

Naming Rights Policy

Section 1 - Introduction

- (1) In fulfilling its mission, the University receives support from its members, the community and from donors.
- (2) Support in the form of donations and contributions allows the University to minimise its dependence upon Government funding, and to maximise its autonomy through the creation of its own wealth.
- (3) Provision for naming rights enables the University to;
 - a. honour those who have rendered outstanding service to the institution; and/or
 - b. recognise those who make a prominent and/or permanent investment in the University through donations and contributions.
- (4) Naming rights may be offered to those whose service and/or generosity to the University:-
 - a. advance the academic mission of the University are consistent with the core values of the University;
 - b. further the capacity of the University to meet its objectives; and
 - c. enhance the growth and reputation of the University.

Section 2 - Policy

The Policy on Naming Rights

- a. supports the development of an active culture of recognition;
- b. provides a comprehensive framework within which to administer naming rights;
- c. provides incentives for companies or individuals to support the University; and
- d. recognises that the taxation status of a donation or contribution directly affects an entity's entitlement to, or qualification for, naming rights.

Policy Principles

- (5) The University may at any time receive and consider an approach from any source, to make a donation or contribution in exchange for naming rights as provided in the Appendix.
- (6) Entities who support the University through donations or contributions are entitled to negotiate naming rights as provided in the Appendix.
- (7) A donor may not receive any material benefit from their donation but has the right to receive recognition from the University for their generosity. This may include the University's decision to award naming rights either to the donor or to someone the donor may like to be acknowledged.
- (8) Naming rights may be granted in relation to:

- a. the name of a Building;
- b. part of a Building;
- c. a Facility;
- d. an Academic Position
- e. a Medal;
- f. a Scholarship;
- g. a Prize;
- h. other options, approved by the Vice Chancellor.

(9) In soliciting or receiving support from an entity, the University must conduct individual assessments to establish whether the support qualifies as:

- a. a donation, which:
 - i. is voluntary;
 - ii. is income tax-deductible;
 - iii. is not subject to GST;
 - iv. has no entitlement to material benefit.
- b. a contribution which:
 - i. is not income tax deductible;
 - ii. is subject to GST;
 - iii. can result in material benefits, negotiated with the University.

(10) As only authorised officers of the University may undertake solicitation activities such officers should be conversant with the provisions of this Policy.

Honouring Service to the University

(11) The decision to honour exceptional service is entirely at the discretion of the University.

(12) The University may acknowledge an individual's exceptional service to the institution through a special award, or by conferral of an honorary academic title (for members or former members of staff), where this is consistent with the requirements of the relevant rules or policies.

(13) In rare, and outstanding cases, the University may name a physical structure whether a complete Building or part of a Building in honour of an individual who has rendered extraordinary outstanding service. Consideration of such an honour will not normally occur until at least two years have elapsed following the person's last involvement with the University.

(14) The University will not normally name a Building or part of a Building after a member of staff or former member of staff. Recognition in such cases may be recognised in a number of ways as defined by the relevant policy.

Naming of Buildings, Parts of Buildings and Facilities

(15) A recommendation on the naming of a Building, part of a Building or other Facility will be made to the Council by the Nominations and Governance Committee.

(16) The Council (C176:92) is responsible for all decisions on naming rights in relation to a Building, part of a Building or other Facility; and:-

- a. retains the prerogative to name buildings in the University;

- b. has adopted a policy that where University buildings are to be named after people such buildings only be named after people who have made an outstanding contribution to the University.

(17) A Building may be named in perpetuity for a supporter who or which provides a minimum sum to the University, as specified in the Appendix, which is earmarked for the Capital Fund.

(18) A Building may be named in perpetuity for a supporter who or which provides a minimum sum to the University, as specified in the Appendix, to support University research generally, or a specific area of research.

(19) An endowment must normally fully fund the project or activity envisaged, normally including maintenance or holding costs associated with that project or activity.

(20) Part of a Building or a Facility, including internal building space (eg lecture theatre, a studio, a laboratory), small outside constructions, and walkways (whether new or existing), may be named for a donor/grantor for a minimum contribution as specified in the Appendix. An appropriate plaque will acknowledge the donation/contribution.

(21) The duration of the recognition - whether in perpetuity or for a named period - will be determined by the University in consultation with the donor/contributor or a trustee at the time of the donation/contribution, based on the actual cost of provision and maintenance of the space. A minimum naming period would be five years.

Naming of Academic Positions

(22) Academic positions may be funded in whole or in part through funds received either as donations or contributions. Proposals will be assessed on an individual basis and the entitlement to naming rights determined accordingly.

(23) The funds required to establish a professorial chair are listed in the Appendix.

