



## Naming Rights Procedure

**Authority Source:** Council

**Approval Date:** 17/12/2021

**Publication Date:** 11/01/2022

**Review Date:** 11/01/2027

**Effective Date:** 17/12/2021

**Custodian:** Council

**Contact:** advancement@canberra.edu.au

**Accessibility:** Public

**Status:** Published

In developing this procedure the University had regard to the provisions of section 40B(1)(b) of the Human Rights Act 2004 (ACT).

### 1. PURPOSE:

1.1. This Procedure supports the Naming Rights Policy by describing the naming processes to be followed for the proposal and approval for:

- 1.1.1. permanent naming and signage;
- 1.1.2. Philanthropic or Sponsorship Naming; or
- 1.1.3. Honourary Naming,

of University Property, Entities, Academic Positions, Scholarships and Prizes.

### 2. SCOPE:

2.1. This procedure has the same scope as set out in the Naming Rights Policy.

### 3. PROCEDURE:

3.1. The procedure for proposing, assessing and approving naming proposed under the Naming Rights Policy is set out in the table attached to this Procedure as Schedule 1.

#### 3.2. Permanent Naming

3.2.1. Proposals must be submitted to the Advancement Office in accordance with Schedule 1 and include:

- 3.2.1.1. information on how the proposed naming accords with the principles and objectives of the Naming Rights Policy; and
- 3.2.1.2. any other additional information reasonably considered to be necessary.

#### 3.3. Philanthropic or Sponsorship Naming

3.3.1. Proposals must be submitted to the Advancement Office in accordance with Schedule 1 and include:

- 3.3.1.1. an overview of the Donation or Sponsorship;
- 3.3.1.2. a description about the Donor or Sponsor and how they are known to the University;
- 3.3.1.3. information on proposed benefits to the University and the Donor's expectations of the University; and
- 3.3.1.4. a statement on how the proposal:
  - i. meets the specific criteria set out in Schedule 1 for the University Property, Academic Entity, Academic Position, Scholarship or Prize that is being named; and
  - ii. reflects the principles in the Naming Rights Policy.

#### **3.4. Honourary Naming**

3.4.1. Proposals must be submitted to the Advancement Office in accordance with Schedule 1 and include:

- 3.4.1.1. a description of how the subject of the Honourary Naming is known to the University;
- 3.4.1.2. a statement on how the proposal:
  - i. meets the specific criteria set out in Schedule 1 for Honourary Naming; and
  - ii. reflects the principles in the Naming Rights Policy.

#### **3.5. Restrictions**

3.5.1. Approval of a proposed name under the Policy and this Procedure does not:

- 3.5.1.1. allow any Donor, Sponsor, person, group or organisation to seek material benefit from the association of that name or with the University;
- 3.5.1.2. grant or confer on any Donor, Sponsor, person, group or organisation any special privileges, responsibility or rights relating to University Property, Academic Entity, Academic Position, Scholarship or Prizes; and
- 3.5.1.3. if relating to University Property, transfer to new University Property if the named University Property is demolished.

3.5.2. Proposed naming must not include logos, branding, images or legal entity identifiers, unless that naming relates to a Sponsorship.

#### **3.6. Amending, Withdrawing or Revoking a Name**

3.6.1. Council may withdraw, revise or revoke a name approved in accordance with this Procedure as described in Schedule 1.

#### **3.7. Naming Register**

3.7.1. The University Secretary will advise the Director of Advancement upon each naming approved or revoked by Council.

3.7.2. The Director of Advancement maintains both a naming and a memorial register containing details of all University Property, Entities, Academic Positions, Scholarships and Prizes or memorials named and approved by Council under this Procedure.

