



# Community guide to place interpretation and naming in our public spaces

# Introduction

There is a high demand on public spaces in Greater Bendigo for a variety of activities.

Place interpretation and naming therefore needs to be well considered, planned, designed, displayed and maintained to enhance public spaces for residents and visitors, enable access, inclusion and enjoyment for all, and interpret the many stories about Greater Bendigo places, events and people that are significant to the wider community.

The City of Greater Bendigo (City) has developed a Place Interpretation and Naming Policy to establish and support the community, Council and officers with a balanced, transparent and consistent approach to place interpretation and naming requests by providing:

- Principles to guide assessment of requests
- Conditions for actioning requests
- A process for handling these activities

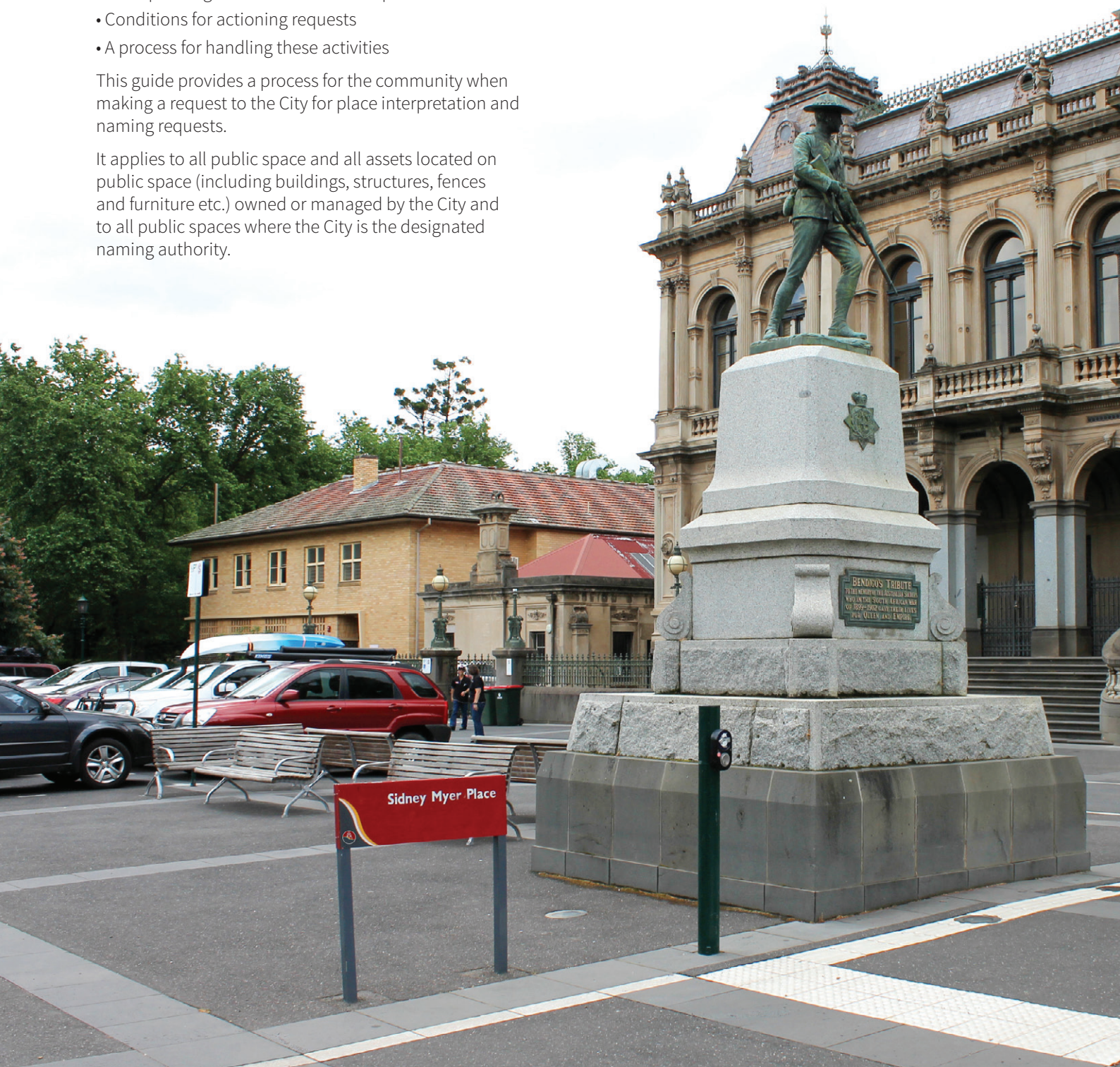
This guide provides a process for the community when making a request to the City for place interpretation and naming requests.

