



WARRNAMBOOL
CITY COUNCIL

Naming of Sport & Recreation Facilities Policy

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1 CONTEXT

Place names are an important part of Warrnambool’s cultural, historical and geographic identity. The naming of new places and the preservation of existing ones contributes to a sense of belonging and reflects the cultural values of communities both of today and of Warrnambool’s rich past. Place and facility names are therefore of major social importance.

Council must bear the responsibility for taking care of the place name heritage and making sure that place name planning for reserves and facilities is conducted in a way that preserves our cultural heritage while responding to and developing with our ever-evolving municipality.

Warrnambool sports clubs and community organisations from time to time seek to recognise persons who have supported them and the community through distinguished effort and commitment by seeking to name a sport or recreation facility in their honour. While the requests are infrequent, Council recognises the importance of this practice and has developed this policy and guidelines to provide a consistent and standard procedure for naming Council sport facilities.

Names should be appropriate to the physical, historical and cultural character of the sport facility.

2 PURPOSE

The purpose of this Policy is;

- To provide Council with a consistent and standardised approach to processing requests to name Council owned or managed sport facilities.
- To ensure that the naming of Council sport facilities is consistent with Warrnambool’s community expectations, Council’s strategies and policies, relevant legislation and local laws and the Guidelines for Geographic Names Victoria where applicable.

3 SCOPE

The policy applies to Council owned or managed property utilised for sport and recreation purposes where an Agreement is entered into with an organisation.

The Policy **applies to** the following Council sport facilities:

- Buildings or parts of buildings in Sporting Reserves,
- Sporting Infrastructure,
- Sportsgrounds and active playing surfaces.

The Policy **does not apply to**:

- Entire Reserves or Parks as considered under the Geographic Names Act 1966.
- Leisure Centres owned or managed by Council or a Council operated service eg: AquaZone, Warrnambool Stadium etc.
- Community and/or multi-use facilities where sport and recreation is not considered the primary or major focus eg neighbourhood houses, community centres, halls, etc
- Requests for plaques and memorials on Council owned or managed land, including streets, reserves or parks.
- Requests to unofficially name, buildings or parts of buildings, sporting infrastructure or sports grounds and active playing surfaces after a sponsor.

3.1 Definitions

Council “sports facilities” can include but not necessarily limited to;

| TERM | DEFINITION |
|------------------|---|
| Reserves & parks | Open space, entire reserves or parks dedicated primarily for the use of sport and recreation. |

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| Buildings in reserves or parks | Entire buildings dedicated primarily for the use of sport and recreation. |
| Parts of buildings in reserves or parks | Parts of buildings that are in reserves or parks dedicated primarily for the use of sport and recreation. Eg. Social room in a sports pavilion. |
| Sportsgrounds and active playing surfaces | Outdoor sportsgrounds and ovals dedicated for sport and recreation generally found in sports reserves eg sports fields, ovals and pitches, athletics tracks and jumps surfaces, tennis courts, bowling greens, synthetic surfaces etc. |
| Sporting infrastructure | Sporting infrastructure relates to the structures and infrastructure required to support the delivery of organised sport in active spaces, such as scoreboards, spectator shelters or bleachers, cricket practice wickets, coaches boxes, player shelters, player races, goals and sports fencing etc. |

3.2 References

Geographical Names Act 1966

Naming Rules for Places in Victoria

Council Plan 2021-2025 (2022 revision)

Healthy Warrnambool 2021-2025 (Municipal Health & Wellbeing Plan)

Advertising Signage Policy (April 2019)

Warrnambool Planning Scheme – Clause 52.05 Signs

Sporting Reserves Signage Policy 2022

4 POLICY

The Policy sets out the criteria for which naming requests will be considered.

Approval for any applications made under this Policy can only be given by Council Resolution and in response to a completed written application that has been assessed by officers and deemed compliant.

4.1 Guiding Principles & Criteria

All applications will be assessed against the criteria and guiding principles.

4.1.1 Gender Equality

Council is committed to promoting and achieving gender equality. When considering a naming proposal, Council will review the totality of feature names across the municipality with a gender lens to ensure that there is balanced gender representation in named facilities.

Priority will be given to naming proposals which meet the criteria and seek to redress any imbalance in the recognition and contribution of particular social groups.

4.1.2 Aboriginal Names

Council is committed to our Aboriginal and Torres Strait Islander community and acknowledges that Aboriginal people have a rich and continuous connection to our area.

The use of traditional Aboriginal names is encouraged, in line with State Government policy, which encourages the greater use of Indigenous names in Victoria through place naming. The widespread use of Indigenous names provides a strong connection to Indigenous heritage and acknowledges Indigenous culture.

As such, Council will prioritise naming proposals which request the use of Aboriginal names. This process will be undertaken in consultation with the Eastern Maar Aboriginal Corporation (EMAC).

Council will consult with EMAC prior to any use of the Guditjmarra language or place naming within Guditjmarra country and timeframes for determining such naming proposals will be extended to accommodate for the EMAC's process.

Council will only endorse a naming proposal if the EMAC decides in favour of the proposal.

