

Naming Rights of Waikato District Health Board Owned Facilities

Policy Responsibilities and Authorisation

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Policy Review History

Version	Updated by	Date Updated	Summary of Changes
05	Lydia Aydon	May 2016	<ul style="list-style-type: none"> • Clarification of process for review and approval of naming request • Transfer to new template

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Naming Rights of Waikato District Health Board Owned Facilities

1. Introduction

1.1 Purpose

Waikato District Health Board (DHB) facilities will usually be known by their function where this is evident and long term e.g. Acute Services Building, Thames Clinical Centre, Regional Renal Centre, Hague Road Carpark Building, Waikato Hospital.

However Waikato DHB may choose to recognise people or sponsors who supported the Waikato DHB, either through distinguished effort or substantial financial endowment, by naming facilities in their honour.

1.2 Scope

It is the responsibility of all Waikato DHB staff, managers and board members to comply with this policy.

2. Definitions

Facility / Facilities

Facility/Facilities in this context includes all buildings, portions of buildings, departments, wards, rooms, laboratories and roads owned by the Waikato DHB. It does not include leased buildings unless the lessor grants permission for Waikato DHB to name the leased building.

3. Policy Statements

The Waikato DHB Naming Rights of Waikato DHB Owned Facilities policy is that:

- Prior consent from an individual, or where appropriate their family, will be obtained before an individual's name is recommended to the board for consideration.
- The name used will normally be the family name or, in the case of a corporate entity, the shortest possible name.
- A name will be used only once unless the board determines otherwise.
- Where the name of a corporate entity is used the period of naming will be limited to the life of the corporate entity, or to the period originally specified by Waikato DHB whichever occurs sooner.
- In the event of demolition or destruction of a facility, its name or any parts of it will be the subject of fresh recommendations. No facility scheduled for demolition will be named.
- The board may cancel a name for whatever reason it deems appropriate provided that there is no resulting breach of contract.

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4. Roles and Responsibilities

4.1 Records of building names

Property and Infrastructure will:

- develop and maintain a list of all facilities on Waikato DHB owned sites capable of bearing naming rights in terms of this policy
- maintain records of approved dedication and building names and the basis for granting naming rights.

4.2 Submission of naming request

A formal letter of request must be submitted by a direct report to the Waikato DHB chief executive and the executive director of public affairs, with a statement about the nature of the request. If staff themselves have suggestions, they should put them through their manager.

The letter needs to discuss:

- the importance of the name to the Waikato DHB
- the nature of the person's distinguished service, sponsorship, and/or nature of the corporate identity
- the nature of any proposed contractual relationship
- plans for any plaque, funding and maintenance
- other conditions, concerns, or impacts of the naming.

A résumé or discussion of the person(s)/corporate entity being honoured needs to be included.

Letter(s) of reference or recommendation should also be included. Petitions may also be submitted to show those in favour of the naming.

The chief executive will be given early advice on recommended nominees.

The executive director of public affairs will submit a naming recommendation to the Waikato DHB executive group who will, if it is appropriate, approve a recommendation to the board. The submission must have written approval of the person/ corporate entity after whom the naming is to take place. If the person is deceased, the approval of the immediate family/or the estate representatives will normally be expected to have been obtained. If there is no immediate family or estate representative and the person is deceased the naming process can proceed.

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4.3 Review and approval of naming

Any submission on a naming request requires executive group approval before going to the Board.

The executive director of public affairs will undertake a review of all naming requests which do not require a functional name, and will then forward this to the Waikato DHB executive group for approval. When a naming request is approved by the executive group, the chief executive of Waikato DHB will submit the request to the board.

Final approval to grant naming rights, which do not require a functional name, rests with the board who will record in the relevant board meeting minutes each naming right granted over a facility.

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5. Standards for naming

5.1 Naming opportunities

A facility will always be known by its function where this is evident. However, a facility may also be given a chosen name reflecting the fact that functions may change over time.

In cases where functions change within a facility:

- if the building has been named for the function the functional name will be deleted when the function changes
- if the building has been named after a person/corporate entity, that name will remain regardless of function.

An entire facility may be given a chosen name. Parts of buildings that may be named are wards, rooms, laboratories and other distinctive areas. This may require the installation of commemorative plaques.

As a general rule, a building holds more importance or represents greater Waikato DHB recognition than the naming of a portion of a building, such as a ward or a single room.

Naming of new buildings should occur prior to construction.

5.2 Buildings may be named for the following purposes

Honouring individuals:

- Naming honours people with a record of distinguished service to health and disability services within the region served by Waikato DHB.
- The Waikato DHB may consider honouring people who gave such distinguished service to health and disability services within the area served by Waikato DHB that their names should be recognised by a later generation.
- Naming a building in honour of a person who has given extraordinary distinguished service to health and disability services within the region served by Waikato DHB will not normally be considered until after that person's substantive formal relationship with the Waikato DHB ends.

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Sponsorship and donations:

- The Waikato DHB may name a building or part of a building in recognition of sponsorship or a donation. Generally, naming rights in recognition of sponsorship would be granted where there is a minimum commitment of five years. (See Waikato DHB Sponsorship Policy).
- A plaque may be placed on a building, ward, or room to acknowledge a sponsor. The design, wording and location of the plaque require the approval of the executive director of public affairs.
- All named buildings are the property of the Waikato DHB. Naming rights carry no power of direction from the person/family/entity after whom the building is named to the Waikato DHB on any matter whatsoever (e.g. use of or the appearance of the building).

5.3 Involvement of Māori and cultural groups in naming:

- Waikato DHB shall invite the Kaunihera Kaumātua and Te Puna Oranga (Maori Health Services) to participate in the naming process of names/ingoa of facilities/buildings when the recommendation is for a name other than a functional one e.g Acute Services Building, Regional Renal Centre.
- Approval of names/ingoa of Waikato DHB facilities/buildings, other than functional ones, should be obtained from iwi by way of consultation with the Kaunihera Kaumātua.
- Where and when appropriate, Waikato DHB will invite other cultures to participate in the naming process.
- Waikato DHB will ensure that names which have been approved by the Kaunihera Kaumātua or other cultures will not be changed without their involvement in the process.

6. Audit

6.1 Indicators

- Waikato DHB facilities are named appropriately with correct approval.
- There is evidence that consultation by the executive director of public affairs has occurred regarding the naming of any new building

7. Associated Documents

- Waikato DHB Design and Construction policy (1781)
- Waikato DHB Sponsorship policy (0122)
- Principles for naming buildings/facilities, master copy held by executive director of public affairs

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