



# Council Policy Manual

## WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY		
<b>GEOGRAPHIC NAMING POLICY</b>	Policy No:	
	Adopted by Council:	17 December 2025
	Next review date:	December 2029
Senior Manager:	Director Corporate & Community Services	
Responsible Officer:	Finance and Rating Coordinator	
Functional Area:	Rates & GIS	
<b>Introduction &amp; Background</b>		
Introduction & Background	<p>The Geographic Naming Policy (the Policy) sets out the guidelines and principles that need to be followed by Council officers when naming a road, feature or locality within the Shire boundaries.</p> <p>The appropriate naming of roads, features and localities is important for public safety and to identify locations for managing emergencies and delivering goods and services. Names are necessary for orientation, communication, service delivery, map and atlas production, emergency response and natural disaster relief. The State government released the Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities – 2016 2022 (Naming Rules). The Naming Rules are the statutory requirements under the Geographic Place Names Act 1998 for all naming authorities to follow in nominating or considering a name of a road, feature or locality in Victoria.</p> <p>These naming rules are aligned with national principles around the consistent use of place names within Australia, including the Permanent Committee on Place Names – Principles for the consistent use of place names, AS/NZS4819:2011 Rural and urban addressing and the United Nations Group of Experts on Geographical Names’ publications. The Office of Geographic Names (OGN) works closely with jurisdictions across Australia to achieve consistency in naming.</p> <p>This policy provides a system of ensuring roads, features and localities within the Shire are appropriately named and recorded in a consistent manner and in accordance with the Naming Rules.</p> <p>Under the Geographic Place Names Act 1998 (the Act), West Wimmera Shire Council (Council) is a naming authority and is responsible for naming places within the municipality and is required to apply the Naming Rules.</p>	



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	<p>The Act defines places as “any place of building that is, or likely to be, of public or historical interest and includes, but is not restricted to –</p> <ul style="list-style-type: none"> <li>• township, area, park, garden, reserve of land, suburb or locality;</li> <li>• topographical feature, including undersea feature; and</li> <li>• street, road, transport station, government school, hospital and government nursing home”.</li> </ul> <p>The Naming rules for places in Victoria (Naming Rules) are the guidelines prescribed under the Act and reflect step-by-step information on naming, renaming or changing the boundaries of roads, features and localities in Victoria.</p> <p>The implementation of the Policy reflects on following the Naming Rules and any of its amendments that might occur from time to time. Compliance with the Act and Naming Rules is mandatory.</p>
<p>Purpose and Objectives</p>	<p>The Policy provides a consistent approach to geographic naming within the West Wimmera Shire and ensures that all of the roads, features and localities within the municipality are appropriately named.</p>
<p>Response to the overarching Governance Principles of the Local Government Act 2020</p>	<p>Section 9 of the Local Government Act 2020 states that a Council must in the performance of its role give effect to the overarching governance principles.</p> <p>This policy is in response to the following overarching governance principle/s of the Local Government Act 2020:</p> <ul style="list-style-type: none"> <li>• the community engagement principles (section 56)</li> <li>• the public transparency principles (section 58)</li> </ul>
<p>Policy Details</p>	
<p>1.</p>	<p>Legislative Requirements</p> <p><i>Local Government Act 1989</i> – primarily Schedule 10, Clause 5.</p> <p><i>Naming rules for places in Victoria – Statutory requirements for naming roads, features and localities - 2022</i> (Naming Rules).</p> <p><i>Geographic Place Names Act 1998</i> – section 5 which makes compliance with the Naming Rules mandatory for all local governments.</p>
<p>2.</p>	<p>Geographic Names Policy Guidelines</p> <p>Council is committed to provide a structured and consistent approach to naming and renaming roads, features and localities within its municipality in accordance with the Act and the Naming Rules.</p> <p>Where Council is the naming authority, it will apply the Naming Rules.</p>



