



Asset and Building Naming Policy

Section 1 - Purpose and Objectives

(1) This policy outlines the requirements which apply to the naming of buildings, parts of buildings and other assets owned by the CFA. The policy relates to the naming of buildings and any proposals to name buildings and assets to recognise cultural heritage or significant contributions to the CFA by individuals or organisations.

(2) This policy was introduced in 2022; prior to then, buildings and facilities were, from time to time, named in honour of distinguished individuals. This policy aims to codify those decisions and provide rigour to the process of naming buildings and assets within the CFA or decisions to vary or rename these assets will be managed under this policy and related procedure.

Section 2 - Scope

(3) This procedure applies across the CFA but does not apply to the naming of buildings and assets after their function or location.

(4) This policy applies to all CFA members.

Section 3 - Policy

The CFA may grant naming rights of buildings and assets to publicly acknowledge or recognise individuals, organisations or cultural heritage using any of the following criteria:

- a. A significant contribution to the mission and vision of the CFA;
- b. Provided diligent service and has earned the respect and trust of their colleagues over a sustained period of time;
- c. Have been instrumental in introducing change or innovation to CFA that contributed to the future direction of the organisation;
- d. Demonstrated leadership of the fire service in improving community safety in Victoria; or
- e. Enhanced the standing of CFA within the Victorian Community and adhered to CFA Values.
- f. Recognition of Aboriginal culture and heritage

Naming rights of a building or asset must:

- a. Be consistent with the values of the CFA
- b. Further the capacity of the CFA to meet its objectives including in relation to diversity and inclusion
- c. Support the growth and reputation of the CFA
- d. Be made with due consideration of the diversity of the CFA and the wider community

(5) CFA is responsible for all decisions pertaining to the naming rights of CFA property, facilities and assets. Naming rights may be granted in relation to:

- a. Naming of a building (new or existing) or a substantial part of a building (floors or segments).
- b. Naming of an internal building space (new or existing), such as a training room, meeting room, or reception area.
- c. Naming of an outside space, feature or structure, such as street, road, walkway, bench, courtyard, lawn, gardens, trees.
- d. Naming of a facility, such as a training facility, incident control centre, or station.
- e. Naming of an asset such as appliance, vehicle, training prop.

Use of Aboriginal Names or Words

(6) It is important that CFA acknowledges Aboriginal culture and heritage as a way of showing awareness of, and respect for, Traditional Owners of the land. However, the use of Aboriginal names can be sensitive, as such, naming buildings or assets after Aboriginal names or words must be done in consultation with the local Traditional Owners or representative [Registered Aboriginal Party](#). The use of Aboriginal names or words must be relevant to the local area. Advice can be sought from the CFA Aboriginal Engagement Guidelines and CFA's community engagement team.

Existing Named Assets or Buildings

(7) This policy recognises that prior to the implementation of this policy a number of buildings and assets were named after individuals who provided significant contributions to CFA. For the sake of clarity, those names will remain. However, the provisions in this policy and related procedure concerning the renewal, amending, withdrawal or revoking those naming rights still apply.

Amending, Withdrawing or Revoking of Naming Rights

- (8) The CFA reserves the right to amend, withdraw or revoke naming rights in the following circumstances:
- a. Where the reputation of the CFA or State of Victoria may be compromised
 - b. At the request of the individual or their family, if the individual is deceased
 - c. At the request of the organisation or group, if the building or asset is named after the organisation or group.
 - d. Where the building or asset is demolished, destroyed, refurbished or replaced.
 - e. Where there is a change in occupancy and the former name is no longer applicable
 - f. The duration of the agreement has been reached
 - g. For any other reason, at the discretion of CFA

Section 4 - Related Documents

- (9) Asset and Building Naming Procedure

Status and Details

Status	Not Yet Approved
Effective Date	To Be Advised
Review Date	To Be Advised
Approval Authority	
Approval Date	To Be Advised
Expiry Date	Not Applicable
Responsible Officer	Kylee Bates Group General Manager Support Services
Author	Belinda Gillespie
Enquiries Contact	Belinda Gillespie Awards & Recognition Officer <hr/> Office of the Chief Officer

Glossary Terms and Definitions

"CFA member" - Refers to all CFA volunteers, officers, employees and secondees.

