

Municipality of Chatham-Kent Flag Protocol Procedures

These procedures apply to the Municipality of Chatham-Kent's Civic Centre and its municipal sites.

The purpose of this protocol is to ensure that flags at the Municipality of Chatham-Kent sites are flown and displayed properly, and that the procedure followed ensures the dignity and respect for who the flags are flown.

The Municipality of Chatham-Kent will fly flags on its premises on a permanent basis and on a temporary basis to mark special occasions. Flag-raising ceremonies enhance public awareness of activities such as national days, cultural events, and fundraising drives. They encourage support from members of the public, and benefit and enrich the community. A flag raising is the ceremonial raising that can occur with or without an accompanying ceremony.

The flying of flags at the Civic Centre falls into two categories: flags that are flown permanently and flags that are flown temporarily on special occasions.

Permanent Flags

Flags flown permanently, each on their own flagpole, at the Civic Centre:

- National Flag of Canada
- Province of Ontario Flag
- Municipality of Chatham-Kent Flag

Technical description of the flags flown permanently at Civic Centre

National Flag of Canada

The official ceremony inaugurating the new Canadian Flag was held on Parliament Hill in Ottawa on February 15, 1965. The national flag of Canada is a red flag of the proportions two by length and one by width containing in its center a white square of the width of the flag, with a single red maple leaf centered therein. The colours red and white are Canada's official colours

and with the maple leaf, are the symbolic elements found in the Canadian flag.

Province of Ontario Flag

The Province of Ontario flag is red and of the proportions two by length and one by width with the Union Jack occupying the upper quarter next to the staff and with the shield of the armorial bearings of the Province of Ontario centered in the half farthest from the staff. The flag was first raised in a ceremony in front of the Legislative Assembly building on May 21, 1965, the day it was proclaimed into force.

Municipality of Chatham-Kent Flag

The Municipality of Chatham-Kent was named for the city of Chatham, in the county of Kent, in southeast England, which also developed around a naval dockyard. The white horse on red is the Horse of Kent, a link to John Graves Simcoe, the first Lieutenant Governor of Upper Canada, who gave Chatham and its respective county their names; the maple leaf represents Canada. The crown (used without authority) refers to the fact that Canada is a constitutional monarchy. The wheat and corn symbolize Chatham-Kent's rich agricultural heritage and future. In the city's motto, Invicta is Latin for "unconquerable," symbolizing a united and strong municipality, and Progressus means "progressive," denoting Chatham-Kent's commitment to social, environmental, and economical progress on a local and global scale. Invicta is the motto of Kent, England.

Positioning

When three flags are flown, the position of honour is in the centre. From the perspective of the audience facing the flags, the Canadian flag should be placed in the centre, the Provincial flag on the left, and the Municipal flag on the right.

When a flag becomes worn, noticeably faded or otherwise unfit for service, it must be disposed of in a dignified manner.

Temporary Flags

Process for requesting and approving temporary flags on the Community Flagpole

Through this policy, Council authorizes decisions on the flying of flags on the Community Flagpole be made at the discretion of the Manager, Corporate Communications in accordance with the following criteria:

- a) Flags will be approved and raised temporarily, on a newly established community flagpole, at the Civic Centre (Corner of King St W and Second St.) where the flag flying relates to:
 - i) a gesture of respect and friendship, on the direction of the Mayor. The Municipality of Chatham-Kent will fly the appropriate flag on the occasion of a visiting dignitary; the flag will be flown for the duration of the visit to the Civic Centre;
 - ii) groups and organizations whose mandates, programs or activities:
 - are directly related to the Municipality of Chatham-Kent by way of a relevant funding or partnership agreement; or
 - correspond with relevant days of awareness, celebration, importance, commemoration or promotion, as recognized by the Ontario Provincial Government and/or the Canadian Federal Government, or a Ministry or Department thereof.
- b) The Municipality will not fly the flag of a group or organization whose undertakings or philosophy are contrary to the Municipality of Chatham-Kent's policies or by-laws, including but not limited to espousing hatred, violence, or racism, or are politically or religiously motivated or represent other individual convictions or deemed to be discriminatory under the *Ontario Human Rights Code*. Flags will not be flown for businesses or commercial enterprises.
- c) Requests will not be approved where the flag flying relates to:
 - i. Political parties or political organizations;
 - ii. Religious organizations or religious events or celebrations;
 - iii. Celebrations, campaigns or events with no direct relationship to the Municipality of Chatham-Kent;

