



**AGENDA FOR THE
ROAD, FACILITY & PLACE NAME DELEGATED
COMMITTEE MEETING**

**TO BE HELD VIRTUALLY
AT 4:00 PM ON
19 MARCH 2026**

Please note:

Opinions expressed or statements made by participants are the opinions or statements of those individuals and do not imply any form of endorsement by Council.

By attending The Road, Facility & Place Name Delegated Committee meeting via audio-visual link those present will be recorded or their image captured. When participating in the meeting, consent is automatically given for those participating to be recorded and have images captured.

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1. WELCOME

The Chairperson will open the meeting and welcome all present.

2. APOLOGIES

Nil.

3. DECLARATIONS OF INTERESTS – AGENDA ITEMS**4. CONFIRMATION OF MINUTES****Proposed Resolution:**

That the Committee confirms the minutes of the Committee Meeting held on 2 October 2025.

5. PUBLIC PARTICIPATION**Public Questions on Notice**

In accordance with the Latrobe City Governance Rules 2025, members of the public can lodge a question on notice related to this Committee before 12noon on the business day prior to the Committee meeting in order for the question to be answered at the meeting.

Public Speakers

An opportunity for members of the public to speak to an item on the agenda will be made available by necessary means. To participate, members of the public must have registered before 5pm on the business day prior to the Committee meeting.

6. MATTERS ARISING FROM PREVIOUS MEETING

Item Number

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New Items

	Item	Action	Responsible Officer	Due Date
1.	Nil	Nil	Nil	Nil

7. REPORTS/ITEMS FOR CONSIDERATION

7.1 Endorsement of Additional Eligible Road Names

Purpose

To advise the Committee of additional eligible and ineligible road naming submissions received via public submission since the initial report was considered at the first Committee meeting on 2 October 2025.

Executive Summary

- At the 2 October 2025 meeting, the Committee considered and endorsed a foundation report which established a Public Road Naming Register (Register). The Register comprises Committee-endorsed eligible road naming submissions received through the initial public consultation process, and is published on Council's website.
- Since that meeting, Council has received a further eighteen (18) road name submissions from members of the public.
- These additional submissions have been assessed by officers against the Geographic Names Victoria's (GNV) Naming Rules. As a result:
 - Sixteen (16) submissions have been assessed as eligible for potential future road naming use and are recommended for inclusion on the existing public road naming register **Attachment 1**; and
 - Two (2) submissions were assessed as ineligible and are presented for noting per **Attachment 2**.
- Eligible names, once endorsed by the Committee, will be added to the existing Register of preapproved road names and published on Council's website for future use.

Recommendation

That the Committee:

1. **endorses the inclusion of additional eligible road naming submissions received since the 2 October 2025 Committee Meeting on the Public Road Naming Register; and**
2. **notes the additional road naming submissions assessed as ineligible.**

Background

The Register comprises eligible Committee-endorsed road naming submissions received through the initial public consultation process.

The Register was established to provide a transparent, accessible list of preapproved names that have been assessed against the Naming Rules and endorsed by the Committee for potential future use.

Council continues to receive road naming submissions on an ongoing basis from community members, developers and historical groups via Council's Have Your Say platform and written correspondence. These will continue to be assessed against Naming Rules and then presented at Committee meetings accordingly for consideration.

Analysis

Since the Committee Meeting held on 2 October 2025, Council has received eighteen (18) additional road naming submissions.

Following assessment, submissions deemed:

1. Eligible are recommended for inclusion in the Public Road Naming Register for future consideration in formal road naming proposals (**Attachment 1**); and
2. Ineligible are presented to the Committee for noting only and will not progress further (**Attachment 2**).

Eligible names will remain on the Register until selected for use in a future road naming proposal, at which time they will be subject to GNV's final review, decision and approval process prior to formal adoption.

Establishing a pre-approved register formalises a pool of vetted names, to assist and inform the community and assist developers at the planning stage. Council will maintain the Register for use in the naming of roads, parks and open spaces with this register being publicly available on Council's website.

Proposed road names may be submitted to Council by members of the public. Council officers assess those names against GNV's Naming Rules and undertake checks against VICNAMES, the State's official register of place names, to identify duplication. Councillors are provided with further details about submissions to aid in their decision making and aid in oversight of the Register as a whole (**Attachments 3 and 4**).

Names that comply with the Naming Rules and do not conflict with existing registered names progress to the Register once endorsed by the Committee.

Consultation\Communication

Community members can submit proposed names in two ways:

1. Via the ongoing *Have Your Say* campaign on Council’s website; or
2. Via written submission.

New submissions are presented to the Committee for endorsement at each meeting, following officer assessment in line with GNV’s Naming Rules.

Endorsed names will be added to the Register, which is published on Council’s website and updated regularly.

Risk

RISK	RISK RATING	TREATMENT
STRATEGIC Potential reputational impact on Council due to negative feedback from submitters whose proposals are not accepted.	Medium <i>Possible x Minor</i>	Provide clear information on Council’s website about which names are considered eligible. Remind submitters of their option to submit a complaint via Council’s standard procedures.

