

# Policy

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**Title:** **Naming of Public Facilities, Parks or Reserves**

**Category:** **Recreation, Parks, Bushland and Reserves**

**Date Last Adopted:** 15 February 2022

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## 1. Objectives

To facilitate community requests in naming City of Hobart public facilities, parks or reserves.

## 2. Background

The policy was introduced to provide clear guidance in determining requests from the public for the naming of public facilities, parks or reserves.

## 3. Policy

### Non Commercial Naming Proposals

That at the request of a recognised community organisation, or the submission of a petition from 50 ratepayers, the Council give consideration to allocating to a particular park, reserve, building or structure, the name of an individual, a community organisation or attribute of cultural (including Aboriginal), heritage, geographical or environmental significance or a significant event.

In assessing such a request, the Council give due consideration to the significance of the contribution made by the individual or organisation to the City, the significance of the nominated value or/event and the views of relevant stakeholders including the Nomenclature Board of Tasmania.

Other than in exceptional circumstances, approval for naming should only be given to individuals that have been deceased for at least 5 years.

The Council may determine names at its discretion, in the absence of a community proposal, utilising the above criteria.

In cases with considerable interest to the wider community, the naming of a facility, park or reserve can be reviewed by the Council.

## **Commercial ‘Naming Rights’ Sponsorship of Sporting Facilities**

That at the request of a community organisation or upon an approach from a commercial organisation, the Council give consideration to allocating to a particular facility a commercial naming right over that facility.

The nominated ‘name’ of the facility be to the satisfaction of the Council, however the traditional name of the facility remain recognised in its official name.

*Eg ‘ACME’ North Hobart Oval*

Proposals related to tobacco, alcohol, betting or political matters/groups not be considered.

The term of any agreement not exceed 5 years with any subsequent proposal to extend the initial agreement require the Council’s approval.

### **City-owned and managed sporting facilities**

Where a proposal for a naming rights sponsor involves a City-owned and managed facility that is also the ‘historical and predominant home’ of a sporting club or association, the Council consider a shared revenue arrangement where the City retains a share of no less than 50% of the naming rights revenue, in acknowledgement of the City’s recurring operational and capital expenses of the facility, whilst partnering with the club/association to foster its financial sustainability.

### **Sporting Facilities wholly lease and operated by third parties**

Where a proposal for a naming rights sponsor involves sporting facilities substantively or wholly developed by clubs/associations, but rest on land leased from the City, the Council consider all naming rights revenue benefit such bodies, noting the City incurs no or minimal expense in the operation of the facility.

## **4. Legislation, Terminology and References**

Not applicable

<b>Responsible Officer:</b>	Director City Life
<b>Policy first adopted by the Council:</b>	25/3/1985
<b>History</b>	
Amended by Council	24/08/2015
Amended by Council	07/03/2016
Amended by Council	23/09/2019
Amended by Council	24/08/2020
<b>Next Review Date:</b>	September 2023
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