

Naming of Chairs, Buildings and Facilities Policy

Purpose:	To provide guidance on the name of Chairs, Buildings and Facilities on Murdoch University campuses.
Audience:	Staff

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Objectives:

1. To ensure that chairs, buildings and facilities are named appropriately and consistently with appropriate authorisations.
2. To consider and minimise the risk associated with naming of University facilities and positions.

Policy:

1. Chairs, Buildings and Facilities may be named after an individual, an organisation or a business in the following circumstances:
 - Where an individual, organisation or business has provided a substantial financial contribution to the University; or
 - Where an individual, organisation or business has provided distinguished service to the community and/or the University and is considered worthy of recognition through the naming of a Chair, Building or Facility
2. Approval for the naming of Chairs, Buildings and Facilities rests jointly with the Chancellor and Vice Chancellor in accordance with this policy. Decisions shall be reported to the next meeting of Senate, except where issues of confidentiality require a delay in that reporting.
3. Decisions to approve naming of Chairs, Buildings and Facilities should take into account a number of factors and issues:
 - The size of the contribution relative to the value and cost of the Chair, Building or Facility being named
 - The compatibility of the proposed name with the function of the Chair, Building or Facility
 - Community, cultural and ethnic sensitivities. Where necessary, input should be sought from relevant university and community representatives
 - Any potential risk to the reputation of the University from aligning the University with the name of an individual or company whose reputation may vary over the term of the naming agreement. This risk should be minimised by the formalising of an agreement with a termination clause for the University in the event of a reputational issue arising.
4. Suggestions for the naming of Chairs, Buildings and Facilities may come from members of the University community.
5. The University reserves the right at any time to cancel the name of the Chair, Building or Facility and to rename it, subject to any written agreement entered into with a sponsor.

Naming of Chairs

6. A Chair may be named after a sponsor:
 - If it is fully endowed, i.e. if a large contribution is provided to the University for perpetual investment, the interest from which will be sufficient to cover the salary and on-costs of the Professor in perpetuity
 - If the salary and on-costs of the Chair will be met for at least 3 years with the Chair to be named for that period and no longer
7. Where a sponsor makes a substantial contribution to the salary and other costs of a Chair, the sponsor (or a representative of the sponsor) may be invited to suggest selection criteria for the position and may be entitled to one or more nominees on the selection committee. The University however, retains the ultimate authority in designing criteria for the selection of staff and for deciding whom to appoint to the position.

Naming of Buildings and Facilities

8. A Building or Facility may be named after a sponsor:
 - If the sponsor provides a contribution of at least 20% of the total construction cost of the Building or Facility where the total cost is under \$5 million.
 - Where the total cost is above \$5 million, the required contribution from the sponsor may be reduced to a minimum of 10% of the total cost.
9. When planning a capital fundraising campaign for a new building with a range of spaces available for naming rights sponsorship, the spaces and levels of sponsorship should be set at the commencement of the campaign and approved by the Vice Chancellor and Chancellor in advance of any discussions with potential sponsors.
10. The naming of a Building or Facility must have a specified term for recognition of that name. Naming rights sponsorship of a Building or Facility will usually be approved for a 10 year period however, the University has discretion to vary the term depending on the size of the contribution and the ongoing relationship with the sponsor.
11. Buildings and Facilities that are named in honour of outstanding individuals with no financial consideration may be named in perpetuity.

Authority to Use Name

12. The University will not disclose the name of the person to be honoured through the naming of a Chair, Building or Facility until the permission of that person has been obtained by the Vice Chancellor. If the honour is to be bestowed posthumously, the permission of their most immediate surviving relative must be obtained prior to disclosure.
13. The University will respect requests for confidentiality and anonymity from donors and sponsors.

Supporting Procedures:

There are no supporting procedures.

Supporting Guidelines

There are no supporting guidelines.

Supporting Standards:

There are no supporting standards.

Performance Indicators

There are no performance indicators.

Definitions:

There are no key terms.

Approval and Implementation:

Approval Authority:	Senate
Responsible Officer(s):	Director Advancement
Committee with oversight:	
Contact Officer:	Manager Advancement Operations

Revision History:

Version	Date Approved	Effective Date (if later than 'Date Approved')	Next Date	Review	Resolution (if applicable)	No.
Approved	20/07/2021				S/28/2021	
Noted by AC	16/06/2021				AC/47/2021(v)(b)	
Amended	27/09/2004	Senate			S/95/2004	
Amended	08/10/2001	Senate			S/79/2001	
Amended	13/08/1990	Senate			104/90	
Approved	30/10/1989	Senate			107/89	