Naming Rights Procedure

Section 1 - Purpose

(1) This Procedure supports the Naming Rights Policy by describing the naming processes to be followed for the naming of University Property, Entities, Academic Positions, Scholarships and Prizes. Naming refers to:

a. permanent naming and signage;
b. Philanthropic or Sponsorship Naming; or
c. Honorary Naming.

Section 2 - Scope

(2) This Procedure has the same scope as set out in the Naming Rights Policy.

Section 3 - Procedure

(3) 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.

Permanent Naming

(4) Proposals must be submitted to Advancement in accordance with Schedule 1 and include:

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

Philanthropic or Sponsorship Naming

(5) Proposals must be submitted to Advancement in accordance with Schedule 1 and include:

a. an overview of the Donation or Sponsorship;
b. a description about the Donor or Sponsor and how they are known to the University;
c. information on proposed benefits to the University and the Donor's expectations of the University; and
d. 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.

Honorary Naming

(6) Proposals must be submitted to Advancement in accordance with Schedule 1 and include:

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

Restrictions

(7) Approval of a proposed name under the Naming Rights Policy and this Procedure does not:

a. allow any Donor, Sponsor, person, group or organisation to seek material benefit from the association of that name or with the University;
b. 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
c. if relating to University Property, transfer to new University Property if the named University Property is demolished.

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

Amending, Withdrawing or Revoking a Name

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

Naming Register

(10) The University Secretary will advise the Deputy Director, Advancement upon each naming approved or revoked by Council.

(11) The Deputy Director, 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.

Section 4 - Roles and Responsibilities

(12) The custodian or owner of the Naming Rights Policy is Council.

(13) The contact for this Procedure is the Deputy Director, Advancement.

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

Who	Responsibilities
Advancement	• To conduct marketing for the collection of Donations and Sponsorships. • 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.
Deputy Director, Advancement	• To maintain naming and memorial registers for Council approved names and memorials.

Vice-Chancellor	• 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. • To make an offer of Honourary Naming following Council approval. • 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. • To recommend permanent naming signage that is not Honourary or Philanthropic or Sponsorship Naming to Council for approval.
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 Honorary 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	• To approve naming proposals for University Property, Entities, Academic Positions, Scholarships and Prizes that are recommended to Council in accordance with Schedule 1. • 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. • To review, withdraw or amend a name.
General Counsel and University Secretary	• To establish and publish the process for naming proposals. • To advise the Deputy Director, Advancement upon each approved naming by Council.

Section 5 - Policies

(15) Refer Naming Rights Policy.

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

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