



POLICY NAME: REQUESTS FOR MEMORIAL RECOGNITION

POLICY No: 7.14

PURPOSE:

The purpose of this policy is to establish a clear and consistent framework for the consideration of proposals such as memorial plaques and trees on land or assets owned or managed by Council.

This policy seeks to ensure recognition is appropriate and consistent with good governance principles and is applied equitably and in the long term public interest.

SCOPE:

This policy applies to proposals seeking memorial recognition on:

- Council owned or Council managed land;
- Council owned buildings, facilities, infrastructure and major assets.

POLICY:

General Position

Council's **preferred position** is **not to name buildings, parks or facilities after individuals.**

Council recognises that permanent naming of civic assets:

- Creates long term governance, operational and reputational considerations.
- Limits future flexibility in asset use and redevelopment.
- Establishes precedent and raises issues of equity.
- Memorial recognition through asset naming will generally **not be supported.**

Preferred forms of Memorial Recognition

Council supports **modest forms of recognition**, including:

- Planting of a memorial tree or trees on Council land;
- A small memorial plaque acknowledging the individual and their contributions to the community;
- Inclusion within an existing memorial garden or landscaped area where available.
- Living memorials are preferred as they provide a respectful and enduring form of recognition without altering formal asset names.

Eligibility Criteria

A proposal for a memorial plaque or memorial tree may only be considered where:

- The individual will only be approved posthumously;
- The contribution to the community was outstanding and extended beyond normal expectations;

- The contribution had a direct and meaningful association with the proposed site or asset; and
- The proposed recognition does not duplicate or conflict with existing memorials.

It should be noted that meeting eligibility criteria does not guarantee approval.

Proposals

All proposals must be submitted in writing and include the following:

- Details of the individual and their contribution to the Brighton community;
- The proposed form (eg plaque or tree) and location of recognition; and
- Any evidence of community support.

Memorial plaques: Memorial plaques are to be a maximum of 1500 x 100mm for infrastructure and 300mm x 200mm for trees. The preferred material of the plaque is to be bronze, however, stainless steel is also acceptable.

Memorial trees: All tree species and types proposed for memorials require approval from Council, with consideration given to the planned location of the memorial.

Assessment

Proposals will be assessed by Council Officers having regard to this policy considering operational and maintenance implications.

Memorials are to meet any relevant planning and building requirements and be designed and sited in a way that will not damage the supporting structure, natural environment or create a public risk.

Approvals

All memorial recognition proposals must be determined by a Council resolution.

Council reserves the right to review, amend or remove memorial recognition where the recognition is no longer appropriate or in the public interest or new information arises that affects the suitability of the recognition.

Costs

All costs associated with memorial recognition are to be met by the applicant. This includes, but is not limited to:

- Supply and installation of a memorial plaque;
- Purchase of memorial tree(s);
- Ongoing maintenance of memorials will form part of Council's normal asset maintenance program, noting that plaques may be repaired, replaced or removed at Council's discretion if damaged, degraded or no longer appropriate.

Council may, at its discretion, approve in-kind support (such as site selection or advice) or incorporate a memorial tree into an existing planting or landscaping program.

ADMINISTRATIVE DETAILS:

Adopted by Council: 16 June 2026

To be reviewed: May 2030

Responsibility: CEO