Naming Rights Policy

Section 1 - Introduction

(1) Naming University infrastructure or parts thereof, outdoor areas, collections, organisational units and positions, scholarships, medals and prizes, allows the University the opportunity to honour or acknowledge persons or organisations that have significantly contributed to the University. Such a contribution is usually made in two (2) ways – either through outstanding professional service or through benefaction to the University.

Section 2 - Statement of Authority

(2) The authority behind this policy is the Charles Darwin University Act 2003 part 3, section 15.

Section 3 - Compliance

(3) This is a compliance requirement under the Charles Darwin University Act 2003 part 3, section 15.

Section 4 - Intent

(4) This policy outlines the principles to be followed for naming of University infrastructure and assets and applies to:

a. all buildings or parts of buildings located on University premises including those occupied by entities and student organisations where identification focuses on the external feature (such as wings);
b. parts of buildings such as theatres, auditoriums, laboratories and classrooms where the identification deals with an internal feature;
c. administrative or academic units such as departments, schools, and centres;
d. outdoor areas which may be gardens, courtyards, ovals and playing fields, roads or walkways;
e. art, library, print collections or other collections of historic or cultural value;
f. academic positions;
g. xcholarships, medals and prizes; and
h. other facilities or equipment which may be recommended for naming after consultation with the Vice-Chancellor.

Section 5 - Relevant Definitions

(5) In the context of this document:

a. Benefactor means a person (alive or deceased), company, other group or organisation that contributes a monetary or other benefit (by way of donation, gift, or for a benefit in return) to the University;
b. Collection means but is not limited to, a collection of significant size and continuing scientific, historic, artistic or cultural value, including, library, art, archaeological, museum and music;

c. Contribution means financial and non-financial (such as property or other goods) assistance provided to the University in the form of a direct grant, subsidy, co-payment or any other type of contribution;
d. Donation means either a financial payment or a non-financial payment (such as property or other goods) made to the University that has the following characteristics: it is made voluntarily; it does not provide any material benefit to the donor; and it essentially arises from benefaction and proceeds from detached and disinterested generosity;
e. Naming rights means the granting of an exclusive name to a University property or part of a property to serve as the official appellation or designation for a specific period of time, including in perpetuity;
f. Organisational Unit means a school, centre or other academic unit; a department, or other administrative unit; and
g. Property means buildings, facilities, and spaces including but not limited to roads, bridges, car parks, walkways, gardens, sporting grounds, building complexes or precincts, courtyards, outdoor teaching and learning facilities, dams, lakes, fields and any other physical spaces; or a part of a building such as a wing, reading room, foyer, lecture theatre, meeting room, tutorial room, performance or gallery space, and laboratories.

Section 6 - Policy

(6) The University receives support from its members, the community and from donors. Support in the form of donations and contributions allow the University to minimise its dependence upon Government funding, and to maximise its autonomy through the creation of its own wealth. Philanthropy provides significant benefits to the University in the provision of improved facilities and other resources and support, and does not entail any diminution of the governance, management or academic freedom of the University or any University entity.

(7) Provision for naming rights enables the University to:

a. Honour those who have rendered outstanding service to the University or for outstanding service consistent with the University’s core activities; and/or
b. Recognise those who make a prominent and/or permanent investment in the University through donations and/or contributions.

(8) Naming rights for property, organisational units, academic positions, scholarships, medals and prizes may be conferred on individuals or organisations for the following reasons or combination thereof:

a. Outstanding contribution or service to the University.
b. Benefaction to the University.
c. Historical or cultural recognition.
d. Outstanding contribution or service to an academic discipline or profession.
e. Outstanding contribution or service to the community.

(9) Naming rights may be offered to those whose outstanding service and/or generosity to the University:

a. advance the academic goals of the University and are consistent with the core values of the University;
b. further the capacity of the University to meet its core activities; and
c. enhance the growth and reputation of the University.

(10) The name approved:

a. must be consistent with the University's values;
b. need not reflect the function of the property, organisational unit, academic position, scholarship or prize; and

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.

(11) The length of time for which any naming rights apply, will be decided by the University, taking into account the nature of the contribution.

(12) The University may reject any request or proposal for naming rights and may revoke naming rights at any time, subject to any conditions to the contrary. An individual Naming Rights Agreement shall be developed between the University and the benefactor in each instance. The University reserves the right to withdraw/cancel the name of the benefactor/company should the reputation of the University be put at risk through a continued association with them.

(13) No University staff member should receive a private, personal benefit as part of, or in association with, any naming rights proposal (refer to the University Code of Conduct and Conflicts of Interest Policy).

(14) The University will only recognise outstanding contributions. The recognition will balance the significance of the entity being named with the contribution made.

(15) When recognition is due to a financial donation or endowment, the entity may be named directly after the benefactor, or it may retain, or be given a functional title after which the benefactor may be recorded as the sponsor.

(16) Proposals for naming rights for property, organisational units, academic positions and awards should be submitted in writing to the Nominations, Honorary Awards and Legislative Committee. The Committee will make recommendations on these proposals to Council.

(17) Where a naming rights proposal includes an Indigenous Australian name or wording, appropriate University and community consultation must be undertaken. This may include seeking advice from the Vice-Chancellor’s Indigenous Advisory Committee (VCIAC), Indigenous Australian staff and students and/or other community consultation processes.

(18) The proposal will include a recommendation regarding the length of time that the naming rights will be in place. Naming rights would usually be approved for the life of the property, organisational unit, academic position or scholarship/medal/prize but they may be approved for any period of time depending on the nature of the item and the reason for naming.

(19) Where the naming rights are honorary and relate to a former staff member, the person must have finished their employment with the University and are not likely 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.

(20) Proposals for naming rights in honour of a living person will not be undertaken without their consent and in the case of a deceased person, the University will consult with relevant parties where it is appropriate and practicable to do so.

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Status and Details

Status	Historic
Effective Date	15th January 2022
Review Date	15th January 2022
Approval Authority	Vice-Chancellor
Approval Date	22nd December 2021
Expiry Date	24th February 2022
Responsible Executive	Fiona Coulson Vice-Chancellor
Implementation Officer	Brendon Douglas Vice-President Governance and University Secretary
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