

Naming Rights Procedures

1. COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

2. PROCEDURAL DETAILS

2.1 Naming assets/entities after individuals or organisations

- 2.1.1 Naming rights will be considered where those rights honour and recognise those who have:
- (a) provided distinguished service to the University and the community; or
 - (b) made a prominent or ongoing financial contribution to the University.
- 2.1.2 When considering naming rights proposals, the following will be taken into account:
- (a) whether the proposal advances the academic mission of the University and is consistent with its core values; and
 - (b) whether the proposal furthers the capacity of the University to meet its objectives as outlined in the Strategic Plan.
- 2.1.3 Naming rights carry no authority or power of direction to the University on any matters of appointment, research, academic policy or any other processes.
- 2.1.4 The University Advancement will maintain a register comprising:
- (a) a list of named areas and term of commitment; and
 - (b) naming rights opportunities.

2.2 Scope of naming rights

- 2.2.1 Naming rights may be granted in relation to any of the following:
- (a) organisational entities (e.g. institutes focusing on key areas of research);
 - (b) buildings or part of a building (e.g. wings, floors, halls, rooms such as theatres, laboratories, lecture and tutorial rooms);
 - (c) roads, walkways and ovals;
 - (d) other external facilities including gardens, memorial trees and park benches, courtyards;
 - (e) collections of significant size and continuing scientific, historical, artistic or cultural value;
 - (f) medals;
 - (g) scholarships or bursaries; and
 - (h) research related activities such as academic positions (e.g. chairs, post-doctoral fellows), seminars and lectures.
- 2.2.2 In most cases, naming rights for organisational entities, buildings and parts of buildings will only be granted for periods of up to five years. Longer periods may only be granted after consideration and approval by Council.
- 2.2.3 Naming in perpetuity will only be considered by Council when:
- (a) an individual has made a significant non-financial contribution to the University;
 - (b) a significant donation has been made; or
 - (c) a gift that will generate significant funds in perpetuity has been made.
- 2.2.4 The design, wording and location of related plaques and signage will be consistent with the [Brand Identity Instructions](#).

2.3 Honouring an individual

In honouring an individual, the following apply:

- 2.3.1 Proposals for granting naming rights in recognition of a University staff member will only be considered after that person's employment with the University has ended, unless in the opinion of Council the specific circumstances warrant earlier recognition.
- 2.3.2 The reputation of the individual concerned will be carefully considered before a recommendation is made to grant naming rights. Proposals to name a University entity or asset after an individual will be supported by two external references verifying the contribution made by the individual.
- 2.3.3 Proposals will also highlight any potential negative impacts the naming may have for the University and will include strategies for managing any potential reputational risk.
- 2.3.4 The University will publish the name of a person in whose honour a structure or facility is to be named only after the written permission of that person is received or, if the honour is to be bestowed posthumously, the written permission of their most immediate surviving relative has been obtained. Such permission will only be sought after Council has approved the naming proposal.

2.4 Monetary donations

- 2.4.1 In addition to those considerations set out in section 2.1, naming rights granted in recognition of monetary donations will consider:
 - (a) The value of the donation;
 - (b) The visibility of the asset to be named (e.g. the size of the building or room, location or public exposure);
 - (c) Exclusivity provisions in the proposal;
 - (d) Historical significance of the asset being named; and
 - (e) Market conditions at the time.
- 2.4.2 All donations will be administered in accordance with the [Donations to Curtin Procedures](#).

2.5 Process for approving naming rights

- 2.5.1 Naming of external facilities including gardens, memorial trees and park benches, courtyards:
 - (a) Proposals to name memorial trees and park benches after deceased staff or students may be approved by the relevant Executive Manager.
 - (b) Naming proposals for all other external facilities, gardens and courtyards will be submitted to Senior Executive Team (SET) using the [Committee Briefing Paper Template](#) and will specify a member of SET in support of the proposal. The proposal will be assessed on an individual basis.
 - (c) If SET supports a proposal it will be referred to the Vice-Chancellor for approval.
- 2.5.2 Naming of collections of significant size and continuing scientific, historical, artistic or cultural value; medals; scholarships and bursaries; research related activities such as academic positions (e.g. chairs or post-doctoral fellows); and seminars and lectures:
 - (a) Naming proposals will be submitted to SET using the [Committee Briefing Paper Template](#) and will specify a member of SET in support of the proposal. The proposal will be assessed on an individual basis.
 - (b) Proposals supported by SET that have academic relevance will be referred to Academic Board for noting and then to the Vice-Chancellor for approval. Other proposals supported by SET will be referred directly to the Vice-Chancellor for approval.
- 2.5.3 Naming of organisational entities (e.g. institutes focusing on key areas of research); buildings or part of a building (e.g. wings, floors, halls, rooms such as theatres, laboratories, lecture and tutorial rooms); roads, walkways and ovals; and any proposal for naming in perpetuity:

