Estates Naming Procedure

1 Purpose

To establish the processes for:

- Making, assessing and approving nominations for naming awards for Physical Estates;
- Withdrawing existing naming awards; and
- Determining whether to continue or cease naming awards which are approaching expiry.

2 Scope

This procedure applies to all naming awards for Physical Estates in accordance with the University's Estates Naming Policy.

3 Procedure Overview

This procedure establishes the processes for awarding, withdrawing, continuing and ceasing naming awards for Physical Estates at the University.

4 Procedures

4.1 Nomination/recommendation

Nominations for a new naming award, or a recommendation to withdraw, continue or cease an existing naming award, are to be made in writing to the Chair of the Estates Naming Advisory Group. Nominations may be made by University Employees or Council members.

4.1.1 Nominations for new naming awards

A nomination for a new naming award will include the following information:

- the proposed name;
- the proposed category;
- the reason for the nomination;

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- details of any relevant sale of naming rights negotiations; and
- a risk assessment.

4.1.2 Recommendation to withdraw an existing naming award

If it is considered that an existing naming award is, or has the potential to unduly negatively impact on the reputation of the University, the University may withdraw the naming award.

Recommendations to withdraw an existing naming award may be made by University Employees or Council members.

Recommendations to withdraw an existing naming award should be made in writing to the Chair of the Estates Naming Advisory Group and include the following information:

- why it is recommended that the naming award should be withdrawn; and
- a risk assessment.

4.2 Initial assessment of nomination/recommendation

Upon receiving a nomination or recommendation, the Chair of the Estates Naming Advisory Group will undertake an initial review in accordance with the following provisions.

4.2.1 Nomination for a new naming award

In the case of a nomination for a new naming award, if the Chair of the Estates Naming Advisory Group deems that the nomination is in the spirit of the Estates Naming Policy, the Chair will request the Committee Support Officer of the Estates Naming Advisory Group to call a meeting.

4.2.2 Recommendation to withdraw an existing naming award

In the case of a recommendation to withdraw an existing naming award, the Chair of the Estates Naming Advisory Group will undertake an initial review of the recommendation.

If it is deemed that the recommendation highlights risk of potential undue negative impact on the University's reputation, the Chair of the Estates Naming Advisory Group will request the Committee Support Officer of the Estates Naming Advisory Group to call a meeting.

4.3 Determining if a meeting of the Estates Naming Advisory Group is required

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The Chair of the Estates Naming Advisory Group will write to the person making the nomination or recommendation acknowledging receipt of the nomination or recommendation.

The Chair of the Estates Naming Advisory Group may request the person making the nomination or recommendation to attend the meeting in order to address the Group and may request any supporting documents.

4.4 Consideration of nomination/recommendation by the Estates Naming Advisory Group

The Estates Naming Advisory Group will consider the nomination or recommendation in accordance with its Terms of Reference. After the meeting the Committee Support Officer will provide a report of recommendation to the Chair of the Estates Naming Advisory Group within 10 University Business Days for progression.

4.4.1 Nomination for a new naming award

The report should include the following information:

- source of the nomination;
- the proposed name;
- where and when the naming award is proposed to apply;
- the nomination category;
- the reasons as to why the award should be supported or not including any relevant evidence;
- if nomination (or a variation) is recommended:
    - any proposed conditions for the naming award;
    - the proposed duration of the naming award;
    - the proposed start and end date of the naming award;
    - details of the philanthropic donation (if applicable);
    - details of the host contract terms (if applicable); and
    - any other relevant supporting information.
- if nomination is not recommended:

- a risk assessment;
- the likely implications of not progressing the recommendation;
- a plan of action to manage the likely implications; and
- any other relevant supporting information.

4.4.2 Recommendation to withdraw an existing naming award

The report should include the following information:

- source of the recommendation
- if the recommendation to withdraw a naming award is supported or not;
- the reasons for this recommendation;
- a risk assessment;
- the likely implications of withdrawing the naming award; and
- a plan of action to manage the likely implications.

A copy of the report will also be provided to any relevant parties involved in contract management if the naming award resulted from the sale of a naming right.

