

3 Presentation of officer reports

3.1 Proposed Naming of Reserve at 40 Yarrbat Avenue, Balwyn

Abstract

The purpose of this report is to consider if the reserve currently known as “Maranoa Gardens” should be formally named “Maranoa Botanic Gardens”.

The reserve has been known as “Maranoa Gardens” for many years. The present name is not currently listed in the Register of Geographic Names (Vic) as an official place name. The proposed official naming of the reserve is consistent with the actions identified in the conservation management plan developed by Council’s Parks and Infrastructure department to inform an appropriate management regime for the reserve (“the Plan”). The Plan notes the significance and long established use of the reserve as a public botanic garden. Formal adoption of the proposed name will enable recognition and reflection of its purpose as a public botanic garden in the name.

The Botanic Gardens Australia and New Zealand (BGANZ) currently refers to the reserve as “Maranoa Botanic Gardens” in its register of botanic gardens across Australia and New Zealand. Registration of an official place name for the reserve will assist in acknowledging the history of the reserve and its importance as a significant landmark in Boroondara.

It is important to note the naming of the park as a botanic garden is a separate and unrelated process to having international accreditation as a botanic garden. Maranoa Gardens does not have international accreditation as a botanic garden, and this process is not seeking Council endorsement to undertake that process.

The naming of features is a local government responsibility under the Local Government Act 2020 (Vic). However, all naming proposals must meet the requirements of the Geographic Place Names Act 1998 (Vic) and associated Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities - 2016 (“the Rules”). The Rules set out the principles that form the basis of whether or not a naming request is compliant (“the Principles”). They are wide ranging and are intended to cover the naming of any road, feature or locality in Victoria. See Attachment 2 for a complete list of the Principles.

A public notice was placed in the Progress Leader the week commencing 4 November 2019, inviting submissions on the proposal. The closing date for submissions was 6 December 2019. The notice was also published on Council’s website. No written submissions were received.

In addition to the public notice a total of 1,335 surveys seeking views on the naming proposal were posted to the owners and occupiers of the properties in the survey area shown in Attachment 3 on 31 October 2019. The survey included a reply paid envelope. A total of 193 (14%) of the surveys were returned. Of these, 170 support the naming proposal, 1 disagrees on the name proposed, 2 object to the proposal to name the reserve but agree on the name proposed and 20 object to the proposal in its entirety.

The following summary reflects the feedback comments from those surveyed who disagreed with the proposal:

- Approval of naming proposal conditional on no building development and preserved as a heritage floral walk. No temples or use by a cultural group.
- Approval of naming proposal conditional on the reserve being kept as a public garden for everyone - without any imposition of entry fee or restrictions on use.
- Concern about use of ratepayers' money for the survey costs and costs of changing signage etc. and Council spending significant sums of money on items that bring little benefit to ratepayers.
- No costs provided for signage, research on plant diseases as required in botanical gardens etc. No explanation of the benefits of the name change provided.
- No problem with acknowledgement of botanic purpose. Where is the acknowledgement of first nation people whose country and story is incredibly relevant? This is only a colonial/settler story/perspective.
- Would prefer it to remain as "Maranoa Gardens". Quite a landmark and the old traditional name should be kept.
- "Botanic" means a large variety of plants and flowers and also a large space. The current said area is only big enough for garden and floral garden.
- It will make the area too crowded and unpleasant for nearby residents.
- Possibility to indicate within the name that it is an Australian native plant botanic garden.

Officer comments to the feedback is detailed in section 5 of the report.

Officers' recommendation

That the Services Special Committee of Council, resolve to recommend to the Registrar of Geographic Names to name the reserve (as shown in Attachment 1 and annexed to the minutes) at 40 Yarrbat Avenue, Balwyn, "Maranoa Botanic Gardens".

**Responsible officer: Phillip Storer
Chief Executive Officer**

1. Purpose

The purpose of this report is for Council to consider if the reserve at 40 Yarrbat Avenue, Balwyn, as shown in **Attachment 1**, should be named “Maranoa Botanic Gardens”.

2. Policy implications and relevance to community plan and council plan

This report is consistent with the Council Plan 2017-21, in particular strategies 1, 12 and 13 regarding communication and engagement, improvement of amenity and proactive asset management. It also supports Strategic Objective 7 of the Boroondara Community Plan 2017-27, to “*Ensure that ethical, financial and socially responsible decision making reflect community needs and are based on principles of accountability, transparency, responsiveness and consultation*”.

