



Toolkit

RECLAIM

HER

NAME

A practical guide to the steps and resources you need to host a Reclaim Her Name workshop in your community.

Brought to you in partnership with Gender Equity Victoria, Royal Historical Society of Victoria and the Put Her Name On It Campaign.



CONTEXT

Reclaim Her Name is a partnership between Gender Equity Victoria, the Royal Historical Society of Victoria, and the Put Her Name on It Campaign to increase the documented stories and nominations of women for future place names/art in Victoria.

Put Her Name on It, auspiced by Gender Equity Victoria and funded by Geographic Names Victoria, aims to increase the representation and recognition of women and gender-diverse people in place naming and public art because the current gender gap is extensive. Women make up 51% of the population, yet their stories and historic contributions continue to be undervalued, under-documented, and practically invisible in archives and public places. There are more statues of animals than women in Australia!

But together we can change this one story at a time.

Reclaim Her Name will help address the gender gaps in place names and art by working with community groups and members to research and nominate women from history, through the Victorian Government's Remember a Local Name a Place campaign. These nominations will create a pipeline of women's names that can be considered for future place names/art right across the state. When nominations are received, they are sent to the local government where the person made their mark and added to their name bank.

This toolkit guides you through helpful steps and resources to support you in running a Reclaim Her Name workshop in your local area during March.



Unknown woman checking shirts, Pelaco Factory, Richmond, c. 1950. From the RHSV collection.



WARRIOR WOMAN^{LA}

Laneway named in tribute to Lisa Bellear, advocate for Aboriginal rights and representation, broadcaster, photographer and poet.

WHY MARCH?

March is Women's History Month and International Womens Day. The spotlight is already on women, presenting the perfect opportunity to elevate women even futher.

Want to run your own Reclaim Her Name event?

Register your intent to host an event by emailing puthernameonit@genvic.org.au

Local historical societies, agencies and community groups such as libraries, community houses, etc have a history of informing, supporting and mobilising communities and are therefore the perfect local partners to host Reclaim Her Name workshops across the state.

SAMPLE EVENT AGENDA

1 WELCOME, ACKNOWLEDGEMENT OF COUNTRY AND INTRODUCTION

- 10 mins - Facilitator

2 INTRODUCTION TO 'REMEMBER A LOCAL - NAME A PLACE'

- 5 minutes - Facilitator

3 SOCIAL RESEARCH

- Tips and tricks - 20 mins - Speaker 1
- Practice - time to test your skills - 10 mins

4 BREAK

- 20 mins

5 STORYTELLING

- Tips and tricks - 20 mins - Speaker 2
- Practice - documenting your story - 10 mins

6 NOMINATIONS

- Write up - 10 mins - Facilitator

7 WRAP UP

- 5 mins - Facilitator

8 TOUR OF HISTORICAL CENTRE / LIBRARY (OPTIONAL)

- 20-30 mins - Facilitator

1

WELCOME, ACKNOWLEDGEMENT OF COUNTRY AND INTRODUCTION TO RECLAIM HER NAME



Commemorative statue of Stella Young, comedian, journalist and disability rights activist, in her hometown of Stawell

Welcome guests

Acknowledgement of Country

(If you need help creating a Welcome to Country, head to [indigenous.gov.au](https://www.indigenous.gov.au) for a resource to get you started)

Why are we hosting a Reclaim Her Name workshop?

We all have a role to play in gender equality. Women are under-recognised and underrepresented in place names and public art like streets, parks, buildings and statues.

Women's contributions have historically been undervalued, and their contributions have not been acknowledged in the same way as men's. This makes women's stories harder to find.

If we want to address the place name and public art gender gap, we need to find and share these stories.

Community events like Reclaim Her Name can help us do this better.

What is Reclaim Her Name?

Reclaim Her Name is a project to increase the documented stories and nomination of women for future place names in Victoria.

The project is a partnership between Gender Equity Victoria, the Royal Historical Society of Victoria and Put Her Name on It. This event is being bought to you by _____.

