Policy: 2150-039  

**Naming of Council-Owned or Administered Buildings, Structures and other Assets (excluding roads)**

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<th>Head of Power</th>
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<td>Local Government Act 2009</td>
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**Objective**

The objectives of this policy are to:-

1. outline Council’s policy position on the naming of all Council-owned or administered bridges, buildings and community facilities, parks, reserves, open space, waterways, places, memorials and other assets (except for roads); and

2. establish a naming convention for each of those categories of Council controlled assets which is both responsive to anticipated community expectations and consistent with the stated values of stakeholders and Council.

**Definitions/Application**

**Definitions**

“**Bridge**” - 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**” - one or more roofed structures which are enclosed by walls and are established by Council for use predominantly by Council 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.

“**Room**” - an enclosed space established for public or private gatherings within a building.

“**Park**” - an area of Council controlled open space primarily dedicated to public use for informal recreation purposes.

“**Reserve**” - 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.

“**Open Space**” - 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.

“**Sporting Complex**” - 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**” - an area of land formally and permanently marked or set aside for the playing of organised sport which is managed by Council or a sports organisation recognised by Council.

“**Waterway**” - includes gullies, lakes and dams, wetlands, crossings and similar. These may be naturally occurring or constructed.
“Place” - a readily distinguishable element of, or within, a park or other open space. The term does not include a sports field.

“Pathway” - 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.

“Community Infrastructure” - 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” - 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.

“Commemorative plaque” - any plaque which is affixed to either its own integral support structure or a seat, table, shelter or other structure located within a Council-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 Council asset covered by this policy or another object of public significance within the region.

“Region” - the Moreton Bay Regional Council local government area.

Application

This policy applies to all Council-owned or administered bridges, buildings and community facilities, parks, reserves, open space, waterways, places and other assets within the region. However, this policy specifically does not apply to roads, memorials or commemorative plaques. Nor does it apply to waterways, reserves, other assets or infrastructure, be they naturally occurring or constructed, which are defined, controlled or managed by other authorities.

Policy Statement

1. Council’s policy in general

Council recognises the value to the community in general and the emergency services 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 position adopted under this policy is that naming of Council-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. To this end, Council has produced Guidelines for Selection of Permanent Names which are attached as an appendix to this policy.

It is acknowledged there may be instances where names proposed could be considered offensive or discriminatory by some. Such instances could include reflecting the names of persons (be they given, family or nicknames) or events of significance. However, Council asserts its adopted view that these names have a right to be recognised and each proposal shall be considered both in context and on its merits.

Although this policy does not apply to bridges, waterways, reserves, other assets or infrastructure which are controlled or managed by other authorities, Council will use the adopted views expressed herein in any response to a referral or invitation to comment made by that other authority.
2. Request to name a Council administered facility

Any member of the community or Council may initiate a request for naming or renaming of existing Council administered facilities. Also, nothing shall preclude a development proponent from suggesting a permanent name for a facility that is intended to be dedicated to Council control by that entity, or requesting that a permanent name be allocated at the time of dedication. It is Council’s policy to encourage permanent naming at the time of dedication. However, Council does acknowledge that there may be instances where it is impractical or inappropriate to allocate a permanent name to some of those facilities at their dedication and interim arrangements will be put in place in such instances.

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 in an appropriate form and include both detailed reasons and research material in support of that proposal. Each submission must be accompanied by a map or diagram which clearly shows the location of the facility for which the name is being proposed relative to readily identifiable features such as roads, parks, waterways, permanent structures, dominant landscape elements and the like. The name proponent is expected to ensure that all material supplied to Council 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 Council’s Guidelines for Selection of Names, the proposed name will not be considered further.

3. Facility specific provisions

In addition to the general naming issues outlined in the Guidelines for Selection of Permanent Names contained in the appendix to this policy, each of the various facility categories has its own specific issues for Council’s adopted naming convention and these are outlined below.

3.1. Bridges

In regard to naming of bridges, Council’s policy position is that emphasis should be placed on significant structures, and the naming of minor structures such as pipes and culverts is generally to be avoided. It will be at Council’s discretion whether a structure is worthy of naming.

However, naming of minor structures may be considered where there are compelling cultural or community reasons or the structure is in an area of local significance. For example, an indigenous community’s request is often based on the significance of the stream crossing to country rather than the size or nature of the constructed infrastructure itself and will be assessed accordingly.

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.

3.2. 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. However this does not preclude them being named in recognition of community members or using any of the other conventions listed in the Guidelines for Selection of Permanent Names within the appendix to this policy.

Features of, and within, buildings and community facilities, (e.g., a room, courtyard or garden), may also be named. 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.
3.3. Park, reserve 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 Council as part of a development approval), a request for the land to bear the name of that benefactor may be favourably considered.

Where parks provided at different times abut 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. However, that exception will only apply in instances where the linkages between the various segments are obvious in both appearance and function.

3.4. 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.

In instances of local level facilities catering for one sport only, naming relevant to that sport or use may be appropriate.

3.5. Sports fields

Where opportunities arise to sub-name fields and ovals within a sporting complex, Council acknowledges that it would be fitting for each particular field to bear the name of a sports person, member or volunteer of the sports organisation having the predominant use of that field, who has provided a significant contribution to the organisation and can be shown to be of good character. Alternatively, fields may be named after representatives of the sport having predominant use of that field provided that they can be shown to satisfy the same good character requirements.

Sub-naming of a sports 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.

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 Council with details of their findings on the character checks;
• supply Council with copies of the minutes of the organisation meeting proposing the naming;
• supply Council with supporting reasons for the proposed naming of the field;
• provide Council with a layout plan clearly showing the location of the field to be named within the overall sporting complex; and
• await Council’s approval to undertake the naming of the field.
Council will consider every request but reserves the right to support the proposal, reject the proposal, or request reconsideration of the proposal by the proponent. Council will register any approved field name in its official names register, and distribute advice of the naming in accordance with this policy.