3. Background

The naming of features is a local government responsibility under the *Local Government Act 2020* (Vic). However, all naming proposals must meet the requirements of the *Geographic Place Names Act 1998* (Vic) and associated *Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities - 2016* (“the Rules”). The Rules set out the principles that form the basis of whether or not a naming request is compliant (“the Principles”). They are wide ranging and are intended to cover the naming of any road, feature or locality in Victoria. See **Attachment 2** for a complete list of the Principles.

The reserve at 40 Yarrbat Avenue, Balwyn has been known as “Maranoa Gardens” for many years. The present name is not currently listed in the Register of Geographic Names (Vic) as an official place name. The proposed official naming of the reserve is consistent with the actions identified in the conservation management plan developed by Council’s Parks and Infrastructure department to inform an appropriate management regime for the reserve (“the Plan”). The Plan notes the significance and long established use of the reserve as a public botanic garden. Formal adoption of the proposed name will enable recognition and reflection of its purpose as a public botanic garden in the name.

The Botanic Gardens Australia and New Zealand (BGANZ) currently refers to the reserve as “Maranoa Botanic Gardens” in its register of botanic gardens across Australia and New Zealand. Registration of an official place name for the reserve will assist in acknowledging the history of the reserve and its importance as a significant landmark in Boroondara.

The relevant extract from the Plan is as follows:

“That the long-established use of Maranoa Gardens as a public botanic garden combining educational and passive recreational objectives be maintained, with the significance of this on-going use and its evolving nature being a major determinant in management and future development of the site.”

The role of Maranoa Gardens as a public botanic garden (within the evolving nature of that term) is the most important use of the place established by the analysis contained in the Conservation Management Plan, and the educational and recreational objectives that underpin this use should be formally recognised when dealing with management of the site.”

4. Outline of key issues/options

“Maranoa Gardens” has evolved into a showpiece of the diversity of Australian native plants with more than 4,841 individual plants and 2,849 species of plants, documented plant labelling, significant scientific and education values and all other aspects consistent with elements of a botanic garden.

The proposed addition of ‘Botanic’ in the name is in recognition of its purpose and value to the community as a botanic garden. It reflects the status of the reserve by recognising its significance and gives it greater credibility in the industry as part of a network of formal heritage gardens that are maintained at a high level. The recognition of ‘Botanic’ in the name will promote awareness of the reserve as a key botanic resource, providing an increased opportunity to the local community and interest groups such as students, universities, botanists, national and international tourists to easily study and see a gallery of native Australian plants occurring in many parts of Australia all in one place.

The Botanic Gardens Australia and New Zealand (BGANZ) is the highest authority for botanic gardens in Australia. The reserve is currently referred to by the BGANZ as a botanic garden in its register of botanic gardens across Australia and New Zealand. The BGANZ promotes the interests and activities of Australia and New Zealand botanic gardens generally and the enhancement of that state of botanic gardens for the benefit of the community.

It is important to note the naming of the location as a botanic garden is a separate and unrelated process to having international accreditation as a botanic garden. Maranoa Gardens does not have international accreditation as a botanic garden, and this process is not seeking Council endorsement to undertake that process.

5. Consultation/communication

A public notice was placed in the Progress Leader the week commencing 4 November 2019, inviting submissions on the proposal. The closing date for submissions was 6 December 2019. The notice was also published on Council’s website. No written submissions were received.

In addition a total of 1,335 surveys seeking views on the naming proposal were posted to the owners and occupiers of the properties in the survey area shown in **Attachment 3** on 31 October 2019. The survey included a reply paid envelope. A total of 193 (14%) of the surveys were returned. Of these, 170 support the naming proposal, 1 disagrees on the name proposed, 2 object to the proposal to name the reserve but agree on the name proposed and 20 object to the proposal in its entirety.

In accordance with the *Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities - 2016* ("the Rules"), the survey form indicated "...non-return of the survey form will be treated as "tacit approval" of the proposal". This defaults the 1,143 (86%) non-returned survey forms as also being in favour, indicating 98% approval of the naming proposal.