Conflict of Interest

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

Attachments

1. Eligible Names
2. Ineligible Names
3. Eligible Names, Further Detail (Published Separately)

This attachment is designated as confidential under subsection (f) of the definition of confidential information contained in section 3(1) of the Local Government Act 2020, as it relates to personal information, being information which if released would result in the unreasonable disclosure of information about any person or their personal affairs. May contain private information of community members..

4. Ineligible Names, Further Detail (Published Separately)

This attachment is designated as confidential under subsection (f) of the definition of confidential information contained in section 3(1) of the Local Government Act 2020, as it relates to personal information, being information which if released would result in the unreasonable disclosure of information about any person or their personal affairs. May contain personal information.

	Proposed name	Nominated category	Location
1	BONACCI	Name with long association	Traralgon
2	LOCANDRO	Name with long association	Traralgon
3	LOGAN	Military Significance	Anywhere
4	ALLISON	Name with long association	Moe
5	BROEREN	Name with Long association	Moe/Newborough
6	DICKSON	Military Significance	Morwell
7	DODERICO	Name with Long association	Moe/Newborough
8	GOLDSMITH	Name of significant service	Moe
9	TOYE	Name with long association	Moe/Newborough
10	COOMBS	Name with long association	Moe/Newborough
11	TEICHER	Name with long association	Moe/Newborough
12	PUGSLEY	Name with long association	Moe/Newborough
13	GOLDSMITH	Name with long association	Moe/Newborough
14	JENKINS	Name with long association	Moe/Newborough
15	LAWLER	Name with long association	Moe/Newborough
16	COLUMBINE	Military Significance	Moe/Newborough
17	LECKEY	Name with long association	Moe/Newborough

	Proposed name	Full Name	Reason for Ineligibility	Nominated category	Location
1	BIRKS	Gordon Birks	Similar/Duplicate - "Kirk Street", Moe	Name with long association	Moe/Newborough
2	STAFF	Margaret Staff	Similar/Duplicate - "Staff Street", Moe	Name with long association	Moe/Newborough

7.2 Community Consultation Outcomes

Purpose

To present the results of community consultation undertaken for proposed road names. To seek the Committee's endorsement of those names for submission to Geographic Names Victoria (GNV) for final approval.

Executive Summary

- In accordance with the Naming Rules for Places in Victoria (Naming Rules), community consultation has been undertaken for three (3) proposed road names previously supported by this Committee at its Meeting on 2 October 2025, being:
 - Roadhouse Close, Newborough;
 - Airvan Way, Morwell; and
 - Nathan Avenue, Morwell.
- The consultation process was conducted to provide affected property owners, residents and the broader community with the opportunity to comment on the proposed road names.
- After endorsement by the Committee, the names will be submitted to Geographic Names Victoria (GNV) for final approval.
- Three (3) submissions were made, two (2) supporting the proposed name Roadhouse Close, Newborough and one (1) opposing the proposed name Nathan Avenue, Morwell.
- All submissions received were reviewed and considered by officers. Outcomes of the consultation do not necessitate amendments to the proposed road names.
- All three (3) proposed names are recommended for endorsement.

Recommendation

That the Committee endorses the following proposed names to be submitted to Geographic Names Victoria for final decision, approval and gazettal:

- 1. Roadhouse Close for use in Newborough;**
- 2. Airvan Way for use in Morwell; and**
- 3. Nathan Avenue for use in Morwell.**

Background

Community consultation campaigns have been undertaken for road names in Morwell and Newborough, endorsed by the Committee at the 2 October 2025 Meeting. The finalisation of the community consultation and further Committee endorsement is the last requirement before the proposed names can be submitted to GNV for final decision and approval, followed by gazettal.

1. *Roadhouse Close, Newborough*

This proposed name was endorsed for community consultation at the 2 October 2025 Road, Facility & Place Name Delegated Committee meeting (see **Attachment 1** for location and consultation details). The name commemorates the former Gunns Gully Roadhouse which was founded in the Newborough area during the 1950's, and was submitted by a resident of the currently unnamed road.

2. *Airvan Way, Morwell*

This proposed name was endorsed for community consultation at the 2 October 2025 Road, Facility & Place Name Delegated Committee meeting (see **Attachment 2** for location and consultation details). The name commemorates the GA-8 Airvan — a rugged, eight-seater utility aircraft designed and manufactured by Gippsaero in the Latrobe Valley.

3. *Nathan Avenue, Morwell*

This proposed name was endorsed for community consultation at the 2 October 2025 Road, Facility & Place Name Delegated Committee meeting (see **Attachment 3** for location and consultation details). The name commemorates Ashley Nathan Bond, whom Ashley Avenue was originally named after, by using the middle, rather than first name.

Analysis

Initial name checks have been conducted against VICNAMES, the Victorian Government's official register of road and place names, and are available. The below table summarises the consultation outcomes. All proposed names have been assessed against the Naming Rules and determined by officers to be eligible for naming prior to the consultation process. Further background information regarding the Nathan Avenue, Morwell proposal is detailed below the table.