3.6. Waterways etc.

Most waterways come under the direct control of authorities outside of Council. For those that do fall under Council’s control, a unique name is to 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. However, that does not preclude them being named in recognition of community members of significant service to the community or using any of the other conventions listed in the Guidelines for Selection of Permanent Names within the appendix to this policy.

3.7. Naming of places

Council will consider all 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”.

4. 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 region). 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).

5. Community engagement for naming (and renaming) proposals

The scope of community engagement to be undertaken will be determined by Council 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 Council.

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 Council prior to expiry of the advertising period; and
• fully articulates the reasons for supporting or opposing the proposed naming.

6. Installation of name plates, signs

Once a permanent name has been assigned to a Council-owned or administered facility, it is Council’s practice that a suitable plaque, name plate, sign or other similar device displaying the allocated name and, if warranted, explanatory information, an abbreviated history or basis for the name is installed. All such devices shall comply with Council’s standards, and/or be appropriate and applicable to the context of the facility, and may only be installed with the prior approval of Council.
Note that explanatory information in the context of major projects and partnerships specifically includes details such as:-

- Name of Mayor in office at that time;
- Date of opening or unveiling;
- Names of Councillors in office at that time;
- Name of Council’s Chief Executive Officer at that time;
- Council’s current logo;
- Names of persons opening the place or unveiling the plaque;
- Names of Members of Parliament in attendance at the opening;
- 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 is deserving of display.

7. **Recording of names**

Council 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, Council 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.

8. **Assessment of applications**

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

- meets all relevant criteria within the Guidelines for Selection of Permanent Names,
- where applicable, is accepted by the nominee or related persons,
- stands assessment and diligence searches conducted by Council,
- is accepted by, or within, the community.

Proposals for permanent naming shall be subject to relevant levels of community engagement. 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.

9. **Notification of new or revised names**

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

In those instances where a name has been proposed by an entity outside of Council 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. Similarly, Emergency Services and all other external organisations that Council has formally agreed to keep informed of naming will be notified of new or amended names in a timely manner.
Review Triggers

This policy is reviewed internally for applicability, continuing effect and consistency with related documents and other legislative provisions when any of the following occurs:

(1) The related documents are amended
(2) The related documents are replaced by new documents
(3) Amendments which affect the allowable scope and effect of a Policy of this nature are made to the head of power
(4) Other circumstances as determined from time to time by a resolution of Council.

Notwithstanding the above, this policy is to be reviewed at least once every two years for relevance and to ensure that its effectiveness is maintained.

Responsibility

This policy is to be:

(1) implemented by all Councillors and officers when considering issues and proposals related to naming of infrastructure or assets covered by this policy;
(2) reviewed and amended in accordance with the "Review Triggers" by the Director Engineering Construction & Maintenance in consultation with the Director Community & Environmental Services.

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<th>Policy: 2150-039</th>
<th>Official Version: A6012611</th>
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<tr>
<td>Version</td>
<td>Adoption (Council meeting / Minute Page)</td>
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<tr>
<td>V1</td>
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<tr>
<td>V2</td>
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Related Links:
- 2160-010 Policy Directive: Protocols for the Naming of Council-Owned or Administered Buildings, Structures and Other Assets (excluding roads)
- Moreton Bay Regional Council Local Law 4 – “Local Government Controlled Areas, Facilities and Roads”
- Place Names Act 1994
# APPENDIX 1 - Guidelines for Selection of Permanent Names

## General
Naming is to be consistent with the overarching values, ethical principles, and current standards of Council, stakeholders and the local and wider community.

It is acknowledged there may be instances where names proposed could be considered offensive or discriminatory by some. Such instances could include reflecting the names of persons (be they given, family or nicknames) or events of significance. However, Council asserts its adopted view that these names have a right to be recognised and each proposal shall be considered on its merit.

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.

## Bridges
The following are to be considered for their relevance:

- a) Name(s) of historic significance;
- b) Names of families who have had a long association with the locality or pioneers of the area;
- c) Names of service personnel from the area who have died serving Australia;
- d) Indigenous connections;
- e) Names of respected community members of considerable service who are / were resident or working within the area;
- f) Names which commemorate a special event or occurrence;
- g) Names which recognise a place;
- h) Names of respected community members of considerable status.

Names of persons may include ‘nicknames’

Consideration will 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 this will apply to recognition of both European and Indigenous heritage.

## Buildings and Community Facilities
Normally, names for these facilities are to be chosen in a way that reflects the location, geographical or historical context of the land on which each is erected. However, an expanded scope may need to be considered in some instances. In those instances, the following are to be considered for their relevance:

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

## Parks, Reserves and Open Space and Places Therein
The following are to be considered for their relevance:

- a) Persons with a historical connection to the land or area;
- b) Indigenous connections;
- c) Names of pioneering families and long-term residents;
- d) Names of respected community members of considerable service who are, or were resident or working within the region;
- e) Historic landmarks;
- f) Persons having prior ownership of a substantial part of that land for a significant period of time;
- g) Persons having made a significant financial or “in kind” contribution to the park;
- h) Recognition of a bequeathed or gifted parcel of land for open space;
- i) Local fauna, flora or geographic features;
- j) 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
Sports fields within a sports complex containing multiple fields may be sub-named. Sub-naming of a sports 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, the following are to be considered for their relevance:

- a) Sports persons of high achievement within the organisation the field is associated with;
- b) Long serving and respected administrators or volunteers within the sport or organisation the field is associated with;
- c) Sports persons of high achievement within the sport of which the organisation is associated.

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

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