

Monash University Procedure

Procedure Title	Physical Entity Naming – Functional Naming Procedures
Parent Policy	Physical Entity Naming Policy
Date Effective	
Review Date	
Procedure Owner	
Category	Operational
Version Number	1.0
Content Enquiries	Advancement Policies
Scope	
Purpose	Functional naming of physical entities provides the University with the opportunity to recognize exceptional contributions, whether philanthropic or in the form of meritorious service, that honour Monash University's heritage and legacy. The naming of physical entities must be compatible with the vision, mission and values of the University.
PROCEDURE STATEMENT	

Any proposal to name a building, part of a building or any part of the University shall be made in a formal submission to the Executive Director, External Relations, Development and Alumni (ERDA).

1. Form and Format of Names

- 1.1. The length of the proposed name of a physical entity will preferably be no more than six to eight words for ease in constructing signage and directional markers. If the proposed name exceeds six to eight words, the name should easily translate into an acronym.
- 1.2. The size, design, and wording of plaques and other signs should be modest. The Office of Marketing and Communications and the Facilities and Services Division can assist with how names should be displayed on signage and directional markers.
- 1.3. Proposed names may include corporation names but corporate logos must not be included.
- 1.4. Proposed names should not include the use of parentheses or quotations.
- 1.5. Preferably, no more than one physical entity on each campus will bear the same name.

2. Approval

The Executive Director, External Relations, Development and Alumni (ERDA) is responsible for assessing proposals for the naming of any physical entities in the University. Proposals which are judged to have campus-wide implications may be brought forward to key stakeholder groups for confidential consultation.

3. Communication:

Monash University Procedure

- a) The Executive Director, External Relations, Development and Alumni (ERDA) will advise relevant academic/administrative units and consult with the Chief Operating Officer and Senior Vice-President.
- b) The Vice-Chancellor's Group's approval of any naming requests is required prior to public announcements or formal celebrations of honorific naming.
- c) The External Relations, Development and Alumni Division will liaise with necessary parties such as the Facilities and Services Division and the Office of Marketing and Communications in relation to any naming, renaming or revocation of naming.
- d) The Facilities and Services Division will be responsible for managing all signage and identification requirements associated with approved naming, including regular maintenance.

4. Revocation of Naming

- a) Should a building be demolished or replaced, or where the occupancy or usage changes and the former name is no longer appropriate, then a request for a new name may be considered. Where possible, the External Relations, Development and Alumni Division will contact the donor, or a family member and/or the appropriate contact person for the former namesake to inform them of the decision to demolish, replace or change usage of the facility. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. It may also be appropriate to name part of the new building after the person, organisation, corporation or foundation for which the former building was named. Requests of this nature should be directed to the Executive Director, External Relations, Development and Alumni (ERDA).
- b) The revocating of a naming must be approved by the Executive Director, External Relations, Development and Alumni (ERDA).
- c) When it is requested that a named physical entity within a building be relocated within the same building or to a different building and the new facility or room will serve the same original purpose, the Executive Director, External Relations, Development and Alumni (ERDA) may approve a request that the naming follow the physical entity.

Responsibility for implementation	Chief Operating Officer and Senior Vice-President Executive Director, External Relations, Development and Alumni (ERDA)
Status	
Approval Body	Name: Date: Author:
Definitions	
Legislation Mandating Compliance	
Related Policies	
Related Documents	