

Asset Naming Guidelines

PRO/INFRA 500

Purpose

Names are an important navigation and reference tool in our community. It is important to have appropriate names for streets, roads and other assets to tell us where we are, identify places for postal and emergency services, and to define our community's identity. Names should reflect our community's values, history and future.

Asset naming is covered by various pieces of legislation. These guidelines ensure that naming principles meet legislative requirements while providing a consistent approach and clarity about naming opportunities. The guidelines provide principles and procedure for determining and approving a name, and when a name may be changed or considered for dual naming.

Council has responsibility under the Local Government Act 2020 for the naming of roads and streets. Approaches are made to Council on a regular basis to name or rename roads and streets or other assets. These guidelines will provide a framework in which to consider these proposals and to recognise community heritage, identity and aspirations.

Scope

The importance of having appropriately named streets, roads and other assets is to enable the efficient and orderly operation of services in our community including emergency, postal and transport services as well as facilitating good community communications. These guidelines describe the process used by Council when selecting, approving, or assigning the names:

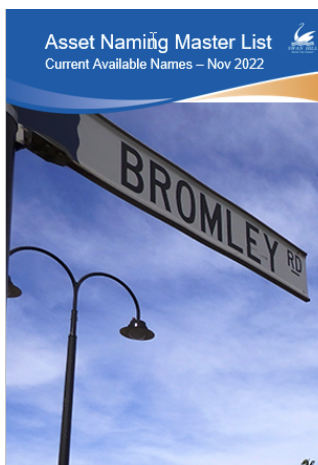
- In new subdivisions.
- For unnamed roads and streets.
- To change the names of existing streets and roads.
- Council assets including features, reserves, parks, open spaces and public facilities.

Asset Naming Master List

Council maintains an Asset Name Master List for future use. These pre-approved names can be selected for new or unnamed assets.

Names can be submitted to Council at anytime for consideration of inclusion in the master list. Nominations may be submitted for specific localities to ensure that the Names are linked to an area to reflect local history. These names will follow the same process as the naming of a specific asset, however, once endorsed for use by Council the name will be added to the Asset Name Master List.

Once selected for use, the name will be submitted to Geographic Names Victoria for final approval.



General principles

The following principles, consistent with the Naming Rules for Places in Victoria 2022 will be applied by Council when suggesting, endorsing or approving names.

Principle
A

Ensuring public safety

The suggestion makes sense and won't cause confusion for the public or essential services.

Principle
B

Recognising the public interest

Long term benefits to the community outweigh any private or corporate interests, or short term effects.

Principle
C

Linking the name to place

Names should have a link to place to ensure the preservation of our cultural heritage.

Principle
D

Ensuring names are not duplicated

Names must not duplicate or be similar to another name within a locality or a specific distances.

Principle
E

Recognition and use of Traditional Owner languages

The use of Traditional Owner languages in the naming of roads, features and localities is encouraged, and is subject to agreement from the relevant Traditional Owner group(s).

Principle
F

Names must not discriminate or be offensive

Place names must not discriminate or cause offense.

Principle
G

Gender equality

Gender equality in the naming of roads, features and localities is encouraged.

Principle
H

Dual names

Dual names may only be assigned to geographic features.

Principle
I

Using commemorative names

When considering a commemorative name Council will prioritise the use of Traditional Owner languages and Gender Equality.

Principle
J

Using commercial and business names

New names should not be named after commercial businesses, trade names, estate names or not-for-profit organisations.

Principle
K

Language

The use of names from Australian English, Traditional Owner and other languages will be carefully considered.

Principle
L

Directional names to be avoided

Cardinal directions (north, south, east and west) must be avoided.


Principle
M

ENSURING PUBLIC SAFETY

When a proposal to name a road, feature or locality is being developed, Council will clearly define the area and/or extent to which the name will apply.

For more information on each of these principles please refer to the

[Official Naming Rules for Places in Victoria 2022](#)



When will a name be allocated or Changed?

The naming of infrastructure assets provides an opportunity to honour individuals and groups for contributions and achievements that deserve recognition. It also presents an opportunity to emphasise important landmarks, geographical features or history including local Aboriginal culture and other events.

Naming may arise either:

- At the instigation of Council, or the community for existing unnamed infrastructure or places.
- As a result of new infrastructure.

Renaming of any asset but particularly roads is discouraged however an infrastructure asset may be renamed upon request if:

- There is strong community desire (for example over 20 submissions) for a name change;
- The name is duplicated elsewhere within the Council area;
- The person or body or entity after which the infrastructure asset was named has been discredited or dishonored;
- A name change is required to reflect a change in use of the infrastructure asset;
- It has been found that the information submitted regarding the original naming of the infrastructure asset was factually incorrect; or
- The naming does not comply with AS/NZS 4819.2011 Rural and Urban Addressing.

