

Naming Rights Policy

Section 1 - Key Information

Policy Type and Approval Body	Governance – Council
Accountable Executive - Policy	Chief Operating Officer
Responsible Manager - Policy	Executive Director, Asset Transformation
Review Date	30 June 2028

Section 2 - Acknowledgement

(1) La Trobe University acknowledges that our Australian campuses are situated on Aboriginal lands, and that Indigenous peoples remain the spiritual and cultural custodians of their land, and continue to practise their values, languages, beliefs and knowledge.

Section 3 - Purpose

(2) This Policy outlines the framework that governs the provision of naming rights in recognition of:

- a. the unique status of Indigenous cultures, history, languages and art;
- b. a significant and distinguished service, connection, or contribution to the University or to society by an individual, group or organisation in a manner consistent with the University's founding purpose and values; or
- c. financial donations or gifts to the University – refer to the [Named Gift Policy](#).

Section 4 - Scope

(3) This Policy applies to all:

- a. schools, campuses, divisions and organisational units of the University;
- b. tangible assets, such as buildings, physical spaces and equipment;
- c. lectureships, special lecture series, fellowships, library collections, film series, naming of research programs, annual or one-off events (social or academic), scholarships or awards managed by the University;
- d. commemorative plaques; and
- e. intangible assets.

Section 5 - Key Decisions

Key Decisions	Role
Approval of naming rights for tangible assets (Items (18) a to d, including the approval to amend, withdraw or revoke naming rights	University Council
Approval for the naming of furnishings and equipment proposals (Items (18) e and f)	Chief Operating Officer
Approval to amend, withdraw or revoke naming rights for furnishings and equipment proposals (Items (18) e and f)	Vice-Chancellor
Approval of naming rights for intangible assets, including to amend, withdraw or revoke naming rights of intangible assets	Vice-Chancellor

Section 6 - Policy Statement

(4) The University commits to showcasing and promoting Indigenous cultures, history, language and art in the design, naming and planning of our physical campus spaces. In doing so, the University will engage genuinely and inclusively - with support from its Indigenous leadership and any relevant academic experts - with the appropriate Indigenous communities and Elders in the decision-making and approval process relating to use of Indigenous names, and with Traditional Owners regarding the decision-making and approval process relating to use of their language.

(5) The University may grant naming rights to tangible and intangible assets to publicly acknowledge an individual, group or organisation in recognition of any of the following criteria:

- a. provision of significant or distinguished services or contributions to the University or to society in a manner consistent with the University's founding purpose or values;
- b. provision of exceptional support in the development, enhancement and/or promotion of the University; or
- c. a significant connection with or contribution, financial and/or non-financial, to the University.

(6) The University may at any time receive and consider a nomination for naming rights in recognition of any criterion set out at paragraph 5.

(7) In considering a nomination for naming rights, the University will strive to achieve a gender balance and diversity of recognition, including of Indigenous individuals, communities and languages, to reflect the diversity of the La Trobe community and our commitment to equity and inclusion.

(8) In addition, the University will consider issues of academic freedom, integrity and financial implications.

(9) The University may refuse a nomination/application if any of the considerations set out at paragraphs 7 to 8 may be undermined or compromised.

(10) The University will not typically accord naming rights associated with a serving University staff member unless there are extenuating circumstances.

(11) The University reserves the right to amend, withdraw or revoke naming rights in any the following circumstances:

- a. where the reputation of the University may be compromised;
- b. at the request of the individual, or their next of kin if the individual is deceased;
- c. at the request of a relevant group or organisation;
- d. where the building or asset is demolished, refurbished or replaced;
- e. where there is a change in occupancy or use and the former name is no longer applicable;
- f. the duration of the agreement has been reached; or
- g. for any other reason at the University's discretion.

Section 7 - Duration

(12) The University is responsible for determining the duration of the naming rights at the time of approval, which for tangible assets will generally be for the life of the asset, subject to paragraphs (13) and (14).

(13) Naming in perpetuity in exchange for a financial donation or gift will only be considered when the gift generates sufficient funds in perpetuity, see the [Named Gift Policy](#) for more detail.

(14) All named facilities will be reviewed every ten years. This will not typically give rise to a change in the name of a building or physical space except in the following circumstances:

- a. on occasion a named building or physical space may need to be repurposed or demolished. Should this occur to a building or physical space that has been named in exchange for a gift, the University will apply naming rights to another or subsequent appropriate building or physical space for the remaining term of the Gift Agreement in consultation with the Donor;
- b. where the term of a naming right as specified in a Gift Agreement has expired; or
- c. where the University decides to revoke a Naming Right pursuant to paragraphs (11) and (20).

