

Naming Policy

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1. Scope

This policy applies to the naming of roads, places such as parks, natural areas, civic places and open spaces, and other assets such as buildings, internals of buildings, facilities within reserves, bridges, and carparks (**'in scope assets'**).

This policy does not apply to any land or asset not managed by the City of Parramatta Council (**'Council'**).

This policy does not supersede any of the prescribed requirements under the *Geographical Names Act 1996*.

This policy does not apply retrospectively. Some existing road or place names within Council Local Government Area (**'LGA'**) do not comply with this policy. Generally, these will only be changed if there are compelling reasons.

2. Purpose

The purpose of this policy is to provide clear direction and a consistent approach for determining and approving the naming of in scope assets that are owned, operated or managed by the City of Parramatta.

This Policy compliments, and is consistent with, the policies and principles as specified by the Geographical Names Board (**'GNB'**). The GNB is the official body for naming and recording details of places and geographical names in New South Wales (**'NSW'**). The GNB is responsible for the implementation of the NSW Address Policy and User Manual (**'APUM'**) and the GNB Place Name Policy.

This policy sets out the criteria Council is required to consider in respect of naming proposals for all in scope assets, regardless of whether the asset type falls under the statutory authority of the GNB. It provides the requirements for determining and selecting naming options for all in scope assets.

3. Policy

Council is dedicated to preserving the unique character of the Parramatta LGA for the benefit of the community, while, providing appropriate names for assets and places that are owned, operated or managed by Council.

Naming of in scope assets will be actioned in accordance with this Policy and merit assessed on a case-by-case basis.

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All proposed names must meet the legislative requirements of the Geographical Names Act 1966 and for applicable asset types, meet the requirements as detailed in the GNB Place Naming Policy and the NSW APUM.

Some naming projects, delivered by Council on behalf of a third party, may be charged as per Councils List of Fees and Charges.

4. Naming Principles

All names shall meet the Universal Naming Principles detailed in the GNB Place Naming Policy and/or the principles of Road Naming in the NSW APUM.

Council's naming principles are that names shall be inoffensive and enduring through diversity, and shall recognise the rich tapestry of cultures, histories, unique identities, stories, events and landscapes of the City.

5. Naming Prioritisation

Council will prioritise naming:

- Of new assets or places;
- Where genuine mailing or service delivery problems exist; or
- Where emergency service issues exist.

Should unnamed assets or places be identified, these will be placed on a list of identified naming projects. Council will prioritise the list as per the above criteria and lower priority projects will be delivered when resources are available to do so.

6. Renaming

Renaming of assets is discouraged as it may create costs, burden and confusion for Council and the public.

Renaming assets will be considered and undertaken when:

- Names are or are perceived to be offensive;
- There are genuine addressing, service delivery, or emergency services issues; or
- Concerns are raised by the GNB with Council.

Council understands that social attitudes and understanding to subjects commemorated in names may change over time. As an alternative to renaming, and where practical to do so, Council may take an educative approach in acknowledging this change through educational initiatives, interpretive materials, or other appropriate means, consistent with its obligations under applicable legislation and community engagement guidelines.

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7. Themes and Sources of Names

The theme or type of name proposed must align with the Naming Principles included in Section 4 of this policy and will be dependent on the significance of the asset.

Precincts may be themed to develop a sense of place and belonging for visitors, the local community and Council. If precedence exists, this can be used to further develop theming for other assets in the area.

Existing research near the site or asset to be named should be referenced where possible to support development of themes or names.

Themes and names may be sourced from:

- Local history, such as historic uses, events or eminent persons;
- Thematic names such as flora and fauna;
- Names utilising Aboriginal languages;
- Names recognising multicultural connections to the area;
- Landmarks and geographical features;
- Names appropriate to the physical, historical or cultural character of the area;
- Functional or location names; and
- Commemorative names (in line with Council's Commemorative Works and Memorials Policy and the GNB Guidelines).

