Plaque and Commemorative Marker Installation Policy

1 Policy Statement

This Policy provides a clear and consistent framework for the consideration, approval and management of plaque and commemorative marker installations on Council Land.

This Policy ensures commemorative recognition installed on Council Land is appropriate, respectful, equitable and aligned with the Town of Gawler's values, community expectations and asset management responsibilities.

2 Scope

This Policy applies to all requests for plaque and commemorative marker installations (Memorials) proposed on Council Land, including those initiated by members of the public, community groups, organisations or Council.

This Policy does not apply to:

- Public art installations assessed under a separate Council Policy
- Memorials governed by statutory or heritage instruments.

3 Legislation and References

This Policy is to be read in conjunction with the:

- Plaque and Commemorative Markers Installation Guidelines (CR26/43372)
- Plaque and Commemorative Markers Installation Application Form (CR26/43370)
- Application for Plaque and Commemorative Markers Installation Assessment Procedure (Internal) (CR26/43377)
- Applying for a Plaque or Commemorative Marker Installation on Council Land – Public Information (CR26/43369)

4 Definitions

For the purposes of this Policy the following definitions apply:

Council Land	*Land that is under ownership, care and/or control of the Town of Gawler.*

For the purposes of this Policy, "clear and lasting significance" may be demonstrated through one or more of the following:

- a demonstrable contribution over a sustained period
- historical, cultural or social importance recognised beyond a single individual or group
- relevance to the broader community rather than private familial interests

5 Policy

5.1 Policy Intent

Council recognises that Memorials can play an important role in acknowledging people, events and places of significance to the Town of Gawler.

Council also recognises the community's desire to publicly acknowledge loss, contribution and memory, and seeks to balance personal expressions of remembrance with the collective nature of Council Land.

This Policy adopts a tiered approach to Memorials, recognising that not all commemorations are of the same nature, scale or public purpose. Different categories of Memorials may therefore be considered under different criteria and conditions, having regard to public interest, equity, sustainability and community sentiment.

5.2 Principles

In considering proposals for the installation of Memorials, Council will be guided by the following principles:

5.2.1 The person, event or place seeking to be commemorated must demonstrate clear and lasting significance to the Town of Gawler.

5.2.2 The Memorial being sought must:

- be appropriate for permanent placement in a public setting.
- reflect contemporary community values, including inclusivity, cultural sensitivity, and historical accuracy.

5.2.3 The Memorial being sought must not:

- detract from the community's ability to access the Council Land on which it is proposed to be installed.
- constitute an exclusive or private use of the Council Land on which it is proposed to be installed.

5.2.4 Consideration will be given to the cumulative impact of installations to avoid over-saturation of public spaces.

5.2.5 The scale, design and prominence of Memorials must be proportionate to the level of significance being recognised and appropriate to the character of the surrounding public space.

5.2.6 Decisions regarding proposals to install Memorials must be equitable, consistent and defensible, having regard to the principles and criteria set out in this Policy.

5.2.7 Council is not obliged to approve any proposal seeking to install Memorials.

5.3 Categories of Plaques and Commemorative Markers

Council will assess applications for Memorials by reference to the primary purpose of the proposed commemoration. Recognising that Memorials vary in intent, scale and public interest, the following categories apply.

The descriptions, characteristics and examples provided are indicative only and do not imply automatic approval.

5.3.1 <u>Category A – Community and Historical Commemorations</u>

(Public Significance)

Purpose

To commemorate individuals, groups, events or places that have made a demonstrable and enduring contribution to the Town of Gawler's history, identity or community life.

Typical characteristics

- Historical, cultural or civic significance beyond private remembrance
- Broad relevance to the Gawler community
- Strong alignment with contemporary community values
- Permanent installations
- Located in prominent, civic or historically significant public locations
- Higher level of design scrutiny and historical verification

Examples

- Plaques recognising pioneers, significant public figures or civic leaders associated with Gawler
- Commemoration of a major historical event, milestone or place
- Interpretive plaques acknowledging sites of cultural, social or historical importance
- Heritage style plaques associated with significant buildings or locations

General Assessment Criteria

- Clear and lasting significance to the Town of Gawler
- Alignment with contemporary community values
- Accuracy and defensibility of the commemorations
- Appropriateness of scale, design and location

5.3.2 Category B – Personal Memorials in Public Places

(Commemoration of a death – benches, trees, shared features)

Purpose

To acknowledge an individual's life following death, where the commemorative intent is primarily personal but public placement is sought. Such commemorations should also deliver a functional or environmental benefit to the community. Stand-alone Memorials will only be considered where integration within existing infrastructure is not possible at the proposed location.

