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NAMING OF NEW RECREATION RESERVES AND COMMUNITY FACILITIES

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Introduction

This guideline documents key principles and a formal and centralised process for the naming of new recreation reserves (reserves) and community facilities (facilities) in the City of Casey. The guideline, and process, will facilitate:

- Establishing one interim name for internal and external purposes, to avoid multiple or colloquial unofficial naming within the organisation and within community or by developers, prior to the naming process being completed.
- Coordinated research and opportunities for the selection of names, particularly to name co-located Council reserves and facilities with the same name.
- Bringing forward the naming process to maximise opportunities to engage with other stakeholders including Traditional owner group(s), local heritage groups, and the Department of Education where reserves or facilities are co-located with State schools.
- Community engagement to select the name of a new reserve or facility.
- Implementing the chosen name of the reserve or facility well in advance of community use.
- Improved wayfinding and community connection for residents and visitors to the City of Casey.
- Prioritising inclusion of under-represented groups to recognise their belonging in Casey through naming, and strengthening ongoing connections and partnerships that are underpinned by self-determination.

Role of Geographic Names Victoria

Geographic Names Victoria (GNV) oversees the naming and registration of roads, features and localities in Victoria under the administration of the *Geographic Place Names Act 1998*.

The names of Council's recreation reserves require registration with GNV, with Council as the responsible naming authority. While community facility names can be registered with GNV, this is optional and subject to meeting GNV Naming Rules. Current practice is to meet Council requirements only which provides greater flexibility in the type of name selected.

GNV Naming Rules

The Geographic Names Victoria (GNV) 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. 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. The Naming Rules also establish a process and criteria for selecting or assigning an Aboriginal or Torres Strait Islander name of a place which includes engaging with Traditional Owner groups.

The General Principles of the Naming Rules [at July 2021] are:

- A. Ensuring public safety – geographic names and boundaries must not risk public and operational safety for emergency response; or cause confusion for transport, communication and mail services
- B. Recognising the public interest – regard needs to be given to the long-term

consequences and short-term effects on the wider community of naming, renaming or adjusting the geographic boundary of a place

- C. Linking the name to a place – place names should be relevant to the local area with preference given to unofficial names used by the local community
- D. Ensuring names are not duplicated – proposed names must not duplicate another name nearby (5 kilometre radius for metropolitan urban areas), irrespective of locality and/or council boundaries
- E. Naming must not be discriminatory – refer to the *Equal Opportunity Act 2010*
- F. Recognition and use of Aboriginal languages in naming – the use of Aboriginal languages in naming is encouraged, subject to agreement from all relevant Traditional Owner group(s), where consideration can be given to dual names. Naming authorities are encouraged to consult with Traditional Owner group(s) prior to any public consultation on the proposed name.
- G. Dual names – used as a way of recognising the names given to places by different enduring cultural and language groups, typically giving simultaneous and joint recognition of Aboriginal and non-Aboriginal cultures. Dual names can be applied to natural topographical features which may form all or part of a state forest, national park, Crown land reserves or open space recreation reserves.
- H. Using commemorative names – often used to commemorate an event, person or place. If named after a person, that person should be or have been held in strong regard by the community. Names of living people should be avoided due to the potential for change in regard and reputation within the community. A commemorative name applied to a feature (e.g. recreation reserve) can use the first name and surname of a person, although it is preferred that only the surname be used.
- I. Using commercial and business names – naming authorities should not name places after commercial businesses, trade names, estate names (which are solely commercial in nature) or not-for-profit organisations due to the potential for change in regard and reputation within the community
- J. Language – consideration to be given to pronunciation and written form of the name.
- K. Directional names to be avoided – e.g. Cardinal directions (north, south, east and west)
- L. Assigning extent to a road, feature or locality – the naming authority must clearly define the area and/or extent to which the name will apply

Note the guidelines are subject to change by GNV. When undertaking a naming process, the most up to date Naming Rules should be used.

Interim Name

The purpose of the interim name is to assist stakeholders in referencing the same recreation reserve or community facility for the purposes of planning, financing, constructing/developing and servicing the new reserve of facility.