Site-specific research will be undertaken to determine appropriate theming. Council Officers will consult Ward Councillors regarding preferred theming to inform the naming selection process for an asset prior to undertaking community consultation.

8. Community Engagement

Community engagement on naming proposals will be undertaken in accordance with Council's Community Engagement Strategy and Section 12 of this Policy.

The primary purpose of community engagement is to ascertain offensiveness or perceived offensiveness of a naming proposal, as per GNB requirements.

Exhibiting multiple options for the naming of one (1) asset is at Council's discretion.

Community suggested names are not generally sought during engagement however they may be considered for significant assets, where Council deem it appropriate. Any new names suggested by the community during consultation will be added to Council's

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naming register, checked against GNB's criteria and utilised for future projects where suitable.

Public competitions for naming projects will not be considered.

9. Roads

Under the Roads Act 1993, Council is the naming authority for any road under the control of Council, including public roads where it is the roads authority or a road that is to be dedicated to Council by way of a subdivision of land.

Council will comply with the procedure for naming and renaming roads as outlined in the NSW APUM.

Proposed names will be pre-approved by the GNB prior to community engagement.

In accordance with legislated requirements, Council will exhibit pre-approved names for community engagement.

Preferred names must be endorsed by Council, and approved and gazetted by the GNB as per legislated requirements.

10. Place Naming

Council is the naming authority for any public place owned, operated or managed by Council, such as parks, natural areas, civic places, open spaces, and bodies of water.

Proposed names must be exhibited for community consultation prior to submission to the GNB.

Preferred names must be endorsed by Council post community engagement.

Council endorsed names will be submitted for review and approval by GNB, and where applicable further exhibition by the GNB.

11. Other Naming Opportunities

Council is responsible for the naming of other assets owned, managed or operated by Council that do not require GNB approval, such as (but not limited to):

- Buildings (such as libraries, community centres and amenities buildings);
- Internals of buildings (such as meeting rooms, function rooms, and other spaces);
- Facilities within reserves (such as pavilions, grandstands and gardens);
- Bridges; and

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- Carparks.

Prior to the commencement of a naming project, the suitability of the asset for naming will be assessed. This may include consideration of the other assets already named at the site.

There are no legislated requirements under the GNB regarding the naming of Council owned assets and facilities listed above. All names shall meet the Universal Naming Principles detailed in the GNB Place Naming Policy.

Community engagement on naming proposals will be undertaken in accordance with Council's Community Engagement Strategy and Section 12 of this Policy.

All proposed names require Council endorsement.

Where relevant, GNB shall be notified of Council endorsed names to ensure the name, position and origin is recorded in the Spatial Services' Digital Topographic Database and the name shown on maps.

12. Procedural and Engagement Requirements

Table 1 outlines how Council has categorised the tiers of naming projects, with details on how these are consulted with community.

Table 1. Asset significance and engagement details

Tier	Asset type	Procedure and engagement requirements
1	Precincts For example: New development areas with multiple assets to be named (such as parks and roads)	<ul style="list-style-type: none"> - The specific procedural and engagement requirement will be in line with the asset type requirements detailed in this policy and GNB guidelines. - Theming is at Councils discretion. - Developer research and feedback will be considered in the development of suitable names. - Existing research from precinct development studies, masterplans, cultural arts plans, heritage assessments or other such documentation will be utilised to supplement targeted research where available. This enables consistent and coherent theming across a precinct.

