
To: Mayor Watters and Members of Council

Report: CS2026-06

Prepared By: Kristen Bettiol, Manager of Community Development

Date: 26 Jan 2026

RE: Use of Indigenous-Themed Names, Logos and Images within or on Township Facilities and Properties Policy

Recommendation:

THAT the Council of the Township of Centre Wellington approve the Mayor and Clerk to execute a bylaw to adopt the Use of Indigenous-Themed Names, Logos and Images within or on Township Facilities and Properties Policy, included as Appendix A to report CS2026-06;

AND THAT Council approves of and directs Township staff to proceed with the Jefferson Elora Community Centre Permanent Contextual Display as presented in Council Report CS2026-06.

Summary:

As a part of report CS2025-15, presented in June 2025, Township Council endorsed the following recommendations:

THAT the Council of the Township of Centre Wellington receive the Draft Use of Indigenous-Themed Logos and Imagery Within or on Township Facilities and Properties Policy for information, and directs staff to return to Council with a final draft Policy for a future Council meeting;

AND THAT Council directs staff to execute a communication plan to share the draft policy for feedback;

AND THAT Council directs staff to collaborate with the Diversity, Equity and Inclusion (DEI) Working Group, Indigenous Partners and the local lacrosse organizations to finalize the permanent contextual display for the Jefferson Elora Community Centre, and return to Council at the same time as the final policy for consideration of approval;

AND THAT Council directs staff to execute the Reconciliation-Focused Policy Pathway to Respectful Indigenous Representation, outlined in Report CS2025-15;

AND THAT Council allocate \$20,000 from the DEI Capital Project to execute the Reconciliation-Focused Policy Pathway to Respectful Indigenous Representation

Following community feedback, staff are recommending no changes to the use of Indigenous-Themed Names, Logos and Images within or on Township Facilities and Properties Policy, as presented in Report CS2025-15.

Through report DEI2025-10, the DEI Advisory Committee's resolution on November 6, 2025, was:

THAT the DEI Advisory Committee endorses the Use of Indigenous-Themed Names, Logos and Imagery within or on Township Facilities and Properties Policy;

AND THAT the DEI Advisory Committee endorses the draft permanent contextual display for the Jefferson Elora Community Centre.

Report:

The Policy and Permanent Contextual Display

In 2018, the Human Rights Commissioner sent the Township of Centre Wellington a letter requesting the Township to address the use of Indigenous names, logos and images in Township facilities, by non-indigenous groups. The draft Use of Indigenous-Themed Logos and Imagery Within or on Township Facilities and Properties Policy is attached to this report as Attachment A. The DEI Advisory Committee's Indigenous Logos Working Group drafted this policy, inclusive of Indigenous partners and the local lacrosse teams representatives.

Among other provisions, the policy allows the banners to be reinstalled once a Permanent Contextual Display has been installed. This display will explain the banners' historical and cultural context and outline the Township's commitment to ongoing learning and meaningful relationship building with Indigenous communities.

Staff have been working with the Diversity, Equity, and Inclusion Advisory Committee's Indigenous Logos Working Group, the Riverhawks, the Elora Hawks, Indigenous partners and artist Kory Parkin to create the draft Permanent Contextual Display. This is attached to this report as Appendix B. Kory's Artist Statement is Appendix C.

The permanent contextual display is approximately 19.5 feet long and 39 inches tall. The display will be located in the Jefferson Elora Community Centre, directly above the doors to the lobby from the pad. This location is adjacent to where the Lacrosse banners hang. This location is shown in Appendix D.

The Artist

Kory Parkin was recommended for his ability to blend the lacrosse/sport world and the indigenous world, and for his evident creative skills as an artist, who is also Kanyen'keha (Turtle Clan). Kory has worked with TSN, Sportsnet, Walmart Canada,

CBC and many charitable organizations. Kory has also worked with leagues and teams in the NHL, PWHL, NLL, NBA, OHL, CFL, and more.

The Message

The message underwent many revisions to reach the final draft, which is included below and inserted into the contextual display. The working group and Indigenous partners carefully selected the wording drafted in the Permanent Contextual Display to prevent history from being erased.

