



# NAMING POLICY

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## 1. Rationale

Villanova College is an independent Catholic College for boys in Years 5 to 12 in the tradition of St Augustine.

The purpose of this policy is to set out the principles for naming recognition in relation to College property in order to:

- Ensure that College property is named in a manner consistent with the purpose, history and spirit of a Catholic college in the Augustinian tradition;
- 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.

This policy attempts to reflect the values enunciated in these Gospel passages:

*“Jesus said, ‘A city built on a hill-top cannot be hidden. No one lights a lamp to put it under a tub; they put it on the lamp-stand where it shines for everyone in the house. In the same way your light must shine in the sight of people, so that, seeing your good works, they may give the praise to your Father in heaven.’ Mt 5: 14-16.*  
and

*“As he looked up Jesus saw rich people putting their offerings into the treasury; then he happened to notice a poverty-stricken widow putting in two small coins, and he said, ‘I tell you truly, this poor widow has put in more than any of them; for these have all contributed money they had over, but she from the little she had has put in all she had to live on.’” Lk 21:1-4*

This policy recognises the difficulty in determining practise consistent with both these teachings. This policy recognises the example of St Paul who encouraged the church of Corinth to give finances by praising the generosity of the churches in Macedonia. Then Paul added:

*“I am not laying down any rules. But I want to see how real your love is by comparing you with others who have been so ready and willing to help.” 2 Corinthians 8:8.*

## 2. Policy Statement

Villanova College grants naming recognition in relation to College property to an individual, a family, or an organisation to highlight connections with the history and cultural context of the College, the Order of St Augustine in Australasia, the Catholic Church and significant persons in the story of the College.

## 3. Implementation

### 3.1 Scope of Policy

This policy applies to all College staff members and also volunteers including those involved in development and fundraising across the College. It applies to all College property.

This policy does not apply to sponsorship agreements where an organisation agrees to give financial or in-kind support to the College for a particular purpose or activity in return for naming recognition for the purpose or activity.

## **3.2 Naming Principles**

### **1) Naming Recognition**

Naming recognition may be granted to an individual, a family, or an organisation in relation to College property whether tangible or intangible. Naming recognition may be granted by designating a name to specific College property such as a building, an oval or a classroom or simply by way of placement of a plaque within an internal feature of a building such as a reading room or on a minor outdoor feature such as a bench, tree, or pathway.

### **2) Duration of Naming Recognition**

Subject to this policy, naming recognition may be granted for any period of time. It may be granted in perpetuity, for the life of the property or for a defined period, for example 25 years.

The duration of naming recognition shall be decided by the College on a case-by-case basis taking into account factors such as:

- the reason for naming; and
- the nature of the property to which naming recognition is granted

### **3) Consistency with Values**

The name approved must be consistent with the College's Vision Statement, Mission Statement, ethos, values, and policies. Naming recognition will not be conferred if it is likely to adversely affect the reputation or integrity of the College.

### **4) No Interference with Governance**

Naming recognition will not be conferred if it is likely to adversely affect the College's autonomy. Naming recognition does not confer on any individual, family or organisation any special privileges or any control or responsibility for the property named.

### **5) No Personal Benefits in relation to Naming Recognition**

No College staff member, member of the College Board of Directors, member of the College Foundation Committee or other College volunteer should receive a private, personal benefit as part of or, in association with any naming recognition proposal. i

### **6) Limit on Use of Name**

Unless the College determines otherwise, naming recognition may be granted to an individual, family or organisation in relation to only one part of the College's property.

### **7) Naming Recognition of Buildings or External Parts of Buildings and Major Outdoor Facilities and Spaces**

Naming recognition of buildings or external parts of buildings and major outdoor facilities and spaces is to be honorary only.

In the case of honorary naming recognition, service to the College or service consistent with the College's mission by an individual, family or organisation must, in the view of the College, have been highly distinguished so that their name should be recognised by a later generation. When the College names property after a particular individual, family or organisation it holds



those persons up as suitable role models. A contribution will be recognised as highly distinguished by reference to one or more of the following four categories:

- any achievement and support for, the history and operation of the College, involvement with the Catholic Church and the Order of St Augustine;
- academic, cultural and sporting achievement in which a person has demonstrated a significant commitment or has achieved a high level of success within a field;
- a significant personal contribution by any individual or family on any board or organisation of the College; and
- any other matter that the College considers has enhanced the College and is consistent with the purpose, history and spirit of a Catholic School in the Augustinian tradition.

