

Naming Policy

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1. Purpose

This policy provides the basis upon which a University asset or activity may be named after an individual or organisation in recognition of highly distinguished service to the University or the community, a philanthropic gift, or a commercial naming arrangement.

2. Scope

- a. This policy applies to the naming of any [University Asset](#) or [University Activity](#) in recognition of individuals or organisations.
- b. This policy only applies to research institutes and centres established in accordance with the [Research Institutes and Centres Policy](#) where the proposed name involves the recognition of an individual or organisation.
- c. With the exception of section 4.5 Revocation, this policy does not affect the naming of any University Asset or Activity prior to the establishment of this policy.
- d. This policy does not apply to the naming or co-naming of University campuses, geographical spaces or dedicated facilities with traditional place names or words from Indigenous languages – see [Indigenous Naming Policy](#).
- e. This policy does not apply to brand recognition or co-branding arrangements. That is, association with a University Asset or Activity merely as a named sponsor or having a right to display a brand.
- f. To assist with the orderly administration and navigation of Flinders' campuses, buildings and other physical assets may be assigned an address or number and, if necessary, a common name by the Director, Property, Facilities and Development and approved by the Vice-President (Corporate Services), unless naming of the building or physical asset in recognition of an individual or organisation has been approved in accordance with this policy. This includes, for example, names such as the Student Hub, Library, Council Room etc.

3. Definitions

Major infrastructure	<p>Refers to major physical structures that are externally identifiable to the general public. This includes, for example, buildings, galleries and museums, major outdoor and recreational facilities (e.g. major gardens, parks, quadrangles, courtyards, squares, ovals or playing fields), gymnasiums, roads and walkways.</p> <p>For clarity, major infrastructure does not include spaces or assets internal to a building or facility.</p>
University Activity	<p>Includes any undertaking, enterprise, function, or activity connected to the University. This may include, for example, lectures, prizes, conferences, sporting events, scholarships, academic Chairs and other academic posts, academic or research programs, business ventures, partnerships etc.</p>
University Asset	<p>Includes the physical environment or any physical items or things used by, or connected to, the University. This may include, for example, natural surroundings and spaces, internal building spaces, other physical structures, plant and equipment, research equipment, and vehicles.</p>

4. Policy statement

4.1. Principles for naming

- a. Naming of a [University Asset](#) or [University Activity](#) in recognition of an individual or organisation is at the absolute discretion of the University.
- b. University Assets or University Activities may be named in recognition of:
 - i. highly distinguished service to the University or the community consistent with the University's mission
 - ii. gifts accepted in accordance with the [Gift Acceptance Policy](#) and [Gift Acceptance Procedures](#), or
 - iii. commercial naming arrangements.
- c. Naming in recognition of an individual or organisation may only be approved by the authority specified at [s.5](#), relevant to the University Asset or Activity being named.
- d. Naming approved under this policy will consider:
 - i. the mission, goals, interests and policies of the University
 - ii. the University's reputation
 - iii. community expectations and cultural sensitivities
 - iv. any conflicts of interest
 - v. any other relevant factors.
- e. Naming does not:
 - i. confer on a named individual or organisation any special privileges or any ownership interest in, control over, or responsibility for the University Asset or Activity named, or

- ii. permit the named individual or organisation to use the University's brand or claim any association or partnership with the University in any promotional, marketing, or commercial activities unless specifically agreed with the University.
- f. Naming may be approved for a fixed-term or indefinitely, subject to the University's right to revoke the naming under section 4.5 of this policy.

4.2. Naming in recognition of service

- a. Individuals who have demonstrated highly distinguished service to the University or the community, and who have a connection to the University, may be eligible to have a University Asset or Activity named after them.
- b. Individuals will generally only be eligible for recognition in this way where the service is likely to remain meaningful to the University community long term.
- c. The naming of [major infrastructure](#) is normally reserved for significant gifts or commercial naming arrangements, or where the service to the University or the community is exceptional and the individual has a significant connection to the University.

4.3. Naming in recognition of a gift or commercial naming arrangements

- a. Naming in recognition of a gift must comply with the requirements of the [Gift Acceptance Policy](#) and [Gift Acceptance Procedures](#) in addition to this policy.
- b. Commercial naming arrangements may be approved for a fixed-term only and must be confirmed in writing in accordance with the [Contracts Policy](#).
- c. The minimum expected financial contribution for naming is set out in the table below. An alternative amount may be set for a particular University Asset or Activity at the discretion of the relevant approval authority.