Two Rows Together: A Path of Truth and Accountability

The historical banners of the Centre Wellington Lacrosse organizations are displayed to honour the past successes and the Township's ongoing commitment to truth, learning and accountability. The Township of Centre Wellington recognizes lacrosse as an Indigenous game known as The Creator's Game.

The rebranding of the Centre Wellington Riverhawks and the Elora Hawks Jr. B teams reflect a collective effort to honour the strength and resiliency of Turtle Island's original people and act responsibly, considering the "seven generations to come."

This display is part of the Township of Centre Wellington's response to Calls to Action 43, 47, 57 and 79 of the Truth and Reconciliation Commissioner. The Township is committed to ongoing learning and meaningful relationship-building with Indigenous communities.

We all have roles to play on this path. Yours can begin by learning more about our continued journey - Two Rows Together.

Next Steps

The following steps for this initiative are:

- Work to reinstall the banners with the Permanent Contextual Display in alignment with the lacrosse season opening in spring 2026;
- Focus on the education components of the Pathway to Respectful Indigenous Representation;
- Build out the webpage for the QR Code on the Permanent Contextual Display, including the Artist Statement, information about the Two Row Wampum, and the 99 Calls to Action.

Ongoing Consultation with Indigenous Communities

Township staff are in the process of meeting with representatives from the Mississaugas of the Credit First Nation, and the Six Nations of the Grand River to review and revise content on the website to accurately reflect the histories and treaty rights of local Indigenous communities. Staff will continue to work collaboratively with these groups as the program is rolled out.

Corporate Strategic Plan:

Improve the activity, health & wellness of our community

Supports the Council's values of collaboration, innovation, equity, diversity and inclusion.

Financial Implications:

The cost of the Permanent Contextual Display was included in the total budget passed in June, as reported in CS2025-15. As such, there are no financial impacts resulting from this report.

Consultation:

Indigenous Logos Working Group
Kory Parkin, Artist
DEI Advisory Committee
The Mississaugas of the Credit First Nation
The Six Nations of the Grand River

Attachments:

- [Appendix A DRAFT Policy on the use of Indigenous-Themed Names Logos and Imagery within or on Township Facilities and Properties](#)
- [Appendix B: Permanent Contextual Display Draft](#)
- [Appendix C: Kory Parkin Artist Statement](#)
- [Appendix D: Display Location at the JECC](#)
- [Slide Deck Presentation](#)

Approved By:

Adam Gilmore, Managing Director of Community Services
Dan Wilson, Chief Administrative Officer

Policy Name	Draft Use of Indigenous-Themed Names, Logos, and Imagery within or on Township Facilities and Properties	Policy Number	CS2025-##
Effective Date	TBD	Revision Date	
Approved By			
Related Policy			

1. Policy Statement

The Township of Centre Wellington is committed to reconciliation, equity, and the respectful representation of Indigenous cultures. In alignment with the Truth and Reconciliation Commission's Calls to Action and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), this policy aims to provide direction on the appropriate use of Indigenous-themed names, logos, and imagery within or on Township facilities and properties.

2. Guiding principles:

- Reconciliation: Honor Indigenous rights and perspectives.
- Respect: Ensure accurate, dignified representation of Indigenous cultures.
- Inclusion: Foster safe, welcoming spaces for Indigenous community members.
- Education: Promote awareness to counter stereotypes.

3. Purpose

The purpose of this policy is to ensure the respectful and accurate representation of Indigenous cultures by providing clear guidance to Township staff, Township facilities and properties users, and community organizations. It aims to prevent the display or promotion of culturally inappropriate or unauthorized Indigenous symbols and encourage meaningful collaboration with Indigenous communities.

4. Scope

4.1 This policy applies to:

- All Township-owned/operated facilities and properties (e.g., arenas, parks, community centres).
- Tenant organizations (sports teams, contractors, user groups) operating within or using Township-owned and operated facilities and properties.
- Promotional materials, signage, and displays within or on Township facilities and properties.

4.2: Individuals and organizations retain the legal right to use Indigenous-themed names, logos, or imagery on personal belongings, uniforms, or private property, as such expression is protected under:

- Canadian Charter of Rights and Freedoms, Section 2 (b): Guarantees freedom of expression, including clothing and symbolic speech, unless it constitutes hate speech (Criminal Code, s. 319) or violates human rights laws.

