

 BOND UNIVERSITY	BOND UNIVERSITY NAMING RIGHTS PROCEDURE
Procedure owner:	Director, Engagement and Development
Contact officer:	Director, Engagement and Development
Approval authority:	Vice President Engagement
Date of next review:	23 October 2023

1. PURPOSE AND OBJECTIVES

Bond University seeks to recognise persons who have supported the University through a substantial financial donation or endowment by naming facilities, programs, or positions in their honour.

The final approval for naming rights is a matter reserved to Council and Council may or may not approve the naming at its absolute discretion.

2. AUDIENCE AND APPLICATION

All staff, students, and external community

This Procedure governs the procedure for such naming, which may include:

- Buildings or parts of buildings, such as wings where the identification focuses on the external feature;
- Parts of buildings, such as theatres, laboratories, or classrooms, where the identification deals with an internal feature;
- Outdoor areas which may be gardens, courtyards, ovals, playing fields, roads, or walkways;
- Other facilities, recommended for naming after consultation with the Vice Chancellor;
- Chairs, Centres or Institutes;
- Programs or projects.

3. ROLES AND RESPONSIBILITIES

Role	Responsibility
Council	The final approval for naming rights is a matter reserved to Council (clause 1)
Vice Chancellor	<ul style="list-style-type: none"> ▪ The Vice Chancellor will make the recommendation to the University Council for approval to name a building (clause 5) ▪ The Vice Chancellor will make a recommendation to the University Council for the benefactor's name be discontinued (clause 6.5)
Director, Engagement and Development	The Director Engagement and Development will consult with the Chief Financial Officer and Vice Chancellor on submissions received to name a building (clause 5)

4. GUIDELINES FOR NAMING

4.1. The Vice Chancellor may approve common names for facilities which will apply until such times as a naming proposal is advanced through the procedures laid out in this Procedure.

4.2. Buildings

A proposal for naming a building, or a significant and identifiable part of a building, in honour of a person or organisation will normally be considered when that person or organisation is a major benefactor who is prepared to support the key facility by making a financial contribution to Bond.

4.2.1. The University will consider the naming of a building in recognition of a benefactor or organisation, when that benefactor or organisation makes a major financial contribution to Bond. The normal expectation is that a contribution of 40% of the cost would be required before naming rights are considered; and

4.2.2. Naming rights will be reviewed by the Vice Chancellor at the end of ten (10) years.

4.3. Lecture theatres, laboratories, walks, gardens, gates, and other facilities

Proposals may be considered for naming rooms, facilities, or outdoor areas on receiving assurance of endowments or donations, at an appropriate level, from individuals or corporations.

4.3.1. The required funding will depend upon the project being funded.

4.3.2. Naming rights will normally remain in place for a period of no longer than ten (10) years, or as negotiated.

4.4. Chairs, Centres, and Other Non-physical Facilities

Naming rights of non-physical facilities, such as Chairs, will be negotiated with reference to the following expectations:

4.4.1. For existing Chairs, or Chairs in existing disciplines, naming rights will be granted:

- where there is a donation or endowment sufficient to cover 40% or more of the full cost of the Chair's appointment for at least a 3-year period; and
- for the period of the funding.

4.4.2. For Chairs in disciplines that are outside the University's current range of disciplines, naming rights will be granted:

- where there is a donation or endowment sufficient to cover 100% of the full cost of the Chair's appointment for at least a 3-year period; and
- for the period of the funding.

5. APPROVAL PROCEDURE

The approval process for naming rights is as follows:

- i. Submit application to the Director of Alumni and Development;
- ii. The Director of Alumni and Development will consult with the Chief Financial Officer and Vice Chancellor;
- iii. The Vice Chancellor will make the recommendation to the University Council for approval.

6. PROTOCOLS

6.1. Facilities will not normally be named to honour persons unless they are substantial benefactors.

6.2. Commemorative plaques and/or listings of benefactors will be used to recognise donations and endowments in appropriate locations. The style of naming facilities will be consistent across the University.

6.3. When a proposal involves the use of the name of a deceased person, Council's approval is contingent on the agreement of that person's next of kin.

6.4. In the event that the flow of funds agreed to constitute a donation or endowment ceases before the agreed time, the Vice Chancellor may recommend to Council that the use of the benefactor's name be discontinued.

6.5. If an individual or organisation after whom a facility has been named comes into disrepute in the University or in the community at large, the Vice Chancellor may recommend to the Council that the use of the benefactor's name be discontinued.

7. DEFINITIONS, TERMS, ACRONYMS

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8. RELATED DOCUMENTS

[Fundraising Policy \(ICE 9.3.1\)](#)

[Universities Australia Code of Practice for Australian University Philanthropy](#)

[Campus Management Policy \(FAC 8.3.4\)](#)

9. MODIFICATION HISTORY

Date	Sections	Source	Details
10 May 2022			Policy (CPR 1.03) converted to this Procedure
23 October 2020			
12 November 2009			Date first approved