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Policy Approver: Council

Policy Steward: University Secretary

Supporting Process:

[University Naming Process](#)

University Naming and Memorial Policy (MPF1201)

Objectives

1.1. The objectives of this policy are to outline a framework that provides for:

- a) the naming, and renaming, of University property, entities, academic positions, academic courses and programs, student or staff awards, and significant University events (see section 7 Definitions) in recognition of a person, group, or an organisation.
- b) other naming of University property.
- c) the affixing of memorials to University property in recognition of a person, group, or an organisation.
- d) the affixing of signage to University property to detail the history of the land and building / place, reflecting the history of the University and how it has evolved over time.

2. Scope

2.1. This policy applies to proposers and approvers of:

- a) any naming of, or the affixing of a memorial or signage to, University property,
 - b) any naming of entities, academic positions, academic courses and programs, student or staff awards, and significant University events;
- where the proposal and approval support the objectives of this policy.

2.2. This policy does not apply to proposers and approvers of:

- a) the temporary affixation of a memorial or signage to University property for a duration that is the same or shorter than the duration of a memorial service or event.
- b) the naming of executive education and short courses under the Executive Education and Short Courses Policy (MPF1008).

3. Authority

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

4. Policy

4.1. Naming, or the affixing of memorials or signage, under this policy must:

- a) align with the naming principles outlined in this policy;
- b) align with the objects, values, strategies and policies of the University and community expectations;
- c) be sensitive to the history and character of the University;

- d) respect and endeavour to reflect the University's aspirations for a diverse University community;
- e) not harm the University's reputation, or other interests, including the University's commitment to maintaining high standards of integrity, academic freedom and freedom of speech;
- f) not materially benefit, directly or by association, any current University staff or honorary appointees ;
- g) be commensurate with the contribution made by any person or organisation recognised by the name; and
- h) where the naming or affixing of a memorial is associated with a gift or sponsorship, not occur until a level of benefaction has been received by the University or agreed in writing between the University and the donor, or sponsor.

4.2. Naming recognition under this policy must abide by the relevant gift threshold levels set under the Gift Policy ([MPF1348](#)). The thresholds also apply to sponsorships.

4.3. A memorial may be fixed to University property provided:

- a) the memorial recognises a person or organisation, who has made a distinguished contribution to the University, or whose reputation has brought credit to the University; or
- b) the memorial recognises a donor (a person or organisation) who has made a significant gift to the University.

Principles for Naming University Property and Entities

4.4. All buildings and rooms will be allocated a unique number for purposes of identification. This number is the default mechanism of identification for buildings that have not been given an additional name.

4.5. University property may have an additional name that is the primary nomenclature for identification and wayfinding.

4.6. Subject to the terms of any relevant lease, University property may be named in order to:

- a) recognise the land, traditions and heritage of the Traditional Owners upon which the University property is located, in consultation with the Traditional Owners Advisory Group;
- b) recognise the University's history, traditions and heritage;
- c) recognise a partnership or commercial arrangement;
- d) describe the location or activity occurring within the building;
- e) describe an architectural feature or concept related to the building; and
- f) in very exceptional circumstances, recognise contributions (financial, service or otherwise) made to the University by donors, sponsors, alumni, staff and our wider communities.

4.7. There may be circumstances where a name falls outside of these categories. Processes for approval of these names will be determined on a case-by-case basis led by the University Secretary.

4.8. Names should have clarity and simplicity.

4.9. Names are normally bestowed for a period of 25 years.

4.10. Where the name of a place is bestowed by Indigenous Elders in recognition of Country, the name can be enduring. It is recommended that enduring locations, features and landscapes, rather than built entities (which usually have a lifecycle), are named in recognition of Country.

4.11. Names may be renewed (excepting those named in accordance with section 4.10), particularly where they recognise the history or heritage of the University, or Indigenous cultural heritage.

4.12. In the rare circumstance that University property is named in recognition of a person or entity, names should:

- a) meet the standards outlined under sections 4.1 and 4.2;
- b) take into account the broader context and balance of existing place names on campus;

- c) be commensurate with the contribution of the person to the academy, to the University, to community or to society; and
- d) in the case of a donor, be commensurate with the financial contribution of the donor in accordance with the relevant gift threshold set under the Gift Policy ([MPF1348](#)).

