



SLQ Naming Rights Policy

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Maintained by:	Senior Grants & Philanthropy Officer, Queensland Library Foundation
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1. Document Control

Version	Approved By	Approval Date	Revisions
V0.1	State Librarian and CEO	26 February 2016	Initial Policy consultation
V0.2	QLF Council	31 March 2016	Initial Policy consultation
V1	Library Board of Queensland	5 May 2016	Approved by the Library Board of Queensland RES/2016/11
V1.1	Library Board of Queensland	12 July 2018	Revisions for consistency with State Government sponsorship policies, State Library delegations, investment and procurement policies and for structure and flexibility in naming rights decision making and procedures Approved by the Library Board of Queensland RES/2018/44

2. Authority

- Library Board of Queensland

3. Policy Statement

3.1 The **Library Board of Queensland** draws its powers from the ***Libraries Act 1988*** and has

ultimate oversight responsibility and authority in the control and management of the State Library of Queensland. The Library Board of Queensland has established the Queensland Library Foundation to raise funds, increase public support and interest in the State Library and build the number of financial supporters of the State Library.

Naming State Library property and activities, including spaces, collections, programs, positions, awards, fellowships and residencies, allows State Library the opportunity to honour or acknowledge individuals or organisations that have significantly contributed to State Library.

3.2 The *Naming Rights Policy* (the Policy) outlines principles for the granting of such naming rights.

3.3 As per the [Queensland Government Sponsorship Policy](#), recognition does not extend to naming rights to the whole of building or John Oxley Library.

4. Purpose

4.1 The purpose of the Policy is to support transparency, accountability and equity in the decision making process for the granting and ongoing management of naming rights at State Library.

5. Scope

5.1 The Policy outlines how State Library may recognise those individuals or organisations that have met the criteria for naming recognition.

5.2 The Policy governs all naming of physical or intellectual entities in recognition of support or service to State Library.

5.3 It includes naming rights granted to all Benefactors – both Donors, whose donation is:

- voluntary
- income tax-deductible
- not subject to GST
- has no entitlement to material benefit

and Sponsors, whose contribution is:

- not income tax-deductible
- subject to GST
- can result in material benefits, negotiated with SLQ.

5.4 Donors include both financial and Cultural Gift Donors. Cultural Gift Donors are Donors whose donation is made under the Federal Government *Cultural Gifts Program* which offers tax incentives (deductions and capital gains tax exemptions) to people who donate cultural items to Australia's public collections. State Library may choose to grant naming rights to a Cultural Gift Donor if the market value of the donation warrants it, or if the status conferred by the Donor or Donation is deemed sufficient to bestow this honour.

5.5 Approval to authorise (and terminate) naming rights agreements is prescribed by the *Financial and Administrative Delegations: Policy and Schedule*, consistent with procurement and investment policies and procedures.

6. Definitions

Word	Definition
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Word	Definition
Benefactor	An individual or organisation that confers a benefit.
Cultural Gift Donor	A Donor whose donation is made under the Federal Government <i>Cultural Gifts Program</i> which offers tax incentives (deductions and capital gains tax exemptions) to people who donate cultural items to Australia's public collections.
Donation	A voluntary transfer of money or property by way of benefaction where no material benefit is received by the donor from State Library. <i>(Donation as defined here is understood to include the terms 'gift, bequest, endowment or bestowment')</i>
Donation-in-kind	A donation other than a donation of money – e.g. of goods, services or property.
Donor	Any person or organisation making a donation to State Library.
Endowment	Any asset donated to and for the perpetual benefit of State Library. The donation is usually made with the requirement that the principal remain intact and money earned from investing the principal be used for a specific purpose, e.g. a named Fellowship or Award.
Naming Rights	The naming, for a fixed period or indefinitely, of spaces, collections, programs, positions, awards, fellowships and residencies, in order to honour an individual or organisation for outstanding service to State Library or acknowledge publicly the financial support to State Library by a benefactor.
Naming Rights Agreement	A document that outlines the details of a gift including the purpose for which the gift is made and level of acknowledgement.
Perpetuity	Twenty (20) years, with the opportunity to increase the term of the acknowledgment to reflect an increase in investment level over time, and benefactors offered the opportunity to renegotiate at the end of their term (at the discretion of the Library Board).
Pledge	A documented commitment to make a donation within a specified amount of time.
Recognition	Action taken to recognise the generosity of donors individually or collectively.
Sponsor	An individual or organisation which transfers money or property in a transaction where that individual or organisation receives certain specified material benefits in return.
Sponsorship	A transfer of money or property in a transaction where the sponsor receives certain specified material benefits in return.

7. Principles for recognition through naming rights

7.1 Naming rights will always be conferred in line with relevant Queensland Government and State Library policies and procedures, and subject to State Library governance and management. This includes the *Queensland Government Sponsorship Policy*, *Queensland Procurement Policy*, and the *State Library's Investment Policy*, *Delegations Manuals* and *Procurement Procedures*.

7.2 Before entering into an agreement for naming rights, a due diligence review is to be conducted on the proposed individual/organisation by State Library's Government Research and Information Library (GRAIL) and submitted to the authorised delegate, as per the *Financial and Administrative Delegations: Policy and Schedule*.

