NAMING RIGHTS POLICY

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<th>Responsible Officer</th>
<th>Vice-Chancellor</th>
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<tr>
<td>Contact Officer</td>
<td>Ms Jennifer Bott, Chief Executive, UNSW Foundation</td>
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<td>Review</td>
<td>Chief Executive, UNSW Foundation: 2015</td>
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<td>981131</td>
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1. PREAMBLE

UNSW seeks to recognise persons who have either supported the University through distinguished effort or substantial financial endowment by naming facilities or entities in their honour. This policy governs the procedure for such naming and includes:

- Buildings or parts of buildings such as wings where the identification focuses on the external feature
- Parts of buildings, such as floors, theatres, laboratories and classrooms where the identification deals with an internal feature
- Outdoor areas, such as gardens, courtyards, gates, ovals, playing fields, roads or walkways
- Academic entities, such as Faculties, Schools, Centres and Institutes
- Professorial Chairs or other significant academic positions
- Programs and projects
- Any other facility or entity not listed above which may be recommended for naming after consultation with the Chief Executive, UNSW Foundation.

2. GENERAL PRINCIPLES

In negotiating Naming Rights, the following general principles will apply:

- Philanthropy provides significant benefits to the University in the provision of improved facilities and other resources and support, and does not entail any diminution of the governance, management or academic freedom of the University or any University entity.
- Naming Rights granted for distinguished effort will be considered in the same way as Naming Rights for benefaction as outlined in Section 4 - Approval Procedure.
• Negotiations with potential benefactors will be held in confidence, and will be flexible, due to the competitive nature of philanthropic funding. Bearing this in mind, any affected stakeholders will be advised of the naming as soon as possible.
• Negotiations for School or Faculty Naming Rights will usually be to achieve the highest level of benefaction possible, but dollar amounts will not be specified in this policy, as the benefaction that could be attracted and that is needed varies from discipline to discipline due to different stages of development and different costs of associated facilities/activities, and will also vary depending upon other external factors which may change from time-to-time.
• Whether Naming Rights for Schools and Faculties will be granted in perpetuity or not will depend upon the circumstances of the individual negotiation, but will usually be granted in perpetuity, subject to:
  o There being no obligation to transfer the Naming Rights if the facility or entity no longer exists;
  o There being no requirement to retain the name if it is drawn into disrepute, with the UNSW Foundation Board to consider whether Naming Rights should be withdrawn in these circumstances, with the Vice-Chancellor reporting the outcome to Council.
• All Naming Rights agreements will include a clause noting that Naming Rights can be withdrawn if the name is, in the University’s opinion, drawn into disrepute.
• Naming Rights for whole buildings and for Faculties are recommended to Council for approval. Naming Rights for Schools and all other facilities or entities will be approved by the Vice-Chancellor following recommendation of the Executive Team.
• A Naming Rights proposal will be assessed to determine whether it is in keeping with the University’s strategic priorities, and either is in the Strategic plan or can be incorporated, or whether it is being driven by the donor or other stakeholder groups and is not in the University’s best interests. For proposals that do not currently fit within the University’s strategic priorities and are not in the current strategic plan, but are still desirable, a higher level of funding would normally be required to secure the project.
• Naming Rights will be pursued via the approval procedure set out in section 4.

3. GUIDELINES FOR NAMING

3.1 Buildings or parts of buildings

Naming Rights will not extend beyond the normal life of the building or part of building and are not transferable should the building be remodeled or refurbished substantially in the future.

3.1.1 Buildings – External

a. Individuals

A proposal for naming a building (or significant and identifiable part of a building) in honour of a person will normally be considered when:
• A person has given extraordinary distinguished service to the University which merits recognition in the University's history. Naming a building in honour of a person who has given extraordinary distinguished service will not normally be considered until after that person’s substantive formal relationship with the University has concluded; or
• A person is a major benefactor who is prepared to support a major facility by donating no less than 25% of its cost; or supports the University or a Faculty with a gift of at least $5 million.

b. Corporations

The University will consider the naming of a building in recognition of a corporation which is a benefactor when that corporation:

• provides not less than 50% of the capital cost of the building; or
• supports the University, Faculties or Divisions with donations of $10 million or above.

3.1.2 Parts of Buildings – Internal – Floors, Theatres, Laboratories, Classrooms

Naming Rights will normally remain in place for a period of no longer than ten years or as negotiated.

Proposals may be considered for naming parts of buildings on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be $250,000. Where donations are less than the amount specified, the University may acknowledge the donors by means of a "commemorative plaque" or "donor acknowledgement board".

A proposal for naming part of a building in honour of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.

