

Road and Place Naming Policy D22/215662

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1 Document control

<i>Record Number</i>	D22/215662
<i>Business Unit</i>	Property Services
<i>Responsible Officer</i>	Christine Bishay
<i>Date of Approval</i>	27 December 2025
<i>Next review date</i>	27 December 2030

2 Introduction

Place naming plays a vital role in recognising historically and culturally significant sites within our municipality. It helps us honour and reflect on our shared heritage, while also reinforcing the unique identity of our community. Additionally, clear and consistent place names are essential for delivering emergency services, as well as ensuring the efficient delivery of goods and services.

Banyule City Council is the Naming Authority for roads and features within the municipality, except for geographic places of regional, state, or national significance. Naming Authorities undertake the formal process of place naming. This includes preparing the naming proposal, conducting community consultation, and lodging the proposal for consideration by Geographic Names Victoria (GNV).

3 Scope and Purpose

This policy guides Banyule City Council in exercising its responsibilities as a Naming Authority under the *Geographic Place Names Act 1998*. It outlines the formal process for naming and renaming roads, features, and localities within the municipality, in accordance with the *Naming Rules for Places in Victoria: Statutory Requirements for Naming Roads, Features and Localities (2022)* (the 'Naming Rules').

The policy applies to all naming proposals concerning Council-owned assets – whether initiated internally or externally. The most common application for this Policy in Banyule City Council is the naming of new buildings of significance or roads within new subdivisions.

Generally, Council will not support requests to rename existing roads, features, or localities unless a risk to public safety is identified by emergency services due to confusion or difficulty in locating the area, or the existing name is causing offense.

This policy establishes a clear, robust, and consistent governance framework to ensure that all naming proposals are assessed and processed in a coordinated, fair, inclusive, and equitable manner. It ensures public consultation is applied in accordance with the Naming Rules, and with Council's Community Engagement Policy. It also ensures that naming decisions serve the public interest, rather than private interests, and align with the key principles outlined in the Naming Rules and this Policy.

Council, through the application of this Policy, is committed to:

- Collaborating with local Traditional Owner groups to support the increased use of Traditional Owner languages in place naming within Banyule, enabling the wider community to learn about Traditional Owner history and shared culture; and
- Increasing diversity and gender equality in place naming by prioritising the use of names of significant women and gender diverse people of Banyule.

The above two themes will be applied on a case-by-case basis, and from time to time, to a person or a theme of local significance. Will be utilised for naming. Throughout the life of this policy, however, not less than 75% of all Council-led naming must be related to the two categories above.

Overall, this Policy ensures that place naming within Banyule reflects our community's values, history, and diversity, while meeting legislative requirements and fostering meaningful community engagement.

4 Definitions

Act	means the <i>Geographic Place Names Act 1998</i> (Vic).
Extended Community	as defined in the Naming Rules for Places in Victoria.
Feature	A feature is considered to be a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a mountain, watercourse, building, prominent structure or park.
Geographic Name(s)	means the name registered in VICNAMES.
GNV	means Geographic Names Victoria which is the body that oversees the naming and registration of Roads, Features and Localities in Victoria.
Immediate Community	as defined in the Naming Rules in Places in Victoria.
Locality	A locality is a geographical area that has identifiable community and/or landscape characteristics. In urban areas, a locality is commonly referred to as a 'suburb'. The state is divided into official localities.
Name Bank	means a bank of names obtained by Council as a result of community engagement for its consideration for future naming opportunities.
Naming Authorities	means Councils, state government departments and agencies, other authorities and private organisations and includes Crown land committees of management or leased and licensed facilities with maintenance obligations. RAPS and Traditional Owner groups may also progress and manage the naming process in accordance with the Naming Rules.
Naming Rules	means the version of Guidelines issued by the Registrar of Geographic Names under Section 5 of the Act. This is described as <i>Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2022</i> and as amended.
Office of Geographic Names	means the administrative body responsible for submitting naming proposals that comply with the Naming Rules to the Registrar.
Place	as defines in the Act- means any place or building that is, or is likely to be, of public or historical interest and includes, but is not restricted to— (a) township, area, park, garden, reserve of land, suburb and locality; (b) topographical feature, including undersea feature; (c) street, road, transport station, government school, government hospital and government nursing home.

