

Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)

Head of Power

Local Government Act 2009

Related Legislation

Place Names Act 1994

Aboriginal Cultural Heritage Act 2003

Objective

The objectives of this policy are to:

- (1) outline Council's policy position on the naming of all Council-owned or administered bridges, buildings and community facilities, parks, reserves, open space, waterways, places, memorials and other assets (not including road naming); and
- (2) establish a naming convention for each of those categories of Council-controlled assets that is both responsive to anticipated community expectations and consistent with the stated values of stakeholders and Council.

Definitions

Aboriginal Party is the term used to identify the group authorised by the *Aboriginal Cultural Heritage Act 2003* to make decisions about Aboriginal Cultural Heritage in a respective area.

Bridge means a structure of significant dimension and magnitude which is built across a river, creek, waterway, road, rail or other thing for the primary purpose of allowing people or vehicles to cross.

Buildings and Community Facilities means one or more roofed structures which are enclosed by walls and are established by Council for use predominantly by Council or the community. The term includes, but is not limited to, administration buildings, libraries, galleries, museums, theatres, day care facilities, community centres, refuges, respite care facilities, clubhouse facilities and public amenity buildings.

Commemorative plaque means any plaque which is affixed to either its own integral support structure or a seat, table, shelter or other structure located within a Council-owned or administered space, and which has as its primary purpose the commemoration of the life and/or deeds of an individual, family or organisation.

Community Infrastructure means any public furniture within an open space area or the surrounds of a community facility. The term includes, but is not limited to, seats, benches, shelters, and barbecues.

Diversity means the visible and invisible differences that exist between people, including (but not limited to) culture, race, gender, sexual orientation, age and socio-economic background.

Memorial means any monument, commonly accompanied by an explanatory plaque, sign or inscription, which has as its primary purpose the recognition of individuals or groups for their outstanding community endeavour across the region, or of events or incidents pertaining to, or of relevance to, the region. A commemorative plaque alone is not a memorial.

Open Space means any public space, other than a road, that is open to the sky and contributes to community wellbeing principally through its aesthetic qualities and opportunities for recreation.

Policy: 2150-039 - Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)

Park means an area of Council-controlled open space primarily dedicated to public use for informal recreation.

Pathway means a clearly identifiable track, trail or other developed access route through an open space area which is dedicated primarily for use by pedestrians, cyclists, scooters, horse riders and the like for recreational or commuter purposes.

Public Place means an area or geographical feature (whether natural or artificial) that is Council-owned or administered but does not include a road, canal, building, dam wall, local government area, or electoral district.

Reserve means open space that contributes to community wellbeing principally through environmental qualities and provides opportunities for nature-based recreation. The term also includes land acquired for local government purposes, such as drainage reserves.

Room means an enclosed space established for public or private gatherings within a building.

Sporting Complex means an area of open space and buildings primarily dedicated to public use for sporting activities, both formal and informal, which may also provide for some passive recreation opportunities.

Sports Field means an area of land formally and permanently marked or set aside for the playing of organised sport, which is managed by Council or a sports organisation recognised by Council.

Structures means Council-owned or administered built items including, but not limited to, bridges, buildings, community facilities and infrastructure.

Traditional Owners are Aboriginal peoples who have an ongoing traditional and cultural connection to the land, waterways and seas of a particular area known as 'Country.'

Waterway means naturally occurring or constructed gullies, lakes and dams, wetlands, crossings and similar.

Application

This policy applies to all Council-owned or administered bridges, buildings and community facilities, parks, reserves, open spaces, waterways, places and other assets within the region (collectively referred to as public places, structures and assets). However, this policy does not apply to roads, suburbs or population centres.

Although this policy does not apply to public places, structures and assets that are controlled or managed by other authorities, Council will use the adopted views expressed herein in any response to a referral or invitation to comment made by that other authority.

This policy does not apply to proposals to name Council-owned or administered assets where the intent is to gain commercial advantage through sponsorship deals or other such financial arrangements. In these instances further consideration by Council will be required.

The policy does not support, multiple namings in favour of an individual or family, however, this provision will not be applied retrospectively.

Policy Statement

1. The importance of names

Council recognises the significant social value to the community of naming places, structures and assets under its direct control. The naming of new public places, structures and assets, as well as the preservation of existing names, contributes to a sense of belonging and reflects the cultural and heritage values of the region.

Names also serve an important role in wayfinding for locals, visitors and emergency services agencies. They allow for connection to Country and historical associations to land and facilities, acknowledging a sense of place and identifying landmarks within the community.

Naming of Council-owned or administered public places, structures and assets is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders, and both the local and wider community.

