



Council Policy

Naming of Roads, Features or Localities Policy

Department/Unit	Revenue	First Implemented	May 2018	Review Date	March 2029
Origin	Coordinator Revenue	Reviewed	November 2024	Version	3
Authorising Officer	Endorsement by Council	Effective From	18 March 2025	TRIM Reference	E1533/E429

Purpose/Objective

This policy sets out the guidelines and principles that need to be followed by Council officers when naming a road, feature or locality within Mansfield Shire's boundaries.

The naming of roads, features and localities is important for public safety and to identify locations for managing emergencies and delivering goods and services. Names make a landscape easy to refer to and capture patterns of settlement. Names are necessary for orientation, communication, service delivery, map and atlas production, emergency response and natural disaster relief.

The State government released the Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2022 (Naming Rules). The Naming Rules are the statutory requirements under the Geographic Place Names Act 1998 for all naming authorities to follow in nominating or considering a name of a road, feature or locality in Victoria (see Attachment 1). Mansfield Shire Council (Council) is a naming authority for roads, features and localities within its municipal area and is required to apply the Naming rules.

Policy Statement

This policy provides a system of ensuring roads, features and localities within the Shire are appropriately named and recorded in a consistent manner and in accordance with the Naming Rules.

Definitions

Term	Definition
Roads	<p>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.</p> <p>Examples of roads include alleyways, streets, highways, fire tracks, bike paths and walking tracks.</p>
Features	<p>A feature is considered to be a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a mountain, bridge, watercourse, building, prominent structure or park.</p>
Localities	<p>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'.</p>

Scope

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

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 and employees 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 Financial Controller.

References / Related Policies

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

Gender Impact Assessment

The Naming of Roads, Features or Localities Policy has considered the Gender Equality Act 2020 in its preparation but is not relevant to its content. The Policy has been assessed as not requiring a Gender Impact Assessment (GIA).

The Policy is purely administrative in its nature and does not have the potential to influence broader social norms and gender roles.

Implementation

This Policy is effective from 18 March 2025.

Review Date

This Policy is due to be reviewed by March 2029. The policy may be reviewed earlier where there is any legislative change.

Authorisation to Implement Policy

Signed: _____

Councillor

Witnessed: _____

Chief Executive Officer

Approval dated: 18 March 2025

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