Public consultation will be undertaken for all renaming nominations and presented to Council for decision via a Council resolution.



Renaming



Using commemorative names

When using a commemorative name the following points must be considered:

- If named after a person, that person should be or have been held in strong regard by the community. The person's achievements, relevant history and association to an area, and the significance of the family/person to the area/land. For example, a family that has been associated to an area for at least 50 years.
- Council will make every effort to gain consent from all immediate family members of the person being commemorated.
- The names of people who are still alive must be avoided because community attitudes and opinions can change over time.
- Commemorative names of a deceased person should be applied no less than two years posthumously.
- A commemorative name applied to a locality or road should use only the surname of the person, not first or given names. If applied to a feature, a first and surname of a person can be used, although it is preferred only a surname be used.
- The initials of a person are not to be used in any instance.



Nominate a Name

Council will only consider applications received in an approved form. Applications must be accompanied with supporting documentation and evidence to enable the independent assessment by Council as to the validity of the claims being made for recognition of names within the application.

Submissions will be assessed on an annual basis. All commemorative names will be advertised prior to use or inclusion in the Asset Naming Master List.

To make a naming submission go to

<https://letstalk.swanhill.vic.gov.au/asset-naming-submissions>

Approved themes

Private developments will not need Council approval or public consultation for non-commemorative street names that follow the following themes

- Local/native flora and fauna;
- Historic paddle steamers of the Murray
- Forgotten trades of the Murray/Mallee
- Local Historic events
- ANZAC Battles
- Local Agriculture and Horticulture products



Public consultation

Consultation is a key component in the process of naming roads and features. Naming Authorities typically consult the public on any naming proposal and must comply with the minimum requirements under the Naming Rules.

The Naming Rules outlay a number of naming scenarios with guidelines on who needs to be consulted and types of consultation or notification required.

Council commits to consulting with concerned or affected parties which can be classified as:

- The immediate community, which includes, residents, ratepayers and businesses within the immediate area directly affected by the naming proposal; or
- The extended community, which includes residents, ratepayers and businesses surrounding the area directly affected by the proposal; any government (neighbouring councils) or non-government organisations with an interest in or who service the area.
- Traditional Owner group(s), local historical societies, emergency services, advisory committees and other community groups.

The amount of public engagement/consultation will depend on which classification applies to the naming proposal.

Gender equity

Council will recognise the diversity of our community and ensure we are inclusive of all communities regardless of gender or race. Diversity and inclusion in place naming is essential to all residents being able to live in a safe and equal society. Encouraging gender equality in the naming of roads, features and localities means that our place naming can better reflect our diversity. Communities can see that no matter your gender, you have the opportunity to be commemorated for your actions.

When developing or approving a commemorative naming proposal, consideration will be given to gender equality. Council will work with Geographic Names Victoria, to assist them to increase the commemoration of women in place naming. Geographic Names Victoria have set a level of 70% of new requests for commemorative naming of new roads, placenames and landmarks will recognise women between 2023 to 2027.

