

Management report to Council

Agenda item 6.2

Draft Place and Road Naming Policy – Community Consultation

31 October 2023

Presenter: Julian Edwards, Acting Director City Strategy

Purpose and background

1. The City of Melbourne is the Responsible Authority for the naming of roads, features and localities within the municipality, and is guided by the *Geographic Place Names Act 1998* (the Act) and the Registrar of Geographic Names (VICNAMES).
2. Geographic Names Victoria released the *Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities* (Naming Rules) in February 2022 as part of a five year review cycle. In response to this, the way naming proposals are considered needed to be updated to achieve consistency with the new Naming Rules.
3. A notice of motion was passed at the Future Melbourne Committee (FMC) meeting on 6 December 2022, which resolved that management draft a Road Naming Policy for public consultation and consideration by Council in 2023 (refer Attachment 2) inclusive of specific considerations.

Key issues

4. The way place and road naming has occurred across the organisation has been somewhat consistent in process. However, it is imperative that there is a clear and articulated policy and operational guidelines to clarify Council's approach and preferences when naming places and roads.
5. A policy has been drafted (refer Attachment 3) in line with the resolution of the 6 December 2022 FMC to complement the Naming Rules and ensure place and road naming is done in a consistent manner with clear priorities.
6. The policy seeks to enshrine the use of Aboriginal language names, women of significance and the role of Traditional Owners.
7. Through the new policy, improved community consultation for naming of places and roads is planned to ensure that a more interactive consultation process can be employed which improves community engagement and involvement in naming proposals.
8. Supporting the policy is a set of internal operational guidelines, which will ensure that naming is consistent across the organisation, community consultation is improved and alternate names can be considered when compliant.

Recommendation from management

9. That Council:
 - 9.1. Approves the commencement of community consultation for the proposed Place and Road Naming Policy (Attachment 3 of the report from management).
 - 9.2. Authorises the General Manager Strategy, Planning and Climate Change to make editorial changes, corrections, formatting and design necessary to the Place and Road Naming Policy prior to commencement of community consultation.

Attachments:

1. Supporting Attachment (Page 2 of 6)
2. Road Naming Notice of Motion Future Melbourne Committee 6 December 2022 (Page 3 of 6)
3. DRAFT Place and Road Naming Policy (Page 4 of 6)

Supporting Attachment

Legal

1. Part 2 section 5 of the Act, stipulates that the Naming Rules, are the statutory guidelines to be used.
2. Part 3 of the Act sets out requirements in relation to the registration of Geographic Names.
3. Schedule 10 of the *Local Government Act 1989* allows for road authorities to name roads and publish gazette notices informing of official road naming.

Finance

4. Community consultation will occur within existing operational resources. Implementation of the policy will require future identification and allocation of names in conjunction with the relevant Traditional Owner groups at Council's cost where an Aboriginal language name is proposed by Council in consultation with the relevant Traditional Owner group.

Conflict of interest

5. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

6. In developing this proposal, no occupational health and safety issues or opportunities have been identified.

Stakeholder consultation

7. Community consultation has not yet commenced as this report seeks approval to commence consultation with the community as well as Traditional Owner groups.

Relation to Council policy

8. The report is consistent with and supports delivery of the City of Melbourne Innovate Reconciliation Action Plan 2021–23, Creating Communities of Equality and Respect: Women's Safety and Empowerment Action Plan 2021–24 and Inclusive Melbourne Strategy 2022–32.

Environmental sustainability

9. This proposal will not increase or decrease the consumption or generation of water, waste, energy or greenhouse gases.

C o n f i r m e d m i n u t e s

7. General business

There were two items of general business for consideration.

7.1 Notice of Motion, Cr Leppert: Road Naming Policy

- Chris Thrum addressed the Committee.

Moved: Cr Leppert

1. *That the Future Melbourne Committee requests that management draft a Road Naming Policy for public consultation and consideration by Council in 2023, and in the process consider:*
 - 1.1. *A proactive Council approach to naming that increases community engagement especially for significant proposals;*
 - 1.2. *Enshrining current practice to prioritise Aboriginal language names and the recognition of historically significant women;*
 - 1.3. *The formal role of Traditional Owners in proposing names for new streets;*
 - 1.4. *Codifying public engagement standards, including methods of engagement that seek earlier ideas for and feedback on potential names prior to formally testing levels of community support;*
 - 1.5. *When and how engagement with land owners in precincts should be initiated, ahead of subdivision and road naming processes; and*
 - 1.6. *Whether the Policy should also take in the naming of places beyond roads.*

Seconded: Cr Dr Ball

The motion was put and carried unanimously with the following Councillors present: Lord Mayor Sally Capp, Deputy Lord Mayor Nicholas Reece and Councillors Dr Ball, Campbell, Doidge, Griffiths, Hakim and Leppert.

7.2 Notice of Motion, Deputy Lord Mayor Nicholas Reece: Melbourne's Statues

- Claire Wright addressed the Committee.

