

# Building Naming Policy

## Section 1 - Purpose and Context

(1) Naming recognition is a significant honour, and the University must ensure that naming opportunities are granted in appropriate circumstances.

(2) This policy sets out the requirements for naming of buildings.

(3) Names worthy of recognition in this regard may be drawn from a range of subject areas, including:

- a. geographic features and original natural systems of the University site;
- b. historic and cultural references associated with the previous landowners such as the original Indigenous communities and subsequent colonial settlers;
- c. remarkable events or moments that have marked the development of the University;
- d. unique features that may be associated with a particular asset or site; and
- e. people and organisations that have given distinguished service to the University.

(4) Naming in recognition of a person is generally only be made in respect of someone who has made a highly distinguished contribution to the University. The University seeks to ensure that those so honoured are worthy, and the purposes of the contribution being recognised are consistent with the University's mission, values, and strategic direction.

(5) Naming is considered in recognition of a benefactor who has made a significant contribution to the capital cost of a new University facility or who supports the University or a faculty with a major endowment.

(6) This policy should be read and understood in conjunction with University Equity Diversity and Inclusion Policy.

## Section 2 - Policy Statement

(7) The University may name the items under section (2), after individuals or organisations who have contributed significantly to the University. Such contribution is usually made either through outstanding professional service, or through philanthropic benefaction, to the University.

(8) Philanthropy enables significant benefits to the University in the provision of improved facilities and other resources and support, and does not diminish the governance, management or academic freedom of the University or any University entity.

(9) Negotiations about naming will usually aim to achieve the highest level of benefaction possible, therefore financial amounts are not specified in this policy.

(10) Naming may be conferred on individuals or organisations for the following reasons or combination thereof:

- a. contribution or exceptional service to the University;
- b. benefaction to the University;

- c. historical or cultural recognition;
- d. diversity;
- e. contribution or service to a profession or academic discipline; and/or
- f. contribution or service to the community.

(11) The University will acknowledge appropriate Aboriginal recognition in the naming of buildings, landscaping, and thoroughfare features. The appropriate Aboriginal Local Elders and Leaders, must be engaged in a genuine way in the decision-making and approval process relating to Indigenous names, signage, and art.

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

(13) Where the naming rights are honorary and relate to a former employee, the person must have finished their employment with the University and be unlikely to be re-employed by the University at any time in the future. They may have an ongoing association with the University in the form of an emeritus professorship or adjunct appointment, but not be in receipt of any kind of remuneration.

(14) The University may make available any of its property for naming as part of its own commemorative activities.

(15) The name approved:

- a. must be consistent with the University's mission, values, and strategic direction;
- b. will not typically reflect the function /programs that are hosted in that building;
- c. must not impose or imply conditions that would limit or appear to limit the University's ability to undertake its functions fully and impartially;
- d. must be consistent with other University policies;
- e. must be a person or organisation of good character as determined by the University Executive; and
- f. must not be for an entity responsible for the supply of products or services that conflict with the University's mission, values, and strategic direction.

(16) The duration of the recognition - whether in perpetuity or for a defined 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 is five years.

(17) The University reserves the right to change the name on the expiration of the defined period.

(18) The length of time for which any naming applies will be decided by the University considering factors such as:

- a. the value and length of time of benefaction, and
- b. the facility or other item to which the naming shall apply.

(19) The University reserves the right to withdraw naming at any time, if the name of an individual or organisation, which has been bestowed upon a facility, comes into disrepute in the University or in the general community. In such an instance the Vice-Chancellor will recommend to Council that the use of the name be discontinued and, if applicable, the relevant contractual clause is invoked.

(20) When a named space is proposed for renaming in line with a change of purpose, reasonable efforts will be made to inform the original honouree/donor in advance. If the honouree/donor is deceased, reasonable efforts will be made to inform family members in advance of renaming.

(21) Naming will not extend beyond the normal life of the building or part of the building and is not transferrable should the building be remodelled or refurbished in the future.

(22) The University may reject any request or proposal for naming.

(23) The University may revoke an establishing naming recognition at any time, subject to any conditions to the contrary.

(24) Consistent with [Staff Code of Conduct](#) and the [Conflict of Interest Policy](#) no University employee should receive a private, personal benefit as part of or, in association with, any naming proposal.

(25) To have due regard to the relocation of campus activities over the life of a building the building name should not represent the building occupant's function or discipline/s. In addition, this policy excludes the allocation and management of building coding or identifiers which is an operational matter.

## Status and Details

<b>Status</b>	Not Yet Approved
<b>Effective Date</b>	To Be Advised
<b>Review Date</b>	To Be Advised
<b>Approval Authority</b>	
<b>Approval Date</b>	To Be Advised
<b>Expiry Date</b>	Not Applicable
<b>Responsible Executive</b>	Dianne Allen University Secretary dianne.allen@newcastle.edu.au
<b>Enquiries Contact</b>	Governance and Assurance Services

## Glossary Terms and Definitions

**"University"** - The University of Newcastle, a body corporate established under sections 4 and 5 of the University of Newcastle Act 1989.

**"Asset"** - Any tangible or intangible item (or group of items) that the University owns or has a legal or other right to control and exploit to obtain financial or other economic benefits.

**"Campus"** - means any place or premises owned or controlled by the University, but may also specifically refer to a designated operating location such as the Callaghan Campus.