

# ASSET NAMING POLICY

QUALITY CONTROL			
EDRMS REFERENCES	12/14 – D23/33938		
RESPONSIBLE POSITION	Director Corporate and Community		
APPROVED BY	Council		
REVIEW DATE	30 June 2025	REVISION NUMBER	1
EFFECTIVE DATE	ACTION	MINUTE NUMBER	
28 June 2023	<b>Public Exhibition</b>	47242	
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## 1. INTRODUCTION

The Asset Naming Policy has been developed to ensure Council assets within the Broken Hill City Council Local Government Area (LGA) are named in a fair and consistent manner whilst meeting legislative requirements.

## 2. POLICY OBJECTIVE

The objective of this policy is to define the conditions and process for the naming of Council assets including roads, reserves, buildings, places, geographical features and other non-physical assets, within the Broken Hill LGA.

## 3. POLICY SCOPE

This policy applies to applications for naming, renaming and commemorative/recognition installations of Council owned and or controlled assets.

## 4. POLICY STATEMENT

Whilst reflecting legislative and regulatory guidelines, this policy ensures that Council assets are named or re-named consistently in a transparent manner. Names will only be selected if deemed suitable to the physical, historical or cultural character of the Broken Hill area.

### 4.1 General Principles

Providing a consistent naming convention for all Council assets will establish the following benefits:

- a. Assistance in efficient emergency response situations by emergency services and other public services;
- b. Ensuring public ease of wayfinding when moving around the Broken Hill LGA;
- c. Assistance in the efficient delivery of goods and services, which will promote improved commercial activities; and
- d. Recognition of the historical and cultural significance within the Broken Hill LGA.

## **4.2 General Priorities**

As Australia's First National Heritage Listed City, names representing the unique heritage of Broken Hill are encouraged, including themes such as:

- a. Aboriginal History, Heritage and Culture
- b. Geological and mineralogical history
- c. Mining/mining innovation
- d. Flora and fauna
- e. Pastoral
- f. Historically significant people, activities, and industries
- g. War veterans
- h. Early explorers/settlers

## **4.3 Naming Conventions**

### **4.3.1 Regulatory Requirements**

The Geographical Names Board of NSW (GNB) is the official body for naming and recording details of places and geographical features within NSW. The GNB policies regulate the creation, maintenance and distribution of place names and address data through rules intended to meet the needs of community, government, business and emergency services. Depending on the asset, applications for naming/re-naming may be subject to the approval of the GNB.

### **4.3.2 Determining Names**

When assessing applications to name/rename roads, reserves, places and geographical features within the Broken Hill LGA, Council consideration will be made in accordance with the principles of the Geographical Names Board of NSW Policy, Place Naming and the NSW Address Policy and User Manual.

### **4.3.3 Road Names**

Council will apply the procedural framework provided by The NSW Road Regulation and the NSW Address Policy and User Manual, for all road naming conventions.

## **4.4 Naming Requests**

### **4.4.1 Naming Assessment Criteria**

4.4.1.1 Council will consider applications which are suitable to Broken Hill LGA, in accordance with the Geographical Names Board of NSW Policy, Place Naming and the NSW Address Policy and User Manual. Suitable names may include:

- a. Commemorative names, in recognition of a person, event or place, typically comprised from acts of bravery, community service and exceptional accomplishments.
- b. Indigenous names that represent a historical and cultural connection to the Broken Hill LGA or a particular site.

- c. Significant events and their anniversaries which contribute to the unique history and culture of the Broken Hill LGA or a particular site.
  - d. Naming after a community organisation or service club is not a favourable option unless the organisation/service club has made or is committed to making a significant contribution to the development/improvement of the asset. A favourable alternative to the asset naming would be to install suitable inscriptions/plaques in acknowledgment of the organisation's/service club's contribution.
- 4.4.1.2 Naming requests based solely on land ownership are insufficient and will not be adopted.
- 4.4.1.3 Council will not consider names that are:
- a. Discriminatory or derogatory in nature, that being names which are perceived at a given point in time to be offensive, demeaning or harmful.
  - b. Commercial in nature, whereby a name is constructed to promote a business, however business names no longer in use which represent historical heritage may be considered.
  - c. Already in use or have a similar spelling/sound to names already in use in the Broken Hill LGA.
  - d. Deemed to pose a risk to public safety and service delivery by emergency, postal and other governmental service providers.
- 4.4.1.4 For the naming of newly acquired, installed, or refurbished assets, Council may provide a naming proposal. Alternatively, Council may also decide to advertise, requesting community proposals of name considerations.

