



For the definitions of terms used in this policy document refer to the [University of Sydney \(Delegations of Authority - Administrative Functions\) Rule 2016](#)

1. Policy

The University seeks to protect the existing names of assets and to establish a basis for determining new names for assets which appropriately match the context and significance of those assets and take into account University policy.

The University Senate is the only body with the authority to approve names of University assets. Proposals for naming, renaming or deidentifying assets must be prepared in accordance with the Procedures on the Naming of buildings and other physical assets, and submitted to the Vice-Chancellor and Principal.

2. Principles

The selection of a name for a University asset depends on its type, theme and location and is:

- unambiguously associated with the University;
- complementary with and sensitive to the existing names and design themes of adjoining assets or the University as a whole.

3. Coverage and definitions

University assets encompassed by the Policy include all property owned by the University or its agencies such as foundations, institutes and centres. University assets generally considered for naming under this Policy include:

- campuses;
- buildings or discrete parts of buildings that are identified externally;
- building spaces that are identified internally such as lecture theatres, laboratories, libraries, classrooms and meeting rooms;
- externally identifiable features within the University's public domain that may be defined by areas, locations, focal points, building forecourts, plazas, courtyards, lawns, gardens, playing fields, walkways, streets, bridges, stairs and terraces; and,
- other sites or features that maybe recommended for naming following consideration and consultation with the University Executive.

Administration

Background/Context

1 Authority/consultation

This policy has been amended by the Acting Deputy Vice-Chancellor (Infrastructure) and the University Landscape Architect following feedback from the University's Nomenclature Committee, at their meeting of 26 July 2004. It has been further amended by Senate on 19 October 2011 to reflect amendments made to the University of Sydney (Delegations of Authority - Administrative Functions) Rule 2010. This policy was amended on 21 February 2017 to reflect the change of the Senior Executive Group to the University Executive in September 2016 and the discontinuation of the SEG Alumni, Development and Marketing Committee. References to the *University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016* were updated in June 2017.

2 Management responsibility

Director, Campus Infrastructure & Services

3 Implementation responsibility

University Executive

4 Dates

Approved by:

Senate at its meeting of 2 May 2005.

Amendments approved by Senate at its meeting on 19 September 2011

Date of Effect:

Date 2 May 2005; Amended version 4 October 2011

Date amended: 20 June 2017 (administrative amendments only)

Proposed Date of Review:

Date 2 May 2010



Procedures document

Naming of buildings and other significant physical assets

1. Definitions

University assets encompassed by the Policy include all property owned by the University or its agencies such as foundations, institutes and centres. University assets generally considered for naming under these Procedures include:

- campuses;
- buildings or discrete parts of buildings that are identified externally;
- building spaces that are identified internally such as lecture theatres, laboratories, libraries, classrooms and meeting rooms;
- externally identifiable features within the University's public domain that may be defined by areas, locations, focal points, building forecourts, plazas, courtyards, lawns, gardens, playing fields, walkways, streets, bridges, stairs and terraces; and,
- other sites or features that may be recommended for naming following consideration and consultation with the University Executive.

2. Submission requirements

Submissions must be prepared in accordance with the following requirements:

- a) the submission must include a site plan that clearly identifies the location and boundaries of the asset to be named;
- b) the submission must include a comprehensive citation. Proposals in recognition of distinction in a particular discipline should, where relevant, be made through the Dean, Head of School and Dean (University school) of the relevant Faculty or University school or the appropriate Head of School;
- c) proposals to name in recognition of distinction must have the written approval of the person to be recognised. If the person is deceased, the approval of the family will normally be expected to be obtained. If there is no person and the person is deceased, the naming process can proceed;
- d) proposals to name in recognition of a benefactor or sponsor must include details of the contribution or endowment that has been or will be made, the expected timeframe of a sponsorship naming right (if temporary), and other privileges that may be included under a sponsorship agreement;
- e) submissions must include details of how the proposed named is to be identified or interpreted on the asset or site in accordance with section 6 of this Policy. Details should include information that will enable an understanding of the proposed identification method, responsibility for installation and funding of any physical work, and a program

with preferred completion and unveiling dates; the allocation of naming rights and other possible privileges in association with sponsorships, grants, donations, promotional activities and fundraising activities must be undertaken through the advice and consultation of the Vice-Principal University Relations.

- f) A statement addressing any specific requirements:

Specific requirement	Section
Externally identifiable assets	4
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Discontinuing or replacing a name	7
Transferring a name	8

3. Submission and approval procedure

- a) Any proposal to name a University asset must be made in a formal submission to the Vice Chancellor and Principal through University Executive (see *Policy Administration, Section 4, Implementation Responsibility*).
- b) The University Executive reviews initial proposals and forwards a recommendation to the Vice-Chancellor.
- c) Where the Vice-Chancellor supports a proposal, the proposal (including supporting documentation and citations) and a recommendation from the Vice-Chancellor are referred to Senate for approval.
- d) Upon approval, the new name is added to University data bases and reference material (unless approved as a temporary name under a sponsorship agreement).
- e) Newly named buildings are assigned a building code by Campus Infrastructure & Services.