Principles	means Principles within the Naming Rules for which naming proposals must comply.
RAPs	means Registered Aboriginal Parties that are organisations representing the Traditional Owners and hold decision-making responsibilities under the <i>Aboriginal Heritage Act 2006</i> (Vic) for the protection, management and preservation of Aboriginal cultural heritage in a specified geographical area.
Registrar	means the Registrar of Geographic Names Victoria appointed under the Act, who is responsible for reviewing naming proposals from Naming Authorities and to ensure proposals comply with the Naming Rules.
Road	For the purposes of the naming rules, a road is considered to be any public or private land-based thoroughfare or course navigable by vehicle or foot. It can be used for assigning addresses or allowing access between points or to a feature. Examples of roads include alleyways, streets, highways, fire tracks, bike paths and walking tracks.
Traditional Owners	means the primary guardians, keepers and knowledge holders of Aboriginal cultural heritage, including language. Under the <i>Aboriginal Heritage Act 2006</i> (Vic). Traditional Owners may be appointed as RAPs.
VICNAMES	means the authoritative place names register in the state of Victoria.

5 Naming Principles

The naming principles are part of the Naming Rules. They are designed to ensure that names are enduring and cause no ambiguity, confusion, error, or discrimination. These principles must be considered in conjunction with the relevant statutory requirements.

Ref	Principle	Scope of Principle
A	Ensuring Public Safety	To ensure public safety and effective emergency response, geographic names and boundaries must not create confusion or pose risks to transport, communication, or mail services.
B	Recognising the Public Interest	Place names should be enduring and reflect long-term community benefit, cultural heritage, and identity.
C	Linking the Name to Place	Names should reflect a meaningful connection to the place to preserve cultural heritage and identity. Names that link the name to a place could relate to Traditional Owner culture and occupation of the land (see Principle E). Other examples include local flora and fauna, Australian war contributions, and other cultural, geographical, and other areas.

D	Ensuring Names are not Duplicated	Proposed names must not duplicate existing names within a locality or within a 5-kilometre radius in metropolitan areas, irrespective of Council boundaries.
E	Recognition and use of Traditional Owner Languages	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 in naming is encouraged and is subject to agreement from the relevant Traditional Owner group(s).
F	Names must not discriminate or be Offensive	Place names must not discriminate or cause offense.
G	Gender Equality	Gender equality in the naming of roads, features and localities is encouraged.
H	Dual Names	Dual names may only be assigned to geographic features but not to roads or localities. Dual names with Traditional Owner place names are encouraged as a transitional step toward the adoption of the Traditional Owner name (e.g. Gariwerd / Grampians National Park). Dual naming is a priority consideration when a feature already has a widely accepted name of non-Traditional Owner origin and newly available information indicates that a Traditional Owner name could also apply, or when Traditional Owners have proposed an alternative name to a naming authority.
I	Using Commemorative Names	Commemorative names recognise people, events, or places. Commemorative names must reflect strong community regard and a clear connection to the area. Key requirements include: - Commemorative names of a deceased person should be applied no less than two years posthumously. The names of people who are still alive must be avoided because community attitudes and opinions can change over time. - The proposed name must be supported by a detailed biography, evidence of local significance, family consent, and must be proposed at least two years posthumously unless an exemption from the Registrar is granted.
J	Using Commercial and Business Names	Naming Authorities should not name places after commercial businesses/trades, estates which are solely commercial in nature, or not-for-profit organisations.
K	Language	Geographic names, except when they are proper nouns, must be written in standard Australian English or a recognised format of a Traditional Owner language local to the area of the road, feature, or locality. Roads and features must use approved road and feature types as defined within the Naming Rules.
L	Directional Names to be Avoided	Cardinal directions (north, south, east and west) must be avoided. A proposed name that uses a cardinal direction to

		distinguish itself from another similar name is considered a duplicate name.
M	Assigning Extent to a Road, Feature, or Locality	When a proposal to name a road, feature, or locality is being developed, the Naming Authority must clearly define the area and/or extent to which the name will apply.

