Plaque Protocol 2006

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Functional Sub group Corporate Administration - Communications
Summary Defines requirements for building plaques to provide a consistent guide for the many areas and facilities of NSW Health.
Author Branch Strategic Relations and Communications
Branch contact Strategic Relations and Communications 9391 9637
Audience Administration
Distributed to Public Health System, NSW Ambulance Service, Ministry of Health, Public Hospitals
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Policy Manual Not applicable
File No. 04/3589
Status Active

This Policy Directive may be varied, withdrawn or replaced at any time. Compliance with this directive is mandatory for NSW Health and is a condition of subsidy for public health organisations.
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Preamble

Identification is an important element of public image with the naming of public buildings, institutions, facilities, grounds, hospital wings and/or wards has become a tradition within NSW Health.

Architectural plaques promote an image of stability, quality, tradition and distinction and encourage people throughout the community to take pride in their buildings by honouring their history or distinguished members of the community.

A number of sources of names for buildings have historically been used and these include:

- A functional designation
- Distinguished members of the community
- Benefactors to a project

Plaques have been used in a number of forms dependant on the purpose of the plaque eg: tributes and in memoriam. Whilst the form of the plaque offers unlimited possibilities the most commonly used forms include cast plaques, cast letters, bas reliefs and custom designs.

The purpose of this proforma is to define the NSW Health requirements for building plaques and to provide a consistent guide for the many different areas and facilities of NSW Health.

Facilities covered by this proforma include, but are not limited to hospitals, buildings, gardens, wings, wards, walkways, lounges and walls of recognition.

This document has been informed by and incorporates the:

- 1976 Naming of Hospital Wards, Wings, etc
- 1976 Architectural details for commemorative plaques
- 1991 Premier’s Department Table of Precedence
- 1998 Health Public Affairs Plaque Protocol
- 2000 NSW Health Building Guideline Plaque Protocol
- 2005 NSW Health Plaque Protocol

1 Qualifications for naming

Since the number of facilities owned by NSW Health is finite, the use of names of individuals regardless of category should be reserved for those most deserving and appropriate and to recognise substantial gifts or bequests.

In general, individuals or groups for whom buildings are named must have made a significant contribution to the field of medicine, government, education, science or human betterment.

To preserve the integrity of all buildings named for NSW Health this honour should be reserved for individuals of recognised accomplishment and character.
No facility should be named for a current employee or a person who has been convicted of a criminal offence; generally the person is deceased and has provided exceptional services to the community. The choice should not be seen as overtly political.

Special consideration should be given to

- Regional, state, national or international recognition of the individual or groups contribution and achievements.
- The historical significance of the contribution of the individual or group to NSW Health.
- The association of the individual or group with the facility being named.
- The financial or in kind contribution of the individual or group to NSW Health.

Any plaque reflecting a sponsorship arrangement should consult the Sponsorship Policy for information on appropriate methods of assessing and granting sponsorships.

Approval of the name should be sought from the Chief Executive of the relevant Public Health Organisation. The proposal should then be sent to the Office of the NSW Minister for Health for final approval. Following approval plaques can be ordered by Media Liaison Officers.

2 Plaque layout

Cast plaques are typically set out in the following way:

<table>
<thead>
<tr>
<th>(Introduction/ reason if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of Building/ Area</strong></td>
</tr>
<tr>
<td><strong>was officially opened by</strong></td>
</tr>
<tr>
<td><em>(Insert Name)</em></td>
</tr>
<tr>
<td><strong>Minister for Health</strong></td>
</tr>
<tr>
<td>on</td>
</tr>
<tr>
<td><em>(Date)</em></td>
</tr>
</tbody>
</table>

(Insert Name)  
Local Member Title  
(Member for....)

(Insert Name)  
Director-General, NSW Health  
(Other dignitaries/ acknowledgments)
Where the NSW Department of Commerce has been involved the following should be set out to be placed on the bottom of the plaque:

(Insert name of person)  (Inset name of person)

Government Architect          Director-General
New South Wales               NSW Health

If a local member cannot attend, his or her name should not appear on the plaque.

The inclusion of the names and titles of the Minister for Health and the Director-General, NSW Health is mandatory regardless of their attendance at the ceremony.

Where a person other than the Minister for Health opens a building, usually when a member of Parliament is involved, consideration should be given and advice confirmed with the Minister’s office to the use of the words:

This building was officially opened by (insert name) on behalf of the Hon (insert name) the Minister for Health

Names, including correct spelling and any initials of the Minister, Director-General, Chief Executives and/or Local Members of Parliament should be double checked by the Media Liaison Officers and the Chief Executive of the Public Health Organisation.

