

Council Policy – Naming of Shire Owned, Administered or Managed Reserves, Buildings, Structures, and Other Assets

Responsible Directorate	Community Engagement
Responsible Business Unit/s	Community Projects and Property
Responsible Officer	Manager Community Projects and Property
Affected Business Units	Community Development Infrastructure and Assets Operations Subdivisions and Environment Rangers Emergency Services Strategic Planning

Objective

The objective of this Policy is to:

- Outline Council's policy position on the naming of all Shire of Serpentine Jarrahdale (the Shire) owned or administered bridges, buildings and community facilities, parks, reserves, open space, waterways, places, memorials, and other assets (except for roads); and
- Establish a naming convention for each of those categories of Shire controlled assets, which is both responsive to anticipated community expectations, and consistent with the stated values of stakeholders and Council.

Scope

This Policy applies to the naming of Shire owned or administered buildings, structures, and other assets.

This policy does not apply to the naming of roads.

The suitability of names is to be assessed using Landgate's Policies and Standards for Geographical Naming in Western Australia.

Policy

Introduction

Council recognises the value to the community of naming those items of infrastructure and assets under its direct control. Council also acknowledges that any policy and naming convention that it adopts on this issue must be both responsive to anticipated community expectations and consistent with the stated values of all relevant stakeholders.

The naming of Shire owned or administered infrastructure and its other assets is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders and both the local and wider community.

This policy also includes guidelines for the selection of permanent names, which are included under the appropriate headings throughout this policy.

Proposals to give recognition to specific members of the community through naming of facilities 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.

All requests for naming under this policy will first be assessed in accordance with Landgate's Policies and Standards for Geographical Naming in Western Australia and referred to Landgate's Geographic Names Team before being presented to Council for consideration.

Applications for naming of bridges, waterways, reserves, other assets, or infrastructure which are controlled or managed by other authorities, the Shire will use this policy to guide a response to a referral or invitation to comment made by that other authority.

Request to name a Shire owned or administered facility

Any member of the community or Council may initiate a request for naming or renaming of existing Shire owned or administered facilities.

Anyone seeking to name either a new facility or an existing facility which has not yet been allocated a permanent name must submit their proposal on the 'Application to Name or Rename a Shire Owned or Administered Facility form' and include both detailed reasons and research material in support of that proposal. When proposing to name a Shire owned or administered facility after a person, the applicant must also demonstrate that the person is of good repute and not likely to be the subject of controversy.

Each submission must state the location of the facility for which the name is being proposed.

The name proponent is expected to ensure that all material supplied to the Shire is accurate, objective and not a distortion of actual facts. The proponent may be required to provide additional evidence or research material to further substantiate the proposal.

Where proposals are found not to be consistent with this policy or the Policies and Standards for Geographical Naming in Western Australia, the proposed name will not be considered further.

Facility specific provisions

Bridges

Consideration will also be given to dual names for a bridge as a way of recognising more than one person, place or event of importance to the community; most commonly to recognise both European and Indigenous heritage.

When proposing names for bridges the following are to be considered for their relevance:

- Name(s) of historic significance;
- Names of families who have had a long association with the locality or pioneers of the area;
- Names of service personnel from the area that have died serving Australia;
- Indigenous connections;

- Names of respected community members of considerable service (20 years or more) who are / were resident or working within the area;
- Names which commemorate a special event or occurrence;
- Names which recognise a place;
- Names of persons may include 'nicknames'.

Buildings and community facilities

Names for buildings and community facilities would normally be allocated in a way that reflects the location, geographical or historical context of the land on which the facility is erected. In some instances, it may be appropriate to consider an expanded scope.

When proposing names for buildings and community facilities the following are to be considered for their relevance:

- Historic landmarks;
- Geographic features such as a nearby mountain or creek;
- Locality of the land;
- Australian, including locally found flora or fauna species;
- Persons with a historical connection to the land or area;
- Indigenous connections;
- Names of pioneering families and long-term residents (20 years or more);
- Names of respected community members of considerable service who are / were resident or working within the area.

Rooms and building features

Features of, and within, buildings and community facilities, (e.g., a room, courtyard or garden), may also be named. Names for these types shall be selected from the same criteria as for "Buildings and Community Facilities". Naming of rooms and features within the one building or community facility would normally be required to adopt one constant theme which has direct links to the name of the overall facility itself.

Parks, reserves, and other open spaces

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

Where parks provided at different times about one another, the additions shall assume the name of the adjacent previously named park. 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.

Generally, parks on opposite sides of the same public road or major waterway are to have different names. An exception to this is 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.

When proposing names for park, reserve and other open space the following are to be considered for their relevance:

- Persons with a historical connection to the land or area;
- Indigenous connections;
- Names of pioneering families and long-term residents (20 years or more);
- Names of respected community members of considerable service who are, or were resident or working within the region (20 years or more);
- Historic landmarks;
- Persons having prior ownership of a substantial part of that land for a significant period of time;
- Persons having made a significant financial or “in kind” contribution to the park;
- Recognition of a bequeathed or gifted parcel of land for open space;
- Local fauna, flora or geographic features;
- Locality of the land.

Sporting complexes

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.

Naming shall generally be consistent with the significance of the facility and the criteria used for naming Parks, Reserves and Open Space. In instances of local level facilities catering for one sport only, naming relevant to that sport or use may be appropriate.

Sports fields

Where opportunities arise to sub-name fields, courts and ovals within a sporting complex, Council acknowledges that it would be fitting for each particular field or court to bear the name of a sports person, member or volunteer of the sports organisation having the predominant use of that field or court, who has provided a significant contribution to the organisation or has been a representative of that sport and can be shown to be of good character.

Sub-naming of a 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.

