Protocols Procedure - Naming Facilities and Memorials

Section 1 - Purpose

(1) This procedure supports the Protocols Policy by stating:

a. considerations for naming University facilities
b. requirements for naming roads, walks and paths on University campuses
c. requirements for honorary and philanthropic naming of facilities
d. establishing or holding memorials on University premises.

Scope

(2) This procedure has the same scope as the Protocols Policy.

Section 2 - Policy

(3) Refer to the Protocols Policy.

Section 3 - Procedures

Naming University facilities

(4) The naming of facilities must be consistent with the University's object and function as a public and academic institution, and proposed names should aim enhance the public reputation of the University. In this regard, due attention will be given to the name’s long-term and short-term appropriateness, inclusive representation of the University community and the appropriateness of the facility being named.

(5) University facilities may be named for an individual or entity (honorary or philanthropic naming), for features, themes or concepts relevant to the University, or temporarily named (as per clause 7).

(6) When naming a facility for an individual or an entity:

a. the name should be based on the eminence of the recipient or the recipient's relationship to the University
b. the credentials, character, and reputation of each individual or entity will be appropriately scrutinised, and in particular, where the entity is a corporate entity the nomination will be carefully scrutinised with regard to clause 28
c. nominations for consideration must be accompanied by appropriate supporting documentation relating to the nominee
d. unless otherwise approved by Council, the individual or entity's name may only be used once across all campuses
e. if the individual or entity comes into disrepute in the University or community at large, the Vice-Chancellor may

recommend to Council that the use of the name be discontinued

f. facilities will be not be named for a current holder of a local, state or federal political office.

(7) The Vice-Chancellor may approve temporary names for unnamed facilities by reference to the use or location of the facility (e.g. Faculty of Science Building), or by means of some other neutral connotation so that they are easily changed. Such names may be used for an indefinite period.

(8) The University reserves to itself the exclusive authority to name, discontinue or alter the name, of a facility. A decision of the Council, Nomination and People Committee or Vice-Chancellor, as the case may be under this procedure, shall be final and conclusive.

Proposing a facility name

(9) A recommendation for the naming of a facility may be made by:

a. the Chancellor
b. the Vice-Chancellor
c. a Deputy Vice-Chancellor
d. an Executive Dean
e. the University Secretary

(10) All nominations for naming of a facility will be submitted in writing to the Vice-Chancellor (unless recommended by the Vice-Chancellor) and will include the following information as relevant:

a. the proposed name for the facility and how it meets the objectives of clause 4
b. evidence of consultation as required at clause 20
c. where an honorary or philanthropic name is proposed:
    i. full name of nominee
    ii. contact information
    iii. date of birth and, if applicable, date of death
    iv. relevant history or experience of nominee including significant honours, resume of nominee
    v. how the criteria for honorary naming has been met
    vi. how the criteria for philanthropic naming has been met, including a financial summary of how a sponsorship meets criteria of clause 24
d. an assessment by the Facilities Management on the cost of construction and any associated management issues.

(11) The Vice-Chancellor will review the nomination and determine whether to forward the recommendation to the Nomination and People Committee.

(12) Where University Council approval is required, the Nomination and People Committee will forward its recommendation to the Council.

Naming of roads, walk and paths

(13) The Protocols Policy and the Governance (Nomination and Remuneration Committee) Rule 2015 allows the Nomination and People Committee to approve names for roads, walks and paths on University campuses, as set out in this procedure.

(14) Protocols schedule - Roads, walks and paths sets out the approved classification for various road or path types,

and the approved schema for names.

(15) All roads, walks and paths on University campuses that are generally open to the public or to emergency service vehicles will be named in accordance with this procedure.

(16) The University will abide by the principles set out in the NSW Address Policy and User Manual (or equivalent rules in other jurisdictions) and AS/NZS 4819:2011 Rural and Urban Addressing principles in the naming of University roads.

(17) The AS/NZS principles include that:

a. road names must be easy to pronounce, spell and write to minimise the risk of confusion, for example, when a person is directing emergency services to an accident or incident
b. road names must be unique and must not be duplicated within a locality regardless of road type (for example, the University cannot designate a road as Banksia Way if there is a Banksia St in the same locality)
c. roads must not be named for people who are alive as community attitudes and opinions can change.

