



# Naming Policy

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## OVERVIEW

This policy sets out the principles to guide the University in the naming of infrastructure, staff positions, scholarships, prizes, programs and other University assets through the bestowal of an honour name in recognition of highly distinguished service or exceptional philanthropic contribution.

## SCOPE AND APPLICATION

This policy applies to all proposals for the recognition through naming of all University assets (both physical and non-physical) for either highly distinguished service or exceptional philanthropic contribution, including but not limited to:

- Campuses, buildings and parts of buildings such as lecture theatres, laboratories, libraries and classrooms;
- Schools, Institutes, Centres and Programs;
- Professorial chairs, lectureships, and fellowships;
- Scholarships and prizes;
- Public external spaces such as sporting facilities and major or minor features such as roads, gardens benches, seating, pathways, sculptures, gates, and trees;
- Faculty collections and museums; and
- Other sites or features recommended for naming following consideration and consultation with the Deputy Vice-Chancellor (External Engagement)

In addition to this Policy, there are other University policies and procedures that apply to Naming. These include the Brand and Visual Identity Policy and Giving Policy. Related policies are listed in the table at the end of this Policy.

Individuals may also be recognised for distinguished and sustained service to the University in accordance with the [Award of Emeritus/Emerita Professor, Emeritus Fellow and Honorary University Fellow Titles policy](#).

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## Exclusions

Naming in recognition of highly distinguished service cannot be conferred on current staff, students or members of Council of the University.

Library Collections; Archives, Museum and Heritage Collections; and Art Collections are excluded from this policy.

This policy does not apply to sponsorship or other commercial arrangements that may involve naming rights.

## POLICY PRINCIPLES

The University of Adelaide's physical and non-physical assets may be named in recognition of highly distinguished service or a significant philanthropic contribution to the University of Adelaide.

All naming decisions must:

- Align with the values, strategies and policies of the University and community expectations;
- Comply with the University's legal obligations;
- Be sensitive to the history and character of the University;
- Respect and endeavour to reflect the diversity of the University community, equal opportunity and First Nations histories and cultures; and
- 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.

### 1. Naming in recognition of highly distinguished service

In recognition of highly distinguished service, naming may be offered by the University in recognition of such service. Naming offers may be withdrawn at the University's discretion or revoked or repurposed in accordance with the Naming Procedures.

#### 1.1 Eligibility

To recognise a person for their highly distinguished service and to bestow honour by the naming of a university asset, an individual must:

- a) Have achieved distinction in service in one or more of the following:
  - i. While in an academic capacity at the University – demonstrated outstanding scholarly distinction with a national or international reputation;
  - ii. While in an administrative capacity at the University – demonstrated distinguished service and an exceptional contribution to the University of Adelaide;
  - iii. Made a distinguished contribution to the University, to community, or to society or whose reputation has brought credit to the University and achieved such distinction as to warrant recognition;

and

- b) The distinguished service being recognised must align with the University's mission and values and satisfy one or more of the following criteria:
  - i. Demonstrate the highest standards of personal integrity;
  - ii. Demonstrate honourable public service;
  - iii. Made a significant positive contribution to the University of Adelaide, South Australia, Australia and/or society;
  - iv. Be highly regarded in the University of Adelaide community.

### 2. Naming in recognition of philanthropy

In the event of an exceptional philanthropic contribution to the university, naming may be offered where the gift has had or will have a significant impact on the University. Naming offers may be withdrawn at the University's discretion or revoked or repurposed in accordance with the Naming Procedures.

The University of Adelaide has Deductible Gift Recipient status under the Income Tax Assessment Act 1997. The University does not recognise a donor's right to naming and retains unfettered discretion in relation to naming, but it may offer naming to recognise generosity and leadership in building a culture of philanthropic giving in the community.

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Philanthropic gifts are accepted in accordance with the [Giving Policy](#). Any philanthropic gifts for which a naming offer is made must be captured in appropriate legal documentation and retained in line with University record keeping requirements. Where the philanthropic gift is from a bequest, naming is subject to any binding terms of the bequest.