#### 4. ROLES AND RESPONSIBILITIES:

4.1. The Policy custodian or owner is Council.

4.2. The contact for this policy is the Director of Advancement.

4.3. The table below sets out the roles and responsibilities in relation to the Naming Rights Policy and this Procedure.

Who	Responsibilities
Advancement Office	<ul style="list-style-type: none"> <li>• To conduct marketing for the collection of Donations and Sponsorships</li> <li>• To assess all types of naming proposals including proposals to amend, withdraw or revoke an existing name, monitor and manage reputational issues/risks and provide recommendations to the appropriate approver</li> </ul>
Director of Advancement	<ul style="list-style-type: none"> <li>• To maintain naming and memorial registers for Council approved names and memorials</li> </ul>
Vice-Chancellor	<ul style="list-style-type: none"> <li>• To consider a proposal for Honourary Naming and recommend it for consideration as an agenda item at the next meeting of the Nominations and Senior Appointments Committee for endorsement to Council</li> <li>• To make an offer of Honourary Naming following Council approval</li> <li>• To, jointly with the Chancellor, approve naming University Property that is not a building or land, such as lecture theatres, gardens, collections and so on, Academic Positions and Non-academic Entities. These naming decisions will be reported to the next meeting of Council</li> <li>• To recommend permanent naming signage that is not Honourary or Philanthropic or Sponsorship Naming to Council for approval</li> </ul>
Deputy Vice-Chancellor	To consider a proposal for the Philanthropic or Sponsorship Naming of faculty or graduate school Prizes or Scholarships
Academic Board	To endorse proposals for Philanthropic or Sponsorship Naming of Academic Entities, Academic Positions and University wide Prizes and Scholarships for recommendation to Council
Nominations and Senior Appointments Committee	To endorse proposals for Honourary Naming for recommendation to Council
Planning and Development Committee	To endorse proposals for Philanthropic or Sponsorship Naming of University Property that is a building or land for recommendation to Council

Council	<ul style="list-style-type: none"> <li>• To approve naming proposals for University Property, Entities, Academic Positions, Scholarships and Prizes that are recommended to Council in accordance with Schedule 1</li> <li>• To approve changes to existing naming where Council approves changes to University-wide organisational structure; including the establishment or disestablishment of a campus or faculty of the University</li> <li>• To review, withdraw or amend a name</li> </ul>
University Secretary	<ul style="list-style-type: none"> <li>• To establish and publish the process for naming proposals</li> <li>• To advise the Director of Advancement upon each approved naming by Council</li> </ul>

## 5. SUPPORTING INFORMATION:

### Schedule 1 to the Naming Rights Procedure

Procedure for proposing, assessing and approving naming proposed under the Naming Rights Policy.

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
----	-----------------	-------------------	------------------------	------------------

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of University Property</b>	<p>To recognise:</p> <p>A. a Donor who has made a significant philanthropic Donation to the University, upon a request made in accordance with this Procedure</p> <p>B.</p> <p>C. a Donor who will make an ongoing Donation to the University</p> <p>D.</p> <p>E. a Sponsor that has agreed to sponsor the University</p>	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Approval is limited to a term reasonably commensurate to the Donation or Sponsorship</li> <li>• The size of the Donation, Gift or Sponsorship must be considered relative to the value and cost of the University Property being named</li> <li>• If approved, the Donation or Sponsorship arrangement associated with the Philanthropic or Sponsorship Naming will be governed by a Gift Agreement or Sponsorship Agreement as required and prepared by Advancement Office</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal assessed by the Advancement Office</li> <li>• University Property that is: <ul style="list-style-type: none"> <li>◦ a building or land: will be recommended to Council by the Planning and Development Committee for approval</li> <li>◦ all other University Property: will be considered directly by the Vice-Chancellor, in consultation with the Chancellor, for approval</li> </ul> </li> </ul>

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of Academic Entity</b>	To recognise a Donor or Sponsor that has provided financial support to the University in relation to an Academic Entity	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• If approved, the Donation or Sponsorship arrangement associated with the Philanthropic or Sponsorship Naming will be governed by a Gift Agreement or Sponsorship Agreement as required and prepared by Advancement Office</li> <li>• Agreement for the proposal must anticipate that academic structures change and allows for the name to be amended</li> </ul>	Proposal assessed by Advancement Office and recommended by the Academic Board for approval by Council