7.3 Naming rights will not be conferred if likely to adversely affect State Government or State Library's autonomy or reputation.

7.4 Naming rights as a benefit negotiated as part of an incoming sponsorship agreement must be documented and in accordance with the *Partnership and Sponsorship Policy*. Naming recognition of corporate sponsorship will remain for the duration of the sponsorship agreement, unless terminated due to action which is deemed damaging to State Library's reputation.

7.5 Naming rights arrangements will be reviewed on an annual basis or more frequently to assess impact on State Government or State Library's autonomy or reputation.

7.6 Naming of a physical space will not extend beyond the life of the space and is not transferrable should the space be remodelled or refurbished, unless to do so aligns with the strategic direction of State Library.

7.7 Consent of the individual or organisation being recognised must be obtained and documented in the Naming Rights Agreement before naming recognition can be publicised. Where the naming is honouring a bequest, agreement from the benefactor's trustees must be obtained. This is not necessary where consent is provided through a Will.

7.8 State Library will respect a request for a gift to remain anonymous as far as can reasonably be expected, consistent with our legislative obligations under the *Information Privacy Act 2009* and *Public Records Act 2002*.

8. Philanthropic and Corporate Recognition

8.1 Naming rights may be offered to those individuals or organisations whose philanthropy supports and enhances fulfilment of State Library's mission, values and objectives.

8.2 Naming rights for substantial philanthropy will recognise new relationships or accumulated giving over a period of time.

8.3 Naming rights for philanthropic contributions must be documented in a Naming Rights Agreement, and registered in the Naming Rights Register.

8.4 Where funds are pledged over a period of time, State Library may revise the form of recognition or withdraw recognition if the agreed flow of funds ceases or changes from the Naming Rights Agreement.

8.5 Naming rights may be granted in perpetuity (see Definitions) or for a designated period of time.

8.6 The lifespan of naming rights will be agreed with the benefactor; or where naming is to be conferred in memoriam, with the benefactor's trustees and dependent on the amount of the gift and the wishes of both parties, and approval by the authorised delegate.

9. Service Recognition

9.1 Naming rights may be offered to former employees whose service supports and enhances State Library's fulfilment of its values and objectives and who, in addition to displaying the highest standards of personal integrity, have achieved distinction in one or more of the following:

- The individual has contributed in truly exceptional ways to the advancement of State Library which improved public engagement, service delivery to the community and/or workplace culture
- While serving at State Library, the individual achieved significant recognition in library services on a state, national or international level.

9.2 Naming rights of individuals for service will not be considered until after that person's substantive formal relationship with State Library has concluded.

9.3 Duration and location of naming rights is to be determined by authorised delegates.

10. Roles and Responsibilities

The Library Board of Queensland will:

- approve amendments to the Policy
- approve naming rights as per the *Financial and Administrative Delegations: Policy and Schedule*.

The State Librarian and CEO will:

- approve naming rights as per the *Financial and Administrative Delegations: Policy and Schedule*.

The Executive Director, Corporate Governance and Operations will:

- manage naming rights delegations associated with the Policy.

The Executive Management Team will:

- help identify potential opportunities for naming rights and refer them to the Manager, Queensland Library Foundation
- endorse amendments to the Policy, as required.

The Manager, Queensland Library Foundation will:

- manage the Policy and associated procedures. This includes ensuring naming rights opportunities are maximised and appropriate stakeholders consulted.

The Senior Grants and Philanthropy Officer, Queensland Library Foundation will:

- consult GRAIL and the Manager, Integrity, Risk and Reporting to ensure due diligence is undertaken with regard to proposed naming rights recipients

- draft Naming Rights Agreements and register them in the Naming Rights Register
- maintain and review this Register on an annual basis.

11. Risk Management and Mitigation

Risk	Description of Risk	Mitigation Management
1	Reputational risk through naming rights association with individuals/organisations which become contentious.	Application of due diligence in determining individuals/organisations appropriate to be granted naming rights; ongoing monitoring and annual review of suitability of individuals/organisations recognised with naming rights for the duration of the relevant agreement.
2	Non-payment of committed donor funds, resulting in loss of funding for named projects, positions, awards, collections, etc. and potential loss of reputation for State Library.	Ensure that funds are pledged, and the first instalment received, prior to commitment to activities. Ensure that any Agreement to fund activities is contingent on continuing funding payments. Enact Policy provision to revise the form of recognition or withdraw recognition if the agreed flow of funds ceases or changes.

12. References

The Policy is supported by:

- [Code of Conduct for the Queensland Public Service](#)
- [Queensland Public Service Commission Guideline: Gifts and Benefits](#) [Jan 2010]
- [Queensland Government Sponsorship Policy](#)
- [SLQ Partnership and Sponsorship Policy](#)
- [Queensland Procurement Policy 2017](#)
- [SLQ Procurement Procedures](#)
- [SLQ Financial and Administrative Delegations: Policy and Schedule](#)
- [SLQ Human Resource Delegations: Policy and Schedule](#)

13. Approval

12 / 7 /2018

Library Board / State Librarian and CEO

Date

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