

# University Naming Policy (MPF1201)

## 1. Objective

The objective of this policy is to articulate the principles for naming University indicia, such as buildings, facilities, roads, outdoor spaces, academic positions, scholarships, prizes, and academic entities.

## 2. Scope

This policy applies across the University.

## 3. Authority

This policy is made under the University of Melbourne Council Regulation.

## 4. Policy

4.1. The University may recognise people or organisations that have supported the University through distinguished effort or substantial financial contribution by naming University indicia in their honour.

4.2. The University ensures indicia are named in accordance with the character, purposes and policies of the University.

4.3. The University honours distinguished contributors or donors at a level commensurate with the effort or gift.

4.4. The University ensures indicia are named in the spirit of inclusivity and with sensitivity to the University's history and the human dignity of its constituents.

## 5. Procedural Principles

### Naming rules

5.1. Any academic or professional staff member may submit a naming proposal with the support of a member of University Executive.

5.2. Council will carefully consider naming proposals in relation to their value in reflecting and enhancing the University's brand and reputation, and to minimise the risk of bringing the University into disrepute.

5.3. Council may decline a gift where a linked naming proposal is not appropriate to the purposes and policies of the University.

5.4. The individual/group submitting the naming proposal (the proposer) must obtain the consent of the individual or organisation being honoured. Where the proposal would honour a deceased individual, the proposer must obtain the approval of the next of kin or other relevant contact(s) (where practicable).

5.5. Names proposed should be brief, without titles or post-nominals, and where a donor is involved, should preferably be the name of an individual or family rather than a corporate entity.

5.6. Unless required by law, naming proposals must not include:

(a) logos, branding or other images; or

(b) legal entity identifiers (such as Proprietary Limited, Limited, Pty Ltd, Pty, Ltd, NL).

5.7. In the case of a change of organisation name, the University will take all reasonable steps to rename the entity, property or other University indicia named after the organisation, if requested. The organisation will bear the costs associated with the change of name unless Council deems otherwise.

5.8. Naming does not confer on any person, group or organisation any special privileges or any control or responsibility for the building, entity or position named, nor should it be used to seek material benefit from the association of the name with the University. The control and responsibility for the building, entity or position named rests with the University and is exercised by authorised officers of the University.

### **Names associated with philanthropic gifts**

5.9. Philanthropic gifts with a naming proposal must:

(a) be captured in a memorandum of gift or deed of gift (see Schedule A – Gift Level Chart) (Available upon request) or other documentation approved for the purpose by the University; and

(b) conform to the Advancement Policy and be submitted for review and consideration according its processes.

5.10. The individual/group proposing a philanthropic gift with a naming proposal must discuss the proposal with the Vice-Principal (Advancement) or delegate as early as possible.

5.11. All naming proposals that involve donors must meet threshold gift levels listed in the Gift Level Chart, which lists the expected gift threshold levels for donor naming.

5.12. The Vice-Principal (Advancement) reviews the gift level chart biennially. University Council must approve any changes to the gift level chart.

5.13. Naming in honour of a donor will occur once an agreed level of benefaction has been received by the University, as outlined in the gift documentation (for example, memorandum of gift; see Schedule A – Gift Level Chart).

5.14. Where funds are pledged over a period of time, the University may revise the form of recognition or withdraw recognition if the flow of funds agreed as part of the memorandum of gift ceases before the agreed time.

5.15. The University deems any naming proposal that involves an individual or organisation seeking a material benefit (such as a direct financial or commercial advantage) from the naming, as a sponsorship arrangement, which should be referred to the appropriate area.

5.16. In the event of a change in donor circumstances (for example, if the donor comes into disrepute) the Gift Acceptance and Review Sub-Committee may, on reasonable grounds, revise the form of recognition or withdraw recognition, in consultation with the donor (or donor's representatives) when possible and appropriate, and subject to the terms of the relevant gift agreement.

5.17. A donor may propose to name something in honour of someone else in lieu of naming it after themselves.

5.18. The University will respect a donor's wish to be anonymous and/or have the level of their gift undisclosed as far as can be reasonably expected in accordance with the Advancement Policy.