Table 1: Community Consultation Outcomes

Proposed Name and Location	Initial Committee/ Council Endorsement Date	Community Consultation Dates	# of Submissions Received	Submission Summary	Recommendation and Officer Commentary
Roadhouse Close, Newborough (road currently unnamed)	2 October 2025	17 Nov to 17 Dec 2025	2	Both submissions were in favour of the proposed name.	Proceed with naming proposal endorsement.
Airvan Way, Morwell (road currently unnamed)	2 October 2025	3 Dec 2025 to and 15 Jan 2026	0	N/A	Proceed with naming proposal endorsement.
Nathan Avenue, Morwell (road currently named Ashley Avenue)	4 July 2022	11 Dec 2025 to 30 Jan 2026.	1	Opposed the name on the basis that the previous address changes had caused considerable inconvenience.	Proceed with naming proposal endorsement. Submission did not identify issues affecting the validity, suitability or compliance of the proposed road name. An updated name will prevent residents from being exposed to any unnecessary risks relating to the delayed arrival of emergency services.

Additional information about Nathan Avenue, Morwell

There are currently two separate roads in Morwell named Ashley Avenue. The original road was created in 1974 and has three households. The more recent road, within the Heritage Boulevard Estate, was created in 2005 and has more than 20 households. It was originally intended that the road created in 2005 would connect with the existing Ashley Avenue as part of a future subdivision, however this will no longer occur.

This renaming process of Ashley Avenue, Morwell initially commenced 2021, with resident and public consultation occurring in 2021 via written correspondence to affected residents and publication in the Latrobe Valley Express.

A report was presented and resolved by Council on 4 July 2022 recommending the renaming of Ashley Avenue, Morwell to “Nathan Avenue, Morwell”. As action to finalise this resolution has not been taken at that time, the matter has been referred to the Committee to adhere to Council’s newly established road naming processes. A secondary community consultation process was also undertaken, in line with Committee procedures, and in compliance with the GNV’s advice.

Consultation\Communication

Community consultation was undertaken in accordance the Naming Rules for Places in Victoria.

Consultation included:

- direct postal contact with affected and abutting residents; and
- public notice via Latrobe Valley Express advertisements; and
- acceptance of written submissions during the corresponding consultation period.

All submissions received were reviewed and considered by officers. Outcomes of each consultation did not necessitate amendments to the proposed road names.

Following the decision of the Committee, officers will contact those who made submissions to thank them for the participation and confirm the outcome.

Risk

RISK	RISK RATING	TREATMENT
COMPLIANCE Not naming this reserve may result in delays in emergency service response times.	High <i>Possible x Major</i>	Ensure the name is formally registered with a name and address.
STRATEGIC Perception of unfair or inconsistent names approved by Council.	Medium <i>Possible x Minor</i>	Names have been assessed against the naming rules and checked against VICNAMES.

Conflict of Interest

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

Attachments

1. Roadhouse Close - Endorsed Naming Proposal 2 October 2025
2. Airvan Way - Endorsed Naming Proposal 2 October 2025
3. Ashley Avenue - Endorsed Naming Proposal 22 July 2022



Road, Facility and Place Name Delegated Committee (1)

Thursday, 2 October 2025

PROPOSED ROAD NAMING – ROADHOUSE CLOSE, NEWBOROUGH

7.3 PROPOSED ROAD NAMING – ROADHOUSE CLOSE, NEWBOROUGH**1. Purpose**

To provide information and seek approval of the naming and registration of a longstanding unnamed road in Newborough.

2. Executive Summary

- The road in question is not officially named. It is known to the residents by a variety of names including Princes Freeway, Lot 1 John Field Drive, Lot 7 John Field Drive, Lot 6 John Field Drive, Lot 1 Hagans Track, Tourist Drive 94.
- The road has two households residing on it.
- Confusion arises during the provision of emergency services to the residents by the road being unnamed.
- The naming process for roads is set out in the Naming Rules for Places in Victoria (Naming Rules) (**Attachment 1**) set by Geographic Names Victoria (GNV). Therefore, the road must be named in a manner consistent with the Naming Rules.
- Officers are proposing this road be named 'Roadhouse Close Newborough'. This name is consistent with the Naming Rules. The proposed name was submitted by a resident.
- The Committee's approval of the proposed road name in Newborough is required before community consultation can begin.

3. Recommendation

Recommendation

That the Committee:

- 1. approves Roadhouse Close, Newborough as the proposed name for this road; and**
- 2. notes that this name will be progressed to the community consultation stage.**



Road, Facility and Place Name Delegated Committee (1)

Thursday, 2 October 2025

PROPOSED ROAD NAMING – ROADHOUSE CLOSE, NEWBOROUGH

4. Background

The road in question is not officially named and is known to the residents by a variety of names including Princes Freeway, Lot 1 John Field Drive, Lot 7 John Field Drive, Lot 6 John Field Drive, Lot 1 Hagans Track, Tourist Drive 94. Refer to Figure 1 for aerial view.