Where the naming is honorary, naming recognition of an individual who has provided highly distinguished service to the College will not normally be considered until after that person's substantive formal relationship with the College is concluded. For example, where the naming recognition relates to a former staff member, the person must have finished their employment with the College and are not likely to be re-employed by the College at any time in the future.

#### **8) Naming Recognition of Internal Parts of Buildings, Minor Outdoor Features, Collections, Fixtures Furniture and Equipment**

Naming recognition of internal parts of buildings, minor outdoor features, collections, fixtures furniture and equipment may be honorary. Where naming is honorary, service to the College or service consistent with the College's mission by an individual, family or organisation must, in the view of the College, have been distinguished. A contribution will be recognised as distinguished by reference to one or more of the four categories referred to in Principle 7). Where the naming is honorary, naming recognition of an individual who has provided distinguished service to the College will not normally be considered until after that person's substantive formal relationship with the College is concluded.

Naming recognition in respect of this type of college property may occur where there is philanthropy. It may be granted in respect of a financial or other contribution to the College from a benefactor by way of donation or bequest. Ordinarily, there will also be an element of some support for or connection with the history and operation of the College, or involvement with the Catholic Church or the Order of St Augustine. The granting of naming recognition is at the sole discretion of the College with the agreement of the party or their representatives.

Naming recognition in respect of this type of College property may also occur where there is philanthropy as part of a College fundraising program. For example, in the case of fundraising for a new building or facility a plaque or other signage may recognise benefactors who have made a financial or other contribution to the College.

A proposal for naming recognition may be made where a benefactor seeks recognition in relation to College property of the name of his or her family, a family member or a relative. However, a proposal may also be made where the naming recognition is not directly related to the benefactor. Where naming recognition is granted in respect of a financial or other contribution to the College, it is to be the subject of a specific gift agreement consistent with the values of the College between the College and the benefactor where the College considers it appropriate.



## **9) Funds and Endowments**

The College will consider proposals to have academic, cultural and sporting awards named after an individual, family or organisation where the benefactor provides the full funding of the award for a minimum of five years. The award may be in the form of a bursary or prize.

Naming recognition of any award can be made in perpetuity. The fund or endowment for the award needs to have sufficient funds to ensure the award can be given in perpetuity.

Where naming recognition is granted in respect of an award, it is to be the subject of a specific gift agreement consistent with the values of the College between the College and the benefactor.

## **10) Naming recognition not transferable**

Naming recognition will not extend beyond the normal life of College property and is not transferable to any replacement College property unless it is renewed by mutual agreement between the College and an honouree or their family in the case of honorary recognition or a benefactor or their family in the case of philanthropy. Ordinarily, naming recognition in relation to replacement College property shall be the subject of fresh proposals. For example, in the case of buildings, parts of buildings, and major outdoor facilities and spaces, replacement College property includes but is not limited to College property replacing a demolished or destroyed property, a decommissioned facility, a major reconstruction that substantially changes the appearance or function of the property or a major refurbishment. However, where reasonable or practicable, buildings, parts of buildings, and major outdoor facilities and spaces ought to be maintained by the College and used for their original designated purpose. If there is a material change to the purpose, it should be communicated to the honouree or in the event of death their surviving family.

## **11) Naming Recognition and Government Funded College Property**

Where a College property has been funded or partially funded by government, the College will comply with any associated contractual requirements relating to acknowledgement of that contribution, for example, erection of a plaque.

## **12) Naming Recognition Limited to Life of Organisation**

Where the name of an organisation is granted recognition, the period of naming will be limited to the life of the organisation unless naming recognition is withdrawn at an earlier time under Principle 13 of this policy.

## **13) Withdrawal of Naming Recognition**

The College reserves the right to withdraw naming recognition conferred under this policy if, in the opinion of the Board of Directors, the reputation or integrity of the College would be put at risk through a continued association with any honouree or benefactor or an individual, family or organisation whose name is acknowledged in connection with any benefaction. Where naming recognition is withdrawn for this reason, a benefactor will not be entitled to any refund of a donation or any other form of compensation.

