

## 1. Purpose of policy

This policy sets out the guiding principles of the University with regards to naming of its buildings, rooms, endowed chairs, and other initiatives.

## 2. Policy scope and application

This policy applies to all staff and members of University decision-making and advisory bodies.

## 3. Definitions

Please refer to the university Glossary of terms for policies and procedures. Terms and definitions identified below are specific to this policy and are critical to its effectiveness:

Benefactor is the person or organisation who makes a philanthropic donation to the University.

## 4. Naming provisions and principles

4.1 The University has the authority to apply or change the names of its buildings, rooms, endowed chairs, and other initiatives.

4.2 The University will apply a naming convention for buildings for functional purposes to support the management of facilities, to aid timetabling and to facilitate ease of navigation around the campus.

4.3 The University may name various parts of its campus and activities such as buildings, roads, open spaces, rooms, research chairs, programs, scholarships and other initiatives to honour the extraordinary distinguished contributions of its past members and others to humanity, to Australia, to Queensland, to the Sunshine Coast, or to the University.

4.4 The University may name various parts of its campus and activities such as buildings, roads, open spaces, rooms, research chairs, programs, scholarships and other initiatives to honour a benefactor.

4.5 Names applied for honorific purposes and to recognise a benefactor are not applied in perpetuity and the University will clearly communicate this to all stakeholders.

4.6 Should a situation occur where a previously named facility or initiative is no longer able to be named, the University will endeavour to inform the individual, relatives and/or stakeholders of its intended course of action with regards to renaming or ceasing to name a facility or initiative.

4.7 Names that have been applied for honorific purposes or to recognise a benefactor may be changed should the University deem that the name calls into serious question the reputation of the University.

4.8 Naming that implies the University's endorsement of a partisan political or ideological position or of a commercial product will not be admissible.

## 5. Naming approval

5.1 Functional naming will be approved by the Vice Chancellor and President.

5.2 Names applied to whole buildings for honorific purposes or to recognise a benefactor will be recommended by the Vice-Chancellor and President for approval by Council. The naming of all other facilities, endowed chairs, and other initiatives for honorific purposes or to recognise a benefactor will be approved by the Vice-Chancellor and President.

5.3 The use of corporate logos or colours of any external entity will not be integrated into campus signage.

5.4 The revoking of a named facility, endowed chair or other initiative must be approved by the University Council.

## 6. Authorities/Responsibilities

The following authorities are delegated under this policy:

The revoking of a named facility, endowed chair or other initiative

Council

### APPROVAL AUTHORITY

Council

### RESPONSIBLE OFFICER

Vice-Chancellor and President

### DESIGNATED OFFICER

Pro Vice-Chancellor (Engagement)

### FIRST APPROVED

17 June 2008

### LAST AMENDED

6 January 2016

### EFFECTIVE START DATE

10 March 2014

### REVIEW DATE

4 March 2019

### STATUS

Active

### RELATED DOCUMENTS

Incoming Sponsorship - Managerial Policy

Scholarships, Bursaries and Prizes - Governing Policy

The naming of all other facilities, endowed chairs, and other initiatives for honorific purposes or to recognise a benefactor	Vice-Chancellor and President
Names applied to whole buildings for honorific purposes or to recognise a benefactor	Council
Functional naming	Vice-Chancellor and President
ACTIVITY	UNIVERSITY OFFICER

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