### Naming and Naming Rights Policy

**Responsible Officers**
Executive Director, Commercial Services and Development and Executive Director, Advancement

**Approved by**
University Council

**Approved and commenced**
November, 2014

**Review by**
November, 2017

**Relevant Legislation, Ordinance, Rule and/or Governance Level Principle**
- University of Tasmania Act 1992
- Endowments, prizes and scholarships (Ordinance 30)
- Built Environment (Governance Level Principle 10)

**Responsible Organisational Unit**
Commercial Service and Development and Advancement Office

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1 Objective
The objective of this Policy is to establish the principles for the naming, for a fixed period or indefinitely, of University:

- structures
- outdoor facilities
- collections, and
- named positions, lectures and lecture series.

in order to:

- honour a person for outstanding service to the University or for outstanding service consistent with the University's mission, or
- acknowledge publicly the financial support to the University by a sponsor.

2 Scope
This Policy applies to all sites, facilities and collections owned by the University and all named academic positions, lectures and lecture series.

3 Policy Provisions

3.1 General
The University of Tasmania intends to recognise people or sponsors who have supported the University, either through distinguished effort or substantial financial endowment, by naming facilities, collections, academic positions or academic activities in their honour.

The University will only recognise outstanding contributions. The recognition will balance the significance of the object or activity being named with the contribution made.

Where a facility has been funded or partially funded by government, the University will comply with any associated contractual requirements relating to acknowledgement of that contribution (for example: erection of a plaque or similar).

3.2 Naming Opportunities

3.2.1 Structures
A building may be known by its function (current example: the Chemistry Building) where this is evident, but may also be given a chosen name. Where a building is multipurpose, this should be viewed as an opportunity to give a name not based on specific function. Dedicated areas within the building may be named as a wing or annexe (current examples: Sir Raymond Ferrall Centre; Stanley Burbury Theatre).
Entire buildings may be given a chosen name. Parts of buildings that may be named are wings, floors, hall, galleries, rooms and laboratories. This would require the installation of commemorative plaques (current example: The Cuthbertson Laboratories).

3.2.2 Outdoor Facilities

Names may be given to gardens, parks, lawns, quadrangles, courtyards, squares, ovals or playing fields, roads and walkways.

3.2.3 Libraries and Collections

Names may be given to libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value (current example: John Elliott Classics Museum)

3.2.4 Other Opportunities

Names may also be given to endowed academic positions or sponsored lectures or lecture series.

3.3 Honouring Individuals

Naming honours people with a record of distinguished service to the University – including philanthropy - or for outstanding service consistent with the University’s mission.

The University may consider honouring people who have given such distinguished service to the University that their names should be recognised by a later generation.

A naming proposal should be submitted to the Ceremonial and Honorary Degrees Committee (CHDC) of the Council. The CHDC will seek appropriate advice before making recommendations to Council on naming proposals.

A plaque may be placed on a facility to acknowledge a named person. The design, wording and location of the plaque require the approval of the CHDC.

3.4 Sponsorship and Donations

Naming may be in honour of sponsors or donors, who may be individuals, groups or corporations.

Negotiations for naming rights will be conducted in the first instance by the Vice-Chancellor or the Executive Director Advancement, on behalf of the CHDC. The Vice-Chancellor will seek appropriate advice for the CHDC, and the CHDC may make a recommendation to Council on any naming decisions.

The Executive Director Commercial Services and Development will maintain a list of naming opportunities.
The nature of the sponsorship by a particular sponsor may assist in the determination of the naming opportunity available to that sponsor. Normally, meeting 50 percent or more of the University’s capital cost of a building or smaller facility may warrant consideration of granting naming rights to the sponsor.

A term position may be named in honour of a sponsor who has contributed all or a substantial part of the full costs relating to its establishment, and who has agreed to will contribute sufficient recurrent funding to maintain it (or substantially maintain it) for at least five years.

The option of funding a position in perpetuity is negotiable and would require assurances of sufficient recurrent funding to cover the cost of a salary (including on-costs) and an appropriate percentage of non-salary costs.

If the cost of a lecture or series of lectures is met by a sponsor, consideration will be given to naming the lecture or series after the sponsor or other specified person (current example: James McAuley Memorial Lecture).

A plaque may be placed on a building, room, or facility to acknowledge a sponsor. The design, wording and location of the plaque require the approval of the Vice-Chancellor or nominee.

Naming rights carry no power of direction to the University on matters of appointment of persons, academic policy or any other University processes.

4 Responsibilities

**University Council** is responsible for decisions on the naming of University structures, facilities, collections, positions and events.

The **Vice-Chancellor** is responsible for:
- undertaking initial negotiations on naming rights; or
- delegating that responsibility to the Executive Director Advancement.

The **Ceremonial and Honorary Degrees Committee** is responsible for:
- Reviewing proposals for the naming of University structures, facilities, collections, positions and events; and
- Making recommendations to Council in relation those proposals.

The **Executive Director Advancement** is responsible for undertaking negotiations on naming rights as directed by the Vice Chancellor.

The **Executive Director Commercial Services and Development** is responsible for:
- retaining a list of naming opportunities; and
- execution of facilities’ signage.
Definitions and Acronyms

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<th>Term/Acronym</th>
<th>Definition</th>
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| Ceremonial and Honorary Degrees Committee (CHDC)  | A committee of University Council, the terms of reference for which are to make recommendations to Council for the recognition by the University of individuals and organisations, including:  
  • the conferring of the title of Emeritus Professor and Honorary Professor  
  • the conferring of honorary degrees  
  • the conferring of the award Fellow of the University  
  • the naming of buildings or facilities in accordance with the policy approved by Council, and generally to consider and advise Council on all matters relating to recognition by the University, the conferring of degrees ceremonies, and other ceremonial matters. |

Supporting Documentation

- Naming and Naming Rights Guidelines

Versioning

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