"Asset" - Refers to any major asset owned by the CFA, including but not limited to buildings, appliances, trailers, training grounds, and training props.

"Building" - A permanent structure is erected on the land or site of the CFA.

"Facility" - Refers to a precinct or area, building, equipment or service provided for a particular purpose or activity



Asset and Building Naming Procedure

Section 1 - Purpose and Objectives

(1) This Procedure outlines the nomination, approval and renewal process for naming of CFA Assets and Buildings.

Section 2 - Scope

(2) This procedure applies across the CFA but does not apply to the naming of buildings and assets after their function or location.

Section 3 - Procedure

Nomination Process

(3) A nomination for a naming proposal will only be considered if it is made by a CFA member.

(4) Consent has been obtained from the individual (or next of kin), organisation or relevant group(s) being recognised.

(5) Any member of the CFA can make a nomination for a naming rights proposal via the relevant approval authority as outlined in section 12, utilising the Building or Asset Naming Nomination form. The form is not required for a Brigade motion approval.

(6) Brigades or Groups must submit nominations via their relevant Commander in the first instance. A Brigade or Group nomination must be supported by the relevant Brigade Management Team or Group Management Team.

Probity Check

(7) Probity checks aim to maintain the integrity and reputation of the CFA and are a strict requirement of any naming approval process.

(8) The probity check must be submitted at least six weeks prior to any proposed approval date to enable time for the CFA to conduct appropriate checks and provide a response. Approval at any level cannot proceed without evidence of a probity check being confirmed as complete by the Awards & Recognition Officer.

(9) A copy of the nomination form must be submitted by the appropriate approving authority to cfa-honours@cfa.vic.gov.au. The Awards & Recognition Officer will coordinate the completion of the probity check and provide a response to the approving authority.

(10) Probity Checks will include People and Culture (Child Safety and Complaints) and Governance, Legal and Risk. This may include the requirement for an updated Police Record Check at the discretion of the CFA.

(11) The approving authority, as set out in this procedure, must consider the result of the probity check as part of their decision-making.

Approving Authorities

(12) The below table outlines the relevant approving authorities.

Naming Rights Category	Approving Authority
District and Regional level assets and buildings, including but not limited to: CFA-owned assets at Groups or Brigades CFA-owned appliances at Groups or Brigades Brigade owned appliance or assets Brigade or Group buildings (or part thereof)	Relevant Deputy Chief Officer
State-level buildings or Headquarters	Chief Officer or Chief Executive Officer

Post Approval

(13) Regions must ensure that a register is kept of all approved naming applications and ensure it is appropriately maintained.

(14) After approval, the nominated party or parties must be advised by the approving authority or nominating party/brigade.

(15) The approving authority must ensure that the Communications and Stakeholder Relations team are advised regarding the approval.

(16) Where a Brigade or group has submitted a request to name an asset, the cost of doing so will be borne by that Brigade or group. All naming applied to appliances must comply with the Commemorative Naming of Appliances Style Guide.

(17) Where a building or other stationary asset is named, an explanation outlining the history or significance of the name should be displayed.

Renewal of Naming Rights

(18) Naming rights automatically expire when a building or asset is:

- a. Removed from service
- b. Transferred to another brigade or owner
- c. Replaced or demolished

(19) For example, when an appliance is transferred between Brigades or retired, the name is not automatically transferred.

(20) In these circumstances, CFA members can seek naming rights to be transferred or renewed through the submission of a new application. That application must be submitted to the appropriate approving authority outlining the circumstances of the renewal request.

Amending, Withdrawing or Revoking Naming Rights

(21) Amendments, withdrawals or revoking of naming rights should be approved via the process or approving authority laid out in this procedure.

(22) The approving authorities listed in this procedure in no way limits the ability of a higher approving authority to amend, withdraw or revoke naming rights approval of a lower-level authority.

(23) An approving authority may at any time amend, withdraw or revoke naming rights in line with the Asset and

Building Naming Policy.

