



NAMING POLICY

Introduction

The Naming Rights Policy will operate to ensure that the reputation and integrity of the College and its community are maintained and that a fair and equitable process is both perceived and recognised as being in place by stakeholders within the College. The Naming Rights Policy will be managed by the Board and will operate in line with guidelines established by Edmund Rice Education Australia (EREA).

Policy

This policy provides a framework under which College building and facilities can be named. When the College names a facility after a particular person or family, it confers a significant honour. It also implicitly holds that person up as a suitable role model. Hence great care must be taken not to name a facility after any person or group whose conduct or public image could cause scandal, or be inconsistent with the ethos of the College.

Scriptural Context

'If one member is given special honour, then all members of the body are honoured'.
I Corinthians 12:26.

Policy Guidelines – Naming in Perpetuity

Buildings & Ovals:

- Facilities should be named as a consequence of a recommendation from the College Board to Edmund Rice Education Australia after consultation with the individual and or family concerned.
- The Executive Director of EREA will ratify this recommendation before publication if a naming right is made.
- Facilities should be named to highlight outstanding service, achievement and support for:
 - I. History and operation of the College
 - II. Catholic Church

III. Christian Brothers

- Caution should be exercised in the naming of buildings which include general purpose learning areas as the current usage may change over time.
- In the case of buildings, the name should be clearly visible on the exterior structure, and should be of a uniform size, colour and in line with the College style guide.
- Buildings and ovals should be named in perpetuity.
- The College reserves the right to review the naming of buildings and awards should there be circumstances which bring the College into disrepute by its association with a named individual or benefactor.

Areas within Buildings

- Areas within buildings, e.g. laboratories or rooms, are named only with the formal approval from the College Board and may be named as per buildings and ovals after benefactors who negotiate, as part of a fundraising programme, the naming rights to that specific area.
- All names for internal features must be approved by the College Board.

Awards

- The College will consider applications to have a academic, cultural and sporting awards named after individuals who have demonstrated a significant commitment or have achieved a high level of success within a field. For example the Moneghetti Award for Athletics or Mary Purcell Debating Prize.
- Such awards need to be made in perpetuity. This should be reflected within a Naming Rights Agreement to be developed between the parties to ensure consistency and to ensure an individual or family agrees to have an award named in their honour. If funds are being given to cover the cost of the award there need to be sufficient funds to ensure the award can be given in perpetuity.

Naming Rights – Recognising Donors / Commercial Arrangements

- Donor recognition and commercial sponsorship shall only be available for the naming of internal features or rooms and for minor educational precincts such as sporting facilities (excluding ovals) and boarding facilities.
- Where the attribution of naming rights is linked to a donation/sponsorship agreement, naming rights will only be negotiated for a set period of time with a minimum five years, after which time areas may be renamed or the sponsorship renegotiated with the original benefactor. The money raised at this time may be used to refurbish the facility as needed.

- Names or benefactors will be displayed on the inside of buildings. External signage may be negotiated where appropriate, after consultation with the College Board who may seek advice from the College Architects.
- Naming Rights agreements are to be negotiated with organisations, families or individuals whose public image, products or services are consistent with the ethos of the College as reflected in its Mission Statement.
- Naming Rights agreements will be negotiated for significant amounts to be utilised for capital items and or other purposes at the discretion of the Headmaster.

Status of Policy: Ratified by the College Board, June 2014

Review: 2019