## **2.1 Eligibility for philanthropic naming**

The naming of a physical or non-physical asset recognises an exceptional philanthropic contribution and must comply with the following eligibility criteria:

- Buildings– philanthropic contribution represents more than 50% of the philanthropic target for a new or refurbished building or facility. If no philanthropic target, a minimum of 30% of the total project cost.
- Parts of buildings – philanthropic contribution represents a minimum of 30% of the total project cost for a new or refurbished building or facility.
- School, Institutes, centres and programs – philanthropic contribution is sufficient to provide an endowment that provides an annual distribution equivalent to 50% of the relevant budget.
- Professorial chairs, lectureships and fellowships – philanthropic contribution meets the minimum thresholds set out in the [Naming Guideline Philanthropic Contribution](#).
- Scholarship or prize – where a philanthropic contribution meets the minimum contribution as set out in the [Naming Guideline Philanthropic Contribution](#).
- Building spaces, such as lecture theatres, laboratories, libraries, and classrooms – philanthropic contribution meets the minimum thresholds set out in the [Naming Guideline Philanthropic Contribution](#).
- Minor features, such as benches, seating, pathways, sculptures, gates, and trees – philanthropic contribution covers the cost of the feature, installation and allowance for future maintenance.
- External public spaces, roads, gardens, sporting facilities, bridges and walkways – philanthropic contribution covers the cost of the feature, installation and allowance for future maintenance.
- Other sites or features recommended for naming following consideration and consultation with the Deputy Vice-Chancellor (External Engagement).

## **2.2 Tenure of philanthropic naming rights**

Naming is generally granted by the University for the life of the asset, unless otherwise specified or determined in accordance with the [Naming Procedure](#) (subject to Repurposing or Revocation in accordance with the Naming Procedure).

## **3. Revoking and Repurposing naming rights**

The University may disestablish, revoke or repurpose a named physical or non-physical asset, regardless of whether naming occurred in recognition of Highly Distinguished Service or Philanthropic Contribution, subject to the University's legal obligations and in accordance with the [Naming Procedure](#) and [Naming Guideline Revoking and Repurposing Naming Rights](#) at any time if:

- Association with the name may be, for any reason, damaging to its reputation, or
- is inconsistent with and/or contrary to the University's mission, values, strategies and policies, or
- where repurposing is required and is permitted under the conditions attached to the original approval of the name.

Honourees also have a right to withdraw the use of a name should this be desired.

## **4. Roles and Responsibilities**

### **4.1 University Council**

The University Council is responsible for approving naming, naming reviews and revoking and repurposing naming of the following named physical assets based on highly distinguished service or philanthropic contribution:

- Buildings
- Campuses, Schools, Institutes and Centres

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The University Council may delegate decision making for approval of naming rights, revoking and repurposing naming assets to the Vice-Chancellor and President.

#### **4.2 Vice-Chancellor and President**

The Vice-Chancellor and President is responsible for approving naming and naming reviews based on highly distinguished service, including:

- Parts of buildings, such as lecture theatres, laboratories, libraries, and classrooms
- Public spaces, such as sporting facilities, major or minor features, roads, gardens, sculptures, gates
- Faculty collections and museums, or other physical assets
- Professorial Chairs, Lectureships, Fellowships, Scholarships and Prizes, or other non-physical assets

The Vice-Chancellor and President is responsible for approving naming and naming reviews based on philanthropic contribution, including:

- Parts of buildings, such as lecture theatres, laboratories, libraries, and classrooms
- Public spaces, such as sporting facilities, major or minor features, roads, gardens, sculptures, gates

The Vice-Chancellor and President is responsible for revoking and repurposing naming of any physical or non-physical assets based on highly distinguished service or philanthropic contribution that are not the responsibility of Council or have been delegated by Council.

#### **4.3 Vice-Chancellor's Executive**

The Vice-Chancellor's Executive Committee reviews and advises the Vice-Chancellor and President with regards to naming proposals and the outcomes of naming reviews (including where revocation or repurposing of naming is recommended).

#### **4.4 Deputy Vice-Chancellor (External Engagement)**

The Deputy Vice-Chancellor (External Engagement) is the first point of contact for all naming requests and requests for reviews – honorific and philanthropic – and is responsible for reviewing, conducting reputational checks, and progressing requests to the Vice-Chancellor's Executive for consideration.

Any person associated with the University may submit to the Deputy Vice-Chancellor (External Engagement) an enquiry, or naming request, as per the Naming Procedure.

The Deputy Vice-Chancellor (External Engagement) is responsible for establishing a Naming Review Working Group for the purpose of a naming review in which a request to revoke or repurpose a named asset is made. This is to occur in accordance with the Naming Guideline Revoking and Repurposing Naming Rights.

### **5 Naming Reviews**

All naming should be reviewed at the conclusion of a naming term (where relevant) or after 25 years from approval date, whichever is sooner.

