



# Naming of University Facilities and Entities procedure

## Section 1 - Preamble

- (1) This Procedure is effective from 5 March 2015.
- (2) This Procedure includes the following schedule:
  - a. [Schedule A: Naming of University Facilities and Entities Proposal](#).

## Section 2 - Purpose

- (3) This Procedure outlines the proposal, consultation and approval process for honorific and philanthropic naming of University facilities and entities.

## Section 3 - Scope

- (4) This Procedure applies across the University but does not apply to naming of facilities and entities after their function or location, nor does it apply to the names of businesses operating on the University's campuses.

## Section 4 - Policy

- (5) This Procedure is pursuant to the [Naming of University Facilities and Entities policy](#).

## Section 5 - Procedure

- (6) The naming of infrastructure such as buildings or roads, institutes or distinguished chairs present unique opportunities to engage donors and alumni in a significant way. Deakin Advancement requires approximately twelve months to maximise these opportunities using a process that involves the following stages:
  - a. proposal
  - b. assessment
  - c. communication
  - d. recommendation by the Pro Vice-Chancellor to University Council for approval.

### Submission

- (7) Prior to securing contributions for a facility or entity, faculties and organisational areas shall submit a naming proposal to the Chief Advancement Officer for review and endorsement as per [Schedule A: Naming of University Facilities and Entities Proposal](#). The proposal will include such details as:

- a. the proposed facility/entity naming opportunity
- b. background of the honouree, the donor or sponsor
- c. compliance with naming criteria
- d. financial value and obligations of proposal
- e. support from relevant University stakeholders

## Criteria

### Criteria for honorific names

(8) The individual being proposed for an honorific naming shall have achieved distinction in one or more of the following ways:

- a. while serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and earned a national or international reputation;
- b. while serving the University in an administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to advancement of the University;
- c. the individual has contributed in truly exceptional ways to the advancement of the institution or achieved such unique distinction as to warrant recognition.

(9) The individual being proposed for an honorific naming should exhibit at least the following attributes:

- a. the highest standards of personal integrity
- b. honourable public service
- c. significant positive contributions to the University, the state, country and/or society
- d. be known to the University community.

(10) Honorific naming would not normally be made in honour of a current University staff member.

### Criteria for philanthropic naming

(11) The philanthropic naming of physical entities recognises the generous support of donors who have supported the University over time, as well as those who are prepared to offer significant support at a point in time. Philanthropic naming must be compatible with the mission, values and core commitments of the University. All gifts must meet the requirements of the [Philanthropic Gifts policy](#) and [Philanthropic Gift Acceptance procedure](#).

## Revocation of naming

(12) Requests for the revocation of naming must be submitted to the Chief Advancement Officer in writing as per [Schedule A: Naming of University Facilities and Entities Proposal](#).

(13) Naming shall enhance both the University's and the honouree's or donor's reputation. If a naming is deemed no longer to be in the best interest of either party, the naming may be revoked by the University or the honouree or donor.

## Renaming

(14) Requests of this nature should be submitted to the Chief Advancement Officer in writing as per [Schedule A: Naming of University Facilities and Entities Proposal](#).

(15) Should a named building be demolished or replaced, or where the occupancy or usage changes and the former name is no longer appropriate, then a request for a new name may be considered.

(16) When it is requested that a named facility within a building be relocated within the same building or to a different building and the new facility will serve the same original purpose, the Chief Advancement Officer may recommend that the name be retained and the Vice-Chancellor may approve such a recommendation.

(17) If relevant, Deakin Advancement will contact the appropriate stakeholders to inform them of the decision to demolish, replace or change usage of the named facility or entity.

### **Form and format of naming**

(18) As part of the preparation of a proposal the form and format of names must be

- a. reviewed and confirmed with the Marketing Division in all cases
- b. reviewed and confirmed with Infrastructure and Property if naming a facility.

### **Assessment**

(19) Assessing submissions is the responsibility of the Chief Advancement Officer and, for naming of a University facility, the Chief Operating Officer.

### **Communication**

(20) Deakin Advancement will ensure that all necessary University parties are notified of any naming, renaming or revocation of naming.

(21) Infrastructure and Property will be responsible for managing all signage and identification requirements associated with approved naming, including regular maintenance.

(22) Confirmation of the approved naming proposal is required prior to public announcements or formal celebrations of named gifts.

### **Approval of naming, renaming and revocation**

(23) Approval for the naming, renaming or revoking the name of University entities and facilities is made by University Council in accordance with the [Naming of University Facilities and Entities policy](#).

(24) Proposals judged to have campus-wide implications may be brought forward to key stakeholder groups for confidential consultation.

(25) Naming proposals that are time-sensitive may be brought forward at any time to the Chief Advancement Officer, to expedite the approval process in the interests of the University and the donor.

(26) A proposal, if approved, will not be publicly announced or implemented unless the approval of the person after whom the naming is made, or if they are deceased, the family, is given. If the family of a deceased person cannot be traced, or there is no family, the naming may proceed as approved.

### **Duration**

(27) Deakin Advancement shall ensure that donors and honourees understand naming may be time limited. Naming may be revisited and reconsidered in circumstances where a naming is no longer in the best interests of the University and eponym. Any time limit for the naming will be outlined in writing and all parties will understand and agree that naming may be time limited.

## Sponsorship

(28) Where the University chooses to confer material benefits as well as naming rights in return for funding, the funding will be considered a sponsorship.

(29) Advancement and Office of General Counsel will prepare the sponsorship agreement.

## Documentation

(30) In accordance with the [Philanthropic Gift Acceptance procedure](#) a written agreement will detail the intentions of the sponsor or donor and the stewardship plan.

# Section 6 - Definitions

(31) For the purpose of the Procedure:

- a. honorific naming: naming of facilities or entities to honour individuals who have achieved distinction in the services of the University.
- b. naming rights: the right to name a facility or entity in honour of an individual or an organisation, or in recognition of financial contribution and support.
- c. philanthropic naming: naming of facilities or entities to recognise the generous support of individuals, corporations, organizations and foundations who have supported the University over time, as well as those who are prepared to offer significant support at a point in time.
- d. sponsorship: the University receiving funds or in-kind support from an organisation or individual in support of an activity that, in return, provides the organisation or individual with promotional opportunities.
- e. University facilities: University property not limited to campuses, lecture theatres, classrooms, laboratories, conference rooms, halls, buildings, roads, gardens, lawns and courtyards or other locations or structures.
- f. University entities: academic or other entities such as Faculties, Schools, Centres and Institutes, Professorial Chairs or other significant academic positions, programs and project, or any other entity not listed which may be recommended for naming after consultation with the Chief Advancement Officer.

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	1st February 2016
<b>Review Date</b>	1st February 2019
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	5th March 2015
<b>Expiry Date</b>	To Be Advised
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