3.2 Outdoor Areas – such as gardens, courtyards, gates, ovals, playing fields, roads or walkways

Naming Rights will normally remain in place for a period of no longer than ten years or as negotiated. Naming Rights will not extend beyond the normal life of the area and are not transferable should the area be remodelled or refurbished substantially in the future.

Proposals may be considered for outdoor areas on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be $250,000. Where donations are less than the amount specified, the University may acknowledge the donors by means of a "commemorative plaque" or "donor acknowledgement board".

A proposal for naming an outdoor area in honour of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.
3.3 Faculties, Schools, Centres, Institutes or other academic entities

3.3.1 Faculties

In the event of significant benefits to a Faculty such as the provision of significant new facilities or endowment, the Vice-Chancellor may consider the naming of a Faculty after a benefactor, for recommendation to Council for approval.

The Vice-Chancellor may also recommend the naming of a Faculty after a person who has contributed significant service to the academic entity or the University.

Normally the Dean will consult with the Chief Executive, UNSW Foundation, in the case of benefaction. Taking into account the confidential and often competitive nature of these discussions, the Dean will inform the academic staff and students of the name change at the earliest opportunity.

In the case of naming for service, the Dean will consult with the Vice-Chancellor, and the Dean will inform the academic staff and students of the name change at the earliest practicable opportunity.

3.3.2 Schools, Centres and Institutes or other academic entity

In the event of significant benefits to a school, centre or institute or other academic entity, such as the provision of significant new facilities or endowment, the Vice-Chancellor may approve the naming of the school, centre, institute or other academic entity.

The Vice-Chancellor may also approve the naming of a school, centre, institute or other academic entity after a person who has contributed significant service to the academic entity or the University.

3.4 Professorial Chairs or other significant academic positions

For existing, planned or highly desirable Professorial Chairs or other significant academic positions, Naming Rights will be granted with a donation in the 25% (for individuals) and 50% (for corporations and others) and above range.

For Chairs and other significant academic positions not currently in UNSW’s strategic plan, a higher level of funding (50-100%) may be required to secure the Naming Rights thereof.

The length of the term of Naming Rights as well as the percentage of donated funds for the Chair or other significant academic positions will both be taken into account in negotiating the final agreement.

3.5 Programs and projects

For existing, planned or highly desirable programs and projects, Naming Rights will be granted with a donation in the 25% (for individuals) and 50% (for corporate and others) and above range.
For programs and projects not currently in UNSW’s strategic plan, a higher level of funding (50-100%) may be required to secure the program or project and Naming Rights thereof.

The length of the term of Naming Rights as well as the percentage of donated funds for the program or project will both be taken into account in negotiating the final agreement.

3.6 Any other facility or entity

It is possible that the University may wish to grant naming rights to a facility or entity which is not listed specifically in this policy. In such a case, a proposal would follow the approval procedure set out in section 4.

4. APPROVAL PROCEDURE

The approval process for Naming Rights is:

4.1.1 Submit application to Chief Executive, UNSW Foundation. The nature of the proposal and its place within the strategic priorities of both the University and the Faculty (if appropriate) need to be articulated clearly.

4.1.2 Chief Executive, UNSW Foundation consults with Executive Director, Finance and Operations, Executive Director, University Services, and Dean (if appropriate).

4.1.3 Chief Executive, UNSW Foundation submits application to Executive Team.

4.1.4 Executive Team recommends to Vice Chancellor.

4.1.5 Vice Chancellor approves or in the case of buildings, other major capital works, or Faculties, Vice-Chancellor recommends to Council.

5. PROTOCOLS

5.1 Naming Rights will not normally be granted to honour persons who have no formal connection with the University unless they are substantial benefactors.

5.2 Commemorative plaques and/or Boards of Benefactors will be used to recognise endowments in appropriate locations. The style of naming facilities will be consistent with the University’s identity and branding guidelines.

5.3 When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person’s next of kin.

5.4 In the event that the flow of funds agreed to – which constitute the gift - cease before the agreed time, the Vice-Chancellor may recommend to Council that the use of the benefactor’s name for a building or faculty be discontinued, or in the case of other named facilities or entities, determine that the use of the benefactor’s name be discontinued.
5.5 If an individual or organisation, after whom a facility or entity has been named, comes into disrepute in the University or in the community at large, the Vice- Chancellor may recommend to the UNSW Foundation Board that the use of the name be discontinued, and report the outcome to the UNSW Council.

5.6 The Vice-Chancellor may approve common names for facilities, for example, Quadrangle Building, The Pavilions, The Arcade Room, which will apply until such times as a naming proposal is advanced through the procedures laid out in this Policy.

5.7 This policy will be reviewed at least every 5 years. The next review is scheduled for 2015.

Appendix A: History

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