Procedure: Asset naming

Purpose

This procedure is made under the Asset naming policy. Its purpose is to outline the procedures by which the University recognizes, through the naming of assets, the contributions of benefactors and individuals or groups who have made an exceptional contribution to the institution’s achievements and future activities.

Definitions

Facility (or facilities) includes:

- University buildings and parts thereof (e.g. rooms, interior spaces, wings, lecture and seminar rooms, laboratories, atria, foyers).
- Open spaces, exterior spaces (e.g. gardens, courts etc.) and roads.
- And all other tangible and relatively permanent features (e.g. natural features, physical improvements), owned operated or controlled by ANU.

Non-physical assets includes, but is not limited to:

- Academic entities (e.g. Centres, Schools, Colleges)
- Academic and Professional positions (e.g. Professorial Chairs)
- Scholarships, bursaries, prizes and student awards

Benefactor is used in recognition of an individual, foundation, corporation or organisation that has made a substantial financial contribution to the University. (The recommended gift thresholds for all naming of University assets are outlined in the [Contribution Guidelines for Naming Opportunities](#)).

Honouree is used in either:

- recognising an individual who has made an exceptional contribution to the University by attaining achievements of extraordinary and lasting distinction; or
- recognising a foundation, corporation or organisation that has made an exceptional contribution to the life and/or history of the University.
Procedure

Proposal for naming an asset

1. Proposals for the naming of an asset are endorsed by the Naming Committee and approved by the Council. Proposals concerning the naming of buildings or significant University infrastructure such as sporting ovals, streets, landscape, places, walks and courtyards, are also endorsed by the Campus Planning Committee, prior to their submission to the Council, and following endorsement by the Naming Committee.

2. The members of the Naming Committee are:
   - Vice-Chancellor (Chair)
   - Executive Director, Administration & Planning
   - Deputy Vice-Chancellor (Academic) and/or Deputy Vice-Chancellor (Research)
   - Director, Alumni Relations & Philanthropy
   - Director, Facilities & Services
   - Director, Corporate Governance and Risk
   - One Dean appointed by the Vice-Chancellor

3. An individual or group wishing to submit a naming proposal (the proposer) discusses the proposed name with the Director, Alumni Relations and Philanthropy and the required draft Gift Deed if the proposal involves a philanthropic gift.

4. The individual or group submits a Naming proposal form via philanthropy@anu.edu.au to the Naming Committee for consideration.

5. The Naming Committee considers complete naming proposals. The Naming Committee will seek additional information or commission additional due diligence, if required.

6. The Naming Committee considers proposals that do not adversely affect the University’s reputation and where the gift is otherwise acceptable.

7. Members of the Naming Committee declare any conflict of interest in accordance with University standards.

8. Once endorsed by the Naming Committee, the Director, Alumni Relations & Philanthropy submits the proposal to the Director, Corporate Governance and Risk, who arranges for its submission to the Campus Planning Committee and/or Council, as appropriate.
9. Once approved by Council, the Corporate Governance and Risk Office notifies the Director, Alumni Relations and Philanthropy of the approval.

10. the Director, Alumni Relations and Philanthropy is then to:

- Seek consent from the individual (honouree) for whom the entity is to be named (or representative/next of kin); or
- Advise the benefactor (or representative/next of kin)
- At this time the University also informs the individual or the entity that the University’s approval of naming does not confer the right to the benefactor or honouree to use the University’s name.
- In the case of a benefactor, the Director, Alumni Relations and Philanthropy produces a final Gift Deed outlining the approved naming agreement.

Implementation of the name

11. The Director, Alumni Relations and Philanthropy (or nominee) notifies the Naming Committee, the Campus Planning Committee (as appropriate) and the Council, in confidence, of the final outcome and implements the stewardship and communication plans associated with the approved naming proposal.

12. The Director, Alumni Relations and Philanthropy (or nominee) notifies in confidence the specific academic organisational unit and/or associated College or Service Division to which the naming relates and informs them of their responsibility for managing the implementation of the name change to all aspects of the academic organisational unit’s activities and functions.

13. The Director, Alumni Relations and Philanthropy (or nominee) notifies the Director, Strategic Communication and Public Affairs for arrangements of the formal announcement to be made.

14. Upon final approval for the naming and after the naming has been publicly announced, a copy of the naming proposal, naming agreement and other relevant documents are held by Facilities and Services.