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of Non-academic Entity</b>	To recognise a Donor or Sponsor that has provided financial support to the University in relation to a Non-academic Entity	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• If approved, the Donation or Sponsorship arrangement associated with the Philanthropic or Sponsorship Naming will be governed by a Gift Agreement or Sponsorship Agreement as required and prepared by Advancement Office</li> <li>• Agreement for the proposal must anticipate that non-academic structures change and allows for the name to be amended</li> </ul>	Proposal assessed by Advancement Office and recommended to the Vice-Chancellor for approval, in consultation with the Chancellor

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of Academic Position</b>	To recognise a Donor or Sponsor that has provided a financial contribution to the University	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> <li>• Approval may be revised or withdrawn if funds are pledged by a Donor or Sponsor for a specified time and funds cease to be paid before the time agreed in any relevant agreement</li> <li>• If approved, the Donation or Sponsorship arrangement associated with the Philanthropic or Sponsorship Naming will be governed by a Gift Agreement or Sponsorship Agreement as required and prepared by Advancement Office</li> </ul>	Proposal assessed by Advancement Office and recommended to the Vice-Chancellor for approval, in consultation with the Chancellor



No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of Staff Prizes</b>	To recognise a Donor or Sponsor that has provided a financial contribution to the University	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> </ul>	Proposal assessed by Advancement Office and recommended to Council for approval
5.1.	<b>Philanthropic or Sponsorship Naming of University wide Student Prizes</b>	To recognise a Donor or Sponsor that has provided a financial contribution to the University	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> </ul>	Proposal assessed by Advancement Office and recommended by the Academic Board for approval by Council
5.1.	<b>Philanthropic or Sponsorship Naming of faculty or graduate school Prizes</b>	To recognise a Donor or Sponsor that has provided a financial contribution to the University	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> </ul>	Proposal assessed by Advancement Office and recommended to the Deputy Vice-Chancellor Academic for approval

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Philanthropic or Sponsorship Naming of Scholarship</b>	To recognise a Donor or Sponsor that has provided a financial contribution to the University	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> </ul>	Proposal assessed by Advancement Office and recommended to the Deputy Vice-Chancellor Academic for approval
5.1.	<b>Honourary Naming of University Property, Entities, Academic Positions, Scholarships or Prizes</b>	<p>To recognise the person, group or organisation that is subject of the Honourary Naming who has:</p> <ul style="list-style-type: none"> <li>• made a distinguished contribution to the mission, development or advancement of the University</li> <li>• made an extraordinary contribution to the community</li> <li>• demonstrated achievement of outstanding distinction through civic, intellectual or artistic contributions that has brought credit to the University</li> <li>• has a strong historic connection to, or association with, the University or its predecessor institution that is appropriate to memorialise or honour</li> <li>• has an historic or</li> </ul>	<ul style="list-style-type: none"> <li>• Approval must be in accordance with and reflect the principles of the Policy</li> <li>• Honourary Naming of University Property, Entities, Academic Positions, Scholarships and Prizes will only occur in circumstances where an individual or group has rendered extraordinary and outstanding service</li> <li>• It will be preferred to acknowledge an individual's exceptional service to the University or the community through the conferral of an honorary academic title</li> <li>• Consideration of Honourary</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal assessed by Advancement Office and referred to the Vice-Chancellor for consideration</li> <li>• The Vice-Chancellor will refer the proposal to the Nominations and Senior Appointments Committee to make a recommendation to Council for approval</li> <li>• Vice-Chancellor to make the offer of Honourary Naming following Council approval</li> </ul>