2. Council's values in selecting names

2.1 Acknowledging the First Nations history of the region

The region has a rich and diverse history and naming of Council-owned or administered public places, structures and assets needs to consider the context of each situation and how the naming adds value to the community.

Places in the Moreton Bay Region were first known by many names to the Traditional Owners, with a number of languages being spoken across the region. Council is committed to recognising the past and ongoing custodianship of land in the region by the Traditional Owners.

Council will ensure that consideration is given to naming and renaming places in local Traditional Owner languages when requested by the registered Aboriginal Party of the respective location. This includes applications for dual naming, also known as co-naming, of public places, structures and assets where it is proposed to include a name in local Traditional Owner language alongside a current name.

Council may also give consideration to requests from residents, community groups or other stakeholders for names in Traditional Owner languages where approval is given by the registered Aboriginal Party of the respective location.

2.2 Celebrating and representing the region's diversity

Council plays a key role in creating and maintaining public spaces and acknowledges the importance of these spaces in accurately reflecting the vibrant and diverse communities of the Moreton Bay Region.

Social and cultural norms of the past have led to a present situation where many groups are underrepresented, or not represented at all, both in public spaces and in public life more broadly. These groups include (but are not limited to) women, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse communities, and people with a disability.

Council also acknowledges that visibility is fundamental to building inclusive communities and will take action to address these historical imbalances by having regard to diverse communities when naming or considering renaming of Council-owned and administered assets. In doing so, Council can have a direct impact on the way people interact with public spaces, including whether individuals feel safe and welcome within the public environment.

2.3 Responding to changing community expectations and values

There may be instances where current names or proposed names could be considered inappropriate. In these circumstances, Council will consider applications to rename public places, structures and assets; however, Council asserts its adopted view that each proposal shall be considered in context, having regard for its merits and where the proposed change is of demonstrated benefit to the wider community.

3. Provisions for specific types of public places, structures and assets

3.1 Minor structures and assets

Council's general position is that only significant structures will be considered suitable for naming, and the naming of minor structures such as furniture items, minor picnic shelters, and culverts will be avoided. It will be at Council's discretion whether a structure or asset is worthy of naming.

Naming of minor structures and assets may only be considered where there are compelling cultural or community reasons or the structure is in an area of local significance. For example, an Indigenous community's request may be based on the significance of the Country rather than the size or nature of the constructed infrastructure itself and will be assessed accordingly.

3.2 Land that has been gifted or bequeathed

Where a parcel of land has been gifted or bequeathed as public open space by an individual (not including land dedicated to Council as part of a development approval), a request for the land to bear the name of that benefactor may be favourably considered.

3.3 Places within open spaces

Council will consider all proposals to name places within open spaces. A name allocated to any place within a park or open space must be appropriate, and not include the word 'Park' or 'Reserve'.

4. Duplication of naming

Facility names are not to be duplicated anywhere within the region and duplication of names of existing facilities within adjacent local government areas is to be avoided wherever practicable. Further, a similarity between the names of different facilities is also to be avoided, (e.g., 'Freshwater Park' and 'Freshwater Place' even though they may be in well separated parts of the region). Facilities named after individuals having similar names shall be accepted provided that they are well separated, (e.g., 'Betty Jones Park' in one locality and 'Beth Jones Park' in a different and non-adjointing locality).

Additional Guidelines for Selection of Names for Council-Owned or Administered Public Places, Structures and Other Assets are attached as an Appendix to this policy.

5. Applying to name a Council-owned or administered public place, structure or asset

Any member of the community or Council may initiate a request for naming or renaming existing Council administered public places, structures and assets using the application form available on Council's website.

Proposals to name either a new or existing place, structure or asset must be submitted on the relevant application form and include both detailed reasons and research material in support of that proposal. Each submission must be accompanied by a map or diagram which clearly shows the location of the facility for which the name is being proposed relative to readily identifiable features such as roads, parks, waterways, permanent structures, dominant landscape elements and the like. The proponent is expected to ensure that all material supplied to Council is accurate and objective.

Proponents may be requested to provide additional evidence or research material to further substantiate the proposal.

Nothing precludes a development proponent from suggesting a name for a place, structure or asset that is intended to be dedicated to Council control by that entity or requesting that a permanent name be allocated at the time of dedication. It is Council's policy to encourage permanent naming at the time of dedication. However, Council does acknowledge that there may be instances where it is impractical or inappropriate to allocate a permanent name to some of those facilities at their dedication and interim arrangements will be put in place in such instances.

Policy: 2150-039 - Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)

Where proposals are found not to be consistent with this policy and the *Guidelines for Selection of Names for Council-Owned or Administered Public Places, Structures and Other Assets*, the proponent will be notified and the proposed name will not be considered further.