There are two separate households residing on the road.

Residents from each household have required emergency services for medical events. Services to these residents have been significantly delayed due to an inability to easily locate residences via GPS services.

The proposed name Roadhouse Close was submitted by a resident on this road and complies with the Naming Rules.

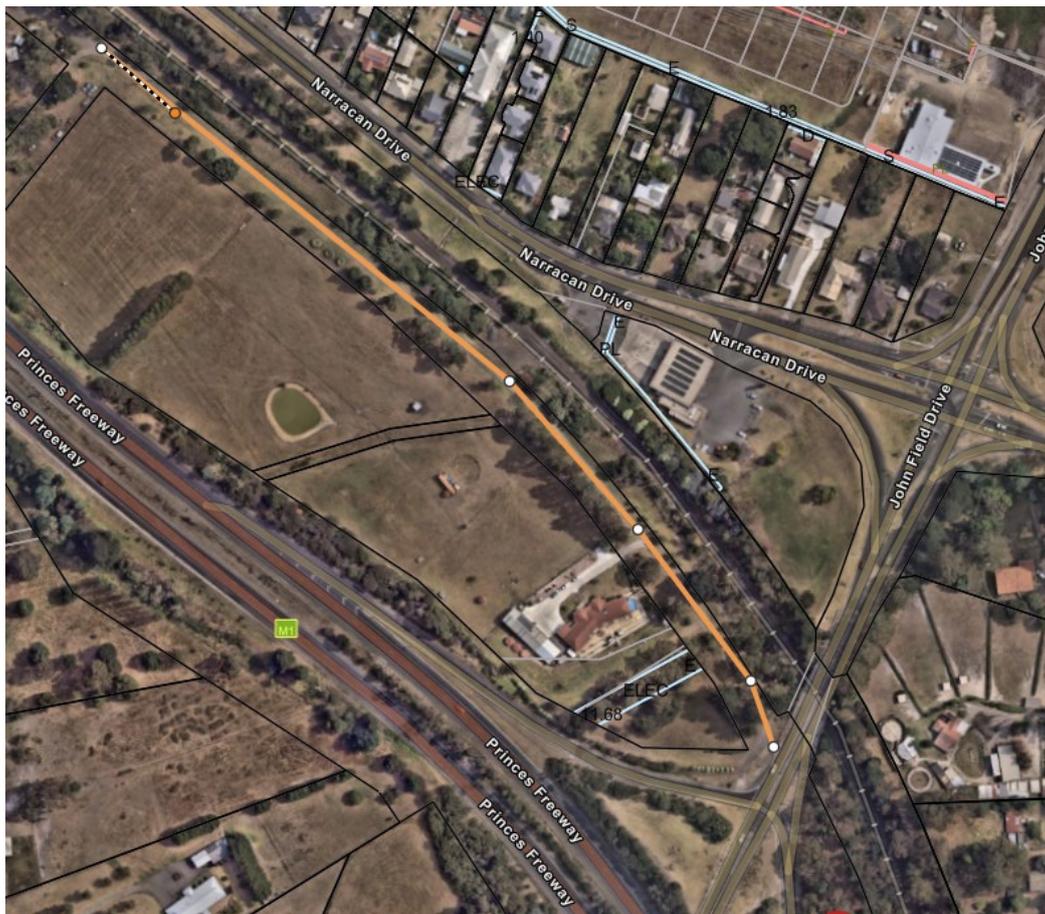


Figure 1: Subject road (Source ArcGIS dated December 2024)



Road, Facility and Place Name Delegated Committee (1)

Thursday, 2 October 2025

PROPOSED ROAD NAMING – ROADHOUSE CLOSE, NEWBOROUGH

There are eight (8) steps in the road naming process, with Committee approval forming a part of step three (3).

The steps are as follows:

1. Consider a name for a road, feature or locality.
2. Check for compliance with the relevant naming principles.
3. Initiate a proposal to the naming authority.
4. Council undertakes community consultation.
5. Finalising the proposal by Council.
6. Lodge a proposal with GNV.
7. Approval: gazettal and registration of a proposal and Registrar's consideration of a proposal.
8. Implementation, signage and recording the history in VICNAMES.

5. Analysis

This proposed road name has been assessed against Naming Rules and determined by officers to be eligible for progression to community consultation.

6. Consultation/Communication

Following the Committee's approval and as per requirements under the naming rules community consultation will proceed with all relevant stakeholders via;

- Written correspondence to immediately affected households.
- Public notice in local newspaper to advise the wider community.