The College reserves the right to withdraw naming recognition or revise the form of recognition if, where a benefactor pledges funds over a period of time, the agreed flow of funds ceases or changes from the gift agreement between the College and the benefactor. Where naming recognition is withdrawn for this reason, the benefactor will not be entitled to any refund of a donation or any other form of compensation.





The College will communicate with an honouree or benefactor or in the event of death their surviving family regarding a decision to withdraw naming recognition where practicable.

An honouree or benefactor has a right to withdraw the use of a name should this be desired.

#### 4. Definitions

The terms defined in this clause have the following meaning in this policy and in the Procedures for Granting Naming Recognition of College Property unless the context indicates otherwise:

**Benefactor** means an individual (alive or deceased), family, or organisation that contributes a monetary or other benefit by way of donation to the College.

**College Leadership Team** means the Deputy Principal, Heads of School, Dean of Teaching and Learning, Dean of Mission and Identity, and the College Administrator.

**College Property** refers to the property whether tangible or intangible that may be the subject of naming recognition. It includes but is not limited to:

- **Buildings:** Buildings or external parts of buildings such as wings. Entire buildings may be given a chosen name. (current example: Goold Hall)

Internal parts of buildings or building spaces such as foyers, floors, halls, performance or gallery spaces, theatres, auditoriums, seating, lecture theatres, laboratories, classrooms, meeting rooms and reading rooms. (current example: The Louis Hanrahan Theatre)

- **Major Outdoor Facilities and Spaces:** Major outdoor facilities and spaces include, but are not limited to quadrangles, courtyards, squares, ovals or playing fields, sporting facilities, grandstands, roads, carparks and natural or environmental features. (current example: The Andrew Slack Oval)
- **Minor Outdoor Features:** Minor outdoor features include, but are not limited to gardens, noteworthy lawns, benches, auditorium seating, fountains and sculptures, trees and plants and pathways.
- **Collections:** Libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value
- **Fixtures, furniture and equipment**
- **Funds and Endowments:** Funds, endowments, and the related disbursements in the manner of bursaries or prizes (subject to a viability assessment and acceptance). (Current example: Villanova College Foundation Wieneke Family Music Fund)

**Donation** means either a financial payment or a non-financial payment (such as property or other goods) made to the College that has the following characteristics: it is made voluntarily; it does not provide any material benefit to the donor; and it essentially arises from benefaction and proceeds from detached and disinterested generosity.



**Gift Agreement** is a written agreement signed by the Principal on behalf of the Board of Directors that outlines the nature of the naming recognition, the details of a gift including the purpose for which the gift is made and the funding arrangements and the agreed time frame. The agreement is to be governed by the provisions of this policy.

**Honouree** is an individual, a family, or an organisation who is granted the honour of naming recognition.

**Philanthropy** means the love of humanity, exemplified in this context as the desire/act to promote the welfare of others, expressed through a benevolent donation of money or assets to the College.

**Principal** means the Principal or the nominee of the Principal.

**Staff member** means a paid employee of the College.

**Volunteer** may include but is not limited to a member of the College Board of Directors, a member of the College Foundation Committee, parents, students and other community members.

## 5. Review

This policy is to be reviewed after 3 years or earlier to take account of any changes to relevant legislation or regulations, changes to the College's operations and practices and to make sure it meets best practice standards and remains appropriate to the changing environment.

**Endorsement:** This policy was approved and endorsed by the Villanova College Board on 3 March 2020.

**Review Date:** March 2023.

## References

i Villanova College Staff Code of Conduct; Augustinian Colleges Australia Governance Handbook Villanova College Version 08 March 2019.

# PROCEDURES FOR GRANTING NAMING RECOGNITION OF COLLEGE PROPERTY

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## 1. Principal's Role

Any application for naming recognition should be submitted via a written proposal to the Principal. A naming proposal may be made by any individual, family or organisation.