Proposing a road, walk or path name

(18) Where a new road, walk or path is to be named, the Facilities Management (FM) will:

a. identify the location of the road, walk or path on the campus
b. classify the type of road, walk and path by reference to the Protocols schedule - Roads, walks and paths
c. consult with the University Secretary (who will liaise with the Chancellor and Council where required) to identify an appropriate set of names that may be considered consistent with the approved Schema set out in Protocols schedule - Roads, walks and paths, and with regards to the 'Honorary or philanthropic naming of facilities' section of this procedure
d. consult with the relevant parties as set out in this procedure
e. in relation to a road, seek pre-approval of the road names with the relevant local government authority, to reserve the name while the rest of the approval process is completed
f. prepare a formal recommendation for submission by the Vice-Chancellor to the Nomination and People Committee in the format approved by the Council
g. send the approved submission to the University Secretary for inclusion in the agenda for the Nomination and People Committee.

(19) Once a name is approved:

a. in relation to a walk or path, FM will then coordinate the installation of appropriate signage and registration, if possible, of the name on relevant mapping services
b. in relation to a road:
    i. FM will apply to the relevant Local Government Authority providing the necessary documentation, including maps, name meanings and written approval from the relevant Local Aboriginal Land Council, and
    ii. the Local Government Authority will apply to the Geographical Names Board utilizing the online road naming system for developing, checking, submitting, advertising, approving and registering a road name in the NSW Government Gazette, and
    iii. if approved by the Geographical Names Board, DFM will coordinate the installation of appropriate signage and registration of the name on relevant mapping services.

Consultation and criteria for selecting names

(20) Proposals for naming a facility, road, walk or path should include consultation, where relevant, with:

a. the Director, External Engagement for the relevant campus to ensure any proposed name is appropriate in the context of the local community
b. the relevant First Nations organisation in determining appropriate First Nation language words or phrases to be used
c. the family of the deceased where required (this is generally only necessary where there are close living relatives who knew the deceased and have an interest in the protection and promotion of the person's name, or where the family have maintained a strong historic connection in the promotion and protection of the figure)
d. for roads, the Local Government Authority and the NSW Geographical Names Board (or equivalent) to ensure proposed names are appropriate and conform to the NSW Address Policy and User Manual and AS/NZS 4819:2011 Rural and Urban Addressing in determining recommendations to the University Council.

Criteria for honorary naming

(21) In addition to the general considerations stated in this procedure, a facility may be named in honour of an individual or entity under the following criteria:

a. The individual or entity has:
    i. made a significant and distinguished contribution to the mission, development or advancement of the University
    ii. made an extraordinary contribution to the regions served by the University
    iii. achieved outstanding distinction through civic, intellectual or artistic contributions that have brought credit to the University (for example, a graduate, former student or former member of staff of long-standing)
    iv. a strong historic connection to, or association with, the University or its predecessor institutions that is appropriate to memorialise or honour
    v. historic or cultural connection to the land or area on which the University is located.
b. Where the individual is a former staff member, student or officer of the University:
    i. they have not been a member of staff, a student, a member of the Council or other officer of the University within the previous two years
    ii. their contribution significantly exceeded the ordinary responsibilities of their role.
c. Where the University is considering the naming of a facility in honour of a person who has recently died, the consent of the person's nearest next of kin (as determined by the University) will be sought.
d. When determining the honorary naming of the whole or part of a facility such as a building:
    i. a whole facility such as a building will ordinarily only be named to recognise an individual or entity that has made a contribution to the University as a whole
    ii. rooms or other parts of facilities may be named to recognise individuals or entities that have made a contribution to a particular discipline or area.

(22) For the avoidance of doubt, a significant contribution may include a significant financial contribution for the general benefit of the University or for a specific purpose of the University (including in-kind contributions).

Criteria for philanthropic naming

(23) Philanthropic naming of a University facility, part of a facility or other property may be approved in recognition of substantial financial gifts to the University commensurate with the honour and compatible with the University's object.