7. Risk

RISK	RISK RATING	TREATMENT
COMPLIANCE Not renaming the road could lead to delays in emergency service responses.	High <i>Possible x Major</i>	Name the road



Road, Facility and Place Name Delegated Committee (1)

Thursday, 2 October 2025

PROPOSED ROAD NAMING – ROADHOUSE CLOSE, NEWBOROUGH

RISK	RISK RATING	TREATMENT
STRATEGIC If the road remains unnamed, Council's reputation being damaged and possible loss of community trust and confidence.	Medium <i>Possible X Minor</i>	Name the road
Inadequate consultation with the community may lead to Council's reputation being damaged and possible loss of community trust and confidence.	Medium <i>Possible X Minor</i>	Conduct community consultation as per the requirements under the Naming Rules.

8. Conflict of Interest

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

9. Attachments

1. Road Naming Rules



Road, Facility and Place Name Delegated Committee (1)
Thursday, 2 October 2025
PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

7.2 PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

1. Purpose

To provide information and seek approval of the naming and registration of a roadway off Airfield Road in Morwell.

2. Executive Summary

- The unnamed road runs west off Airfield Road Morwell, adjacent to the Latrobe Regional Airport.
- Australia Post and other deliveries are impacted by the unnamed road.
- There is potential hazard for emergency services to locate persons or business premises on the road.
- The Latrobe Regional Airport Asset Committee proposed the road be named Airvan Way.
- Geographic Names Victoria (GNV) have previously approved Airvan Way, Morwell as suitable.
- Officers are proposing this road be named Airvan Way.
- The Committee's approval of the proposed road name is required before community consultation can begin.
- The naming process for roads is set out in the *Naming Rules for Places in Victoria 2022* (the "Naming Rules") and the road now needs to be named in a manner consistent with the Naming Rules (**Attachment 1**).

3. Recommendation

Recommendation

That the Committee:

1. **approves Airvan Way, Morwell as the proposed name for this road; and**
2. **notes that this name will be progressed to the community consultation stage.**



Road, Facility and Place Name Delegated Committee (1)
Thursday, 2 October 2025
PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

4. Background

The road in question is not officially named. Refer to Figure 1 for arial of location.

There are multiple businesses trading on the road.

Emergency and delivery services to these businesses may be significantly affected due to an inability to easily locate residences via GPS services.

The proposed name “Airvan” was submitted by the Latrobe Regional Airport Advisory Committee and complies with Council’s naming principles and the Naming Rules.



Figure 1: Subject road (Source ArcGIS dated December 2024)



Road, Facility and Place Name Delegated Committee (1)
Thursday, 2 October 2025
PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

There are eight (8) steps in the road naming process, with Committee approval forming part of step three (3).

The steps are as follows:

1. Consider a name for a road, feature or locality.
2. Check for compliance with the relevant naming principles.
3. Initiate a proposal to the naming authority.
4. Council undertakes community consultation.
5. Finalising the proposal by Council.
6. Lodge a proposal with Geographic Names Victoria (GNV).
7. Endorsement: gazettal and registration of a proposal and Registrar's consideration of a proposal.
8. Implementation, signage and recording the history in VICNAMES.

5. Analysis

This proposed road name has been assessed against the Naming Rules and determined by officers to be eligible for progression to community consultation.

6. Consultation/Communication

Following the Committee's approval and as per requirements under the Naming Rules community consultation will proceed with all relevant stakeholders via:

- Written correspondence to immediately affected premises.
- Public notice in the local newspaper to advise the wider community.



Road, Facility and Place Name Delegated Committee (1)

Thursday, 2 October 2025

PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

7. Risk

RISK	RISK RATING	TREATMENT
<p>COMPLIANCE</p> <p>Not renaming the road could lead to delays in emergency service responses.</p>	<p>High</p> <p><i>Possible x Major</i></p>	Rename the road
<p>Not renaming the road impacts on Australia Post and other delivery services.</p>	<p>Medium</p> <p><i>Possible x Minor</i></p>	Rename the road
<p>STRATEGIC</p> <p>Impacts on emergency service responses and other deliveries may affect Council's reputation and possible loss of community trust and confidence.</p>	<p>Medium</p> <p><i>Possible X Minor</i></p>	Rename the road
<p>Inadequate consultation with the community may affect Council's reputation and possible loss of community trust and confidence.</p>	<p>Medium</p> <p><i>Possible X Minor</i></p>	Conduct community consultation as per the requirements under the Naming Rules.



Road, Facility and Place Name Delegated Committee (1)
Thursday, 2 October 2025
PROPOSED ROAD NAMING – AIRVAN WAY, MORWELL

8. Conflict of Interest

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

9. Attachments

1. [Road Naming Rules](#)

9. CORPORATE ITEMS FOR DECISION

Item Number 9.1

04 July 2022

Organisational Performance

PROPOSED ROAD RENAMING - ASHLEY AVENUE, MORWELL

PURPOSE

The purpose of this report is to seek approval from Council to proceed with the proposed renaming of Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell.

