



Naming Rights Procedure

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

PURPOSE:

The purpose of these procedures is to facilitate nominations for the naming of buildings, facilities, and academic positions or entities after an individual, an organisation or a business:

- where an individual, organisation or business has provided a substantial financial contribution to the University; or
- where an individual, organisation or business has provided distinguished service to the community and/or the University and is considered worthy of recognition through honorary naming.

PROCEDURE:

Philanthropic Naming: naming of buildings, facilities, academic positions/entities in recognition of significant benefaction to the university

1. Proposals to assign Naming Rights to University buildings, facilities, academic entities/positions can be submitted by members of the University's Senior Management Group to the Director of Advancement.
2. The proposal must include:
 - i. a brief overview of the proposed donation or sponsorship;
 - ii. a brief citation about the benefactor and how they are known to the University; and
 - iii. the proposed benefits to the University and the benefactor's expectations of the University.
3. The Advancement Office will assess the proposal in accordance with the University's Naming Policy and provide feedback. If following consultation, the proposal is deemed meritorious it will be commended by the Advancement Office to the Vice-Chancellor for his/her consideration.
4. If the Vice-Chancellor agrees the proposed Sponsorship or Donation is worthy of the proposed naming rights, he or she will direct the proposal as follows:
 - i. proposals for **naming of a building** will be referred to Council, via Environment and Works

Committee for recommendation to approve;

- ii. proposals for **naming university facilities** will be considered directly by the Vice-Chancellor in consultation with the Chancellor for approval; Proposals for **naming of a Chair or significant academic position** will be considered by the Vice-Chancellor in consultation with the Chancellor for approval;
- iii. proposals for **naming of an Academic Entity** (such as a Research Centre or School) will be referred to Council via Academic Board for recommendation to approve.

5. If approved, the Donation or Sponsorship Arrangement associated with the Naming Rights will be governed by a Gift Agreement (if it is a bona fide donation) or Sponsorship Agreement, if a tangible benefit is received by the benefactor. Any such Agreement will be drafted by the Advancement Office in accordance with relevant legal and financial advice

Honorary Naming: naming of facilities in recognition of significant contributions to the university or public life

1. Proposals to assign Naming Rights to University buildings, facilities, academic entities/positions can be submitted by members of the Senior Management Group to the Director of Advancement. In the case of Honorary Naming, the proposal must refer to the terms of Honorary naming, set out in the Naming Policy and address the criteria below:
 - i. significant and distinguished contribution to the mission, development or advancement of the University;
 - ii. extraordinary contribution to the Community;
 - iii. achievement of outstanding distinction through civic, intellectual or artistic contributions that has brought credit to the University (for example, a graduate, former student or former member of staff of long standing);
 - iv. strong historic connection to, or association with, the University or its predecessor institution that is appropriate to memorialise or honour, and;
 - v. historic or cultural connection to the land or area on which the University is located.
2. The Director of Advancement will review the proposal and if appropriate, commend it to the Vice-Chancellor for consideration as an agenda item at the next meeting of the Nominations and Senior Appointments Committee for endorsement to Council.
3. The University Council has the delegation to approve honorary naming of a University building, facility, academic position/entity.
4. The proposal must not, at any stage during the nomination process, be discussed with the individual/organisation proposed for honorary naming. The Vice-Chancellor or nominee will make an offer of honorary naming, after Council has approved.

GOVERNING POLICY AND LEGISLATION:

This procedure is governed by the [Naming Rights Policy](#).

DEFINITIONS:

Terms	Definitions
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Nil	
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