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	<p>The principles in the Naming Rules must be used in conjunction with the relevant statutory requirements related to the naming of 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.</p>
3.	<p>Encouragement to property owners to adopt formal road names</p>
	<p>Property owners often apply names to roads adjoining their private land but generally service authorities refuse to acknowledge road names that have not been endorsed by Council.</p> <p>To avoid confusion that can be caused by the use of unofficial names, property owners are encouraged to liaise with Council if they want a name assigned to a public road.</p>
4.	<p>Practicalities for the selection of road names</p>
	<p>The practical application of road names to maps and plans should be considered.</p> <p>Long names should not be allocated to short roads, as the inclusion of such names on street directories and other maps can result in name crowding difficulties for the mapmakers and confusion or uncertainty for the people using the maps.</p> <p>Road names have practical implications for Rural Addressing, these benefits being:</p> <ul style="list-style-type: none"> <li>• Local Government Authorities - improved administration and service delivery.</li> <li>• Emergency Services – Enables efficient identification and location during emergencies.</li> <li>• Commercial Organisations – Supports accurate and timely delivery of goods and services.</li> <li>• Community – Enhances the efficiency and effectiveness of community service provision.</li> <li>• Service Utilities – Improves coordination and delivery of essential services such as power, water, and communications.</li> </ul>
5.	<p>Responsibility</p>
	<p>The Director Corporate &amp; Community Services and the Revenue Manager Finance and Rating Coordinator will be responsible for the coordination of the process for any geographic name changes.</p> <p>The Naming Rules allow for naming to occur by delegation of authority.</p> <p>The naming of localities and public features will be resolved by Council at a Council Meeting.</p> <p>Authority to name or rename roads will be approved by the relevant delegates in accordance with Council’s Instruments of Delegation or resolved by Council at a Council Meeting.</p>
6.	<p>Consultation</p>
	<p>Consultation is a key component in the process of naming and renaming roads, features and localities. Where Council is a naming authority, it is required to consult in accordance with the Naming Rules.</p>



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	<p>Consultation will generally take the form of advising all abutting property owners, providing information on Council's website and a public notice in a local newspaper advising of Council's proposal and seeking comments. The consultation time is defined in the Naming Rules as a 30 day period.</p> <p>Consultation is not required for naming proposals within subdivisions where there are currently no residents, businesses or ratepayers who will be directly affected.</p> <p>If naming proposals use traditional Indigenous Australian names then naming authorities are required to consult with the officially recognised Indigenous groups and Traditional Land Owners. Use of these naming proposals are subject to agreement from the relevant Indigenous groups.</p>
7.	<p>Processes for the selection of names</p> <p>The process for the selection of names is outlined in the Naming Rules and must be followed.</p> <p>Any person, community group, organisation, government department or authority can propose a new name, change an existing name or change a boundary. A person must not apply a name to a road, feature or locality without the consent of the Council. This does not apply to any freeway or to any supplementary name applied to the entire length of a declared road by VicRoads.</p> <p>Upon receipt of a request, Council, as the naming authority must adhere to the Naming Rules including the Checklist located in Appendix C of the Naming Rules and specifically will:</p> <ul style="list-style-type: none"><li>• Consider or propose a name for a road, feature or locality in accordance with Section 1 of the Naming Rules.</li><li>• Check for compliance with the relevant naming rules in accordance with Sections 2, 3, 4, and 5 of the Naming Rules.</li><li>• Ensure proposals include:<ul style="list-style-type: none"><li>○ The proposed name.</li><li>○ The location of the road, feature or locality, including a map and, if relevant, its current name.</li><li>○ Background information on why Council should consider naming or changing the name or boundary including any historic reasons of local relevance.</li><li>○ The reason for the proposal or why the current name is not considered appropriate or any other relevant information.</li><li>○ Contact details of the proposer(s) and information on public consultation that has occurred and/or support and non-support that has been gathered from community members or groups.</li></ul></li></ul> <p>Following initial review, Council will adhere to and follow the processes as detailed in the Naming Rules.</p>



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<b>Policy Adopted:</b>	Ordinary Meeting 19/08/04	Minute Book Page 12161	
<b>Policy Reviewed:</b>	Ordinary Meeting 06/04/06	Minute Book Page 13682	
	Ordinary Meeting 11/03/10	Minute Book Page 17759	
	Ordinary Meeting 16/07/15	Minute Book Page 31431	RecFind 15/002909
	Ordinary Meeting 15/11/17	Minute Book Page 36732	RecFind 17/004689
	Council Meeting 18/10/21		RecFind 21/008072
	Council Meeting 17/12/25		SRV – Policies and Procedures