6 What can be named

6.1 Roads

▪ New Roads created on a Plan of Subdivision

Council will work with developers to create compliant road names for new subdivisions in accordance with the Naming Rules and Council's Name Bank. Proposed names must be registered after the plan of subdivision is registered in the title office. It's the responsibility of the proponent to submit the plan of registration to the title office to formally register the name.

▪ Rights of Way

It is acknowledged that from time to time, a planning or subdivision permit will result in a development whose sole physical access is to an unnamed laneway. In these circumstances, it may be necessary to name the laneway (unnamed road) to provide the new development with a practical and easily recognisable street address. In these circumstances, any new laneways and rights of way should relate to the historical and cultural connections of the locality and comply with the Naming Rules.

6.2 Features

According to the Naming Rules, a feature is considered to be a unique geographical place or attribute that is easily distinguished within the landscape. For example, a feature can be a mountain, watercourse, building, prominent structure, park, reserve, pavilion, or sports stadium. Council's intention is to name only places of significant prominence and permanence. Usually, these are places that warrant naming because of their size or to assist with identifying their location.

In general, features within a park or reserve are not officially named and registered. Playgrounds, ovals, and pavilions within a park or reserve are usually identifiable by the name of the park/reserve (such as De Winton Park, De Winton Park Tennis Pavilion, De Winton Park Pavilion).

▪ Base names

Features named under private sponsorship contracts that will attract high visitor numbers (such as sporting stadiums or concert halls) should also, for the purposes of emergency service management, be assigned a 'base name'. The purpose of the base name is to provide a consistent name over the feature's lifespan, particularly when the private sponsorship name may change. The sponsorship names would be recorded in [VICNAMES](#) only at the time the sponsorship contract applies, after which time the name would be converted to historical status. Sponsorship names are not gazetted; the base name would be gazetted and registered in VICNAMES for the feature's lifespan.

■ Commercial naming

Council may consider commercial naming rights for venues and facilities with high community exposure that could provide a financial benefit back to Council. Examples could include partnerships with organisations like community banks to acquire naming rights for a Council facility for an agreed period of time.

Any such arrangements would need to consider Council's brand and reputational guidelines and relevant policies that restrict advertising from industries, sectors and companies that conflict with Council's policy positions.

■ Unregistered Names

Unregistered names are features that have been named by Council and/or are locally known but have not been officially gazetted and registered in the Register of Geographic Names – VICNAMES. To ensure public safety and convenience, it is vital that these names be submitted to GNV, which will determine if they need to be gazetted and what status they'll hold in VICNAMES. A steering group or a dedicated committee involving stakeholders will be structured to undertake the internal consultation and make final decisions.

It is noted that the naming of rooms within a building is not referred to GNV and does not follow the process outlined within this Policy. Instead, the naming of rooms will simply be referred to the relevant officers at Council for consideration.

6.3 Localities

A locality is a geographical area that has identifiable community and/or landscape characteristics. In urban areas such as Banyule, a locality is known as a "suburb". Every locality should have a unique and unambiguous name. It must have recognised and registered boundaries and not overlap with other localities. It also provides an official reference area for addressing purposes.

7 Procedures

7.1 Initiation of Request

Naming proposals may be initiated internally by Council or externally by the community. Internal Council naming proposals will likely be driven by new projects (i.e. construction of new features) or compliance requirements. External naming proposals will typically be driven through the identification of risks to public safety (i.e. by emergency services), or where the existing name is causing offense. If the proposal involves changing an existing name deemed offensive or discriminatory, it must include justification for discontinuing the current name.

