.
- 7.13 Where names have been changed or corrupted by long established local usage, it is not usually advisable to attempt to restore the original form. That spelling which is sanctioned by general usage should be adopted.
- 7.14 Names considered offensive or likely to give offence shall not be used. Discriminatory or derogatory names are not acceptable.
- 7.15 The changing of long established place names is to be avoided except where necessary to avoid ambiguity or duplication.
- 7.16 Names must conform to the principles in the Place Naming Policy and the NSW Addressing User Manual endorsed by the Geographical Names Board, particularly in relation to language, grammar and duplication.

8 Personal Names

Council may reference the following Geographical Names Board guidelines when determining the suitability of a personal name for an Asset:

- Twenty or more years association with a local community group or service club;
- Twenty or more years of association or service with a local or state government or organisation;
- Action by an individual to protect, restore, enhance or maintain an area that produces substantial long term improvements for the community;
- The death of a person within a place is not solely to be considered sufficient justification for commemoration; or
- Local residents of note.

9 Community Support

Any naming proposal must be supported by a Council resolution. In addition, Council may seek community feedback on the proposal by public exhibition and inviting comment using:

- Local newspapers;
- Council's website;
- Local Council facilities, including the Woollahra Library;
- Notices to residents in the area surrounding the feature of the proposed name; and
- Notices to local progress associations and community groups.

10 Council's Statutory Responsibilities

Roads

Local Government has the statutory responsibility as a Roads Authority under the Roads Act 1993 and Roads Regulation 2018 for naming and gazetting regional roads and local roads. In particular, Council is the Roads Authority for all public roads within the Woollahra LGA other than any freeway or Crown road, and any public road for which some other public authority is declared to be the Roads Authority.

Council must exhibit naming proposals and serve notice on persons and bodies as defined in the Roads Regulation 2018 regarding naming proposals and naming decisions. Council must keep a record of the public roads for which it is the Roads Authority.

Council must give the Geographical Names Board at least one month's notice of any proposal to name or alter the name of a public road.

The role of the Geographical Names Board in the road naming process is to set policy and processes for all road naming proposals in NSW, and to compile, maintain and publish a list of road names as per s.5(2) of the Geographical Names Act 1966. The NSW Address Policy adopted by the Geographical Names Board applies to all roads in NSW, regardless of custodianship and maintenance agreements.

Parks, Reserves and Open Spaces

Council is responsible for the naming of parks, reserves and open spaces which it owns or manages. While there is no legislative requirement to officially name parks, it assists with meeting place naming goals including unambiguous direction and effective dispatch of emergency services.

The Geographical Names Board maintains a Geographical Names Register and Council will submit the names of parks, reserves and open spaces to the Geographical Names Board to be officially assigned and recognised.

Buildings, Sporting Facilities and Other Major Infrastructure

The naming of buildings, sporting facilities and other major infrastructure is not covered by legislation. Council may name its buildings, sporting facilities and other major infrastructure as it sees fit. Building names can assist with identity, clarity of purpose and addressing.

There is no requirement or guidelines under the Geographical Names Board for the naming of buildings, sporting facilities or other major infrastructure; however for consistency and transparency, Council will apply the same principles for all Assets requiring a name.

11 Implementation

All naming proposals must be:

- Checked for compliance with this Policy;
- Checked for compliance with the Geographical Names Board Place Naming Policy and Addressing User Manual where applicable;
- Adopted by Council;
- Submitted to the Geographical Names Board for approval/registration; and
- Gazetted in the NSW Government Gazette.

Council may seek community feedback on a naming proposal in which case the proposal would be:

- Approved by Council in principle for exhibition;
- Placed on public exhibition for a 28 day period and consultation undertaken with relevant authorities and the local community; and
- Adopted by Council.

All names of Assets, other than buildings, sporting facilities and other major infrastructure, must be submitted to the Geographical Names Board to be officially assigned and included on the Geographical Names Register and gazetted. Whilst road names must be endorsed by the Geographical Names Board and included on the NSW Online Road Naming System (roads names list), Council is responsible for gazetting all road names.

12 Documentation/References

	HPECM Ref
Geographical Names Board of NSW Place Naming Policy 2018	19/77869
Geographical Names Board of NSW Addressing User Manual 2016	18/162916

This Policy will be reviewed in accordance with legislative requirements. This Policy may also be changed as a result of other amendments that are to the advantage of Council and in the spirit of this Policy.

Any amendment to this Policy must be by way of a Council Resolution.

Policy Amendments

Date	Responsible Officer	Description