What is Put Her Name On It and why does place naming and public art equality matter?

Put Her Name on It aims to increase the representation and recognition of women and gender diverse people in place naming and public art because the current gender gap is extensive.

Women make up 51% of the population, yet their stories and historic contributions continue to be untold. They are practically invisible in our historical archives and in our public places.

In 2022, Victorian local councils were surveyed about place naming and public art. Over 17,000 geographic place names and public artworks across 13 local councils were reviewed through the survey. The survey found that:

- around 1 in 5 (3,505) place names and public art commemorated a person
- around 1 in 10 (441) commemorative place names and public art were named after women
- less than 1% of commemorative place names and public art were named after First Peoples' women and women from multicultural communities.



Minnie Eason, one of many silenced women of her era who died in Victorian asylums.

2 INTRODUCTION TO “REMEMBER A LOCAL – NAME A PLACE”

As Victoria’s cities, suburbs, towns and regions continue to grow, we’ll need to name more places, including **new streets, parks, community facilities, buildings.**

More than 6,000 new places will be named in Victoria over the coming years. **We want these names to honour those who have helped shape our vibrant communities.**

Started in 2024, this campaign invites Victorians to nominate someone who has made a significant contribution to their community to be considered for commemoration in a new place name.

The campaign particularly encourages nominations for individuals from underrepresented groups, such as:

- women
- First Peoples
- people from multicultural backgrounds
- LGBTQIA+ people
- people with disabilities.



Nominations are reviewed monthly and sent to local councils for consideration when places need naming.

More than 50% of all nominations received through the campaign so far have been for women.

We want to see even more nominations for women, to help achieve our target to have 70% target of new commemorative places named after women.

2 INTRODUCTION TO “REMEMBER A LOCAL – NAME A PLACE”

Tips for making a nomination

- To be commemorated, the person should have been held in high regard in the community.
- The person should be deceased.
- Living people are generally not commemorated in place names
- Names should have a strong connection to the local area.
- It is important to explain how a nominated person was connected to places in their community. i.e. places where they worked, lived or volunteered.

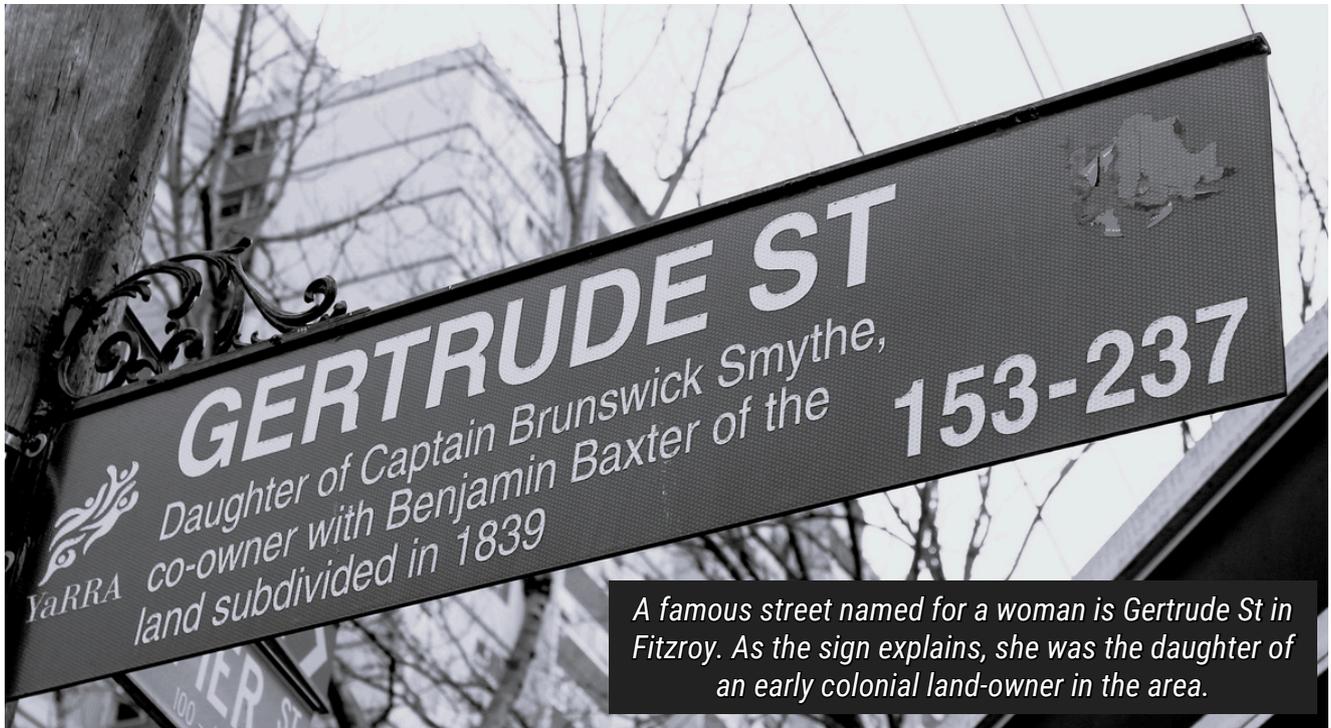
There are special considerations when naming places after First Peoples

