

Flag & Public Awareness Campaign Policy

Policy Number: A0-2017-02
Applies to: Corporate
Approval Date: May 20, 2026
Revision Date(s): May 17, 2021 (Pilot Program)
Approval Authority: Council, approved by Council Resolution No.

1. Policy Statement

The Town of Collingwood is committed to fostering an inclusive and engaged community. The Town provides opportunities for public awareness and recognition through community flag raisings, flag protocols, proclamations, and the lighting of the Town Hall Clock Tower intended to acknowledge significant events, causes, and contributions that reflect the values, diversity, and community spirit of Collingwood.

2. Purpose

The purpose of this policy is to establish clear and consistent rules and procedures for flag etiquette and protocols on Town property, as well as public awareness campaigns, including proclamations, the lighting of the Town Hall clock tower, and community flag raisings.

3. Scope

This policy applies to requests for support for public awareness campaigns pertaining to health organizations (such as the Canadian Cancer Society, Heart and Stroke Foundation, and their affiliated fundraisers), not-for-profit groups (such as Big Brothers, Big Sisters), citizen organizations (such as Pride), and heritage months (such as Black History Month) that have been established by the Provincial and Federal government excluding religious organizations or highly sensitive society or community matters/groups/organizations. This policy explicitly excludes the display of other nations' flags, ensuring that Town-managed spaces remain neutral, inclusive, and focused on local causes.

The Flag Protocol applies to all flags flown on Town property, with the exception of Fire Services as administered by the Fire Chief.

4. Roles and Responsibilities

- **Mayor's Office** is responsible for receiving, circulating scheduling and responding to all requests.

- The **Mayor, Members of Council, CAO, Clerk, and Communications Officer** are responsible for reviewing all requests. Three business days are provided for review to advise the Mayor's Office if they have any concerns with requests received.

5. Policy & Procedures

5.1. General

- i. The Mayor's Office will receive and respond to all requests.
- ii. Requests for the Town to support public awareness campaigns shall be submitted to the Mayor's Office at a minimum of one week in advance of the start date of the campaign.
- iii. Organizations excluded from this policy include religious organizations as the views of the specific religious organization may not be the views of the community as a whole.
- iv. Town requests to raise a flag on the community flag pole or for the light of the clock tower for various Town initiated or sponsored initiatives shall take precedence.
- v. The Town shall reserve the right at all times to remove, refuse or deny a request as deemed necessary or appropriate by the Mayor or Council.
- vi. The Mayor's Office shall first send notice to all Council, Clerk, CAO and the Communications Officer with the intent to execute the public awareness campaign, if no concerns are raised, the Mayor's Office shall execute the public awareness campaign as requested.
- vii. Approved public awareness campaigns will be included on the Town Community Event Calendar on the municipal website, and proclamations added to a Council consent agenda.
- viii. Any expense as a result of a public awareness campaign shall not be incurred by the Town.
- ix. All requests for any given calendar year can be submitted as early as December 1st of the year prior. No calendar dates will be held for any organization or public awareness campaign.
- x. Requests will be provided on a first come first serve basis.

5.2. Community Flag Raising Requests

Pertaining to the Community Flagpole located at 55 Ste. Marie Street.

- i. The Community Flagstaff may be booked through the Mayor's Office for the flying of the organization's flag upon availability and for a period of one week. If no additional requests are received during the requested timeframe, the flag can remain on the Flagstaff for an additional week, for a maximum of two weeks per year.
- ii. Two types of flag raisings can be requested, including a formal and informal option:
 - a. **Informal Community Flag Raisings** are administrative in nature and do not include a ceremony or public gathering. These requests do not require Council attendance and are scheduled based on operational availability.
 - b. **Formal Community Flag Raisings** are those where a gathering of ten (10) or more community members is anticipated. Where feasible and subject to availability, formal flag raisings may include attendance by the Mayor or a member of Council; however, Council attendance is not guaranteed. Remarks or a proclamation may be read if requested.
- iii. Should there be no requests for an organization's flag to be flown on the Community Flagstaff, the Canada Flag shall be flown.
- iv. Community Flags shall be not larger than 36inches x 72inches (standard). A double-sided flag is preferred.
- v. On Canada Day (July 1st) and Remembrance Day (November 11th), or any other date a deemed appropriate by the Town, the Canadian flag will be flown. If there is another flag on the flag pole, it will be taken down on the business day prior and raised back on the Community Flag Pole on the following business day.
- vi. All flag raising requests will be approved in accordance with the Flag Protocol.

5.3. Proclamation Requests

- i. Proclamation requests must include the proclamation wording being proposed for the Town's consideration. Any wording submitted is

subject to change at the discretion of Town, to ensure consistency, appropriate language and align with the Town's professional conduct.

