

**2.1 REVIEW - COMMUNITY REQUESTS FOR NAMING OF COUNCIL FACILITIES POLICY**

(Author: JG)

Responsible Director: Russell Hopkins

**RECOMMENDATION***That Council:*

1. *Notes that an officer review of the Guidelines for Community Requests for the Naming of Council Facilities has been completed; and*
2. *Endorses the updated policy titled 'Community Requests for the Naming of Council Sport Facilities' (Attachment A) which will supersede the Guidelines for Community Request for the Naming of Council Facilities.*

**INTRODUCTION**

This report is to advise Council that an officer review of the Guidelines for Community Request for the Naming of Council Facilities has been completed and an updated policy document has been prepared for Council consideration.

**BACKGROUND**

Clubs, organisations and community groups from time to time seek to recognise persons who have supported them and the community through distinguished effort and commitment by naming facilities in their honour.

Requests for plaques and memorials on Council owned or managed land, including parks and reserves are managed in accordance with the Plaques and Memorials Policy (July 2017) and requests to name Council facilities have been considered in accordance with the *Guidelines for Community Request for the Naming of Council Facilities (2012)*.

Given that the Guidelines for Community Request for the Naming of Council Facilities were developed in 2012, it is timely that the guidelines be reviewed and be updated to ensure they:

- are compatible with the newly developed Plaques and Memorials Policy (July 2017);
- remain consistent with current community expectations, Council strategies and policies, and relevant legislation and local laws such as:
  - Section 52.05 (Signs) of the Monash Planning Scheme; and
  - Community Billboards Advertising Conditions and Procedures (Community Laws); and
- comply with the Guidelines for Geographic Names Victoria where applicable (e.g. naming requests for a location or building).

**DISCUSSION**

At the 30 June 2019 Council meeting, Council directed officers to undertake a review of the Guidelines for Community Request for the Naming of Council Facilities (or 'guidelines'). Officers have since completed a review of these guidelines.

Following this review, it is recommended the guidelines be reformatted into a policy document ('draft policy') that outlines Council's policy position in regards to handling, processing and assessing requests to name Council owned sport facilities.

The draft policy provides a clear definition of 'sport facilities' and the policy scope has been extended to include:

- (a) Parts of Buildings in Reserves or Parks
- (b) Sporting Infrastructure

It is important to note that the draft policy **does not apply to**:

- (a) Entire Reserves or Parks as considered under the Geographical Names Act 1966.
- (b) Entire Buildings in Reserves or Parks as considered under the Geographical Names Act 1966.
- (c) Entire Sportsground and/or Active Playing Surfaces.
- (d) Services themselves or facilities and premises that are provided, owned or managed by the Council or a Council operated service e.g. Libraries, Monash Youth Services, Monash Aquatic and Recreation Centre, Oakleigh Golf Course etc.
- (e) Community and/or multi-use facilities where sport and recreation is not considered the primary or major focus e.g. neighbourhood houses, community centres, scout and guide halls, senior citizens centres, men's sheds etc.
- (f) Requests for plaques and memorials on Council owned or managed land, including streets, reserves or parks. The [Plaques and Memorials Policy, July 2017](#) details the procedure for assessing requests in relation to new plaques or memorials.

The draft policy clearly outlines the nomination criteria against which all naming requests will be assessed and responds to:

- Community Naming Requests
- Sponsorship Naming Rights Request
- Requests for Naming (including Sponsor Naming Rights) Signage.

The draft policy also notes that consideration will be given to alignment with Council's policy ambitions of redressing historical imbalances in public space i.e. Monash Council aims to ensure that everyone in the Monash community enjoys the same opportunities, rights and respect, regardless of their gender, sexuality, cultural background, or ability.

The draft policy also proposes that **not** all naming requests received will be subject to a report to Council. It is proposed that an initial review of naming request applications will be made by Council officers. If the application is consistent with the draft policy and criteria contained therein, a report will then be referred to Council recommending Council confirm the naming request in accordance with the application.

A copy of the draft policy is included as Attachment A to this report for Council consideration.

**POLICY IMPLICATIONS**

This report recommends Council endorse the draft policy provided in Attachment A - Community Requests for the Naming of Council Sport Facilities (2020).

If endorsed, this policy will supersede the Guidelines for Community Request for the Naming of Council Facilities (2012).

**HUMAN RIGHTS CONSIDERATIONS**

The recommendation complies with the Victorian Charter of Human Rights and Responsibilities Act 2006.

**CONSULTATION**

Internal consultation with the Recreation, Statutory Planning and Community Laws teams has been undertaken as part of the review process.

**FINANCIAL IMPLICATIONS**

There is no financial impact to Council in regards to adopting this policy.

Under the Policy, clubs will be responsible for the funding any costs associated with installing approved signage on or in Council sport facilities.

**CONCLUSION**

Officers have completed a comprehensive review of the 2012 Guidelines for Community Requests for Naming Council Facilities.

Following this review it is recommended Council adopt the policy provided in Attachment A - Community Requests for the Naming of Council Sport Facilities (2020). This policy clearly outlines Council's policy position in regards to handling, processing and assessing requests to name Council owned sport facilities and also encapsulates requests for sponsor naming rights and signage. This policy is also cognisant of and consistent with:

- relevant Council strategies and policies such as the Gender Equity Strategy and the Plaques and Memorials Policy (July 2017);
- relevant legislation and local laws; and
- the Guidelines for Geographic Names Victoria.

Under the new policy, only applications that comply with the policy and the criteria contained therein, will be referred to Council for approval.

**ATTACHMENTS**

Attachment A - Community Requests for the Naming of Council Sport Facilities