Principles for Naming Academic Positions, Academic Courses and Programs, significant University events, and Student or Staff Awards

- 4.13. An academic or non-academic entity or, subject to consultation with the Academic Board, an academic course or program, may be named to recognise a person or organisation that has provided financial or in-kind support to the University.
- 4.14. A new or existing academic position , a significant University event , a staff award or a student award may be named to recognise a person or organisation that has supported the University through distinguished effort or substantial financial contribution.

Prohibitions

- 4.15. 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.
- 4.16. Proposed names or memorials must not be in recognition of current University staff or honorary appointees .
- 4.17. Unless required by law, proposed names or memorials associated with a gift must not include logos, branding, other images or legal entity identifiers.
- 4.18. Nothing in this policy restricts a proposed name that is associated with sponsorship from including logos, branding, other images or legal entity identifiers.
- 4.19. 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 the Vice-Chancellor Regulation .
- 4.20. Approval of a name, or the affixing of a memorial, under this policy does not:
 - a) confer on any person, group or organisation any special privileges or any control or responsibility for the associated University property, entity or academic position, academic courses and programs, and student or staff awards;
 - b) allow any person, group or organisation to seek material benefit from the association of the name or the memorial with the University; and
 - c) where University property is involved, transfer to any replacement University property.

Renaming of University property or removal of a memorial

- 4.21. The University reserves the right to review and rename University property or remove memorials at any time.
- 4.22. Contexts in which renaming may occur include:
 - a) When a building or space is demolished or significantly redeveloped.
 - b) When a commercial contract or agreement associated with the name of a building or space ends.
 - c) When a building's function changes such that the building's name describes an activity that no longer occurs in that building or commemorates an individual with a strong connection to a discipline unrelated to the building's new function.
 - d) When there is strong evidence that the retention of a name is inconsistent with the principles of Section 4.1 and/or the University's values and mission.

e) 25 years has passed since the date on which naming of the University property was last approved.

4.23. Where there is strong evidence that retention of a name, or a memorial, is inconsistent with the principles of Section 4.1:

- a) the University property, entity, academic position, academic course or program, student or staff award may be renamed;
- b) a memorial may be removed; and / or
- c) where University property is involved, signage may be affixed to detail the history of a person / people, who are the subject of controversy recognised by the University, after whom the University property is/was named.

4.24. The University is committed to ensuring that history is not erased or distorted through decisions to retain or revoke and rename buildings and places. The University will approach all decisions in the spirit of critical engagement with the past and how our telling of history changes over time.

4.25. Where University property or memorials are renamed, an appropriate public acknowledgement of the reasons for the change should be made, following approval by Council.

4.26. Council may approve protocols to guide the University's response to renaming University property or removing memorials and any decision made under Section 4.23.

4.27. Memorials may also be removed where continued affixation to University property is not practicable or the condition of the memorial is poor.

5. Procedural principles

Who may approve

5.1. Section 6 lists the approvers, under this policy, of:

- a) names for, and renaming of, University property, entities, academic positions, academic courses or programs, student or staff awards or significant University events;
- b) the affixing, or removal, of memorials and signage to University property.

5.2. Regardless of the approver listed in Section 6, a proposal for naming/renaming University property or a proposal for affixing/removing a memorial or signage to/from University property must be submitted to Council for approval where the proposal involves significant strategic considerations or reputational risk.

