



Place Naming Policy

REM REFERENCE	A5779353	
POLICY TYPE	Council: adopted by Council resolution	
APPROVAL	Council	
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DIRECTORATE	Customer and Corporate	
POLICY OWNER	Manager Governance	
NEXT REVIEW	30 June 2030	
REVISION RECORD	VERSION	REVISION DESCRIPTION
18 September 2006	1.0	Initial policy created.
23 September 2019	2.0	Reviewed September 2019.
1 June 2026	3.0	Revised and updated to align with legislative and internal policies.

1. Purpose

The purpose of this Place Naming Policy (Policy) is to provide a clear, consistent and inclusive framework for the naming of roads, localities and features.

This Policy ensures that Council remains compliant with the *Geographic Place Names Act 1998* and the *Naming Rules for Places in Victoria 2022* (Naming Rules).

2. Scope

This Policy applies to Council, Council officers and members of the public seeking to propose a new name or rename an existing feature, road or locality within Frankston City Council.

This Policy relates to all publicly owned features, localities and public roads within the Frankston municipality, where Council is the naming authority.

This Policy does not apply to specific exemptions, which are detailed below:

- Places that are outside of Council's municipal boundary or are not legislatively required to be named by Council
- Electoral regions, districts or wards
- Private property
- Geographic places of regional, state or national significance (including waterways)
- Places for commercial purposes
- Street Numbering
- Naming where Council officers have delegated approval powers
- Place naming requests that are considered urgent due to public safety implications

3. Governance Principles and Council Plan Alignment

3.1. Governance Principles

Principle (a) Council decisions are to be made and actions taken in accordance with the relevant law;

Principle (i) the transparency of Council decisions, actions and information is to be ensured.

3.2. Council Plan Alignment

Strategic Objective 4.2: Provide good governance and ensure Councillors are demonstrating to the community the highest standards of integrity, transparency, respect and accountability.

4. Policy

4.1. Overview

This Policy outlines the process of making a naming proposal. Council is responsible for geographic place names within Frankston and processing of naming proposals.

In considering naming proposals, Council is required to comply with the principles associated with the Naming Rules, Council can apply any additional principles to reflect Council's strategic direction or priorities. Council has applied additional naming principles, that have been outlined within Section 4.2 of this Policy.

4.2. Additional Principles

In addition to the principles set out in the Naming Rules, Council has established further principles to strengthen alignment with its Reconciliation Action Plan, Gender Equality Action Plan and the *Gender and Equality Act 2020*. These additional principles are outlined below.

- Indigenous Australia
- Gender equality
- Commemorative names and Multicultural recognition

4.2.1. Recognition and inclusion of Indigenous Australia

Victoria has a rich Aboriginal history representing the diversity of cultural heritage and deep connection to the land and offers an ideal opportunity to connect language to place. Council is committed to continue working with our Aboriginal and Torres Strait Islander people and continue our reconciliation journey.

Indigenous names are encouraged and preferred, in line with Government policies, Council will prioritise naming proposals which request the use of indigenous names.

If an Aboriginal or indigenous name is being proposed, Council must engage with local indigenous community groups or the Bunurong Land Council Aboriginal Corporation (BLCAC) for approval to use the name prior to community consultation and in conjunction with the initial assessment.

4.2.2. Gender Equality and Diversity Naming

To ensure that there is balanced representation of naming across Council is in alignment with the *Gender Equality Act 2020* and Gender Equality Action Plan, Council

is committed to promoting and achieving gender equality. This includes promoting naming proposals that acknowledge significant women and gender diverse people.

4.2.3. Commemorative Names and Multicultural recognition

Commemorative names can be submitted to Council to recognise an individual's significant contribution to the municipality. A commemorative name must meet the criteria outlined below.

- Individual must be deceased for a minimum of two (2) years
- Evidence of consent or attempted consultation with family members to use the individual's name
- Evidence of the individual's community impact within Frankston City Council and letters of support from the community must be provided
- There is no evidence of the individual involved in any offensive or criminal conduct
- It is preferred that only one name is submitted

4.3. Naming Proposals

A naming proposal can be initiated by Council or by members of the public, including:

- Individuals or Community groups
- Emergency management
- Public Services providers
- Government departments or authorities

This policy outlines the process and requirements for submitting a naming proposal through to its implementation. *Figure 1* below provides a visual representation of the phases of this Policy and a naming request.