Major infrastructure	a third of the total asset value
Other University Asset	50% of the asset value
Academic Chair or other academic post	the total salary costs, either through an endowed fund in perpetuity or on a fixed-term basis for at least three years
Student award, prize or scholarships	the amount required to establish the respective bursary for the award, prize or scholarship, either through an endowed fund in perpetuity or on a fixed-term basis for at least three years
Other University Activity	the amount required to operate the University Activity

4.4. Naming proposals

- a. Any proposed naming must be discussed with the relevant approval authority specified at s.5, and any other relevant internal stakeholders, prior to developing a naming proposal. In the case of naming proposals requiring Council, Academic Senate or the Vice-Chancellor's approval, the proposed naming must be raised with the Office of the Vice-Chancellor in the first instance.
- b. If the proposed naming is supported, naming proposals must:

- i. be in writing
 - ii. address the principles and requirements of this policy and any other applicable policies e.g. [Gift Acceptance Policy](#)
 - iii. include the individual or organisation to be recognised, the University Asset or Activity being named, the proposed naming terms, and a rationale for the naming
 - iv. include details of any stakeholder consultation which has been undertaken or is required
 - v. in the case of naming [major infrastructure](#), be endorsed by the Director, Properties, Facilities and Development.
- c. The relevant approval authority is responsible for ensuring that an appropriate level of due diligence and stakeholder consultation is undertaken, having regard to the principles and requirements of this policy, to determine whether or not a naming proposal is in the interests of the University and whether to approve it.

4.5. Revocation

- a. Subject to any legal or contractual obligations, the naming of any University Asset or Activity is at the absolute discretion of the University. The relevant approval authority at s.5 may also revoke the naming of any University Asset or Activity (including any naming which occurred before the establishment of this policy) at any time and in their absolute discretion, including without limitation:
- i. where the terms of any agreed gift, sponsorship or funding are not met by the named individual or organisation, or
 - ii. where the name and/or association is considered to bring the University into disrepute or is otherwise not in the interests of the University, or
 - iii. where community expectations have changed and the name is rendered inappropriate, obsolete, or otherwise unsuitable for ongoing use, or
 - iv. where the named University Asset or Activity is demolished, discontinued, or is substantially changed and its value or visibility no longer appropriately reflects the naming. In such cases transferring the naming to a new or more appropriate University Asset or Activity may be considered and approved by relevant authority at s.5 having regard to the principles and requirements of this policy.
- b. Where the naming of any University Asset or Activity has been revoked, the University may, but is not obliged, to give the reasons for the revocation in its communications to the individual or organisation.

4.6. Register

The Office of the Vice-Chancellor must be advised of any naming approved under this policy. A register of all named University Assets or Activities, with details of the length of naming approved, will be maintained by the Office of the Vice-Chancellor.

5. Authorities

The authority to approve naming is as follows:

University Asset or Activity	Approval Authority
Major infrastructure	University Council, on the recommendation of the Vice-Chancellor

University Asset or Activity	Approval Authority
Academic Chair or other academic post	Academic Senate, on the recommendation of the Vice-Chancellor
Student award established in accordance with the Awards for Academic Excellence Policy	Academic Senate, on the recommendation of the relevant senior executive
Prize or scholarship established in accordance with the Prizes and Scholarships Policy	Deputy Vice-Chancellor (Students) for University-wide prizes, postgraduate coursework and undergraduate scholarships Deputy Vice-Chancellor (Research) for Higher Degree by Research scholarships Vice-President and Executive Dean for College prizes
Any other University Asset or University Activity , University-wide e.g. natural surroundings and spaces, common building internal spaces, other physical structures, vehicles, lectures, conferences, sporting events, academic or research programs, business ventures, partnerships etc.	Vice-Chancellor
Any other University Asset or Activity operated or organised by the College / Portfolio and not otherwise reserved for any other authority e.g. internal building spaces, other physical structures, plant and equipment, research equipment, lectures, conferences, academic or research programs, business ventures, partnerships etc.	Relevant Vice-President and Executive Dean / Portfolio Head

Approval Authority	Chief of Staff
Responsible Officer	Chief of Staff
Approval Date	16 April 2024
Effective Date	16 April 2024
Review Date*	2027
Last amended	Vice-Chancellor, 1 December 2025
CM file number	CF23/490

* Unless otherwise indicated, this policy or procedures still apply beyond the review date.

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