

The following principles, consistent with the Naming Rules for Places in Victoria 2016, will be applied by Council when suggesting, endorsing or approving names.

- Ensuring Public Safety – The suggestion makes sense and won't cause confusion for the public or essential services.
- Links the name to the place – Names that link the name to the place could relate to Aboriginal culture and occupation of the land, local flora and fauna, Australian war contributions, European exploration and settlement, local geography and geology, significant events, cultural diversity of past and current inhabitants, patterns of land usage and industrial/mineral/agricultural production.
- Ensuring names are not duplicated – proposed names should not duplicate another name within a 30km radius, including existing inter-council or interstate names. Duplicates are considered to be two (or more) names within close proximity, or names that are identical or have similar spelling or pronunciation (ie White, Whyte, Wite and Wiet).
- Names must not be discriminatory - Names should not be derogatory or offensive on the grounds of race, ethnicity, religion or gender.
- Recognition and use of Aboriginal languages in naming – The use of Aboriginal languages in the naming of roads, features and localities is encouraged, subject to agreement from the relevant Traditional Owner group(s).
- Using commemorative names – When using a commemorative name the following points must be considered:
 - If named after a person, that person should be or have been held in strong regard by the community. The persons achievements, relevant history and association to an area, and the significance of the family/person to the area/land. For example, a family that has been associated to an area for at least 50 years.
 - The names of people who are still alive must be avoided because community attitudes and opinions can change over time.
- Using commercial and business names – public infrastructure or places will not be named after commercial business, trade names, estate names or not-for-profit organisations.

For more detailed information regarding the naming rules for places in Victoria please visit <https://www.land.vic.gov.au/place-naming/understand-the-naming-process/the-naming-rules>