

SCHEDULE A: NAMING OF UNIVERSITY FACILITIES AND ENTITIES PROPOSAL

ASSOCIATED POLICY

[*Naming of University Facilities and Entities policy*](#)

[*Naming of University Facilities and Entities procedure*](#)

[*Gifts and Sponsorship policy*](#)

[*Gifts and Sponsorship procedure*](#)

INSTRUCTIONS

Naming proposals must be submitted to the Chief Advancement Officer(CAO) who is responsible for ensuring a coordinated approach to Deakin University naming opportunities and fundraising. Advancement will ensure that relevant stakeholders are included in the review and discussion of the proposal.

As per the [*Gifts and Sponsorship policy*](#), all discussions regarding potential donors or sponsors must be referred to Advancement.

It is advisable to alert Advancement of the naming proposal early in the development stage to avoid duplication of effort or conflicting proposals, and to avail yourself of Advancement's expertise and support. This is particularly important if there will be time constraints.

It is appropriate to refer a potential naming opportunity to Advancement even if no donor has been identified.

The CAO will assign a member of the Donor Relations team to work with the proposer/s to identify and cultivate prospective donors.

Naming

1. Following is a checklist of information that must be included in a naming proposal:

Detail

- a) Proposer's name, contact details and reason they are submitting the naming proposal.
- b) Whether it is an honorific, philanthropic or sponsorship naming opportunity.
- c) Description of the Facility or Entity that is proposed as a naming opportunity. Include a site plan if a facility.
- d) Value of the proposed naming opportunity e.g. construction cost of a new building, replacement, renovation or fit-out cost, as relevant, of an existing building, laboratory, classroom etc., annual total cost of Professorship, annual value of scholarship, duration of scholarship and number of students to be supported.
- e) The exact name to be adopted and the proposed duration of the naming.
- f) Name and contact details of the honouree or their representative, or name and contact details of the prospective donor.

Financial and/or reputational benefits

- g) Justification for the proposed name (refer to the [*Naming of University Facilities and Entities procedure*](#) for criteria) including:
 - i) a compelling case for recognition of the honouree
 - ii) the amount of the potential gift (if applicable)

- iii) resource implications, if any.

Consultation, references and due diligence

- h) Due diligence on the background of the honouree, the donor or sponsor.
- i) Written permission of the honouree to use their name. If deceased, written permission of their family or authorised representative such as executor or trustee, if such a representative exists.
- j) Letter of support or other evidence of consultation with the relevant University stakeholders (if they are not the proposer), usually Chief Operating Officer, relevant Deputy Vice-Chancellor or Executive Dean (if an academic entity) and Manager, Risk and Compliance.

Renaming and revocation of names

2. Following is a checklist of information that must be included in a renaming or revocation of naming proposal:

Detail

- a) Proposer's name, contact details and reason they are submitting the renaming/revocation proposal.
- b) Whether the original naming was honorific, philanthropic or a sponsorship.
- c) Description of the Facility or Entity that was named. For renaming description of the facility or entity to be named. Include a site plan if relevant.
- d) For renaming, the exact name to be adopted and the proposed duration of the naming.
- e) Name and contact details of the honouree or their representative, or name and contact details of the prospective donor.

Financial and/or reputational benefits of proposal

- f) Justification for the renaming or revocation of the name (refer to the [Naming of University Facilities and Entities procedure](#) for criteria).
- g) Resource implications, if any.

Consultation, references and due diligence

- h) If not initiated by the honouree or donor, the proposal should be considered by the CAO and relevant University stakeholders before the honouree or donor is contacted. The CAO will determine who should initiate contact.
- i) Letter of support or other evidence of consultation with the relevant University stakeholders (if they are not the proposer), usually Chief Operating Officer, relevant Deputy Vice-Chancellor or Executive Dean (if an academic entity) and Manager, Risk and Compliance.

Proposals should be forwarded to:

Chief Advancement Officer
Deakin University
Melbourne Burwood Campus
221 Burwood Highway, Burwood, VIC 3125
Email address: giving@deakin.edu.au
Phone number 03 9246 8252