Naming Rights Policy

Section 1 - Purpose

(1) This Policy sets out the framework for:

a. the naming of University of Canberra (University) Property, Entities, Academic Positions, Scholarships and Prizes to Staff or Students:
    i. to recognise a philanthropic or honourary contribution by a person, group or organisation; or
    ii. to enable other permanent naming of University Property where consistent with this Policy's objectives and principles; and
b. the attaching of signage to University Property to recognise a person, group or organisation.

Section 2 - Scope

(2) This Policy applies to the naming of University Property, Entities, Academic Positions, Scholarships and Prizes; or the attaching of signage to University Property, where the naming or attaching of signage supports the purpose and objectives of this Policy and is either permanent, Philanthropic or Sponsorship Naming or Honourary Naming.

(3) This Policy does not apply to:

a. the naming of University Property if the name is solely based on the location, description or function of the property and does not recognise or honour a person, group or organisation;
b. temporary naming or signage; or
c. naming or signage that relates to a specific event.

Section 3 - Principles

Objectives

(4) The objectives of this Policy are to:

a. ensure that the naming of University Property, Entities, Academic Positions, Scholarships and Prizes protects the reputation of the University; and
b. provide a framework for the naming of University Property, Entities, Academic Positions, Scholarships and Prizes where such naming:
    i. acknowledges and honours a person, group or organisation for their distinguished contribution to the University, society or the University community;
    ii. recognises a person, group or organisation that has made a substantial financial contribution to the University; or
    iii. is related to a philanthropic Donation or Sponsorship by a person, group or organisation.

(5) Naming and signage that is proposed and approved under this Policy:

a. must align with the University's values, strategies, and policies;
b. must be consistent with community expectations;
c. should be reflective of the University's history;
d. must not harm the University's reputation or other interests;
e. should reflect the diversity of the University community;
f. must not result in a direct or indirect benefit to any Staff;
g. should be proportionate to a contribution made by a person, group or organisation that is being recognised or honoured by the name; and
h. if associated with a Donation or Sponsorship, must be subject to a written agreement on the level of financial support between the University and person, group or organisation making the Donation or Sponsorship.

(6) The credentials, character and reputation of the person, group or organisation after whom University Property, Entity, Academic Position, Scholarship or Prize are named will be taken into account during the naming proposal and approvals process and throughout the period that the name is bestowed.

(7) Names proposed in accordance with this Policy cannot recognise current Staff.

(8) Naming made under this Policy may be amended, withdrawn or revoked in certain circumstances, as set out in the Naming Rights Procedure.

(9) Nothing in this Policy or the Naming Rights Procedure prevents Council from revoking a name where, in the opinion of Council, such name has brought or is likely to bring the University into disrepute, or as is otherwise appropriate.

(10) The University respects requests for confidentiality and anonymity from benefactors.

Section 4 - Responsibilities

(11) As set out in the Naming Rights Procedure.

Section 5 - Procedures

(12) Refer Naming Rights Procedure.

Section 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	Means the office set up under the Deputy Director, 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.
Honorary 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 Excellence Awards Policy but does not include an award conferred by the University pursuant to the University of Canberra Conferring of Awards Rules 2022.
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 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.

Status and Details

Status	Current
Effective Date	31st March 2023
Review Date	31st March 2023
Approval Authority	Council
Approval Date	31st March 2023
Expiry Date	To Be Advised
Custodian	Bill Shorten Vice-Chancellor
Responsible Manager	Lawrence Jackson Deputy Director, Advancement
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