



Plaque and Commemorative Events Policy

Adopted July 2025

Acknowledgment of Country

Council acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of these municipal lands and waterways, and pay our respects to Elders past and present.

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Definitions

Plaque	A permanent marker or memorial made of durable material, typically affixed to a surface to commemorate the opening of a new public asset.
External funding contributions	Funding from State or Federal Government agencies.
Project manager	The individual responsible for overseeing the project and ensuring all stages are completed
Project sponsor	The primary stakeholder or internal client of the project.

1. Purpose

This policy guides the content and procedures for plaques and commemorative events associated with capital works projects on facilities or open space areas owned or managed by Hobsons Bay City Council. It outlines the process for drafting, approval, and installation of plaques and the criteria for determining the necessity of associated events like sod turnings, grand openings, and photo shoots.

This policy does not address community requests for plaques. Such requests are governed by the Memorial Plaques, Commemorative Trees, and Scattering of Cremated Remains Policy. This policy does not also address the naming of facilities. Such processes need to be followed in accordance with Council's Naming Policy.

2. Categories of capital works projects

For this policy, capital works projects are separated into three categories:

- **Large Projects:** Major capital works (project budget over \$2M), such as the construction of new facilities, extensive refurbishments, or significant open space developments. These projects have high community interest and may involve external funding.
- **Mid-Range Projects:** Projects of moderate scale and community visibility (project budget between \$0.5M and \$2M), such as playground installations, small community spaces, or significant renewals that do not involve major new construction. These projects generally have moderate community interest.
- **Small Projects:** Minor upgrades or renewals, such as road repairs, public toilets, or minor facility improvements. These projects typically have low community interest.

3. Decision-making framework for commemorative events

The following framework guides the decision-making process for determining the appropriate level of recognition for a project, considering both projects with and without external funding:

Project Category	External Funding	Commemorative Event	Criteria
Large capital works	Yes	Sod turning, opening event and plaque	Significant project value or community interest; funding agreement may require plaque recognition.
	No	Sod turning, opening event and plaque	High project value or community interest. Recognition is still warranted despite no external funding.
Mid-range capital works	Yes	Opening event and plaque	Moderate project value and community interest; plaque required if stipulated in funding agreement.

	No	Photo shoot and/ or press release only	Moderate project value and community interest. Recognition through media rather than a plaque formal event.
Project Category	External Funding	Commemorative Event	Criteria
Small capital works	Yes or No	Photo shoot and/ or press release only, unless external funding provider requires other	Low project value and community interest. Recognition through media rather than formal events.

4. Commemorative event guidelines

Based on the decision-making framework, the following guidelines apply to each type of commemorative event:

4.1. Sod turnings

- Typically reserved for large capital works projects, especially those with significant community interest or external funding.
- In a single ward structure, the Ward Councillor and Mayor are to be invited; all other Councillors may attend as optional attendees.
- The event marks construction commencement and may include a press release.

4.2. Opening events

- Appropriate for large and mid-range projects, particularly those of substantial community value.
- The event should include the Mayor, Deputy Mayor, and Ward Councillor, with other Councillors invited as optional attendees.
- Opening events are ideal for new facilities, playgrounds, or significant refurbishments, and will be scheduled once ready for public use.
- The mayor will be the primary speaker at opening events unless they choose to delegate the role to another councillor.
- Events will be modest and focused on the purpose of the occasion, with Council only providing basic provisions. Any engagement of external suppliers or vendors for the event requires Director of Infrastructure and City Services approval.

4.3. Photo shoots and press releases

- Used in isolation for smaller projects or those where an event is not warranted.
- Photos of the Mayor and Ward Councillor interacting with the completed project are taken and released to the press.
- This approach ensures recognition without the need for a formal event.

5. Plaque requirements

Plaques, as part of the commemorative events, are categorised into two types based on the project scale and presence of external funding:

5.1. Type 1: Major projects with external funding

- **Required Content:** Facility identification, opening details including which Councillor and State government representative conducted the opening, Councillor names, CEO name, Council logo, funding partner logo(s).
- **Material:** High-quality materials (e.g., stainless steel or bronze).
- **Content details:** Provided in Appendix 1.

5.2. Type 2: Major projects without external funding

- **Required Content:** Facility identification, opening details including which Councillor conducted the opening, Councillor names, CEO name, Council logo.
- **Material:** Good-quality materials (e.g., aluminium, brass).
- **Content details:** Provided in Appendix 2.

5.3. Other general plaque requirements

- **Size:** No greater than 380mm x 280mm.
- **Shape:** Type 1 plaques are rectangle only. Circular plaques are recommended for open space projects, particularly in the Type 2 category.
- **Durability:** Weather-resistant materials are required; plaques for indoor projects should be installed inside.
- **Installation:** Plaques should be installed at an accessible height and securely affixed to prevent theft or vandalism.
- Historical Plaques

5.4. Projects with funding agreements

- If a project's funding agreement requires a specific form of acknowledgment that differs from this policy, a separate sign will be created in line with the agreement and placed onsite for the event.
- The formal plaque will be designed and installed consistent with this policy.

