

Monash University Policy

Policy Title	Naming of Physical Entities Policy
Date Effective	1 July 2015
Review Date	1 July 2018
Policy Owner	Chief Operating Officer and Senior Vice-President
Category	Operational
Version Number	2
Content Enquiries	coo@monash.edu
Scope	<p>Physical entities at all Monash University campuses (including buildings occupied by Monash at international locations)</p> <ul style="list-style-type: none"> • major and minor buildings or facilities. • halls of residence. • facility components such as lecture theatres, classrooms, laboratories, conference rooms. • open spaces, sporting facilities, car parking facilities, roads, gardens, trees, lawns, courtyards. <p>Organisational units:</p> <ul style="list-style-type: none"> • Faculties and Departments. • Portfolios and Divisions. • Centres. • Institutes.
Purpose	<p>This Policy governs the philanthropic, honorific, and/or functional naming of all physical entities owned and operated by Monash University. It enables the University to show its appreciation for the generosity of individuals, businesses and organisations that invest in students, research and teaching programs, support services and infrastructure, as well as those who have given distinguished service to the community as a whole.</p>
POLICY STATEMENT	

1. Summary

- Naming physical entities provides the University with the opportunity to publicly recognise and pay tribute to exceptional contributions, whether philanthropic or in the form of meritorious service, which honour Monash University's heritage and legacy, and support the advancement of the University.
- The University has the authority to name or rename physical entities of the University to honour:
 - significant contributions to the University;
 - significant contributions to public life; or
 - significant benefactions to the University.
- Naming physical entities must be compatible with the Mission, Vision and Values of the University, as set out in "[Focus Monash, Strategic Plan 2015-2020](#)", and its Guiding Principles: Discovery, Ambition, Respect, Openness and Service. Naming shall not detract from the institution's dignity, integrity, or reputation.

- The naming of any building, part of a building, facility or outdoor space shall not create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges of any kind associated with such naming.
- This Policy is structured around three categories: Honorific, Philanthropic or Functional Naming.

2. Authority

- Monash University Council has authority to approve proposals for philanthropic or honorific naming on the recommendation of the Vice-Chancellor.
- The Chief Operating Officer and Senior Vice-President has authority to approve proposals for functional naming.

3. Management

- The naming of a physical entity is managed by the Chief Operating Officer and Senior Vice-President. In the case of Philanthropic and Honorific Naming the Executive Director, External Relations, Development and Alumni (ERDA) will be consulted and will play a key role.
- All naming proposals must be submitted to the Chief Operating Officer and Senior Vice-President.
- The ratified name will appear on the physical entity in signage as determined by the University and will be identified in University maps and other documents as appropriate.
- No corporate logos will be permitted.
- Once a proposal is approved by the Chief Operating Officer & Senior Vice-President in consultation with the Executive Director, External Relations, Development & Alumni, a formal submission shall be made to the Vice-Chancellor who will then refer the recommendation for naming to Council.
- Proposals, which may come forward from the Provost, CFO, Deans of Faculties, Directors of Institutes, or Divisional Executive Directors, must be accompanied by detailed supporting documentation in accordance with Philanthropic Naming or Honorific naming procedures.
- All naming proposals are confidential until appropriate approvals are obtained and thereafter must be negotiated with the person or persons concerned, to ensure the chosen name is acceptable to them.
- In line with the University's strategic fund raising objectives, proposals for Philanthropic Naming will have priority over other naming initiatives.
- A naming register will be maintained by Facilities and Services Division.

4. Philanthropic Naming

- In the event of a significant philanthropic contribution to the University, a building or other facility may be named in honour of the donor, provided the gift conforms with the requirements of the [Gift Acceptance Policy](#).
- Philanthropic Naming recognises the generosity of individuals and organisations who have supported the University over time, as well as those who are prepared to offer significant support at a point in time.
- The University will respect the right of a donor to remain anonymous as far as reasonable and will give due consideration to a donor who wishes to honour someone other than themselves.

5. Honorific Naming

- The Honorific Naming of a physical entity recognises exceptional contributions to the achievement of the University's mission, to scholarship and/or professional practice.
- A person may not be honoured in this way until after a significant gap (typically more than 5 years) of their formal association with the University or the person is deceased.
- The individual being proposed shall have achieved high distinction in at least one field of endeavour and must exhibit (or have exhibited) the following attributes:
 - highest standards of personal integrity;
 - honourable public service;
 - a distinguished contribution to the University, or society in general; and
 - be known to the University community.

- The University's preference is for buildings to be named to acknowledge philanthropic contributions. Honorific Naming proposals will normally only be considered where the building/facility proposed has been certified by the ED (ERDA) to have no existing or future potential philanthropic benefit to the University subject to a fundraising feasibility study; and the person recommended for Honorific Naming has made a truly exceptional contribution to Monash and/or the community.

