

Asset naming

Department of Health Standard

QH-IMP-485-1:2021

1 Statement

The naming of hospitals and health facilities, as integral community assets, requires that wider cultural, legal, political and philanthropic considerations are addressed in a consistent and considered manner.

2 Scope

The Department of Health Asset Naming standard (*standard*) applies to all departmental entities, including:

- all Department of Health division and business units
- entities leasing space within and / or on Queensland Health land
- all organisations acting as an agent for Queensland Health.

It is recommended that Hospital and Health Services (HHS) and all Hospital Foundations adopt this standard.

The Department of Energy and Public Works (DEPW) manage government building leases. For leasing arrangements, the rights of tenants would be determined by the relevant lease agreement, including:

- tenant's naming rights
- requirements to comply with departmental or HHS policies.

2.1 Scope Statement

For the purpose of this policy and standard, 'real property' asset naming means land and all that is affixed permanently thereto, including buildings and other immovable property including hospitals, health services, research facilities, facilities, wards, operating theatres, areas but does not include plaques, equipment, honour boards or individual rooms.

For the avoidance of doubt, while approval under this standard is not required for individual rooms within a building, it is expected that any such names are determined in a manner consistent with the principles of this standard.

3 Principles

- **Alignment:** Health facility asset naming be lawful and consistent with any Whole-of-Government, cross agency or agreed national policy on the same matter including the Queensland Government Sponsorship Policy 2019, the Queensland Government Capital Works Management Framework, the Queensland Government Reconciliation Action Plan, and the Australian Government Corporate Guidelines 2019.
- **Autonomy:** Health facility asset naming is performed in the least intrusive manner which enables and sustains the greatest benefit for patients and users of the Queensland public health system.
- **Consistency:** Health facility asset naming is managed and applied consistently across all Queensland Health assets and associated structures.
- **Accessibility:** Health facility asset naming supports health service access and connection with the communities we serve.
- **Coordination:** To enable service coordination and integration between HHSs, Department of Health and other service providers.
- **Public sensitivity and defensibility:** Health facility assets are named appropriately and demonstrate appropriate association.
- **Transparency:** The process of health facility asset naming is performed to enhance accountability through openness and increased participation leading to better-informed decision making.

4 Requirements

4.1 Submit approvals to the appropriate decision-makers

- Approval by the Director-General Queensland Health for all asset naming.
- Approval by the Director-General Queensland Health and subsequent approval by the Minister for Health for 'real property' asset naming.

4.2 Consistency of asset naming association

- Naming of health facility assets is consistent with naming applied to other Queensland Health real property assets.
- Naming of health facility assets is consistent with commonwealth and state law, and local council by-laws.
- Health facility asset naming wishing to use the word 'university' must comply with the 'Australian Government Guidelines for the use of the word 'university' and any other legal requirements relating to the protected use of this term.

4.3 Commercial and non-commercial opportunities

- Naming of health facility assets is based on consideration of commercial and non-commercial naming opportunities.
- Naming of health facility assets is considered a commercial opportunity, except where non-commercial naming is preferred, such as:
 - for cultural or heritage significance
 - where communication of the asset role and / or service provision is essential for asset access and service profile.
 - to honour individuals who have made outstanding contributions to the public health system or a hospital foundation. Where assets are to be named to honour outstanding contributions, priority should be given to recognising local achievements of medical, nursing and allied health care professionals
 - to commemorate significant events.
- Naming recognition in relation to individuals or organisations making significant philanthropic contributions are treated as commercial naming opportunities.
- The process of awarding non-commercial naming and commercial naming benefits is performed in an open, accountable and transparent manner and where required in accordance with the current *Queensland Government Sponsorship Policy 2019*.

4.4 Building naming associated with significant events

- Building naming of temporary health facility sites are treated as non-commercial naming opportunities. Examples of temporary health facility sites include structures, distribution centres, storage centres, etc.
- in accordance with the *Queensland Government Sponsorship Policy 2019*,
 - initiatives deemed high value, high risk, first-of-a-kind or those involving naming rights of a Queensland Government significant physical asset are required to be referred to legal officers for advice.
 - Initiatives that provide either operational support (in-kind sponsorship) or low value sponsorship should be assessed and approved appropriately within the department.

- Building naming of temporary health facility sites shall follow the leasing agreement terms and conditions of any contractual agreement.

