

<b>Responsible Department:</b>	Technical Services
<b>Responsible Business Unit:</b>	Infrastructure / Works
<b>Date of Review:</b>	20 May 2026
<b>Council Resolution:</b>	110526

#### 1. OBJECTIVE

The objectives of this Policy are to:

- Outline Council's policy position on the naming of all Shire owned or administered buildings and community facilities, parks, reserves, open space, waterways, places, memorials and other assets (except for roads);
- 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.
- Provide guidelines for the provision of community facility name signs in accordance with the current Australian Standards for traffic control devices and wayfinding signage within the Shire; and
- Outline the process for considering a name change of Council property.

#### 2. 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*.

#### 3. DEFINITIONS

**Facility** means any Shire owned or administered building, reserve, park, open space, trail, structure, sporting complex, room, memorial or other community asset.

**Naming Proposal** means a request or submission seeking the naming or renaming of a Shire facility or asset.

**Renaming** means the formal process of changing the approved name of a Shire facility or asset.

**Wayfinding Signage** means signage intended to direct or inform users regarding the location of facilities, public places or destinations.

#### 4. POLICY STATEMENT

Council recognises that the names of buildings, gardens, parks and reserves owned by the Shire can have significant influence on the future development and sense of community within an area. With this in mind, it has determined that the naming of facilities, buildings and amenities under the control of the Shire will be undertaken in a planned and coordinated way which respects and acknowledges the area's history, heritage and environment.

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 position adopted under this policy is that 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.

Although this policy does not apply to 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.

##### 4.1. Naming of towns, localities, streets and parks – general

The Chief Executive Officer shall arrange for the naming of streets and reserves, and the allocation of house numbers.

Council will follow the principles and guidelines for the general naming of streets, parks, roads, towns localities, as determined by the Geographic Names Committee of Western Australia, and set out by Landgate.

While in general, Parks and Reserves shall be named after an adjacent boundary road, and buildings and facilities shall be named after the locality in which they reside or after an adjacent road, where possible, to facilitate ease of identification, alternatives may be developed using the following principles.

##### 4.2. Principles of naming 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.

## SHIRE POLICY 6.3

### Naming of Shire Facilities

When proposing names for facilities developed and owned by the Shire, the following will be taken into consideration:

- The locality within which the development is situated
- Any historical events associated with or near the site
- Indigenous and cultural heritage relevant to the site
- Community or corporate sponsorship
- Marketing opportunities
- Pioneering families (family names only) associated with the immediate area (5-10 kilometres radius)
- Social or calendar events
- Significant individuals who have contributed substantially to the community.

#### **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 above. 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

#### **4.3. Procedures for naming new facilities**

Any members of the community or Council may initiate a request for naming or renaming of existing Shire owned or administered facilities. The naming of new facilities will be undertaken in a timely and coordinated fashion.

Due process will be given to the consideration of any proposed name for any new facility.

Where a new facility is being developed/constructed, Elected Members and the community may suggest, in writing, names for the facility and the reasons for the suggestion. Where it is proposed to name the facility after a person who is no longer living and who made a significant contribution to the community, it is a requirement that background information (research material) on that person be provided as part of the written submission.

The name proponent is expected to ensure that all material supplied to the Shire is accurate, objective and not a distortion of actual facts.

In the event that a name or names are suggested other than a name relating to the locality or prime function of the facility, using the criteria listed above, the Chief Executive officer will prepare a confidential report on the proposed names. Elected Members may be requested to indicate a preferred naming option through a confidential selection process where multiple suitable naming proposals are received. If an absolute majority preference is not achieved through this process, the secret ballot will be recast, based on the two most popular choices

## SHIRE POLICY 6.3

### Naming of Shire Facilities

#### 4.4. Registration of the building's new name

Although the names of Shire buildings do not have to be registered with Landgate, in order that the new name will be registered on maps etc. where appropriate, Landgate shall be advised of the change.

#### 4.5. Parks, reserves and other open space

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.

