



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Tamra Kaiser

Position: Communications and Tourism Coordinator

Title / Subject: Review and Update Flag and Proclamation Policy

Date of Report: December 9, 2024

Date of Meeting: December 16, 2024

Report No: 2024-GG-042

1.0 Issue / Origin

Staff are proposing changes to the Flag and Proclamation Policy (the "Policy") to make some grammatical changes, add a new section in the policy to reflect the annual flag raising requests that have been previously approved as well as update the policy to recognize important days of recognition.

2.0 Background

The Township recognizes that Flags are an important symbol, honour and pride and must be treated in a respectful and consistent manner.

The Township supports Half-masting as an expression of collective mourning and sense of loss that is shared by all residents in Brock.

To celebrate the strength of Brock's diversity and inclusivity, the Township offers the opportunity for organizations and non-profits to raise National Flags and community flags on the designated Community Flagpole located at the Municipal Administrative Building in Cannington.

The Corporate Flag and Proclamation Policy (PR-9) was approved by Council on February 28, 2022 replacing the Township of Brock Half Masting Policy which was adopted in 2007.

3.0 Analysis

The purpose of a flag raising and/or proclamation is to bring formal recognition to an organization, event or date of remembrance. To leave a flag up continuously may not bring the recognition that is deserved.

Staff are proposing amendments to the Policy as attached in Appendix “1” to ensure there are standardized processes and procedures across the municipality.

Specifically, staff are including a new section (Section 3.4) to the policy that reflects the annual flag raising requests that have been received and approved since the inception of the Policy. Those flag raising requests are as follows:

- The third week of February, Non-Profit Appreciation Week, the Non-Profit Flag will be raised on the Community Flagpole.
- March 31st, Transgender Day of Visibility, the Transgender Flag will be raised on the Community Flagpole.
- April 20th, Volunteer Recognition Day, the Non-Profit Flag will be raised on the Community Flagpole.
- April 27th - May 4th, National Volunteer Week, the Non-Profit Flag will be raised on the Community Flagpole.
- May 17th, International Day Against Homophobia, Transphobia and Biphobia, the Pride Flag will be raised on the Community Flagpole.
- June 1st, the start of Pride Month, the Pride Flag will be raised on the Community Flagpole from June 1-June 21.
- June 21st, National Indigenous Peoples Day, the Indigenous Flag will be raised on the Community Flagpole and flown from June 21 -June 30.
- August 17th, National Non-Profit Day, the Non-Profit Flag will be raised on the Community Flagpole.
- September 30th, the National Day for Truth and Reconciliation, the Indigenous Flag will be raised on the Community Flagpole and flown at half mast for a period of one week.
- November 5th -11th, Veterans Week, The Legion Poppy Flag will be raised on the Community Flagpole.
- November 20th, Transgender Day of Remembrance, the Transgender Flag will be raised on the Community Flagpole.
- The first Tuesday that falls between November 27-December 3, Giving Tuesday, the Giving Tuesday Flag will be raised on the Community Flagpole.
- December 5th, International Volunteer Day, the Non-Profit Flag will be raised on the Community Flagpole.

In addition, staff are also updating the Policy to formally recognize important National days of recognition that are also observed in the Region of Durham.

4.0 Related Policies / Procedures

[Flag Raising & Proclamation Policy](#) PR-9

5.0 Financial / Budget Assessment

Generally, most flag raising requests from organisations must provide their flag at their own cost, including any replacements. In some cases, the Township will purchase a flag to raise, and that expense is appropriated from the Communications budget. For example, in 2024

staff purchased the following flags: Lest We Forget Legion Poppy Flag, Every Child Matter Flag and Giving Tuesday Flag.

6.0 Asset Management

This report has no direct impacts to Asset Management.

7.0 Climate Change Impacts

There is no impact to Climate Change.

8.0 Communications

The Flag Raising and Proclamation policy is available to the public on the Township of Brock website.

A communications plan will be developed for each flag raising event and interested parties including community groups, non-profit organizations and community members will be invited to be in attendance.

Proclamations are added to the Township of Brock website.

9.0 Conclusion

Approval of the amended Policy will streamline internal processes and provide clear direction to any parties who wish to request a flag raising or proclamation.

10.0 Recommendation

Be it Resolved that Report 2024-GG-042, Flag Raising and Proclamation Policy Update be received; and

That the amended Flag Raising and Proclamation Policy attached as Appendix "1" to Report 2024-GG-042, be approved.