5.3. The Vice-Chancellor may establish a Naming and Memorial Committee to:

- a) consider and recommend naming proposals for prominent University property to Council for approval;
- b) review University property names that have been in place for 25 years or longer and recommend renewal or removal of names to Council for approval, including any appropriate public acknowledgement of the reasons for the change;
- c) consider and make recommendations on any other naming or memorial matters referred to the Naming and Memorial Committee by the Vice-President (Administration & Finance) and Chief Operating Officer, or the University Secretary;
- d) consider and recommend what constitutes less prominent University property where not outlined in this policy;
- e) consider and recommend what constitutes very exceptional circumstances for naming in recognition of a person or entity where not outlined in this policy;

Consent and consultation

5.4. Prior to submission, proposers of names or the affixing of a memorial must:

- a) take reasonable steps to obtain consent from the person (or their next of kin or other appropriate contact), group or organisation, prior to approval of a name or the affixing of a memorial under this policy;
- b) for proposals involving a gift or sponsorship or recognition of a person or organisation, discuss the proposal with the Head of University Advancement.
- c) for proposals involving recognition of Indigenous land, traditions, heritage or people, discuss the proposal with the Deputy Vice-Chancellor (Indigenous).
- d) for proposals involving gift or sponsorship, recognition of a person or organisation, or prominent University property, discuss the proposal with the Vice-Chancellor.

Additional requirements for proposals involving University property

5.5. One or more University staff members may submit a proposal for naming, renaming, or affixing a memorial to, University property provided it is supported by a member of the University Executive Committee.

5.6. Proposals involving University property must be submitted in accordance with the [process approved and published by the University Secretary](#) .

5.7. Prior to approval, the affixing of the memorial to the University property must be recommended by the Vice-President (Administration & Finance) and Chief Operating Officer, who must consider, with appropriate consultation, whether that the proposed memorial:

- a) is consistent with the University’s master plan and design standards; and
- b) meets legal and policy requirements related to the University property involved, including, but not limited to, planning, building, heritage, occupational health and safety requirements;
- c) where appropriate, meets the threshold for recognition of a donor or donors; and
- d) where appropriate, meets the criteria required for artistic collection by the University.
- e) Subject to Section 5.7, the Vice-President (Administration & Finance) and Chief Operating Officer may:
- f) decline the proposal and report the outcome to the proposer; or
- g) recommend the proposal, and forward it accompanied by a report on the matters under section 5.7 to the University Secretary for further consideration by the relevant approver listed in Section 6.

Naming and memorial register

5.8. The University Secretary must:

- a) maintain a University property naming and memorial register containing details of approvals involving University property under this policy; and
- b) advise the Head of Advancement upon the approval of name or memorial under this policy.

Additional requirements for naming proposals where University property is not involved

a) Where University property is not involved, and where not already covered by this policy, the approvers of names must establish a process for naming proposals.

6. Roles and Responsibilities

<i>Role/Decision/Action</i>	<i>Responsibility</i>	<i>Conditions and limitations</i>

<ul style="list-style-type: none"> · Approve naming and memorial/signage proposals for prominent University property · Approve naming proposals for: <ul style="list-style-type: none"> o academic or non-academic entities o academic courses and programs · Review or withdraw a name · Revoke a name · Approve an appropriate public acknowledgement of the reasons for the change in name of University property or memorials · Approve the removal of a memorial · Approve protocols to guide the University's response to renaming or removing memorials 	<p>Council</p>	<p>Council approval is on the recommendation of the Governance and Nominations Committee under its Terms of Reference, on the recommendation of the Naming and Memorial Committee</p> <p>Naming proposals for academic courses and programs are subject to consultation with the Academic Board</p>
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<ul style="list-style-type: none"> · Accept naming and memorial proposals for approval by Council, the Vice-Chancellor or the Vice-President (Administration & Finance) and Chief Operating Officer · Establish and publish the process for naming and memorial proposals · Maintain a naming and memorial register for Council-approved names and memorials · Inform the Head of University Advancement and Vice-President (Administration & Finance) and Chief Operating Officer of Council naming and memorial approvals 	<p style="text-align: center;">University Secretary</p>	<p style="text-align: center;">In accordance with this policy</p>
<ul style="list-style-type: none"> · Accept memorial proposals · Make recommendations on memorial proposals · Remove memorials 	<p style="text-align: center;">Vice-President (Administration & Finance) and Chief Operating Officer</p>	<p style="text-align: center;">In accordance with this policy</p>
<ul style="list-style-type: none"> · Approve naming proposals for academic positions lower than Level E · Establish processes for approval of naming proposals for academic positions lower than Level E 	<p style="text-align: center;">Deans</p>	<p style="text-align: center;">In accordance with this policy</p>

