

University Naming Procedure

Version 1 - Approved 23 May 2025

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Purpose

This procedure describes how University buildings and other physical assets are formally named to reflect place.

Applicable governance instruments

Instrument	Section	Principles
<i>Facilities, Infrastructure and Assets Policy</i>	1	1.8
<i>Communication and Brand Policy</i>	1 Communication	All

Procedure

1. Introduction

There is much in a name. Names speak to who we are and become part of the life of a university. The names we choose for our university buildings and physical assets should signal to the University's values, character and mission, and give expression to its purpose as a civic institution.

As a place-based University, we prioritise naming to reflect the unique places of each of the University's campuses that we share as a community. This recognises that each place has its own context, character, identity and story, and that the names given to our buildings and facilities become woven into the fabric of these stories.

Examples of the types of buildings and physical assets that are named by the University to reflect place are in Schedule A.

This procedure does not apply to naming in recognition of significant philanthropic support to the University. For naming in this context, contact the University's Advancement team.

Definitions and acronyms can be found at: <https://www.utas.edu.au/policy/policy-definitions>

Related policy and procedures can be found at: <https://www.utas.edu.au/policy>

2. Guiding principles for naming of buildings and physical assets to reflect place

- 2.1. The following guiding principles apply in naming University buildings and physical assets to reflect place:
- a) The University's campuses need to have coherence as a place. For buildings situated together, their names and togetherness should make sense as a group, such that they meaningfully reflect place and there is a coherence across a location or campus.
 - b) Each campus must have a guiding strategy and philosophy for the approach to naming, which gives clear direction for the approach to be then taken on a particular campus. Individual buildings or sites should then be named in line with that strategic direction.
 - c) As a place-based University, we will seek the wisdom of Aboriginal leaders with their deep knowledge of country as we explore how to be a university that has place as the centre of its thinking.
 - d) While the function of the building or the general area (eg Medical Science Precinct) needs to be considered, it should not be the primary consideration in selecting a name, as functions can change over time.

3. Pre-existing or other naming requirements

- 3.1. Before commencing the process to select a name, any pre-existing or other naming requirements must be considered. These could be prescribed within:
- a) A contractual or legal requirement governing the naming process or the name itself (eg. the naming of university infrastructure on non-university land).
 - b) A procurement partnership requiring naming consideration or involvement (eg. government co-funding).
- 3.2. Buildings or facilities scheduled for demolition or sale will not normally be considered for formal naming.

4. Formulating proposed names

- 4.1. The starting point for devising a name and key reference point should always be the guiding strategy and philosophy for the campus. If this is not clear, then this needs to be established under the leadership of the appropriate regional Pro Vice-Chancellor Leadership.
- 4.2. In applying the guiding principles to select a name, the following should be considered as appropriate:
- a) Within the campus naming strategy and philosophy, the qualities of function, form, proximity to key features of the place, and history, which characterise the site and building.
 - b) An Aboriginal name. If this is considered, there must be careful consultation with the Aboriginal community.
 - c) The University's past, present or future connection to the people and place where the name will rest.
 - d) How the name and its provenance may be understood and interpreted in many years to come.
- 4.3. As potential names emerge, due diligence must be undertaken, including:
- a) Background research as to the proposed names and the context, character, identity and story the names represent.

- b) Assessment of the alignment of the proposed names with the University's values and mission.
- c) Review of any present or anticipated future risks to the University in using the proposed name (including reputational risks), assessed against the University's risk appetite statements, and in accordance with the University's [Risk Management Procedure](#).

5. Consultation and broader exploration

- 5.1. In accordance with the principles of the University's [Communications and Brand Policy](#), thorough consultation with appropriate internal and external stakeholders must be undertaken regarding the proposed name(s).
- 5.2. When consulting, new suggestions are to be invited, and stakeholders provided with an explanation as to the following:
 - a) The guiding principles and how the proposed name(s) align to them.
 - b) The rationale applied to choosing the name(s).
 - c) How the name(s) will serve the community, the University and the island.Where new suggestions are made, these must be tested by re-engaging with relevant stakeholders.
- 5.3. The appropriate internal and external stakeholders for consultation may include:
 - a) Pro Vice-Chancellor Aboriginal Leadership, Riawunna and members of the Indigenous community.
 - b) Campus Services and the Campus Futures teams, who may recommend that the naming of facilities be tabled for discussion and input at the relevant Campus Working Group (eg the Precincts and Project Delivery Working Group - PPDWG).
 - c) Other colleagues and students.
 - d) The University's Advancement team.
 - e) Local industry groups or neighbouring enterprises.
 - f) Local schools or other education providers.

6. Approval for naming of buildings and physical assets

- 6.1. The Vice-Chancellor approves the naming of a building or physical asset. Therefore, once consultation is completed and a recommendation is finalised for the naming of a university building or physical asset, a briefing note must be prepared for the Vice-Chancellor's consideration that outlines all steps undertaken and a clear rationale for the decision.
- 6.2. For the naming of buildings or where the naming is identified as carrying reputational risk, the Vice-Chancellor will refer the recommendation to University Council for approval.
- 6.3. All outcomes relating to the naming of buildings or significant physical assets or campuses will be appropriately communicated to University Council and the wider university community, including an explanation of the origin of the name selected.

Versions

Versions of this procedure and the details of their approval are as per the following table:

Version	Action	Approved By	Business Owner/s	Approval Date
Version 1	Approved	Vice-Chancellor	Vice-Chancellor	23 May 2025

* Currency of procedures is confirmed annually. For the details of when this procedure was last confirmed as current, visit the [version history page](#).

Schedule A: Examples of university buildings and physical assets

- a) Campuses
- b) Buildings or rooms and facilities within, including lecture theatres and laboratories
- c) Libraries
- d) Centres
- e) Institutes
- f) Residential colleges