A summary of the feedback comments made by the responders and officers' comments are detailed below:

Survey comment	Officer comment
Approval of naming proposal conditional on no building development and preserved as a heritage floral walk. No temples or use by a cultural group.	The naming proposal does not influence any development of the site. Regardless of the naming proposal, a building upgrade is planned in 2020/21 to the existing office building with limited changes to the foot print of the existing building. Building developments essential to the running of the reserve and consistent with the principles outlined in the conservation management plan will be undertaken. The reserve is open to all cultural groups and is used by a range of cultural groups. The use of the reserve by all members of the community is encouraged.
Approval of naming proposal conditional on the reserve being kept as a public garden for everyone - without any imposition of entry fee or restrictions on use.	The rationale for the naming proposal is to reflect the purpose of the reserve. There are no plans to change existing opening hours or public access. Fees for weddings and large gatherings currently charged will be retained. These activities can occur irrespective of a name change.
Waste of Council's resources. Unnecessary waste of public funds, waste of promotional materials, damage to trees wasted on reprint of leaflets and maps. Concerned about use of ratepayers' money for the survey costs and costs of changing signage etc. and Council spending significant sums of money on items that bring little benefit to ratepayers.	<p>The name "Maranoa Gardens" is not officially listed in the Register of Geographic Names (Vic) - the names database controlled by the Victorian State government. In accordance with the Naming rules for places in Victoria - Statutory requirements for naming roads, features and localities 2016 ("the Rules") governed by the State government, Council is required to carry out public consultation in a manner in strict compliance with the Rules for all new naming proposals, which includes postal surveys to all owners and occupiers directly affected by the proposal.</p> <p>There are no increased costs from the proposal as signage is due for replacement. The cost for replacement of the six signs is approximately \$16,992 excluding GST.</p> <p>Should the reserve be formally named, brochures for the reserve will be re-printed to incorporate the new official name, as they become due for reprint in line with current operating budgets.</p>

Survey comment	Officer comment
<p>No costs provided for signage, research on plant diseases as required in botanical gardens etc. No explanation of the benefits of the name change provided.</p>	<p>There are a total of six signs around the reserve that require replacing. The signs have been in place for more than 10 years and are due for renewal. The frames will be retained and the signs replaced only. The cost for replacement of the six signs is approximately \$16,992 excluding GST.</p> <p>Botanic gardens do not need to research plant diseases but are involved in assisting relevant universities and key departments in plant science, such as the Royal Botanic Gardens.</p> <p>The addition of 'Botanic' in the name is in recognition of its purpose and value to the community as a botanic garden. It reflects the status of the reserve by recognising its significance and gives it credibility in the industry as part of a network of formal heritage gardens that are maintained at a high level.</p> <p>The recognition of 'Botanic' in the name will promote awareness of the reserve as a key botanic resource, providing an opportunity to the local community and interest groups such as students, universities, botanists, national and international tourists to easily study and see a gallery of native Australian plants occurring in many parts of Australia all in one place.</p>
<p>No problem with acknowledgement of botanic purpose. Where is the acknowledgement of first nation people whose country and story is incredibly relevant? This is only a colonial/settler story/perspective.</p>	<p>The reserve has been known as "Maranoa Gardens" for many years. It is considered appropriate to include just the word "Botanic" to acknowledge the significance and long established use of the reserve as a public botanic garden while retaining the current known name.</p> <p>The origins of Maranoa Gardens can be traced back to early 1890s when John Middleton planted many Australian and New Zealand native trees and shrubs and the area was maintained purely as a garden. The garden is an important part of Boroondara's history and is worthy of ongoing acknowledgement as such.</p>
<p>Would prefer it to remain as "Maranoa Gardens". Quite a landmark and the old traditional name should be kept.</p>	<p>The naming proposal keeps the "Maranoa" traditional name but acknowledges emphasis of the early curators towards a botanic collection which began in the 1920s.</p>

Survey comment	Officer comment
"Botanic" means a large variety of plants and flowers and also a large space. The current said area is only big enough for garden and floral garden.	The reserve has more than 4,841 individual plants and 2,849 species of plants. The designation of a garden as 'Botanic' reflects the purpose of the garden.
It will make the area too crowded and unpleasant for nearby residents.	The garden is a resource of national and international significance. It would be selfish to exclude those who do not live locally in Boroondara. The naming proposal will not impact current amenities.
Possibility to indicate within the name that it is an Australian native plant botanic garden.	The addition of 'Australian Native Plant' is too much of a change to the existing name. Reference to an Australian native plant botanic garden will be captured in the signs as they are changed over and is already captured in the brochure and the Gardens' conservation management plan.

