



Responsible Officer	Vice-Chancellor		
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Superseded Documents	Naming Policy for Facilities at UNSW, approved by UNSW Council on 5 February 1995 and amended 10 May 2000.		
Review	Chief Executive, UNSW Foundation: October 2012		
File Number	981131		
Associated Documents			
Version	Authorisation	Approval Date	Effective Date
2.0	Authorised by UNSW Council (CL07/52)	8 October 2007	8 October 2007

GENERAL

UNSW seeks to recognise persons who have either supported the University through distinguished effort or substantial financial endowment by naming facilities, programmes or positions in their honour. This policy governs the procedure for such naming and includes:

- buildings or parts of buildings such as wings where the identification focuses on the external feature
- parts of buildings, such as theatres, laboratories, classrooms where the identification deals with an internal feature
- outdoor areas, which may be gardens, courtyards, ovals and playing fields, roads or walkways
- other facilities may be recommended for naming after consultation with the Registrar
- Chairs, Centres, Institutes
- Programmes and projects

When recognition reflects a financial donation or endowment, the facility may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its sponsor.

Proposals to assign Naming Rights should be addressed to the Chief Executive, UNSW Foundation. Detailed information on the nature of the 'project' and the financial package of support, including the donor's contribution as well as all other stakeholders and their financial contribution will be needed.

The nature of the building/project and its place within the Strategic Plan and priorities of both the University and the Faculty (if appropriate) will also need to be articulated. A crucial issue will be whether the building/project is something the University would have embraced regardless of special funding; or is it a 'nice to have' with special funding underwriting majority support; or despite appropriate funding, not a desirable building/project for the University.

2. GUIDELINES FOR NAMING

2.1 Buildings

A proposal for naming a building (or significant and identifiable part of a building) in honour of a person will normally be considered when that person has given extraordinary distinguished service to the University that merits recognition in the University's history or is a major benefactor who is prepared to support a major facility by donating no less than

25% of its cost; or supports the University or a faculty with endowments in excess of \$5 million.

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 concluded.

2.1.1 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, faculties or other divisions with donations of \$10 million or above.

Naming rights will not extend beyond the normal life of the building.

2.2 Lecture Theatres, Laboratories, Walks, Gardens, Gates and Other Facilities

Proposals may be considered for naming parts of buildings or outdoor areas on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be \$250,000.

A proposal for naming part of a building or outdoor area in honour of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.

2.2.1 Naming rights will normally remain in place for a period of no longer than ten years or as negotiated.

2.2.2 Where donations are less than the amount specified above, the University may acknowledge the donors by means of a "commemorative plaque" or "donor acknowledgement board".

2.3 Chairs, Centres etc.

Naming Rights of non-physical facilities such as Chairs will be pursued via the approval procedure set out below. However it will be driven by the assessment of whether the program/project is a part of the University's existing programmes and/or a part of its business plan – or is being driven by the donor and other stakeholder groups.

2.3.1 For existing and planned/highly desirable projects, naming rights will be granted with a donation in the 25% (for individuals) and 50% (for corporate and others) and above range.

2.3.2 For projects not currently in our business plan, a higher level of funding (50-100%) may be required to secure the project and naming rights thereof.

2.3.3 The length of the term of Naming Rights as well as the percentage of donated funds for the project will both be taken into account in negotiating the final agreement.

3. APPROVAL PROCEDURE

The approval/authorisation process for Naming Rights is:

3.1 Submit application to Chief Executive, UNSW Foundation.

3.2 Chief Executive, UNSW Foundation consults with Chief Financial Officer, Chief Operating Officer and Dean (if appropriate).

3.3 Chief Executive, UNSW Foundation submits application to Executive Team.

3.4 Executive Team recommends to Vice Chancellor.

3.5 Vice Chancellor approves or in the case of buildings and other major capital works recommends to Council.

4. PROTOCOLS

4.1 Facilities will not normally be named to honour persons who have no formal connection with the University unless they are substantial benefactors.

4.2 Commemorative plaques and /or Boards of Benefactors will be used to recognise endowments in appropriate locations. The style of naming facilities will be consistent with the University's Identity Manual.

4.3 When a proposal involves the use of the name of a deceased person, Council's approval is contingent on the agreement of that person's next of kin.

4.4 In the event that the flow of funds agreed to constitute an endowment ceases before the agreed time, the Vice-Chancellor may recommend to Council that the use of the benefactor's name for a building, etc, be discontinued.

4.5 If an individual or organisation, after whom a facility has been named, comes into disrepute in the University or in the community at large the Vice-Chancellor may recommend to the Executive Team and then to Council that the use of the name be discontinued.

4.6 The Vice-Chancellor may approve common names for facilities e.g. Quadrangle Building, The Pavilions, The Arcade Room which will apply until such times as a naming proposal is advanced through the procedures laid out in this Policy.

4.7 This policy is to be reviewed every 5 years. Thus the next review is 2012.

Appendix A: History

Version	Authorised by	Approval Date	Effective Date	Sections modified
1.0	UNSW Council	6 February 1995	6 February 1995	
1.1	UNSW Council CL000/31	10 May 2000	10 May 2000	
2.0	UNSW Council	8 October 2007	8 October 2007	Full review. Policy extended beyond physical facilities.