

Policy Title: Naming

Policy Owner: Vice-President (Communications, Engagement and Partnerships)

Keywords: 1) Facility 2) Building 3) Naming of 4) Donations 5) Sponsorship

Policy Code: PL054

[Intent](#)

[Organisational Scope](#)

[Definitions](#)

[Policy Content](#)

[References](#)

[Contact Information](#)

1. Intent

- 1.1 The intent of this policy is to provide a framework to guide and assist the University in the naming of physical and academic Projects in recognition of substantial support received through donations.
- 1.2 Refer to the *Honorary Awards of the University Policy* for details regarding the recognition of non-financial contributions to the University and the community.

2. Organisational Scope

This policy applies to:

- all Edith Cowan University staff; and
- members of University Council and Council Committees and Boards.

3. Definitions

The [University Glossary](#) and the following definitions apply to this policy [use where there are specific policy related definitions]:

TERM	DEFINITION
Donation or Gift	A voluntary transfer of money, property or other assets to the University by way of benefaction where no material benefit or advantage is received by the donor from the University in return. For the purposes of this policy, the terms 'donation' or 'gift' do not refer to gifts offered to individual University staff.
Donor	Any individual, organisation or entity that makes a donation to the University.
ECU Foundation	The Edith Cowan University Foundation established under Statute 17 to, <i>"promote and encourage philanthropic giving to the University, as well as other contributions towards the agreed Fundraising Plan, for the University's advancement and development, to benefit its students and the wider community"</i> .
Foundation Board	The Board of the ECU Foundation as defined by Statute 17.
Gift Agreement	A written agreement between the donor and the University setting out the terms upon which the gift is made, including the restriction of the donation.

TERM	DEFINITION
Office of Advancement	The office within ECU which coordinates University fundraising and alumni relations activities.
Pledge	A documented commitment from an existing or prospective donor to make a donation within a specified period of time.
Project	The project, facility, scholarship, award, prize, or other use to which a donation is applied, including those uses set out in 4.1.7.
Recognition	Actions taken by the University to recognise the generosity of donors, individually or collectively.

4. Policy Content

4.1 Principles:

- 4.1.1 The Office of Advancement will coordinate all approved University fundraising and alumni relations activities.
- 4.1.2 The University may confer the naming of a physical or academic Project for an individual, organisation or foundation in recognition of substantial support received through donation. Subject to the terms of any gift agreement, naming is at the sole discretion of the University and may be discontinued at any time.
- 4.1.3 Substantial support through donation can be defined as significant gifts to the University which meet the requirements set out in the Office of Advancement's *Gift Guide*.
- 4.1.4 Naming of Projects must align with the University's strategic priorities, mission, vision and values.
- 4.1.5 Naming of Projects will be conferred for a specified period of time as set out in the relevant gift agreement and will not be automatically conferred in perpetuity.
- 4.1.6 If an individual, organisation or foundation is to be recognised by the naming of a physical or academic Project as a result of sponsorship, Council or its authorised delegates must agree on contractual obligations relating to the naming. Any contractual agreement relating to naming shall reflect the provisions of this policy.
- 4.1.7 This policy covers the following specific Projects:
- University buildings or parts of buildings;
 - Outdoor physical features of the University such as green spaces, sports facilities, walkways, etc;
 - University divisions such as 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 lectures, etc;
 - Student scholarships, awards and academic prizes for excellence or merit, including fellowships; and
 - Collections, e.g. library and art collections.
- 4.1.8 Proposals for naming a physical or academic Project not listed above require approval from the Vice-Chancellor.

4.2 Conferral of Naming:

- 4.2.1 The University will consider naming physical or academic Projects in recognition of support received through donation only if the support has been substantial and proportionate to the Project being named.
- 4.2.2 The University Council, upon recommendation received from the Vice-Chancellor, will establish minimum amounts below which naming of Projects will generally not be considered.
- 4.2.3 The University Council, upon recommendation received from the Vice-Chancellor, will make decisions on significant naming opportunities for Projects.
- 4.2.4 The Vice-Chancellor, upon recommendation received from the Vice-President (Corporate Services), will make decisions on other naming opportunities, specifically:
- academic positions other than Chairs, e.g. lectureships, post-doctoral fellowships;
 - academic awards, such as awards for excellence in teaching, etc; and
 - other entities that may arise.
- 4.2.5 Names of student scholarships, awards and academic prizes will be determined by the Director, Advancement, in consultation with the donor funding the scholarship, award or prize.

