

Recognition Naming Policy

Abstract

This Policy outlines the University's means of honouring supporters through naming of academic and physical entities of the University.

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	Policy takes effect	02/09/2009
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	Policy amendment takes effect	19/05/2015
Approved by	Council Meeting 09/4 (19 August 2009) Resolution COU/09-4/85	
	Latest amendment: Director, Governance Support Unit (see change history for details)	
Implementation Officer	Deputy Vice-Chancellor (International and Advancement)	
Relevant to	All staff	
Related documents	Standing Delegations of Authority Fundraising Policy University Honours Policy UTS Identity Design Standards [available from Marketing and Communications Unit]	
Legislation	University of Technology, Sydney, Act 1989 (NSW)	
File number		
Superseded documents	Naming Rights Policy (1991)	

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1. Purpose

This Policy outlines how UTS may recognize substantial support from persons or organisations through naming a physical or academic entity in recognition of a supporter.

2. Scope

This Policy outlines the means by which the University may recognize substantial support from a person or an organization, through naming a physical or academic entity.

It covers the following specific entities:

- University buildings or parts of buildings
- Outdoor physical features of the University such as green spaces, sports facilities, walkways, etc
- University bodies such as faculties, departments, centres, schools and institutes
- Academic positions, including chairs, professorships, lectureships, and fellowships
- Academic awards, such as awards for excellence in teaching, etc
- Academic programs, such as visiting lectureships, series of lectureships, etc
- Student awards for excellence or merit, including scholarships and fellowships
- Collections, eg. library collections

Proposals for naming a physical or academic entity not listed above require approval from the Vice-Chancellor.

This Policy governs all naming of physical or academic entities in recognition of support, irrespective of whether that support is via donation or sponsorship.

Donations to the University are governed by the UTS Fundraising Policy.

If such support is in the form of sponsorship, Council or its authorised delegates may agree to contractual obligations regarding naming; such a contractual agreement should reflect the provisions of this Policy.

Honour naming which does not involve recognition for financial support is covered under the [University Honours Policy](#) and is excluded from this document.

Naming of Prizes is governed by the [Scholarships and Prizes Policy and Procedures](#) and is excluded from this Policy.

3. Definitions

Donation means a voluntary transfer of money or property to the University by way of benefaction where no material benefit is received by the donor from the University in return.

Donation in-kind means a donation other than a donation of money – eg. goods, services, or property. Donation as defined here is understood to include the terms 'gift, bequest or devise' as used in section 18 of the University of Technology, Sydney Act (1989).

Donor means any person or organisation making a donation to the University.

Pledge means a documented commitment to make a donation within a specified period of time.

Recognition means actions taken by the University to recognise the generosity of donors, individually or collectively.

Sponsorship means a transfer of money or property to the University in a transaction where the sponsor receives certain specified material benefits in return.

4. Policy Principles

4.1 Naming of a physical or academic entity may be conferred by UTS in recognition of substantial support from an individual or organization.

4.2 Naming must be congruent with the overall strategic direction, academic mission, vision and values of UTS.

4.3 Naming of any physical or academic entity will be conferred for a specified period of time, and will not be conferred in perpetuity.

4.4 Naming of any physical or academic entity remains at the sole discretion of UTS at all times, and may be discontinued by the University at any time.

5. Policy Statements

5.1 Conferral of Naming

5.1.1 For UTS to consider naming an academic or physical entity in recognition of a supporter, the support given must be substantial and proportionate to the entity being named.

5.1.2 The Deputy Vice-Chancellor (External Relations) may, from time to time, establish minimum amounts below which naming of academic and physical entities will not be considered.

5.1.3 Decisions on naming University buildings or parts of buildings, outdoor features, University entities such as faculties, departments, centres, schools and institutes, academic programs, collections and Chairs will be taken by the UTS Council on the recommendation of the Vice-Chancellor.

5.1.4 Decisions on naming academic positions other than Chairs, academic awards, student awards, and things other than those named in 5.1.3, may be taken by either the Vice-Chancellor or the Deputy Vice-Chancellor (External Relations).

5.2 Form of Naming

5.2.1 The UTS Identity Design Standards will guide the form of naming.

5.2.2 Unless UTS Council determines otherwise, the name of a donor or sponsor may be used only once in naming a UTS facility.

5.2.3 UTS will discuss the form of naming with the benefactor, or, where naming is to be conferred *in memoriam*, with the benefactor's trustees. UTS will confirm the form of naming with the benefactor or their trustees in writing.

5.3 Lifespan of Naming

5.3.1 UTS will discuss the lifespan of naming with the benefactor, or, where naming is to be conferred *in memoriam*, with the benefactor's trustees. UTS will confirm the lifespan of naming with the benefactor or their trustees in writing.

5.4 Discontinuation of Naming

5.4.1 As naming remains at the sole discretion of the University, UTS Council may, on the Vice-Chancellor's recommendation, choose to discontinue the use of a supporter's name. Circumstances in which naming may be discontinued include, but are not restricted to, the supporter coming into disrepute (either in the University or in the community at large), or the supporter failing to meet their pledged commitments to the University.

5.4.2 UTS Council may, on the Vice-Chancellor's recommendation, agree to modify the name attached to a named entity should this be appropriate, eg. if a corporate body after whom an entity was named itself had a change of name.

5.4.3 Where necessary, the Vice-Chancellor has authority to modify or withdraw any use of a supporter's name and to report any such change to the next meeting of Council.

6. Roles and Responsibilities

UTS Council has reserved to itself the authority to approve naming of University buildings or parts of buildings, outdoor features, University bodies, and Chairs.

The Vice-Chancellor and Deputy Vice-Chancellor (International and Advancement) have delegated authority to approve the naming of academic positions other than Chairs, academic awards, academic programs, student awards, and collections.

Accountable and Implementation Officer: Deputy Vice-Chancellor (International and Advancement)

7. Acknowledgements

Not applicable.

8. Version Control and Change History

Effective date	Version	Approved by, resolution no. (date)	Amendment
02/09/2009	1	Council, COU/09-4/85 (19/08/2009)	Previous policy, Naming Rights Policy (1991), rescinded
01/10/2009	1.1	Council, COU/09-4/85 and COU/09-4/83(19/08/2009)	Amended to reflect the change in responsible implementation officer: from Deputy Vice-Chancellor (External Relations) (to end 30/09/2009), to Deputy Vice-Chancellor (International and Development) (from 01/10/2009).
19/05/2015	1.2	Director, Governance Support Unit (GSU) (11/12/2014)	Changes (approved under Delegation 3.17) to implement 2014 Senior Executive restructure.