<ul style="list-style-type: none"> · Approve naming proposals and memorial/signage proposals for less prominent University property 	<p>Vice-President (Administration & Finance) and Chief Operating Officer – for non-faculty spaces</p> <p>Deans – for faculty spaces</p>	<p>In accordance with this policy</p>
<ul style="list-style-type: none"> · Recommend naming proposals for prominent University property to Council · Review University property names that have been in place for 25 years or longer and recommend renewal or removal of names to Council · Recommend what constitutes less prominent University property where not outlined in this policy · Recommend what constitutes very exceptional circumstances for naming in recognition of a person or entity where not outlined in this policy 	<p>Naming and Memorial Committee, established by the Vice-Chancellor .</p>	<p>In accordance with this policy</p>

<ul style="list-style-type: none"> · Approve naming proposals for academic positions at Level E · Approve naming proposals for University-wide staff awards · Establish processes for approval of naming proposals for academic positions at Level E and University-wide staff awards · Approve naming proposals for significant University events 	<p style="text-align: center;">Provost</p>	<p style="text-align: center;">In accordance with this policy</p>
<ul style="list-style-type: none"> · Approve naming proposals for faculty or graduate school student awards · Establish processes for approval of naming proposals for faculty or graduate school student awards 	<p style="text-align: center;">Deans</p>	<p style="text-align: center;">In accordance with this policy</p>
<ul style="list-style-type: none"> · Approve naming proposals for University wide student awards · Establish processes for approval of naming proposals for University wide student awards 	<p style="text-align: center;">Academic Registrar or nominee</p>	<p style="text-align: center;">In accordance with this policy</p>

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.

Academic courses and programs takes the same meaning as given in the University of Melbourne Statute and the Academic Board Regulation.

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.

Faculty includes a graduate school established as a faculty.

Gift is defined in the Gift Policy ([MPF1348](#)).

Head of University Advancement means the Vice President (Advancement, Communications & Marketing).

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 by the Vice-Chancellor to be less prominent.

Memorial means an object, structure, or plaque that commemorates a person, group, organisation or an event. A memorial may include public art where the work commemorates a person, group, organisation or an event.

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, outdoor 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.

Renaming includes withdrawal, variation, revocation of a name.

Significant University event means an event that is significant in the context of University activities or is to be held regularly (e.g. annually).

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

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.

Traditional owners means the Aboriginal people who have ongoing traditional and cultural connections to country

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, land, places or features that may be recommended for naming by Council.

University staff, for the purpose of this policy, means any person employed by the University and does not include honorary appointees.

Very exceptional circumstances takes the meaning as recommended by the Naming and Memorial Committee.

POLICY APPROVER

Council

POLICY STEWARD

University Secretary

REVIEW

This policy is due to be reviewed by 4 December 2027.

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
11	University Council	6 May 2020	25 June 2020	Amends to 4.2 and 4.3; 4.8 replaced to reflect new Gift Policy (MPF1348). Revisions to definitions of donor(s) and gift. Approval for gift threshold levels now under Gift Policy (MPF1348).
12	University Council	9 December 2020	18 January 2021	Major review. All sections impacted. Scope broadened to include memorials renaming and signage to detail name/renaming. Schedule 1 added. Changes made in tandem with 22 December change, thus not requiring its own version.
13	University Council	16 June 2021	22 June 2021	Amended Schedule 1

14	University Secretary	21 March 2023	31 March 2023	Editorial amendment to section 1, and formatting amended to comply with new Pol Lib requirements.
15	University Council	4 December 2024	5 December 2024	<p>Major review. Most sections impacted. Scope broadened to include significant University events. Added 'Principles for Naming' and added Sections 4.21 and 4.22 to 'Renaming of University property or removal of a memorial'. Added the Naming and Memorial Committee. Amendments to Consent and Consultation to require consultation with the Deputy Vice-Chancellor (Indigenous). Schedule 1 removed. Amendments to roles and responsibilities to include information previously in Schedule 1 and to reflect changes in other sections.</p>