15. Facilities & Services maintains a naming register containing details of all facilities named and approved under the Asset Naming Policy.

16. Alumni Relations and Philanthropy are responsible for maintaining and updating the University’s community database with newly named entities, property and other indicia, to include the details of the benefactor or honouree who has been recognised, the date of naming, time frame for naming, individual or Faculty who proposed the naming.

17. The ANU community adopts the new title of a space into common usage.
The new name is communicated to staff and students by the Director, Facilities & Services, including appropriate room signage, building maps, room bookings and on students’ timetabling.

18. Signs acknowledging a space’s new title adhere to the standard methodology for labelling within a particular building and are subject to University policies and guidelines applicable to signage.

19. Facilities & Services ensure that signage for the named space is produced in keeping with the building or environment in which the named space resides.

20. All facilities named after a benefactor or honouree incorporates the display of an approved plaque containing the chosen name given to the facility and other information relating to the naming as deemed appropriate.

21. The costs associated with the naming of University assets including but not limited to, the production and installation of the plaque, signage and costs relating to the hosting of a space naming ceremony, are to be met from the University’s central budget and are approved by the Executive Director, Administration and Planning. Where a College or Service Division is the recipient of a financial donation or sponsorship in respect of the naming, the costs are borne by the College or Service Division.

**Period of naming**

22. The terms of naming are ‘in perpetuity’ (defined as the useful life of the building or asset as determined by the University) or for a specified period of time.

23. The temporary naming of a facility occurs for identification purposes. These names indicate use or location, or have another neutral connotation, so that they are easily changed. Temporary names are used for an indefinite period, when required.

**Review and amendment of asset names**

24. The Director, Facilities and Services and the Director, Alumni Relations and Philanthropy review asset names on an annual basis.

25. Reviews of and amendments to names are put forward to the Naming Committee outlining the rationale and the communication strategy to the affected honouree or benefactor.

26. The Naming Committee endorses and the Council approves review of and amendments to asset names. Proposals to amend the naming of buildings or significant University infrastructure such as sporting ovals, streets, landscape, places, walks and courtyards, are also endorsed by the Campus Planning
Committee, prior to their submission to the Council, and following endorsement by the Naming Committee.

**Disestablishing or replacing a name**

27. The Naming Committee endorses and the Council approves the disestablishment or the removal of asset names. Proposals to disestablish or the remove the naming of buildings or significant University infrastructure such as sporting ovals, streets, landscape, places, walks and courtyards, are also endorsed by the Campus Planning Committee, prior to their submission to the Council, and following endorsement by the Naming Committee.

28. Cases to disestablish or remove an asset name put forward to the Naming Committee via a memo outlining the rationale and the communication strategy to the affected honouree or benefactor.

29. Reasons for disestablishing a name include:
   - The Individual or organization (benefactor or honouree) after whom an asset has been named comes into disrepute;
   - The existing named asset is to be demolished or has been subject to substantial change. The original name may then be considered for transferring or reinterpreting onto a new asset (See Transferring a name below);
   - The existing name is considered to be interim or temporary or does not adequately reflect the status or naming opportunity of the asset;
   - The agreed period of the naming opportunity has expired.

30. Where it is proposed that a named space will be renamed or the existing name removed, the original benefactor or honouree is notified by the Director, Alumni Relations and Philanthropy (or nominee) in advance of any formal announcement. If the benefactor or honouree is deceased, reasonable efforts will be made to inform the next of kin in advance of the renaming. Recognition of earlier benefactors or honourees is included where appropriate.

31. Where a naming is for a limited period of time, the University removes the name and/or rename the asset on the expiration of that time.

**Transferring a name**

32. A transfer or reinterpretation of a naming onto a new asset is considered via new naming proposal submission, if the existing asset is removed, substantially modified or in the case of facilities, has changed function as a consequence of redevelopment.
33. A proposal to transfer a name is to be submitted in sufficient time for approval prior to the removal of the original asset.

Revocation of naming

34. No commitment to a naming extends beyond the clearly defined time frame for naming or the useful life of the asset that has been named, whichever is the shorter period of time as outlined in these procedures.

35. The Council reserves the right to revoke the naming approval at any time, if for any reason it considers the association with the name to be damaging to its reputation or if the benefactor is in breach of the terms of the gift deed.

36. In the case of early revocation, the University shall inform the benefactor or honouree outlining its decision.

Disputes about the proposal, amendment or disestablishment of a name

37. The decision of the Council on all naming is final.