6. Financial and resource implications

There are a total of six signs around the reserve that require replacing. The signs have been in place for more than 10 years and are due for renewal. The frames will be retained and the signs replaced only. The total cost for replacement of the six signs is approximately \$16,992 excluding GST. The replacement cost for the signs to incorporate the new name will be accommodated within the existing signage renewal budget.

If the reserve is formally named, brochures for the reserve will be re-printed to incorporate the new official name, as they become due for reprint in line with current operating budgets.

7. Governance issues

Officers involved in the preparation of this report have no conflict of interest. The list of prescribed human rights contained in the *Victorian Charter of Human Rights and Responsibilities* has been reviewed in accordance with Council's Human Rights Compatibility Assessment Tool and it is considered the proposed actions contained in this report represent no breaches of, or infringements upon, those prescribed rights.

8. Social and environmental issues

The naming of the reserve will enable recognition and reflection of its purpose as a public botanic garden in the name. Registration of an official place name for the reserve will assist in acknowledging the history of the reserve and its importance as a significant landmark in Boroondara.

Should the reserve be formally named, officers will consider relevant signage to be installed, outlining the history of the reserve. The Balwyn Historical Society will be consulted in the preparation for further interpretive signage.

9. Evaluation and review

The naming of the reserve, "Maranoa Botanic Gardens" has strong support based on the survey undertaken. The name "Maranoa" has historical significance to the reserve and the acknowledgement of the reserve as a botanic garden has significant social benefit to the conservation of the reserve.

10. Conclusion

The naming of the reserve, "Maranoa Botanic Gardens" has strong support based on the survey undertaken. The name "Maranoa" has historical significance to the reserve and the acknowledgement of the reserve as a botanic garden has significant social benefit to its conservation.

Manager: David Thompson, Governance

Report officer: John Lorkin, Coordinator Revenue and Property Services

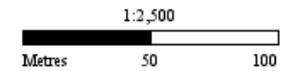


Reserve proposed to be named "Maranoa Botanic Gardens"



KEY

- Suburbs
- Property
- Railway Stations
- Railway Line
- Natural Waterways
 - Other Waterways
 - Yarra River
 - Melb Water Channel
 - Other Waterways



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Map Produced: 18 October, 2019 11:05:55

2 General principles

The following principles must be used in conjunction with the relevant statutory requirements outlined in the three other sections of the naming rules related to roads, features and localities. They are designed to ensure no ambiguity, confusion, errors or discrimination are caused by the naming, renaming or boundary change process. All general principles are equally important.

Principle (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. Many emergency services and other public services (such as mail) are determined by locality boundaries or road extents, and proposals must ensure that operations will not be adversely affected.

For example, the boundary of a locality must be applied in a way that makes sense, not only for the local community but also for visitors. Similarly, the extent of a road name should ensure easy navigation for pedestrians and vehicles along the entire route, from one end to the other.

Principle (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. Changes will affect not only the current community but also future residents, emergency response zones, land titles and addresses, property owners, businesses and visitors.

A proposal will only be registered if the long-term benefits to the community can be shown to outweigh any private or corporate interests, or short-term effects.

Principle (C) Linking the name to place

Place names should be relevant to the local area with preference given to unofficial names used by the local community. If named after a person (refer to [Principle H Using commemorative names](#)), that person should be or have been held in strong regard by the community.

Names that link the name to the place could relate to Aboriginal culture and occupation of the land, local flora and fauna, Australian war contributions (refer to [Section 2.3 Anzac commemorative naming project](#)), European exploration and settlement, local geography and geology, significant events, the cultural diversity of past and current inhabitants, or patterns of land usage and industrial/mineral/agricultural production.

Infrastructure features should use the name of the locality, for example Tarneit Railway Station. Features that use the name of locality are not considered duplicates, but must have a unique identifier that distinguishes the feature from other similarly named features. Refer to [4.2.3 Locational names](#) for further information.

This principle is particularly relevant to new estates, where naming themes can provide a strong link to place. Names of estates should not be applied to roads, features or localities to avoid possible future issues related to address. Those that have a historical connection to place are preferred. Refer to [Principle \(I\) Using Commercial and business names](#).

