

# ROCKHAMPTON MUSEUM OF ART NAMING RIGHTS POLICY

## COMMUNITY POLICY



### 1 Scope

This policy applies to all rooms and public spaces not subject to commercial or funding restrictions at the Rockhampton Museum of Art.

### 2 Purpose

The purpose of this policy is to ensure a consistent and transparent framework for the provision of naming rights connected to rooms and public spaces at the Rockhampton Museum of Art and other benefits associated with the naming rights.

### 3 Related Documents

#### 3.1 Primary

Nil

#### 3.2 Secondary

Arts and Cultural Policy

Rockhampton Museum of Art Naming Rights Procedure

### 4 Definitions

To assist in interpretation, the following definitions apply:

Council	Rockhampton Regional Council
Naming Rights	A transaction and form of sponsorship whereby an individual, corporation or other entity provides a contribution of money or other type of support for the right to name a room or public space for a defined period of time and other associated benefits, such as membership and additional recognition and acknowledgement.
Region	Rockhampton Regional Area defined by the Local Government Areas of Queensland.
RMOA	Rockhampton Museum of Art

### 5 Policy Statement

Council funds the core capital requirements and operational activities of the RMOA, however additional sources of funding may be sought or offered from time to time to further achieve and enhance Council's cultural vision for the Region.

The provision of naming rights opportunities attached to rooms and public spaces at the RMOA, allows Council the opportunity to raise additional funds towards capital or operational expenditure for the RMOA.

Council recognises that the provision of naming rights connected to rooms and public spaces at the RMOA may be beneficial in some cases and not in others.

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All proposed naming rights arrangements are subject to assessment, approval and acknowledgement requirements, specific to the type of support and appropriate for the level of funding received.

The general principles and processes for accepting and managing these naming rights arrangements and other benefits are detailed in the RMOA Naming Rights Procedure.

## 6 Review Timelines

This policy is reviewed when any of the following occur:

- (a) The related information is amended or replaced; or
- (b) Other circumstances as determined from time to time by the Council.

## 7 Document Management

Sponsor	Chief Executive Officer
Business Owner	General Manager Community Services
Policy Owner	Manager Communities and Culture
Policy Quality Control	Legal and Governance



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