

Naming rules for places in Victoria

Quick guide

Council has contacted you regarding a naming proposal.

What are the naming rules?

The naming rules provide processes and procedures for naming roads, features and localities across Victoria.

Appropriate naming is essential for identifying locations when managing emergencies and delivering goods and services in Victoria. The naming rules are based on national standards and policies. They provide a strong basis for standardised and unambiguous naming procedures across the state.

They have been developed through detailed consultation with councils, government departments, emergency agencies and public service providers.

The full version of the naming rules can be found at www.land.vic.gov.au/thenamingrules

Why is there a need for naming rules?

The naming rules provide a structure for ensuring that assigning names to roads, features and localities in Victoria is undertaken in a consistent way for the community's benefit. Those benefits include:

- recognition and identification
- culture
- connection to country and place
- heritage
- landscape
- emergency service response and natural disaster relief
- communications, including postal and news services
- trade and commerce
- population censuses and statistics
- property rights and cadastre
- urban and regional planning
- environmental management
- map and atlas production
- navigation
- tourism.

What can be named or renamed using the naming rules?

Any public or private road, feature or locality within Victoria can be named, renamed or have its boundary changed using the principles, requirements and procedures in the naming rules.

There are many different roads and feature types in Victoria. Responsibility for preparing naming proposals and submitting them to the Registrar of Geographic Names can vary. Please refer to the relevant sections and appendixes in the naming rules.

Who can name or rename roads, features and localities in Victoria, and who oversees the process?

Members of the public are encouraged to participate in the naming process by proposing a name, initiating a naming proposal or responding to a relevant naming authority regarding a naming proposal.

Other stakeholders include emergency service organisations, Australia Post, owners corporations, private institutions, Traditional Owners, historical societies and utility or other service providers.

They can be involved in the naming process in three ways:

- Propose to the responsible naming authority a name for a road, feature or locality, or a locality boundary
- alert a naming authority and the Registrar to an issue with an existing name for a road, feature or locality or locality boundary and request that the matter be investigated
- comment on whether a naming, renaming or boundary change proposal conforms to the naming rules.

The proposal needs to be submitted to the naming authority responsible for the area in/across which the road, feature or locality is situated – it is important to note that the council(s) or relevant naming authority(ies) should be contacted for advice because some naming

authorities have their own naming policies or guidelines that augment the naming rules.

Who should be consulted?

There are several community groups to consult regarding a naming, renaming or boundary change proposal:

- the **immediate community**, which broadly includes people who live and work within the area and owners of properties or businesses; in particular, residents, ratepayers and businesses within the immediate area directly affected by the proposal.
- the **extended community**, which includes residents, ratepayers and businesses surrounding the area directly affected by the proposal; in particular, any visitor groups to the area such as shoppers, tourists, recreational or dining visitors and government (neighbouring councils) or non-government organisations with an interest in or who service the area.
- Traditional Owner group(s), local historical societies and eminent individual historians; service clubs such as Lions and Rotary Clubs, Country Women's Associations, farmers groups, school parents associations, Probus clubs, senior citizens centres, ethnic associations; and Tripple Zero Victoria and emergency service organisations (ESOs)¹.

How a naming authority builds awareness of a proposal and invites feedback

Building awareness of the proposal is key to engaging with the community. The following methods are discussed further in the naming rules. Each method has its own strengths and, prior to selecting one or more of the methods, naming authorities should consider the proposal's aims and desired outcomes of community consultation. For example, a survey is conducted to investigate opinions; a voting poll is used to make a choice for one or more options.

The following methods can be used to build awareness of the proposal and invite feedback. Each one has its own advantages and conditions of use:

- notices in newspapers
- letters to the immediate or extended community

- surveys (for use only with the immediate community)
- voting poll
- Internet sites and social media
- public meetings.

What is an objection?

An objection is a way for members of the community to inform the naming authority that one or more people disagree with a naming or renaming proposal. An objection must explain why a proposal is opposed.

Simply lodging opposition without an explanation does not help the naming authority understand the underlying issues.

Lodging objections

Any person or organisation can lodge an objection to a naming, renaming or boundary change proposal during the public consultation period administered by the relevant naming authority. Objections must be lodged directly with the naming authority within the minimum 30 days allocated for feedback. Naming authorities can, if necessary, provide for a longer feedback period.

Considering objections

- Any objections received during the public consultation period must be considered by the naming authority. The naming authority is responsible for deciding the weight to be given to competing objections, having regard to the naming rules and any other relevant matters it identifies.
- All objections must be included in an assessment report, stating the objection and indicating relevance to the naming rules and the naming authority's consideration/response to the objection.
- The naming authority need not consider objections that don't explain reasons for the objector opposing the name.
- The decision about whether or not to proceed with a naming proposal resides with the naming authority.

¹ ESOs encompass agencies that include Country Fire Authority (CFA), State Emergency Services (SES), Fire Rescue Victoria (FRV), Victoria Police (VicPol), Ambulance Victoria (AV). If consulting Emergency Service agencies,

consider contacting both local and administrative management (headquarters) as well as 000 Triple Zero Victoria.



Appeals

In the case of a naming authority accepting a proposal, the letter to objectors also needs to include details of how an appeal can be made to the Registrar.

An appeal can only be made if the objector can demonstrate that either:

- the naming authority did not consider the objections during its deliberations.
- the proposal does not reasonably conform to the principles and statutory requirements of these naming rules.

The letter to objectors needs to indicate that an appeal to the Registrar must be lodged within 30 days of the naming authority accepting the proposal and/or sending the letter to the objector (whichever is later).

Need more information?

Find out more about the government's initiatives at dtp.vic.gov.au



Department
of Transport
and Planning