City of Wanneroo

Council Policy

NAMING OF CITY ASSETS

Responsible Directorate:	Community and Place
Responsible Service Unit:	Place Management
Contact Person:	Manager Place Management
Date of Approval:	1 December 2025
Policy Review Committee Item No:	4.9

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). The naming of assets may be initiated by the City or through requests received from external parties, which will be assessed in accordance with this Policy.

2. OBJECTIVE AND PURPOSE

Objective

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

Purpose

The purpose of this policy is to provide guidance and 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.

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. In most circumstances, this will be conducted in accordance with the GNCPS.

This policy relates to the naming of the following City assets:

a) Parks and reserves;

b) Buildings and facilities;

c) Streets; and

d) Laneways/rights of way.

In relation to buildings and facilities, the provision of this policy may also apply to the naming of 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.

This policy does not apply to signage related to the trading name of a commercial user of a City facility (such as a tenant or licensee). For clarification, a retail tenant of a City facility may display signage linked to their trading name but will not be entitled to rename the broader City facility.

5. IMPLICATIONS

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 carefully monitored so that a particular area does not reach saturation point.

6. IMPLEMENTATION

6.1 Standard Naming Approach

On most occasions, the City's assets will be named in accordance with the GNCPS and the following criteria:

a) Parks and reserves shall be named after an adjacent boundary road, where possible, to facilitate ease of identification.

b) 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.

c) 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.

d) Commercial naming or branding of a City facility by a user (such as a tenant or licensee entering a naming rights sponsorship) is only permitted:
   i. Under the terms of the user's access agreement (such as a lease or license); and
   ii. With all applicable approvals.

e) Proposals that are affiliated to a religious or political group will not be approved; and

f) Death or former ownership of the land on which the facility is developed is not normally acceptable as criteria.

6.2 Variations to Standard Naming Approach

In addition to the approach set out in Section 6.1, the City may consider naming assets:

a) after an historical event associated with or near a site;

b) to recognise the significant anniversary of an event unique to Wanneroo's history and development;

c) 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. This will include:
   i. pioneering families (family names only) associated with the immediate area;
   ii. actions by an individual to protect, restore, enhance or maintain an area that produces substantial long-term improvements for the community or area;
   iii. 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; and
   iv. individuals who are still living will only be recognised in exceptional circumstances.

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.

6.3 Application Process

Where there is a proposal to rename a facility or City asset in variation to the standard naming approach, the following steps should be followed:

a) Applications are to be submitted through the online Naming of City Assets Request Form, or alternative methods as requested. Where the name change would impact a City-owned building (e.g. a toilet block within a renamed park), the City's unique 4-digit building number must be identified and included in the request. This number can be obtained from the Building Asset Planner.

b) Initial review of the proposal will be made by City Officers against the criteria, and in accordance with the GNCPS, and subsequent to consultation being undertaken

with all City Managers and Coordinators to assess potential impacts on business systems and operational procedures. The report will then be provided to the CEO for consideration.

c) Where proposals do not meet the criteria of the policy, the CEO or nominee is authorised to refuse the request.

d) If the proposal is supported by the CEO, the proposal will be advertised for public comment.

e) Following the outcomes of consultation, the proposal will then be presented to Council for consideration.

f) Once the proposal has been considered by Council, the outcome will be communicated to the Applicant.

g) Following consideration by Council, a proposal will be made to Landgate for further approval. Following this assessment, the Applicant will be notified of the outcome.

7. ROLES AND RESPONSIBILITIES

Place Management will coordinate an initial assessment of all naming proposals prior to further processing through the CEO and Council as required and will be responsible for notifying all Service Units responsible for management of the assets of a name change.

Asset Planning will assist with the management of the Asset Database and Intramaps registers and will update these in the event of an asset being renamed.

8. DISPUTE RESOLUTION

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:

a) Number of applications received
b) Number of applications approved

10. RELATED DOCUMENTS

Community Engagement Policy

Council Members Recognition of Service Policy

Conferral of the Honour of 'Keys to the City' Policy

Naming of City Assets Request Form

Sponsorship Policy

11. REFERENCES

Policies and Standards for Geographical Naming in Western Australia - Landgate

Guideline for Aboriginal Naming - Landgate

Assessment Process for Name Change Proposals - Landgate

12. RESPONSIBILITY FOR IMPLEMENTATION

Manager Place Management

REVISION HISTORY

Version	Next Review	Record No.
1	May 2021	19/175666[v1]
2	December 2022	19/175666[v2]
3	December 2023	19/175666[v3]
4	December 2025	19/175666[v4]
5	November 2027	19/175666[v5]