6. Plaque development procedure

Step 1: Drafting

- The project sponsor drafts the initial content for the plaque consistent with Section 5 and Appendix 1 or 2 (depend on the plaque type) of this Policy.

Step 2: Reviewing

- The draft is reviewed by the project sponsor's Coordinator for consistency with this policy.
- Feedback is provided, and necessary revisions are made by the project sponsor.

Step 3: Approving

- The final draft is submitted to the project sponsor's Manager for final review. • This draft is then presented to the project sponsor's Director for Final approval. • Any deviation from this policy requires Chief Executive Officer approval prior to manufacturing.

7. Installation procedure

- Once approved, the plaque is fabricated according to specified material and design requirements.
- The project manager coordinates installation, ensuring proper placement. If a plaque is damaged or stolen, an alternative secure location will be identified. • A final inspection is conducted to ensure the plaque is properly installed and accessible.

8. Maintenance and removal

- Regular inspections ensure plaques remain in good condition.
- Damaged or vandalised plaques are repaired or replaced as needed.
- Removal of a plaque requires approval from the Director of Infrastructure and City Services, ensuring historical records are maintained.

9. Costs

- The cost of all commemorative events and plaques covered by this policy will be funded through the capital works allocation related to the project.
- Budgeting for plaques and associated commemorative events must be included as part of the overall project planning and funding process.

10. Review date

This policy will be reviewed every four years unless an earlier update is required.

11. Document control

Policy Name	Plaque and Commemorative Events Policy
Responsible Directorate	Infrastructure and City Services
Policy Owner Position	Director Infrastructure and City Services
Policy Type	Council endorsed policy
Date Adopted	29 July 2025

Review Date	July 2029
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12. Version history

Version number	Date	Authorised by
1.0	13 May 1997	Council
2.0	16 July 2002	Council
3.0	23 May 2006	Council
4.0	23 February 2016	Council
5.0	10 April 2018	Council
6.0	28 June 2022	Council
7.0	29 July 2025	Council

13. Appendix 1- Type 1 Plaque style guideline

The below wording should be followed with all Type 1 plaques:

Heading:

The name of the project should be listed in bold and large font centred at the top.

Plaque Introduction:

"This [facility/playground/bridge/path] was officially opened by Councillor [First Name, Surname], Mayor of Hobsons Bay, and [First Name, Surname], MP Member for [Location], on [Day], [Month], [Year]."

Councillor Names:

- If the Mayor officiated the opening, list the Deputy Mayor first as "Deputy Mayor Cr [First Name, Surname]."
- If another Councillor (such as the Deputy Mayor or Ward Councillor) officiated, list the Mayor first as "Mayor Cr [First Name, Surname]."
- All other Councillors should be listed alphabetically in the format "Cr [First Name, Surname]."
- The Chief Executive Officer's name should be placed at the bottom of the list as "Chief Executive Officer, [First Name, Surname]."
- Councillor names can be presented in two columns, with the CEO's name centered at the bottom.

Logos:

- Project funding partner logos should be listed at the bottom of the plaque.
- The Council's logo should be placed in the bottom left corner.
- If there is one other funding partner, their logo should be placed in the bottom right corner. For more than one partner, distribute logos evenly across the bottom.
- All logos should be the same size.
- Minimal contributions less than 5% (e.g., a small sports club contributing \$20,000 toward a \$2M project) should not have their logo included on the plaque.

Shape:

- Type 1 plaques are to be designed and manufactured as rectangles only.

14. Appendix 2- Type 2 Plaque style guideline

The below wording should be followed with all Type 2 plaques:

Introduction:

"This plaque commemorates the official opening of [Facility/Playground/Bridge/Path Name] by Councillor [First Name, Surname], Mayor of Hobsons Bay on [Day], [Month], [Year]."

Councillor Names:

- If the Mayor officiated the opening, list the Deputy Mayor first as "Deputy Mayor Cr [First Name, Surname]."
- If another Councillor (such as the Deputy Mayor or Ward Councillor) officiated, list the Mayor first as "Mayor Cr [First Name, Surname]."
- All other Councillors should be listed alphabetically in the format "Cr [First Name, Surname]."
- The Chief Executive Officer's name should be placed at the bottom of the list as "Chief Executive Officer, [First Name, Surname]."
- Councillor names can be presented in two columns, with the CEO's name centered at the bottom.

Logos:

- Only Council's logo is required, placed centrally at the top (for circle plaques) or top right (for rectangle plaques)
- No other logos are to be included.

Shape and Layout:

- The plaque can be rectangular or circular.
- Circular plaques are often preferred in open spaces for a more natural aesthetic.