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		<ul style="list-style-type: none"> - Engagement required to meet legislative requirements of asset type. - Council will engage with the community to ensure priorities are reflected in naming decisions. - It may be appropriate to exhibit only one name per asset, depending on the volume of naming requirements in the precinct.
2	Assets and places with significant community interest and profile For example: Major roadways and civic places, District parks, Significant natural areas, Significant Bridges, Community and cultural facilities (such as libraries, community centres, etc.) Multi-level CBD carparks	<ul style="list-style-type: none"> - Naming proposals will be placed on public exhibition for a minimum of 21 days. - Council will engage with the community to ensure priorities are reflected in naming decisions by exhibiting multiple names for a single asset concurrently, where possible. - Detailed research into the history of the place will be undertaken to determine possible theme options, this may include use of existing research or new research undertaken specifically for the naming project. - All theming options may be considered for these assets.
3	Assets and places with local community interest and profile For example: Addressed roads, Local parks and open spaces, Amenities buildings	<ul style="list-style-type: none"> - Council will engage with the community to ensure priorities are reflected in naming decisions, proportional to the scale of the naming project, by consulting on multiple names for a single asset concurrently, where feasible. - Existing research should be prioritised to determine naming options. - All theming options can be considered for these assets.
4	Assets and places with limited community interest and profile For example: Service and delivery lanes,	<ul style="list-style-type: none"> - For laneway naming proposals, Council will undertake community consultation for pre-approved names in accordance with legislated requirements. - For other assets, there are no legislated requirements for community consultation (refer to Section 11 of this policy).

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	Facilities such as local at-grade carparks, and toilet blocks, Council administration buildings	<ul style="list-style-type: none"> - Names that have been previously pre-approved by the GNB or other existing research should be prioritised to determine naming options. - Use of names such as flora and fauna, historic uses and landmarks are encouraged. - It is at Councils discretion whether multiple names will be exhibited concurrently.
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13. Aboriginal Languages in Naming

Council will engage the Traditional Custodians (Baramadagal / Dharug) community to determine suitable naming options and if the asset is suitable for an Aboriginal language name.

Engagement with the Traditional Custodians (Baramadagal / Dharug) community is required when utilising Aboriginal languages to ensure:

- A culturally appropriate name is chosen;
- The word comes from the local language group; and
- The story and meaning behind the word is captured.

Council will ensure Aboriginal language names are supported by representatives of the local Aboriginal community via written communication. Written support will be provided to the GNB as per their requirement.

14. Dual Naming

Council has an ongoing commitment as part of the First Nation's Strategy (2024 – 2029), to elevate Dharug Language wherever possible through dual naming and signage projects.

Council will follow the GNB Guidelines for dual naming projects.

Council will engage the Traditional Custodians (Baramadagal / Dharug) community to determine if the asset is suitable for dual naming and to determine naming options.

15. Delegation

There are Administrative and/or Legislative delegations applicable to this Policy, which are provided for in Council's Delegations Manual.

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16. Definitions

Term	Definition
Aboriginal	First Nations and Traditional Custodians
GNB	Geographical Names Board of NSW as constituted under the <i>Geographic Names Act 1996</i> .
GNB Pre-approval	Council will submit potential naming options for review to the GNB to ensure they are suitable prior to community engagement. The GNB may provide pre-approval or reject the names submitted. Pre-approval is not relevant to place naming.
Eminent person	A person known for their contributions to the City of Parramatta and positive impact on the local community. They must have a direct connection to the City of Parramatta, as well as a strong association within the ward and local area.
In scope assets	Pertains to any assets that are owned, operated or managed by the City of Parramatta.
Road naming	Road naming refers to the naming of all formed roads, including private roads that are generally open to the public or to services.
Place naming	Under the <i>Geographical Names Act 1966</i> "place" means any geographical or topographical feature or any area, district, division, locality, region, city, town, village, settlement or railway station or any other place within the territories and waters of the State of New South Wales but does not include any road, any area (within the meaning of the Local Government Act 1993), area of operations of a county council or a joint organisation area (within the meaning of that Act), any electoral district under the Electoral Act 2017 , any school or any place or place within a class of places to which the provisions of this Act do not apply by virtue of the regulations.
REFERENCES	Roads Act 1993; Roads Regulation 2018;

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	Geographical Names Act 1966; AS/NZS 4819 (Urban and Rural Addressing); Aboriginal Languages Act 2017; and Local Government Act 1993.
ASSOCIATED POLICIES	NSW Address Policy and User Manual; GNB Place Naming Policy; COP Commemorative Works and Memorials Policy; COP Community Engagement Strategy; and COP First Nations Strategy.

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