

Monash University Procedure

Procedure Title	Physical Entity Naming - Philanthropic Naming Procedures
Parent Policy	Physical Entity Naming Policy
Date Effective	
Review Date	
Procedure Owner	
Category	Operational
Version Number	1.0
Content Enquiries	Advancement Policies
Scope	
Purpose	<p>The philanthropic naming of physical entities recognizes the generous support of individuals, corporations, organizations and foundations who have supported the University over time, as well as those who are prepared to offer significant support at a point in time.</p> <p>Philanthropic namings must be compatible with the vision, mission and values of Monash University. All gifts must meet the requirements of the Gift Acceptance Policy.</p>
PROCEDURE STATEMENT	

1. Procedures

These procedures outline the steps that must be followed in the philanthropic naming of physical entities.

- 1.1. Any proposal to name a building, part of a building, or any object shall be made in a formal submission to the Executive Director, External Relations, Development and Alumni (ERDA).
- 1.2. A proposal to name a physical entity after a person shall be accompanied by comprehensive support material. Proposals in recognition of distinction in a particular discipline should, where relevant, be made through the head of department and faculty concerned.
- 1.3. Proposals for naming will be referred to the Facilities and Services Division and the Office of Marketing and Communication for consideration and recommendation.
- 1.4. A proposal, if approved, will not be publicly announced or implemented unless the approval of the person after whom the naming is made, or if he or she is deceased, the family, is given. If the family of a deceased person cannot be traced, or there is no family, the naming may proceed as approved.
- 1.5. Academic or administrative units must act in accordance with the Gift Acceptance Policy when seeking private sector philanthropic support for naming physical entities.
- 1.6. Prior to securing private sector contributions for a physical entity, academic or administrative units shall submit a naming proposal to the Executive Director, External Relations, Development and Alumni (ERDA) for review and endorsement.
- 1.7. The philanthropic naming proposal must include:

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- a) A letter of request for naming from Dean or Director, indicating faculty support and stating that all gifts meet the requirements of the Gift Acceptance Policy.
- b) Where applicable the naming proposal should indicate initial ask amounts, actual gift amount, donor name(s) and a brief description of the donor.

2. Approval

- 2.1. Naming proposals which are judged by the Executive Director, External Relations, Development and Alumni (ERDA) to have campus-wide implications may be brought forward to the key stakeholder groups for confidential consultation.
- 2.2. Naming proposals which are time-sensitive may be brought forward at any time to the Executive Director, External Relations, Development and Alumni (ERDA), to expedite the approval process in the interests of the donor.

3. Communication

- 3.1. The External Relations, Development and Alumni Division will confirm approval of naming proposals to the appropriate academic or administrative units.
- 3.2. Confirmation of the approved naming proposal is required prior to public announcements or formal celebrations of named gifts.
- 3.3. The External Relations, Development and Alumni Division will ensure that all necessary parties on campus are notified of any naming or renaming.

4. Time Limits and Revocation of Naming

- 4.1. Academic or administrative units shall ensure that donors understand naming may be time limited; this limitation is at the discretion of the University, the academic or administrative unit, or the donor. Naming may be revisited and reconsidered in circumstances where a naming is no longer in the best interests of the University and/or the donor. Any time limit for the naming will be outlined in a gift agreement and donors will understand and agree that naming may be time limited.
- 4.2. Naming shall enhance both the University's and the donor's reputation. If a naming is deemed to no longer be in the best interests of the University and/or the donor, it is possible that the naming may be revoked by the University, the donor and/or the donor's family following consultation with the Executive Director, External Relations, Development and Alumni (ERDA) and their approval.
- 4.3. Should a building be demolished 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 External Relations, Development and Alumni Division will contact a family member and/or the appropriate contact person for the former namesake to inform them of the decision to demolish, replace or change the usage of the facility. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. It may also be appropriate to name part of the new building after the person, organization, corporation or foundation for which the former building was named. Requests of this nature should be directed to the Executive Director, External Relations, Development and Alumni (ERDA) for approval.
- 4.4. The revocation of a naming must be approved by the Executive Director, External Relations, Development and Alumni (ERDA).
- 4.5. When it is requested that a named physical entity within a building be relocated within the same building or to a different building and the new facility or room will serve the same original purpose,

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the Executive Director, External Relations, Development and Alumni (ERDA) may approve the request.

5. Form and Format of Naming

This must be reviewed and confirmed with the Office of Marketing and Communications and the Facilities and Services Division as part of the preparation of a proposal.

Responsibility for implementation	Chief Operating Officer and Senior Vice-President Executive Director, External Relations, Development and Alumni (ERDA)
Status	
Approval Body	Name: Date: Author:
Definitions	
Legislation Mandating Compliance	
Related Policies	
Related Documents	