5. Definitions

- Indigenous groups: First Nations, Métis, and Inuit peoples as recognized by the Government of Canada and defined in UNDRIP. Includes all descendants of the original peoples of Turtle Island.
- Non-Indigenous organizations: Groups not led by or representing Indigenous communities.
- Cultural appropriation: Exploitative or disrespectful use of Indigenous cultural elements.
- Indigenous imagery: Logos, mascots, names, or symbols referencing Indigenous cultures.
- Township facilities and properties: All buildings and outdoor spaces owned or operated by the Township (e.g., arenas, halls, pools, gyms, and sports fields).
- Tenant organizations: Include but are not limited to sports teams, contractors, and user groups operating within or using Township facilities and properties.
- Existing imagery: Refers to any Indigenous-themed logos, symbols, or representations that were displayed in Township-owned and operated facilities before the effective date of this policy; such imagery includes Mohawks and Elora Mohawks.

6. Objectives

- Provide clear guidelines for the use of Indigenous-themed names, logos, and imagery.
- Prevent cultural appropriation within or on Township facilities and properties.
- Recognize the contribution of relevant organizations through appropriate education and context.
- Encourage collaboration with Indigenous communities.

7. Policy Direction

7.1 Existing Imagery

Indigenous-themed names or logos that were previously displayed may only be reinstated following review and approval by the Township, in consultation with Indigenous partners.

Any reinstated imagery must be accompanied by a Township-approved contextual educational component, such as a plaque or digital content. Developed in consultation with Indigenous partners.

7.2 Prohibitions

Display of new Indigenous-themed names, logos, or imagery by non-Indigenous tenant organizations will not be permitted within or on Township facilities and properties.

7.3 Compliance and Enforcement

Authority: The Managing Director of Community Services has delegated authority to enforce this policy, which includes the approval, removal, or modification of non-compliant imagery.

Remedial Actions: Non-compliant organizations must work with the Township staff to rectify violations, which may include:

- Immediate removal of imagery
- Suspension of access to Township facilities and properties privileges until compliance is achieved.

8. Implementation

Audit: Conduct a full review of Indigenous-themed imagery displayed within or on Township facilities and properties.

Consultation: Partner with Indigenous communities to develop educational materials and guide decision-making.

Training: Provide cultural sensitivity training for Township staff and Township facilities, and property users.

Reporting: Updates will be provided to the Council and the public through the Diversity, Equity and Inclusion Advisory (DEI) Committee as needed to support transparency and accountability.

Registry: Maintain a public record of approved/rejected imagery.

9. Monitoring and Review

- The DEI Advisory Committee will review this policy every three years (or as needed) to ensure it remains relevant and aligned with reconciliation principles and evolving community expectations.
- Significant updates or decisions related to the policy will be reported to the Council and communicated to the public through the DEI Advisory Committee.

References

[United Nations Declaration on the Rights of Indigenous Peoples \(UNDRIP\)](#)

[Truth and Reconciliation Commission of Canada: Calls to Action](#)

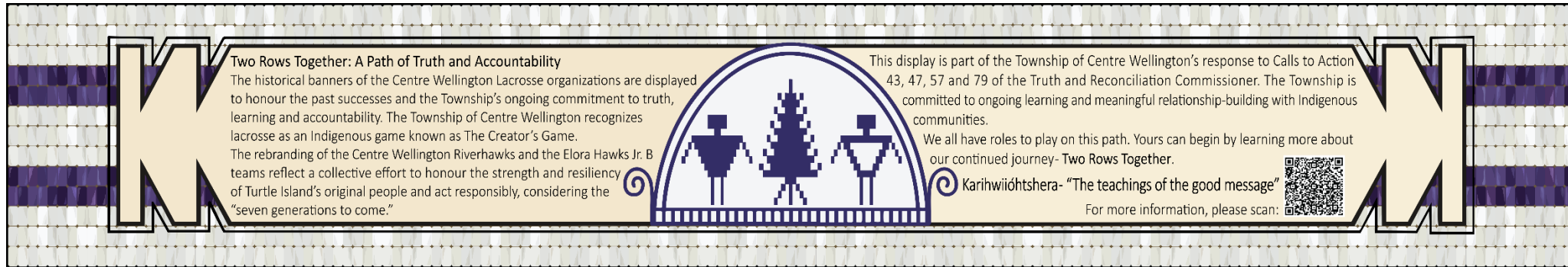
[Ontario Human Rights Code](#)