6. Functional Naming

- Functional Naming is designed to reflect the purpose of a building and/or its association with the University if located away from a major campus.
- A functional name must be compatible with the mission, vision and values of the University and must conform to the stylistic requirements set out in Functional Naming Procedures associated with this policy.

7. Time Limits and Revocation of Naming

- The length of time for a physical entity to be named remains at the sole discretion of the University and may be discontinued at any time.
- Naming of any physical entity may be conferred for a specified period of time or may be in line with the life and purpose of the building or entity, as recommended to and approved by Council. It should be made clear that any naming right is not conferred in perpetuity.
- Any time limit for a Philanthropic Naming will be outlined in a gift agreement and donors will understand and agree that naming is normally time-limited.
- Similarly, Honorific Naming will be conferred on the understanding that the naming is time-limited, but may be reviewed or renewed.
- In cases where a corporation or organization name is used, the number of years during which the 'physical entity' is named will normally be limited to a period not exceeding 25 years.
- The proposed number of years for naming the physical entity will be identified when the submission is presented to the Vice-Chancellor for approval. The agreement will specify the number of years during which the physical entity will be named and it will include the clause that any name changes during that period will be at the University's sole discretion, subject to approval by Monash University Council.
- The University reserves the right to reconsider and/or revoke any naming if it is deemed no longer to be in the best interest of the University or the honouree. If revocation is likely, the Chief Operating Officer and Senior Vice President will make appropriate enquiries of interested parties before action is taken.
- Subject to the approval of the Chief Operating Officer and Senior Vice President, a plaque may indicate the site of a former named facility.

8. Renewal of Naming

- The name of a physical entity may be renewed, after appropriate enquiries have been made, upon recommendation of the Chief Operating Officer to the Vice-Chancellor for approval.

9. Demolition, Refurbishment or Replacement of Physical Entity

- Should a building or entity be demolished, refurbished or replaced, or where the occupancy or usage changes and the former name is no longer appropriate, then a request for a new name may be considered. Where possible, the Office of the Chief Operating Officer will make contact with interested parties to inform them of the action proposed and the reasons for it. If appropriate the University will suggest an alternative to complete the University's commitment.
- If a named physical entity within a building is relocated and will serve the same purpose in another location, the name may follow the physical entity, if approved by the Chief Operating Officer and Senior Vice-President.

10. Naming of small entities

- The naming of smaller entities, for example benches and trees, will be decided by the Chief Operating Officer & Senior Vice-President. If there is a philanthropic contribution to the University,

and the Chief Operating Officer decides to recognise the donation via the naming of a small entity, this will be taken to the Vice-Chancellor for approval in accordance with the Management Procedures.

- Honorary Naming of rooms, trees, benches, meeting rooms will not typically occur unless (i) the University has received a philanthropic contribution and chooses to recognise the donation via the naming of a room; or (ii) an existing named room is to be renamed. If this is the case, then the Chief Operating Officer & Senior Vice-President has authority to approve an appropriate proposal, which will then be reported to Council.

Supporting Procedures	Philanthropic Naming procedures Honorary Naming Procedures Functional Naming Procedures
Responsibility for implementation	Chief Operating Officer and Senior Vice-President Executive Director, External Relation, Development and Alumni (ERDA) Executive Director, Campus and Community Division Executive Director, Facilities and Services Deans of Faculties
Status	Revised
Approval Body	Name: Council Meeting: 4/2015 Date: 1 July 2015 Agenda item: 6.3
Endorsement Body	Name: Vice-Chancellor Date: 23 June 2015
Definitions	Naming rights: the right to formally name a physical entity. Small entity: Any minor component of the physical environment. Honorary Naming: Naming of a physical entity to honour an individual who has achieved distinction in the service of the University or to society at large. Philanthropic Naming: Naming of a physical entity to recognise individuals, and organisations for financial contribution or other generous support. Functional Naming: Naming of a physical entity to describe a particular function or use. Physical entity: University property including buildings, interior spaces, sporting facilities, roads, courtyard, etc. Donor: Any individual or organisation that has donated funds, works of art, property or other valuable materials to the University in accordance with the Gift Acceptance policy.
Legislation Mandating Compliance	Australian Legislation Fundraising Act (Vic) 1998 Fundraising Regulations 2009 (VIC) Income Tax Assessment Act 1997 Cth(Sub-divisions 30-A, 30-BA and 30-CA, Sub-divisions 50-A and 50-B) Privacy and Data Protection Act 2014 No.60 (VIC) Tobacco Act 1987 No 81 (VIC) Section 9 (1) & (2) Malaysian Legislation Income Tax Act 1967
Related Policies	Bequests policy Fundraising Policy Gift Acceptance Procedures

	Potential Donor Management Policy
Related Documents	Monash University Ethics Statement Universities Australia Code of Practice for Australian University philanthropy