<https://www.land.vic.gov.au/place-naming/aboriginal-place-naming/how-to-get-started>



Public art honouring Aunty Joy Murphy Wandin AO, a Senior Wurundjeri elder of the Kulin Nation. Located on Franklin St in Melbourne city.

3 SOCIAL RESEARCH – TIPS AND TRICKS



Arrange a speaker (for example staff or volunteers from historical societies, libraries, genealogy societies, etc) who can effectively guide the group through the steps and tools available to support research on historic women. This will include the use of tools such as Trove and the files you have access to within your own group or organisation as well as encouraging participants to draw on the information they know or can find through family and networks. At the end of this session each participant should be able to access historical records and have information on their chosen person or know where to start.

Steps to Guide Participants

- Set aside some time to write down your recollections of their life and their contributions and connections to the local community.
- Gather copies of documents relevant to their life, for example, newspaper clippings, photographs or awards they received during their lifetime.
- Consider talking to other people who knew them. It helps if you have some questions prepared before you speak to them.
- Desk top research using some of the tools and links provided

3 SOCIAL RESEARCH – TIPS AND TRICKS (CONT'D)

Some questions to consider to guide research

- Where were they born?
- Where did they grow up?
- Their early life?
- Throughout their life, where did they live?
- How did they participate in community life?
- Did they volunteer or participate with community groups?
Describe their involvement and how it impacted the community.
- What were their hobbies and interests?
- What did they do for work?
- Did they have a family?
- What do you think people would remember them for?
- What were they best known for?
- What were their biggest achievements?
- Were there other places of significance to this person in Victoria?
- When did they die?

Tools and links

Trove

trove.nla.gov.au

Search millions of newspapers, journals, books, pictures, maps, and many other items from cultural, community and research collections around Australia.

Australian Womens Register

womenustralia.info

Australian Dictionary of Biographies

adb.anu.edu.au

Local Historical Societies

Historical societies have wonderful collections from the locations your research subject lived or visited. You can use the RHSV search tool here to find local historical societies across Victoria:

historyvictoria.org.au/societies



Unknown woman riding a horse on Exhibition Street near Collins Street, c. 1920. From the RHSV collection.