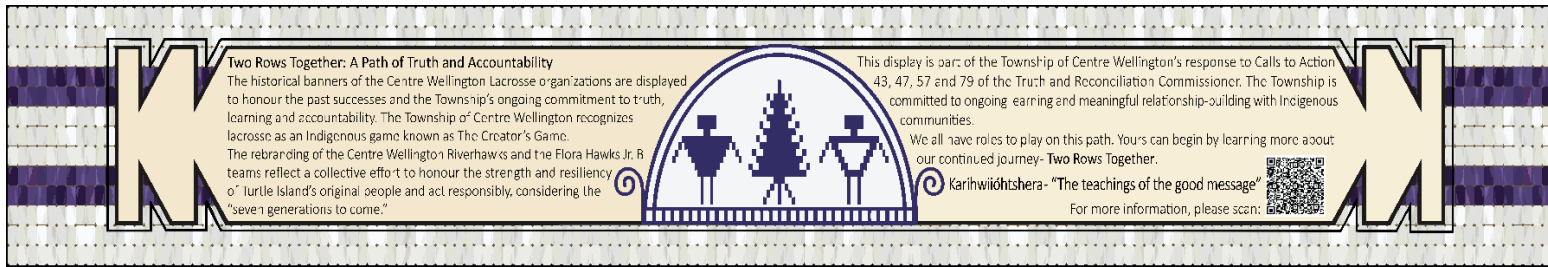
[Canadian Charter of Rights and Freedoms](#)

[The Human Rights-Based Approach Framework](#)

[Report to Healthy Communities Advisory Committee \(HCAC2025-13\)](#)

Appendix B: Permanent Contextual Display Draft Version





Artist Statement:

Focusing on the location and size of the display needed with the significance of the Two Row Wampum to this project it allowed me to create the banner based on the style and look of the traditional wampum. Usually seen with 13 columns alternating between 3 columns of white and 2 columns of purple. I chose to use it as the background for this art piece. To allow the dialogue to be visible from all locations, I added a frame over top the middle, which resembles similar shapes seen on traditional wampums. It's something you might see on the Dust Fan Wampum, which represents the ever-growing Tree of Peace and the Great Law of Peace. From there, you will notice the middle design, which is based on the Skydome/SkyWorld design that can be seen throughout Haudenosaunee culture. The two semicircles represent the Skyworld/celestial world and the world we occupy today. The two spiral designs on each end represent the moon and the sun, which hold significant power. Inside the semi-circle shows two individuals, one in solid purple (Haudenosaunee) and the other (settler) standing beside the Tree of Peace. The Tree of Peace is a sacred symbol of unity amongst all Haudenosaunee Nations. The use of the two individuals ties to the two row wampum, and how each nation, Indigenous and settlers, can live in harmony/unity both respecting each other traditions and laws while moving forward together but on different paths. I chose to use the Mohawk word, Karihwiihtshera - "The teachings of the good message". The idea behind the good message is based on elements of having a good mind. The concept of the good mind in Haudenosaunee culture is that we must have peace, harmony and collective well-being, followed by actions of awareness and compassion. We must have empathy, generosity and a strong connection to the earth. To set aside our individual needs to benefit our community for now and future generations. Felt it ties to the idea behind the Two Row and what your Township is trying to do, just having respect for one another, by not forgetting the past but choosing a different path for the future on how you handle and recognize Indigenous peoples and land moving forward.