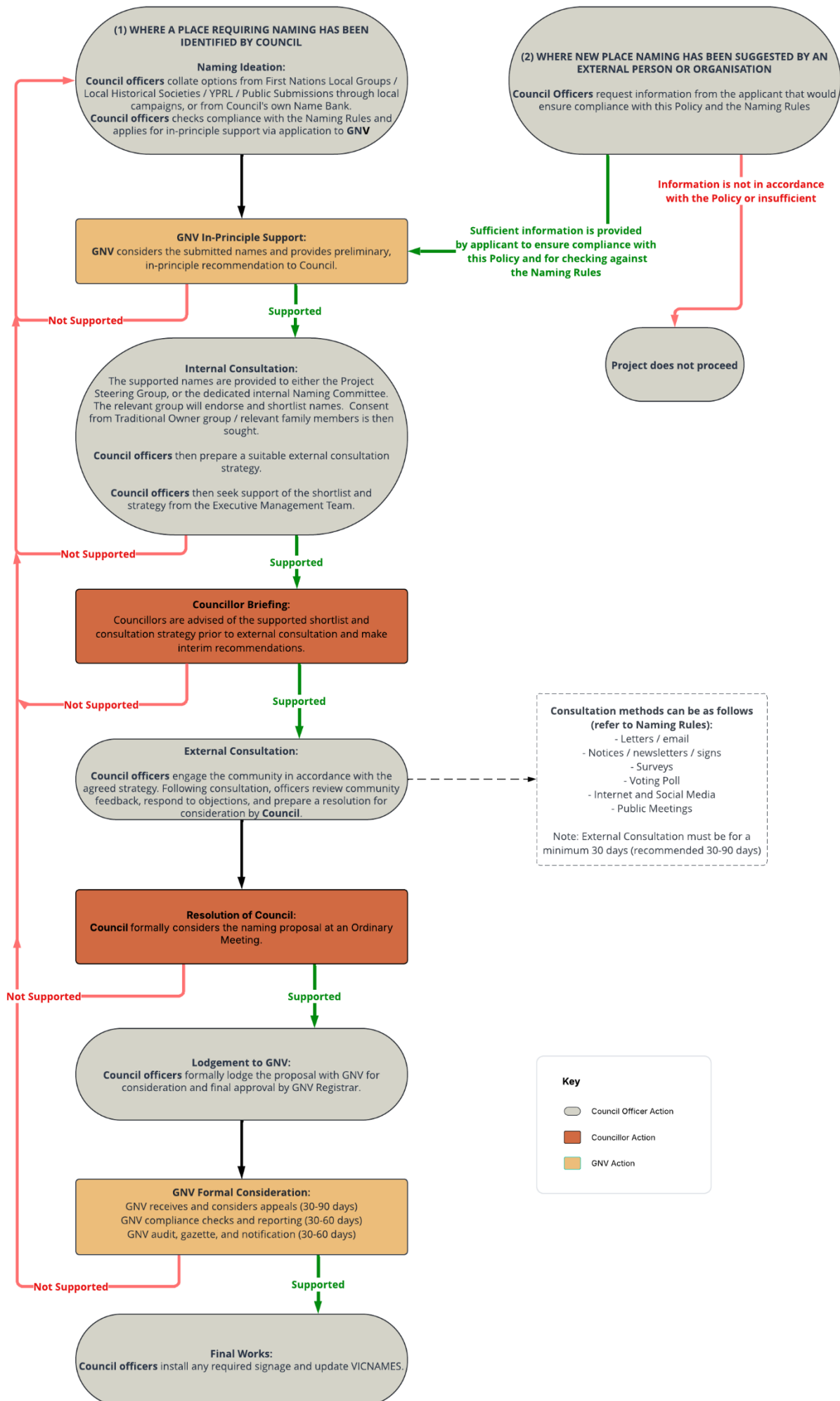
The below end-to-end process diagram below provides a visual overview of the naming process.

7.2 Choosing a Name

Names may be proposed by Council, external applicants, or selected from Council's Name Bank. Council's Name Bank is constantly being developed in coordination with GNV, with input from:

- First Nations groups
- Yarra Plenty Regional Library
- Local historical societies

Names must have a meaningful connection to the place.



7.3 In-Principle Support request

Process Overview:

- Once Council Officers confirm compliance with the Naming Rules, an in-principle support request can be sent to GNV, including all required documentation.
- If exemptions are needed, a formal request must be submitted through the Vicmap Editing Service (VES) for the Registrar's consideration.