## **4.5 Re-naming Requests**

- 4.5.1 General preference for existing names
- 4.5.1.1 Requests for asset re-naming are not generally accepted unless the current name:
- a. Does not meet the Australian/New Zealand Rural and Urban Addressing Standards (AS/NZS 4819:2011);
  - b. Has the potential to cause a safety issue;
  - c. Creates confusion due to duplicate names;
  - d. Has a spelling error; or
  - e. Is deemed to be offensive.
- 4.5.1.2 Re-naming applications must demonstrate that:
- a. The current name is inappropriate in accordance with section 4.5.1.1 of this policy; and
  - b. The proposed new name has significant community support.

#### 4.5.2 Dual Names

- 4.5.2.1 Council acknowledges the significance of Aboriginal culture and supports a meaningful contribution to the process of reconciliation in NSW by encouraging and promoting recognition of Aboriginal asset names. Where an asset is already identified by a well-established, non-aboriginal name, an Aboriginal name put forward for the asset can be assigned as a dual name and sit alongside the existing name.
- 4.5.2.2 A dual name must be indigenous to the LGA and can only be assigned where there is definite evidence (preferably historic), in the form of written or oral tradition that the feature has two names.
- 4.5.2.3 All dual names require the support of the local Aboriginal Land Council and where relevant, tribal elders of the area. Some rare circumstances may also require approval from a Regional or State Aboriginal Land Council.

#### 4.6 Plaques and Memorials

- 4.6.1 Applications for the insertion of memorial and plaques of recognition may be considered at Council discretion, in accordance with section 4.4 of this policy.
- 4.6.2 All expenses incurred by a memorial/plaque in relation to design, fabrication, installation and maintenance, including those incurred by loss, damage and or replacement will be the responsibility of the applicant/donor unless otherwise discerned by Council.
- 4.6.3 The design of plaques including size, material, text and or graphics as well as the location suitability must be approved by Council Officers in accordance with Council Management Plans and other planning documentation.
- 4.6.4 At the end of a plaque/memorials useful life Council may choose to remove the item. Reasonable attempts will be made to return the item to the donor/applicant.
- 4.6.5 Council reserves the right to remove/and or relocate a plaque or memorial under any of the following circumstances:
  - a. The area is to be developed; or
  - b. The item is no longer deemed suitable to the area; or
  - c. The structure/support of the memorial/plaque is to be removed, relocated or altered.

#### 4.7 Naming of Buildings, Facilities and other Non-Physical Assets

- 4.7.1 The naming of buildings, facilities and other non-physical assets such as awards etc are not covered by legislation and therefore Council are able to determine asset names as they see fit.
- 4.7.2 The Geographical Names Board provide no recommendation or guidelines for the naming of buildings or other objects/spaces not defined as a road, park or place, however for consistency and transparency, Council will apply the same principles for all asset naming.

- 4.7.3 The following principles shall also apply when naming Council-owned buildings, facilities and other non-physical assets
- 4.7.3.1 The following naming themes may be applied to buildings, facilities and other non-physical assets:
- a. Functional names;
  - b. Non-functional names, i.e. naming after a person, group or event;
  - c. Local names;
  - d. Commemorative names; or
  - e. A combination of any two of the above.
- 4.7.3.2 The name of buildings, facilities and other non-physical assets shall not change during the assets life, unless the current name is deemed inappropriate in accordance with section 4.5.1.1 of this Policy.
- 4.7.3.3 Once an asset has reached the end of its useful life, Council reserve the right to permanently remove the name and are neither required to replace the asset or continue the use of the name.
- 4.7.3.4 At Council's discretion, community feedback may be sought in relation to naming of buildings, facilities and other non-physical assets, through community consultation processes.

#### **4.8 Application, Assessment and Consultation Process**



## 5. IMPLEMENTATION

### 5.1 Roles and Responsibilities

The following Council officers are responsible for the implementation and the adherence to this policy.

Position	Responsibility
Councillors	<ul style="list-style-type: none"> <li>Approve or decline Asset Naming Applications by way of a formal Council Resolution.</li> </ul>
Asset Naming Committee	<ul style="list-style-type: none"> <li>Review and assess Asset Naming Applications against relevant policy and/or legislation and in the best interest of the community.</li> <li>Refer Applications to Council along with the Committee's Recommendation.</li> </ul>
General Manager	<ul style="list-style-type: none"> <li>Principal delegation of management systems, policies and procedures including reports to Council.</li> </ul>
Director Corporate and Community	<ul style="list-style-type: none"> <li>Review Applications to ensure they comply with minimum requirements.</li> <li>Provide additional background research to verify historical accuracy and recommend alternative naming options.</li> <li>Review and verify Asset Naming Applications, including applications relating to Aboriginal Cultural Heritage.</li> </ul>
Executive Leadership/Senior Leadership Teams	<ul style="list-style-type: none"> <li>Notifying all staff of asset naming approvals.</li> </ul>
Council Officers	<ul style="list-style-type: none"> <li>Adhere to the Asset Naming Policy and Asset Naming Procedure.</li> <li>File related documentation into Council's Electronic Document and Records Management System.</li> <li>Council Officers shall refrain from personal activities that would conflict with proper execution and management of Council's Asset Naming Policy and Asset Naming Procedure. Council's Code of Conduct provides guidance for recognising and disclosing any conflicts of interest.</li> </ul>

