

Use of Indigenous Images/Themes in City Sports & Recreation Facilities Policy (the “Policy”) – Staff Procedure

Guiding Principles

- In terms of a commitment to reconciliation, and in line with the Urban Indigenous Strategy (which is based on the Truth and Reconciliation’s Calls to Action), this policy is a logical next step for honoring Indigenous peoples in and around the Hamilton area. We are committed to eradicating images that have the potential to be harmful and disrespectful to Indigenous peoples.
- We need to be respectful of how decisions of the past have been made in a social environment unlike the environment of today. While we appreciate the context of those previous environments, we need to be mindful of the effects that those decisions have had on the environments of today.
- We respect the fact that many will have different reactions to this policy; however, we are committed to relationships with Indigenous Peoples that are built on dignity and respect, and by working to advance reconciliation and substantive equality.

Staff Procedure

- Policy resources and education will be provided to City of Hamilton staff overseeing sport amenities in Q1 of each year.
- The Sports Services team, in consultation with the City’s Indigenous Relations Team, shall conduct a review of all images/themes currently being represented in City recreation facilities for compliance with the Policy.
- The Sports Services team, in consultation with the City’s Indigenous Relations Team, shall provide education and resources to any sport organizations impacted by the review of images/themes.
- This Policy shall be distributed to all sport user groups permitted to use City of Hamilton recreation facilities.
- Staff shall engage Communications and Marketing on strategies to spread awareness of Policy to public as well as internal staff through different avenues of promotion.
- The Sports Services team, in consultation with the City’s Indigenous Relations Team, will conduct an annual review of images/themes used within City of Hamilton recreational facilities for compliance with the Policy.
- Frontline recreation staff shall report the use of Indigenous images/themes that appear to be in non-compliance with the Policy to their reporting Supervisor.
- The Sport Services Management team, in consultation with the City’s Indigenous Relations Team, will use reasonable efforts to work with organizations and groups to review the Policy, provide education, and achieve compliance with the Policy.

Scope

The review of images and themes within City of Hamilton recreation facilities will include but will not be limited to:

- Fixed Signage;
- Electronic advertisements;
- Temporary tournament fixtures;
- Operating equipment; and
- Any items that are operated by or in the possession of the City of Hamilton