GNV will require the following information in assessing the naming proposal, the following information will need to be provided by the applicant:

- Proposed name(s) and background details
- Reason for naming or renaming
- Proof of compliance with Naming Rules
- Indication if the name is a Traditional Owner name
- For commemorative names: proposer's contact details and family consent (if available)
- Map showing the area to be named
- Historical context and supporting documentation

Before submitting to the GNV, Council will assess the application against compliance with relevant laws, the Act, Naming Rules, and Council policy, the justification for the naming request, the practicality of the proposal, the Impact on public safety, the number of affected properties and the potential inconvenience it may cause to owners and occupiers of those properties, the urgency of the request, and budget and resource implications

7.4 Proceeding with the naming proposal

If the proposal is deemed feasible, Council will proceed with the proposal in line with the Naming Rules and policy.

After required community consultation and decision-making, Council submits the proposal to the Office of Geographic Names for final approval and registration (per Section 10 of the Naming Rules).

7.5 Consultation

Consultation is a key component in the process of naming or renaming Roads, Features, and Localities. Consultation provides community involvement in shaping the area in which they live. the Naming Rules outline consultation requirements and define two consultation groups: the immediate community and the extended community.

Council will choose the naming methods and extent of consultation according to the Naming Rules and in accordance with Council's Community Engagement Policy and Plans. This will be a case-by-case process.

Consultation on proposed names must occur only after confirming name compliance.

8 Financial implications

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- The financial implications may include: application fees to Geographic Names Victoria (if any)

- advertising, appropriate signage, and the cost of an event (where applicable)

If the proposal is initiated by a member of the public, community group, or an organisation, the applicant will be responsible for all costs incurred and will be required to reimburse Council the following costs, unless the request is because the name is causing offence or risk to public safety. These costs include, but are not limited to:

- Administration and statutory requirements cost
- The supply and installation of new signage
- New Property number (residential and commercial)

9 Administrative Updates

From time to time, circumstances may change, leading to the need for minor administrative changes to this policy.

Where an update does not materially alter this policy, such a change may be made administratively. Examples of minor administrative changes include changes to names of council departments or positions, or a minor amendment to legislation that does not have a material impact.

Where any change or update may materially change the intent of this policy, it must be considered by Council.

10 Policy Details and Legislation

Title	Road and Place Naming Policy
Date of Adoption	/ / 2025
Responsible Dept.	Property Services
Purpose	The purpose of this policy is to document the approach used by Council in the naming of roads, features, and localities across the municipality. remove
Legislative Context	<i>Geographic Place Names Act 1998 (Vic)</i> <i>Schedule 10 Section 5 of the Local Government Act 1989 (Vic)</i> <i>Local Government Act 2020 (Vic)</i> Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2022 <i>Gender Equality Act 2020 (Vic)</i> <i>Equal Opportunity Act 2010 (Vic)</i> <i>Road Management Act 2004 (Vic)</i> <i>Native Title Act 1993 (Cth)</i> <i>Aboriginal Heritage Act 2006 (Vic)</i> <i>Aboriginal Heritage Regulations 2018 (Vic)</i> <i>Traditional Owner Settlement Act 2010 (Vic)</i> Victorian Aboriginal Affairs Framework 2018-2023 Pupangarli Marnmarnepu 'Owning Our Future' Aboriginal Self-Determination Reform Strategy 2020-2025 AS/NZS 4819-2011 Rural and urban addressing <i>Subdivision (Procedures) Regulations 2011 (Vic)</i> <i>Survey Co-ordination Act 1958 (Vic)</i> <i>Victorian Charter of Human Rights and Responsibilities Act 2006 (Vic) (Charter)</i>
Related Policies	This document references the following Council policies: Banyule Rights of Way Strategy 2014-2024 Banyule Outdoor Advertising Policy Part 1 and 2 - December 2015 Banyule Corporate Identity Style Manual Design and Writing Guide 2020 Council and Community Commemorative Plaques Protocols – June 2021 Banyule Innovate Reconciliation Action Plan September 2020 – September 2022 Banyule Inclusion, Access and Equity Framework 2017-2021 Marrageil Strategy 2024-2031 Outdoor Advertising Policy 2001

11 Revision History

Version	Author	Description of Changes	Release date
1	Christine Bishay	Policy adopted	TBA