

NAMING OF CITY ASSETS

Responsible Directorate:	Community and Place
Responsible Service Unit:	Place Management
Contact Person:	Manager Place Management
Date of Approval:	10 October 2023
Council Resolution No:	CE02-10/23

1. POLICY STATEMENT

The City of Wanneroo (City) supports a consistent approach to the naming of assets under the City's jurisdiction. As such, the naming of all streets, laneways/rights of way, parks, reserves and buildings shall be in accordance with this Policy and the Landgate's Geographic Names Committee Western Australia (GNC) Policies and Standards (GNCPS).

2. OBJECTIVE AND PURPOSE

Objective

The objective of this policy is to provide guidance and consistency in the process of naming and renaming assets under the City's jurisdiction.

Purpose

The purpose of this policy is to provide a criteria to assess requests for the naming and renaming of City assets.

3. KEY DEFINITIONS

City of Wanneroo Assets	Anything under the control of the City of Wanneroo.
GNC	Landgate's Geographic Names Committee Western Australia Provides advice on geographical naming issues and responsible for managing the nomenclature needs for geographical features, administrative boundaries, localities and roads.
GNCPS	Landgate's Geographic Names Committee Western Australia Policies and Standards. Provide an open and transparent basis on which the assignment of names can be undertaken in order to comply with relevant legislation. They serve the long-term interests of the community by identifying, protecting and reflecting our culture, heritage and landscape, and apply to all nomenclature within Western Australia.

Schedule of Names	The Register of names maintained by the City for consideration for naming City assets
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4. SCOPE

This policy provides guidance for commemorating individuals, organisations, historical events and Aboriginal/Noongar culture through the naming or renaming of City of Wanneroo assets.

- a) In most circumstances, in accordance with the GNCPS.
- b) Where appropriate, the City may consider naming City assets to recognise individuals or associations who have contributed substantially to the cultural, political or social development of Wanneroo, or who in the opinion of the City, are worthy of such an honour.
- c) City assets may be named after an historical event associated with or near a site.
- d) Parks and reserves shall be named after an adjacent boundary road, where possible, to facilitate ease of identification.
- e) Buildings and facilities shall be named after the locality in which they reside or after an adjacent boundary road, where possible, to facilitate ease of identification.
- f) Aside from buildings, other opportunities for the naming of City assets could include internal and external building features, such as a building foyer, rooms and significant entrances, internal roads, gardens, garden features, and walkways. This list is indicative and not exhaustive.
- g) Where appropriate, the City may consider naming City assets to recognise elements of Aboriginal/Noongar, culture in accordance with the GNCPS and Landgate's guidelines on Aboriginal Naming. Where Aboriginal naming is used, it shall be in conjunction with a functional description to ensure the broader community is able to identify the purpose of the asset.

Costs associated with the City's decision to recognise individuals and organisations for significant contributions to the City's community in the naming or renaming of City assets will be carried by the City unless a voluntary contribution is made by the appropriate party.

5. IMPLICATIONS

This policy can be implemented using existing resources and aligns with the following objectives from the Strategic Community Plan:

- Goal 1: An inclusive and accessible City with places and spaces that embrace all.
- Goal 2: A City that celebrates rich cultural histories where people can visit and enjoy unique experiences.
- Goal 5: A well-planned, safe and resilient City that is easy to travel around and provides a connection between people and places.

Whilst the naming of City assets may serve as appropriate recognition for outstanding community contributions, they need to be carefully considered to ensure that they do not negatively impact on the greater good of the community and need to be carefully monitored so that a particular area does not reach saturation point.

6. IMPLEMENTATION

Application Criteria

Where proposals are received for naming or renaming of the City's assets to commemorate an individual or recognise an association or event, the City will have regard for the GNCPS and the following City criteria:

- The locality within which the asset is situated;
- Any historical events associated with or near the site;
- Aboriginal/Noongar and cultural heritage relevant to the site;
- Pioneering families (family names only) associated with the immediate area;
- Significant anniversary of an event unique to Wanneroo's history and development;
- Actions by an individual to protect, restore, enhance or maintain an area that produces substantial long-term improvements for the community or area;
- Individuals or associations who have contributed substantially to the cultural, political or social development of the City of Wanneroo over a significant period of time (generally not less than 10 years) in a paid, vocational or voluntary capacity;
- Existing name of the asset;
- Individuals who are still living will only be recognised in exceptional circumstances;
- Death of former owner of the land on which the facility is developed is not normally acceptable as criteria for nomination; and
- Nominations that are affiliated to a religious or political group will not be approved.

Application Process

1. Applications are to be addressed to the Chief Executive Officer (CEO) and submitted on the Naming of City Assets Request Form via email, post or in person.
2. Initial review of the proposal will be made by City Officers against the criteria, and in accordance with the GNCPS, and a subsequent report provided to the CEO for consideration for inclusion on the Schedule of Names.
3. Where applications do not meet the criteria of the policy, the CEO or nominee is authorised to refuse the request.
4. Where the request meets the criteria of the policy, the proposal is to be presented to Council for inclusion on the Schedule of Names.
5. As the City seeks to name new assets, City Officers will prepare a shortlist of potential names from the City's Schedule of Names. The shortlisting should consider the connection of the individual to the place or location of where the asset is located.

7. ROLES AND RESPONSIBILITIES

All applications are to be forwarded to the City of Wanneroo for the attention of the CEO or nominee. Place Management will make an initial assessment prior to further processing through the CEO and Council as required.

8. DISPUTE RESOLUTION (if applicable)

All disputes about this policy will be referred to the Director Community & Place in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to Council for a ruling.

9. EVALUATION AND REVIEW

The effectiveness of this policy can be measured and evaluated using the following key performance indicators:

- Number of applications received
- Number of applications approved

10. RELATED DOCUMENTS

- [Community Engagement Policy](#)
- [Council Members Recognition of Service Policy](#)
- [Policy – Award of the Title “Honorary Freeman of the City of Wanneroo”](#)

11. REFERENCES

Nil

12. RESPONSIBILITY FOR IMPLEMENTATION

Manager Place Management

REVISION HISTORY

Version	Next Review	Record No.
1		19/175666[v1]
2	May 2021	19/175666[v2]
3	December 2022	19/175666[v3]
4	December 2023	19/175666[v4]
5	December 2025	