5.4. Townhall Clock Tower Lighting Requests "Light Up the Town"

- i. Requests to light up the Town Hall Clock Tower may be booked through the Mayor's Office based on availability via the Town's Clock Tower Lighting Schedule. The clock tower will be lit for the evening of the approved date, and can be request to be lit for an additional 6 days (up to 1 week total).
- ii. Colour of lights are dependent on Town inventory.
- iii. Requests will be limited to one colour per request period. This is subject to change depending on the lighting system used for the Town Hall Clock Tower.
- iv. Clock Tower will be lit at the regular scheduled time that the Town Hall Clock Tower is lit, unless otherwise determined by Staff.
- v. Staff have the ability to change the light colour at their discretion.
- vi. Implementation of any request is weather dependent to ensure the health and safety of Staff while accessing the bell tower.

6. Flag Rising and Lowing

Pertaining to the Flag Staff above the Town Hall Clock Tower, located at 97 Hurontario Street.

6.1 The following protocol should be followed with respect to the displaying of flags:

- Only one flag is to be displayed per staff;
- Flagstaffs should be of the same height when there is a grouping of flagstaffs;
- The Canadian Flag should be given the place of honour and as such no flag should be flown or displayed above the Canadian Flag;
- Flags that are flown together should be approximately the same size; and
- The following precedence should be given if more than one flag is displayed in a grouping:

One flagstaff National Flag of Canada	The flag should appear on the central or sole staff.
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Two flagstaffs National Flag of Canada Town of Collingwood Flag	The National Flag of Canada is positioned furthest to the left.
Three flagstaffs National Flag of Canada Province of Ontario Flag Town of Collingwood Flag	The National Flag of Canada is positioned in the center with the second-ranking flag (Ontario) placed to the left of the center flag and the third-ranking flag (Collingwood) to the right of the center flag.
Greater than three staffs National Flag of Canada Province of Ontario Flag County of Simcoe Flag Town of Collingwood Flag	The National Flag of Canada is positioned to the far left, followed by the ranking of the other flags.

6.2 Protocol for raising and lowering of flags

- 6.2.1 When raising and lowering flags, the National Flag of Canada should be raised first and lowered last, unless the number of flags permits them to be raised and lowered simultaneously. All persons present during the raising and lowering of the flags should face the flag being raised and/or lowered, men should remove their hats, those in uniform should salute and all should remain silent.

6.3 Protocol for flag(s) at half-staff

- 6.3.1 When a flag is hoisted to or lowered from half-staff position, the flag should be first raised to the staff head then lowered to its appropriate location on the staff. When lowering a flag to half-staff, center the flag being lowered half-way down the staff. The flags should be brought to half-staff in respect of the death of dignitaries and others as listed below and at the discretion of the Mayor or special circumstances as issued by the Federal/Provincial Government. The Flag shall be lowered to half-staff upon the announcement of the death and remain at that position up to and including the day of the funeral.
- 6.3.2 When flagstaffs are in a grouping and the flags are able to be lowered to half-staff, all flags flown together should be flown at half-staff.
- 6.3.3 Flags will only be half-staffed on those flagpoles fitted with halyards and pulleys. Flags that are flown on horizontal or angled poles, without halyards, to which flags are permanently attached and will not be required to fly half-staffed.

6.3.4 The following is a list of when the practice of half-staff should occur:

- On the death of:
 - Sovereign or member of the Royal Family related in the first degree to the Sovereign (Spouse, son or daughter, mother, father, brother or sister)
 - Governor General, Prime Minister, former Governor General or former Prime Minister, a Federal Cabinet Minister
 - Lieutenant Governors
 - Mayor, Council Member, former Mayor and former Council
 - County Warden
 - Municipal Employee (current)
 - Police Officers, Paramedics providing service in the Town of Collingwood, in the line of duty

6.3.4.1 Special Days such as:

- April 28 – Worker’s Mourning Day
- Last Sunday in September – Police and Peace Officers’ National Memorial Day, unless Half-staff occurs near the place where a memorial is being observed.
- September 30th – National Day for Truth and Reconciliation
- November 11 - Remembrance Day
- Special circumstances as issued by the Federal/Provincial Government

6.3.5 On Special Days as listed above, the flag can be flown at half-staff from sunrise to sunset or as deemed appropriate by the Mayor of the Town of Collingwood.

6.4 Communication

6.4.1 When the flag is lowered to half-staff for one of the reasons described above, notice will be provided of the reason to all staff and council, and posted on the Town’s website and social media accounts.

7. Definitions

- **Community Flagstaff** means a flagstaff specifically designated to fly flags at the request of health organizations, community/citizen groups and not-for-profit organizations, and is located in front of the Collingwood Public Library and Municipal Offices located at 55 Ste. Marie Street, Collingwood.

- **Community Flag Raising** means the raising of a flag on a dedicated flagstaff for the purpose of raising awareness.
- **Proclamation** means a public or official announcement or declaration by the Town of Collingwood.
- **Public Awareness Campaign** means a public effort seeking to promote, advocate and/or raise funds for a particular cause and shall include proclamations, community flag raisings or a lighting of the Town Hall Clock Tower.
- **Town** means the Corporation of the Town of Collingwood.
- **Town Hall Clock Tower** means the clock tower located at 97 Hurontario Street above the Town of Collingwood municipal building.

8. References and Related Documents

- Not applicable.