6. Public consultation for naming (and renaming) proposals

The scope of community engagement to be undertaken will be determined by Council on a case-by-case basis, having regard to anticipated community interests and sensitivities.

Where public consultation of a naming proposal is warranted, it will be carried out by Council. How public comment will be invited (i.e. advertised and promoted) will be at the discretion of Council and determined on a case-by-case basis. Council will respond to all properly made submissions.

For submissions to be considered properly made, they must:

- be made in writing;
- state the full name and residential or business address of the person making the submission;
- be received by Council prior to close of the public consultation period; and
- state the reasons/grounds for supporting or opposing the proposed naming and any facts or circumstances that substantiate the reasons/grounds.

All submissions received during the public consultation period will be considered before a final decision is made by Council on the naming proposal.

7. Assessment of applications

Council will give due consideration to every proposal to permanently name public places, structures and assets. However, approval of a proposal for a permanent name is only likely to be given in instances where Council is satisfied that the proposal:

- meets sufficient criteria within this policy and the *Guidelines for Selection of Names for Council-Owned or Administered Public Places, Structures and Other Assets* at Appendix 1;
- where applicable, is accepted by the nominee or related persons;
- satisfies assessment and diligence searches conducted by Council; and
- is accepted by, or within, the community.

Council may approve the proposed name, amend the proposed name, or reject the proposal.

8. Installation of name plates, signs

Once a permanent name has been assigned to a Council-owned or administered place, structure or asset, it is Council practice that a suitable plaque, name plate, sign or other similar device displaying the allocated name and, if warranted, explanatory information, abbreviated history or basis for the name is installed. All such devices shall comply with Council standards, and/or be appropriate and applicable to the context of the public place, structure or asset and may only be installed with the prior approval of Council.

Note that explanatory information in the context of major projects and partnerships specifically includes details such as:

- Name of Mayor in office at that time;
- Date of opening or unveiling;
- Name(s) of relevant Councillor(s) in office at that time;
- Name of Council's Chief Executive Officer at that time;
- Council's current logo;
- Names of persons opening the place or unveiling the plaque;
- Names of Members of Parliament in attendance at the opening;
- Names of partner organisations or sponsorships;

Policy: 2150-039 - Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)

- Logos of others as may be relevant;
- The official name of the building or project; and
- Any other wording relevant to the project which is deserving of display.

9. Notification of new or revised names

The official name of each asset which is owned or administered by Council is the current name listed for that particular asset in Council's Asset Names Register at any given time.

In those instances where a name has been proposed by an entity outside of Council or some public consultation has been undertaken, those entities seeking the name allocation or involved in the public consultation will be notified of Council's final decision on the proposal. Similarly, the respective Emergency Services agencies and all other external organisations that Council has formally agreed to keep informed of naming will be notified of new or amended names in a timely manner.

10. Removal of names at a future time

Council may, at its discretion, choose to remove a name relating to an asset owned or administered by Council at a future time due to a range of possible triggers, including:

- the name is considered to be no longer appropriate;
- the name relates to an individual, who has subsequently been subject to a major loss of reputation as a result of criminal proceedings or other acts that have created community concern; or
- the asset has been disposed of, damaged, is no longer in use and / or has been demolished.

Any such changes will be subject to community consultation as relevant and will be undertaken by Council consideration and formal direction.

Related Documents

This Policy complements and is to be implemented in conjunction with other legislation, Council policies, directives and relevant documents published by other agencies including, but not limited to:

- 2160-010 Policy Directive: Protocols for the Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)
- Moreton Bay Regional Council Local Law 4 – 'Local Government Controlled Areas, Facilities and Roads'
- Department of Natural Resources and Mines, Queensland Government, 2019. 'Strategy for Naming and Co-naming of public buildings and facilities'

Review and Evaluation

This policy will be reviewed for applicability, effectiveness, and consistency with relevant legislation, Council resolutions, and other Council documents. Reviews of this policy will occur as required, or at least once every four years.

Responsibility

This Policy is to be:

- (1) implemented by all Councillors and employees when considering issues and proposals related to naming of infrastructure or assets covered by this policy;
- (2) reviewed and amended in accordance with the 'Review Triggers' by the Director Infrastructure Planning in consultation with the Director Community & Environmental Services.