- iv. Celebrations, campaigns or events contrary to Municipal policies or by-laws;
 - v. Celebrations, campaigns or events intended for profit making purposes;
 - vi. Attempting to influence government policy; or
 - vii. Supporting discrimination, hatred, violence, prejudice or where it is deemed to be discriminatory under the Ontario Human Rights Code.
- d) All requests for flag flying must be made to the Manager, Corporate Communications office six (6) weeks prior to the requested date, on the municipal website, and include the following information:
- i. Name of the requesting organization or individual;
 - ii. Contact information;
 - iii. Details of requested event or occasion including date(s);
 - iv. Explanation of the purpose of the event or occasion;
 - v. Picture of the flag to be flown; and
 - vi. Description of the applicant organization or individual, including a brief history, and any other relevant information.
- e) Flag flying shall be in connection with a particular event by an organization.
- f) The Manager, Corporate Communications will determine the timing and duration that the requested flag will be flown after consulting with the requester, which will be up to 30 days subject to other flag flying requests. Requests will be confirmed on a first come, first served basis which shall be superseded at the discretion of the Municipality based on priority of importance, order or rank.
- g) Individuals and organizations requesting flag flying are required to provide the flag they wish to be raised. Flags may be no larger than 1.83 meters (6ft) in width and 0.91 meters (3ft) in height and must be in good condition.
- h) Notification to the media and advertising related to flag flying is the responsibility of the requesting party. Any use of the municipal crest or related branding must be pre-approved by the Manager, Corporate Communications.

- i) An event flag shall be flown no more than once per calendar year.
- j) The Municipality shall not accept requests for recurring annual dates of significance. For recurring requests for annual dates of significance, each request shall need to be resubmitted annually at the beginning of each calendar year.
- k) The Municipality is not responsible for damaged or lost flags.
- l) In the event there is a dispute between an organization and the Municipality as to the eligibility of a request, the appeal process shall be through the Municipal Council having full and final say as to whether or not the request to fly a flag will be granted through a Report to Council.
- m) Council shall be informed of all requests and approvals/denials for flag flying through the Communication Package. There will be no presentations or deputations at Council with respect to flag flying requests.
- n) Flags shall only be raised and lowered on those business days that the Civic Centre is open.

7. Roles and Responsibilities

7.1 Council

- i. Discretion for special or ceremonial occasions not identified in the Policy.
- ii. Discretion to approve a request that does not meet the criteria, and discretion to deny a request that has reputational risk to the Municipality.

7.2 Chief Administrative Officer

- i. Provide advice to the Mayor on special or ceremonial occasions not identified in the Policy.
- ii. Provide advice to the Mayor for dignitary and other requests not identified in this Policy.
- iii. Provide direction to the Manager, Communications on any requests requiring review.

7.3 The Manager of Corporate Communications

- i. Interpret and administer this Policy and associated standard operating procedures.
- ii. Respond to all requests in a timely manner.
- iii. Bring forward to the Mayor and/or CAO on special or ceremonial occasions not identified in the Policy, or other requests for direction and guidance.

Monitoring/Contraventions

The Clerk in consultation with the Manager of Corporate Communications shall ensure this Policy is reviewed as per governing policy and remains relevant to the needs of the Municipality, in accordance with legislative requirements and good business practices.