Policy: Naming recognition

Purpose

To outline the principles governing recognition through asset naming of exceptional contributions to the University.

Overview

This policy sets out principles governing recognition through asset naming of exceptional contributions to the work, reputation or standing of the University; for significant philanthropic gifts; or for outstanding achievement as a scholar or in the service of society. The policy also includes conditions for naming through sponsorship.

Scope

This policy applies to all proposals for recognition through naming and all University assets, whether physical or non-physical.

Definitions

A **gift** to the University is defined (in accordance with ATO Taxation Ruling 2005/13) as a transfer of the beneficial interest in property, in which the transfer is made voluntarily and arises by way of benefaction, and from which the giver receives no material benefit or advantage. (Detailed definitions of gifts to the University and a framework for determining philanthropic income can be found in the Gifts to the University Guideline. Not to be confused with gifts to an individual staff member, which are declared through the Gift Declaration and Registration Form.)

Physical assets include, but are not limited to, buildings, roads, open spaces, and internal spaces, such as rooms, lecture theatres and labs.

Non-physical assets include, but are not limited to, academic entities, academic programs, Committee chairs, professorships, sub-professorial academic positions, lectures, exhibitions, scholarships, bursaries, prizes and awards.

Sponsorship refers to a non-philanthropic arrangement that benefits both the University and the sponsor, typically a corporation or foundation. It is a contribution in money or kind with expectation of material benefit to the sponsor, such as naming rights, promotion or public recognition.

Policy statement

1. Recognition through naming is conferred:

a. in alignment with the legislation, policy and strategic aims of the University;

b. on the basis that it does not compromise the values, integrity, autonomy or reputation of the University; and

c. following a transparent and rigorous process, as outlined under the procedure.

2. Naming of assets in recognition of philanthropy:

a. acknowledges both significant individual gifts and gifts made to the University over time that have made a major impact on the institution;

b. is conferred:

- in recognition of eligible gifts accepted by the University in line with the ANU Gifts and Fundraising Policy and Gift Acceptance Procedure.
- when gifts meet or exceed minimum thresholds set by the University;
- at a level and for a duration commensurate with the contribution; and
- on receipt of the gift(s); and

a. does not confer any material benefit to the donor, nor special privileges, control or responsibility for the asset named.

3. Naming of assets in recognition of outstanding achievement or contribution to the University or to society:

a. is sensitive to the history and character of the University, and reflects the diversity of the ANU community, our commitment to equity, and our responsibility to Indigenous Australia;

b. is conferred:

- at a level commensurate with the achievement or contribution;
- by preference only to deceased honourees (though in rare exceptional cases the University may recognise a living honouree to balance naming); and
- is considered only when the strategic or cultural benefit to ANU is greater than the potential funding opportunity; and

c. is not conferred in recognition of current students or members of staff.

4. Recognition through use of a name does not include:

a. titles or post-nominals;

b. corporate logos; or

c. the name of a corporate entity, where an identifiable and relevant family name could be used in its place.

5. Naming of assets under the terms of a sponsorship is conferred:

a. with reference to the minimum thresholds set by the University; and

b. at a level and for a duration commensurate with the terms of the sponsorship agreement.

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On 9 April 2021, the ANU Council assigned authority to approve academic policy to the Academic Board.

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