No	Naming proposal	Purpose of Naming cultural connection to the land or area on which the University is located	Conditions of approval Naming will not normally occur until at least two	Approval process
		<p>The proposal must not, at any stage during the nomination process, be discussed with the individual/organisation proposed for Honourary Naming</p>	<p>years has elapsed following the person, group or organisation's involvement with the University</p> <ul style="list-style-type: none"> <li>• University Property that is named in honour of individuals with no financial consideration may be named for the life of the building</li> <li>• The decision to honour distinguished service to the University and community by Honourary Naming is entirely at the discretion of the Council</li> </ul>	
5.1.	<b>Permanent naming and signage</b>	Proposal must demonstrate that the permanent naming or signage aligns with the principles of the Policy	<ul style="list-style-type: none"> <li>• Approval must be in accordance with the Policy</li> <li>• Proposals must be submitted in accordance with the process set by the approver</li> </ul>	Proposals assessed by Advancement Office and recommended by the Vice-Chancellor to Council for approval

No	Naming proposal	Purpose of Naming	Conditions of approval	Approval process
5.1.	<b>Revoking, amending or withdrawing a name of University Property, Entities, Academic Positions, Scholarships or Prizes</b>	<ul style="list-style-type: none"> <li>An approved name may be revoked, amended or withdrawn where the name may negatively impact upon the reputation of the University</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>The name does not align with the principles set out in the Policy</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>If funds were pledged by a Donor or Sponsor for a specified time and funds cease to be paid before the time agreed in any relevant agreement</li> </ul>	Council must consider the impact of any Donation documentation or Sponsorship agreement	Proposal assessed by Advancement Office and recommended to Council for approval

## 6. DEFINITIONS:

Terms	Definitions
Academic Entities	include, but are not limited to, centres, schools, institutes, faculties, departments, disciplines and units within a course that are referable to academic activities of the University and Staff.
Academic Positions	include, but are not limited to, academic chairs, lectureships, fellowships and research positions.
Advancement Office	means the office set up under the Director of Advancement.
Donation	see 'Gift'.
Donor	means any person, group or organisation making a Donation to the University.
Entities	Means Academic Entities and Non-academic Entities.

Gift	means a voluntary transfer of money or property to the University by way of benefaction by a Donor where no material benefit is received by the Donor from the University in return.
Honourary Naming	means the naming of University Property, Entities, Academic Positions, Scholarships or Prizes in recognition of a person, group or organisation's outstanding service to the University, society, or the University community.
Non-academic Entities	include, but are not limited to, centres and departments that are referable to non-academic activities of the University and Staff.
Philanthropic or Sponsorship Naming	means the naming of University Property, Entities, Academic Positions or Prizes in recognition of a Gift or Sponsorship.
Prize	includes a prize, award or medal which is given to Staff or Students in accordance with the Scholarships, Prizes, Medals and Awards Policy but does not include an award conferred by the University pursuant to the <i>University of Canberra Conferring of Awards Rules 2013</i> ).
Scholarship	means a benefit, usually financial, provided to a Student for support while undertaking a course of study at the University.
Sponsor	means a person, group or organisation who enters into a Sponsorship arrangement with the University.
Sponsorship	means a transfer of money or property which the University deems to be of benefit to its core functions, activities or strategic goals to the University in a transaction where the Sponsor receives certain specified material benefits in return.
Staff	means a person who is employed in any capacity by the University.
Student	means a person enrolled as a student in an approved course (including undergraduate and postgraduate) at the University or in a course or program of study conducted by or on behalf of the University; any casual learner participating in any formal or informal teaching programs offered by the University or on behalf of the University; and, where relevant, an exchange student or non-award student.
University	means the University of Canberra.
University Property	includes, but is not limited to, University land, buildings, libraries, laboratories, classrooms, halls, houses, precincts, building forecourts, sports facilities, playing fields, residences, streets, paths, outdoor areas, courtyards, gardens, wetlands, or collections (such as art or historical collections), or parts of these.