When engaging with the community, clarify the interim name and that a permanent name will be determined. Relevant officers should also maintain awareness of the use of colloquial or

unofficial names within the community or given by developers that may lead to community expectation being created. This should be called out when identified.

The interim name will be determined by:

- Community Facilities Operations team for community facilities
- Recreation and Open Space Planning team for recreation reserves

The following teams should be consulted (as appropriate) on the interim name:

- Growth and Investment teams including Subdivisions, Planning, Contribution Plan (when selecting interim name)
- City and Asset Planning including Infrastructure and Facilities Planning teams (when selecting interim name)
- Active Communities teams including Community Sport and Connections, and Community Facilities Management (when ready as a project)
- City Design and Construction (when ready as a project)
- City Presentation (when ready as a project)
- Finance (when ready as a project)
- Other Services (as needed)

Naming convention for interim names

The naming conventions for interim names are:

- Community Facilities: reference PSP name, type of facility
- Recreation Reserves: reference PSP name. Where there is more than one reserve in a PSP, additional qualifying criteria should associate the reserve with an adjacent town centre, road name, or type of sport (where type of sport will differentiate from other reserves in the PSP). i.e.
 - Botanic Ridge (Browns Road) Recreation Reserve, Botanic Ridge (Whites Lane) Recreation Reserve

Permanent Name

Naming a recreation reserve or community facility is important to improve wayfinding, create community connection and achieve community representation and acknowledgment. For these reasons, it is important to engage with the community on the naming process.

Intervention from Council can increase recognition of under-represented groups in the naming process. Council has determined to focus effort on proactively increasing the recognition of Casey's Aboriginal (and post contact) heritage through naming of reserves and facilities; and improving gender equity in commemorative naming of reserves across the municipality. This will ultimately result in a higher number and ratio of recreation reserves and community facilities named in recognition of under-represented groups.

The permanent name process will be carried out by:

- Community Facilities Operations team for community facilities

- Geographic Naming Officer for recreation reserves

The Director Community Life is responsible for shortlisting names for community consultation. In line with this guideline, the Director Community Life is also responsible for determining when Council will intervene in the naming process to achieve objectives around increasing recognition of Aboriginal (and post contact) heritage or gender equity in commemorative naming.

The following teams should be consulted (as appropriate) on the permanent name:

- City and Asset Planning including Infrastructure and Facilities Planning teams (when selecting permanent name) and Project Hub and Capital Works team (when ready as a project)
- Growth and Investment teams including Subdivisions, Planning, Contribution Plan (when selecting permanent name); and Place and Revitalisation (when considering application of precinct-wide representation of a name)
- Active Communities teams including Community Sport and Connections, and Community Facilities Management (when selecting permanent name)
- Connected Communities, particularly the Inclusion and Wellbeing team and Aboriginal Engagement Unit (when selecting permanent name)
- Other Services (as needed when selecting permanent name)
- City Design and Construction (when ready as a project, to consider design elements reflective of the meaning of the name)
- Arts and Cultural Development (when ready as a project, to consider artistic interpretation to the meaning of the name where a public art contribution is provided)
- City Presentation (when ready as a project, when name is confirmed)
- Finance (when ready as a project)
- Communications and Marketing (regarding community engagement, branding)

Timing and steps involved to select name options

Commencement of the naming process is triggered as follows:

- Community facility: when funding is secured for a community facility, confirmed by the Community Facilities and Social Planning team
- Recreation reserve:
 - At the same time as a community facility, where the reserve is co-located with a community facility
 - When the functional layout for the recreation reserve is prepared, confirmed by the Recreation and Open Space Planning team

Research will be undertaken to assist in identifying name options. Research should consider:

- Local Aboriginal and post-contact history of area
- Commemorative names options
- Previous uses of the land on which the facility/reserve is located
- Unique geographic elements
- Road network

- Geographic Naming Victoria (GNV) naming rules (reserves only)
- Council's naming principles and priority order (included in this guideline)
- Names put forward by the community

Engagement with Traditional Owner group(s) is required for Aboriginal names and consultation with other community Aboriginal stakeholders should be considered in partnership with the Aboriginal Engagement Unit. When Aboriginal names are being considered, only Aboriginal names will be presented to the community for selection. Ongoing place-based partnership and community development work should accompany any Council intervention to achieve representation for under-represented groups to ensure that place-naming is not strictly symbolic and that opportunities to develop and strengthen community narratives and connection are developed. Community Life will lead ongoing activities and capacity-building with local stakeholders. Additional activities could also include place-making, design and public art initiatives.