A place of greater than local significance should have a name relevant to the wider community. A road, feature or locality of greater than local significance will usually fall into one or more of the following categories:

- it is located in two or more municipal areas

- it is located in a significant tourist precinct
- it is proposed to be created as part of a State or Federal Government project
- it is a major waterway
- it is a major undersea or shoreline feature
- it has major cultural, natural or recreational landscape features
- it is linked to a significant Aboriginal feature, story or landscape. Refer to [Principle \(F\)](#) Recognition and use of Aboriginal languages in naming.

In these instances a naming authority can request that the Registrar convenes a Geographic Place Names Advisory Committee to develop or determine a decision on a naming proposal (refer to [Section 1.5.5](#) for further details).

Principle (D) Ensuring names are not duplicated

Proposed names must not duplicate another name within the distances listed below, irrespective of locality and/or council boundaries. Duplicates are considered to be two (or more) names within close proximity, or names that are identical or have similar spelling or pronunciation. Examples of names that are similar and considered to be duplicates are White, Whyte, Wite and Wiet.

[VICNAMES](#) can be used to check for a duplicate road, feature and locality names. Select the road or place and select duplicate. Refer to the [Guide to VICNAMES](#) available at www.delwp.vic.gov.au/namingplaces>[VICNAMES](#) for further advice.

Note: the radius will default to either 5, 15 or 30 kilometres based on the location classification listed below. The defaulted radius provides the minimum required distance between duplications.

Duplication is not allowed within the same locality or the following default distances:

- **metropolitan urban areas**, within a 5 kilometre radius (metropolitan Melbourne and Geelong, city centres and surrounding suburbs)
- **regional urban areas**, within a 15 kilometre radius (a regional urban area consists of a town centre and its surrounding suburbs)
- **rural or remote areas**, within a 30 kilometre radius (a rural or remote area is an area located outside of towns).

Examples of duplicate name scenarios and solutions are available in [Section 2.1](#).

Examples and scenarios of names not considered duplicates are available in [Section 2.2](#).

If a naming authority is uncertain of which classification to apply, it should contact OGN for advice. Alternatively, apply a cautionary approach when checking for duplication and use the 30 kilometre radius search.

If the proposed name is duplicated, consider assigning it to something other than what you want to name (such as a park, reserve, road or a locality), outside of the duplicate search radius. If a feature or road is located near a state boundary, care should also be taken to avoid duplication with names in the other state, according to the distances prescribed above.

When considering the assignment of locality names, the above requirements are not applicable and naming authorities should refer to [Section 5: Localities](#).

An exception to this principle is the assignment of multiple feature names within, for example, a park or reserve. The feature names must have a direct relationship with each other. Examples include Mildura Wharf Carpark adjacent to and servicing Mildura Wharf, Neulynes Carpark adjacent to Neulynes Mill Site, and Albert Park Lake and Albert Park Playing Fields located in Albert Park (the park). This exception is not allowed for the assignment of locality names or road names, which must be unique. Refer to [Section 2.2.1](#) for further information. For further advice please contact OGN.

If naming authorities have a proposed name not duplicated within the same locality, but marginally within the radius deemed to be a duplicate, you may contact OGN for further advice.

Principle (E) Names must not be discriminatory

Place names must not discriminate. Refer to *the Equal Opportunity Act 2010* for further information.

Principle (F) Recognition and use of Aboriginal languages in naming

The use of Aboriginal languages in the naming of roads, features and localities is encouraged, subject to agreement from the relevant Traditional Owner group(s). If the application of an Aboriginal name is being considered to be applied as a Dual name, then please also refer to [Principle \(G\) Dual names](#).

Naming authorities are strongly encouraged to consult with the relevant Traditional Owner group(s) prior to any public consultation on the proposed name(s). In instances of more than one relevant Traditional Owner group, naming authorities must consult all parties.

Further information about how to identify the appropriate Traditional Owner group(s), convene consultation meetings and respond to issues that may arise, is available in [Section 7.3 Developing an Aboriginal naming proposal](#).

Principle (G) Dual names

Australian states and territories use dual names as a way of recognising the names given to places by different enduring cultural and language groups. For further information refer to the [Principles for the consistent use of place names](#) (www.icsm.gov.au/publications/index.html).