- (a) Naming proposals will be submitted to SET using the [Committee Briefing Paper Template](#) and will specify a member of SET in support of the proposal. Proposals will be assessed on an individual basis;
 - (b) Proposals supported by SET that have academic relevance will be referred to Academic Board for noting and then to Council for approval. Other proposals supported by SET will be referred directly to Council for approval.
- 2.5.4 Naming proposals that involve a financial contribution to the University will be formalised in a legally binding contract or other appropriate document by Legal Services prior to final approval of the granting of naming rights.
- 2.5.5 Following approval of the granting of naming rights, and the finalisation of any related legal or financial matters, the Chief Advancement Officer will ensure that where appropriate, a public announcement is made in cooperation with the relevant external body or individual.

2.6 Rescinding naming rights

- 2.6.1 The University may reconsider and rescind any decision on naming where:
- (a) the name or any business or activity associated with the name falls or has significant potential to fall into disrepute;
 - (b) legal impropriety on the part of the donor makes a gift or naming subject to reconsideration; or
 - (c) the flow of benefits to be received in return for the naming rights ceases before the agreed time.
- 2.6.2 In instances where it is necessary to reconsider the appropriateness of a granted name the Vice-Chancellor will direct the relevant Executive Manager to review the agreement and recommend whether action should be taken under clause 2.6.1. This review will consider the University's commitments to the sponsor or donor and whether the actions or behaviour of the sponsor or donor impact upon or involve the University or its reputation. The review and recommendation will be considered by Executive Committee of Council and forwarded to Council for a final decision.
- 2.6.3 No financial benefit received by the University prior to the rescission of the granting of naming rights will be returned to the donor.

2.7 Alternative naming procedures

When naming entities which are not covered by the [External Collaborative Research Centres Procedures](#), and which do not involve proposals under these procedures, the brand hierarchy detailed in the [Brand Identity Instructions](#) will be followed.

3. RESPONSIBILITIES

Responsibilities are as set out in section 2.

4. SCOPE OF PROCEDURES

These procedures apply to all staff.

These procedures do not apply to the naming of research institutes which are partnerships with other universities and industry. Naming of such institutes is covered in the [External Collaborative Research Centres Procedures](#).

5. DEFINITIONS

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)

Naming rights

Agreement by the University to name a University asset to honour an individual or in recognition of significant financial support from an individual or organisation.

Donor

An individual or organisation which provides an amount of money or property to the University with no material gain or benefit expected in return.

Academic relevance

Matters which have the potential to impact upon the academic operations of the University

6. SCHEDULES*Nil***7. RELATED DOCUMENTS/LINKS/FORMS**[Committee Briefing Paper Template](#)[External Collaborative Research Centres Procedures](#)[Brand Identity Instructions](#)

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| Policy Compliance Officer | Tim McLinnis , Chief Advancement Officer University Advancement |
| Policy Manager | Vice-Chancellor |
| Approval Authority | Council |
| Review Date | 1 st April 2020 |

REVISION HISTORY

| Version | Approved/ Amended/ Rescinded | Date | Committee / Board / Executive Manager | Approval / Resolution Number | Key Changes and Notes |
|---------|------------------------------------|------------|--|------------------------------------|--|
| | Approved | 09/12/2008 | Planning and Management Committee | PMC 118/08 | Attachment A to Document No 01283/08 as amended |
| | Amended | 16/02/2011 | Council | C 12/11 | Attachment A to Document No 00112/11 (PMC 30 November 2010, Resolution PMC 111/10 Rescinded Policy, Rescission date to take effect Council approve amended version) |
| | Amended | 12/12/2012 | Council | C 162/12 | Attachment 2 to Document No 01274/12 (Council rescinded existing policy and procedures and approved new procedures as per new Policy Framework) |
| | Administratively Updated | 21/06/2013 | Director, Legal and Compliance Services | | Links Updated |
| | Administratively Updated | 23/06/2015 | Director, Legal and Compliance Services | | Schedules Updated |
| | Administratively Updated | 06/10/2015 | Director, Legal and Compliance Services | EC 76/15 | Executive Manager Title Changes |
| | Administratively Updated | 19/08/2016 | Director, Legal and Compliance Services | | Links Updated |