

White Patch — New bridge naming

Bridge Naming Criterion

October 2025

The importance of names

Council recognises the significant social value to the community of naming places, structures and assets under its direct control. The naming of new public places, structures and assets contributes to a sense of belonging and reflects the cultural and heritage values of the region.

Names that will be considered

Align with naming themes	Suggested names reflect at least one of the following themes: • Kabi Kabi Traditional Custodians and their connection to the land and water • community diversity (including women, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, and people with disabilities) • pioneering families and long-term residents • respected community members • local flora, fauna, or geographic features • commemorating a special event or occurrence • historic landmarks.
Reflective of Council's naming values	Council's values in selecting names include: • contributing to a sense of belonging • supporting wayfinding • acknowledging the First Nations history of the region • celebrating and representing the region's diversity.
Verifiable	Claims of historical or cultural significance can be substantiated. If the name is of Indigenous origin, it should be of the local Kabi Kabi language and will only be adopted if endorsed by the Kabi Kabi Peoples Aboriginal Corporation.
Enduring	It is likely to stand the test of time

Names that won't be considered

Offensive to any reasonable person	Must not discriminate, be demeaning or be likely to give offence in line with contemporary community standards and values.
Commercial	Must not advertise or promote commercial enterprises or be able to be interpreted as doing such. Must not breach trademark laws.
Duplication	Duplication of existing or similar place names within the region. For example, 'Hornibrook Bridge' and 'Hornibrook Crossing' even though they are in well separated parts of the region.