### **Naming of buildings, parts of buildings, facilities, roads and outdoor spaces**

5.19. The Governance and Nomination Committee has authority to recommend a naming proposal to Council after consultation with the Vice-Chancellor, who will discuss proposals involving a philanthropic gift or sponsorship with the Vice-Principal (Advancement).

5.20. The University Secretary:

- (a) manages proposals for naming, renaming and/or revocation of names of buildings or parts of buildings;
- (b) discusses such proposals involving a philanthropic gift or sponsorship with the Vice-Principal (Advancement);
- (c) maintains a naming register containing details of all buildings, parts of buildings, facilities and spaces named and approved under this policy and/or before this policy's implementation;
- (d) advises the Vice-Principal (Advancement) upon each approved naming so that a record of the naming can be generated.

5.21. Signage of all named buildings, parts of buildings, facilities and open spaces must adhere to signage standards managed by Infrastructure Services.

5.22. The naming for the life of a building, parts of building, facilities, and outdoor spaces including roads is reserved for:

- (a) recognising a person who has made a distinguished contribution to the University or whose international reputation has brought credit to the University; or
- (b) recognising a donor (individual or organisation) who has made a significant philanthropic gift to the University that meets the gift level thresholds outlined in Schedule A – Gift Level Chart.

5.23. The naming of a building, part of a building, facility or outdoor space for a fixed period of time may recognise:

- (a) an individual who has made a distinguished contribution to a particular discipline or area whose activities and reputation have brought credit to the University; or
- (b) a donor (individual or organisation) for whom a fixed period of naming is commensurate with the level of financial support provided.

5.24. The fixed naming period is as negotiated, but no longer than 20 years, unless a longer period applies under Section 5.22 of this policy.

5.25. A building, part of a building, facility or outdoor space may be temporarily named for identification purposes. These names should indicate use or location, or have another neutral connotation.

5.26. Temporary names may be used for an indefinite period.

5.27. The University may honour the distinguished contributions of an individual to the University as a whole or to a specific discipline through naming while the individual is still alive, provided they are no longer salaried staff of the University and have given their consent to the proposal.

5.28. A new naming proposal is required for the naming of a replacement building or facility, for situations in which the original building/facility:

- (a) no longer exists (for example, building demolished or facility decommissioned); or
- (b) is replaced (for example, a change in tenancy or major reconstruction that substantially changes the function and/or appearance of a building or facility).

5.29. In situations where budget divisions relocate or consolidate to a precinct where the naming of facilities reflects previous occupants, the Governance and Nomination Committee may recommend to Council that a building or room name be revoked, even before a new naming proposal is considered and approved. Due consideration should be given to appropriate ongoing recognition of the former name of the building or room, for example, by identifying an alternate facility that may be proposed to adopt the name.

5.30. In the event of a change in circumstances, including those described in sections 5.28 and 5.29, the Governance and Nominations Committee may, on reasonable grounds and subject to the terms of any relevant gift agreement, recommend that Council revise or revoke the form of recognition or withdraw recognition relevant to the naming of a building, part of a building, a facility, a road and an outdoor space. This will be done in consultation with the recognised person or representatives of the recognised person, when possible and appropriate, and in consultation with relevant University bodies or stakeholders.

### **Naming of academic entities**

5.31. Naming proposals for existing or new academic entities established under University regulations that include the honouring of individual donors, or organisations that have provided financial or in kind support to the University, must adhere to this policy and satisfy the threshold gift levels listed in Schedule A – Gift Level Chart.

5.32. Naming proposals for non-academic spaces should, wherever possible, avoid nomenclature reserved for specific academic entities (for example, institutes and research centres), as described in University Statute and Regulations.

### **Naming of academic positions**

5.33. Naming proposals for existing or new academic positions that include the honouring of individual donors or organisations that have provided financial or in kind support to the University, must adhere to this policy and satisfy the threshold gift levels listed in Schedule A – Gift Level Chart.

