

COMMUNITY REQUESTS FOR THE NAMING OF COUNCIL SPORT AND RECREATION FACILITIES

POLICY OVERVIEW:

This Policy sets out the process to be followed when dealing with requests to name (including sponsor naming rights) sport facilities under the care, control and management of Monash City Council.

RESPONSIBILITIES:	Manager, Active Monash
RELATED MATERIAL:	Refer <i>Relevant Documents</i> Section
RELATED LEGISLATION:	Refer <i>Relevant Documents</i> Section
REVIEW:	The Chief Executive Officer will review this policy as required and in accordance with any legislative changes and/or requirements.

POLICY VERSION:	Version 2
POLICY DATE:	April 2020
REVIEW DATE:	Every 5 years

SUPERSEDED POLICY:	Guidelines for Community Requests for Naming of Council Facilities Version 1
POLICY DATE:	February 2012

APPROVED BY:	Chief Executive Officer
DATE:	
SIGNATURE:	

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SUMMARY

1. This Policy sets out the process to be followed when dealing with requests to name (including sponsor naming rights) Council owned sport facilities.

POLICY STATEMENT

2. Council will consider written applications to name (including sponsor naming rights) sport facilities under the care, control and management of Monash City Council.
3. 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.

PURPOSE

4. The purpose of this Policy is:
 - (a) To provide Council with a consistent and standardised approach to dealing with naming requests for Council sport facilities.
 - (b) To establish criterion against which to assess and respond to requests for the use of the Council sport facilities by individuals and community groups for the recognition of valued community members.
 - (c) To ensure that the naming of Council sport facilities is consistent with Monash's community expectations, Monash strategies and policies, relevant legislation and local laws and the Guidelines for Geographic Names Victoria where applicable.
 - (d) To define conditions under which Council will approve sponsor naming rights for Council sport facilities.

CONTEXT

Place names are an important part of Monash's cultural, historical and geographic environment. 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 Monash's rich past. New 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.

Monash 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.

DEFINITIONS

Council “sport facilities” can include but is not necessarily limited to:

(a) Reserves & Parks

Open space, entire reserves or parks dedicated primarily for the use of sport and recreation e.g. Central Reserve, Mulgrave Reserve, Brickmakers Park etc.

(b) Buildings in Reserves or Parks

Entire buildings dedicated primarily for the use of sport and recreation e.g. Central Reserve Pavilion and/or Grandstand, Mulgrave Reserve Pavilion etc.

(c) 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 e.g. a social room in a sports pavilion

(d) Sportsgrounds and Active Playing Surfaces

Outdoor sportsgrounds and ovals dedicated for sport and active recreation generally found in sports reserves e.g. sports fields, ovals and pitches, athletics tracks and jumps surfaces, tennis courts, bowling greens, synthetic surfaces etc.

(e) 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 dug outs, player races, goals and sports fencing etc.

SCOPE OF POLICY

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

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

6. The 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) Sportsgrounds and 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.

NOMINATION CRITERIA

All applications will be assessed against the relevant nomination criteria and 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.

Community Naming Requests

7. A naming request will only be considered if the person who is nominated (the nominee):
 - (a) Is/was of good repute and not likely to be the subject of controversy;
 - (b) Has/had made an outstanding contribution to the sport/cultural/community organisation for which the sport facility has been built/constructed/provided;
 - (c) Has/had been a volunteer at a Monash club, organisation or community group contributing over 20 years;
 - (d) 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;
 - (e) The naming request has the support of all other tenant clubs and regular users and of the Council sport facility to be named;
 - (f) Has/had made a significant contribution, over and above other potentially suitable candidates;
 - (g) Has/had been resident of Monash 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;
 - (h) If the person is deceased, the naming request application should include the written consent of their immediate family;
 - (i) Names considered offensive or likely to give offence will not be considered;
 - (j) 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

- (k) 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.