EXECUTIVE SUMMARY

- There are currently two separate roads named Ashley Avenue in Morwell, the original (with 3 households) running in a southerly direction off Alliss Road and a newer road (over 20 households) created in the Heritage Boulevard Estate, running in a westerly direction off Maryvale Road.
- This duplication is inconsistent with the *Naming Rules for Places in Victoria* as such duplication is not allowed within the same locality or within a 15km radius in urban areas.
- Council, at its meeting held on Monday, 4 October 2021, resolved to give public notice of its intention to consider the proposal to rename the original Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell.
- Two submissions have been received from residents in the original Ashley Avenue objecting to the proposed name change.
- Having considered these submissions Council can now determine whether to proceed with the renaming of the original Ashley Avenue to Nathan Avenue, Morwell.

OFFICER'S RECOMMENDATION

That Council:

1. **Having considered submissions received, resolves to rename the original Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell;**
2. **Authorises the Chief Executive Officer to complete the administrative process to officially rename the original Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell; and**
3. **Notifies the three residents of the original Ashley Avenue, Morwell, of this decision.**

BACKGROUND

It has been identified that there are currently two separate roads in Morwell named Ashley Avenue. The original road, running in a southerly direction off Alliss Road, was created in 1974 on LP 111605 and has three households. The more recent road, within the Heritage Boulevard Estate running in a westerly direction off Maryvale Road, was initially created in 2005 on PS 533422A and has more than 20 households. (Attachment One)

It was originally intended that the new road would commence at Maryvale Road through to the intersection with Sowerby Road and then continue north to connect with the existing Ashley Avenue as part of a future subdivision.

This has not been the case and the new road has continued in a westerly direction through subsequent stages of the subdivision, though it should be noted that even if Ashley Avenue did proceed as intended it would still not be compliant with the current *Naming Rules for Places in Victoria* ("Naming Rules").

The Naming Rules identify a duplicate name as follows:

Duplicates are considered to be two (or more) names within a close proximity, and those which are identical or have similar spelling or pronunciation.

Following further consideration, it has been determined that the most appropriate course of action would be to change the name of the original Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell.

The decision to rename the original Ashley Avenue was also based on advice that was received from Geographic Names Victoria suggesting that this would be the more appropriate road to be renamed.

Ashley Avenue was originally named in memory of Ashley Nathan Bond, the proposed use of his middle name therefore retains a link whilst resolving the current duplication. This has been referred to Geographic Names Victoria who indicated their in-principle support for the proposed name subject to Council undertaking the required consultation process.

The family of the late Mr Ashley Bond were advised in writing of the proposed name change in August 2021 and have subsequently indicated that, while disappointed with the decision, they understand the reasoning behind the change. They have requested that they be provided with the existing street sign once it has been replaced.

ANALYSIS

Council considered this matter at its meeting held on Monday, 4 October 2021 and resolved to give public notice of the proposed renaming and invite written submissions concerning the proposal to rename the original Ashley Avenue, off Alliss Road, to Nathan Avenue, Morwell.

In response, submissions have been received from two of the three residents in the original Ashley Avenue objecting to the proposed renaming. (Attachments Two and Three)

It is understandable that both residents are disappointed in the decision to rename the original Ashley Avenue however this matter has been considered by Council on

multiple occasions and there is an obligation to rectify the current duplication as the relevant naming authority.

While it will be necessary for the residents to provide updated address details to their personal contacts, emergency services and utility providers will be informed of the new name following registration of the change by Geographic Names Victoria.

RISK ASSESSMENT

RISK	LIKELIHOOD	TREATMENT
<p>COMPLIANCE (LEGAL, CONTRACTUAL, OHS AND SAFETY)</p> <p>Risk of confusion for emergency services due to duplication of name.</p>	3	The renaming of the original Ashley Avenue to Nathan Avenue will eliminate this risk.
<p>COMPLIANCE (LEGAL, CONTRACTUAL, OHS AND SAFETY)</p> <p>Duplication of Ashley Avenue is inconsistent with the <i>Naming Rules for Places in Victoria</i>.</p>	5	The renaming of the original Ashley Avenue to Nathan Avenue will remove the current duplication.

CONSULTATION

In addition to the informal consultation undertaken previously, two public notices were published on Council's website and in the Latrobe Valley Express on Monday, 15 November 2021 and Monday, 4 April 2022 inviting comment on the proposed renaming.

Correspondence was also sent to the three property owners in Ashley Avenue advising of the proposed renaming and inviting them to make a submission.

COMMUNICATION

Council has previously undertaken informal consultation with the family of the late Mr Ashley Bond together with the residents of the new Ashley Avenue to assist in determining which of the two roads should be renamed.

In accordance with the Council resolution of Monday, 4 October 2021, public notice has been given of the proposed name change and two submissions have been received in response from the residents of 77 and 89 Ashley Avenue.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDICES: IMPACT ASSESSMENT

APPENDIX 1 IMPACT ASSESSMENT

Social

There are no social implications associated with the proposal.

Cultural

There are no cultural implications associated with the proposal.

Health

There are no health implications associated with the proposal.

Environmental

There are no environmental implications associated with the proposal.

Economic

Not applicable

Financial

There are no significant financial implications associated with the proposed name change and any costs would be part of BAU budget including the installation of new signage.

