

NAMING OF ASSETS POLICY

CONTENTS

1	PURPOSE.....	1
2	SCOPE.....	1
3	POLICY STATEMENT	1
	Assessment of suitability.....	1
	Currency period of naming.....	2
	Naming conventions.....	2
	Naming proposal responsibilities	2
	Celebration of naming	2
	Plaques and signs.....	3
	Approval guidelines.....	3
4	RESPONSIBILITIES	3
	Compliance, monitoring and review.....	3
	Reporting.....	4
	Records management.....	4
5	DEFINITIONS	4
	Terms and definitions.....	4
6	RELATED LEGISLATION AND DOCUMENTS	4
7	FEEDBACK.....	4
8	APPROVAL AND REVIEW DETAILS.....	4

1 PURPOSE

1.1 This policy outlines the conditions, guidelines and responsibilities for naming assets owned by CQUniversity.

2 SCOPE

2.1 This policy applies to naming [tangible](#) and [intangible](#) assets owned by CQUniversity.

3 POLICY STATEMENT

3.1 Assets may be named for the following reasons:

- to honour or acknowledge outstanding leadership, achievement, service or benefaction to the University or the broader community by naming existing and proposed assets after individuals or organisations
- to recognise the history of the University’s geographical locations including Indigenous and non-Indigenous places and their significant characteristics, and
- to be offered as a benefit of sponsorship support.

3.2 A naming activity has a significant impact on the reputation of the University. The process and standards governing decisions on naming assets must be clearly established, transparent and mutually beneficial to the University and any affected individuals or organisations.

Assessment of suitability

3.3 Each naming must complement the University’s mission, strategic direction, values and priorities, while preserving its academic integrity and freedom.

- 3.4 The reputation of any person or organisation concerned must be carefully considered before a recommendation is made to name an asset, and will be monitored to ensure ongoing mutual benefit.
- 3.5 Naming using an Indigenous name or wording, or naming an Indigenous program, should undergo appropriate community consultation with advice from the Office of Indigenous Engagement.
- 3.6 Except in recognition of benefaction, an asset will not normally be named after a person who is still actively associated with the University.
- 3.7 Naming in acknowledgement of benefaction or sponsorship requires funding of a substantial portion of the asset, and written agreement with the benefactor or sponsor.
- 3.8 Naming decisions will not be made public by the University without the consent of the naming beneficiary and/or their family and every effort will be made to maintain confidentiality during the process.
- 3.9 University employees will not receive a private or personal benefit in association with any naming.

Currency period of naming

- 3.10 Naming can be set for a limited time period and remains at the sole discretion of the University Council.
- 3.11 At the recommendation of the Vice-Chancellor and President and the Ceremonial and Honorary Awards Committee, Council may revoke naming arrangements and re-name assets if circumstances change.

Naming conventions

- 3.12 Names should be concise and exemplify the high ideals and standards of the University and in no way bring the University or the naming recipient into disrepute.
- 3.13 Names of tangible assets should have longevity that is independent of the current and future purpose.

Naming proposal responsibilities

Honorary naming

- 3.14 When the naming is to honour significant contributions or achievements, consideration should first be given to whether an Honorary Award or Distinguished Service Award would be more appropriate. Further details on criteria are provided in the [Honorary and Distinguished Service Awards Policy and Procedure](#).
- 3.15 In assessing the merit of an application, the Ceremonial and Honorary Awards Committee will exercise caution in cases where:
- the nominee has, in the past, violated human rights or has a criminal conviction
 - the nominee is, or has been, a serving politician, either elected or titular
 - the nominee is a University employee or University Council member, or
 - there is the possibility that that the naming may be perceived as payment-in-kind for services rendered to the University.

Benefaction or sponsorship naming

- 3.16 When the naming is in recognition of financial or in-kind contribution to the University, the proposer must refer to the Director Strategic Engagement who will liaise with senior management to gain approvals and negotiate the agreement.

Celebration of naming

- 3.17 The naming of significant University assets will warrant celebration and acknowledgment as an official event of the University.

- 3.18 University Life will liaise with relevant business areas to coordinate the event.
- 3.19 Appropriate media coverage will be generated by the Corporate Communications team in liaison with the relevant business area.

Plaques and signs

- 3.20 Naming signage will be of a uniform design and comply with the University's [Brand Guidelines](#).

Approval guidelines

- 3.21 Naming proposals related to physical facilities, business areas or land must be considered by the Ceremonial and Honorary Awards Committee and recommended to Council for approval.
- 3.22 Naming proposal approvals related to sponsorship or benefaction are to be coordinated by the Director Strategic Engagement.

Asset	Approval/Revocation
Physical facilities	Council
Business Area	Council
Land	Council
Position	Vice-Chancellor and President
Equipment	Relevant Dean of School or Head of business area, and Deputy Director Philanthropy
Academic or research program/unit	Vice-President (Academic) or Vice-President (Research)
Collections and library resources	Deputy Vice-President (Digital Services) and Deputy Director Philanthropy
University funded scholarships	Relevant Dean of School or Vice-President (Academic) and Director Global Brand and Marketing
Donor funded scholarships	Deputy Director Philanthropy
University funded prizes	Relevant Dean of School or Vice-President (Academic) and Director Global Brand and Marketing
Donor funded prizes	Deputy Director Philanthropy
Sponsored event	Deputy Director Philanthropy

Nomination process

- 3.23 Nominations to name physical facilities, business areas or land are to be submitted to the Secretary of the Ceremonial and Honorary Awards Committee via the [Naming of Assets Nomination Form](#).
- 3.24 Naming of other items listed in the above table is covered by the processes relating to the creation of those items.

4 RESPONSIBILITIES

Compliance, monitoring and review

- 4.1 The University Secretary and Director Strategic Engagement are responsible for implementing, monitoring, reviewing and ensuring compliance with this policy.
- 4.2 The University, through the Director Strategic Engagement, will ensure naming beneficiaries and/or their family are informed of revoking and renaming decisions made by the University.
- 4.3 The University Secretary will maintain a register of all namings approved, revoked or updated by the Council.
- 4.4 The Strategic Engagement Directorate will maintain a database of all namings resulting from sponsorship or benefaction.

Reporting

- 4.5 No additional reporting is required.

Records management

- 4.6 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.7 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Tangible assets: include land, buildings or building components, collections, equipment, facilities, roads and other infrastructure.

Intangible assets: include academic and research units, academic and research programs, academic and research positions, events, scholarships and prizes.

6 RELATED LEGISLATION AND DOCUMENTS

[Ceremonial and Honorary Awards Committee Terms of Reference](#)

[Honorary and Distinguished Service Awards Policy and Procedure](#)

[Naming of Assets Nomination Form](#)

7 FEEDBACK

- 7.1 Feedback about this document can be emailed to policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Council
Delegated Approval Authority	N/A
Advisory Committee	Ceremonial and Honorary Awards Committee
Required Consultation	N/A
Administrator	University Secretary
Next Review Date	17/01/2026

Approval and Amendment History	Details
Original Approval Authority and Date	Council 23 October 1993 (Naming Principles)
Amendment Authority and Date	Vice-Chancellor and President 7/03/2013 (Naming Principles); Council 27/04/2016 (Naming of Assets Policy replaced Naming Principles); Deputy Vice-Chancellor (Student Experience and Governance) 08/03/2017; Council 23/08/2019; Editorial Amendment 26/03/2020; Administrator 10/09/2020; Editorial amendment 05/02/2021; Editorial amendment 10/08/2022; University Secretary 17/01/2023.
Notes	This document was previously known as the 'Naming Principles'.