(24) Naming rights will only be considered in instances where the donation or contribution equates to 50% or more of the total cost of the position, either over a given period or in perpetuity.

(25) Recommendations for the establishment of wholly or partially funded positions (including a professorial chair) shall be submitted to the Vice-Chancellor by the Pro Vice-Chancellor of the Faculty in which the position is to be located.

(26) The Vice-Chancellor shall forward to Council, recommendations concerning naming rights in relation to partially or wholly funded academic positions.

Naming of Medals, Scholarships and Prizes

(27) Medals, scholarship, prizes and similar awards may be established through funds received either as grants or donations. Proposals will be assessed on an individual basis and the entitlement to naming rights determined by the Pro Vice-Chancellors or Heads of Division in consultation with staff in the relevant administrative section.

Section 3 - Policy on Naming Rights (Appendix)

In recognition of: Outstanding Service / Achievement, including voluntary work		
Criteria	Naming Rights available	Conditions and Duration

Service provided without any expectation of material benefit; includes voluntary work	1. the name of a Building 2. part of a Building 3. a Facility 4. the conferral of an academic title (members or former members of staff) 5. an Academic Position 6. a Medal 7. a Scholarship 8. a Prize 9. other options, approved by the Vice-Chancellor.	1 – 3 Considered two years after person's last involvement with the University. Generally not awarded to members, or former members, of staff. 1 – 9 May be in perpetuity or for given period. Determined on an individual basis.
In recognition of: Donation – financial or non-financial (goods, property)		
Criteria	Naming Rights available	Conditions and Duration
Donation: - is made voluntarily - does not provide any material benefit to donor - arises essentially from benefaction and proceeds from detached and disinterested generosity	1. the name of a Building 2. part of a Building 3. a Facility 4. an Academic Position 5. a Medal 6. a Scholarship 7. a Prize 8. other options, approved by the Vice-Chancellor.	1. Naming of Building in perpetuity requires donation of \$2M or more, either for the University's Capital Fund generally; for a specified Building to accommodate a particular activity; to support University research generally; to support a specific research project, or a nominated area of research. 2, 3 Internal Building Space, Small Outside Constructions, Walkways or other Facility may be named either in perpetuity or for a given period, for donations of \$100,000 or more. 4. An academic position may be named either in perpetuity or for a specified period, for donations which equate to no less than 50% of total cost of offering the position. * see footnote for amounts required to establish Chairs. 5 – 8 Determined on an individual basis depending on nature and value of donation.
In recognition of: Contribution		
Criteria	Naming Rights available	Conditions and Duration
Contractual agreement of some sort attached to the Contribution that obliges the University to provide material benefits to contributor – ie Contribution represents consideration for a supply which is taxable.	1. the name of a Building 2. part of a Building 3. a Facility 4. an Academic Position 5. a Medal 6. a Scholarship 7. a Prize 8. other options, approved by the Vice-Chancellor.	1. Naming of Building in perpetuity requires contribution of \$2M or more either for the University's Capital Fund generally; for a specified Building to accommodate a particular activity; to support University research generally; to support a specific research project, or a nominated area of research. 2, 3 Internal Building Space or Facility may be named either in perpetuity or for a specified period, for contributions of \$100,000 or more (individual or corporate). 4. An academic position may be named either in perpetuity or for a specified period, depending on funding arrangement. Contributor must provide 50% of cost of position in order to receive naming rights. *see footnote for amounts required to establish Chairs. 5 – 8 Determined on an individual basis depending on nature and value of contribution.

Footnote:

(28) The following amounts are required:

- a. Fully supported Chair in perpetuity \$3.2m – to provide \$200,000 p.a.*
- b. Fully supported Chair for 5 years \$0.8m – to provide \$200,000p.a.
- c. Partially supported Chair in perpetuity \$1.9m – to provide \$120,000p.a.*
- d. Partially supported Chair for 5 years \$0.5m – to provide \$120,000p.a.*
- e. “Top-up” supported Chair in perpetuity \$0.55m – to provide \$35,000p.a.**
- f. “Top-up” supported Chair for 5 years \$0.14m – to provide \$35,000p.a.**
- g. * Currently University policy
- h. ** “Top-up” of salary of Senior Lecturer (Level C) to Professor.

Note:

(29) The above calculations assume a return on investment averaging approximately 10% p.a.

Status and Details

Status	Historic
Effective Date	11th September 2003
Review Date	31st December 2019
Approval Authority	Vice-Chancellor
Approval Date	14th August 2015
Expiry Date	7th June 2018
Responsible Executive	Alex Zelinsky Vice-Chancellor alex.zelinsky@newcastle.edu.au
Enquiries Contact	

Glossary Terms and Definitions

"Donation" - A gift of money or property made voluntarily to the University with no material benefit to the donor.