A proposal must include a comprehensive rationale for naming recognition including detailed relevant information about the name proposed, the College property in relation to which naming recognition is being sought, appropriate background information about the individual, family, or organisation and their contribution to or association with the College, the value of any donations to be made and the details of any payment period if relevant, and a recommendation regarding the length of time that naming recognition will be in place.

The Principal will manage any submission regarding a naming proposal and conduct negotiations for naming recognition with the proposer on behalf of the College. The Principal will consult with available members of the College Leadership Team and any appropriate stakeholders as to any proposal. The Principal will seek appropriate advice for the Board of Directors where relevant. Proposals should remain confidential until finalised.

All decisions to grant naming recognition of minor outdoor features, fixtures, furniture and equipment are solely a matter for the Principal.

In relation to decisions to grant naming recognition of buildings, external parts of buildings, major outdoor facilities and spaces, internal parts of buildings, collections and funds the Principal will submit any proposal to the Board of Directors for consideration. The Principal may assess a proposal and make a recommendation as to whether a proposal should be approved, varied or refused.

## 2. Board of Directors Role

All decisions to grant naming recognition of internal parts of buildings, collections and funds are solely a matter for the College Board of Directors except that the Provincial Council of the Order of St Augustine in Australasia does have the right to approve, vary or refuse any naming recognition proposal that relates to a present or past member of the Australian Augustinian Province.

These decisions are considered and resolved by the board on a case by case basis. The board has the right to approve, vary or refuse any proposal for naming recognition. The board may reject any proposal for naming for whatever reason it deems appropriate. For example, the board may reject a proposal which does not meet the requirements of this policy or is inconsistent with College policies or is frivolous.



### 3. Role of Provincial Council of St Augustine

All decisions to grant naming recognition of buildings or external parts of buildings and major outdoor facilities and spaces are to occur after consultation with and the approval of the Provincial Council of St Augustine.

The Board of Directors will assess a proposal and make a recommendation to the Provincial Council as to whether a proposal should be approved, varied or refused. The board may recommend rejection of any proposal for naming recognition for whatever reason it deems appropriate. For example, the board may reject a proposal which does not meet the requirements of this policy or is inconsistent with College policies or is frivolous.

### 4. Consent to Naming Recognition

Once the necessary approval processes have taken place, the Principal will consult with the individual, family or organisation being recognised to receive their consent before naming recognition can be conferred.

Proposals for naming recognition of a living person will not be undertaken without that person's consent in writing and in the case of a deceased person, the College will consult with family members where it is appropriate and practicable to do so. This is not necessary where consent is provided through a will.

Proposals for naming recognition of an organisation, will not be undertaken without that organisation's consent in writing obtained from a person duly authorised by the organisation to provide such consent, together with confirmation to the College that the naming will not be contrary to or infringe any other rights the organisation has granted to a third party in respect of its name.

### 5. Documentation and Registers

Naming recognition granted to a benefactor must be documented in a gift agreement between the College and the benefactor where the College considers it appropriate.

The College Foundation Manager will maintain the following:

- a naming register containing details of all College property in relation to which naming recognition is approved under this policy. It should provide information on the individual, family or organisation granted naming recognition and the reason for such naming recognition.
- a register of all donations with respect to naming recognition in relation to College property.

### 6. Name Protocols

Where naming recognition is approved in accordance with this policy, the name need not reflect the function of the property.

The name used should normally be the individual's name, family name or, in the case of an organisation, the shortest most appropriate name. Names associated with benefactors of the College must not include logos, branding, other images or legal entity identifiers, such as Proprietary Limited or Pty Ltd, unless required by law.





The style of naming of College property should be consistent with the College's Style Guide.

## **7. Physical Display of Naming Recognition**

Where naming recognition is approved in accordance with this policy the physical display of the recognition shall be decided on a case-by-case basis. A commemorative plaque or signage may be placed on College property. It must be consistent with the general design of the College and must not detract from the aesthetics of the College, buildings or grounds. The design, wording and location of any plaque or signage should be submitted as part of a naming proposal.

The College Facilities Manager is responsible for the execution of a plaque or signage that may be placed on College property.

## **8. Communication of Approved Naming Recognition**

The College Foundation Manager will organise and manage the communication or publication of approved naming recognition to the College community, as well as any celebration in association with the approval, such as an unveiling ceremony.