

Customer Contact **1300 COUNCIL (1300 268 624)**
 07 4679 4000
www.wdrc.qld.gov.au
info@wdrc.qld.gov.au



Naming Public Assets - Council Policy

Effective Date	23 September 2020
Policy Owner	Senior Works Manager
Link to Corporate Plan	Active Vibrant Communities Financial Sustainability
Review Date	September 2024
Related Legislation	Local Government Act 2009 Planning Act 2016 Place Name Act 1994
Related Documents	AS1742.5 - Manual of Uniform Traffic Control Devices - street name and community facility name signs AS 4212 - Geographic Information Systems - data dictionary for transfer of street addressing information AS/NZS 4819:2011 - Geographic Information - rural and urban addressing Western Downs Regional Council Local Law No.1 (Administration) 2011 Western Downs Regional Council Local Law No.4 (Local Government Controlled Areas, Facilities and Roads) 2011 Western Downs Regional Council Subordinate Local Law No. 4 (Local Government Controlled Areas, Facilities and Roads) 2011

Policy Version	Approval Date	Adopted/Approved
1	23/09/2020	Ordinary Meeting of Council

*This policy may not be current as Council regularly reviews and updates its policies. The latest controlled version can be found in the policies section of Council's intranet or Website. **A hard copy of this electronic document is uncontrolled.***



Naming Public Assets - Council Policy

1. PURPOSE

- To provide guidelines for the naming of newly constructed or existing public assets excluding roads (roads are covered under the 'Naming Council Roads and Streets' Council Policy) under the control of Western Downs Regional Council.
- Ensure proposed names are appropriate.
- Adopt applicable standards and legislation.

2. SCOPE

This policy applies to all existing and proposed public assets in the Western Downs Regional Council administrative area that are under the control of Western Downs Regional Council.

This policy is applicable to Council Officers making recommendations to the Council for the naming or renaming of Council assets.

3. POLICY

3.1 Process of the Selection of Public Asset Names

Unnamed Asset

1. When an applicant requests the consideration for naming of an asset, they must provide the proposed name and justification regarding the application to name an asset.
2. The relevant Officer within the relevant Department is to check whether the preferred names comply with this policy.
3. The relevant Officer will provide an estimate of cost to name the asset and shall seek Council's direction as to whether the asset is to be formally named.
4. If Council resolves to not name the asset, the applicant will be contacted to advise of this outcome.
5. If Council resolves to consider naming the asset, the following stages of the process will occur.
 - a. Nominations for names will be sought from the community over a four-week period with the campaign advertised on social media and Council's website. The original applicant will be advised that Council is seeking community feedback and other nominations.
 - b. Following the close of the campaign period, the nominations will be collated and the nominations, including the justifications, reviewed including background checks on the nominations to review suitability of nomination.
 - c. If a shortlisted name does not comply with the policy, refer section 3.2. Consultation will occur with the applicant providing guidance to submit a revised name, i.e. incorrect or disputed spelling, punctuation amendments, etc.
 - d. Providing that the submitted names comply with this policy and no adverse reason is identified, the relevant department will provide a report to Council to decide on the preferred name.
 - e. If no proposed names comply with the policy, Council Officers will refer the decision back to Council to determine whether Council wishes to reconsider naming the asset.



Naming Public Assets - Council Policy

6. The applicant will be notified in writing of the final Council decision.

Existing Assets

1. The naming or renaming process of existing assets is generally discouraged and will only be considered under very compelling circumstances.
2. For the renaming of existing assets, a report will be prepared by the relevant Department for consideration by Council providing details on why renaming the asset is proposed, details of potential names and a cost estimate to seek Council's direction as to whether the asset is to be formally renamed.
3. If Council resolves to not rename the asset, the applicant will be contacted to advise of this outcome.
4. If Council resolves to consider renaming the asset the following stages of the process will occur.
 - a. Nominations for names will be sought from the community over a four-week period with the campaign advertised on social media and Council's website. The original applicant will be advised that Council is seeking community feedback and other nominations.
 - b. Following the close of the campaign period, the nominations will be collated and the nominations including the justifications reviewed including background checks on the nominations to review suitability of nomination.
 - c. If a shortlisted name does not comply with the policy, refer section 3.2, consultation will occur with the applicant providing guidance to submit a revised name, i.e. Incorrect or disputed spelling, punctuation amendments etc.
 - d. Providing that the submitted names comply with this policy and no adverse reason is identified, the relevant department will provide a report to Council to decide on the preferred name.
 - e. If no proposed names comply with the policy, Council Officers will refer the decision back to Council to determine whether Council wishes to reconsider renaming the asset.
5. The applicant will be notified in writing of the final Council decision.
6. The time when a changed name applies shall be a date when all protocols associated with the name change are complete. Public notifications will be distributed via social media and Council's website.

3.2 Requirements for Naming Public Assets

1. Name duplication within the local government area should be avoided. This includes assets in different assets categories (i.e. roads and bridges). If possible, duplication of names in proximity to adjacent local government areas should also be avoided.
2. Assets (e.g. bridges) crossing Council boundaries should have a single and unique name and consultation shall occur with the applicable neighbouring Council.
3. Names should be appropriate to the physical, historical or cultural character of the area concerned.
4. The local aboriginal community should be contacted to confirm correct meaning and aptness when using aboriginal names.
5. Names which are offensive or likely to give offence, incongruous (out of place) or commercial in nature are to be avoided.
6. Names should be reasonably easy to read, spell and pronounce in order to assist emergency services, service providers and the travelling public.



Naming Public Assets - Council Policy

7. Unduly long names and names composed of more than two words are to be avoided.
8. Where it is intended that the asset have the same name as a place or feature with an approved geographical name, then particular care should be taken to ensure that the correct spelling is adopted.
9. Where names have been changed or corrupted by long established local usage, it is not usually advisable to attempt to restore the original form. The spelling which is sanctioned by general usage should generally be adopted.

4. Definitions

In this policy:-

"Applicant"	means a person, persons or company that has submitted an application to Council
"Community"	means the residents of Western Downs Regional Council
"Council"	means Western Downs Regional Council
"Property owner"	means the registered owner of the relevant parcel of land
"Public asset/asset"	means a local government-controlled public asset such as bridges and community centres but does not include State Government assets.