As of 1 July 2021, the Victorian Aboriginal Heritage Council's review of Registered Aboriginal Party (RAP) boundaries indicates that the Bunurong Land Council Aboriginal Corporation is the sole RAP in Casey. It is important to note that due to the cultural and political sensitivities in relation to the new RAP boundaries, advice should be sought from the Aboriginal Engagement Unit to guide engagement with Registered Aboriginal Parties and/or Community.

Engagement with local history groups should inform post-contact historical research. Available mainstream documentation often does not reflect contributions of under-represented groups, particularly in the case of Aboriginal history and the contributions of women (most acutely in the case of those with multiple historical factors of exclusion, such as Aboriginal women). Extensive and alternative research approaches, including capacity building and targeted engagement with diverse community stakeholders, local historical societies and Casey's Women and Girls Taskforce, should be used to achieve equity in the naming process.

Funding may be required to support engagement of Traditional Owner groups, history groups and other groups in the naming of reserves and facilities.

Following this research, three to five names should be long listed for consideration by the Director Community Life. Three names shall be short listed for a community poll that will determine the name for the reserve or facility. Names for a reserve must be checked with GNV prior to public consultation. There may be value in checking names for a community facility with GNV also.

The public consultation phase for the naming of recreation reserves and community facilities shall commence at or following the commencement of construction. Where Council has chosen to intervene in the naming process to achieve its objectives, the community must be informed about Council's decision and reasoning. The naming process will be promoted to the community and where a 'vote' is required the community will be provided with the list of names through online engagement as a community poll.

The selected name will be provided to GNV for registration and confirmed in advance of the

reserve or facility being ready for use (i.e. open to the community). This will facilitate establishment of site and wayfinding signage and enable services and user groups to undertake communication with participants (e.g. sports rosters, advertising programs and services).

Naming principles

The principles for naming new recreation reserves and community facilities are:

- The name of the reserve/facility must accurately reflect its purpose and/or service provision.
- A reserve name must include 'recreation reserve' in its name, e.g. Clyde Recreation Reserve.
- A facility name must include the type of facility relevant to the definitions outlined in the Community Facilities Plan (e.g. Family and Community Centre, Community Hub).
- Estate names should be avoided (anecdotal feedback from community indicates that sometimes residents in adjacent estates think the facility is exclusive to residents in the estate the facility is named after).
- Seek coordination in naming of co-located recreation reserves and community facilities, including State Government co-located infrastructure e.g. schools.
 - Ideally, names are consistently applied across the precinct, subject to suitable names being identified, and meeting GNV Naming Rules for the reserve.
- Increase the number of recreation reserves and community facilities that are named in recognition of Casey's Aboriginal (and post contact) heritage and under-represented groups.
- When naming a new recreation reserve or community facility with a commemorative name:
 - The person should have made a significant contribution to the community
 - Seek opportunities to increase gender equity and an increase in the number of recreation reserves or community facilities named in recognition of under-represented groups
 - The name must satisfy GNV Naming Rules.
- Names put forward by the community that satisfies the GNV Naming Rules and this Guideline will be considered as an option in the naming process.

Priority order

The priority order for naming types is:

1. Names with Aboriginal or post-contact heritage significance.
2. Commemorative names (in accordance with GNV rules), with increased recognition of gender equity.
3. Names of environmental significance to the local area.
4. Geographic elements, including suburb and street names.
5. Estate names (this is least preferred and to be avoided where possible as outlined in this document).

Increasing recognition of under-represented groups in the naming process

Council is focused on proactively increasing the recognition of Casey's Aboriginal (and post contact) heritage and improving gender equity in commemorative naming of new recreation reserves and community facilities.