About the Artist

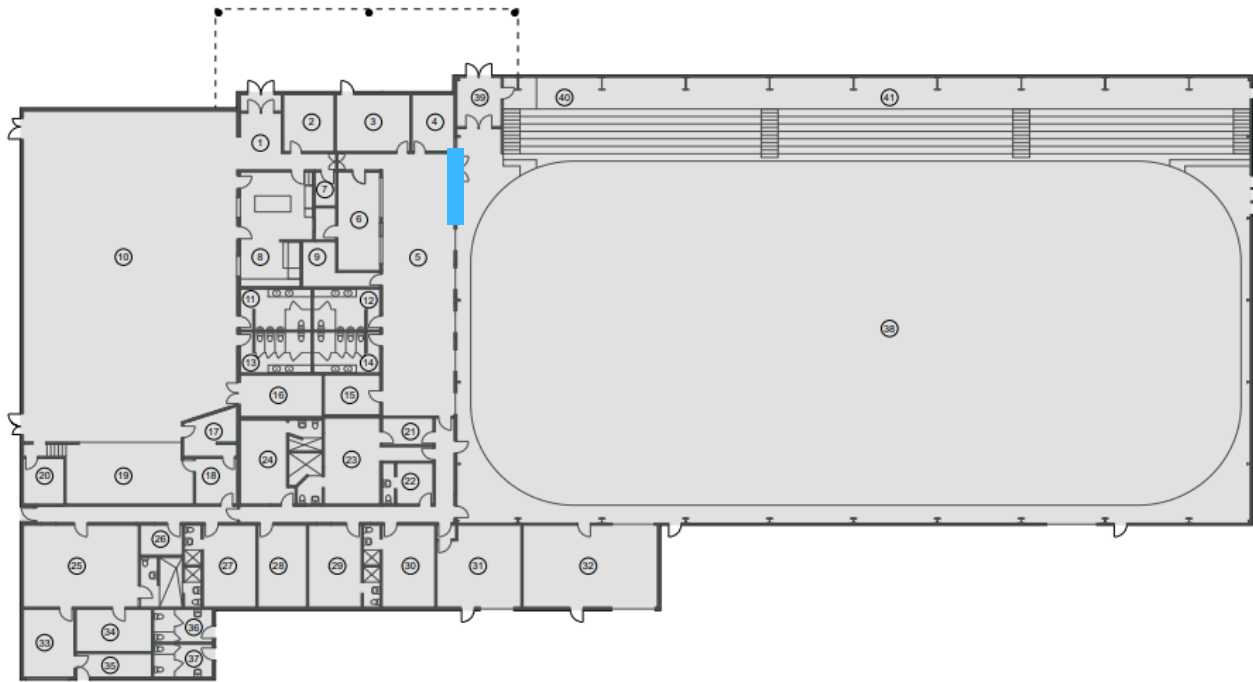
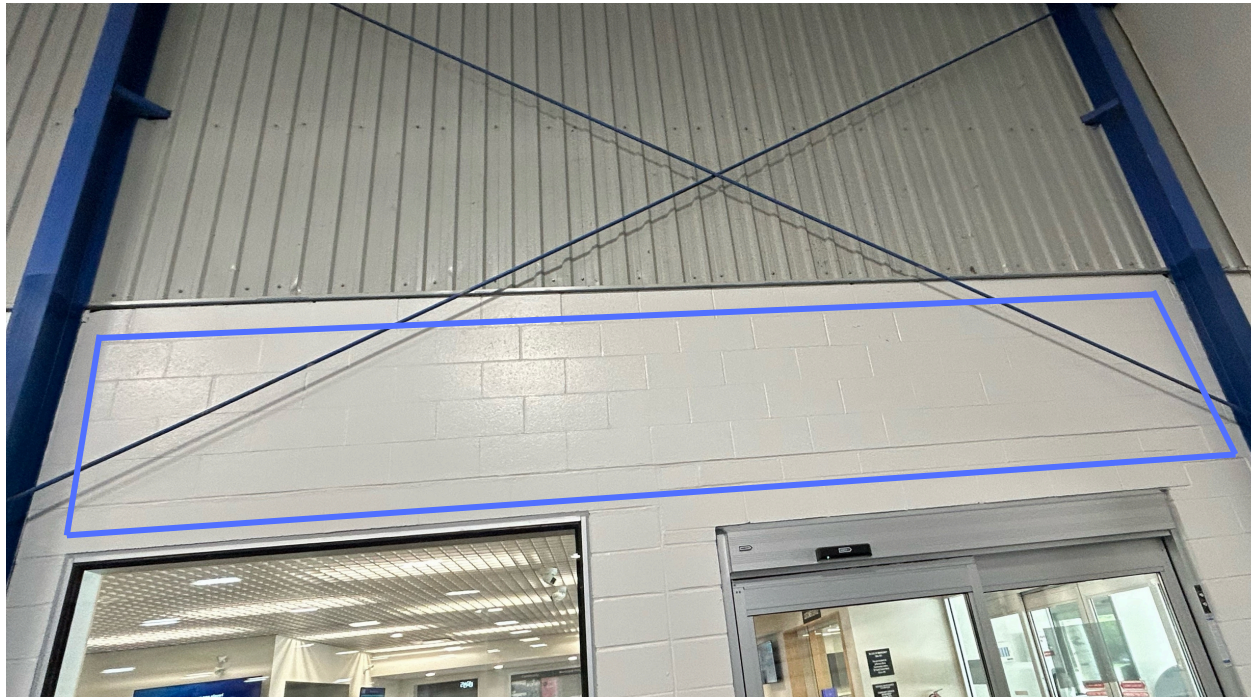
Inspired by many great Indigenous and non Indigenous artists, I pull ideas together through art, sports and pop culture, to recreate something bold and unique, while blending in