In Victoria, the approach to giving simultaneous and joint recognition of Aboriginal and non-Aboriginal cultures through naming is to form a dual name with two distinct name parts, usually one part of non-Aboriginal language origin and the other of Aboriginal language origin.

Naming authorities wishing to develop dual naming proposals need to ensure the following issues are considered:

- Dual names can be applied to natural topographical features (e.g. islands, mountains, mountain ranges and rivers) and mapped or bounded areas such as state forests, national parks, Crown land reserves and open space recreation reserves.

To avoid possible confusion for addressing or the provision of emergency management, dual names cannot be adopted for:

- localities, towns or rural districts
- constructed features such as roads, highways, bridges or communication towers.

Note: roads and localities should only be assigned a name that is either an Aboriginal name or non-Aboriginal name.

- Dual naming is a priority consideration when a feature already has a widely accepted name of non-Aboriginal origin and newly available information indicates that an Aboriginal name could also apply.
- If a dual name is proposed, the non-Aboriginal name would appear first in the combined name, as long as it best reflects local community usage. For example, [Point Ritchie / Moyjil](#) (see maps.land.vic.gov.au/lassi/VicnamesUI.jsp?placeld=6743).
- If a non-Aboriginal name has weak support in the general community and the origin and application of an Aboriginal name is well supported, a dual name may be formed with the Aboriginal name part appearing first. In some cases, a single well-supported Aboriginal name could be substituted for the weakly supported non-Aboriginal name, instead of adopting a dual name.

Dual names will be formally registered without any distinction between non-Aboriginal and Aboriginal name parts other than sequence. If a visual separator is required for clarity, it should be a solidus (i.e. a /) preceded and followed by a space. The feature type should only be included with the non-Aboriginal name. The following examples would be acceptable:

- Gariwerd / Grampians National Park
- Grampians National Park / Gariwerd
- Nambruc / Aberfeldy State Forest
- Colquhoun State Forest / Boyanga Gidi.

Dual names once registered are to be used in full, particularly on maps, signs and legal documents. Shortened versions are not to be used.

Principle (H) Using commemorative names

Naming often commemorates an event, person or place. Examples include recognising Aboriginal people or cultural events, or following a theme such as Australian war contributions (refer to [Section 2.3 Anzac commemorative naming project](#)). When considering a commemorative name, the following points must be considered.

- If named after a person, that person should be or have been held in strong regard by the community, with preference given to unofficial names used by the local community. When deciding on the assignment of a commemorative name, naming authorities should consider the person's achievements, relevant history and association to the area, and the significance of the family/person to the area/land. For example, a family that has been associated with an area for at least 50 years.
- The names of people who are still alive must be avoided because community attitudes and opinions can change over time.
- A commemorative name applied to a locality or road should use only the surname of a person, not first or given names.
- A commemorative name applied to a feature can use the first name and surname of a person; although, it is preferred that only the surname be used.
- The initials of a given name are not to be used in any instance.

Note: if a name is duplicated you may consider using a first or middle name or a locally used name; however, the naming authority should contact the OGN for further advice.

This approach ensures that emergency and postal services are not delayed because of inconsistent application of a name. For example, *Smith Park* is a clearer name than *John Edward Smith Park* because it's possible John Park, Edward Park, John Smith Park, J. E. Smith Park or J. E. S. Park might be used by the public.

Naming authorities should make every effort to gain consent from family members of the person being commemorated. Supporting evidence that shows a naming authority's attempts to consult family members should be provided to OGN when lodging the proposal.

Supporting evidence is required, including copies of letters sent to the family, copies of newspaper advertisements calling for consent or contact details of the family and any response from the family. When a naming authority is unable to locate existing family members, the naming authority may use the newspaper notice advertising the proposed name to also call for consent from the family and/or request family contact details from the community. Refer to [Section 7.2.4](#) The consultation process, Notices. Any response from the family should be included in the proposal sent to the Registrar.

If a naming authority has exhausted avenues to contact families and the proposal is the name of a person who passed away at least 70 years ago, the Registrar will consider the naming proposal.

In exceptional circumstances, if the naming authority wishes to name a road, feature or locality after a living person, it must apply in writing to the Registrar to seek an exemption from this principle. Consent from the person should be sought prior to any exemption request being submitted to OGN. The naming authority must outline the reasons for proposing a living person's name, including but not limited to evidence about the person's achievements, relevant history and association to the area. This exemption request must be sought prior to commencing any public consultation or reaching a decision on the final naming proposal.