Both submissions allude to expenses that may be incurred by the residents of Ashley Avenue as a result of the proposed name change though these are not clearly defined. Council could potentially offer some form of financial assistance for any reasonable costs incurred by the three property owners in Ashley Avenue.

Attachments

1   Ashley Avenue, Morwell

2   Ashley Avenue Resident Submission

3   Ashley Avenue Resident Submission

9.1

Proposed Road Renaming - Ashley Avenue, Morwell

1	Ashley Avenue, Morwell.....	590
2	Ashley Avenue Resident Submission.....	592
3	Ashley Avenue Resident Submission.....	593



ATTACHMENT 1

9.1 Proposed Road Renaming - Ashley Avenue, Morwell - Ashley Avenue, Morwell



89 Ashley Avenue,

Morwell 3840

15th October 2021

Dear Sir/Madam,

I wish to refer to an article featured in the Latrobe Valley Express 11th October, 2021, regarding change of our street name from Ashley Avenue to Nathan Avenue.

We are disappointed and dismayed that there has been no consultation with us or our neighbour regarding changes. We have lived at this address for over 40 years and in that time there have been at least three changes of numbers. After the last change we went to the expense of having a special plaque installed. In each case we have had the inconvenience of changing our personal particulars and object to a further change.

This is most unprofessional and over the time that the new Ashley Avenue was installed lots of confusion.

Yours faithfully,

Valerie Panther

From: Marjorie Smith
77 Ashley Avenue
Morwell Victoria
3840.

To: Steven Piasente
Latrobe City Council
PO Box 264
Morwell Victoria
3840.

15 April 2022

Forwarded By email To: Latrobe@Latrobe.vic.gov.au

Dear Steven,

Re: Proposal to Rename Ashley Avenue, Morwell to Nathan Avenue, Morwell

Thank you for the opportunity to comment on the proposed name change for Ashley Avenue Morwell.

As you will be aware the reasons for the name change have come about due to council allowing a new subdivision street close by to where we live being named Ashley Avenue as well, on the assumption (we understand) that they would merge sometime into the future?

This has sadly proved not to be the case hence the proposed name change proposed for the original Ashley Avenue.

I suppose your reconning was that it was easier to potentially upset three households rather than the over twenty households who reside at the new Ashley Avenue.

I believe there was consultation process undertaken by Council for the residents of the new Ashley Avenue, we (me)at the original Ashely Avenue have yet to receive our consultation.

It does not matter that the street where I live and the house that I built (in 1975) has had the same name for over 47 years.

You are aware that Ashley Avenue was named after the son of the original developer of the land in the avenue who still resides at Ashley Avenue, sadly it is now in memory of their late son.

I suppose it is of little consequenceto you that all three of the residents of Ashley Avenue have resided their over 30 years. Not until a few years ago did we have a sealed road (which has not been maintained since made), and gas and sewerage are not connected. We still have to go to the post office to collect our mail.

It will of course be inconvenient and at and expense to us to have the address altered after such a time.

Importantly our Avenue 's name should not be altered and us disregarded.

Yours Sincerely,

Marjorie Smith.

7.3 Reserve Naming - Murcutt Reserve, Morwell

Purpose

To provide information and seek endorsement of a naming proposal for a Council reserve located on Madden Street, Morwell.

Executive Summary

- A new reserve has been established on Madden Street, Morwell. It is located within an area historically associated with the Toners Lane Reserve and the residential housing estate known as ‘The Range’.
- It would be beneficial for the area to be named to ensure wayfinding ease for emergency services, to assist with asset management and improve community amenity.
- The naming process for reserves and parks is set out in the [Naming Rules for Places in Victoria \(Naming Rules\)](#) (linked), set by Geographic Names Victoria (GNV). Therefore, the reserve must be named in a manner consistent with the Naming Rules.
- The name proposed is “Murcutt Reserve”. This name is consistent with the Naming Rules and was submitted by a member of the public. Corporal Joseph Wilson James Murcutt (11/04/1881-24/02/1933) was a former Morwell resident who served in the Boer War (1899-1902).
- The Committee’s endorsement of the naming proposal in Morwell is required prior to undertaking community consultation.

Recommendation

That the Committee:

- 1. endorses the proposed reserve name “Murcutt Reserve” for use at the reserve in Madden Street, Morwell; and**
- 2. notes that this proposal will be progressed to the community consultation stage.**

Background

The reserve which requires a name is located on Madden Street, Morwell, and contains infrastructure including a playground. While the area has historically been considered part of the broader Toners Lane Reserve area, the playground area has not previously had a formally approved and registered name.

Officers identified that a formal name would be beneficial to assist with asset management, community amenity and emergency services perspectives.

Council is responsible for the naming of public places, including reserves, in accordance with the Naming Rules for Places in Victoria administered by GNV. Official geographical place names are added to the VICNAMES register.

