

Naming of Community Infrastructure and Public Places Policy

POL-PRK 04



Objective

To formalise the principles by which the City of Mandurah (the 'City') names community infrastructure and public places, ensuring that a consistent, fair and equitable protocol is followed.

Statement

Community infrastructure and public places are reminders of local history, culture and citizens, and are named or dual named appropriately to match the context and significance of the asset.

Guiding Principles

1. In general terms, naming should be unique and use form, spelling and style of contemporary Australian English. In particular cases, naming practice should take into account contemporary Indigenous and Torres Strait Islander spoken languages.
2. The City strongly supports the recovery and revival of Bindjareb Noongar language. The restoration of traditional Bindjareb names of geographical features and dual naming of public facilities and infrastructure is encouraged. Aboriginal names shall be in the local Bindjareb Noongar language and chosen in consultation with the Aboriginal community.
3. A name shall be wherever possible:
 - relevant to Australian, preferably local, history, flora, fauna, culture, local landscape and physical characteristics;
 - short and simple - preferably one to two words;
 - in all respects, in accordance with community standards;
 - complementary with and sensitive to existing names and design themes of adjoining assets;
 - not easily confused with or duplicating names within the region or nearby local governments;
 - be considerate of any potential risk to the reputation of the City and/or Council from aligning with an individual or company whose reputation may vary.
 - have strong local community support.
4. If personal names are used, the person commemorated should:
 - have contributed significantly to the development, protection or enhancement of the immediate locality (Mandurah) or greater region (Peel) that has produced long-term improvements in the area or community;
 - have actively served or contributed to an area of national or international importance;
 - have a long-term association with a local community group or service club (twenty years or more), service to the community or organisation must have been voluntary;
 - have donated property or funds for community benefit;
 - have their birth name recognised – no nick names;

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- preferably be recognised in memoriam.

Note: under the Land Administration Act 1997 names that commemorate a living person will not be considered for parks and reserves over one hectare.

Names of living persons are by their nature subject to partisan perception and change in community judgement and acceptance. For this reason the adoption of a personal name during the lifetime of the person concerned should only be made in exceptional circumstance.

5. Sensitivity to diverse cultural situations should be applied when selecting names and derogatory or discriminatory terms or terms likely to cause offence will not be approved.
6. Names of commercial entities must not be used unless part of a formal sponsorship proposal. This is dealt with under the City's Sponsorship Policy.

Naming of Parks and Reserves

Naming of parks, reserves and components of reserves must meet the requirements under the Land Administration Act and the Geographic Names Committee (GNC) WA Principles, Guidelines and Procedures.

Renaming of Community Infrastructure or Public Places

Renaming will only occur in an extraordinary case. Evidence of substantial community support must be provided for a change in name.

Where infrastructure or a public place has been named after a person and that person comes into disrepute through illegal activities, conviction or similar, whether retrospectively or subsequent to the naming, the name of the infrastructure or place shall be immediately removed.

Where a name change is being considered for any of the City's infrastructure (or reserve), the request is to be firstly referred to Land Management Service (LMS) to confirm if the current name is officially approved by the GNC.

If the current name is not officially approved by GNC, the City can apply for the new name to be approved through GNC. For the naming of any infrastructure after the street in which it is located, only the name of the street should be used and should not include the suffix (eg. Thomson Pavilion - not Thomson Street Pavilion).

If the current name is officially approved by GNC, Council will need to approve a recommendation to GNC for the change of name. Once the new name is approved by GNC, the City can officially change the name of the infrastructure.

Any naming, or renaming recommended to GNC should be accompanied with a plan to identify what is being named. The naming could include only the infrastructure on a reserve, only the reserve, or both the infrastructure and the reserve.

Signage

Any signage must be in line with the City's signage practices, design standards, and guidelines. The use of the City's logo will be in accordance with the City's image protocols.

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Requirements for Naming Proposals:

- Addressed to the Chief Executive Officer (CEO);
- Evidence of support from an Elected Member of the City;
- Address of the building or place to be named;
- A site plan clearly identifying the location and boundaries of the asset to be named;
- The reason for the choice of name including the history, meaning, significance and relevance to the Mandurah and/or Peel region or national/international contribution;
- If the nomination is being submitted by an organisation, documented evidence (ie. minutes from a committee / board meeting) must also be included in support of the nomination.
- For personal names, the following must also be supplied:
 - Biographical details: dates of birth & death (if relevant); length and years of service or association;
 - Written permission from the family in the case of a deceased person.

Assessment Process:

- On receipt of a nomination, the CEO shall circulate a copy to all Elected Members for consideration;
- Elected Members shall have at least two (2) weeks to consider the proposal. If an Elected Member is not in favour of the proposal they should submit their views in writing to the CEO;
- If it is deemed appropriate to pursue the nomination, the CEO will submit a confidential report to Council. Adoption of the recommendation will require an absolute majority decision by Council.

Note:

All naming proposals relating to parks and reserves must be presented to Landgate (GNC) for initial comment prior to it being presented to Council for approval. If approval is provided, formal approval from Landgate is then requested.

Definitions

Community Infrastructure – any property, complex, structure, building, bridge, asset, sporting field owned or under the control of the City, excluding public roads.

Community Place – an area owned or under the control of the City that is not deemed to be a park (Eg plaza) or public road.

Legislative Context

Land Administration Act 1997

For naming of parks, reserves or components of these i.e. pavilion, ovals, gardens.

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Related Documents

City of Mandurah Reconciliation Action Plan

POL-CMR 08 Aboriginal Connection To Country (Land) Policy

Responsible Directorate: Strategy and Economic Development

Responsible Department: Strategy

Reviewer: Executive Manager Strategy

Creation date and reference: Minute G.35/2/13, 26 February 2013

Last Review: Minute G.25/6/20, 23 June 2020

Amendments			
Version #	Council Approval Date, Reference	Date Document In force	Date Document Ceased
2	Minute G.35/2/15	25/02/2015	23/07/2019
3	Minute G.12/7/19	24/07/2019	23/06/2020
4	Minute G.25/6/20	24/06/2020	-