important cultural symbolism in each piece. With the support from my family and community, it's allowed me the opportunity to not only showcase my Indigenous culture and traditions but to work with many great fundraisers and charities, which has allowed me to give back to those in need. A self-taught artist, I use my art to give myself and others a chance to wear and share not only our shared love of sports, but also to proudly display our support for Indigenous peoples across Turtle Island and our art. I've had many pieces showcased on TSN, Sportsnet, Walmart Canada, CBC, Complex, IOWS, INDIGIPOPX, and art showcased in the Legislative Building at Queen's Park. Plus I've had the chance to work with leagues and teams in the NHL, PWHL, IIHF, NLL. NBA. AHL, OHL, AFL Ontario and the CFL.

Kory Parkin

www.koryparkin.com

Appendix A: Location of Permanent Contextual Display





**INDIGENOUS-THEMED LOGOS,
NAMES AND IMAGES
WITHIN OR ON TOWNSHIP FACILITIES AND
PROPERTIES POLICY and PERMANENT
CONTEXTUAL DISPLAY UPDATE**

Background & Developments

- Letter from Human Rights Commission
- Banners removed from JECC for renovations
- DEI Advisory Committee formed a working group
- CS2024-22 received by Council (July 2024)
- Rebranding of the teams
- Draft Policy and Permanent Contextual Display
- Presented to DEI Advisory Committee Nov. 6



Reconciliation-Focused Policy Pathway to Respectful Indigenous Representation



- ✓ Phase 1 & 2: Setting Context and Community Education
- ✓ Phase 3: Policy Development
- ✓ Phase 4: Community Acknowledgement
- ✓ Phase 5: Ongoing Commitment



Key Points from the Draft Policy

No new indigenous-themed imagery may be introduced by non-indigenous groups.

Existing imagery (banners) may be reinstalled, but only with appropriate historical and cultural context and permanent contextual display.

Emphasis on education, transparency and reconciliation through public communication and training.

Establishes a framework for respectful and inclusive representation going forward.