Typical characteristics

- Commemorates an individual following their death, with primarily personal or familial intent
- A demonstrable connection between the deceased and the proposed location (e.g. residence, service, regular use, or community association)
- Modest and discreet in scale, design and wording
- Located within shared public spaces rather than highly prominent civic sites
- Combines remembrance with a functional, environmental or community benefit
- Integrated into existing or planned public infrastructure
- May be permanent or time limited
- Designed to be respectful and dignified, without resulting in exclusive or private use of the space
- Designed to accommodate multiple memorials over time
- Managed to avoid cumulative visual clutter or precedent setting impacts
- Use of small, standardised plaques or inscriptions that are secondary to the asset's function
- Located in areas suitable for long term maintenance, renewal and asset management

Examples

- Memorial benches with discreet, standardised plaques
- Tree planting
- Memorial acknowledgements incorporated into public infrastructure such as pathways or shelters
- Shared plaques acknowledging multiple individuals
- Integrated inscriptions within paving, retaining walls or landscape features
- A small ground mounted plaque in a reserve recognising a long-term community volunteer
- A discreet garden plaque acknowledging a person with a strong connection to a local site
- A plaque within a designated memorial or remembrance area
- A low-profile marker acknowledging loss following a locally significant incident

General Assessment Criteria

- The degree of connection between the deceased and the proposed location of the commemoration
- Whether the proposal contributes to, rather than detracts from, shared public use of the proposed location
- Compatibility with existing infrastructure and maintenance requirements
- Ability to accommodate multiple memorials over time
- Lifecycle management and replacement implications
- The cumulative impact of similar memorials in the area
- The potential for future community sensitivity or precedent-setting

5.3.3 Category C – Temporary or Transitional Memorials

(Spontaneous or time-bound remembrance)

Purpose

To respond sensitively to loss, tragedy, or collective grief, particularly following accidents or community-impacting events.

Typical characteristics

- Established in response to recent loss, tragedy, or significant community impact
- Often spontaneous or informal in nature
- Intended to support collective grieving rather than permanent recognition
- Time limited, with an agreed or defined duration
- Subject to public safety, accessibility and amenity considerations
- Removed respectfully once the transitional period has passed

Examples

- Floral tributes or messages placed following a fatal accident
- Temporary roadside or park-based memorials acknowledging recent loss
- Community remembrance displays following disasters or significant events
- Symbolic installations approved for a defined period prior to respectful removal

General Assessment Criteria

- Conformance with public safety and accessibility
- Duration of the proposed installation
- Identified process for installation and timely removal

5.4 Eligibility, Consideration Factors and Exclusions

5.4.1 Council may consider applications across all Memorial categories set out in this Policy, subject to category-specific criteria and management controls.

5.4.2 In assessing applications, Council will have regard to:

- The nature and purpose of the proposed Memorial.
- The proposed Memorial's relationship to public land as a shared and inclusive space.
- Long-term sustainability, maintenance and cumulative impacts of proposed Memorials.

5.4.3 Council will generally not support permanent Memorials for living persons where the primary intent is personal recognition. Consideration may be given where the proposed commemoration falls within Category A and where the applicant demonstrates that:

- The individual has made an extraordinary and enduring contribution of state, national or international significance that is strongly and directly connected to the Town of Gawler, and
- There is broad community support for the proposed commemoration, and
- The commemoration is unlikely to become contentious or inappropriate over time.

5.4.4 Applications intended primarily to recognise personal loss, or grief, may be considered under Category B or C, provided they comply with the relevant management controls and do not result in exclusive or inequitable use of Council Land.

5.4.5 Council will generally not support proposals that:

- Are primarily promotional, commemorative of fundraising activities, or commercial in nature
- Contain political, religious, ideological or advocacy messaging
- Duplicate or closely resemble existing recognition within the Town
- Require exclusive or quasi-exclusive use of Council Land

5.4.6 Council acknowledges that declining or modifying Memorial requests can be difficult for applicants. Decisions are not a judgement on the work of an individual, but a reflection of Council's obligation to manage public land fairly, safely and sustainably for current and future communities.

5.5 Ownership and Ongoing Management

5.5.1 All approved Memorial installations become the property of Council upon installation.

5.5.2 Council does not guarantee ongoing retention or maintenance of Memorials that are installed on Council Land and reserves the right to relocate or remove them where required including (but not limited to):

- Asset renewal or redevelopment
- Public safety or accessibility considerations
- Changes in community standards or expectations
- Factual inaccuracies or new information that materially alters the appropriateness of the commemoration

5.6 Delegation and Authority

5.6.1 Council delegates authority to assess and approve applications for the installation of Memorials on Council Land to the Chief Executive Officer or their delegate.

6 Administrative Information

Document Type	Policy
Procedure Developer	Manager Operations Town Services
Record Number	CR26/43363
Audience	Public
Category	Operations
Adopted & effective Date	XX Month Year
Applicable Legislation	Not applicable
Review due by	Month Year
Adopting Authority	Council

7 Version History

Revision	Date	Change
1	*XX Month Year*	*Provide a brief summary of the change/s that have been made*