(15) Extensions to any term of naming right may be granted in cases where the University is satisfied that the naming remains appropriate and consistent with the policy parameters set out at Section 6 above.

Section 8 - Procedures

Part A - Overview

(16) The University is responsible for all decisions pertaining to the naming rights of university property, facilities and assets.

(17) Infrastructure and Operations will maintain the Register of approved naming rights for buildings, parts of buildings, physical facilities, external spaces, infrastructure and any other recognition items.

Part B - Tangible Assets

(18) Naming rights may be granted in relation to tangible assets which includes:

- a. a University building (new or existing) or substantial part of a building (wings, floors, segments);
- b. an internal building space (new or existing) i.e lecture theatre, meeting room, section of the library, laboratory, reception area;
- c. an outside space, feature or structure i.e street, road, walkway, bench, courtyard, lawn, gardens, trees;
- d. facilities i.e gymnasium, playing field, recreational space;
- e. furnishings, and equipment;
- f. establishment of commemorative plaques attached to a functional item that provides benefit to the University Community, including:
 - i. benches
 - ii. water fountains
 - iii. drinking fountains
 - iv. trees or plants
 - v. memorial installations.

Tangible Asset Naming, Approval and Revocation Process

(19) All Tangible Assets items (18) a to d must follow the following process:

- a. A nomination with supporting information can be made in writing to the Vice-Chancellor's Office or, alternatively, the Vice-Chancellor may request the Executive Director, Asset Transformation, to develop options for consideration;
- b. If the Vice-Chancellor and the Chair of EDIC support a nomination or options being progressed further, the Advancement Office will undertake due diligence, and a paper will be taken to EDIC for consideration against section 6 of this policy;
- c. If endorsed by EDIC, it will refer the endorsed proposal to Council for approval after consent is confirmed from the relevant individual, group or next of kin.

(20) Any amendments, withdrawals or revoking of naming rights pertaining to items (18) a to d of this Policy must be endorsed by EDIC and approved by Council.

(21) Naming of furnishings, and equipment proposals (items (18) e and f) will be approved by the Chief Operating Officer on the recommendation of the relevant Dean, Campus Director or Executive Director, Asset Transformation.

(22) Any amendments, withdrawals or revoking of naming rights pertaining to items (18) e and f of this Policy must be endorsed by the Chief Operating Officer and approved by the Vice-Chancellor.

Commemorative Plaques

(23) The Advancement Office is responsible for the co-ordination, assessment, assignment and management of all requests, whether external or internal to the University, to establish commemorative plaques at the University in honour of former staff members, alumni or friends of the University.

Part C - Intangible Assets

(24) Naming rights may be granted for intangible assets including:

- a. naming of departments, divisions and schools;
- b. naming of lectureships, special lecture series, fellowships;
- c. naming of research programs and research projects;
- d. naming of an annual University event(s);
- e. establishment and naming of a scholarship or Award;
- f. naming of academic positions, including Named Chairs.

Intangible Asset Nomination and Approval Process

(25) Requests for naming rights of an intangible asset should be submitted to the Chief Operating Officer along with any supporting documentation to highlight suitability within the context and criteria of this Policy.

(26) The Chief Operating Officer will review and consider the request and forward an endorsed recommendation to the Vice-Chancellor for approval.

(27) The duration of the naming rights will be specified at the time of approval.

Section 9 - Definitions

(28) For the purpose of this Policy:

- a. Alumni: a former student of the University.
- b. Asset: refers to land, buildings or equipment owned by the University.
- c. Building: a permanent structure erected on the land or site of La Trobe University.
- d. Commemorative plaque: a flat fixed ornamental plate or tablet used to mark a significant event or person.
- e. Donor: alumni, individual, corporation or foundation who has provided a gift of money, sponsorship or in-kind to the University.
- f. Facility: refers to a precinct or area, building, equipment or service provided for a particular purpose or activity.
- g. Intangible asset: is an identifiable non-monetary asset without physical substance.
- h. Named gift: gift to the University of significant value which the University wishes to acknowledge through the naming of that gift after the donor.
- i. Tangible asset: an asset with a physical form and that holds value, examples include property, plant, and equipment.

Section 10 - Authority and Associated Information

(29) This Policy is made under the [La Trobe University Act 2009](#).

Status and Details

Status	Current
Effective Date	3rd July 2025
Review Date	3rd July 2028
Approval Authority	University Council
Approval Date	3rd July 2025
Expiry Date	Not Applicable
Responsible Manager - Policy	Gerard Blood Executive Director, Asset Transformation
Enquiries Contact	Infrastructure and Operations