## **5.2 The Role of the Asset Naming Committee**

The Asset Naming Committee consists of a minimum of three Councillors appointed as delegates, the General Manager (optional), Director Corporate and Community, Director Infrastructure and Environment, Director Finance and Commercial and the Strategic Asset Management Coordinator. Other Council Officers may be invited to committee meetings as subject matter expertise.

The Asset Naming Committee is responsible for reviewing and assessing Asset Naming Applications, proposed by Broken Hill City Council and/ or the community against Council policy, in the best interest of the whole of community.

The Asset Naming Committee provide recommendation to Council either in support to adopt or refusal of a received Asset Naming Application.

## **5.3 The Role of the Elected Council**

Council will consider and resolve Asset Naming Applications and subsequent recommendations provided by the Asset Naming Committee.

- 5.3.1 Where Council approves the recommendation of the Asset Naming Committee, the naming proposal will be placed on public display for a period of 28 days for community consultation. Any comments received by the public will be submitted at the next scheduled Council meeting for Council consideration prior to approval of the asset naming.
- 5.3.2 Where more than one choice of name is submitted to Council as part of an application, or proposed during community consultation, Council will assess each name in accordance with policy and process and make a determination in the best interest of the whole of community.

## **5.4 Communication**

This Policy will be communicated to the community and staff in accordance with Council's Policy, Procedure and Process framework and Council's Business Paper process. Following adoption by Council the Policy will be made available on Council's website.

## **6. ASSOCIATED DOCUMENTS**

The following documentation is to be read in conjunction with this policy.

- Asset Naming Procedure
- Asset Naming Application Form
- Asset Naming Committee – Terms of Reference

## **7. REVIEW**

Review of this policy will incorporate relevant legislation, documentation released from relevant state agencies and best practice guidelines.

The standard review period will be within each term of Council following the Local Government Elections, or as required to ensure that it meets legislation requirements and the needs of the community and Council. The responsible Council officer will be notified of the review requirements three months prior to the expiry of this policy.

The Director Corporate and Community is responsible for the review of this policy.

## 8. LEGISLATIVE AND LEGAL FRAMEWORK

This policy is to be read in conjunction with the following:

- *Roads Act 1993*
- *Geographical Names Act 1966*
- *Local Government Act 1993*
- NSW Road Regulation 2018
- Geographical Names Board of NSW Policy – Place Naming 2019
- NSW Address Policy and User Manual 2021

Council employees shall refrain from personal activities that would conflict with proper execution and management of Council's Asset Naming Policy. Council's Code of Conduct provides guidance for recognising and disclosing any conflicts of interest.

## 9. DEFINITIONS

<b>“Building/Facility”</b>	A man made structure.
<b>“Place/Town”</b>	An area with defined borders, including suburbs.
<b>“Geographical Feature”</b>	A permanent physical part of the environment for example hills, cliffs, lakes, rivers.
<b>“Locality”</b>	A bounded area within the landscape that has not been defined as a suburb.
<b>“Non-Physical Asset”</b>	including but not limited to: awards, prizes and plaques.
<b>“NSW Geographical Names Board”</b>	(GNB) comprises representatives from government agencies and persons with subject matter expertise. Together they form an authoritative body under the <i>Geographical Names Act 1966</i> .
<b>“Road”</b>	An open way, usually surfaced with tarmac or concrete, providing passage from one place to another. Includes terms such as street, avenue, lane and crescent.
<b>“Reserve”</b>	An area proclaimed to be a public reserve by government legislation. Includes parks, playgrounds and sports fields.
<b>“Road Reserve”</b>	Land that is set aside for the purpose of a public road. Applications to name or re-name road reserves will not be accepted. A road reserve will take its name from the road it is adjacent to. A road reserve at the point of an intersection will take its name from both roads or the name of the intersection.
<b>“Memorial”</b>	An object or feature intended to preserve the memory of a person, group, event or place.
<b>“Plaque”</b>	A plate, tablet or slab made of metal, stone or any other appropriate material with text and/or graphics displayed on it and fixed on, applied to, or inserted in/on a surface.