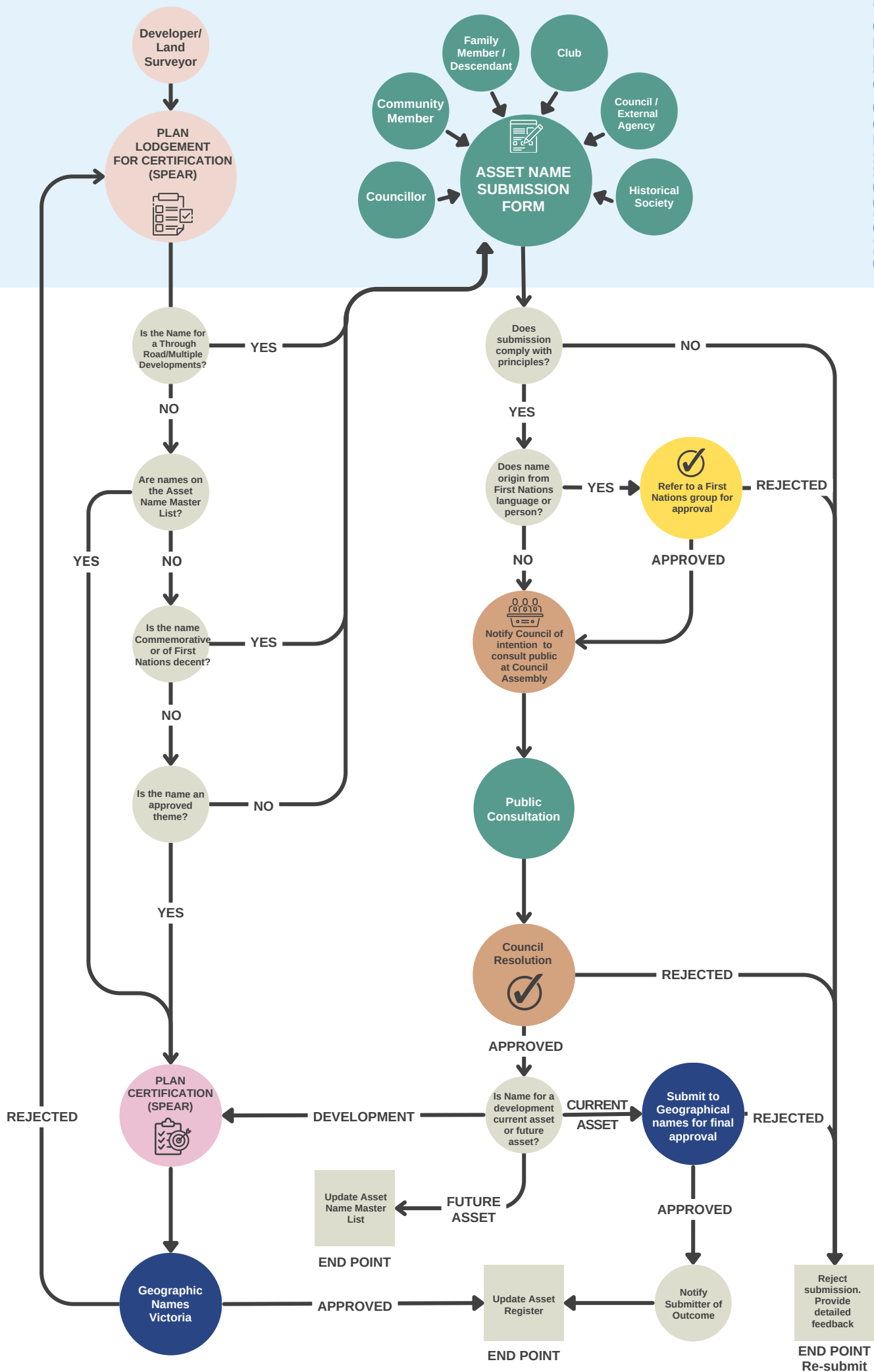
At a Glance

A recent audit on street naming in Swan Hill indicated that:

- 77% of street names are named after men.
- 6% of street names are named after women.
- 12% of street names represent traditional owner languages.

Process for choosing a name

PUBLIC SUBMISSIONS



Key Stakeholders

Geographic
Names
Victoria

Council

Planning

Asset
Naming
Officer

Developer/
Land
Surveyor

First
Nations
Community

Members of
the
Public

PLACE NAMES

Traditional Owner languages are often based on location; languages are deeply rooted to the land and offer an ideal opportunity to connect a name to a place. The use of Traditional Owner languages enables the wider community to be educated about Traditional Owner history and shared culture.

Local Traditional Names*

Placename	Traditional Name	Meaning	Origin
CHINKAPOOK	Chinkapook	red water	Wergaia, Waddi Waddi
COCAMBA	Kookimbo	laughing jackass	Wergaia
LAKE BAKER	Boomberdill	honey-dew	Wamba Wamba
LARUNDEL	Larundel	camp/home	Wergaia
MANANGATANG	Manangatang	water reserve.	Waddi Waddi, Wergaia, Dadidadi
LITTLE MURRAY RIVER	Parnimilli	little river	Wamba Wamba
NOWIE	Njai	the sun	Waddi Waddi
NYAH	Ngighyer	waist-belt	Waddi Waddi
PENTAL ISLAND	Pakaruk	A place between rivers	Wamba Wamba
PIANGIL	Bandjel	Murray cod, very large	Waddi Waddi
PIRA	Pira	club	Wamba Wamba
SWAN HILL	Matakupaat	platypus	Waddi Waddi, Wamba Wamba
TOWAN	Towan	being speared	Waddi Waddi
TYNTYNDER	Djindjinder	An acrid lichen	Waddi Waddi

*taken from VicNames register. If you would like to make any corrections please contact council

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Related documents, policies, Procedures: CPOL/INFRA500 Asset Naming Policy

Version Number	Issue Date	Description of Change
2.0	Dec 23	Major review

*Fully compliant with Victorian
 Charter of Human Rights and
 Responsibilities Act 2006*