4.5 Fit and proper entities

- Organisations are to be fit and proper entities for Queensland Health to be associated with when conferring naming, naming rights or naming recognition. The associations must not be seen to diminish the reputation and goodwill of the Queensland Government.
- Asset naming shall not associate with organisations:
 - involved in the production and or sale of alcohol or tobacco
 - that produce or sell nutritionally unsound food and / or drinks
 - that promote or practice any form of discrimination
 - whose marketing methods, products, services and / or corporate policies do not align with Queensland Health values
 - that compromise the government role in acting impartially
 - that diminishes public confidence in the government.
- In supporting naming rights or naming recognition, asset naming shall not:
 - endorsing the products, services or activities of the organisation or individuals associated with or employed by it.
 - grant any preferred or implied status in regard to Queensland Health's purchase of products and / or services.

5 Mandatory requirements

5.1 Obtain approvals from required decision-makers

- Asset names shall be endorsed by the Health Service Chief Executive (HSCE) and Board Chair or Deputy Director-General.
- All real property asset names shall be endorsed by the Minister for Health.
- A brief must be submitted for Director-General approval of all asset naming.
- All health facility asset names incorporating the word 'university' must acquire Minister for Health approval.

5.2 Lease arrangements

- The Department of Energy and Public Works (DEPW) manage government office premise leases on behalf of the State of Queensland.
- For leasing arrangements, the rights of building occupants to name a building for a period of time usually aligned to the expiry date of the lease ("naming rights") and

would be determined by the relevant lease agreement where negotiated by DEPW, including:

- whether naming rights were requested as a condition of occupancy and have subsequently been negotiated as part of the lease by the State
 - requirements to comply with departmental or HHS policies.
- Where a department or a HHS is the sole occupier or the major occupier of a building, DEPW may upon instruction, negotiate to include signage on a building as a condition of its lease with the building owner.
 - Where the department or the HHS is the occupant, the right to display signage (“signage rights”) may be required (for example: “XXXX HHS Brest Screen Clinic”) in certain circumstances to allow a lessee of a building to advertise that a HHS is located in premises in a building, which may be exclusive or non-exclusive.
 - DEPW conduct signage rights negotiations with the landlord/s where required and usually as part of early negotiations as a condition of lease.

5.3 Consultations

- For non-commercial naming, consultation must occur with the local member of parliament.
- Aboriginal and Torres Strait Islander Health Division (ATSIHD) consultation must occur for naming or co-naming with Aboriginal words or Torres Strait Islander words.
- Communication advice must be sought for all proposed naming for health facility assets from the Strategic Communications Branch (SCB).
- Legal advice must be obtained for all proposed naming for real property assets. Subject to the requirements for the preservation of legal professional privilege requirements, consultation with the departments Legal Branch should be undertaken.
- Procurement and financial advice must also be sought for all proposed commercial naming of Health Facilities assets From the Capital and Asset Services Branch (CAS).
- Consultation and approval must be sought from all individuals and organisations whose name is proposed to be used in health facility asset naming. This includes for use of the prefix ‘Royal’.
- Commensurate recognition must be conferred to the named individual or organisation recognised in the final approved health facility asset naming.

5.4 Design collateral

- Designed collateral must follow Queensland Government brand guidelines. Contact the design team, SCB for a corporate ID check: design@health.qld.gov.au.

5.5 Fit and proper criteria

- Individuals and organisations must be identified as a ‘fit and proper or suitable’ persons or entities. The following criteria applies.
 - The following issues shall be considered in decision making regarding appropriate association:
 - the types of products and services the organisation deals in and whether it is appropriate for association with health facility assets
 - the marketing methods the organisation or individual uses

- the corporate policies of the organisation and their alignment with the department values
- the viability of the organisation
- information where the naming of an asset may be of a sensitive nature.
- The following issues shall not be associated with health facility asset naming:
 - Involved in the production and or sale of alcohol or tobacco
 - that sell nutritionally unsound food
 - that promote or practice any form of discrimination
 - be associated with an organisation in any way that compromises the government's role in acting impartially or diminishes public confidence
 - endorse the products, services or activities of the organisation or individuals associated with or employed by it
 - grant any preferred or implied status in regards to Queensland Health's purchase of products and services

6 Aboriginal and Torres Strait Islander considerations

The *Queensland Government Reconciliation Action Plan 2018 – 2021* outlines the whole of government commitment to implement the *Queensland Government's Strategy for Naming and Co-naming of Public Buildings and Facilities 2019* as demonstrable and visible acts of reconciliation with Aboriginal peoples and Torres Strait Islander peoples, the oldest continuous cultures in the world and first peoples of Australia.