It applies to all public space and all assets located on public space (including buildings, structures, fences and furniture etc.) owned or managed by the City and to all public spaces where the City is the designated naming authority.

Requests are typically for, but not limited to:

- The installation of a physical asset - interpretation or other signage, memorials, monuments, public furniture, roadside memorials, seats, statues or trees etc
- The installation of a fixture to an asset - honour boards, interpretation or other place signage, logos and other forms of branding, plaques or portraits etc
- Naming a road, feature or locality - correcting a name, dual naming, naming an unnamed road (excluding subdivisions), renaming, or formally gazetting a historic name etc.

Requests will be assessed against a set of principles in order to preserve and protect Greater Bendigo's public spaces for the enjoyment of our community now and into the future.





## Making a request

### Important things you need to know before you start

- Anyone can apply
- An application form must be completed for all requests
- Please read the Place Interpretation and Naming Policy before making a request. It is important to have a full understanding of the policy and guidelines before you start completing the online application
- We strongly recommend that you discuss your request with a City officer. Phone 5434 6000 or email [requests@bendigo.vic.gov.au](mailto:requests@bendigo.vic.gov.au)
- Online applications can be lodged at [www.bendigo.vic.gov.au](http://www.bendigo.vic.gov.au)

## Principles

Requests must address the principles listed below where relevant:

### Adaptive reuse

That it renews or restores an existing place, adapting it so that it continues to be relevant for current and future generations.

### Amenity

That it preserves, contributes to or enhances the natural amenity, environment, design and function of that public space and that the purpose of the area is not compromised.

### Heritage

That it preserves, contributes to or enhances the heritage significance of the public space.

### Inclusion

That it enables greater access for people of all abilities and inclusion for all people.

### Passage of time

That the person, organisation or event has stood the test of time and left a legacy that is recognised through generations or over decades. For this reason, current events, existing organisations, living people or the recently deceased will only be commemorated after a passage of time has elapsed.

### Reconciliation

That it fosters respect for and recognition of the Traditional Owners of this country – the Dja Dja Wurrung and the Taungurung Peoples.

### Relevance

That it has direct historical, cultural, social or geographical relevance to that public space.

### Representation

That other cultures, peoples and histories of Greater Bendigo are given equitable and fair representation.

### Significance

That the person, organisation, or event has significantly contributed to the development of Greater Bendigo as a municipality. As well as clearly identify that the significant contribution was not enabled by any special advantage of paid employment, allowance while in office, other financial reimbursement or similar payment.

### Uniqueness

That it has a unique or particular connection to Greater Bendigo's history and development.



## Conditions

Requests must address all of the conditions listed below:

### Branding

That branding is kept to an absolute minimum and is not to be used in a manner that advertises. Branding is to be present to allow for the clear identification of public space owners/managers or discretely for stakeholder recognition, but this must be on a scale appropriate to the conditions of the funding agreement, or contribution.

### Compliance

That it is compliant with relevant federal, state and local legislation and regulations such as by-laws, policies and procedures, and other industry standards such as technical guidelines.

### Duplication

That it does not duplicate an existing asset, fixture or name at the proposed location, or one already present at another site in Greater Bendigo.

### Efficiency

That requests, wherever practical, are rationalised with already existing assets and fixtures located at the public space.

### Finite term

That it is limited to the life of the asset or fixture.

### Funding

That funding for the request is scoped and budgeted. External sources of funding such as donations or grants should be sought wherever possible.

### Legible

That it is clear, readable and communicates effectively.

### Maintenance

That it is a low maintenance burden, or that the maintenance burden is justified. It is preferable that new assets and fixtures be included in a regular maintenance program.

### Safety and access

That it does not pose a risk to the safety of the public and that the ease of access to the public space is not compromised.

### Scale

That it is of a scale appropriate to the intent of the request and also to the public space it is to be located in.

*The City retains the right to remove and/or dispose of assets, fixtures or names that do not meet the conditions, in accordance with relevant Federal and State legislation and the City of Greater Bendigo Assets and Surplus Land Disposal Policy and Procedure.*

## Content guidelines

Before making a request, please consider its purpose and what is already in place.

In the case of an emergency, it is essential that public spaces are correctly and clearly identified. Keep messaging simple and if you need assistance, contact the City. Our staff will be more than happy to help.

The amount of information included and text size will impact on the appearance and design. Text must be minimal and clear to communicate effectively.

Interpretation to consider:

- Main text feature (facility or service name)
- Supporting information (facility or service content)
- Prohibitions and local laws information





Place interpretation and naming can be achieved through a variety of tools. Below are some examples of sign types that are more regularly used by the community:

### 1. Town entrance

Used to identify the entrances to rural towns. Design will include a graphic that highlights a feature unique to the area.

