1. Preamble

1.1 Purpose
A naming recognition framework enables UNSW to honour those who have rendered extraordinary distinguished service to the University and/or recognise those who make a prominent and/or permanent investment in the University through substantial philanthropy.

2. Scope
This Policy applies to all staff involved in development and fundraising across the University at all campuses; and to all buildings (external and internal parts of buildings), outdoor areas, academic units, academic positions, programs and projects at the University at all campuses.

3. Definitions
In this policy:

- **Academic Unit**: A faculty, school, department, institute, centre, or other unit of the University whose primary functions include teaching and/or research.

- **Gift Level Matrix**: The document which outlines the threshold gift levels required to receive naming recognition. The Matrix is revised regularly, authorised by the Vice-President Advancement in consultation with the University Senior Team, and maintained by the Director Development.

- **Gift Acknowledgement**: A UNSW document that outlines the details of a gift including the purpose for which the gift is made and the process for its administration.

4. Policy Statement
UNSW recognises individuals, not-for-profit organisations (including trusts, foundations and other charitable organisations) and corporations who have supported UNSW either through extraordinary distinguished service to the University or through substantial philanthropy, and who merit recognition in the University’s history. It does this through naming in their honour tangible or intangible property, units, or activities of the University including, but not limited to, buildings, parts of buildings, outdoor areas,
academic units, academic positions including professorial chairs, programs and projects.

Naming recognition may be offered to those whose service and/or philanthropy supports and enhances the University’s fulfillment of its values and objectives.

Naming recognition of individuals who have provided extraordinary distinguished service to the University will not normally be considered until after that person’s substantive formal relationship with the University is concluded.

Naming recognition of substantial philanthropy will normally recognise new relationships and encourage future contributions. However, at the discretion of the University Senior Team, past giving may also be considered. All proposals to recognise substantial philanthropy through naming recognition must satisfy threshold gift levels outlined in the Gift Level Matrix.

i. Naming recognition will not be conferred if it is likely to adversely affect the University’s autonomy, reputation and academic freedom.

ii. Naming recognition will always be conferred in line with UNSW policies and procedures, be subject to the University’s governance and management, and be compatible with University’s 2015-2025 strategy and other Council priorities.

iii. Discussions with those being recognised in this way cannot commence until all internal stakeholders have been consulted, and the University Senior Team (UST) have reviewed and recommended the proposal to the President & Vice-Chancellor for approval.

iv. Naming recognition may be withdrawn if, in the opinion of Council, the name is likely to damage the University’s reputation. The President & Vice-Chancellor will consider whether the naming recognition should be withdrawn, and make a recommendation to Council.

v. Naming recognition for philanthropic contributions must be documented in a Gift Agreement through the Division of Advancement.

vi. Where funds are pledged over a period of time, the University may revise the form of recognition or withdraw recognition if the agreed flow of funds ceases or changes from the Gift Agreement.

vii. Naming recognition as a benefit negotiated as part of a sponsorship arrangement must be documented in the Sponsorship Agreement.

viii. Naming recognition of philanthropy may remain in perpetuity. Naming recognition of corporate sponsorship will remain for the duration of the Sponsorship Agreement.

ix. Naming recognition will not normally extend beyond the life of the area and is not normally transferable should the area be remodeled or refurbished, unless to do so aligns with the strategic direction of the University, and is at the discretion of the President & Vice-Chancellor.

x. Naming recognition for academic units must comply with the Register of Delegations.

xi. Naming recognition for academic units may be conferred in perpetuity, except that there can be no obligation to transfer the naming recognition if the academic unit ceases to exist.
xii. Naming recognition for academic units including professorial chairs, and programs and projects will remain for as long as the funding is provided except that there can be no obligation to transfer the naming recognition if the position, program or project ceases to exist.

xiii. Consent of the individual or organisation being recognised must be obtained before naming recognition can be conferred. Where the proposal involves honoring a deceased person, agreement from the next of kin or other relevant contact must be obtained (where practicable). This is not necessary where consent is provided through a Will.

xiv. An individual or organisation being honoured may nominate someone else’s name to be honoured in lieu.

xv. The University will respect a request for a gift to remain anonymous as far as is reasonable.

xvi. Naming recognition may also be conferred for gifts of artworks, in line with the *Museums and Collections Policy* and *Art Collection Procedure*.

xvii. The style of the recognition must be consistent with the University’s identity and brand as specified in the *UNSW Branding Requirements*, and approved by Marketing Services.

5. Legal & Policy Framework
This policy operates within the context of state and federal legislation and within the context of University policy including:

- the *University of New South Wales Act 1989*
- the Register of Delegations
- the *Receipting and Administration of UNSW Fundraising Income Procedure*

6. Implementation
The Division of Advancement is responsible for the implementation of this policy and the associated Procedure.

6.1 Roles & Responsibilities
Discussing naming recognition opportunities is the role of the Division of Advancement.

**Vice-President Advancement** is responsible for ensuring that naming recognition opportunities are managed in accordance with this policy; for ensuring that appropriate stakeholders are consulted; and for submitting proposals to the University Senior Team.

**University Senior Team** is responsible for reviewing and recommending proposals to confer naming recognition to the President & Vice-Chancellor for approval.

**President & Vice-Chancellor** is responsible for approving naming recognition in accordance with this policy except for the naming of whole buildings or faculties; for considering instances when naming recognition should be withdrawn, and making a recommendation to Council; permitting naming recognition to extend beyond the life of an area, or to be transferred when an area is remodeled or refurbished; and to approve lower minimum contribution for naming of a building (see Gift Level Matrix).
Council is responsible for considering recommendations from the President & Vice-Chancellor for naming recognition for whole buildings and faculties; and for withdrawing recognition if the name may have a negative impact on reputation.

Dean is responsible for approving the naming of a faculty before the proposal is reviewed by the University Senior Team, and must consult with his/her faculty stakeholders in doing so.

6.2 Process

- Any application for naming recognition should be submitted via a proposal to the Vice-President Advancement.

- The Vice-President Advancement will consult with all appropriate stakeholders and make a judgement as to whether the proposal has merit.

- If the Vice-President Advancement supports the proposal, s/he will then present it to the University Senior Team for review.

- If the University Senior Team supports the proposal, the University Senior Team will recommend it to the President & Vice-Chancellor for approval.

- If the proposal is for a whole building or a faculty, the proposal will then submitted to Council for approval on the President & Vice-Chancellor’s recommendation.

- Once the necessary approval processes have taken place, the Vice-President Advancement, in collaboration with the relevant Dean, will consult with the individual or organisation being recognised to receive their consent.

6.3 Support & Advice

Executive Officer, Division of Advancement

7. Review

This policy will be reviewed three years from the date of effect by the Vice-President, Advancement.

8. Acknowledgements
Appendix A: History

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