When proposing names for sports fields or courts, the following are to be considered for their relevance:

- sports persons of high achievement within the organisation the field or court is associated with;
- long serving and respected administrators or volunteers within the sport or organisation the field or court is associated with;
- sports persons of high achievement within the sport of which the organisation is associated.

Before undertaking the naming of any field pursuant to this policy, the sports organisation seeking the sub-naming must:

- conduct due diligence and character checks on the person after whom the field is to be named;
- supply the Shire with details of their findings on the character checks;
- supply the Shire with copies of the minutes of the organisation meeting proposing the naming;
- supply the Shire with supporting reasons for the proposed naming of the field;
- provide the Shire with a layout plan clearly showing the location of the field to be named within the overall sporting complex; and
- await written approval to undertake the naming of the field.

Waterways

Most waterways come under the direct control of authorities outside of the Shire. For those that do fall under the Shire's control, a unique name may be allocated to each individual waterway or tributary to a main waterway.

Generally, naming would be undertaken in a way that reflects the location, geographical or historical context of the land through which the waterway flows.

Waterways are to be named in a way that clearly identifies with one or more of the following:

- Historic landmarks;
- Location of the feature being named;
- Local fauna, flora or geographic features;
- Persons with a historical connection to the land or area (20 years or more);
- Indigenous connections;
- Names of respected community members of considerable service who are/were resident or working within the area (20 years or more).

Naming of places

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

Duplication of naming

Facility names are not to be duplicated anywhere within the region and duplication of names of existing facilities within adjacent local authority 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" are to be avoided wherever possible even though they may be in well separated parts of the Shire).

Facilities named after individuals having similar names shall be accepted provided that they are well separated, (e.g., "Bill Jones Park" in one locality and "Fred Jones Park" in a different and non-adjointing locality).

Community engagement for naming (and renaming) proposals

Community engagement for naming proposals will be carried out in accordance with the Policies and Standards for Geographical Naming in Western Australia.

Installation of name plates, signs

Once a permanent name has been assigned to a Shire owned or administered facility, a suitable plaque, name plate, sign or other similar device will be displayed stating the allocated name and, if warranted, explanatory information, or abbreviated history outlining the basis for the name. All such devices shall comply with the Shire's standards, and/or be appropriate and applicable to the context of the facility, and may only be installed with the prior approval of the Shire.

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

- date of opening or unveiling;
- the Shire's current logo;
- names of persons opening the place or unveiling the plaque;
- names of partner organisations or sponsorships;
- logos of others as may be relevant;
- the official name of the building or project; and
- any other wording relevant to the project which the Shire considers is deserving of display.

Recording of names

The Shire shall maintain a register of all interim and permanent names allocated to bridges, buildings and community facilities, parks, reserves, open space, waterways, and places under its direct control. However, using its sole discretion, the Shire may also include names and details of facilities outside of its control in that names register.

The register shall include the reasons or basis for selection of each name, related historical information, and references to related documentation to ensure the names of these facilities are selected and managed in a consistent, accountable and logical manner which aims to prevent undue confusion and duplication of names.

Assessment of applications

Due consideration will be given to every proposal to permanently name facilities. However, approval of a proposal to permanently name will only be given in instances where Council is satisfied that the proposal:

- meets all relevant criteria within this policy,
- where applicable, is accepted by the nominee or related persons,
- withstands assessment and diligence searches conducted by the Shire,
- meets the Policies and Standards for Geographical Naming in Western Australia, and
- has support or meets community expectations.

Proposals for permanent naming shall be subject to relevant levels of community engagement as outlined in this policy. All submissions received during the community engagement period

shall be considered before a final decision is made by Council on the naming proposal. Council may approve the proposed name, amend the proposed name, or reject the proposal.

Notification of new or revised names

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

In those instances where a name has been proposed by an entity outside of the Shire 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.

Renaming

From time to time, there are circumstances for considering new names. Renaming is discouraged however a naming of Shire owned or administered buildings, structures and other assets may be renamed upon request or at Council's discretion if:

- the person/body/entity after which the park was named has been discredited or dishonoured;
- there is very strong community desire (i.e. over 100 submissions) for a name change;
- the name is duplicated elsewhere in the Council area;
- it has been found that the information submitted regarding the naming of the park is factually incorrect;
- the name is no longer appropriate in historical or geographical terms;
- the name is no longer appropriate because it is likely to cause distress to members of the community; and
- any other reason deemed appropriate at Council's discretion.

Any proposal to rename a park or reserve must follow the procedure to name a park previously outlined in this policy.

Definitions

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 the Shire for use predominantly by the Shire 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, public amenity buildings and roofed parking facilities.

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 Shire owned or administered space, and which has as its primary purpose, the commemoration of the life and/or deeds of a person, family or organisation. The term does not include a plaque containing an explanatory statement about the naming or significance of a Shire asset covered by this policy or another object of public significance within the region.

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, barbecues and the like.

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 eminence and 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 within an urban or rural setting.

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

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, horse riders and the like for non-motorised recreational or commuter purposes.

Place means a readily distinguishable element of, or within, a park or other open space. The term does not include a sports field.

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 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 the Shire or a sports organisation recognised by the Shire.

Waterway means includes gullies, lakes and dams, wetlands, crossings and similar. These may be naturally occurring or constructed.

Related Documents

- Local Planning Policy 1.7 Road Naming
- Policies and Standards for Geographical Naming in Western Australia

Legislation / Local Law Requirements

- *Local Government Act 1995*
- *Land Administration Act 1997*

Amendment Record

		Date	Resolution Number
Council Adoption		20/05/2019	OCM089/05/19
Version	Date	Resolution Number	Amendment Details
2	17 March 2025	OCM068/03/25	New template and minor procedural updates. Renamed from Naming of Shire Owned or Administered Buildings, Structures, and Other Assets.