

Council Policy

Council Policy Name: Naming of City Roads and Assets

Responsible Directorate: Economic and Business Development

Version: ADOPTED

1. PURPOSE

- 1.1. The purpose of this Policy is to assist Council to appropriately deal with and assess proposals to name a City Road or City Asset.

2. SCOPE

- 2.1. This Policy is applicable to the naming of City Roads and City Assets, inclusive of the entire asset or specific portion/s of it, which require a determination for naming.

3. DEFINITIONS

Term	Meaning
City Asset	any park, garden, reserve, memorial, sporting ground or building or other infrastructure asset owned or under the care, control or management of the City of Busselton
City Road	any Road or variation of Road, including street, place, boulevard, etc.
Policy	this City of Busselton Council policy titled "Naming of City Roads and Assets"

4. STRATEGIC CONTEXT

Strategic Theme	Strategic Priority
KEY THEME 2 LIFESTYLE	a. 2.1: Recognise, respect and support community diversity and cultural heritage.

5. POLICY STATEMENT

Naming Considerations

- 5.1. Council may consider naming a City Asset in honour of persons considered to be pioneers, persons who have made an outstanding humanitarian contribution or who, in the opinion of the Council, are worthy of such an honour. This may also be in acknowledgment of events of historical, environmental or cultural significance or collective community action.
- 5.2. Where personal names are used, the person commemorated should preferably be recognised in memoriam.
- 5.3. To facilitate ease of geographical identification and identification of purpose, where possible a locality name and purpose should be associated with the naming of a City Asset, even when it is determined that an honorary name will be applied.
- 5.4. In general terms, naming should use the form, spelling and style of contemporary Australian English or Aboriginal language consistent to the local Aboriginal language area.

- 5.5. The use of Aboriginal names and words for naming features are a way of recognising the different enduring cultural and language groups. Where appropriate, the use of dual naming will be supported as a means of giving concurrent and shared recognition of two cultures. Dual names will consist of two distinct name parts; usually one part of Australian English and the other of Aboriginal language consistent with the local Aboriginal language area. Names originating from an Aboriginal language local to the area must be written in a standard recognised format and their use shall be endorsed through consultation with the relevant Aboriginal communities prior to any public consultation on the proposed name(s). In instances where there is more than one relevant Aboriginal community or family group, consultation with all parties will be undertaken. Evidence of this endorsement must be included with the naming proposal.
- 5.6. Where applicable and always in the first instance, naming guidelines as set out in Policies and Standards for Geographic Naming in Western Australia will be adhered to. The City must apply to Landgate for the naming of City Roads.
- 5.7. Renaming will only occur in an extraordinary case or where a name is no longer deemed appropriate.
- 5.8. A proposal to name a significant City asset can be put forward by:
 - a. an Elected Member by way of a notice of motion;
 - b. an employee via a report to Council;
 - c. a member of the public via a submission to the CEO who will then provide a report to Council; or
 - d. users of a facility via a submission to the CEO who will then provide a report to Council.
- 5.9. Following initial assessment, proposals will be advertised for public comment for a period of 21 days.
- 5.10. Proposals to name significant City Assets will be presented to Council for approval, including the results of public consultation.
- 5.11. Any proposal to name a significant City Asset will include:
 - a. details of the proposed City Asset to be named;
 - b. proposed name; and
 - c. justification for the proposal.

Criteria for Assessment for Personal Recognition

- 5.12. A request to name a City Asset after a person shall be assessed against the following criteria:
 - a. whether the person being honoured has been instrumental in the development of the City Asset or activities to be undertaken or contributed in a significant way to the City Asset;
 - b. the views of the community with respect to honouring the person or event after which the City Asset is proposed to be named;
 - c. the length of residency of the person proposed will be considered;
 - d. the contribution made by the person to the local community through areas such as education, heritage, cultural, representation on Council or another level of government, volunteering, association with local sporting or service club or through business development. A significant contribution could include:
 - i. two (2) or more terms of office on the local government Council;
 - ii. twenty (20) or more years association with a local community, sporting or service club;
 - iii. action by an individual to protect, restore, enhance or maintain an area that produces substantial long-term improvements for the community of area; or
 - iv. evidence of works undertaken being of a pioneering nature for the benefit of the community.

- e. whether the person has attained honours or made an outstanding contribution in their field, that brings positive promotion and recognition to the City of Busselton.

Policies and Standards for Geographic Naming in Western Australia

- 5.13. The established guidelines provide, among other things, that:
- a. names should not be a duplication (within 50km radius of each other);
 - b. inappropriate names should not be used including but are not limited to:
 - i. obscene, derogatory, racist or discriminatory names;
 - ii. incongruous names; and
 - iii. company or commercial names.
 - c. preferred sources of names include:
 - i. Aboriginal names;
 - ii. pioneers, early settlers, war casualty lists; and
 - iii. thematic names, including flora, ships, etc.
- 5.14. In addition, the naming of City Roads or City Assets:
- a. must not risk public and operational safety for emergency responders, or cause confusion for transport, communication and mail services;
 - b. should be reasonably easy to read, spell and pronounce; and
 - c. must avoid a duplication of names which are spelt or pronounced the same or similar within the Council area.
- 5.15. The City maintains an approved list of City Road names and any application for a name that does not appear on the approved list, must include supporting documentation / justification prior to the City forwarding complying proposals to the Geographical Naming Committee (GNC).
- 5.16. The City may, in certain special circumstances, support an application for naming of a City Road that departs from the Policies and Standards for Geographic Naming in Western Australia GNC guidelines. A proposal that departs from the GNC guidelines must:
- a. demonstrate exceptional circumstances warranting special consideration;
 - b. be considered to be particularly beneficial for the District;
 - c. have great significance which may be lost without the use of the proposed City Road name; and
 - d. have significant community support for the proposal.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. Landgate Policies and Standards for Geographical Naming in Western Australia (V 03:2017)
- 6.2. *Land Administration Act 1997*
- 6.3. *Land Information Authority Regulations 2007*
- 6.4. Australian Standard AS/NZS 4819:2011 Rural and urban addressing
- 6.5. Names covered by other legislation or regulations

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	21 February 2024	Resolution #	C2402/28
Previous Adoption	DATE	12 December 2018	Resolution #	C1812/255