### **Naming of scholarships, bursaries, prizes and student awards**

5.34. Naming proposals for existing or new scholarships, bursaries, prizes or other student awards that include the honouring of individual donors or organisations that have provided financial or in kind support to the University, must adhere to this policy and satisfy the threshold gift levels listed in Schedule A – Gift Level Chart.

## **6. Roles and Responsibilities**

<i>Role/Decision/Action</i>	<i>Responsibility</i>	<i>Conditions and li</i>
Name and approve naming proposals for the following University entities, property or other indicia: <ul style="list-style-type: none"> <li>Buildings, parts of buildings, facilities, roads and outdoor spaces</li> <li>Academic entities, including faculties, departments, schools, research centres and institutes</li> <li>Academic programs.</li> </ul>	Council	<ul style="list-style-type: none"> <li>Upon rec</li> <li>Committe</li> <li>• The aut</li> <li>academic</li> <li>• The aut</li> <li>academic</li> <li>involves</li> <li>have pro</li> <li>The auth</li> <li>units is li</li> <li>• The auth</li> <li>program</li> <li>honourin</li> <li>provided</li> </ul>
Name and approve naming proposals for memorial trees	Council	Upon recommend
Approve naming proposals for academic positions for sub-professorial positions	Deans	
Approve naming proposals for academic positions at Level E and above	Provost	In consultation w
Approve naming proposals and standard scholarship templates for scholarships, bursaries, prizes and student awards Approve naming proposals for faculty and graduate school scholarships, bursaries and student awards Approve naming proposals for University-wide scholarships, bursaries and student awards	Academic Board Deans Academic Registrar or nominee	- Where Academic template Where Academic template
Provide advice and recommendation to Council, Academic Board, Deans and Academic Registrar when naming proposals involve a philanthropic gift	Vice-Principal (Advancement)	
Review Schedule A – Gift Level Chart biennially	Vice-Principal (Advancement)	

## 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).

**Bequest or legacy** means a gift nominated in a will and given on the death of the donor.

**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.

**Gift Acceptance and Review Sub-Committee** A sub-committee of The University of Melbourne Foundation that reports to it on gift acceptance issues that affect philanthropic funding including any gift, bequest or pledge from donors to the University.

**Gift level chart** means Schedule A – Gift Level Chart, which lists threshold gift levels required to name things associated with the University, including but not limited to buildings, parts of buildings, facilities, academic entities, programs, and positions, scholarships and student awards. The chart is reviewed by the Vice-Principal (Advancement) biennially. It is available from the Policy Steward of this policy upon request.

**Memorandum of gift or deed of gift** means a document that records details of a gift of less than \$1 million including the purpose for which the gift is made. Where the donor is an individual, a memorandum or deed of gift is used to record a gift during the donor's lifetime (as compared with a bequest or legacy).

**Deed of gift** A document that records details of a gift of \$1 million or more including the purpose for which the gift is made. Where the donor is an individual, a deed of gift is used to record a gift during the donor's lifetime (as compared with a bequest or legacy).

**Scholarships, bursaries, prizes and student awards** include (but are not limited to) endowed and fixed-term (or fully expendable) scholarships, financial aid, prizes, bursaries and travel scholarships.

**Standard scholarship template** means a suite of standard scholarships that are pre-approved by the Selection Procedures Committee and Academic Board for which there are set parameters for eligibility, selection and purpose.

**University indicia** means signs or distinguishing marks.

## POLICY APPROVER

Council

## POLICY STEWARD

University Secretary

## REVIEW

This policy is to be reviewed by 30 June 2016.

## VERSION HISTORY

Version	Approved By	Approval Date	Effective Date	Sections Modified
1	Council	8 Jul 2013	8 Jul 2013	N/A
2	Vice-Principal (Advancement)	11 Jul 2013	11 Jul 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 Nov 2013	11 Nov 2013	Reinstatement of previous content in section 3.1 following approval and publication of Advancement Policy.
4	Council	22 Dec	22 Dec	New policy arising from Policy Consolidation Project.

		2016	2016	
5	University Secretary	26 Mar 2018		Section 6 editorial change