Swinburne Mascot Naming Guidelines

Purpose

The purpose of the Swinburne Mascot Naming Proposal is to enable Swinburne students to nominate (and vote on) a name for the Swinburne University mascot that embodies the spirit, history, and future of Swinburne. Naming our mascot will help students to cement a sense of belonging and pride.

Eligibility

- Nominations for naming Swinburne's Mascot will be open to all current Swinburne University students and affiliated organisations registered with (and acknowledged by) Swinburne.
- Participants may submit up to one (1) unique name entry.

Acceptable naming conventions

To be eligible to be shortlisted, submissions must seek to meet the following criteria:

- The name should reflect the identity, values, or history of Swinburne University (e.g. reflecting the collaborative and innovative focus of Swinburne's new *Ad Astra* strategy, Student Association, and the stated goal of '*connecting people and technology for a better world*'.
- The name must be unique and not currently in use by another major university or sports team in Australia.
- The name should be easy to say, spell, and chant. Ideally, it should be one or two syllables.
- The name should be able to "age well" and not rely on fleeting internet trends or slang.
- The name should be welcoming to the student body.

Unacceptable naming conventions

Any submission falling under the following categories will be automatically disqualified prior to reaching the shortlist:

- Names containing profanity, obscenity, or sexual innuendo.
- Names that promote hate speech, racism, sexism, homophobia, or religious intolerance.
- Names that are attributable to specific individual(s)
- Names that are trademarked properties of other entities (e.g., "Mickey Mouse," "Super Mario," or commercial brand names).
- Nonsensical or joke names intended solely to disrupt the seriousness of the naming proposal will be removed.

Selection Process

The selection process will occur in three distinct phases to ensure fairness and community engagement.

Initial Vetting

All entries will be screened by Swinburne Student Association to ensure they comply with the Swinburne Mascot Naming Guidelines.

The Shortlist (Clubs Consultative Committee)

The vetted list will then be presented to the Clubs Consultative Committee. The Committee will be tasked with the following action(s):

1. Review valid entries against the Naming Criteria.
2. Debate the merits of the top contenders.
3. Select a final shortlist of up to four names to proceed to a general vote.

Only vetted names will be released to the Clubs Consultative Committee.

Student Vote

The shortlist will be released to the Swinburne student community in the form of a student vote. The vote will be conducted using BigPulse – an approved online voting software system. SUT Governance will be required to provide an eligible voting roll (comprised of Hawthorn, Croydon and Wantirna students only). TNE/offshore partners, including SOL, will conduct their own poll independent from us and provide us with the indicative results.

- Voting will remain open for a designated period (e.g., 1 week).
- Each student is entitled to **one vote**.
- The name with a simple majority of votes will be declared the winner.

There are no prize money or awards offered as part of the Swinburne Mascot Naming Proposal project.

Intellectual Property and rights

By submitting a name, the entrant agrees that:

- The selected name becomes the exclusive property of Swinburne University
- The entrant waives any claim to copyright or trademark rights regarding the name.
- The University reserves the right to modify the spelling or styling of the winning name for branding purposes.

Disclaimer

Swinburne University and the Swinburne Student Association reserve the right to reject any name even if it receives the most votes. In the event that the student vote results in a tie or a problematic outcome, the Board of Directors of the Swinburne Student Association reserve the right to make the final determination.

Terms and Conditions of the naming proposal form

1. The naming Proposal is facilitated by Swinburne Student Association with the support of Swinburne University of Technology.

2. The theme of the naming proposal process is to select a name for the Swinburne University mascot that embodies the spirit, history, and future of Swinburne. Naming our mascot will help students to cement a sense of belonging and pride.

3. Naming entries must be lodged in accordance with the Swinburne Mascot Naming Guidelines.

4. Nominations for naming Swinburne's Mascot will open at **9:00am AEDT on Monday 9 March 2026. Nominations will close at 17:00 (5:00pm) AEDT on Monday 31 March 2026**. Entries received outside of this time will not be considered.

5. One submission per person is permitted within the competition.

6. Entrants must agree with the Terms and Conditions at the time of entry.

7. Entry is open to all current and former Swinburne University students and affiliated organisations registered with (and acknowledged by) Swinburne. Swinburne reserves the right to request proof of entrants' affiliation as a student. Entrants aged under 18 years must seek parental/carer permission before submitting their entry. By entering, it is assumed parental/carer permission has been sought and the parent/carer agrees with the Terms and Conditions outlined in this document.

8. Entrants must provide the following with their entry:
    1. Full name
    2. Swinburne Student ID number
    3. Email address
    4. Proposed name
    5. Why the proposed name has been put forward (limited to 250 words)

9. Swinburne Student Association (or Swinburne) reserves the right to remove any entry that does not comply with the Terms and Conditions or the Swinburne Mascot Naming Guidelines.

10. Shortlisted names will then be presented for a student vote in accordance with the Swinburne Mascot Naming Guidelines.

11. Entries must be submitted via the prescribed form at https://www.swinburnestudentassociation.com.au/swinburne-mascot