

# UNIVERSITY OF TASMANIA

## NAMING AND NAMING RIGHTS POLICY FOR FACILITIES

### Background

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 in their honour.

This policy sets out the procedures for the naming, for a fixed period or indefinitely, of:

- structures
- outdoor facilities
- collections

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.

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

### 1. NAMING OPPORTUNITIES

#### • STRUCTURES

A building will normally be known by its function where this is evident, but may also be given a chosen name. Where a building is multipurpose, the functional name will normally be that of its predominant activity. 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*)

#### • OUTDOOR FACILITIES

Gardens, parks, lawns, quadrangles, courtyards, squares, ovals or playing fields, roads and walkways.

The preferred nomenclature for roads used by cars is 'Drive' and the preferred nomenclature for walkways is 'Way'.

#### • COLLECTIONS

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*)

## **2. HONOURING INDIVIDUALS**

Naming honours people with a record of distinguished service to the University or for outstanding service consistent with the University's mission.

- a. A proposal should be submitted to the Ceremonial and Honorary Degrees Committee of the Council. The committee will seek appropriate advice before making recommendations to Council on any major naming decision.
- b. 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.
- c. 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 Vice-Chancellor or nominee.

As a general principle, buildings will not be named after people who are distinguished only for their contributions to particular disciplines. Those people should be recognised by the naming of parts of buildings such as theatres and laboratories. An exception would be where the building would not be in existence but for the person's performance or academic distinction.

## **3. SPONSORSHIP AND DONATIONS**

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

- a. All negotiations for naming rights will be conducted in the first instance by the Vice Chancellor or nominee, on behalf of the Ceremonial and Honorary Degrees Committee. The Vice Chancellor will seek appropriate advice for the committee, and the committee may make a recommendation to Council on any naming decisions.
- b. The University Architect and the Director, Property Services will maintain a list for naming opportunities.
- c. The nature of the sponsorship may assist in the determination of the naming opportunity available to a particular sponsor. Normally, meeting more than half of the capital cost of a building or more than half of the cost of smaller facilities may warrant consideration of granting naming rights to the sponsor. Generally, such naming rights would be granted where there is a minimum commitment of five years. Where the sponsorship extends beyond 10 years consideration will be given to naming in perpetuity.
- d. A 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 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.

Recurrent funding is the cost of a salary (including on-costs) and an appropriate percentage of non-salary costs.

- e. 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*)
- f. 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. GENERAL GUIDELINES**

- a. The name used should normally be the family name or, in the case of a corporate entity, the shortest possible name. Unless Council determines otherwise, a person's or corporation's name may be used in naming a University's facility only once.
- b. Where the name of a corporate entity is used the period of naming will be limited to the life of the corporate entity.
- c. In the event of demolition or destruction of a structure, its name or any parts of it shall be the subject of fresh recommendations.

No structure currently scheduled for demolition shall be named after a person.

- d. Naming a building in honour of a person who has given extraordinary distinguished service to the University will not normally be considered until after that member's substantive formal relationship with the University has ended.
- e. The style of naming of structures and facilities should be consistent with the University's Visual Standards.
- f. Council may cancel a name for whatever reason it deems appropriate.
- g. Facilities will not normally be named to honour persons who have no formal connection with the University unless they are substantial sponsors. Exceptions may be considered, however, that can where deemed appropriate include:
  - names associated with the land, or any other facilities, on which the University is located; or
  - names from or associated with the University's history.
- h. The University will consider the naming of a building in recognition of a corporation which is a benefactor when that corporation:
  - provides not less than 50% of the capital cost of the building; or
  - supports the University with endowments exceeding \$3 - 5 million.

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- g. Notwithstanding any of the proceeding guidelines, Council has discretion in special circumstance, to approve the naming of a University facility as it deems appropriate.

## **5. PROPOSALS**

- a. Any proposal for naming shall be made in formal submission to the Ceremonial and Honorary Degrees Committee.
- b. A proposal for naming after a person shall be accompanied by a comprehensive citation. Proposals in recognition of distinction in a particular discipline should, where relevant, be made through the Head of School and Dean of the Faculty concerned.
- c. The Ceremonial and Honorary Degrees Committee will examine all formal proposals for the naming of University space received. The committee will make recommendations to Council on the proposals.
- d. Proposals submitted to the Ceremonial and Honorary Degrees Committee must have the written approval of the person after whom the naming is to take place. If the person is deceased, the approval of the family should normally have been obtained. If the person is deceased and there is no family, the naming process can proceed.