(24) Where naming rights are amended, withdrawn or revoked, the approving authority must ensure that notification occurs to the affected party or parties and that the district or region register is updated.

(25) The approving authority has responsibility for ensuring signage is removed or amended. Costs associated with the removal or amendment of signage will be the responsibility nominating party (eg. Brigade, Group, District etc.).

(26) Deputy Chief Officers should consult with the Chief Executive Officer or Chief Officer prior to making a decision to revoke or withdraw naming rights.

Right of Appeal and Review

(27) Where the application for naming rights has been declined or a name amended, withdrawn or revoked, the applicant can submit a formal request for review to the Chief Executive Officer or Chief Officer. The application for review must be submitted in writing within 30 days of notification of the application being denied and contain the following:

- a. A copy of the original application
- b. Reasons why the application should be reconsidered
- c. Contact details of the applicant requesting the review
- d. Any supporting documentation

(28) The Chief Executive Officer or Chief Officer can at any time request further information to assist in conducting the review.

(29) The review will be conducted within a reasonable time, and a response will be provided to the relevant party. All review decisions are final.

Section 4 - Related Policy

(30) Building and Asset Naming Policy

Status and Details

Status	Not Yet Approved
Effective Date	To Be Advised
Review Date	To Be Advised
Approval Authority	
Approval Date	To Be Advised
Expiry Date	Not Applicable
Accountable Officer	Kylee Bates Group General Manager Support Services
Responsible Officer	Belinda Gillespie Awards & Recognition Officer
Author	Tim Connor
Enquiries Contact	Belinda Gillespie Awards & Recognition Officer <hr/> Office of the Chief Officer

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Commemorative Naming of Appliances Style Guide

Commemoration lettering shall adhere to the following style:

- Names may be written with either the name in full or first initials of the person's given name/s following by their surname. Example. Jane K Citizen – or – J.K. Citizen.
- Salutations and titles will not be included. If the name includes a suffix (e.g. Jr) this may be added to the end of the surname.
- Preferred names may be used where the preferred name is appropriate. For example, "Ashley" may prefer "Ash" or "James" may prefer "Jamie". Wherever possible, preferred names may be endorsed or supported by the nominee or nominee's family.
- Font: Commercial Script (regular).
- Vinyl colour (of the lettering) shall be in a contrasting colour to the appliance; red or black letters on a white appliance and white or black letters on a red appliance.
- Any red lettering should be consistent with Pantone 186 (C=13 M=100 Y=90 K=4) and black lettering to be consistent with Pantone black print (K=100).
- The lettering of the name must be affixed to the driver door and to the front passenger door. The lettering should be positioned on the door towards the front of the appliance and as low as possible towards the door sill. The lettering must not obscure other livery.
- The order and sizing of the name displayed on the vehicle shall be:
 - Line 1 Rank/Title:** 20mm cap height (the person's highest rank/title obtained within CFA to be used).
 - Line 2 Name:** 45mm cap height text (post-nominals to be 20mm cap height)
 - Line 3 Years of Service:** 20mm cap height (where applicable, years of continuous service with CFA. *For example, an end date for service still being provided is not relevant, whilst a retiree's end date for service may be applicable).
- The name displayed on the vehicle may use a two or three column grid and ragged right (i.e. not justified) text.
- Lettering must cover an area no wider than 297mm (the length of an A4 sheet).
- No names, preferred names or middle name shall be in inverted commas (' ') or double quotation marks (" ").
- Any applicable dates shall be expressed as 'day month year' and written in full i.e. 16 April 1970 (and not 16/04/70).
- Post-nominal letters, also called post-nominal initials, post-nominal titles or designatory letters, are letters placed after a person's name to indicate that the individual holds a position, academic degree, accreditation, office, military decoration, or honour, or is a member of a religious institute or fraternity – may be used. Where abbreviated, there is no need to add full stop between each letter. E.g. Australian Fire Service Medal is abbreviated to AFSM with no full stops between or at the end of the letters required.
- Honorifics, letters placed before the name of a person, often thought of as titles such as Dr, Mr, Mrs, Miss, and Ms are not to be used.
- No ellipses (....) shall be used.