Naming or co-naming with Aboriginal words and Torres Strait Islander words:

- Will assist in recognising the unique position of Aboriginal peoples and Torres Strait Islander peoples in our culture and history as the first people of this land.
- Will raise awareness of the presence of Aboriginal and Torres Strait Islander peoples in our communities and promote the use of Aboriginal and Torres Strait Islander words so that they are recognised as part of our heritage.
- Acknowledges that language/words are an important aspect of the relationship between Aboriginal peoples, Torres Strait Islander peoples, and their history, culture and identity.
- May be used as a management and educational tool to acknowledge the significance of a public building or facility to the local Aboriginal or Torres Strait Islander community (including recognition of the past use of the accumulated and compulsorily acquired wages, savings and benefits of thousands of Aboriginal and Torres Strait Islander workers for government development projects, including hospitals); or indeed the significance of the land itself on which the building or facility is located.
- The Strategy for Naming and Co-naming of public buildings and facilities 2019 outlines the best practice processes for agencies to consider, evaluate and consult regarding proposals for naming and/or co-naming public buildings.

7 Legislation

- *Financial Accountability Act 2009 (Qld)*
- *Hospital and Health Boards Act 2011 (Qld)*
- *Hospital and Health Boards Regulation 2010 (Qld)*
- *Hospital Foundations Act 2018 (Qld)*
- *Human Rights Act 2019 (Qld).*

8 Supporting documents

- Australian Government, Guidelines for applications to use the word 'university'
- Queensland Government Land Transaction Policy 2019
- Queensland Government National Aboriginal and Torres Strait Islander Health Plan 2013 – 2023
- Queensland Government Procurement Policy 2019
- Queensland Government Reconciliation Action Plan 2018 – 2021
- Queensland Government Sponsorship Policy 2019
- Queensland Government, Department of Natural Resources and Mines, Strategy for Naming and Co-naming of Public Buildings and Facilities 2019
- Queensland Government, Department of Premier and Cabinet, Corporate Identity Guidelines 2019
- Queensland Government, Department of Premier and Cabinet, Use of the prefix 'Royal' Protocol GES.PRO.010, 2016
- Queensland Government, Queensland Health, Health Service Directive, Healthier Drinks at Healthcare Facilities, Directive # QH-HSD-466:2019
- Queensland Government, Queensland Health, Instrument of Authorisation and Delegation - Real Property Authorisations and Delegations 2018
- Queensland Government, Queensland Health Aboriginal and Torres Strait Islander Respectful Language Guide
- Queensland Government, Queensland Health Reconciliation Plan 2018-2021
- Queensland Government, Queensland Treasury, Non-Current Asset Policies for the Queensland Public Sector, NCAP1 – Recognition of Assets.

9 Definitions

Term	Definition	Source
Appropriate association	Activities and associations must be appropriate and not seen to diminish the reputation and goodwill of the Queensland Government.	<i>Queensland Government Sponsorship Policy 2019.</i>
Assets	A resource controlled by the entity as a result of past events and from which future economic benefits are expected to flow to the entity.	<i>Queensland Treasury, Non-Current Asset Policy for the Queensland Public Sector 2020.</i>
Commercial Opportunities	Involves the selling of the asset naming rights.	Nil.
Naming	Refers to naming and / or renaming of Real Property assets.	Capital and Asset Services Branch.
Property	Comprises real property and interests in real property owned and controlled by agencies and departments (including built property and air rights).	<i>Queensland Government Land Transaction Policy 2019.</i>
Real Property	Real Property is defined as land and all that is affixed permanently to, including buildings and other immoveable property.	<i>Instrument of Authorisation and Delegation - Real Property Authorisations and Delegations 2018.</i>

Version Control

Version	Date	Prepared by	Comments
1	8 July 2021	Capital and Asset Services Branch	This standard has been created to establish the asset naming mandatory requirements.

Business area contact

Capital and Asset Services Branch, Governance and Performance Unit
Corporate Services Division, Queensland Health

Review

This Department of Health standard will be reviewed at least every two years.

Date of last review: Not Applicable

Supersedes: Nil

Approval and Implementation

Policy Reviewer

Keola Westcott, Acting Executive Director
Capital and Asset Services Branch, Queensland Health

Policy Custodian/Approval by Chief Executive

Barbara Phillips, Deputy Director-General
Corporate Services Division, Queensland Health

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