Policy: 2150-039 - Naming of Council-Owned or Administered Public Places, Structures and Other Assets (excluding roads)

Policy: 2150-039		Official Version: 63923966 (previously A6012611)	
Document Control			
Version / Reviewed	Version Adoption (Council meeting / Minute Page) Reviewed (revision comment)	Date	Word version reference
Version 1	Coordination Committee (11/2788)	13.12.2011	A6367821
Version 2	Coordination Committee (16/2551)	8.11.2016	A14307784
Version 3	Administrative amendments only: <i>'Review and Evaluation - administrative wording and Responsibility - position titles'</i> <i>Approved by Director Engineering, Construction & Maintenance</i>	15.10.2020	A20835908
Version 4	General Meeting (MP. 22/437)	2.3.2022	62527930

APPENDIX 1 - Guidelines for Selection of Names for Council-Owned or Administered Public Places, Structures and Other Assets

<p>General Naming is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders and the local and wider community.</p> <p>Council values and celebrates diversity in our community. This means consideration will be given to promoting gender equity and all forms of diversity when assessing proposed names for any Council-owned or administered places, structures or assets.</p> <p>It is acknowledged there may be instances where names proposed could be considered inappropriate. Such instances could include reflecting the names of persons (be they given, family or nicknames) or events of significance. However, Council asserts its adopted view that each proposal shall be considered on its merit.</p> <p>Proposals to give recognition to specific members of the community through naming of places, structures or assets must be able to establish an association between that individual and the facility to be named or provide other justification such as that person's notable contribution to the community.</p> <p>The following are to be considered for their relevance:</p> <ul style="list-style-type: none"> a) Indigenous connections – noting that this is only possible if nominated and/or supported by the Aboriginal Party for the respective area, and extensive consultation has taken place; b) Opportunities to address historical gender imbalance by selecting a woman's name (noting the first and last name should be used in these instances); c) The inclusion of diverse communities, including newly arrived communities; d) Names of persons or families who have had a long association with the locality, or pioneers of the area; e) Names of respected community members of considerable service who are / were resident or working within the area, including service personnel; f) Names which commemorate a special event or occurrence; g) Local fauna, flora or geographic features; and h) Historic landmarks. <p>The following additional considerations apply to different types of assets:</p> <p>Buildings and Community Facilities Normally, names for these facilities are to be chosen in a way that reflects the location, geographical or historical context of the land on which each is erected.</p> <p>Rooms and Building Features Room names shall generally follow a theme adopted for the building in which they are contained (usually following the criteria used in the selection of the building name).</p> <p>Waterways Waterways are to be named in a way that clearly identifies with one or more of the following:</p> <ul style="list-style-type: none"> a) Indigenous connections – noting that this is only possible if nominated and/or supported by the Aboriginal Party for the respective area, and extensive consultation has taken place; b) Location of the feature being named; c) Local fauna, flora or geographic features; or d) Names of respected community members of considerable service who are / were resident or working within the area. 	<p>Parks, Reserves and Open Space and Places Therein The following are to be additional considerations:</p> <ul style="list-style-type: none"> a) Persons having prior ownership of a substantial part of that land for a significant period of time; b) Persons having made a significant financial or 'in kind' contribution to the park; and c) Recognition of a bequeathed or gifted parcel of land for open space. <p>Where parks provided at different times about one another, the additions shall assume the name of the adjacent, previously named park or park complex in Council's GIS / corporate records system.</p> <p>Where a small part of a planned larger park is dedicated to public use at the early stages of a development, this may be grounds for delaying the permanent naming of that facility to a later time. A proposal for permanent naming (of the combined parks) may be made by a development proponent at the time associated with dedication of the later park. Council may still consider a place naming within that site where the proposed naming does not prejudice the later selection of a name for the entire park.</p> <p>Generally, parks on opposite sides of the same public road or major waterway are to have different names. An exception to this is a linear linkage park, which may retain the one name for its complete length despite the fact that it may be severed at one or more locations by roadways and/or major waterways. However, that exception will only apply in instances where the linkages between the various segments are obvious in both appearance and function.</p> <p>Sporting Complexes and Fields The hierarchical level of a sporting complex is to be clearly reflected in its name. For example, facilities of regional significance shall have this indicated within the name, whereas a smaller local facility catering for sport on a much smaller scale should reflect its subordinate/local status.</p> <p>In instances of local level facilities catering for one sport only, naming relevant to that sport or use may be more favourably considered.</p> <p>Sports fields within a sporting complex containing multiple fields may be sub-named. Sub-naming of a sports field within a complex having only one playing field is permissible if it can be shown to Council's satisfaction that the sub-naming is not likely to cause an unacceptable level of confusion to potential patrons of the sporting complex and its associated facilities.</p> <p>When proposing names for sports fields, the following are to be considered for their relevance:</p> <ul style="list-style-type: none"> a) Sports persons of high achievement within the organisation the field is associated with; b) Long serving and respected administrators or volunteers within the sport or organisation the field is associated with; or c) Sports persons of high achievement within the sport of which the organisation is associated.
---	---