



is easily distinguished within the landscape. For example, a feature can be a mountain, bridge, watercourse, building, prominent structure or park.

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'.

SCOPE

This policy applies to all Council employees, Councillors, contractors, consultants, volunteers and other authorised personnel of Mansfield Shire Council.

Mansfield Shire 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. This policy outlines the process for naming any feature, locality or road (whether public or private) which is the responsibility of Council.

The Naming Rules represent the definitive position in respect to all naming processes. Both the Naming Rules and this policy apply only to new naming proposals or proposals to re-name a road, feature or locality.

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

For information relating to naming a feature, locality or road which is the responsibility of a private company or state government department as the naming authority refer to the Naming Rules.

RESPONSIBILITIES

Overall responsibility for the application of this Policy is held by the Chief Executive Officer.

Managers are responsible for ensuring their staff comply with the principles, practices and any associated procedures of this policy. Management, employees, contractors and volunteers are to be familiar with the application of this Policy, and are accountable for the delivery of this policy within their areas of responsibility.

The Revenue Unit is the owner of this policy. Any reviews of this Policy must be made in consultation with the Coordinator Revenue and the Business & Performance Manager.

REFERENCES / RELATED POLICIES

Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities - 2016 (Naming Rules).

Geographic Place Names Act 1998 – primarily section 5 and section 23 which makes compliance with the Naming Rules mandatory for all local governments.
Guide to VICNAMES.



IMPLEMENTATION

This Policy is effective from 1 April 2018.

REVIEW DATE

This Policy is due to be reviewed by 31 March 2025. The policy may be reviewed earlier where there is any legislative change.

AUTHORISATION TO IMPLEMENT POLICY

Signed: 

Councillor

Witnessed: 

Chief Executive Officer

Approval dated: 16 March 2021

Mansfield Shire Council reserves the right to review, vary or revoke this Policy at any time.



NAMING OF ROADS, FEATURES or LOCALITIES PROCEDURES

The following procedures are designed to ensure that all decisions relating to this policy are made in a consistent and open manner.

Council to Approve Road, Feature or Locality Names

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 VicRoads.

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:

- Consider or propose a name for a road, feature or locality in accordance with Section 1 of the Naming Rules.
- Check for compliance with the relevant naming rules in accordance with Sections 2, 3, 4 and 5 of the Naming Rules.
- 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.
 - A statement about how the proposed name conforms with the relevant principles and requirements in the Naming Rules.
- Undertake community consultation in accordance with Sections 7 and 8 of the Naming Rules. This includes analysis of community feedback and responding to any objections.
- Consider a proposal in accordance with Section 9 of the Naming Rules including making a decision to accept or reject a proposal and recording the decision.
- Upon acceptance of a proposal lodge the proposal with Geographic Names Victoria for the Registrar's consideration in accordance with Sections 10 and 11 of the Naming Rules. The final endorsement and gazettal and registration of a proposal is undertaken by the Registrar of Geographic Names in accordance with Sections 12 and 13 of the Naming Rules.
- Implement appropriate signage and recording in VICNAMES (the online tool used to search and record geographic names, features and localities in Victoria) in accordance with Section 13 of the Naming Rules.



Notice of a proposal or application

Council will seek to give notice of an application or proposal in accordance with the following:

Proposal	Who to consult	The type of consultation
New road. New feature. Renamed road. Boundary change of a road.	Immediate community.	<ul style="list-style-type: none"> Letters to affected residents, ratepayers or businesses; and to residents. Notices. Public meetings (if it is a large-scale proposal or potentially contentious issue).
New locality (suburb). Renamed feature or locality. Boundary change of a feature or locality.	Immediate and extended community.	<ul style="list-style-type: none"> Letters to affected residents, ratepayers or businesses; and to residents, ratepayers and businesses in properties adjacent to the proposed new boundaries. Notices. Surveys. Public meetings (if it is a large-scale proposal or potentially contentious issue).

Assessment and evaluation

A preliminary assessment and evaluation of all naming/renaming proposals will be undertaken by Council officers (Coordinator Revenue and Manager Business & Performance). The objective of this assessment is to establish that the proposal has reasonable and justifiable merit and will consider:

- The reasons/rational for the proposal.
- Broad community interest and benefit.
- Potential costs.
- Existing community views.
- Controversy that a proposal may generate.

What must Council consider?

The Council shall name and may rename a road, feature or locality required for public traffic and public purposes in accordance with the following principles and guidelines and in compliance with the Naming Rules:

Principles

- Ensuring public safety.
- Recognising the public interest.
- Linking the name to place.
- Ensuring names are not duplicated.
- Names must not be discriminatory.
- Recognition and use of Aboriginal languages in naming.



- Dual names.
- Using commemorative names.
- Using commercial and business names.
- Language.
- Directional names to be avoided.
- Assigning extent to a road, feature or locality.

Guidelines

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.
- Prior uses of the land.
- Prior landowners/residents of the land.
- Notable community members.
- Local flora and fauna.

Council will also consider the following:

- 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 same postcode area, feature or locality;
- whether a loop road is named in such a way that two separate intersections involve roads with the same two names or similar names;
- whether the same name would apply to separate lengths of road which are separated by a physical obstruction to vehicular travel, within the same postcode area; and
- any other matter relevant.

Changes to Road, Features or Localities Names

Prior to the finalisation of a change of a road, feature or locality name, the 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.

Objections and Submissions

Following notification, any objection or submission received during the public consultation period must be considered by Council including deciding the weight to be given to competing submissions having regard to the Naming Rules. All submissions must be included in an assessment report which includes an assessment and response to 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 on its decision of 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.

Road Identification

Where the Council erects signs on roads/streets which are readily passable by traffic to indicate the road name, regard may be had to the requirements of Australian Standard AS 1742.5 "Street Name and Community Facility Name Signs".

Notice of Road, Feature or Locality Names

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

1. the owners of properties abutting such road, feature or locality;
2. the Registrar of Geographic Names;
3. all emergency services including Police, Fire Brigade, Ambulance Services, Hospitals, SES;
4. other service providers such Australia Post, power, telephone;
5. Commissioner of State Land Tax; and
6. State and Commonwealth Electoral officers.

Record of Road, Feature or Locality Names

Council must keep a record of all road, feature or locality names and name changes agreed to by the Council and must accurately record the names, locations and the dates that the changes become operative.

Administration Process

The administration and notification process is outlined within the Naming Rules. These must be referred to throughout the process.



ATTACHMENT 1

Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities - 2016 (Naming Rules).