To achieve this, the following implementation process is to be followed:

1. Identify the pipeline of reserves and facilities to be delivered within the next -10 years.
2. Engage with both Traditional Owner groups and Casey Cardinia Libraries/local heritage groups to determine opportunities to provide an Aboriginal or commemorative name.
3. Through the Director Community Life, select a proportion of reserves or facilities to be given an Aboriginal or commemorative name. This should be based on demonstration of either Aboriginal significance of land or locality of the reserve or facility; or demonstration of a notable person in the local area for a commemorative name. Aboriginal names will not 'compete' with other name types i.e. commemorative names, street name. This may result in only one name being presented or a selection of Aboriginal names provided for community consideration.
 - a. Ideally, three names are provided for the community's consideration.
 - b. If three names cannot be identified, Council, through the Director Community Life, will approve the name, with publication of the decision and meaning behind the name provided to the community.
4. For other reserves or facilities, or if no such opportunity for Aboriginal or commemorative names exist, other research can inform options for a name in accordance with the naming process (refer to the priority order).
5. Repeat the above steps when the next collection of reserves and facilities for development are known.

An explanation should be provided to the community regarding Council's intention to increase recognition of Casey's Aboriginal heritage or improved gender equity in commemorative naming when deviating from an open public process for the naming of new recreation reserves or community facilities.

Confirming and announcing the selected name

When the selected name is confirmed and registered with Geographic Names Victoria (GNV) (for recreation reserves only), site and wayfinding signage must be procured, in consultation with City Design and Construct teams to ensure signage is installed prior to the completion of construction.

Formal announcements of the name selected are to be published via a media release, with external funding partners and allocated user groups/external service providers also advised of the outcome.

Responsibility for these outcomes sit with:

- Community Facility Operations with support from Community Facilities and Social Planning for community facilities.

- Recreation Planning with support from Sport and Community Connections for recreation reserves.

Naming of new non-Council or partner-delivered recreation reserves or community facilities

There may be instances where negotiation may be required regarding Council's naming process. This may include instances where:

- A recreation reserve or community facility is owned by an external organisation (e.g. Botanic Ridge Primary School Kindergarten).
- A recreation reserve or community facility is delivered in partnership with other stakeholders (e.g. Cranbourne Soccer Club / Cranbourne Recreation Reserve crown land).

Process

The process to name new reserves and facilities will be documented in ProMapp (link to be provided) to guide staff and ensure all required steps are completed.

Monitoring and Review

Review of the guideline and process should be completed following implementation of the first naming processes, to capture improvements and community and stakeholder satisfaction. Review, monitoring and reporting should be completed annually.

Future opportunities to expand this guideline for naming of existing reserves and facilities have been identified with the following activities to be explored to improve information and process for the organisation and to drive meaningful outcomes to recognise and validate under-represented communities across the municipality (not limited to Casey's growth area):

- Registration of existing reserves with GNV, including consideration to retain, rename or name reserves
- Naming and registration of passive open space across Casey, including path and trail corridors (new and existing)
- Naming of other facilities, including new leisure facilities
- Audit of all names for places (reserves, parks, facilities) across the municipality to:
 - a. Establish a baseline of names that are registered / not registered
 - b. Establish a baseline that identifies under-represented groups and assist to establish a target, consistent with the objectives of the Gender Equity Action Plan.
 - c. Understand the history of names and assess against the current values of the community. This may lead into a re-naming process.
- Targeted research and community engagement to identify stories and contributions from historically marginalised groups such as Aboriginal, women and gender-diverse community members, and particularly those who have experienced multiple factors of exclusion such as Aboriginal women.
- Consultation with Aboriginal community, through the Aboriginal Engagement Unit and extending beyond just the Bunurong Land Council.

- Engage with the Casey Women and Girls Taskforce, the Community Leadership Program and the Community Gender Equality Taskforce to build capacity within these groups and with Council officers, and to use positive storytelling as an avenue to raise community awareness.
- Undertake a Gender Impact Assessment and report to Commission given the direct and significant impact this process has on the public
- Connect with existing opportunities such as building design, signage and public art for new facilities and reserves, and create new opportunities for place making, to embed representation, story-telling and ongoing inclusion of under-represented groups to recognise their belonging in Casey and strengthening ongoing connections and partnerships that are underpinned by self-determination.

These opportunities will be explored and referred to the ePMO and department business plans.

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