Principle (I) Using commercial and business names

For similar reasons to those outlined in [Principle \(H\)](#), naming authorities should not name places after:

- commercial businesses
- trade names
- estate names (which are solely commercial in nature)
- not-for-profit organisations.

Names of estates should not be applied to roads, features or localities to avoid possible future issues related to addressing. Names with historical connections to places are preferred.

Note: Estate names include names applied to residential estates, commercial use estates, e.g. residential subdivisions and business parks or commercial/industrial zoned land. Where roads, features and localities are named using the estate name, that have no link to place, then the name will not be allowed.

Naming authorities should use their discretion as to whether an exemption request is required. For further advice contact the OGN.

Exceptions may apply if the business or organisation had an association with the area over a substantial period of time and is held in high regard by the community, e.g. [Lions Park Mallacoota](#) (maps.land.vic.gov.au/lasi/VicnamesUI.jsp?placelid=12026), Mantello Drive and Vegemite Way.

In these circumstances, the naming authority must apply in writing to the Registrar to seek exemption from this principle, including but not limited to evidence of the business's or organisation's association with the area and any known community views. This exemption request must be sought prior to commencing any public consultation or reaching a decision on the final naming proposal.

Principle (J) Language

The use of names from Australian English, Aboriginal names and names from other languages need to be given careful consideration. The following points must be considered.

- Geographic names, except when they are proper nouns, must be written in standard Australian English or a recognised format of an Aboriginal language local to the area of the road, feature or locality.
- Geographic names should be easy to pronounce, spell and write, and preferably not exceed three words (including feature or road type) and/or 25 characters.

An exception to this is in the use of Aboriginal languages, when it is accepted that Aboriginal names that initially appear complex will, over time, become familiar and easy to use.

- Names taken from a language other than English that represent geographical features generally use generic terms and will be allowed, unless the combination produces a duplication of sense. For example, Tor Mountain would not be allowed because Tor means mountain.
- 'The' is not a suitable prefix in naming of any road, feature or locality. For example, The Avenue is not acceptable.

- Hyphens can be used within place names that indicate the extent of the feature, for instance Mellick-Munjie Parish or Hattah-Kulkyne National Park. They can also be used when the name incorporates a hyphenated surname, for instance Kingsford-Smith Ulm Reserve.
- Diacritical marks (symbols such as ´, ¨ or ˘) will be omitted from names drawn from languages that use such marks. For example, Cape Reamur (not Cape Réamur).
- Punctuation marks such as commas and full stops are not allowed.
- An apostrophe must be deleted from geographic names written with a final 's and the possessive 's should not be included. For example, Wilsons Promontory (not Wilson's Promontory) or O'Reilly (not O'Reilly).
- Abbreviations are not allowed. An exception applies to the use of the honorific Saint. For example, Mount must be registered or recorded in full, but Saint can be recorded as St if requested by the naming authority. For example, St Agness Hill, Saint Georges Point and Mount Alfred.
- For the purposes of consistency, names starting with Mc or Mac must not have a space included between the Mc or Mac and the rest of the name. For example MacKenzie Falls, McAdam Gap and McCarthy Spur.
- A name cannot be a numeric value. For example 1st Street; 101 Road, 5th Avenue, 12 Apostles or 9 Mile Creek. Though Twelve Apostles and Nine Mile Creek would be allowed.
- Roads and features must use approved road and feature types which are located in [Appendix A](#) and [Appendix B](#).

Principle (K) Directional names to be avoided

Cardinal directions (north, south, east and west) must be avoided. A proposed name that uses a cardinal direction to distinguish itself from another similar name is considered to be a duplicate name. In these instances, a different name must be chosen to allow for a clear distinction between two or more roads, features or localities.

