

Item 4.

Policy - Adoption - Draft Naming Policy 2018

File No: S073128

Summary

On 11 December 2017, Council resolved that the draft Naming Policy ("policy") be placed on public exhibition for a minimum of 30 days and any recommended changes be reported back to Council following the exhibition period.

The policy was placed on public exhibition for 44 days from 5 February to 20 March 2018.

Ten submissions were received. A summary of submissions is provided in Attachment B. Overall, the ten submissions strongly support the policy. Aboriginal commemorative naming and dual naming were strongly supported, with half the submissions specifically mentioning this principle. Naming to recognise women and diverse communities was supported.

In response to feedback, minor corrections have been made to the revised draft Naming Policy 2018 to:

- (a) add a reference to the Geographical Names Board's new Place Naming Policy;
- (b) clarify the responsibilities for private road naming; and
- (c) amend the policy review period to four years.

Recommendation

It is resolved that the Revised Draft Naming Policy 2018, as shown at Attachment A to the subject report, be adopted.

Attachments

Attachment A. Revised Draft Naming Policy 2018

Attachment B. Summary of Submissions

Background

1. 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.
2. 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.
3. 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. This is a new policy for the City and is based on the Geographical Names Board's Guidelines for the Determination of Place Names. On 11 December 2017, Council resolved that the draft Naming Policy be placed on public exhibition for a minimum of 30 days and any recommended changes be reported back to Council following the exhibition period.
4. The policy was placed on public exhibition for a period of 44 days, 5 February to 20 March 2018. Advertising of the draft policy comprised advertisements in five local newspapers, an advertisement on Koori Radio, along with material on Sydney Your Say at <https://www.sydneyoursay.com.au/naming-policy>. The City also wrote to key stakeholders, such as the Geographical Names Board, the Heritage Office of NSW, and community historical societies.
5. Ten submissions were received. A summary of the feedback received is provided in Attachment B. All submissions strongly support the policy. Aboriginal commemorative naming and dual naming was strongly supported, with half the submissions specifically mentioning this principle. Naming to recognise women and diverse communities was supported in seven submissions.
6. As a result of the feedback, several minor amendments have been made:
 - (a) adding a reference to the Geographical Names Board's new Place Naming Policy;
 - (b) clarifying the responsibilities for private road naming; and
 - (c) correcting a typographical error to ensure a policy review period of four years to align with the City's Policy Management Procedure.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

7. 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

- 8. Naming proposals can be resource intensive. A Naming Proposal Procedure is being developed for staff to raise awareness and ensure the timely and appropriate application of the Naming Policy at an operational level.

Social / Cultural / Community

- 9. 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.

Budget Implications

- 10. 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.
- 11. Signage for assets or facilities will be funded through relevant capital works or operational budgets.

Relevant Legislation

- 12. Local Government Act 1993.
- 13. Geographical Names Act 1966.
- 14. Roads Act 1993.
- 15. Roads Regulation 2008.

Critical Dates / Time Frames

- 16. 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

17. The policy was reviewed by the Naming Working Group of the City of Sydney Aboriginal and Torres Strait Island Advisory Panel and the full Advisory Panel was consulted and gave it their support.
18. The Metropolitan Local Aboriginal Council has been kept informed about the development of the draft Naming Policy and has been provided with the draft policy for comment.
19. The policy was reviewed by the secretariat of the Geographical Names Board and the Board was invited to comment on the policy during the exhibition period.
20. The policy was placed on public exhibition for a period of 44 days, 5 February to 20 March 2018.
21. Advertising of the draft policy comprised advertisements in five local newspapers, *Southern Courier*, *Inner West Courier (inner city)*, *Central Sydney*, *Wentworth Courier*, and *City Hub*, and an advertisement on Koori Radio, along with material on Sydney Your Say at <https://www.sydneyyoursay.com.au/naming-policy>.
22. The City also wrote to key stakeholders, such as the Heritage Office of NSW and community historical societies.
23. Ten submissions were received. Two submissions were from residents living within the Local Government Area and three submissions were received from non-residents or unidentified locations. Two submissions were received from government bodies and two were from non-profit organisations. One submission was received from a Councillor. A summary of the submission topics is provided in Attachment B.
24. There was very strong general support for the draft Naming Policy. Aboriginal commemorative naming and dual naming were strongly supported, with half the submissions specifically mentioning this principle. Naming to recognise women and diverse communities was supported.
25. The Geographical Names Board suggested two minor corrections:
 - (a) adding in a reference to their new Place Naming Policy; and
 - (b) clarifying the responsibilities of private road naming.

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