

University Naming Policy (MPF1201)

1. Objective

The objectives of this policy are to outline a framework that provides for naming University property, including precincts and campuses, entities, academic positions, academic programs, and student or staff awards (*see section 7 Definitions*):

- (a) in recognition of a person or an organisation that has supported the University through distinguished effort or substantial financial contribution; and
- (b) other permanent naming of University property.

2. Scope

This policy applies to any naming of University property, entities, academic positions, academic programs, and student or staff awards where the naming supports the objective of this policy.

3. Authority

This policy is made under the [University of Melbourne Act 2009\(Vic\)](#) and the [Council Regulation](#).

4. Policy

4.1. Naming under this policy must:

- (a) align with the objects, values, strategies and policies of the University and community expectations;
- (b) be sensitive to the history and character of the University and the diversity of its community;
- (c) not damage the University's reputation or other interests;
- (d) not benefit, directly or by association, any staff member;
- (e) be commensurate with the contribution made by any person or organisation recognised by the name; and
- (f) where associated with a philanthropic gift or sponsorship, not occur until a level of benefaction has been agreed in writing between the University and the donor, or sponsor.

4.2. Council may name:

- (a) prominent University property, for the life of the property or a fixed period not exceeding 20 years:
 - i. to recognise a person who has made a distinguished contribution to the University or to society, or whose international reputation has brought credit to the University;
 - ii. to recognise a donor (a person or organisation) who has made a significant philanthropic gift to the University, upon a request made in accordance with this policy.

(b) prominent University property, for a fixed period not exceeding 20 years to recognise a sponsor (a person or organisation) that has agreed to significantly sponsor the University.

(c) an academic or non-academic entity or, subject to consultation with the Academic Board, an academic program to recognise a person or organisation that has provided financial or in-kind support to the University.

4.3. The Vice-Chancellor, or a committee established and chaired by the Vice-Chancellor, may name:

(a) less prominent University property, for the life of the property or a fixed period not exceeding 20 years:

i. to recognise a person who has made a distinguished contribution to the University or to society, or whose international reputation has brought credit to the University; or

ii. to recognise a donor (a person or organisation) who has made a significant philanthropic gift to the University; or

(b) less prominent University property, for a fixed period not exceeding 20 years, to recognise a sponsor (a person or organisation) that has agreed to significantly sponsor the University.

4.4. The Vice-Chancellor, or a committee established and chaired by the Vice-Chancellor, may:

(a) determine what is less prominent University property for the purposes of this policy; and

(b) refer, in accordance with this policy, any naming proposal for University property for approval by Council.

4.5. The Provost may name:

(a) a new or existing academic position at Level E to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution; or

(b) a staff award to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution.

4.6. A dean may name:

(a) a new or existing academic position below Level E to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution; or

(b) a faculty or graduate school student award to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution.

4.7. The Academic Registrar may name a University-wide student award to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution.

4.8. Council may set threshold gift levels for naming recognition under this policy.

4.9. The Vice-President (Advancement) must, at least every two years, review threshold gift levels set under section 4.8 and recommend any changes to Council.

4.10. Naming does not:

(a) confer on any person, group or organisation any special privileges or any control or responsibility for the building, entity or position named; and

(b) allow any person, group or organisation to seek material benefit from the association of the name with the University.

4.11. A name of University property, approved under this policy, does not transfer to any replacement University property.

5. Procedural principles

Naming proposals

5.1. One or more University staff members may submit a naming proposal provided:

(a) it is supported by a member of the University Executive Committee;

(b) consent is obtained from the person (or their next of kin or other appropriate contact) or organisation being recognised;

(c) it is not in recognition of a current University staff member; and

(d) where the naming recognises a substantial financial contribution, the value of the contribution meets the threshold gift level for the item being named.

5.2. Prior to submission of naming proposals requiring Council approval, the proposer must:

(a) for proposals involving a philanthropic gift or sponsorship or recognition of a person or organisation, discuss the proposal with the Vice-President (Advancement); and

(b) ensure that the Vice-Chancellor has been consulted in relation to the proposal.