4.2 Community Naming Requests

A naming request will only be considered if the person who is nominated (nominee):

- Is/was of good repute and not likely to be the subject of controversy;
- Has/had made an outstanding contribution to the sport/cultural/community organisation for which the sport facility has been built/constructed/provided;
- Has/had been nominated unanimously by the committee of the relevant sport/cultural/community organisation which is the major user (historically and currently) of the sport facility;
- The naming request has the support of all other tenant clubs and regular users and of the Council sport facility to be named;
- Has/had made a significant contribution, over and above other potentially suitable candidates;
- Has/had been a resident of Warrnambool or surrounding district and is/was widely known and respected within the local community; or had a recognised historical link with the locality or is generally acknowledged as having made a significant contribution to the social, economic, sporting and/or cultural development of the community;
- If the person is deceased, the naming request application should include the written consent of their immediate family;
- If the person is living, the naming request application must include the written consent of the nominated person;
- Names considered offensive or likely to give offence will not be considered;
- Naming requests for members of the Council staff, Councillors, appointees to Committees of the Council, a person still holding public office or those formally associated with the Council, will not be considered as long as that formal relationship continues to exist; and
- There is broad community respect for the person and acceptance of the proposal generally as determined through an approved public consultation process.

Note: Names of political parties or entities will not be considered.

4.3 Signage

Any naming signage must:

- Be accordance with the terms and conditions of club occupancy agreements which stipulate the prior written consent of the Council must be obtained before displaying or affixing any signs, advertisements or notices to any part of the licensed area where such signs, advertisements or notices are visible from outside the Licence Area.
- Comply with any relevant legislation including the Warrnambool Planning Scheme Section 52.05.

The types of signs that will generally be permitted are those that do not require a permit (Section 52.05-10). Examples of signs that do not currently require a permit include signs that are erected:

- on a sports facility providing the sign's display cannot be seen from nearby land (e.g. be inward-facing or facing playing surfaces); and/or
- inside a building that cannot generally be seen outside.
- comply with relevant Council policies and community laws.

It is against Council policy to permanently erect 'real estate' (community billboard) advertising boards or other such permanent signage visible from outside sport reserves.

5 POLICY AUTHORITY

The authority for the for the naming of sport facilities lies with the Warrnambool City Council and is subject to the nomination criteria detailed in this Policy.

Council's strong preference is to retain the existing official names registered in the Victorian Registry of Places but accepts community recommendations to name sport facilities such as:

- Parts of Buildings in Reserves or Parks eg social room or change room in a sports pavilion; and
- Sporting Infrastructure eg scoreboards, coaches boxes, spectator shelters, cricket practice nets

Notwithstanding an approval by the Council under this Policy, Council reserves the right to alter or rescind such approval by resolution of the Council.

6 POLICY IMPLEMENTATION

6.1 Naming Requests

- Applications must be in writing and addressed to the Manager of Recreation & Culture.
- All applications considered must be sport facilities identified and included in the Policy Scope (item Requests to name or rename entire reserves, parks and buildings and sportsgrounds/sports surfaces etc. will not be considered).
- All applications to include a supporting statement detailing how the nominee/sponsor meets the nomination criteria as stated in the Policy. The onus is on the requestor to ensure that all criteria and conditions are met. Council officers will not assist in this process.
- Not all naming requests received under this policy will be subject to a report to Council.
- An initial review of the naming request application will be made by Council officers. If the application is consistent with the policy, guidelines and criteria contained herein, a report will be referred to Council recommending Council approve the naming request in accordance with the application.
- Where an application for a naming request is supported by Council, the application will be advertised for a period of 21 days to provide opportunity for community comment and feedback for consideration by Council.
- All applications and any community feedback received will be given careful consideration by Council officers prior to being presented to Council via a Council Report

6.2 Existing Names

Existing names for significant sport facilities are registered in the Geographic Place Names Registry. Names of reserves, parks and significant sport facilities are generally well known, universally accepted and recognised by the broader community.

Requests to rename significant sport facilities will not be supported by Council.

The names of existing sport facilities should only be changed in exceptional circumstances. Generally, a named facility will retain that name as long as it exists unless exceptional circumstances arise that warrant the name being changed.

In some cases there have been historical cases of Council facilities being unofficially named. These names are not be recognised by Council as the official name and do not create a precedence for naming of other facilities in this way. If deemed necessary at any point Council may remove these names from its assets.

6.3 Geographic Names Board

When considering a name proposal, Council will assess whether the proposed name needs to be registered with the Geographical Names Board under the Geographical Names Act 1966.

If Council registers the name with the Geographical Names Board, it will follow the relevant guidelines of the Board and, prior to forwarding a request for naming determination, Council officers will need to ensure that:

- The community was consulted on the proposed name;
- The proposed name is widely supported by the community; and
- The proposed name has been formally endorsed by Council.

Where an application for a naming request is supported by Council, the application will be advertised for a period of 21 days to provide opportunity for community comment and feedback for consideration by Council.

All applications and any community feedback received will be given careful consideration by Council officers prior to being presented to Council via a Council Report before a new place name can be registered in the official Victorian Registry of Places.

6.4 Costs

The applicant is required to meet all costs associated with the consultation, advertisements and registration costs associated with submitting and reviewing a name proposal via the Geographical Names Board.

The applicant is required to meet all costs associated with the purchase, advertisement, delivery, installation and maintenance of the Council approved signage.

6.5 Right to Remove

Council reserves the right to remove any signage or structure, approved in accordance with or as a result of this Policy, if it is deemed unsafe and/or if the sport facility (site or asset) is due for redevelopment or renewal.

7 GOVERNANCE

7.1 Owner

Manager of Recreation & Culture

7.2 Review

The Manager of Recreation and Culture will review the policy for any necessary amendments no later than three (3) years after its formulation or after the last review.

7.3 Compliance Responsibility

7.3.1 Management Executive Group (Chief Executive and Directors)

7.3.2 Managers and Supervisors

7.3.3 All Employees

7.4 Charter of Human Rights Compliance

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights and Responsibilities Act 2006.