

NAMING OF ASSETS POLICY



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1 PURPOSE

- 1.1 This policy outlines the conditions for naming assets owned by CQUniversity and governed by the University Council.
- 1.2 Following are reasons for naming an asset:
- naming existing and proposed tangible and intangible assets after individuals or organisations gives CQUniversity the opportunity to honour or acknowledge outstanding leadership, achievement, service or benefaction to the University or the broader community
 - naming could recognise the history of CQUniversity's geographical locations including Indigenous and non-Indigenous places and their significant characteristics
 - naming could be offered as a benefit of sponsorship support
 - naming activity has a significant impact on the reputation of the University and the process and standards governing decisions on naming assets must be clearly established and transparent and be mutually beneficial to the University and the individual or organisation.

2 SCOPE

- 2.1 This document applies to all tangible and non-tangible assets owned by CQUniversity and governed by the University Council, to be named after an individual or organisation.

3 POLICY STATEMENT

- 3.1 The purpose of this policy is to set forth the guidelines and responsibilities for naming assets owned by CQUniversity and governed by the University Council.

Assessment of suitability

- 3.2 Each naming must complement the University's mission, strategic direction, values and priorities while preserving its academic integrity and freedom.
- 3.3 The reputation of the person or organisation concerned will be carefully considered before a recommendation is made to name an asset and will be monitored to ensure ongoing mutual benefit.
- 3.4 Naming using an Indigenous name or wording should undergo appropriate community consultation led by the Pro Vice-Chancellor (Indigenous Engagement).
- 3.5 Except in recognition of benefaction, an asset will not normally be named after a person who is still actively associated with the University.
- 3.6 Naming in acknowledgement of benefaction or sponsorship would require funding a substantial portion of the asset and requires a written agreement with the benefactor or sponsor.
- 3.7 Naming decisions related to significant assets such as buildings, senior positions and research units 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.
- 3.8 No University employee should receive a private or personal benefit in association with any naming.

Currency period of naming

- 3.9 Naming can be set for a limited time period and remains at the sole discretion of the University at all times.
- 3.10 At the recommendation of the Vice-Chancellor and President, the University may revoke naming arrangements and rename assets if circumstances change.

Naming conventions

- 3.11 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.
- 3.12 Names of tangible assets should have longevity that is independent of the current and future purpose.

Naming proposal responsibilities

- 3.13 Honorary Naming – when the naming is to honour significant contributions or achievements - refer to [Honorary Awards Policy and Procedure](#).
- 3.14 Benefaction or Sponsorship Naming – when the naming is in recognition of financial contribution to the University - refer to Director, Development and Alumni Relations who will liaise with senior management to gain approvals and negotiate the agreement.

Celebration of naming

- 3.15 The naming of significant University assets will warrant celebration and acknowledgment as an official event of the University.
- 3.16 The Corporate Events Office will liaise with relevant business units to coordinate the event.
- 3.17 Appropriate media coverage will be generated by the Corporate Communications Directorate in liaison with the relevant business unit.

Plaques and signs

- 3.18 Naming signage will be of a uniform design in keeping with the University's guidelines.

Approval guidelines

- 3.19 The naming of all assets must conform to the guidelines outlined in this policy.
- 3.20 All naming proposals related to physical facilities or organisational units are to be approved by the Ceremonial and Honorary Awards Committee.
- 3.21 All naming proposal approvals related to sponsorship or benefaction are to be coordinated by the Director, Development and Alumni Relations.

Asset	Approval
Building	Ceremonial and Honorary Awards Committee
Organisational Unit	Ceremonial and Honorary Awards Committee
Land	Ceremonial and Honorary Awards Committee
Position	Vice-Chancellor and President
Equipment	Relevant Dean and Director, Development and Alumni Relations
Academic or Research Program	Provost or Deputy Vice-Chancellor (Research)
Collections and library resources	Director, Library Services and Director, Development and Alumni Relations
University funded scholarships	Relevant Dean or Pro Vice-Chancellor (Learning and Teaching) and Director, Marketing
Donor funded scholarships	Director, Development and Alumni Relations
University funded prizes	Relevant Dean or Pro Vice-Chancellor (Learning and Teaching) and Director, Marketing
Donor funded prizes	Director, Development and Alumni Relations
Sponsored event	Director, Development and Alumni Relations and relevant Dean

4 RESPONSIBILITIES

Compliance, monitoring and review

- 4.1 The Development and Alumni Relations Directorate is responsible for promoting and monitoring compliance.

Reporting

- 4.2 No additional reporting is required.

Records management

- 4.3 The University, through the Director, Development and Alumni Relations will ensure naming beneficiaries and/or their family are informed of revoking and renaming decisions made by the University.
- 4.4 The Deputy Vice-Chancellor (Student Experience and Governance) will maintain a register of all naming approved by the Ceremonial and Honorary Awards Committee.
- 4.5 Facilities Management Services will maintain a database of all named buildings or building components and all named land.
- 4.6 Development and Alumni Relations will maintain a database of all naming resulting from sponsorship or benefaction.
- 4.7 Staff must maintain all records relevant to administering this policy in a recognised University recordkeeping system.

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

[Australian Privacy Act 1998](#)

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

[Honorary Awards Policy and Procedure](#)

7 FEEDBACK

7.1 University staff and students may provide feedback about this document by emailing policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Council
Advisory Committee to Approval Authority	Ceremonial and Honorary Awards Committee
Administrator	Deputy Vice-Chancellor (Student Experience and Governance)
Next Review Date	27/04/2019

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); Amended and updated to current template – Deputy Vice-Chancellor (Student Experience and Governance) 08/03/2017.
Notes	This document was previously known as the 'Naming Principles'