Sponsor Naming Rights Requests

- 8. A request to 'unofficially' name a sport or recreation facility after a sponsor will only be considered if:

- (a) The sponsor has made a significant financial contribution to the development of the sport facility and/or to the resident sport club or community organisation;
- (b) The sponsor 'naming rights' is for a short-term fixed period (maximum of three years) and comply with the terms and conditions of the relevant club's occupancy agreement with Council e.g. Seasonal Allocation, Licence or Lease Agreements;
- (c) The sponsor's name can be applied to a sport facility (item 6) such as a social room, scoreboard or grandstand, **but** may also extend to a sporting event, round, fixture or finals series.
- (d) The sponsor has a good reputation and their vision, mission and objectives align with those of Council;
- (e) The sponsor's business and activities, as far as possible, take into account and do not conflict with any relevant legislation and/or Council policies, plans or strategies such as the Public Health Approach to Preventing Harm from Gambling Policy Statement;
- (f) The sponsor has the support of all other tenant clubs and regular users and of the Council sport facility to be named; and
- (g) There is broad community respect for the sponsor 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.

Signage

- 9. Any naming rights or sponsorship signage must:
 - (a) Be in accordance with the terms and conditions of club occupancy agreements which generally 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.
 - (b) Comply with any relevant legislation including the Monash Planning Scheme Section 52.05 Signs¹.

¹ <https://www.planning.vic.gov.au/schemes-and-amendments/browse-planning-scheme/planning-scheme?f.Scheme%7CplanningSchemeName=Monash>

The types of sponsor signage 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.
- (c) Comply with relevant Council policy 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.

POLICY AUTHORITY

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

10. Council's strong preference is to retain the existing official names registered in the Victorian Registry of Places but **encourages** the community, where appropriate, to put forward requests to name sport facilities such as:

- (a) Parts of Buildings in Reserves or Parks e.g. social room or change room in a sports pavilion; and
- (b) Sporting Infrastructure e.g. scoreboards, coaches boxes, spectator shelters.

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

POLICY IMPLEMENTATION

Unofficial Naming Requests

11. Applications must be in writing and addressed to the Manager, Active Monash.
12. All applications considered must be sport facilities identified and included in the Policy Scope (item 6). Requests to name or rename entire reserves, parks and buildings and sportsgrounds/sports surfaces etc. will not be considered (item 7).
13. All applications to include a supporting statement detailing how the nominee/sponsor meets the nomination criteria as stated in the Policy.
14. All applications including requests for signage (including sponsor signage) need to comply with and/or be permissible in accordance with section 9 of this policy.

Applications inclusive if signage requests should include a site plan indicating the proposed location of any signage (including sponsor signage) and where possible including details pertaining to the design, dimensions, materials, mounting arrangements and signage content.

15. The application must be supported in writing by all other tenant clubs and regular users and of the Council sport facility to be named.

Official Naming Requests

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.

Geographical Names Board

16. When considering a name proposal, Council must assess whether the proposed name needs to be registered with the Geographical Names Board under the Geographical Names Act 1966.
17. 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:
 - (a) The community was consulted on the proposed name;
 - (b) The proposed name is widely supported by the community; and
 - (c) The proposed name has been formally endorsed by Council.

Where an application for a naming request is potentially controversial or questionable, 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.

Costs

18. 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.
19. The applicant is required to meet all costs associated with the purchase, advertisement, delivery, installation and maintenance of the Council approved memorial plaque and/or sponsor signage.

Maintenance

20. Council accepts no responsibility or obligation for repair of damage to, or theft of, any signage or structure approved in accordance with or as a result of this Policy.

Right to Remove

21. 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.

REPORT TO COUNCIL

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 confirm the naming request in accordance with the application.

REVIEW

Council's Active Monash unit will review this Policy every five years.

RELEVANT DOCUMENTS

The following legislation and Council policies affect the operation of this Policy:

- (a) Geographical Names Act 1966.
- (b) [Naming Rules for Places in Victoria](#)
- (c) [Monash Council Plan 2017-2021](#)
- (d) [A Healthy and Resilient Monash: Integrated Plan 2017-2021](#)
- (e) [Monash Gender Equity Strategy 2015-2020](#)
- (f) [Monash Planning Scheme Section 52.05 Signs](#)
- (g) Community Billboards Advertising Conditions and Procedures (Community Laws)