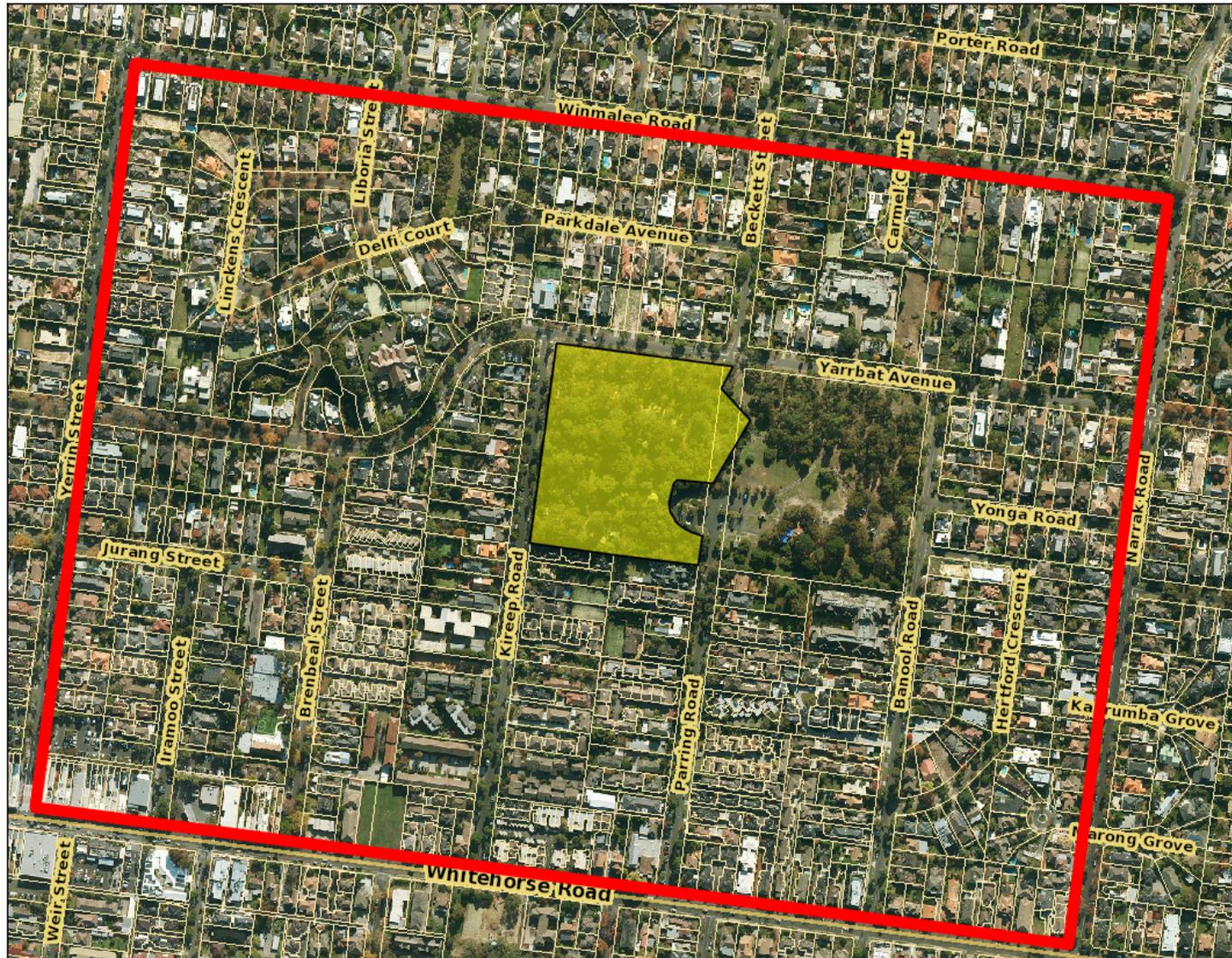
An example of an unacceptable name is Smith Street being renamed Smith Street West and Smith Street East – either one or both ends of the street must be renamed.

Principle (L) Assigning extent to a road, feature or locality

When a proposal to name a road, feature or locality is being developed, the naming authority must clearly define the area and/or extent to which the name will apply. As a minimum, a proposal for a road or waterway must include the line details, a feature (excluding a waterway) must include the centroid coordinates, and a locality must include the polygon attributes.

For example, the name of a road should apply from one end of the road to the other, i.e. to the points where the road finishes or intersects with other roads.

The name of a waterway should apply from the beginning of the watercourse to its confluence with another waterway or body.



Map Produced: 21 October, 2019 16:26:47

KEY

Road Names - Major

Road Names - Minor

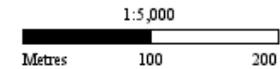
Property

Roads - Major

Suburbs

Property

Railway Stations



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