4. Externally Identifiable Assets

The naming of assets, identified externally must be determined in accordance with the following requirements:

- a) names must contribute to the interpretation of the campus as a whole, not just a discrete part of it. Names worthy of recognition in this regard may be drawn from a range of subject areas, including:
 - geographic features and original natural systems of the University site;
 - historic and cultural references associated with the previous landowners such as the original indigenous communities and subsequent colonial settlers;
 - significant events or moments that have marked the development of the University;
 - unique features that may be associated with a particular asset or site; and,
 - people that have given distinguished service to the University.
- b) naming in recognition of a person is generally only be made in respect of someone who has made a highly distinguished contribution to the University as a whole, not just to a particular discipline. An exception would be where a building or facility would not be in existence but for the person's performance or academic distinction;
- c) naming is considered in recognition of a benefactor who has made a significant

contribution to the capital cost of a new University facility or who supports the University or a faculty with a major endowment. A proposal to name an asset in this way needs to reflect the relativity between the total capital costs of the asset and the level of benefaction made;

- d) only persons who are no longer in the services of the University are honoured in recognition; and,
- e) the new name is permanent and will not be altered unless there are exceptional circumstances (see 7. *Discontinuing or Replacing a Name* below).

5. Internally Identifiable Assets

The determination of names, identified within a building, is less restrictive and may include:

- a) naming in recognition of a person distinguished for their contribution to a particular discipline;
- b) naming in recognition of bequests or grants that have contributed towards new construction or major renovations;
- c) naming rights associated with sponsorship agreements or fund raising activities.

6. Signage

The requirement to provide some level of signage or interpretation to identify a newly named asset depends on the type and location of the asset to be named. The various requirements under these Procedures are outlined as follows:

- a) use of the University logo on any sign or interpretive material to be installed as part of the naming proposal must be in accordance with the University's corporate image protocols;
- b) University signage practices and design standards, where relevant, must be followed for all externally identified assets, in particular, buildings, streets and campuses;
- c) newly named spaces or destinations within buildings must only be identified with internal signage. Only building identification signs are permitted on the exterior of the building. New internal signage must be complimentary with the design, style and layout of the existing signage system within the building; and,
- d) where University signage practices and design standards do not apply, proposals for a unique method of identification or interpretive signage are considered on merit.

7. Discontinuing or replacing a name

The naming of a University asset is permanent and is not altered unless there are exceptional circumstances. Consideration for the removal or replacement of a name may occur if:

- a) the individual or organisation after whom an asset has been named comes into disrepute;
- b) the existing named asset is to be demolished or has been subject to substantial change. The original name may then be considered for transferring or reinterpreting onto a new asset (see 8. *Transferring a Name* below);

- c) the existing name is considered to be interim or temporary or does not adequately reflect the status or naming opportunity of the asset; and, the agreed period of the naming right generated under a sponsorship agreement has expired.

Approval of proposals to remove or to replace a name are subject to a fresh application to the Vice-Chancellor in accordance with the Policy.

8. Transferring a name

An existing approved name may be transferred or reinterpreted onto a new asset if the existing asset is removed, substantially modified or has changed function as a consequence of redevelopment. This may be considered desirable to ensure that reference to the name is maintained as part of the campus heritage.

Proposals to transfer or reinterpret a name should consider that:

- a) the new asset or site matches the status and prominence of the original asset;
- b) the theme and identity of the new site remains relevant and appropriate to the discipline, stature or meaning of the name. It may be necessary, for instance, that the name be retained close to the original site to maintain relevance, eg: Blackwattle Creek Lane;
- c) the name of the new asset or site is easily distinguished from the name of the original asset to avoid confusion between original and new titles. Accordingly, it may be appropriate that the new title incorporates the relocated name in a different manner, eg: from Stephen Roberts Theatre to Stephen Roberts *Building*;
- d) the new site incorporates interpretive material that records the transfer of the name. This may include the adaptive reuse of commemorative material such as a foundation plaque from the original building or site, e.g.: Tin Sheds Gallery; and,
- e) a proposal to transfer a name be submitted in sufficient time for Senate approval prior to the removal of the original asset. This is necessary to ensure the continued interpretation of the name.

Approval of such a proposal is subject to a fresh application to the Vice-Chancellor in accordance with the Policy.

Administration

1. Background/authority

These procedures arise from a review of the Naming of Buildings and Other Physical Assets policy approved by Senate on 5 April 1994.

2. Authority/consultation

These procedures been amended by the Acting Deputy Vice-Chancellor (Infrastructure) and the University Landscape Architect following feedback from the University's Nomenclature Committee, at their meeting of 26 July 2004. They have been further amended by Senate at its meeting 19 September 2011, to reflect amendments made to the University of Sydney (Delegations of Authority - Administrative Functions). These procedures were amended on 21 February 2017 to reflect the change of the Senior Executive Group to the University Executive in September 2016 and the discontinuation of the SEG Alumni, Development and Marketing Committee. Amendments relating to organizational design changes were made in June 2017.

3. Management responsibility

Director, Campus Infrastructure & Services

4. Implementation responsibility

These Procedures are administered by the Vice-Chancellor and has a continuing brief to examine and provide advice on formal naming proposals for buildings and other University assets.

5. Dates

Date of Approval:	<u>2 May 2005</u>	Amendments approved 19 September 2011
Date of Effect:	<u>2 May 2005</u>	Amendments effective 4 October 2011 Administrative amendments effective 20 June 2017
Date of Review:	<u>2 May 2010</u>	

6. Approval

Name: Senate

Title: _

Signature: _

Date: 2 May 2005; 19 September 2011