#### 4.6. Trails

Naming of trails (mountain bike, bridle and/or walk) within a park / adventure park shall take on a more informal approach and be derived in the same manner that is general practice in these non-registered naming events. It has universally been accepted that trail builders, relevant clubs, user groups and Stakeholders are intimately involved in the consultation process for a specific trail project name/trail(s) in a more light-hearted way to reflect the fun aspects, whilst still attempting to preserve history, topography, native flora and fauna or in some cases in recognition of local community members. A member of Council should also be included in the process.

## SHIRE POLICY 6.3

### Naming of Shire Facilities

In relation to displaying the names within the park, it is suggested that: -

- Sign posts must comprise trail name, direction, classification and a distinctive graphic relating to the particular trail name, and may also include details on the trail itself, such as length, etc.
- Trail name and graphic ideally relate to a natural, historical or cultural value in the area occupied by the trail network. This creates additional interpretive opportunities to explain these values (e.g. interpretive content and a map on a 'You are here' sign or on a trail brochure or app).

#### 4.7. 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.

#### 4.8. 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

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

- a) Sports persons of high achievement within the organisation the field or court is associated with;
- b) Long serving and respected administrators or volunteers within the sport or organisation the field or court is associated with;
- c) 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.
- Await written approval to undertake the naming of the field.

#### 4.9. 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).

#### **4.10. Community engagement for naming (and renaming) proposals**

The scope of community engagement to be undertaken will be determined by the Shire on a case-by-case basis, having particular regard to anticipated community sensitivities and the results or scope of other recent consultation activities undertaken in the local community or area. In those instances where public advertising of a naming proposal is deemed to be warranted, it will be carried out by the Shire.

In order for submissions to be given due consideration, the person giving the response to the advertised naming must ensure that it:

- is made in writing;
- is Received by the Shire prior to expiry of the advertising period; and
- Fully articulates the reasons for supporting or opposing the proposed naming.

#### **4.11. Installation of name places, 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:

- a) Date of opening or unveiling;
- b) The Shire’s current logo;
- c) Names of persons opening the place or unveiling the plaque;
- d) Names of partner organisations or sponsorships;
- e) Logos of others as may be relevant;
- f) The official name of the building or project; and
- g) Any other wording relevant to the project which the Shire considers is deserving of display.

#### **4.12. Proposals to rename existing council facilities**

##### Criteria for renaming an existing facility

The Shire recognises that from time to time it may be appropriate to rename a Shire owned facility.

When considering options for re-naming Shire facilities, in addition to the criteria listed above, the following will also be considered:

## SHIRE POLICY 6.3

### Naming of Shire Facilities

- The historical reasons for the original name;
- The public profile/familiarity of the facility's original name;
- The costs associated with changing the facility's name; and
- The relevance to the facility's main user group of the proposed new name.

#### **Proposing the renaming of a facility**

Any resident or elector of the Shire may propose the renaming of a Shire facility, but a proposal by an elector must be supported in writing by an Elected Member. Nominations must be made in writing to the Chief Executive Officer.

#### **Recognition of community members**

In instances where the renaming proposal relates to recognising a member of the community who, in their lifetime, demonstrated outstanding contributions to the Shire, the following criteria will be required to be met:

- Persons nominated should have made substantial contribution directly to the Shire of Chittering, largely in a voluntary capacity;
- The nominee must have given extensive and distinguished service to the community that goes beyond the particular Local Government Authority concerned (e.g. service to other organisations, voluntary and community groups, school P&C etc.) in a largely voluntary capacity;
- The service should be easily recognisable as having a direct benefit to the Shire and have produced substantial long term improvement for the Shire.
- Nominees should have lived within the Shire of Chittering for a significant number of years (significant would usually mean at least 20 years) and had a long and close association and identification with the Shire.

The person making a nomination to re-name a facility after an individual will provide sufficiently detailed background information to enable the Chief Executive Officer to prepare a report on the proposal which considers the criteria listed in this policy.