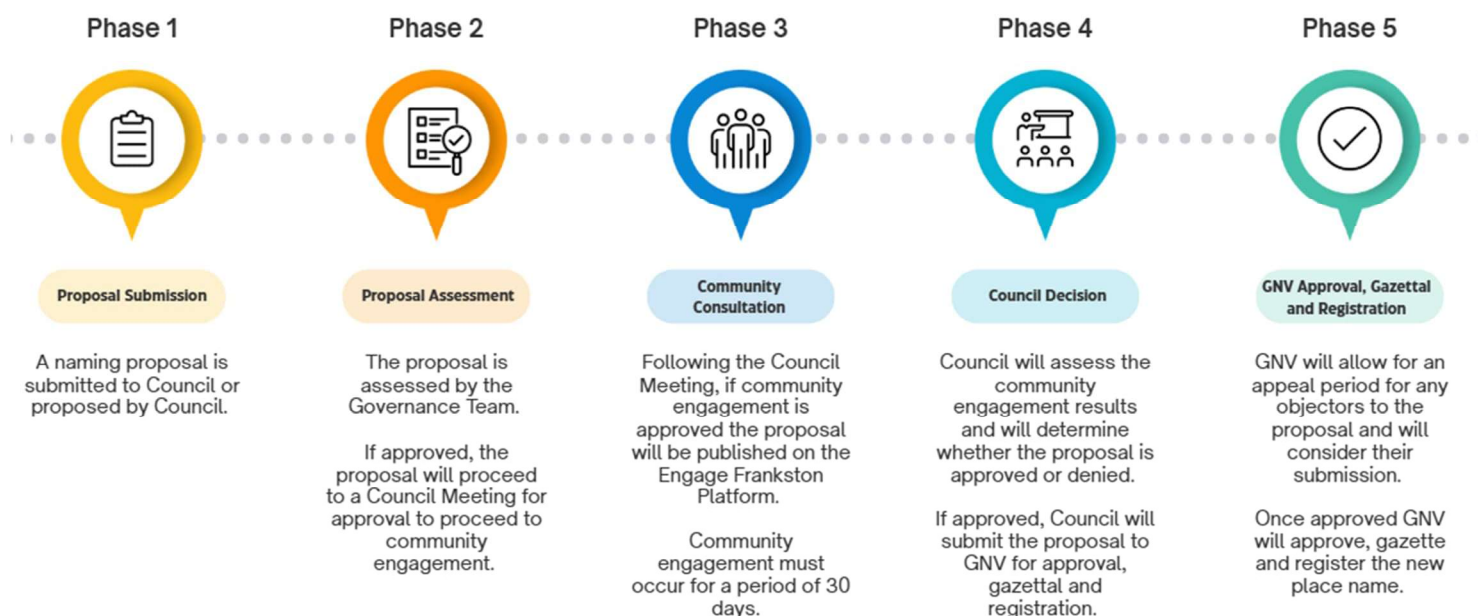


Figure 1 – Phases of Naming Proposals

4.3.1. Submitting a Naming Proposal

Proposals may be received from the community, or Council may initiate its own naming proposal, with consideration of community interests and will be considered in accordance with this Policy.

A naming proposal should include the information provided below prior to officer assessment.

- Contact details (email/phone) of the individual submitting the proposal
- The proposed name of the feature, road or locality and the current name (if relevant or exists)
- The location of the road, feature or locality (including map location, if possible)
- Background information on the rationale for changing the name or boundary
- Evidence or reason as to why the current name is not considered appropriate or any other relevant information
- A statement that outlines the proposal is compliant with the relevant principles of the Naming Rules (refer Naming Rules checklist link)

The naming proposal must be submitted in writing to the Governance Department by email to info@frankston.vic.gov.au or hard copies can be provided to the Frankston Civic Centre located at 30 Davey Street, Frankston.

4.3.2. Assessment and Review of Proposals

The Governance Department will review and assess all naming proposals received and will determine if the proposal is compliant within the parameters of this Policy, in alignment with the *Naming Rules 2022* and Council's strategic direction and/or budget.

Council encourages names that act as a reminder of local history, culture and citizens, whilst being mindful of needing to achieve a balanced representation of:

- Indigenous Australia (refer to 4.2.3)
- Gender equality (Refer to 4.2.3)
- Local historical events or figures
- A multicultural present

Victoria has a diverse multicultural community. It is encouraged to reflect multicultural history in alignment with the naming rules. Multicultural names must meet the criteria outlined below.

- If the name is taken from a language other than English, it must be written in Australian English
- Evidence of historical and cultural significance
- Evidence of community support

An assessment tool has been provided in *Appendix 1*. Officers will use this tool to determine if the proposal can proceed to Council for consideration to community consultation, final Council endorsement and formal submission to Geographic Names Victoria.