3 SOCIAL RESEARCH – TIPS AND TRICKS (CONT'D)

Tools and links cont'd

Ancestry

This is a paid website and it is not cheap but it does have a surfeit of records that you may find useful

ancestry.com.au

Australian Christian Church Histories

churchhistories.net.au

Australian Institute of Aboriginal Torres Strait Islander Studies

Includes a step-by-step guide for researching Aboriginal and Torres Strait Islander history.

aiatsis.gov.au

Australian Women

Photographers 1850-1950

photoria.com.au

Births, Deaths and Marriages Victoria

bdm.vic.gov.au/search-your-family-history

Encyclopedia of Australian Science and Innovation

eoas.info/browse_people.htm

Find A Grave

findagrave.com

Find and Connect

History & information about Australian orphanages, Children's Homes & other institutions

findandconnect.gov.au

Her Place Museum

Victorian Honour Roll of Women

herplacemuseum.com/wp-content/uploads/2017/03/2001-Honour-Roll-Booklet-2.pdf

Genealogy at Australian Jewish Historical Society

ajhs.com.au/genealogy

Law Reports database

austlii.edu.au/databases.html

Melbourne Encyclopaedia

emelbourne.net.au/browse_a.htm

National Archives of Australia

naa.gov.au/help-your-research/getting-started

Public Record Office Victoria

The website has a broad array of information, including immigration details, prison and legal records.

prov.vic.gov.au

State Library Victoria Guides

Online tools and resources to help with your research

guides.slv.vic.gov.au

Victorian Land Registry services

A title history search statement, which lists the land's legal owners, can be purchased for about \$23.

landata.online

Victorian Places

victorianplaces.com.au/places

Victorian Women's Trust Directory of Women

vwt.org.au/directory

4 STORYTELLING – TIPS AND TRICKS

Arrange a speaker (staff or volunteer from historical society, library, writers group, Wikimedia, etc.) who can effectively guide the group through the steps to writing a biography of their chosen person. At the end of the session each participant should have commenced writing the biography of their chosen person or understand the steps and structure of an effective biography.

Steps to Guide Participants

Using the information you have found:

- Outline your story in chronological order – a timeline
- Draft in manageable sections (early life, achievements, legacy)
- Fill in the outline - begin writing the story of your subject by writing freely
- Add personal information, contributions, achievements, awards.

For example:

“In 1920, June started the first local kindergarten in Bodin where 20 families were serviced or in 1960 June was awarded Citizen of the Year for Bodin Shire Council for her service to community.”

- Find and focus on a unique aspect of her story
- Edit the biography
- Have someone review your work
- Finalise biography

Tools and links

Tips

writersinthestormblog.com/2023/11/telling-a-life-tips-for-composing-a-compelling-biography/

Examples of awarded womens history

vic.gov.au/ailsa-oconnor
vic.gov.au/aunty-iris-lovett-gardiner-am

5 NOMINATIONS – WRITE UP

Now you have your person, researched and their story documented you are ready to make a nomination at

<https://engage.vic.gov.au/name-a-place> (included at this link is a tips document)

You will need information about the person to be nominated for commemoration, including:

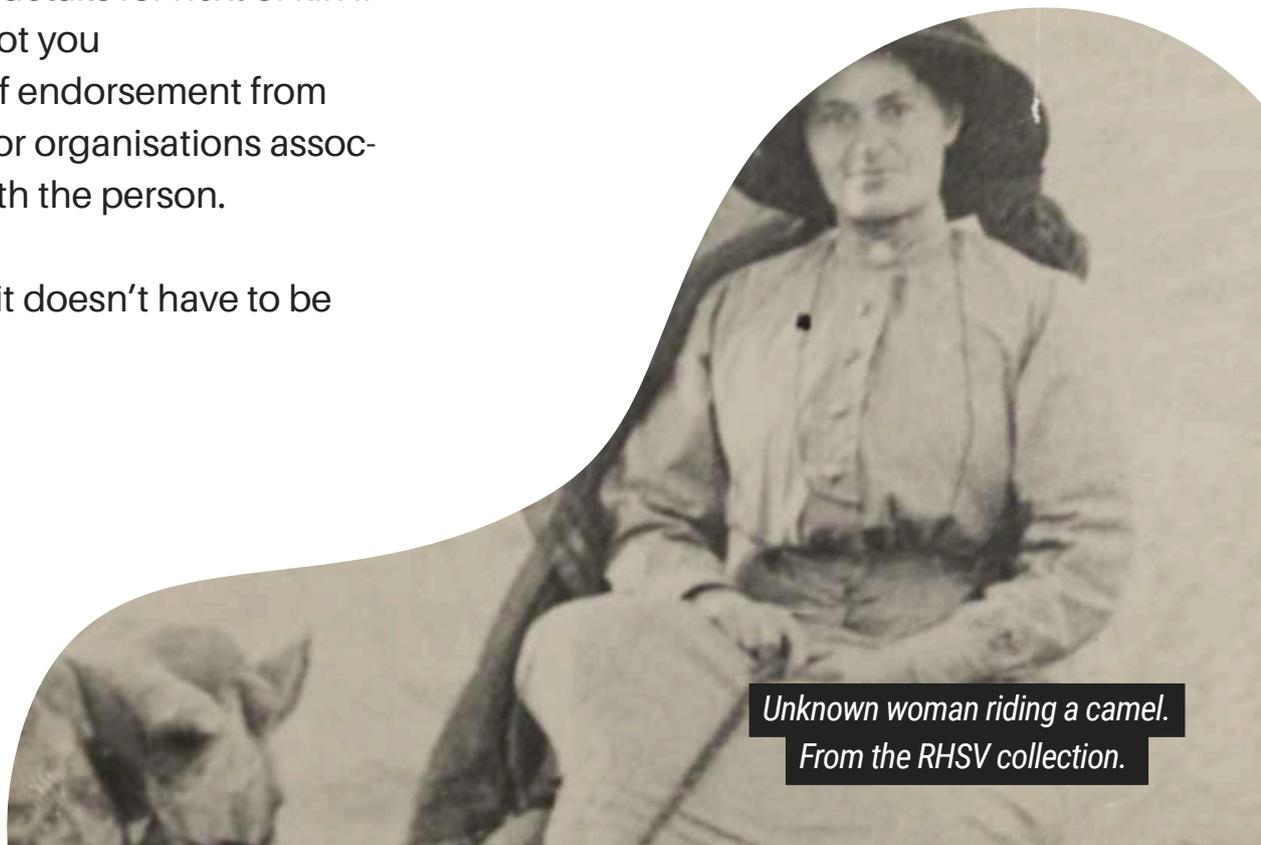
- a short biography
- information on their connections to places or areas in Victoria
- why they are being nominated
- documentation showing next of kin or family member support (this could be letters or emails)
- contact details for next of kin if that is not you
- letters of endorsement from people or organisations associated with the person.

Remember it doesn't have to be perfect.

The name you have nominated will be reviewed by Geographic Names Victoria (GNV) and if it is suitable, it will be sent to a local council.

The council will put the name in a name bank for consideration when something needs naming.

Now you've done it once, you can do it again, or consider where else you can share their story eg. Wikipedia, a book, an article in a local paper, on your socials, by sharing it with your/the persons family.



*Unknown woman riding a camel.
From the RHSV collection.*

6 WRAP-UP

Thank everyone for their attendance.

Congratulate participants for taking the first step in helping increase the documentation of women's stories and contribution to addressing the gender gap in place naming and public art.

Encourage completion of research, storytelling and nominations and to keep going.

Discuss what support your organisation can continue to offer – access to staff/volunteers, historic research tools, etc.

Invite attendees to gather and show people physically around your venue (if appropriate).

If they are not a member of their local historical society, encourage them to join!



COMMUNICATION AND MEDIA TOOLS

Media Release

Date: [Insert Date]

Contact: [Insert Contact Name, Email, Phone]

Reclaim Her Name: Share. Honour. Name.

This March, Gender Equity Victorian, the Put Her Name on It campaign and the Royal Historical Society Victoria have invited communities across Victoria to take part in Reclaim Her Name events - a gathering to celebrate, share and document the remarkable stories of women and gender diverse people who have shaped local communities and history.

We will be hosting a local event to help increase representation in place naming and public art by bringing community together to:

- Share stories about inspiring women from your family or community.
- Gather and preserve historical photos, letters, and records.
- Nominate local women and gender diverse people to the Remember a Local - Name a Place campaign.