Permanent Contextual Display

1. Wording
2. Visual
3. Location



Permanent Contextual Display Wording

Two Rows Together: A Path of Truth and Accountability

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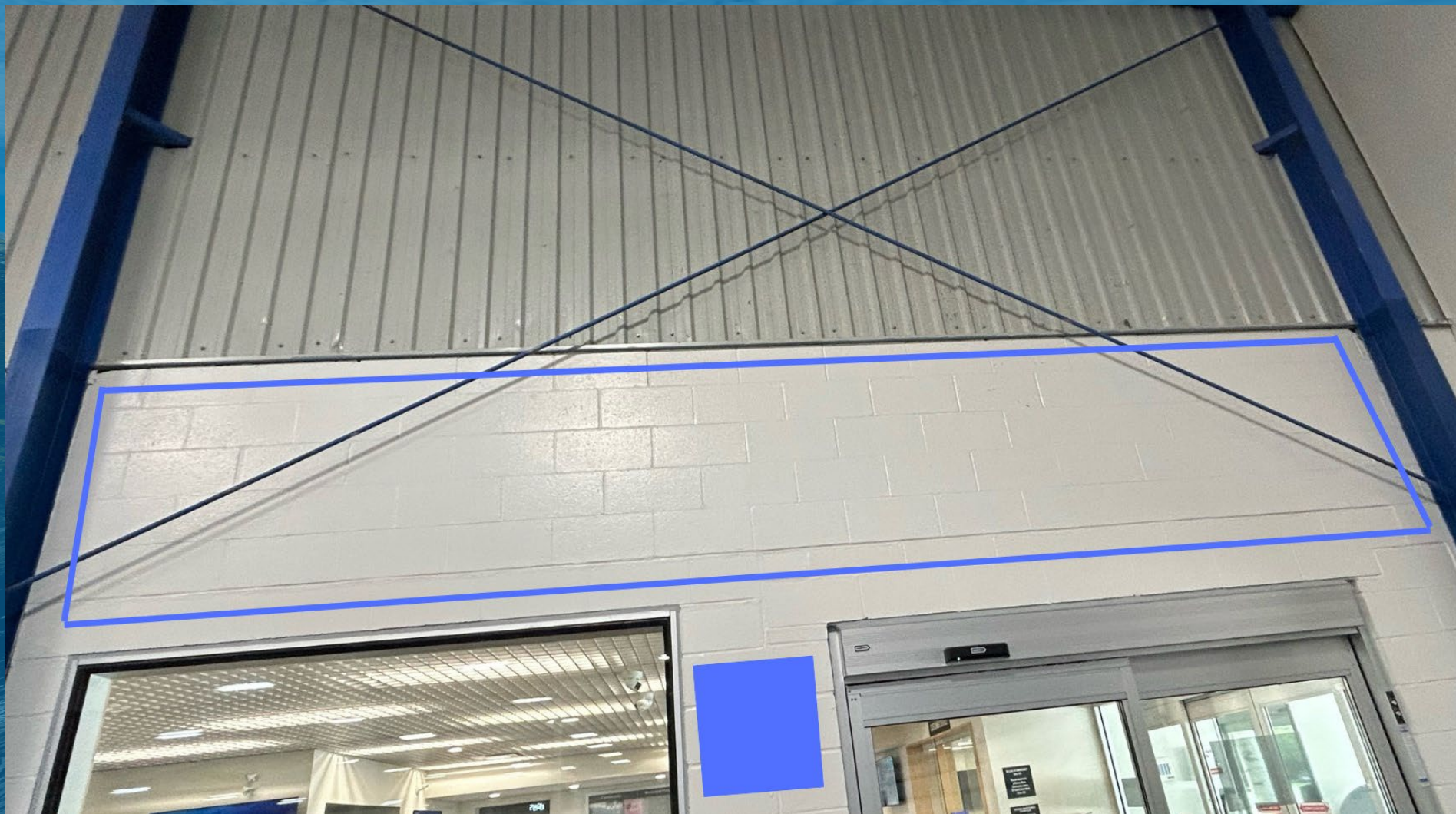
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Location



Kory Parkin The Artist

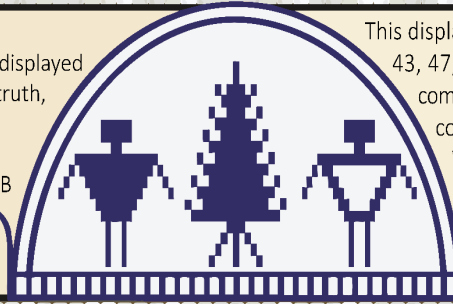


- ✓ Kanyen'keha (Turtle Clan)
- ✓ Calls Tyendinaga Mohawk Territory home
- ✓ Showcased on TSN, Sportsnet, Walmart Canada, CBC and more
- ✓ Worked with leagues and teams in NHL, PWHL, IIHF, NLL, NBA, AHL, OHL, AFL Ontario and CFL

Permanent Contextual Display

Two Rows Together: A Path of Truth and Accountability

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Karihwiióhtshera- "The teachings of the good message"

For more information, please scan:



Next Steps

- ✓ Work to reinstall the banners with the Permanent Contextual Display
- ✓ Education components of the Reconciliation-Focused Policy Pathway to Respectful Indigenous Representation.
- ✓ Build out the webpage linked to the Display's QR code

Gratitude

A heartfelt thanks to the Working Group who continue to work with Staff on this important initiative:

Pamela Brown

Robert Robson

Tasha Lake

Stephanie Jones

Nathan Joyce, Riverhawks

Jim Bomhoff, Elora Hawks

Grandmother's Voice

Kevin Sandy

Josh & Stephanie Pagan

Kory Parkin, Artist