4.3 Form of Naming:

- 4.3.1 Unless the University Council determines otherwise, the name of a donor, sponsor or honouree may be used only once in naming a University facility.
- 4.3.2 The donor, donor's trustees or representative, must give their written consent for the use of their name in the form of a gift agreement. This must be done prior to:
- establishing a student scholarship, award or academic prize;
 - submitting a naming application to the Vice-President (Corporate Services) to make a recommendation to the Vice-Chancellor; or
 - submitting a naming application to the Vice-Chancellor to make a recommendation to Council.
- In the gift agreement, the University will confirm the form of naming, any associated wording to be used on plaques, announcements, etc, and any public ceremonies to herald the naming with the donor, donor's trustees or representative. The University will, however, retain the final authority over such matters.

4.4 Duration of Naming:

The University will discuss the duration of the naming with the benefactor, benefactor's trustees or representative. The University will confirm the duration of the naming with the benefactor, benefactor's trustees or representative in writing.

4.5 Discontinuation of Naming:

- 4.5.1 The University Council may, on the Vice-Chancellor's recommendation, choose to discontinue the use of a donor's/honouree's name. Circumstances in which naming may be discontinued include, but are not limited to the donor or honouree:
- coming into disrepute (either in the University or in the community at large); and
 - failing to meet their pledged commitments to the University.

Refer to the *Fundraising Ethics Policy* for further information on the risk management processes related to the discontinuation of naming.

- 4.5.2 The Office of Advancement will include a provision in all gift agreements allowing the University to discontinue the use of a donor or honouree's name in the circumstances set out in 4.5.1.
- 4.5.3 The University Council may, on the Vice-Chancellor's recommendation, agree to modify the name attached to a named Project should this be appropriate, e.g. if a body corporate after which a Project has been named changes its name.
- 4.5.4 Notwithstanding 4.5.2, the Vice-Chancellor has authority to modify or withdraw any use of a supporter's name and request ratification of the change at the next meeting of Council.

5. Key Roles and Responsibilities

ENTITY/INDIVIDUAL	RESPONSIBILITIES
Vice-Chancellor	Responsible for providing recommendations to Council in relation to the naming Projects.
Vice-President (Corporate Services)	Responsible for providing recommendations to the Vice-Chancellor in relation to the naming of: <ul style="list-style-type: none"> • Academic positions other than Chairs; • Academic awards, such as awards for excellence in teaching, etc; and • Projects other than those named in 4.2.4.
Director, Advancement	In consultation with donors, determines the names of donor funded scholarships, awards and prizes.
Office of Advancement	Advises on, handles and forwards naming requests to the (Vice-President (Corporate Services) and the Vice-Chancellor.

6. References:

Policy Code:	PL054	File No: SUB/5110
Policy Owner:	Vice-President (Communications, Engagement and Partnerships)	
Approved by:	University Council	
Date Approved:	First approved March 1984	
Revision Date:	June 2018	
Amendments:	<p>June 1999</p> <p>June 2012 – major revision and re-issue – approved by Council on 28 June 2012 Resolution UC152/17</p> <p>August 2012 – Minor Amendment</p> <p>May 2013 – Amendment to Policy Owner</p> <p>February 2015 – Amendment to Contact Information</p> <p>November 2015 – Amendment resulting from Academic Organisation Re-Design Project</p> <p>June 2021 – Change of policy ownership to align with ECU's current organisational structure.</p>	
Related Policies/Documents:	<ul style="list-style-type: none"> • Academic Prizes Policy • Code of Practice for Australian University Philanthropy Fundraising at ECU Policy • Scholarships Policy • Fundraising at ECU Policy • Fundraising Ethics Policy • Honorary Awards of the University Policy 	

7. Contact Information:

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