(24) The minimum levels of financial contribution, in order to be considered for philanthropic naming opportunities, are as follows:

Naming a new building	Minimum gift is the greater amount of: a. 50% of unfunded costs b. 25% of total cost
Naming an existing building	Minimum gift is 25% of total replacement cost.
Naming an addition or major modification to an existing building	Minimum gift is the greater amount of: a. 50% of unfunded costs b. 25% of total cost
Naming of other facilities (e.g. benches, sculptures, interpretative elements, kiosks, memorials, roads, landscaping, parks, parking lots, lecture theatres, tutorial rooms, laboratories, meeting rooms)	100% of total cost

(25) The Council may recognise an in-kind contribution (for example, of equipment, furnishings, artistic or cultural works) for the purpose of philanthropic naming where the contribution is equivalent to the values set out at clause 24.

(26) All negotiations for philanthropic naming will be managed by the Vice-Chancellor or a person authorised by the Vice-Chancellor on their behalf. A proposal for philanthropic naming may be initiated by the Vice-Chancellor (or under their authority) to a benefactor, or by a benefactor to the Vice-Chancellor.

(27) Philanthropic naming may be approved for a current associate of the University, including current staff, students or officeholders.

(28) Corporate names may be more commonly used to designate individual rooms and public spaces within buildings or recognise the contributions of corporations. The size, design, and wording of recognition that acknowledges corporate generosity and expresses the University's appreciation should be appropriate to the academic and public mission of the University. Any agreement for corporate naming should include provision that the benefactor or sponsor will not seek to claim or imply endorsement of the entity by the University and that any reference to or use of the name of the facility in advertising or publications is approved by the University.

(29) The Nomination and People Committee or Council (as required) may:

a. delegate to the Vice-Chancellor, in relation to an individual facility or a specified group of facilities, the authority to approve the philanthropic naming on their behalf
b. give conditional approval for individual facilities or groups of facilities to be designated as available for the purpose of philanthropic naming
c. approve facilities (recommended by the Vice-Chancellor) to be included on a register of facilities approved for conditional offers of philanthropic naming.

Display of facility names

(30) For a named building, room or part of a building, signage will typically include only the surname of the honouree or donor (for an individual) unless determined otherwise by the Council. A suitable plaque will ordinarily be located in the lobby, or other appropriate interior location, giving the full name and a brief biography of the person.

(31) Significant contributions, memorials or donations received for equipping or furnishing a classroom, lab, or studio space, that do not include the cost of building or renovating the space, can be given recognition through an appropriate plaque or alternative means within or adjacent to the space. This shall not constitute the "naming" of the space.

Duration of facility or changes in use

(32) If a previously named facility must be replaced or substantially renovated, or the use of a previously named area re-designated, it may be named for a new person or entity at the discretion of the Council (subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action).

(33) When a change in the use of a previously named facility occurs because a program moves/ends or space is reassigned or demolished, some form of continuing recognition may be appropriate, such as creating an alternative memorial. All such alternatives are subject to review and approval under this procedure and will be determined at the sole discretion of the Council.

(34) When named equipment or furnishing becomes out-dated, dysfunctional or is retired, the recognition will be withdrawn.

Memorials

(35) The University recognises that colleagues or families may wish to commemorate a former staff member, student or a member of the public with a strong association with the University by establishing a memorial.

(36) This procedure states the requirements for establishing memorial plaques or trees, or for holding a memorial service on University premises. For other memorials, refer to the:

a. 'Honorary or philanthropic naming of facilities' part of this procedure for naming University facilities
b. Philanthropic Donations and Gifts Received Policy regarding donations and naming of buildings, scholarships and professorial chairs via endowment in memory of a person
c. Collections Policy regarding the accession of art, literary and other works that may allow the naming of a donated collection of superior artworks in memory of a person or for the donor
d. Protocols Policy and the Protocols Procedure – Portraits regarding the commissioning of an official portrait.

(37) Requests for memorials other than those described in clause 36 will be approved by the Vice-Chancellor or their nominee on a case by case basis.

