

## 1. Purpose of policy

This policy sets out the guiding principles of the University with regards to naming of its buildings, rooms, endowed chairs, and other initiatives. This includes functional, honorific and philanthropic naming, as well as naming rights offered as a benefit of sponsorship support.

## 2. Policy scope and application

This policy applies to all staff and members of University decision-making and advisory bodies.

## 3. Definitions

Please refer to the university Glossary of Terms for policies and procedures. Terms and definitions identified below are specific to this policy and are critical to its effectiveness:

Benefactor is the person or organisation who makes a philanthropic donation to the University.

## 4. Naming provisions and principles

4.1 The University has the authority to apply names to or change the names of its buildings, rooms and other facilities, as well as endowed chairs, and other initiatives.

4.2 The University will apply a naming convention for buildings for functional purposes to support the management of facilities, to aid timetabling and to facilitate ease of navigation around the various campuses and study sites.

4.3 The University may name various parts of its premises and activities such as buildings, roads, open spaces, rooms, research chairs, programs, scholarships and other initiatives to:

(a) honour the extraordinary distinguished contributions of its past members and others to humanity, to Australia, to Queensland, to USC's local regions, or to the University

(b) honour a benefactor, in line with the principles set out in the University's Donation Acceptance - Managerial Policy

(c) recognise a business or company engaging in corporate philanthropy or a sponsorship agreement, in line with the principles set out in the University's Incoming Sponsorship - Managerial Policy

(d) recognise the history of USC's geographical locations including Indigenous and non-Indigenous places and their significant characteristics

4.4 Naming using an Indigenous name or wording should undergo appropriate community consultation.

4.5 Names applied for honorific purposes and to recognise a benefactor are not applied in perpetuity and the University will clearly communicate this to all stakeholders.

4.6 Should a situation occur where a previously named facility or initiative is no longer able to be named, the University will endeavour to inform the individual, relatives and/or stakeholders of its intended course of action with regards to renaming or ceasing to name a facility or initiative.

4.7 Names that have been applied for honorific purposes or to recognise a benefactor may be changed should the University deem that the name calls into serious question the reputation of the University.

4.8 Naming that implies the University's endorsement of a partisan political or ideological position or of a commercial product will not be admissible.

4.9 USC will seek to demonstrate its commitment to diversity by proactively seeking balance in its choices for honorific naming.

## 5. Naming approval

5.1 Functional naming will be approved by the Vice Chancellor and President, following a process facilitated by Asset Management Services.

5.2 Honorific or philanthropic naming proposals are facilitated by the Office of the Pro Vice-Chancellor (Engagement). Names applied to whole buildings for honorific purposes or to recognise a benefactor will be recommended by the Vice-Chancellor and President for approval by Council. The naming of all other facilities, endowed chairs, and other initiatives for honorific purposes or to recognise a benefactor will be approved by the Vice-Chancellor and President.

APPROVAL AUTHORITY

Council

RESPONSIBLE OFFICER

Vice-Chancellor and President

DESIGNATED OFFICER

Pro Vice-Chancellor (Engagement)

FIRST APPROVED

17 June 2008

LAST AMENDED

10 December 2019

EFFECTIVE START DATE

10 December 2019

REVIEW DATE

10 December 2024

STATUS

Active

5.3 The use of corporate logos or colours of any external entity will not be integrated into campus signage.

5.4 The naming of new scholarships or bursaries will be approved by the Deputy Vice-Chancellor (Academic), in accordance with the Scholarships, Bursaries and Prizes - Governing Policy.

5.5 The revoking of a named facility or endowed chair must be approved by the University Council. Regarding other initiatives, the Vice-Chancellor and President will ensure that Council is advised of any significant issues or concerns in relation to risk for the University.

5.6 All records must be captured by all staff, at every stage of this activity and should provide reliable and accurate evidence of business decisions and actions. All records must be captured in an approved records management system, in accordance with the University's Information and Records Management – Procedures.

## 6. Authorities/Responsibilities

The following authorities are delegated under this policy:

ACTIVITY	UNIVERSITY OFFICER
Functional naming	Vice-Chancellor and President
Names applied to whole buildings for honorific purposes or to recognise a benefactor	Council
The naming of all other facilities, endowed chairs, and other initiatives for honorific purposes or to recognise a benefactor	Vice-Chancellor and President
The naming of scholarships or bursaries to recognise a benefactor	Deputy Vice-Chancellor (Academic)
The naming of prizes to recognise a benefactor	Head of School
The revoking of a named facility or endowed chair	Council

END

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### RELATED DOCUMENTS

Donation Acceptance - Operational Policy

Incoming Sponsorship - Operational Policy

Scholarships, Bursaries and Prizes - Governing Policy