### 2. Minor facility/park – free standing

Used to identify minor facility or park with a free standing sign.

### 3. Minor facility – façade mounted

Used to identify a minor facility by mounting a sign on the building.

### 4. Temporary mobile sign - sandwich board

Used to provide temporary signage to direct people to facility entrances or activity areas.

### 5. Lectern - free standing

Used to provide interpretive text on a single topic at a natural heritage site or building.

### 6. Plaques

Used to recognise the official opening of a public space or building.

### 7. Monuments

A statue or other structure erected to commemorate a person or place of significance to the development of Greater Bendigo as a municipality.

### 8. Recognition boards

Appropriate recognition of project partner/ contributors to significant projects.

### 9. Semi-permanent

Semi-permanent signage, used for short-term purposes until the public space or building is complete and then the sign will be removed.

### 10. Decals

Decals are similar to stickers. They are prepared on a special paper for durable transfer to another surface such as glass or porcelain and external walls. They are excellent for short and long term use.

*Note: Advertising not permitted*

## Process

1. Submit the application
2. The application will be assessed against the Policy Principles and Conditions.
3. Application approved (changes may be required) or application denied and applicant advised

## Timeframes

Please be aware that if your application is approved it may involve a number of people/units and could take considerable time to finalise. Please be patient, we will endeavour to keep you informed on the status of your application as it progresses.

## Contact

If you have any queries, please contact  
Manager Parks and Open Space Team  
ph: 5434 6000 or [requests@bendigo.vic.gov.au](mailto:requests@bendigo.vic.gov.au)





## Other options

Unsure if a request is necessary? There are a number of free or paid options for marketing and promotions that might address your need:

### Banners

Banners are a great option for one-off events

Vinyl banners are effective for outdoor use and tear drop or feather banners are effective for indoor or outdoor use.

To ensure messaging is strong, text and images should be direct and be kept to a minimum.

### City's event calendar

The City's website receives 1.3M page views annually and its event calendar is amongst the top five most visited pages with more than 1,500 views per month.

This is a great opportunity to promote your upcoming events to a wide audience.

Go to [www.bendigo.vic.gov.au/events](http://www.bendigo.vic.gov.au/events) to list your event details.

### Community newsletters

A number of community newsletters exist and are always looking for content, so why not send your event details to them.

### Community websites

Does your club have a website? Websites are an excellent source for a range of information and unlike a printed document, can be updated at any time.

They are great promotional tools if they are kept up to date. Use the pages to tell the community how great your club is. Show regular activities and include photos so that people can be encouraged to participate in the activities on offer.

### Email

Getting messages out to an email database is a great way of communicating to club members about activities.

Include links to your website and where more information can be found.

### Newspapers

Local newspapers are great avenues for spreading news about your club or advertising to encourage people to attend meetings or participate in events. Keep them informed about what's happening.

### Print

Use printed documents to spread the word about activities at your club. Brochures, postcards, posters and flyers are just some of the simple options available.

These are often cost effective visual assets that can be distributed easily.

### Social media

Does your club have a Facebook/Twitter/Instagram account? Use these to inform people about your activities and encourage club members to share with friends to spread the word about what you are doing. These tools are great free opportunities.

Please note the City's social media accounts don't promote community events.

## Didn't find what you were after?

Some additional information below:

### Advertising signage

For advertising signage in public spaces refer to the City's Statutory Planning unit.

### Other public space owners or managers

For Crown Land owned and managed by the Victorian Government or their direct committees of management refer to the relevant government department.

### Private owners

For privately owned buildings or land, statutory planning permission may be required. Refer to the City's Statutory Planning unit.

### Regulatory signage

For safety, traffic and warning signs or signs that relate to the enforcement of Local Laws contact the Safe and Healthy Environments unit.

### State heritage-listed buildings

For all buildings listed on the Victorian Heritage Register refer to Heritage Victoria.

### Tourist and service signs

For 'white on brown' (tourist attraction) or 'white on blue' (service) signs refer to the City's Tourism and Major Events unit.

### Address:

195-229 Lyttleton Terrace, Bendigo

### Postal Address:

PO Box 733 Bendigo VIC 3552

T: (03) 5434 6000

National Relay Service: 133 677  
then quote 03 5434 6000

F: (03) 5434 6200

E: [requests@bendigo.vic.gov.au](mailto:requests@bendigo.vic.gov.au)

W: [www.bendigo.vic.gov.au](http://www.bendigo.vic.gov.au)



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