4.3.3. Community Consultation

Council is committed to transparency and considering the perspective of the community in the place naming process. Following the initial assessment of the naming proposal, Council may consider the appropriate engagement strategy in compliance with the Naming Rules and Council's Community Engagement Policy. A Council resolution may be required to conduct community consultation on any naming proposal.

Community consultation will occur over a minimum 30-day period. Any feedback received will be considered and reported on for decision at a Council Meeting.

4.4. Council Decision, Geographic Names Victoria Decision and Notification

A report will be presented to Council providing a recommendation on the naming proposal and the feedback received from community consultation. As the Naming Authority, Council can resolve to approve or reject any naming proposal (refer to Section 4.5).

Following Council approval, the naming proposal and decision will be submitted to the Registrar of Geographic Names Victoria (GNV) for formal approval, gazettal and inclusion in the Register of Geographic Names. GNV has the authority to reject any proposal that it determines does not comply with the *Naming Rules 2022*.

GNV will allow for objections to be received on the proposal prior to formal approval gazettal and registration. Further information on this process can be found through the [GNV website](#).

Following the GNV process, Council will notify the community of the outcome of the naming proposal, through the Engage Frankston Platform.

4.5. Rejected Proposals

Council may reject naming proposals on any of the following principles.

- The proposal would violate the *Naming Rules 2022* or this Policy
- The submission does not include all the requirements as outlined in section 4.3.1 of this Policy
- The proposed name is trivial or may cause offence
- The proposed name may be in contention with the additional principles outlined in Section 4.2 of this Policy
- Pattern submissions, repeated submissions or unreasonable submissions
- Does not pass the officer assessment (*Appendix 1*)
- The submitter of the proposal is non-responsive or does not address or rectify requested changes to the proposal within 30 days.

Council will maintain a record of naming proposals submitted, including names that were rejected but are compliant with the Naming Rules. These names may be considered for future naming opportunities across Frankston municipality. This record will be known as the *Name Bank Register* and will be maintained by the Governance Department.

5. Roles and Responsibilities

Role	Responsibility
Councillors	As the naming authority for the municipality, Councillors are responsible for: <ul style="list-style-type: none"> • Reviewing and endorsing naming proposals to proceed to community consultation • considering community consultation results on naming proposals; and • Endorsing the proposed name to be submitted to GNV.
Manager Governance	Responsible for: <ul style="list-style-type: none"> • Ensuring a copy of this policy and the Name Bank register is available on Council's website or available for public inspection when requested • Providing oversight and advice on the implementation of the Policy • Reviewing this policy
Governance Department	Responsible for: <ul style="list-style-type: none"> • Maintaining the Name Bank Register • Assessment and delivering of the naming process • Ensuring compliance with the Naming Rules • Making submissions to GNV on behalf of Council
Community Engagement and Participation Team	Responsible for the implementation and preparation of the community engagement plan.

6. Policy non-compliance

Failure to comply with this Policy will be considered a breach of statutory obligations and State Government regulations.

7. Definitions

Term	Definition
<i>Feature</i>	is considered to be a unique geographical place or attribute that is easily distinguished within the landscape (mountains, watercourses, buildings, structures, parks and reserves). Further definitions can be identified through the GNV Feature Catalogue available on their website.

<i>Locality</i>	means is a geographical area that has identifiable community and/or landscape characteristics. In urban areas, a locality is commonly referred to as a 'suburb'.
<i>Road</i>	is considered to be any public or private land-based thoroughfare or course navigable by vehicle or foot.
<i>Geographic Names Victoria (GNV)</i>	means Geographic Names Victoria (GNV) oversees the naming and registration of: <ul style="list-style-type: none"> • roads • features, and • localities in Victoria.
<i>Naming Authority</i>	means municipal Councils, government departments or authorities and private organisations.
<i>Geographic Place Council</i>	means, by law, to cover features, localities and roads. means Frankston City Council.
<i>Name Bank Register</i>	means the register where Council will maintain and collate unused names for future projects.

8. Related documents

8.1. Legislation

- *Local Government Act 2020*
- *Geographic Place Names Act 1998*
- *Gender Equality Act 2020*
- *Naming Rules for Places in Victoria 2022*

8.2. Documents and resources

- Victoria Feature Catalogue
- Reconciliation Action Plan
- Gender Equality Action Plan
- Community Engagement Policy
- Policy and Protocol Framework
- Naming Proposal Assessment Criteria
- Assessments relating to this Policy
 - Gender Impact Assessment for Naming of Places Policy
 - Privacy Impact Assessment for Naming of Places Policy
 - Human Rights Charter Assessment for Naming of Places Policy

9. Implementation of the Policy

This Policy will be published on Council's website and intranet and will be reviewed every four (4) years.