Council Policy
1.8
Naming of Shire Assets, Tree Plantings, Memorials and Parks

Purpose

This policy provides a clear and consistent framework for how the Shire of Northampton (Shire) owned assets, parks, memorials, and commemorative tree plantings are named or dedicated

Background

Community infrastructure, public places, memorials and plaques are reminders of citizens, culture and local heritage and are to be named and placed appropriately to match the context and significance of the asset or purpose.

Objectives

The purpose of this Policy is to:

1. Establish and formalise the principles and criteria by which the Shire of Northampton names public places, community infrastructure, memorials and plaques inclusive of:
    a) Memorial furniture;
    b) Memorial plaques;
    c) Public spaces (including Shire reserves);
    d) Community infrastructure (i.e. – any property, complex, structure, building, ornamental bridges, asset, sporting field owned or under the control of the Shire, excluding public roads.); and
    e) Tree plantings;
2. Ensure that a consistent, fair and equitable assessment of the naming of the asset is undertaken; and
3. To acknowledge that language provides an identity that connects people to culture, embodies traditions and passes on knowledge.

Area of Application

This Policy applies to all Shire-managed public spaces, community infrastructure, memorial furniture, plaques and tree plantings within the Shire of Northampton local government area.

This policy does not extend to the following areas:

- Any Cemetery, Memorial or Niche Wall; or
- Roadside memorials near the location of a fatality. In these situations, the Shire will follow the principles set out in Main Roads Western Australia Roadside Memorials Policy and Guidelines and principles set out in Council Policy *1.7 Memorials.*

Policy Measures

The Shire will consider on its merits, any application for the naming of an asset to be included on land under its care, control and management.

Naming of Public Open Spaces, Reserves and Community Infrastructure

1. In general terms, naming should be unique and use form, spelling and style of contemporary Australian English. In particular cases, naming practice should take into account local indigenous Yamatji languages.

2. A name shall be, wherever possible:
   a) Relevant to Australian, preferably local, history, flora, fauna, culture, local landscape and physical characteristics;
   b) Short and simple, preferably one to two words;
   c) In all respects, in accordance with community standards;
   d) Complementary with and sensitive to existing names and design themes of adjoining assets;
   e) Not easily confused with or duplicating names within the region or nearby Local Governments;
   f) Be considerate of any potential risk to the reputation of the Shire and/or Council from aligning with an individual or company whose reputation may vary.
   g) Be considerate of any potential detrimental impact to the community or individuals; and
   h) Demonstrate strong local community support.

3. If personal names are proposed, the person commemorated must have met the criteria set out below and naming shall only be approved posthumously:
   a) Contributed significantly to the development, protection or enhancement of:
      i. Shire town sites, Localities or Reserves; or
      ii. the greater region that has produced long-term improvements in the area or community;
   b) Actively served or contributed to an area of national or international importance;
   c) Have a long-term association with a local community group or service club (no less than twenty years), service to the community or organisation must have been voluntary;
   d) Donated property or funds for community benefit;
   e) Have their birth name recognised – no nick-names;
   f) Preferably be recognised “in memoriam”;
   g) Endorsed by a deceased persons immediate family; and
   h) Names of living persons are by their nature subject to partisan perception and change in community judgement and acceptance. For this reason, the adoption of a personal name during the

lifetime of the person concerned should only be made in exceptional circumstances.

4. Sensitivity to diverse cultural situations should be applied when selecting names. Derogatory or discriminatory terms or terms likely to cause offence will not be approved.

5. Names of commercial entities and the like must not be used unless part of a formal sponsorship proposal.

6. Naming of parks, reserves and components of reserves must meet the requirements under the *Land Administration Act 1997* and the Geographic Names Committee (GNC) WA Principles, Guidelines and Procedures. It is important to note that under the *Land Administration Act 1997,* names that commemorate a living person will not be considered for parks and reserves over one hectare.

Renaming of Community Infrastructure or Public Space

1. Renaming will only occur in an extraordinary case. Evidence of substantial community support must be provided for a change in name.

2. Where an asset has been named after a person and that person comes into disrepute through illegal activities, conviction or similar, whether retrospectively or subsequent to the naming, the Shire reserves the right to remove or review the name immediately.

3. Where a name change is being considered for any of the Shire's infrastructure or reserves, the request is to be firstly referred to Land Management Service (LMS) to confirm if the current name is officially approved by the GNC.

Signage

Any signage must be in line with the Shire's signage practices, design standards, and guidelines.

Requirements for Naming Proposals for Public Spaces and Community Infrastructure

1. Addressed to the Chief Executive Officer (CEO).
2. Evidence of support from an Elected Member of the Shire.
3. Address of the building or place to be named.
4. A site plan clearly identifying the location and boundaries of the asset to be named.
5. Documentation providing the reason for the choice of name including the history, meaning, significance and relevance to the town, locality and/or Northampton region or national/international contribution.

6. If the nomination is submitted by an organisation, documented evidence (i.e. Minutes from a committee/board meeting) must also be included support of the nomination.
7. For personal names, the following must also be supplied:
   a) Biographical details - dates of birth & death (if relevant), length and years of service or association; and
   b) Written permission from the family in the case of a deceased person.
8. Dual naming will be considered on a case-by-case basis.

Requirements for Memorial Furniture and Plaques

1. Addressed to the CEO.
2. Address of the location.
3. A site plan clearly identifying the location of the proposed plaque or memorial seat.
4. A copy of the text to be included on the plaque or memorial seat, and the size and details of the materials to be used.
5. Documentation providing the reason for the choice of name including the history, meaning, significance and relevance of the subject person to the site.
6. If the nomination is being submitted by an organisation, documented evidence (i.e. Minutes from a committee/board meeting) must also be included in support of the nomination.
7. The design of the proposed memorial furniture and/or plaque must be consistent with existing infrastructure and any planned or future park furniture.

Requirements for Tree Planting / Tree Plaques

1. Addressed to the CEO.
2. Within the primary town sites of Kalbarri, Northampton, Port Gregory, Binnu, Horrocks and Isseka.
3. A site plan clearly identifying the location of the proposed tree planting or tree plaque installation.
4. Documentation providing the reason for the request including whether for Centenarian recognition or memorial purposes, and should include the history, meaning, significance and relevance of the subject person.
5. If the request is to recognise a Centenarian, consent of that Centenarian or their family must be included in the submission.
6. A copy of the text to be included on the plaque and the size and details of the materials to be used.
7. If the nomination is being submitted by an organisation, documented evidence (i.e. Minutes from a committee / board meeting) must also be included to demonstrate support of the nomination.

Assessment Process

1. On receipt of a nomination, the CEO shall ensure all criteria is assessed.
2. Where the nomination proposal pertains to the naming of parks and reserves, a preliminary presentation should be made to Landgate (GNC) for initial comment prior to it being presented to Council for approval. If approval is provided, public consultation occurs and formal approval from Landgate is then requested.
3. Recommendations to Council involving matters that may be deemed of a sensitive nature will be kept confidential, where possible. Adoption of the recommendation will require an absolute majority decision by Council.
4. Maintenance and replacement budget considerations pertaining to the request will be considered in the Officer Report.
5. Memorial furniture, plaques or tree plantings can be granted approval at the discretion of the CEO provided there is no variation to the Policy Measures.

Adoption and Date Due for Revision

ADOPTED 19 February 2026

NEXT DUE FOR REVIEW February 2031

The Administration of this Policy is by Office of the CEO.