

Naming Recognition Policy

Section 1 - Purpose and Context

(1) Naming recognition is a significant honour, and the University must ensure that naming opportunities are granted in appropriate circumstances. The University seeks to ensure that those so honoured are worthy, and the purposes of the contribution being recognised are consistent with the University's mission, values and strategic direction.

(2) This policy sets out the requirements for naming the following after individuals or organisations:

- a. all property located on University premises including those occupied by entities and student organisations
- b. organisational units
- c. professorial chairs or other significant academic positions
- d. scholarships and prizes, and
- e. commercial or contractual agreements that include naming rights, for example advertising, joint ventures, product development, rental and leasing arrangements, sponsorship arrangements (financial or in-kind)

(3) This policy does not apply to:

- a. functional names for University property, for example “Building BA, Parramatta Campus”, or
- b. the establishment of physical memorials to commemorate deceased persons who had a strong association with the University. Physical memorials are governed by the University's [Naming Recognition Procedures - Memorial Establishment](#)

Section 2 - Definitions

(4) For the purposes of this policy:

- a. Naming means recognising a person or organisation by applying their name to University property or a defined part of the University's operations
- b. Organisational Unit means a School, Institute or Centre, an academic or administrative unit, a department or directorate
- c. Property means buildings, facilities, and spaces including but not limited to roads, bridges, car parks, walkways, gardens, sporting grounds, building complexes or precincts, courtyards, outdoor laboratory facilities, dams, lakes, fields and any other physical spaces; or parts of a building such as wings, reading rooms, libraries, foyers, lecture theatres, meeting rooms or tutorial rooms, performance or gallery spaces, and laboratories

Section 3 - Policy Statement

(5) The University may name its property, organisational units, academic positions, scholarships and prizes, and commercial or contractual agreements, after individuals or organisations who have contributed significantly to the University. Such contribution is usually made either through outstanding professional service, or through philanthropic benefaction, to the University.

- (6) Philanthropy enables significant benefits to the University in the provision of improved facilities and other resources and support, and does not diminish the governance, management or academic freedom of the University or any University entity.
- (7) Negotiations about naming will usually aim to achieve the highest level of benefaction possible, therefore financial amounts are not specified in this policy.
- (8) Approval authorities for naming are set out in the University's [Delegations of Authority Policy](#).
- (9) Naming may be conferred on individuals or organisations for the following reasons or combination thereof:
- a. contribution or exceptional service to the University
 - b. benefaction to the University
 - c. historical or cultural recognition
 - d. contribution or service to a profession or academic discipline, and/or
 - e. contribution or service to the community
- (10) The decision to honour exceptional service is entirely at the discretion of the University. The [Excellence Awards Policy](#) and the [Honorary Titles and Awards Policy](#) provide information on ways to recognise the exceptional service of current and former staff.
- (11) Where the naming rights are honorary and relate to a former employee, the person must have finished their employment with the University and be unlikely to be re-employed by the University at any time in the future. They may have an ongoing association with the University in the form of an emeritus professorship or adjunct appointment, but not be in receipt of any kind of remuneration.
- (12) The University may make available any of its property for naming as part of its own commemorative activities.
- (13) The name approved:
- a. must be consistent with the University's mission, values and strategic direction
 - b. need not reflect the function of the object to which the name is ascribed
 - c. must not impose or imply conditions that would limit or appear to limit the University's ability to undertake its functions fully and impartially
 - d. must be consistent with other University policies
 - e. must be a person or organisation of good character as determined by the University Executive, and
 - f. must not be for an entity responsible for the supply of products or services that conflict with the University's mission, values and strategic direction
- (14) The duration of the recognition – whether in perpetuity or for a defined period – will be determined by the University in consultation with the donor/contributor or a trustee at the time of the donation/contribution, based on the actual cost of provision and maintenance of the space. A minimum naming period is five years.
- (15) The University reserves the right to change the name on the expiration of the defined period.
- (16) The length of time for which any naming applies will be decided by the University taking into account factors such as:
- a. the value and length of time of benefaction, and
 - b. the facility or other item to which the naming shall apply

(17) When a named space is proposed for renaming in line with a change of purpose, reasonable efforts will be made to inform the original honouree/donor in advance. If the honouree/donor is deceased, reasonable efforts will be made to inform family members in advance of renaming.

(18) Naming will not extend beyond the normal life of the building or part of the building and is not transferrable should the building be substantially remodelled or refurbished in the future.

(19) The University may reject any request or proposal for naming.

(20) The University may revoke an establishing naming recognition at any time, subject to any conditions to the contrary.

(21) Consistent with the [Code of Conduct](#) and the [Conflict of Interest Policy](#), no University employee should receive a private, personal benefit as part of or, in association with, any naming proposal.

(22) All signage is managed by the Division of Operations and Commercial under the [Information Display Policy](#).

Section 4 - Procedures

(23) The [Naming Recognition Procedures](#) support this policy in a separate document, and may be approved by the Vice-Chancellor and President under the [Delegations of Authority Policy](#).

Status and Details

Status	Current
Effective Date	9th January 2023
Review Date	9th January 2028
Approval Authority	Board of Trustees
Approval Date	15th December 2022
Expiry Date	Not Applicable
Unit Head	Alphia Possamai-Inesedy Pro Vice-Chancellor, Engagement and Advancement (02)97726321
Author	Alphia Possamai-Inesedy Pro Vice-Chancellor, Engagement and Advancement (02)97726321
Enquiries Contact	Alphia Possamai-Inesedy Pro Vice-Chancellor, Engagement and Advancement (02)97726321