	NAMING RIGHTS PROCEDURE
Endorsing policy:	Fundraising Policy
Procedure owner:	Director, Engagement and Development
Contact officer:	Director, Engagement and Development
Approval authority:	Vice President Engagement
Date of next review:	11 February 2028

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, prizes, awards, medals or positions in their honour.

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;
- Internal components of buildings, such as theatres, laboratories, or rooms, where the identification deals with an internal feature;
- Outdoor areas which may be gardens, courtyards, ovals, playing fields, water features, roads, or walkways;
- Other facilities, recommended for naming after consultation with the Vice Chancellor;
- Chairs, Directorships and other positions and roles;
- Centres or Institutes;
- Programs or projects;
- Any prizes, awards or medals awarded by the University to members of the University community.

3. ROLES AND RESPONSIBILITIES

Role	Responsibility
Council	The final approval for naming rights is a matter reserved to Council (clause 5)
Vice Chancellor	▪ 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 6.2)
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

Proposals may be considered for naming a building or a significant and identifiable part of a building, in honour of a person or organisation that has made an enduring, outstanding and exceptional contribution to the University and/or on receiving assurance of endowments or donations, at an appropriate level, from individuals or organisations.

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 at least one-third of the construction or replacement cost would be required before naming rights are considered.

4.3 Other Physical Facilities

Proposals may be considered for naming parts of buildings, rooms, facilities, outdoor areas, landmarks etc in honour of a person or organisation that has made an enduring, outstanding and exceptional contribution to the University and/or 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.

4.4 Chairs, Centres, and Other Non-physical Facilities

Proposals may be considered for naming positions, roles, projects, centres and other non-physical facilities, in honour of a person or organisation that has made an enduring, outstanding and exceptional contribution to the University and/or on receiving assurance of endowments or donations, at an appropriate level, from individuals or corporations.

4.4.1 For existing activities, the normal expectation is that:

- the donation or endowment should be sufficient to cover at least 50% of the relevant operating cost for at least a 3-year period.

4.4.2 For new activities, the normal expectation is that:

- the donation or endowment should be sufficient to cover at least 75% of the relevant operating cost for at least a 5-year period.

4.5 Prizes, Awards and Medals

Any prize, award or medal that is named for a donor, or at the request of a donor, is subject to these procedures.

4.5.1 The normal expectation is that the donation or endowment should be sufficient to cover the full cost of the prize, award or medal for ten years, before the first award is made.

5. APPROVAL PROCEDURE

The approval process for naming rights is as follows:

i. Proposals and recommendations would normally involve consultation with the Director of Engagement and Development;
ii. The Director of Engagement and Development will consult with the Chief Financial Officer;
iii. The Vice Chancellor will make the decision concerning matters under clauses 4.4 and 4.5;
iv. The University Council, on the recommendation of the Vice Chancellor, will make the decision concerning matters under clauses 4.2 and 4.3.

5.1. In the event that the flow of funds agreed to constitute a donation or endowment ceases before the agreed time, the use of the benefactor's name will be discontinued.

5.2. If an individual or organisation after whom something has been named comes into disrepute in the University or in the community at large, the use of the benefactor's name will be discontinued.

6. DEFINITIONS, TERMS, ACRONYMS

7. RELATED DOCUMENTS

Fundraising Policy (ICE 9.3.1)
Universities Australia Code of Practice for Australian University Philanthropy

8. MODIFICATION HISTORY

Date	Sections	Source	Details
11 February 2025	All	Company Secretary	V2: Major rewrite
10 May 2022			Policy (CPR 1.03) converted to this Procedure
23 October 2020			
12 November 2009			Date first approved