4.4.3 Continuation or cessation of an existing naming award

The report should include the following information:

- if the naming award should be continued or ceased;
- the reasons for this recommendation;
- a risk assessment;
- the likely implications of continuing or ceasing the naming award; and
- a plan of action to manage the likely implications of withdrawing the naming award.

If it is recommended to continue the naming award the following information should also be included:

- proposed duration;
- proposed cessation date; and
- any conditions relevant to continuation.

A copy of the report will also be provided to any relevant parties involved in contract management if the naming award resulted from the sale of a naming right.

4.5 Consideration of nomination or recommendation by the Chair of the Estates Naming Advisory Group

The Chair of the Estates Naming Advisory Group will refer the recommendation to Chancellor's Committee of Council for consideration and recommendation to Council for approval. If the nomination is in relation to the sale of a naming right, Chancellor's Committee may refer the recommendation to the Finance and Facilities Committee for review and advice as appropriate.

4.6 Decision by Council

Upon consideration of the recommendation by Chancellor's Committee, Council will make a decision to:

- accept or reject the naming award nomination;
- withdraw the naming award; or
- continue or cease the naming award.

If Council decides to proceed with a new naming award, Council will also decide:

- the duration of the naming award;
- when the naming award will commence;
- when the naming award will cease; and
- any conditions relevant to the naming award.

If Council decides to proceed with withdrawing an existing naming award, Council will also decide:

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- when the naming award will cease; and
- any conditions relevant to withdrawal of the naming award.

If Council decides to continue with the naming award, Council will also decide:

- the duration of the naming award; and
- any conditions relevant to continuing the naming award.

The University Secretary will notify the Chair of the Estates Naming Advisory Group of the decision.

4.7 Implementation of decision

Upon receiving notice of a decision about a naming award the Chair of the Estates Naming Advisory Group will:

- Work with relevant stakeholders to implement the decision including the Legal Office and Finance and Business Solutions.
- Advise the person who made the nomination or recommendation of the outcome in writing.
- And as applicable:
- Notify as appropriate the person/s or entities who are the subject of the naming award, or the estate or next of kin in the case of a deceased person or person lacking in capacity, to advise them of the decision.
- Organise for the naming award to take effect, including the preparation of signage and updates to any maps etc.
- Organise a ceremony to dedicate the naming award if applicable.
- Organise for any naming award withdrawn or ceased to be removed and apply a functional name as appropriate.
- Undertake public relations and communications activities as appropriate.
- Update other signage, maps etc., as appropriate.
- Undertake any other duties as required.

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5 References

Nil.

6 Schedules

This procedure must be read in conjunction with its subordinate schedules as provided in the table below.

7 Procedure Information

Accountable Officer	Chief Operating and Financial Officer
Responsible Officer	Executive Director (Facilities Management)
Policy Type	University Procedure
Policy Suite	Estates Naming Policy
Subordinate Schedules	
Approved Date	7/7/2025
Effective Date	7/7/2025
Review Date	23/8/2026
Relevant Legislation	*University of Southern Queensland Act 1998*
Policy Exceptions	Policy Exceptions Register
Related Policies	
Related Procedures	
Related forms, publications and websites	Estates Naming Advisory Group Terms of Reference Estates Naming Criteria Assessment Form (to be developed) Estates Naming Nomination Form (to be developed)
Definitions	**Terms defined in the Definitions Dictionary**
	Employee A person employed by the University and whose conditions of employment are covered by the Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of

	employment are covered by a written agreement or contract with the University. University The term 'University' or 'UniSQ' means the University of Southern Queensland. University Business Days The days of Monday to Friday inclusive between 9am and 5pm Australian Eastern Standard Time (AEST), with the exclusion of gazetted Public Holidays for the relevant campus location, plus the closure of the University between 25 December and 1 January in the following year inclusive as specified in the Enterprise Agreement, as well as any closure of the University either at one or several campuses in accordance with a direction of the Crisis Management Team.
	Definitions that relate to this procedure only
	Physical Estate Includes all grounds, infrastructure, and buildings across all of the University's land and property holdings.
Keywords	Philanthropy, donations, donor, honour, estate, charity, grant
Record No	14/1031PL

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