A review of the name of a specific asset may be conducted at any time at the request of Council or the Vice-Chancellor, or otherwise in response to a written request from an individual that outlines the specific behaviours or circumstances relating to the naming or honouree which may be at odds with the University naming eligibility and includes reliable references or sources.

The University should consider its processes for honorific and philanthropic naming as robust and maintain a strong presumption against the application of naming remedies unless there are exceptional circumstances such as:

- the naming is inconsistent with University's mission, values, strategies and policies; or
- the person or entity for which the asset is named brings the University into disrepute, contempt, scandal or ridicule, or reflects unfavourably on the University's reputation; or

- a material change in the function of a physical asset is required and there are no conditions attached to the original naming approval; or
- repurposing of an asset is required and that repurposing is permitted under any conditions that were attached to the original approval of the naming in recognition of distinguished service or philanthropic contribution.

If required and in the case of a specific request for a review, naming reviews should be conducted by the Naming Review Working Group and in accordance with the University [Naming Guideline Revoking and Repurposing Naming Rights](#).

## 6 Reporting

The Deputy Vice-Chancellor (External Engagement) will ensure all decisions arising from the implementation of this policy are recorded in a central Naming Register.

## DEFINITIONS

### Infrastructure

Physical and organisational structures and facilities (e.g. buildings, labs, roads) needed for the operation of the University.

### Australian Charities & Not-for-profits Commission (ACNC)

The Australian Charities and Not-for-profits Commission is the national regulator of charities.

### Bequest

A gift made under a Will. The Will often specifies the terms on which the bequest is made, a preference or condition for its use.

### Deductible Gift Recipient

An organisation endorsed by the Australian Taxation Office that receives tax deductible gifts.

### Donor

An individual, foundation, non-profit organisation, business/corporation, or other entity that makes a philanthropic contribution to the University.

### Honorific Naming

Naming of a physical or non-physical entity to honour an individual who has achieved distinction in the service of the University or to society at large.

### Naming rights

The right to formal naming of an asset.

### Philanthropic Contribution/Gift

Money or other property given to the University with philanthropic intent that is provided voluntarily and provides no material benefit to the donor..

There are different forms of gifts, such as:

- a) Bequests
- b) Gifts to be invested in the Endowment Fund and income applied by the University
- c) Gifts to be applied by the University immediately upon receipt
- d) Monetary Gifts which may or may not support specific purposes (such as Scholarships, Prizes, research, etc).

For the purposes of this Policy, the term “gift” excludes:

- a) Sponsorship, which may include naming as a contractual right for the sponsor.
- b) Philanthropic research grants which fall within the [Research Grants, Contracts and Consultancies Policy](#).
- c) Money or property received by the University under a commercial arrangement where the donor receives a benefit other than minor marketing/publicity benefits, such as intellectual property rights; and
- d) Money or property for which the University does not receive the full title (for example, a loan of artwork, or receipt of funds as an agent, or for a third party)

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### Philanthropic Naming

Naming of a physical or non-physical entity to recognise individuals, where a gift has had a significant impact.

### Sponsorship

Means a commercial (i.e. non-philanthropic) arrangement, where a sponsor provides a monetary contribution or in-kind support with expectation of benefit or entitlements.

<b>Policy Custodian</b>	Deputy Vice-Chancellor and Vice-President (External Engagement)
<b>Endorsed by</b>	Vice-Chancellor & President
<b>Approved by</b>	University Council
<b>Related Documents and Policies</b>	<i>Award of Emeritus/Emerita Professor, Emeritus Fellow and Honorary University Fellow Titles</i> <i>Brand and Visual Identity Policy</i> <i>Conflict of Interest Procedure</i> <i>Contracts and Agreements Policy</i> <i>Delegations Policy</i> <i>Endowment Fund and Equity Investments Policy</i> <i>Financial framework policies</i> <i>Fraud and Corruption Control Policy</i> <i>Freedom of Speech and Academic Freedom Policy</i> <i>Funding from the Tobacco Industry Policy</i> <i>Giving Policy (Draft)</i> <i>Information Management Policy</i> <a href="https://www.adelaide.edu.au/policies/4663/">https://www.adelaide.edu.au/policies/4663/</a> <i>Professorial Named Chairs Guidelines</i> <i>Recruitment Policy</i> <i>Trusts Governance Framework</i>
<b>Superseded Policies</b>	Naming Buildings, Rooms and Open Spaces Policy
<b>Effective from</b>	12 February 2024
<b>Review Date</b>	12 February 2027
<b>Contact for queries about the policy</b>	Executive Director, Advancement <a href="mailto:development@adelaide.edu.au">development@adelaide.edu.au</a>