“So many extraordinary contributions have gone unrecognised. The RECLAIM HER NAME is about ensuring in future those local names, faces, and stories of women are remembered and celebrated in the places we live, work and play,” said Kerry Wilson Director, Put Her Name on It campaign.

Event Details:

 When: _____

 Where: _____

 Time: _____

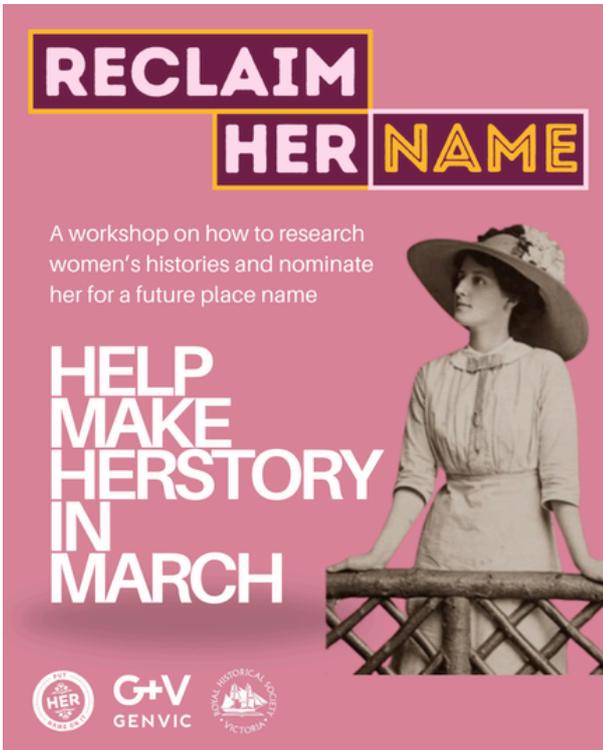
 How to Join: Visit [Insert Website] for registration.

This March, let's turn our shared history into herstory one story, one name, one place at a time.

Logo



SOCIAL MEDIA POSTS AND TILES



POST 1 - AWARENESS (Pre-Event)

MAKE HERstory THIS MARCH.



This March, we're reclaiming the names that shaped our communities.

Join the Reclaim Her Name workshop and help uncover, celebrate, and honour the incredible women whose stories deserve public recognition.

🌟 Share stories

📷 Bring historical photos

🏛️ Nominate women for the

Remember a Local Name a Place campaign

Let's put HER name where it belongs.

📅 17 March __, 2026

🕒 _____

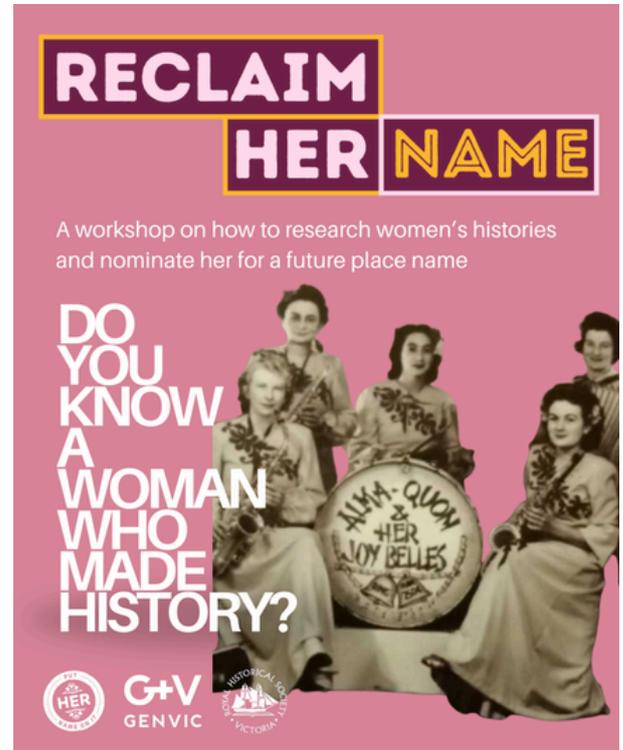
📍 _____

👉 Find out more & register: [Insert Link]

#ReclaimHerName #WomensHistoryMonth

#IWD2026 #PutHerNameOnIt #HERstory

#RememberALocal



POST 2 - COMMUNITY CALL-OUT

DO YOU KNOW A WOMAN WHO MADE HISTORY?