Moved: Deputy Lord Mayor, Nicholas Reece

1. *That the Future Melbourne Committee:*
 - 1.1. *Affirms its support for equality of gender, First Nations and cultural diversity within the City of Melbourne's public art program as enshrined in Council's Public Art Framework 2021-31, Creative Strategy 2018 and Plaques and Memorials policy 2016.*
 - 1.2. *Notes that only nine (9) of the 580 statues within the municipality depict women and that five (5) of the 25 statues on City of Melbourne land depict women. The underrepresentation of women in statues requires action in both public and private spaces.*
 - 1.3. *Notes that City of Melbourne's Public Art Framework 2021-31 sets the standard for best practice in public art, and is a place-based, artist led commissioning process. Contemporary artistic practice leans away from figurative statues and therefore commission outcomes of figurative statues depicting women are less likely to occur.*
 - 1.4. *Notes that the City of Melbourne's public art opportunities are governed and approved by the City of Melbourne's Independent Public Art Advisory Panel under the terms of the Public Art Framework 2021-31 and the Plaques and Memorials policy 2016.*



Place and Road Naming Policy

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2. Title of Policy

This policy shall be known as the **Place and Road Naming Policy**. It is a Local policy.

2.1 Background

As the Naming Authority for place and road naming, the City of Melbourne receives requests from community members, land holders and developers to name a place, feature, road or locality. Clarity around the naming process across the organisation is required to ensure naming is consistent with Councils policy and vision, to provide a clear hierarchy of priorities and ensure increased community consultation is consistent.

2.2 Purpose

The purpose of this policy is to provide clarity around the process for naming places and roads within the City of Melbourne consistent with the *Naming Rules for Places in Victoria*. This policy will:

- 2.2.1 Revise the naming approach to be community-led rather than proponent/developer-led.
- 2.2.2 Improve engagement practices (including methods of engagement and including the taking of formal polls from the community).
- 2.2.3 Prioritise Aboriginal language names and the names of women who have contributed to Melbourne's historical development. An exception may apply where a Renewal area has an area specific naming guideline.

2.2.4 Compile a register of suitable names that can be drawn upon (at individual precinct level).

2.3 Scope

The policy applies to all place and road naming proposals within the City of Melbourne, whether or not the City of Melbourne is the proposer of the name.

2.4 Policy

Council will comply with the Naming Rules for Places in Victoria as issued by the State Government's Registrar of Geographic Names when considering the naming or renaming of Roads, Council buildings and facilities, features and localities.

It is policy Council will give priority to Aboriginal language names and the recognition of historically significant women, and improve Community Consultation by:

- 2.4.1 Taking a proactive Council approach to naming that increases community engagement, especially for significant proposals;
- 2.4.2 Ensuring the formal role of Traditional Owners is prioritised when considering proposed names for places and roads;
- 2.4.3 Simplifying public engagement standards, including methods of engagement that seek earlier ideas for and feedback on potential names prior to formally testing levels of community support including through the use of polls consistent with the Naming Rules; and
- 2.4.4 Ensuring consistency of naming priorities and processes.

2.5 Procedure

Management will make and maintain the *Place and Road Naming Guidelines*, which must ensure that:

- 2.5.1 All naming proposals will comply with the Naming Rules for Places in Victoria as issued by the State Government's Registrar of Geographic Names.
- 2.5.2 The operational Place and Road Naming Guidelines are followed for all naming proposals to achieve consistency with this policy at all times.
- 2.5.3 Minimum community consultation standards are developed, including:
 - 2.5.3.1 Defining and setting out how the community will be engaged;
 - 2.5.3.2 For significant naming proposals, setting out how the relevant Registered Aboriginal Party and/or local historical society will be consulted prior to general public consultation;
 - 2.5.3.3 For the most significant type of proposal where alternate compliant names are submitted during consultation, setting out the mechanism for polling the local community.
 - 2.5.3.4 Providing a mechanism for the establishment of a compliant name list of suitable names for a precinct, including renewals areas. Names approved by the relevant Registered Aboriginal

Party, may allow for the community consultation standards to be altered in relation to a particular precinct or renewal area.

2.5.4 All Councillors are notified prior to key milestones of a naming proposal, including:

2.5.4.1 Commencing Community Consultation.

2.5.4.2 A poll is taking place where more than one compliant name has been found for a place or road.

2.5.4.3 A Decision is made to support the name, and subsequently referred the proposed name to the Registrar of Geographical names (VICNAMES) for gazettal.

2.5.5 Any proposed naming that is inconsistent with this policy requires Council resolution to make an exception and to provide reasons for making the exception, unless the name is consistent with an already approved precinct level naming framework

2.5.6 Management will put in place a monitoring process to: ensure that the purpose of this Policy is being met; monitor the implications of this Policy on consistency of naming processes; track the number of naming proposal items on Council Meeting agendas; and record the reason for items being referred and/or called-in to Council. Management will undertake this analysis at least every 2 years and report relevant findings to Council as required.

2.6 Governance

Policy Owner: Director Planning and Building
 Docs Number: 16880485
 Last Revised Date: 12 September 2023
 Next Review Date: 12 September 2026

2.7 Document Approvals

| Name | Title | Version | Date | Signature |
|------|-------|---------|------|-----------|
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2.8 Version Control and Change History

| Version No. | Approval Date | Approved by | Amendment |
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