

Naming Privileges Policy

1. Purpose

- 1.1 This policy governs the naming of physical assets in recognition of financial or in-kind contributions from individuals, businesses, organizations and others. Naming recognition may be granted for the naming of buildings and other physical assets including, but not limited to, wings, rooms, laboratories, roads and other transportation infrastructure, recreational areas and other public spaces, collections of books or art, and equipment of significant value.
- 1.2 All naming recognition shall be consistent with the government's values and objectives, and must uphold the integrity and reputation of the government.

2. Scope

- 2.1 This policy applies to all government ministries and government bodies as defined in the *Financial Administration Act*.
- 2.2 Where a government body has a pre-existing policy for naming recognition, that policy must be brought into alignment with this policy.

3. General

- 3.1 An asset may be named in its entirety or portions of an asset may be named to reflect contributions made by different naming benefactors.
- 3.2 In the case of a building or other physical facility, the entire structure or discrete and functional portions of the structure may be considered for naming recognition.
- 3.3 An offer of financial or in-kind contribution does not guarantee that naming recognition will be granted. Each opportunity for naming recognition must be considered on its merits.
- 3.4 An opportunity for naming recognition must not result in an employee of the government or an employee of a government body, or an elected official, receiving any benefit or personal gain.

4. Approval

- 4.1 The Intellectual Property Program within the Ministry of Labour and Citizens' Services is the point of contact for all naming recognition opportunities that fall within the scope of this policy. Government ministries and government bodies that become aware of an opportunity for naming recognition must contact the Intellectual Property Program.

- 4.2 A Naming Committee identified by the Minister of Labour and Citizens' Services will review all opportunities for naming recognition.
- 4.3 The Minister of Labour and Citizens' Services may approve the appointment of up to two ad hoc, non-voting members from the ministry or public body submitting the opportunity to the Naming Committee. Ad hoc members are not regular members and will sit on the Naming Committee only for the particular opportunity with which they are involved.
- 4.4 The Naming Committee will exercise decision-making authority for opportunities for naming recognition unless, in the opinion of the Naming Committee, one or more of the criteria identified in section 4.5 applies.
- 4.5 Cabinet will exercise decision-making authority for opportunities for naming recognition if, in the opinion of the Naming Committee, one or more of the following criteria apply:
- (a) the size or visibility of the asset is of particular significance;
 - (b) the value of the contribution is greater than five million dollars;
 - (c) the asset is or will likely be the object of media attention, or is otherwise in the public eye;
 - (d) the proposed name is inconsistent with the government's values and objectives; or
 - (e) the proposed name is likely to harm the integrity and reputation of the government.
- 4.6 The Naming Committee will provide cabinet with a regular report on all opportunities for naming recognition.

5. Approval Criteria

- 5.1 Where the opportunity for naming recognition involves a business benefactor, the Naming Committee may require the opportunity to be pursued through a procurement process.
- 5.2 A proposed opportunity for naming recognition must be appropriate to the purpose or use of the asset and to the target audience. Additional consideration is warranted where the target audience is children, seniors, minority groups, persons with disabilities or First Nations.
- 5.3 The proposed benefactor's history and, if applicable, business activities should be appropriate to the specific opportunity for naming recognition.
- 5.4 If the opportunity for naming recognition is to replace an existing name, consideration should be given to the history or legacy of the current name and whether the existing name might be incorporated into the proposed new name.

6. Restrictions

6.1 The government will not approve an opportunity for naming recognition:

- (a) that may be inconsistent with government's legal obligations;
- (b) that implies the government's endorsement of a partisan political or ideological position or of a commercial product;
- (c) that involves naming an asset after an elected official who is currently in office;
- (d) that conveys a message that might be deemed prejudicial to race, religion, gender or sexual orientation;
- (e) that presents demeaning or derogatory portrayals of communities or groups or, in light of generally prevailing community standards, could reasonably be expected to cause offence to a community or group;
- (f) that promotes alcohol or other addictive substances at venues geared primarily to children;
- (g) that involves an individual, business or organization whose main business is derived from the sale of alcohol, other than a provincial or national industry association that focuses on harm reduction regarding the responsible use of alcohol; or
- (h) that involves an individual, business or organization whose main business is derived from:
 - (i) the sale of tobacco;
 - (ii) pornography;
 - (iii) the support of, or involvement in, the production, distribution, and sale of weapons or other life-threatening products; or,
 - (iv) the use or development of illegal products or substances.

7. Signs and Naming Devices

7.1 Signage or other naming devices associated with naming recognition must not impact the quality and integrity of the associated properties, buildings or land and must not provide any added risks to safety.

7.2 A name may only be given to one asset in recognition of a contribution, but a benefactor name may be displayed on more than one sign or naming device associated with the designated asset.

7.3 The government is under no obligation to create new or alter existing maps, signage or other similar naming devices when an opportunity for naming recognition is approved or terminated.

8. Naming Recognition Agreements

- 8.1 All agreements with benefactors for naming recognition must be in writing.
- 8.2 A copy of all agreements for naming recognition must be maintained in a central repository located within the Intellectual Property Program.
- 8.3 All agreements for naming recognition must specify the term of the agreement.
- 8.4 The government may, upon giving written notice to the benefactor, terminate an agreement for naming recognition where, in the opinion of the Naming Committee or cabinet, any action or association by the naming benefactor calls into serious question the integrity and reputation of the government.

9. Continuation, Change or Transfer of Naming Recognition

- 9.1 When the use of an asset is changed due to the asset being sold, demolished, substantially renovated, rebuilt or designated for another use, the government may continue to use the name, transfer the name to another comparable asset, or discontinue the use of the name.
- 9.2 Any discontinuation or transfer of a name will require the approval of the Naming Committee.
- 9.3 If a corporation or business name changes, signage and other naming devices may be changed at the cost of the benefactor, with the approval of the Naming Committee.