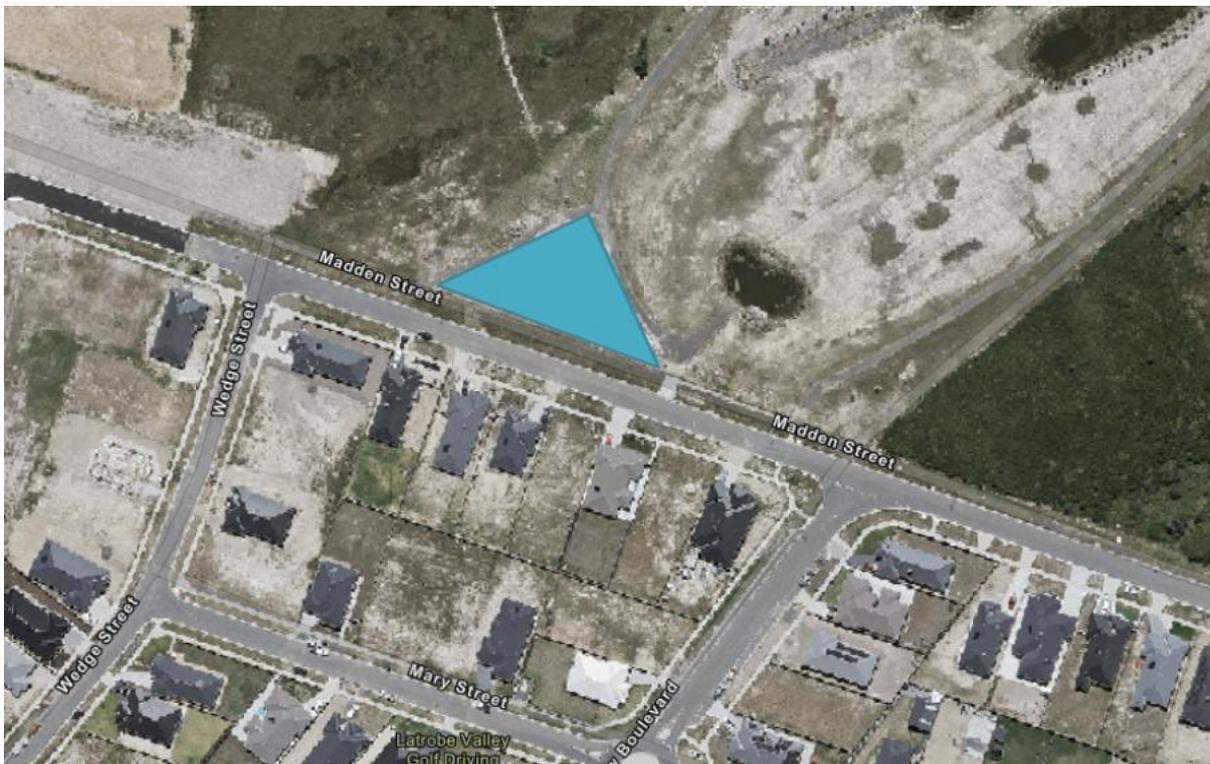


Figure 1: Subject reserve (Source ArcGIS dated December 2024)

There are nine (9) steps in the road naming process, with Committee approval forming a part of step three (3).

Latrobe City is responsible for:

1. Considering a name for a road, feature or locality.
2. Checking for compliance with the relevant naming principles.
3. Initiating a proposal endorsement to the naming authority.

4. Undertaking community consultation.
5. Finalising the proposal.
6. Lodging a proposal with GNV.

GNV is responsible for:

7. Receiving the proposal.
8. Receiving any objections within 30 days.
9. Determining if the name conforms to the Naming Rules, and if so:
 - A. Gazetting the name in the Victoria Government Gazette and adding to VICNAMES; and
 - B. Notifying relevant stakeholders including affected residents and Council.

Analysis

This proposed road name has been assessed against the Naming Rules and determined by officers to be eligible for progression to community consultation. It was submitted by a community member, and was included in the Public Naming Register at the October 2025 Committee Meeting.

The name “Murcutt” was selected after Corporal Joseph Wilson James Murcutt (11/04/1881-24/02/1933) a former Morwell resident who served in the Boer War (1899-1902).

Consultation\Communication

Following the Committee’s approval and as per requirements under the Naming Rules, community consultation will proceed with relevant stakeholders via:

- written correspondence to the 228 immediately affected households shown with a orange dot in Figure 2 below; and
- public notice in the local newspaper to advise the wider community of the proposed name.



Figure 2: Households to be contacted (Source ArcGIS dated December 2024)

Risk

RISK	RISK RATING	TREATMENT
<p>COMPLIANCE Not naming this reserve may result in delays in emergency service response times.</p>	<p>High <i>Possible x Major</i></p>	<p>Ensure the name is formally registered with a name and address.</p>
<p>STRATEGIC Perception of unfair or inconsistent names approved by Council.</p>	<p>Medium <i>Possible x Minor</i></p>	<p>Names have been assessed against the Naming Rules and checked against VICNAMES.</p>

Conflict of Interest

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

Attachments

Nil

8. GENERAL BUSINESS

Nil