

## POLICY



**Date adopted:** 30/05/2017  
**File no:** 128783-2  
**Minute number:** 148/2017

**Policy title:** NAMING OF PARKS AND COMMUNITY FACILITIES  
**Directorate:** COMMUNITY AND LIFESTYLE  
**Branch:** PARKS  
**Policy objective:** To clarify arrangements for the naming of the Council's parks and community facilities, and the Council's position in respect of requests to name parks or community facilities after individuals or families, features of cultural significance, service clubs or community groups, or commercial sponsors.

**Policy scope:**

1. Metropolitan and district parks will, as a matter of general practice, be named after the street in which they are located, or a nearby feature of the park or its surrounds, or the suburb.
2. Local parks will, as a matter of general practice, be named after the street in which they are located.
3. Community facilities will generally be named after the suburb or general area of the Logan City suburb within which they are located, for example, Logan West Community Centre, or the Logan North Library.
4. A name will not be adopted which duplicates, or closely resembles, a name in this or a nearby local government area.

**Definitions:**

Not applicable.

**Policy statement:**

The following procedure is to be undertaken for this policy:

1. Introduction
  - (a) From time to time the Council receives requests from individuals, community groups or commercial sponsors to name parks and other community facilities after an individual, a family or an organisation.

- (b) Because so naming a park or community facility is a perpetual honour, the Council must ensure that in each case the action is under all circumstances appropriate.
  - (c) Questions of ease of community access and operational convenience are also relevant. The general practice of naming parks or community facilities after their street or suburban location facilitates ready identification of the location of parks or community facilities by residents, employees of the Council, contractors and other relevant personnel.
2. Requests to name parks or community facilities after a person or family
- (a) Requests to name a park or community facility after a person or family will not be encouraged as a general rule and will require careful scrutiny, assessment and community consultation in line with Council's 'Community Engagement' policy.
  - (b) The request will only be considered where a person or family member is deceased and is:
    - (i) widely known and respected within the local community
    - (ii) generally acknowledged as having made a significant contribution to the social, economic or cultural development of the community
    - (iii) is considered by Council to be of good repute and not likely to be the subject of controversy.
  - (c) The proposal to name the park or facility will undergo appropriate community consultation as determined by the Marketing branch and conducted in accordance with Council's 'Community Engagement' policy.
  - (d) The community consultation process will require the preparation of two Council reports to the relevant committee of Council:
    - (i) the first report will seek Council approval to consult with the affected community on the proposed park or facility name and will include a community engagement project plan and recommendations from the Marketing branch
    - (ii) the second report will present the outcomes of the community consultation process and any recommendations regarding the park or community facility name.
  - (e) The Council will determine whether a request will be approved, taking into consideration the outcomes of the community consultation. The Council decision will then be reported back to the community and submitters.
  - (f) Where the Council approves a request to have a park named after a person or a family, a plaque will be erected and maintained by Council. The plaque will acknowledge the nature of the person's contribution to the community.
3. Requests to name parks or community facilities after a feature of cultural significance
- (a) Requests to name a park or community facility after a feature or item of cultural significance will require careful scrutiny, assessment and community consultation in line with Council's 'Community Engagement' policy.

- (b) The request will only be considered where the feature or item of cultural significance:
    - (i) relates directly to Logan City's history and heritage; and/or
    - (ii) relates directly to Aboriginal and Torres Strait Islander communities.
  - (c) The proposal to name the park or facility will undergo appropriate community consultation as determined by the Marketing branch and conducted in accordance with Council's 'Community Engagement' policy.
  - (d) The community consultation process will require the preparation of two Council reports to the relevant committee of Council:
    - (i) the first report will seek Council approval to consult with the affected community on the proposed park or facility name and will include a community engagement project plan and recommendations from the Marketing branch
    - (ii) the second report will present the outcomes of the community consultation process and any recommendations regarding the park or community facility name.
  - (e) The Council will determine whether a request will be approved, taking into consideration the outcomes of the community consultation. The Council decision will then be reported back to the community and submitters.
  - (f) Where the Council approves a request to have a park named after a feature or item of cultural significance, a plaque may be erected and would be maintained by Council. The plaque will outline the significance of the park or community facility name.
4. Requests to name a park after a community organisation or service club
- (a) Requests to name a community facility should be encouraged to comply primarily with Council's 'Naming of Parks and Community Facilities' policy scope.
  - (b) The request must demonstrate why the proposed name is of relevance or significance to the organisation and the general community.
  - (c) The request will only be considered where the applicant organisation demonstrates widespread community support for the proposed name including consultation with the relevant divisional councillor.
  - (d) The request will then undergo appropriate community consultation as determined by the Marketing branch and conducted in line with Council's 'Community Engagement' policy.
  - (e) The Council will determine whether a request will be approved, taking into consideration the outcomes of community consultation.
  - (f) Where an organisation leases a portion of a Council community facility, the decision pertaining to the naming of the whole facility will remain with Council with the opportunity provided to the lessee organisation to separately name their leased areas (subject to Council approval).
  - (g) If approved, the naming of a leased portion of a community facility will remain only for the duration of the organisation's tenancy of that facility.

- (h) If approved, any costs associated with changes to signage must be borne by the lessee and such signage will meet Council's corporate branding standards and comply with Council's local laws.
5. Commercial naming rights
- (a) The naming rights for recreation or community assets within a park can be purchased by sponsors.
  - (b) The naming right applies to the asset only and cannot apply to the park.
  - (c) Naming rights are required to be in line with Council's 'Sponsorship and Promotions' policy. The awarding of naming rights will be subject to determination by Council in accordance with the process outlined in Council's 'Sponsorship and Promotions' policy.
  - (d) All naming rights agreements will be documented in the form of a simple English agreement that will be signed by the sponsor, community organisation and the Council under the common seal (or similar) of each body.
  - (e) Naming rights agreements will include the date such naming rights will commence and conclude and any conditions deemed appropriate by the Director of Community and Lifestyle.
  - (f) Naming rights agreements cannot be perpetual and must contain a sunset clause specifying the conclusion of the naming right period.

**Related policies/legislation/other documents:**

| <b>DOC ID</b>           | <b>DOCUMENT TYPE</b> | <b>DOCUMENT NAME</b>       |
|-------------------------|----------------------|----------------------------|
| <a href="#">4907760</a> | Policy               | Community Engagement       |
| <a href="#">6066057</a> | Policy               | Sponsorship and Promotions |
| <a href="#">6063182</a> | Policy               | Cultural Diversity         |