

**ITEM 3. DRAFT NAMING POLICY – PUBLIC EXHIBITION**

**FILE NO: S073128**

**SUMMARY**

Names are an important navigation and reference tool in our community. They tell us where we are, define places, and are part of our community's identity.

The City is an evolving place, with new residents, workers, businesses and developments shaping and changing our experience of our local environment. Names should reflect our community's values and history, while also embracing the City's future and aspirations.

The City of Sydney is the owner or manager of roads, parks, open spaces and buildings. It is a requirement of the Geographical Names Board that all places, including roads and parks, have a name to assist with navigation and identification. In the case of buildings and open spaces not falling under the requirement of the Geographical Names Board, there is a general community expectation that these public facilities, buildings and open spaces will also be named. This not only assists with identifying these places, but helps create a sense of community.

The draft Naming Policy ("policy") has been developed to assist with the determination and approval of names, encapsulate legislative requirements and incorporate community consultation into the assessment of naming proposals.

The policy supports dual naming and recognition of Aboriginal and Torres Strait Islander culture in the public domain, provides principles to assist with the selection of a name, and provides a process for determining and approving a name.

The policy complements, and is consistent with, the policies and principles of the Geographical Names Board, which is the official body for naming and recording details of places and geographical names in New South Wales.

The policy has been endorsed by the City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve in principle the draft Naming Policy, as shown in Attachment A, for public exhibition for a minimum of 30 days; and
- (B) the draft Naming Policy and any recommended changes be reported back to Council following the exhibition period.

**ATTACHMENTS**

**Attachment A:** Draft Naming Policy

**BACKGROUND**

1. The City of Sydney is the owner or manager of roads, parks, open spaces and buildings. It is a requirement of the Geographical Names Board that all places have a name to assist with navigation and identification.
2. Staff have been following a methodology based upon the Geographical Names Board's Guidelines for the Determination of Place Names. However, some names are not captured in this process.
3. Names are an important navigation and reference tool in our community. They tell us where we are, define places, and are part of our community's identity.
4. Naming of suburbs, roads, parks, open spaces, public facilities and buildings is covered by various pieces of legislation. This policy ensures that naming principles meet legislative requirements while providing consistency in approach and clarity about naming opportunities.
5. The policy applies to all parks, open spaces, roads and buildings owned, operated or managed by the City of Sydney. This policy also applies to places, including suburbs and localities, but does not supersede any requirements of the Geographical Names Board of New South Wales, who are the naming authority for places in the state of New South Wales.
6. It provides 16 principles to be applied by the City of Sydney when suggesting, endorsing and approving names. It also provides guidance for when a name may be changed or considered for dual naming.
7. From time to time, there are circumstances for considering naming proposals. New roads, parks and community facilities are created through the process of significant redevelopment and urban renewal. There are some open spaces and lanes that have never been formally named as they have not had a primary address function.
8. Names provide a very important link between the community and the country or places in which the name appears. Names can also reflect the history of our communities. The policy supports dual naming, recognition of Aboriginal and Torres Strait Islander cultures in the public domain, and the precinct distinctiveness of our villages.
9. The City of Sydney is committed to recognising Aboriginal and Torres Strait Islander cultural heritage and history in the public domain. The policy has been drafted with the support of a naming working group from the City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel. The policy clearly articulates how dual naming and the application of Aboriginal words for new names can be applied in the City of Sydney. Acknowledgment of country on signage is another way to embed cultural recognition in the public domain.
10. All Gadigal language names, whether proposed as a single name or for dual naming, must be endorsed as culturally appropriate by the Metropolitan Local Aboriginal Land Council and the City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel prior to a Naming Proposal Report going to Council.
11. The policy incorporates community consultation into the assessment of naming proposals to allow community involvement, transparency and good governance.

## **KEY IMPLICATIONS**

### **Strategic Alignment - Sustainable Sydney 2030 Vision**

12. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This policy is aligned with the following strategic directions and objectives:
  - (a) Direction 6 - Vibrant Local Communities and Economies – the policy encourages recognition of the distinctive character of the City’s villages through naming proposals and assists with wayfinding through the City.
  - (b) Direction 7 - A Cultural and Creative City – the policy supports dual naming and recognition of Aboriginal and Torres Strait Islander cultures in the public domain, key elements of the Eora Journey. Names are clues to understanding significant stories or signposts to a place’s history. Names can connect the past to the present and support precinct distinctiveness.
  - (c) Direction 9 - Sustainable Development, Renewal and Design - New roads, parks and community facilities are created through the process of city development and urban renewal. The policy supports appropriate naming of these new assets.
  - (d) Direction 10 - Implementation through Effective Governance and Partnerships – the policy provides consistency and transparency in the consideration and determination of naming proposals and allows community participation in the naming process.

### **Organisational Impact**

13. The assessment and consultation process required for a naming proposal is framed to allow appropriate cultural and community input. Timeframes should not be underestimated.
14. For new council assets requiring a name, project and asset managers will need to budget for community consultation of a naming proposal as part of the design process and for the development of any relevant signage.
15. To ensure that the policy is abided by and that the naming principles have been met, advice on a suggested name should be sought from the History Team, the Spatial Information Team, the Aboriginal and Torres Strait Islander Advisory Panel, and/or relevant internal and external stakeholders, prior to a recommended name being placed before Council.
16. A Naming Proposal Procedure is being developed for staff to ensure the timely and appropriate application of the Naming Policy.

### **Social / Cultural / Community**

17. Names are an important navigation and reference tool in our community. They tell us where we are, define places, and are part of our community’s identity.

18. Name changes can be a cost to the community. It is undesirable to change a name without a significant reason as this leads to confusion amongst members of the public, expense in updating maps and associated collateral, and a loss of part of the history and heritage of an area reflected through its names.

### **BUDGET IMPLICATIONS**

19. There are no specific budget implications arising from the development of a policy. However, project and asset managers will need to budget for community consultation as part of the design process and for the development of any relevant signage.

### **RELEVANT LEGISLATION**

20. *Local Government Act 1993.*
21. *Geographical Names Act 1966.*
22. *Roads Act 1993.*
23. *Roads Regulation 2008.*

### **CRITICAL DATES / TIME FRAMES**

24. It is proposed that the policy will be exhibited for a minimum of 30 days, with a report back to Council following the exhibition period.
25. There are a number of new parks and buildings currently nearing completion. Therefore it would be desirable to have an adopted Naming Policy to assist with the determination of names of these assets.

### **PUBLIC CONSULTATION**

26. The policy was closely reviewed by the Naming Working Group of the City of Sydney Aboriginal and Torres Strait Islander Advisory Panel and the full Advisory Panel was consulted and gave it their support.
27. The Metropolitan Local Aboriginal Land Council has been kept informed about the development of the draft Naming Policy and has been provided with the draft policy for comment.
28. The Policy was reviewed by the secretariat of the Geographical Names Board and the Board will be invited to endorse the policy during the exhibition period.
29. It is proposed to exhibit the policy for a minimum of 30 days.
30. The outcome of the community consultation will be reported back to Council for final approval.

**ANN HOBAN**  
Director City Life

Lisa Murray, City Historian