

Asset naming

Department of Health Policy

QH-POL-485:2021

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 Purpose

The Department of Health Asset Naming policy (*policy*) provides:

- Mandatory requirements to the Department of Health (DoH) and guidance to the Hospital and Health Services (HHS) regarding the requirements and process for requests to name health facility real property assets
- Promote service coordination and integration in the delivery of health services between Hospital and Health Services, Queensland Health, the Department of Health and other service providers
- Support the application of public sector policies, State and Commonwealth Acts, and agreements entered into by the State
- Provide effective and responsive services to Aboriginal and Torres Strait Islander peoples.

The policy aligns with the 'functions of services', under section 19(2) of the *Hospital and Health Boards Act 2011 (Qld)*, including:

- *(k) to cooperate with other providers of health services including other Services, the department and provider of primary healthcare, in planning for, and delivering, health services;*
- *(q) other functions approved by the Minister.*

The policy is available for HHSs to utilise to support consistent naming of all health facility real property assets and associated structures across the state. The policy requires consideration of both commercial and non-commercial naming opportunities, and alignment with the current *Queensland Government Sponsorship Policy 2019*, the *Capital Works Management Framework*, the *Australian Government Corporate Guidelines 2019*, and the *Australian Government Guidelines for using the word 'university'*, and the *Queensland Government's Strategy for Naming and Co-naming of Public Buildings and Facilities 2019*.

The policy does not provide information about investment approval, project approval, funding approval, property management, leasing, project signage and/or project management.

3 Scope

The policy 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 HHSs and all Hospital Foundations adopt this policy.

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.

3.1 Scope Statement

For the purpose of this policy, '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 policy 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 policy.

4 Principles

- **Alignment:** Asset naming is to 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:** 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:** Asset naming is managed and applied consistently across all departmental and HHS assets and associated structures.
- **Accessibility:** Asset naming supports health service access and connection with the communities we serve.
- **Coordination:** To enable service coordination and integration between HHSs, the department and other service providers.
- **Public sensitivity and justifiability:** Health facility assets are named appropriately and demonstrate appropriate association.
- **Transparency:** In order to ensure informed decision making, the process of asset naming is to be performed in an open, inclusive and accountable manner.

5 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	16 June 2021	Capital and Asset Services Branch	To replace the Queensland Health Asset Naming Guideline.
2	8 July 2021	Capital and Asset Services Branch	This policy has been amended to accommodate requirements only. The mandatory requirements have been placed in the asset naming standard.

Business area contact

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

Review

This Department of Health policy 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

Approval date: 3 August 2021