5.3. Naming proposals requiring Council approval must be submitted to the University Secretary in accordance with the [process approved and published by the University Secretary](#).

5.4. The University Secretary:

(a) maintains a naming register containing details of all buildings, parts of buildings, facilities and spaces named and approved by Council under this policy; and

(b) advises the Vice-President (Advancement) upon each approved naming by Council.

Prohibited names

5.5. Proposed names must not include:

(a) a person's titles or post-nominals; and

(b) the name of a corporate entity, where there is an identifiable individual or family name that could be used.

5.6. Unless required by law, proposed names associated with a philanthropic gift must not include logos, branding, other images or legal entity identifiers.

5.7. Nothing in this policy restricts a proposed name that is associated with sponsorship from including logos, branding, other images or legal entity identifiers.

5.8. A proposed name of a non-academic entity should avoid nomenclature reserved for specific academic entities (for example “institute” or “research centre”) as described in University Regulation.

Amending, withdrawing or revoking a name

5.9. An organisational name approved under sections 4.2 – 4.7 may be changed by the relevant approver, provided:

(a) the organisation requests the change and agrees to bear any associated costs related to the change of name; and

(b) the change is feasible and practicable.

5.10. Where funds are pledged over a period, approvals under sections 4.2 – 4.7 may be revised or withdrawn by the relevant approver if the flow of funds agreed as part of the memorandum of gift or sponsorship ceases before the agreed time.

5.11. Council may withdraw or revise a name made in recognition of a person or organisation, if in Council’s opinion the name is likely to damage the reputation of the University provided:

(a) any donor or sponsor (or representatives) is consulted; and

(b) the impact of any gift agreement or sponsorship agreement is taken into consideration.

5.12. Council or the Vice-Chancellor may revoke a name made in recognition of a person or organisation, of University property where naming reflects occupants who relocate or consolidate with others provided:

(a) any donor or sponsor (or representatives) is consulted;

(b) the impact of any gift agreement or sponsorship agreement is taken into consideration; and

(c) consideration is given to other appropriate ongoing recognition by naming alternative University property.

5.13. Nothing in this policy prevents Council revoking a name of University property, entities, academic positions, academic programs, and student or staff awards where the name brings the University into disrepute.

6. Roles and Responsibilities

<i>Role/Decision/Action</i>	<i>Responsibility</i>	<i>Conditions and limitations</i>
Approve naming proposals for the following	Council	<ul style="list-style-type: none">• Council approval is on the recommendation of Governance and Nominations Committee

<ul style="list-style-type: none"> • prominent University property • academic entities • academic programs 		<ul style="list-style-type: none"> • In accordance with this policy
Approve threshold gift levels	Council	Gift levels must be approved on recommendation of University of Melbourne Foundation and Trusts Committee
Accept submission of, approve and publish the process for naming proposals for Council approval	Council	Upon recommendation of Governance and Nominations Committee
Approve naming proposals for academic positions lower than Level E	Deans	In accordance with this policy
Approve naming proposals for less prominent University property Determine what is less prominent University property Refer naming proposals for University property to Council for approval	Vice-Chancellor or a committee established and chaired by the Vice-Chancellor	In accordance with this policy
Approve naming proposals for academic positions at Level E Approve naming proposals for University-wide staff awards	Provost	In consultation with the President, Academic Board In accordance with this policy
Approve naming proposals for faculty or graduate school student awards	Deans	In accordance with this policy
Approve University-wide naming proposals for student awards	Academic Registrar or nominee	In accordance with this policy
Provide advice when naming proposals involve a philanthropic gift or sponsorship or recognition of a person or organisation	Vice-President (Advancement)	In accordance with gift threshold levels set under section 4.8.
Review Threshold Gift and Sponsorship Levels at least	Vice-President (Advancement)	Gift levels must be approved on the recommendation of University of

every two years and make recommendations to Council for amendments.		Melbourne Foundation and Trusts Committee.
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7. Definitions

Academic entities include, but are not limited to, faculties, departments, schools, research centres and institutes.

Academic positions include, but are not limited to, endowed and fixed-term academic chairs, lectureships, fellowships and research positions at all levels.