Being a former Councillor or former Member of Parliament is not sufficient grounds on which to nominate an individual. In the event that the nominee is still living, the nomination must be made in the strictest confidence without the nominee's knowledge. Death or former ownership of the land on which the facility is developed is not normally acceptable as criteria for nomination.

#### **Process on receipt of a nomination**

On receipt of a proposal to rename an existing facility, the Chief Executive Officer will cause a report to be prepared and circulated on a confidential basis to Elected Members for consideration. On the written advice of at least five Elected Members the report and recommendation shall be put to Council for consideration.

#### **Current facilities that should not be renamed**

The following facilities that have the following criteria should not be renamed:

- have a name that reflects a specific historical event within the Shire of Chittering;

## SHIRE POLICY 6.3

### Naming of Shire Facilities

- have a name that has specific relevance to indigenous peoples of Australia; or
- are already named after a person.

#### 4.13. Renaming of Shire streets

This is generally not supported as it impacts directly on residents. Renaming of streets may be considered where a realignment or similar substantial change occurs. Under these circumstances the renaming will follow the principles and guidelines for the general naming of streets, parks, roads, towns or localities, as determined by the Geographic Names Committee of Western Australia and set out by Landgate and is delegated to the Chief Executive Officer.

#### 4.14. Street signs advising road users

The purpose of facility and directional signage is to assist road users and visitors in identifying and locating community facilities, public places and destinations of significance, generally of a non-commercial nature. Signage is to be designed and installed in accordance with the current Australian Standards relating to traffic control devices, directional signage and wayfinding.

#### Shape, Size, Colour

Facility signage shall comply with the current Australian Standards, Main Roads Western Australia requirements, and any applicable Shire design standards.

##### 4.14.1. Location, Mounting

The location and mounting of signage shall comply with current Australian Standards, Main Roads Western Australia requirements, and relevant Shire specifications and guidelines.

#### 4.15. Approval

Upon receipt of a request in writing for a Naming of Shire Facilities, the request will be assessed against the criteria of this policy and actioned accordingly.

## 5. ROLES AND RESPONSIBILITIES

Council is responsible for establishing the policy framework for the naming and renaming of Shire facilities and assets.

The Chief Executive Officer is responsible for ensuring the implementation of this Policy and for coordinating naming and renaming processes in accordance with relevant legislation, standards and Council direction.

The Executive Manager Technical Services is responsible for administering this Policy, including assessing naming proposals, coordinating consultation processes where required, ensuring signage complies with relevant standards, and liaising with Landgate or other relevant authorities.

## SHIRE POLICY 6.3 Naming of Shire Facilities

The Development Services Department may provide advice regarding locality naming conventions, heritage considerations, planning implications and Landgate requirements.

Elected Members may propose names or renaming requests and participate in the assessment and determination process in accordance with this Policy.

Community members and applicants are responsible for providing accurate and sufficient supporting information when submitting naming or renaming proposals.

### 6. COMPLIANCE

<b>Legislation</b>	<i>Local Government Act 1995 (WA)</i> <i>Planning and Development Act 2005 (WA)</i> <i>Aboriginal Heritage Act 1972 (WA)</i> <i>Heritage Act 2018 (WA)</i>
<b>Industry</b>	Landgate Policies and Standards for Geographical Naming in Western Australia Current Australian Standards relating to traffic control devices and wayfinding signage Main Roads Western Australia requirements relating to directional signage
<b>Organisational Documents</b>	Council Plan Corporate Business Plan
<b>Strategic Alignment</b>	

### 7. ADMINISTRATION

<b>Review Cycle</b>	Every 3 years	<b>Next Review Due</b>	February 2027
<b>Policy Owner</b>	Executive Manager Technical Services		
<b>Version</b>	<b>Decision Ref</b>	<b>Date</b>	<b>Change</b>
1.0		00/11/2005	Initial adoption
2.0		15/03/2023	Amendment
3.0	110526	20/05/2026	Amendment