(38) The University reserves the right to determine in its absolute discretion the conditions upon which it will establish and maintain a memorial and may require the donor to enter into an appropriate form of acknowledgement or agreement.

(39) At each campus, a physical memorial area/s may be established and maintained by the Facilities Management (FM). This may be in the form of a wall, garden or decorative structure (e.g. a seat or park bench).

Memorial services

(40) A memorial service may be held on the University premises with the approval of the University Secretary.

(41) With regards to memorial services on University premises:

a. such services may be conducted by a University chaplain or other religious or community leader
b. the cost of conducting the service (including hire of facilities and staff) will be borne by the person requesting the service
c. no human remains (including burying or scattering of ashes) are permitted on University premises as part of the service or related event
d. a request for a memorial service may be declined (at the discretion of the University) where the service would be disruptive to the normal academic and other operations of the University, or in the view of the University,

the conduct of the memorial service is not appropriate or convenient.

Memorial plaque

(42) A memorial plaque or tree may be established with approval of the Chief Financial Officer. All considerations for a plaque and its location will be consistent with the University's masterplan or strategic development framework at each University premises.

(43) With regards to memorial plaques:

a. the design, format and placement of plaques will be managed by FM, in consultation with the Brand and Performance Marketing as required
b. plaques will not include photographs
c. only one plaque per individual will be permitted and the cost of the plaque will be borne by the requester.

Maintenance of memorials

(44) Appropriate care and maintenance of physical memorials within an allocated memorial area will be provided, however, FM have no responsibility for damage caused by vandalism.

(45) Generally:

a. flowers and other formal tributes that may be left within the memorial area will be removed after a respectful period, typically 72 hours
b. non-floral tributes will be removed daily to minimise the safety impact to other students, staff and visitors, and to ensure no interference with surrounding maintenance
c. tributes will be disposed of without notification to the visiting parties.

(46) Family and friends may wish to visit and maintain the memorial area, however, the extent and type of maintenance and, importantly, the materials used must be in keeping with University grounds management processes and therefore the FM must be contacted for a list of approved materials.

(47) FM will endeavour to maintain physical memorials installed before this procedure takes effect that are not in designated memorial areas, but due to future development requirements, damage to the area, or where no longer suitable for the site, the University cannot ensure their safety or perpetuity.

Process to be followed

(48) Requests for:

a. memorial services should be submitted to the Office of the University Secretary
b. establishing memorial plaques or trees should be submitted to the Office of the Chief Financial Officer
c. other types of memorials should be submitted to the Office of the Vice-Chancellor.

Registers

(49) Facilities Management (FM) will maintain the following registers:

Register subject	Information captured	Access
Campus roads, walks and paths	1. Campus 2. Approved name 3. Approved type (e.g. street, circuit, path) 4. Classification (e.g. primary, secondary) 5. Location on the campus 6. Information concerning the approved name (e.g. if a path is named for a historic figure, information about the historic figure that outlines why the name was selected) 7. Other information as FM views as appropriate for the purposes of the University.	Captured in FMCentral
Named facilities	A list of all named facilities as well as facilities that are not currently named.	Captured in FMCentral
Memorials	All new memorials installed in accordance with this procedure, along with any other previously identified memorials.	Captured in FMCentral

Section 4 - Guidelines

(50) Nil.

Section 5 - Glossary

(51) This procedure applies the same terms defined in the Protocols Policy, with the following additional terms:

a. Total cost - means all costs associated with a project including but not limited to design services, testing, construction, built-in equipment, management, permits, legal costs, fees and all other costs incurred in the construction of a building, a building addition or re-modelling of existing space.
b. Total replacement cost - means facility replacement cost as determined by the Facilities Management to include construction costs plus design, site costs, contingencies, infrastructure, fees, permits and similar.
c. Unfunded costs - means that portion of project funding not provided by the University or from grants from the Government.
d. University premises – means any land which is owned, controlled, managed or occupied by the University, together with any building, construction or facility of any kind (whether permanent or temporary) on that land. This is inclusive of any other building, construction or facility which is under the control, management or occupation by the University.

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