

## Naming Rights Policy

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## 1. TITLE

Naming Rights Policy

## 2. INTRODUCTION

Glen Eira City Council is looking for new opportunities for the community to contribute to the achievement of the *Glen Eira Council Plan 2021-2025* and the *Glen Eira 2040 Community Vision*. The policy has been developed to provide a strategic direction and method when reviewing requests to name a Council owned community facility. This may include Council facilities such as parks, where *Naming Rules* apply, and also facilities such as playgrounds and meeting rooms, which are not subject to *Naming Rules*. Council owns a number of community facilities which may be of interest to businesses or other organisations to associate their name with to promoted good corporate citizenship and/or grass-roots connections with the local community.

This policy applies to naming rights only. For sponsorships, please refer to Council's *Philanthropic Partnerships and Sponsorship policy*.

This policy will rescind the *Donations for Provision of Park Benches policy*.

## 3. OBJECTIVES

The objectives of this policy are to:

- provide a consistent and transparent process for the naming or renaming of facilities owned and/or managed by Council;
- ensure that the naming of Council assets aligns with community expectations, other Council policies and strategies and relevant legislation, including the *Geographic Place Names Act 1998* (Vic);
- assist in responding to naming requests from the community;
- foster community engagement and encourage local businesses and organisations to actively contribute to the community; and
- where appropriate, generate additional revenue which may help to offset the cost of owning and maintaining Council facilities.

## 4. DEFINITIONS

Term	Definition
Naming rights	The right to name a piece of property, building (whole or part) or other physical asset
Naming rules	The <i>Naming rules for places in Victoria 2022 - Statutory requirements for naming roads, features and localities</i>
Open space	All parks and reserves owned and/or managed by Council
Pavilions	Includes pavilions, hubs and similar buildings located within open space
Registered Aboriginal Parties (RAPs) <sup>1</sup>	A body registered under Part 10 of the Aboriginal Heritage Act 2006
Traditional Owners	The primary guardians, keepers and knowledge holders of Traditional Owner cultural heritage, including language

<sup>1</sup> Under the *Aboriginal Heritage Act 2006*, Traditional Owners may be appointed as Registered Aboriginal Parties (RAPs).

## 5. SCOPE

This policy applies to assets owned and/or managed by Council.

It applies to:

- open space and pavilions, including parks and park benches, playgrounds, ovals, reserves and recreational facilities;
- buildings, facilities and rooms;
- street and public infrastructure; and
- footpaths and bike paths.

This policy does not apply to:

- road or street naming or renaming;
- Council services;
- events, sponsorships or activities that fall under Council's *Philanthropic Partnership and Sponsorship policy*; and
- *assets of smaller community value, such as individual trees.*

## 6. POLICY

### 6.1 Naming of Council assets:

- Council is the responsible authority for the naming of public features in Glen Eira.
- We encourage the use of First Nations names subject to consultation with Traditional Owner group(s) for the area being named.
- Naming agreements must show clear net benefit to the community.
- Naming agreements will consider the social, cultural, environmental and economic value of the proposal.
- Naming agreements that lead the way on gender equality and community safety are encouraged.
- Naming agreements will only be undertaken with businesses and other entities whose values/practices/products are consistent with Council objectives and policies.
- Naming agreements will consider any prior partnerships and the potential effects on any existing agreements.
- Naming agreements will not apply to Council spaces and assets that are already named before the date this policy is approved.

### 6.2 Naming proposals

- An asset-naming proposal may be initiated if:
  - Council proactively calls for expression of interest or engagement;
  - A request is received by Council from the community; or
  - Council resolves that a name change be investigated.
- Council may consider a formal naming process when a facility of significance is developed and has not previously been formally named.
- Requests from the community for naming proposals must be made to Council in writing.

### 6.3 Risk assessment

- All proposed naming of Council assets will be assessed for potential risks including, but not limited to, financial, social, safety, environmental and reputational risks for Council.

#### 6.4 *Assessment and decision-making*

- The naming principles contained within the *Naming Rules* must be considered in the naming process, where the *Naming Rules* apply to the naming of a feature or location, they must be complied with.
- All decision-making must be consistent and transparent.
- All applications and the final decision on the most appropriate name will be made by Council at a Council meeting.
- Applications will be subject to the criteria outlined in this Policy.
- The location and type of asset will be determined solely by Council and informed by Glen Eira Street Design Guidelines, Open Space Strategy and other Council policies and land management considerations.
- Assets named under this policy remain the property of Council.

#### 6.5 *Community consultation*

- Community consultation with all relevant stakeholders and the broader community will be undertaken on some naming proposals.
- Consultation will be carried out in accordance with Council's *Community Engagement Policy* and the requirements of the *Naming Rules*.
- If a proposed new name is First Nations, consultation will include the Registered Aboriginal Party for the location.

#### 6.6 *End of useful life*

- Signage will generally remain in place for the lifetime of the facility. Facilities will be renamed only in exceptional circumstances where the name has become inconsistent with the use or function of the asset, or Council values.

### **7. HUMAN RIGHTS CHARTER COMPATIBILITY**

This policy has been assessed as being compatible with the *Charter of Human Rights and Responsibilities Act 2006* (Vic).

### **8. ASSOCIATED INTERNAL DOCUMENTS**

- *Glen Eira 2040 Community Vision*
- *Glen Eira Council Plan 2021-2025*
- *Media – Policy*
- *Procurement – Policy*
- *Philanthropic Partnership and Sponsorship – Policy*
- *Risk Management – Framework and Policy*

### **9. EXTERNAL REFERENCES/RESOURCES**

- *Geographic Place Names Act 1998*
- *Naming Rules for Places in Victoria 2022*
- *Aboriginal Heritage Act 2006*
- *Local Government Act 2020*