Consent includes but is not limited to consent provided by a Will.

Donor(s) means an individual, group of individuals or organisation(s) that makes a gift or pledge to the University. Donations to the University might be monetary or come in forms, such as property, objects, works of art, stock, library or archival materials.

Faculty includes a graduate school established as a faculty.

Gift means a transfer of property which is made voluntarily as an act of benefaction on the part of the donor, who does not receive any material benefit or advantage as a consequence of the gift. A gift to the University must be only for an object of the University, as set out in section 5 of the [University of Melbourne Act 2009 \(Vic\)](#). A gift may be made during the lifetime of the donor (an 'inter vivos gift') or after the death of the donor (a 'bequest'). A gift may take many forms, including cash, property, objects, works of art, shares, library or archive materials. The terms of the gift determine whether the University holds the gift as trustee or otherwise absolutely.

Legal entity identifiers include but are not limited to Proprietary Limited, Limited, Pty Ltd, Pty, Ltd, NL.

Less Prominent University Property means building spaces that are identified internally such as laboratories, classrooms, libraries (inside buildings) seminar or meeting rooms or other facilities that are determined under this policy to be less prominent.

Person may be read as persons.

Prominent University Property means all buildings; large sports facilities or playing fields; areas and other major externally identifiable features within the University's public domain such as wings of buildings, arts facilities, large auditoria, building forecourts, plazas, lecture theatres regularly used by the public, concert halls, atria, campuses, other prominent outdoor spaces, thoroughfares bridges, stairs, terraces, courtyards, lawns, gardens and trees.

Replacement University property includes but is not limited to University property replacing a demolished property or decommissioned facility, or a major reconstruction that substantially changes the appearance or function of the property.

Sponsorship means a contribution in money or kind with expectation of benefit to the sponsor, such as naming rights, promotion and public recognition.

Staff member means a paid employee of the University.

Student award means any payment or benefit made on the basis of academic merit and any other criteria and includes scholarships, bursaries, prizes, exhibitions and studentships.

University property includes but is not limited to:

- precincts;
- campuses;
- buildings or discrete parts of buildings that are identified externally;
- building spaces that are identified internally such as lecture theatres, laboratories, libraries, classrooms and meeting rooms;
- externally identifiable features within the University’s public domain that may be defined by areas, locations, focal points, building forecourts, plazas, courtyards, lawns, gardens, trees, playing fields, walkways, streets, bridges, stairs and terraces; and,
- other sites or features that maybe recommended for naming by Council.

POLICY APPROVER

Council

POLICY STEWARD

University Secretary

REVIEW

This policy is to be reviewed by 18 October 2023.

VERSION HISTORY

Version	Approved By	Approval Date	Effective Date	Sections Modified
1	University Council	8 July 2013	8 July 2013	N/A
2	Vice-Principal (Advancement)	11 July 2013	11 July 2013	Removal of first dot point under section 3.1 as it refers to the 'Advancement Policy', which is still in development. This content will be reinstated when the Advancement Policy has been approved and published.
3	Vice-Principal (Advancement)	11 November 2013	11 November 2013	Reinstatement of previous content in section 3.1 following approval and publication of Advancement Policy.
4	University Council	22 December 2016	22 December 2016	New policy arising from Policy Consolidation Project.
5	University Secretary	26 March 2018	26 March 2018	Section 6 editorial change
6	University Council	12 October 2018	18 October 2018	Complete re-write to simplify and clarify the policy. Does not substantively change approval authorities or requirements for naming in recognition of individuals or organisations.
7	University Secretary	24 May 2019	3 June 2019	Amended titles in Section 6. Editorial amendments to correct minor errors or

				align with the University's policy style guide.
8	University Secretary	27 June 2019	27 June 2019	Section 6 editorial change
9	University Secretary	28 June 2019	28 June 2019	Editorial changes to: Sections 4.6(b) and 4.7 Section 6
10	University Council	13 March 2020	16 March 2020	Amended sections 4.2, 4.3, 4.4, 5.1, 5.12, 6, 7 Inserted section 4.5