Logos (State Crest, NSW Health) are not generally included on plaques. Where their use is approved the positioning and style of logos is to be discussed with Corporate Communications, NSW Health.

Care should be taken to acknowledge the contribution of funds by other bodies, agencies or departments if those bodies desire the contribution to be acknowledged.

3  Names, titles, decorations

Correct spelling is imperative and attention should be paid to initials and capitals.

Punctuation marks are generally avoided as their presence in a large font detracts from the wording.

See attached Table of Precedence for title reference.

4  Plaque material

It is recommended that plaques should be cast bronze with raised polished border. The face of the plaque should be oxidised and lacquered.

Where other materials are used such as alloy metals or synthetic materials...
it is generally recommended that the colour used be bronze. Conservative use of background and foreground colouring of synthetic materials is recommended.

- The use of wood plaques should only be considered for internal or presentation use.

5 Size

- The maximum size considered appropriate is 600mm wide by 300mm high.
- Dimensions may vary if necessary to achieve a suitable proportion between plaque size and the lettering upon the plaque, title variations or the area that the plaque is to be affixed.

6 Lettering

- Lettering may be raised, cast on a textured background or incised and colour filled on a smooth background.
- Computerisation has increased the ease of lettering and the choices of font and style available for cast and engraved plaques.

7 Fixing

Fixings may be concealed or visible to masonry or timber and be permanent or temporary dependant on the individual circumstance although it is recommended for safety reasons that plaques be mounted with tamper-proof fastenings near the principal entrance of buildings.

8 Budget

Should be prepared for total cost of production and submitted for approval through normal channels.

9 Dedication ceremony and plaque

Upon approval of the name by the Minister and the Chief Executive, an appropriate dedication ceremony may be planned and conducted. The dedication plaque may be erected or unveiled at that ceremony.

It is not uncommon, where buildings are named after individuals and where a plaque is mounted near the main entrance of the building, for a portrait and a short biography of the individual to be placed nearby.
Table of Precedence

The table of precedence presents the formal and ceremonial status of members of Parliament, Government and the Judiciary. Each state has a table of precedence.

1. The Governor-General
2. The Governor or Lieutenant-Governor administering the Government
3. The Premier
4. The Prime Minister
5. The Lieutenant-Governor if not administering the Government
6. The Chief Justice
7. (a) Foreign Ambassadors and High Commissioners
   (b) Foreign Ministers and Envoys
8. State Executive Councillors
9. The Anglican and Roman Catholic Archbishops of Sydney (according to date of appointment)
10. The President of the Legislative Council
11. The Speaker of the Legislative Assembly
12. (a) Former Governors-General according to the date of leaving office
    (b) Former Governors of New South Wales according to the date of leaving office
    (c) Former Premiers of New South Wales according to the date of leaving office
    (d) Former Prime Ministers according to the date of leaving office
13. The President of the Senate and the Speaker of the House of Representatives of the Commonwealth of Australia according to the date of appointment
14. The Chief Justice of Australia
15. Leader of the State Opposition
16. Federal Executive Councillors
17. Justices of the High Court of Australia
18. Judges of the Supreme Court and Judges with supreme court status in order of appointment
19. The Chief Judges of Federal Courts of Australia and the President of the Australian
20. Conciliation and Arbitration Commission according to date of seniority
21. Privy Councillors
22. The Lord Mayor of Sydney
23. The Director-General of the Premier's Department
24. Members of the Legislative Council
25. Members of the Legislative Assembly
26. Members of the Parliament of the Commonwealth
27. Other Judges of Federal Courts and Deputy Presidents of the Australian Conciliation and Arbitration Commission according to the respective dates of first appointment to one of those offices
28. Senior Officers in New South Wales of the Naval, Military and Air Forces according to seniority
29. Heads of Religious communities according the date of assuming office in New South Wales
30. Chief Executive Officers of New South Wales Government Departments and Authorities
31. (a) Heads of Consular Missions according to their seniority in the Consular Corps in New South Wales
(b) Trade Commissioners
32. Recipients of Australian and British decorations and honours taking precedence over Officers of the Order of Australia, all according to the precedence of those awards
33. Judges of the District Court and Judges with District Court status
34. Ex-Ministers of the State and persons authorised to retain the prefix "Honourable"

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