♥️ Let's make sure her name is remembered.

This March, we're calling on our community to help shine a light on the women whose contributions shaped where we live.

Bring her story to the Reclaim Her Name workshop.

👉 Share her achievements

📷 Bring photos & records

🏛️ Nominate her for public recognition

Because her legacy deserves a place on the map.

📅 17 March ____

🕒 _____

📍 _____

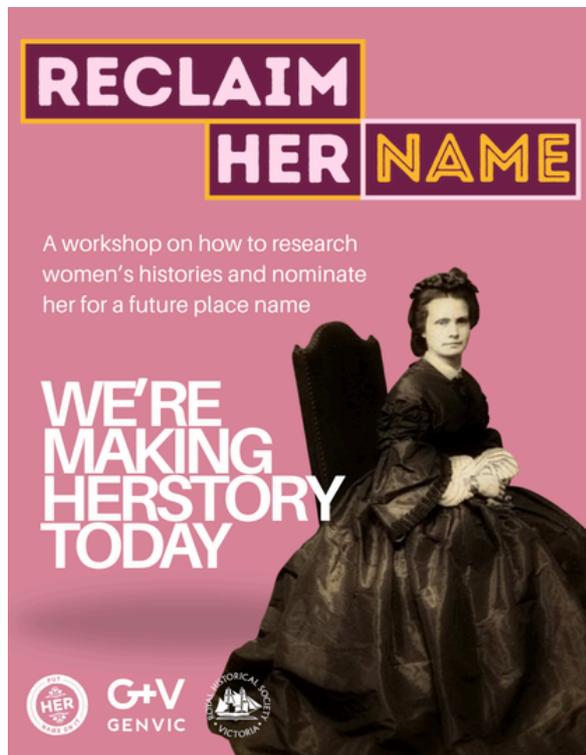
👉 Register now: [Insert Link]

#ReclaimHerName #WomensHistoryMonth

#IWD2026 #PutHerNameOnIt #HERstory

#RememberALocal

SOCIAL MEDIA POSTS AND TILES



POST 3 - ON-THE-DAY / LIVE POSTING

WE'RE MAKING HERstory TODAY. 💪❤️

The Reclaim Her Name workshop is in full swing—

- 🌟 powerful stories
- 📷 precious photos
- 💬 proud community voices

Together, we're increasing the visibility of women and gender-diverse people in place naming and public art.

History is happening right here.

And this time, HER name is front and centre.

#ReclaimHerName

#WomensHistoryMonth #IWD2026

#PutHerNameOnIt #HERstory

#RememberALocal

Download these tiles

If you're running a "Reclaim Her Name" session, we invite you to download and share these tiles to promote your event.

Download 

Head to <https://bit.ly/RHN-tiles> to download your tiles today.

Share her name

We've made a special customisable tile so that you can share what you've learned about your research subject online.

You will need a Canva account.

Link to template:

<https://bit.ly/RHN-custom-tile>



LINKS

Remember a Local - Name a Place

[Remember a local - Name a place campaign open](#)

Put Her Name on It

[Put Her Name On It | Gender Equity Victoria](#)

Royal Historical Society of Victoria

[Royal Historical Society of Victoria](#)

NB: All weblinks current as of 12/02/2026

RECLAIM

HER NAME

Thank you for your support!

Get in Touch

If you have any questions about Reclaim Her Name,
the Put Her Name on It campaign or this Toolkit
please contact:

puthernameonit@genvic.org.au

www.genvic.org.au/phnoi

 puthernameonit

