



1. Background

Due to the high profile of Cottesloe Beach and the popularity of the location, to the greater Perth Community, it is common for requests to be received for the installation of memorials along the foreshore. Generally, once installed, it is expected that memorials are permanent. As such, ultimately, there will be a time where there will be no further opportunity.

2. Aim

This policy aims to reach a balance between maintaining the aesthetic and emotive qualities of the Cottesloe foreshore, and the community expectation that public assets can be used to celebrate, remember and reflect.

This policy provides Council with a uniform approach for dealing with requests for the installation of memorials and items of recognition; establishes criteria to assess and respond to requests for the installation of memorials and items of recognition; and defines conditions under which Council will accept such requests.

3. Policy

3.1 Consideration of Applications/Conditions of Approval

The following restrictions apply to the installations of memorial and items of recognition:

- a. Where a memorial is in remembrance of a deceased person, that person will have:
 - i. Made a significant contribution to the Cottesloe Community. For example, individuals pivotal in the establishment or continuation of a Cottesloe Community organisation, with over ten years service at the organisation.
 - ii. Has a significant and unquestioned connection to the Cottesloe Foreshore. For example, longstanding, unpaid, volunteers effective in the maintenance and upkeep of the Foreshore or a well known Foreshore personality.
 - iii. Lost his/her life at the adjacent beach, on the foreshore or on the adjacent road.
 - iv. Was a prominent Western Australian (for example, Governor, Premier, Prime Minister, explorer, highly awarded academic, world champion sportsperson), with a logical connection with the Cottesloe Foreshore. For example, logical connections include individuals who; trained at the Foreshore; visited the Foreshore regularly; or were perennial members of a community organisation active at the Foreshore.

- b. Where there is a desire to be recognised for the donation of a public asset, the asset will be of significance (for example, more than a seat, table or barbeque) and will be available for use by the public at large.

3.2 Memorials

For the purpose of this policy memorials are restricted to plaques installed in the footpath west of Marine Parade between North Street and the Town's southern boundary. Memorial plaques will be limited to 150mm x 75mm in size and placed as near as possible to the position requested by the applicant. Applicants may compose the wording for the plaque, subject to approval by the Chief Executive Officer.

Applications for memorial plaques must be made in writing to the Chief Executive Officer and include a supporting statement for the nominee, detailing how the nominee meets the conditions as stated in the policy. If the application is from an organisation or person other than a family member of the deceased, a letter of permission from the deceased family is required.

Approval of applications are at the discretion of the Chief Executive Officer, with reference to the aforementioned conditions.

3.3 Items of Recognition - Public Assets

The donated asset must be of significance (for example, more than a seat, table or barbeque) and will be available for use by the public at large.

Applications for the donation of a public asset must be made in writing to the Chief Executive Officer. Council will permit the donation of public assets subject to Officers' discretion with respect to appropriateness, location and asset type and style. Evaluation of the appropriateness of the donation will be the responsibility of the Chief Executive Officer.

The donated asset may be placed as near as possible to the position requested by the applicant. Consideration will be given to relevant management plans, capital works programs, maintaining safe passage for pedestrians and other users, avoidance of damage to the natural environment and ensuring the donation meets the general community expectations for the area.

The donation of a public asset may be recognised with a plaque. The plaques will be limited to 150mm x 75mm in size and may only be installed in the concrete base around the asset or affixed directly to the asset as deemed appropriate by the Chief Executive Officer. Applicants may compose the wording for the plaque, subject to approval by the Chief Executive Officer.

Council will retain ownership of the asset at all times.

3.4 Costs

All costs associated with the supply and installation of the memorial or public asset are to be borne by the applicant. Full payment is required after approval of the application and prior to the ordering of the memorial or public asset.

3.5 Works

Following approval of the application, installation works will be carried out by Council Officers or nominated contractors. Council will not permit installation by applicants or their contractors under any circumstance.

3.6 Maintenance

Plaques and donated public assets will be subject to the same level of maintenance as other infrastructure located on the foreshore. The public asset will remain in place as long as it remains in good working condition and complies with Council standards.

Council will not be responsible for the replacement of plaques and assets which are vandalised, damaged or stolen. Standard maintenance activities, such as graffiti removal, will, however, be undertaken as required.

3.7 Memorial Removal

Memorials have a finite life and Council cannot guarantee that a plaque will remain at the designated site for more than 15 years; Council reserves the right to remove a memorial at its discretion.

Should for any reason, an installed memorial become disturbed through works, either by the Town, or by an external contractor, the memorial shall be removed at the expense of the party undertaking the works and reinstalled, if appropriate, in the same location or installed in another location nearby.

Adopted	2 November 2015
Expected date of review	