



POLICY GUIDE

1. Policy name and language

Naming of Places Policy. Place Naming Policy. Place and Road Naming Policy.

The Naming of Places in Victorian Guidelines refer to the meaning of Place to be inclusive of Roads, Features and Localities and includes a description of what is included in each.

Use consistent place naming language, particularly that 'place' refers to roads, features and localities, and inclusive language around gender and identities.

2. Purpose and background

Policy drivers:

To strategically and proactively manage the commemoration of notable people in public places to ensure equality and diversity is a reality and the commemorative landscape reflects the community.

Ensure that the authority follows the Naming Rules when investigating and determining naming applications, so that there is transparency and consistency in decision-making and policy application.

Challenge the previous gendered nature of celebrating success in public commemoration and create a new approach that will equally recognise people of all genders and identities for their contribution to shaping communities and history.

Establish a proactive approach that strategically manages commemorative naming and monitors impact in accordance with Legislation, Naming Rules and Council Policies – in Victoria that includes Naming of Places in Victoria, Victorian Gender Equality Act 2020, Our Equal State (2023/27) and Local Government Act 2020.

Prioritise Aboriginal language, women (intersectionality) and non-binary people who have contributed to the area's historical, cultural or social development.

Compile a register of suitable names that can be drawn upon for future public commemorations.

3. Target

A target is essential in achieving place naming equality and is a proven way to introduce change in a timely way. Without targets it will be almost impossible to achieve change and equality.

We recommended setting a target for the inclusion of women and gender diverse people of at least 70%. The statement could say "at least 70% of all new commemorative places are to be named after women and gender diverse people with a commitment to diversity and intersectionality". (For organisations in Victoria this meets the requirements of Our Equal State 2023-27.)

4. Data and monitoring

Include the data identified in your initial audit or add the need to undertake an audit that is to include gender and identifies, commit to an annual review of statistics and, where possible, establish the approximate length of time to achieving parity.

Include the data identified in your initial audit or a commitment to undertake an audit by gender – men, women, non-binary – and to expand data collection beyond gender to include identities such as Aboriginal, migrant/refugee, LGBTIQ+, disability.

Commit to an annual review of statistics and, where possible, establish the approximate length of time to achieving parity.

5. Processes and engagement

Include the process for each of the ways naming can be generated – by council, by external nomination of name and/or place and by developers for new subdivision including a commitment to how communities will be genuinely engaged in each. Consider an annualised process or bulk naming as laid out in a strategic approach to minimise operational burden with maximum impact.

Include how you will engage with the community in a proactive, constructive and efficient way.

6. Resources, governance and delegations

Identify who is responsible for each aspect of the policy and process and the established accountabilities.

Include what resources (staff/team) are or will be available to strategically and proactively manage place naming policy and procedures.

Refer to the establishment or retainment of a committee to support and oversee the process as per the policy.

Include the need for staff and committee members to undergo gender equality training to perform their duties in accordance with other policy, legislation and guidelines.

Include that all PDs and Terms of Reference (ToR) will include a commitment to gender equality and full implementation of Place Naming Policy.

The ToR to include that membership composition will meet representation and diversity goals.

Ensure clear delegated authority lines are endorsed and used.

7. Bank of names (Name Bank)

Include reference to the development, approvals and prioritisation of a Names Bank of women to guide future commemoration places and assist in meeting targets. This will require research and an opportunity to engage with community through the call for nominations.

8. Public Art – commemorative justice includes public place naming and public art

Therefore, we recommend that other policy/policies be created/reviewed/monitored to deal with equality in public art including statues, memorials, plaques, murals, etc, to ensure equality is also understood and being addressed in all public places.

9. Policy examples

Baw Baw Shire Council – Feature and Road Naming Policy <https://www.bawbawconnect.com.au/placenamingpolicy>

City of Casey – Naming of new Recreation Reserves and Community Facilities mav.asn.au/data/assets/pdf_file/0015/32442/Casey-City-Council-Guideline-Naming-of-New-Recreation-Reserves-and-Community-Facilities-Aug-2021.pdf

Darebin Council – Place and Road Naming Policy – at least 75% of all commemorative roads, locations and features to be named after women <https://www.darebin.vic.gov.au/files/assets/public/v/1/about-council/documents/place-and-road-naming-policy-april-2023.pdf>

Darebin Council – Breathing Space Open Space Plan – “A4.7 Achieve gender parity in the naming of open spaces as quickly as possible over the course of this strategy (and beyond) through naming at least 80% of new public open spaces (and renaming existing spaces where appropriate) for significant women.”