



GREATER SHEPPARTON CITY COUNCIL

**CIVIC RECOGNITION
AND OFFICIAL
PLAQUES POLICY**

Effective: 27 August 2024

CIVIC RECOGNITION POLICY

Version:	1
Business Unit:	Corporate Governance
Responsible Officer:	Manager Corporate Governance
Adopted By:	Council on 27 August 2024
Next Review:	27 August 2028

1. PURPOSE

The Civic Recognition and Official Plaque Policy provides guidance to council officers on the following:

- a. The criteria and process to recognise significant milestone achievements by an individual, business or community organisation of Greater Shepparton.
- b. The appropriate content to be included and special considerations to be made in fabricating and placing of official plaques for buildings (new or refurbished), ornamental and horticultural features, fountains and sculptural monuments.

2. OBJECTIVE

This Policy aims to achieve consistency in the recognition of an individual, business or community organisation for civic recognition or acknowledgement, in addition to the approval, placement and content to be included when an official plaque is required.

3. SCOPE

This Policy applies to council officers who support civic recognition awards and the arrangement of official plaques, in addition to members of the community, businesses or organisations who may submit a request for civic recognition or an official plaque.

4. DEFINITIONS

Reference term	Definition
Plaque	A plaque is a flat piece of metal, stone or other durable material with a two-dimensional face that can be fixed to an object, pavement or building. A plaque includes text and/or images to recognise a person/an organisation, commemorate an event and/or provide historical context/information relevant to its location.

Memorial	A memorial is an object which serves as a focus for the memory or the commemoration of something, usually an influential, deceased person or a historical, tragic event.
Partner Organisations	Refers to organisations that have co-funded and/or contributed to the delivery of the project that is being formally recognised with a plaque.
Sub-brand	Refers to Council owned and endorsed brands including, but not limited to, Aquamoves, KidsTown, Riverlinks, Shepparton & Goulburn Valley

5. POLICY

This policy details the criteria for selection of individuals or organisations for the civic recognition awards and also specific guidelines in respect of the content to be included in different types of plaques.

5.1 Milestone Achievement Award

5.1.1 Eligibility Criteria

A "Milestone Achievement" may be awarded to individuals, businesses or community organisations that have reached a significant milestone, including:

- Any individual who has reached 100 years of age and lives in the Greater Shepparton region.
- Any couple who has been married or in a partnership for 50 years and lives in the Greater Shepparton region.
- Any business that has been operating within the Greater Shepparton region for over 25 years, where the operation of the business has been in accordance with community values to the best of Council's knowledge.
- Any other milestone to be considered appropriate.

5.1.2 Selection Procedure

Community members can provide the relevant information to Council for consideration.

Upon written request from a member of the community, a letter signed by the Mayor will be provided to the individual, business or community organisation who has been assessed as meeting the criteria for this award.

All recommendations for the "Milestone Achievement" must be received by Council in writing.

Should the assessment determine that the request does not meet the selection criteria, the nominee will be advised in writing as to the reasons why the request has been declined.

5.2 Official Plaques

5.2.1 Memorial and / or Commemorative Plaque

Council will consider requests for the placement of a small Memorial Plaque in honour of a deceased community member who has made a significant contribution to the Greater Shepparton region.

Official plaques may also be used to commemorate or acknowledge the contribution and legacy of a community member, former Councillor or former staff member.

5.2.1.1 Eligibility Criteria

The assessment of eligibility will consider the significance of community contributions by an individual in the form of at least 30 years of proven service and dedication towards:

- Community programs
- Volunteer organisations
- Mentoring, coaching or fostering roles
- Fundraising activities
- Demonstrating Councils Values
- Dedication of outstanding service to our community
- Other community contributions as considered appropriate

Any memorial plaque placements must compliment the location, and cannot detract from existing art works, landscape features, or other memorial plaques in the area.

5.2.1.2 Selection Procedure

Applicants are encouraged to provide the relevant information which supports the applicable eligibility criteria to facilitate Council's assessment.

Background checks may be undertaken in relation to the proposed honouree.

Where a request has been approved, the nominee will be informed in writing and the placement of the memorial plaque will be undertaken by Council.

Should the memorial plaque application not meet the eligibility criteria, the nominee will be advised in writing as to the reasons why the application has been declined.

A plaque may be rescinded should Council later become aware of the recipient being of character not aligning with Council values.

5.2.1.3 Content and Placement

Commemorative plaques may be affixed to a building (inside or outside), ornamental and horticultural features, fountains, seating, sculptural monuments and any other permanent structure.

Commemorative plaques should include the person's name, a brief description of the person's achievements and may include a photograph, where deemed appropriate.

Plaques affixed to council property or assets should include the Greater Shepparton City Council logo at the end of the text.

6. RELATED POLICIES

- *Conflict of interest Policy*

7. RELATED LEGISLATION

- *Nil*

8. REVIEW

This policy is to be reviewed by the Manager Corporate Governance within four years of the date of last adoption.

DOCUMENT REVISIONS

Version #	Date Adopted	Date Effective
1	27 August 2024	27 August 2024