

UoO - Official Information Act

From: DVC External Engagement
Sent: Thursday, 16 March 2023 8:55 am
To: Tony Ballantyne
Subject: FW: University of Otago: A proposal for our visual identity

From: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Sent: Thursday, 16 March 2023 8:46 am
To: DVC External Engagement <dvc.ee@otago.ac.nz>; Hone Paul <hone.paul@otago.ac.nz>; Shelagh Murray <shelagh.murray@otago.ac.nz>
Subject: FW: University of Otago: A proposal for our visual identity

Mōrena koutou

Some lovely feedback from one of our alumni that I thought you might like to see this morning.

Ngā mihi nui
[REDACTED]

From: [REDACTED]
Sent: Wednesday, 15 March 2023 10:45 pm
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: A proposal for our visual identity

Dear Professor Murdoch,

I watched the presentation video and read the supporting material with great interest.

I am proud of Otago, having gained my PhD there and being of Scottish heritage, of my Scottish roots.

Being a descendant of [REDACTED] a whaler with stations along the Ōtākou peninsula, I feel a deep connection with the place.

I write to express my pride in the approach to reflect our deeper history of peoples and place and of our boldness to step out from the shadows.

I love the new visual identity, it resonates with me and I can see an elder, a professor leaning down to offer a hand and a student reaching up to accept the help, wanton of learning. I can see a mortar board too (hidden in the waka).

I recall Hone Tuwhare (with whom I shared my PhD dinner - Hone was bestowed an honorary Doctorate that day) preparing a collection of poems and art entitled Otakou, sadly never published but the name resonates...its our special place. As Hone was known to say "With all things and with all beings we are as relative"

I now live in [REDACTED], a proud Kiwi and a proud University of Otago alumini and I take every opportunity to promote Otago, Dunedin and the University.

Congratulations on a great job.

I look forward to the launch and to seeing Ōtākou becoming more prominent in the coming years.

Warm regards

Kā Mihi

[Redacted]

[Redacted]

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From: [REDACTED]
Sent: Thursday, 16 March 2023 4:05 am
To: Tony Ballantyne
Cc: Shelagh Murray; Hone Paul; DVC External Engagement; [REDACTED]
Subject: RE: thank you Tuakiritaka briefing

Kia ora Tony,

Thank you for your note, and also for the opportunity to engage in the Tuakiritaka briefing. Hone had mentioned at the conclusion of our call that we'd receive a copy of the full set of slides which were displayed but I did not see anything come through yet.

I briefed [REDACTED] at our last meeting, and [REDACTED] will take the lead on determining [REDACTED] in responding to Vision 2040 and the visual identity proposals. I am happy to read your comment that university leadership is seeking feedback on whether it is the right time to make these changes and how the proposal potentially impacts people and their connection to the University.

On a personal level, I have now received both formal communiques from the VC introducing Vision 2040 and proposed visual identity changes. As you will no doubt hear from others, a number things are of concern to me, and I will share as feedback per the VC's invitation; however, to expand upon my initial feedback on our call:

1. The impetus for Vision 2040 does not seem compelling or vital enough. The back story needs to be told so that readers can appreciate 'why now' and 'what will be different'.
 - If the goal includes energizing alumni and future students (including alumni whanau) the Vision needs to create greater excitement and convince the audience of the intellectual and emotional power of Otago University. (EQ + IQ = OU)
2. I would be very disappointed and disillusioned if the university coat of arms is eliminated from most visual identity pieces. For alumni around the world and over the decades, it is an inherent and lasting reminder of our time at Otago, and the adverse reaction to elimination should not be underestimated.
 - If there was an effort to integrate the new tohu and the traditional crest so there is a single symbol, I would be very supportive – and I believe that would go along way to appeasing many others as well. I looked over the most well-known universities globally, and they have all remained true to their original crests. It would be a travesty to lose that Otago University symbolism.
3. The proposed new tohu reminds me too much of Otago rugby and other sport motifs, and it certainly requires some imagination to pick up on the intended messaging.
 - To align with the university's goal of being recognized as 'a place of many firsts', the new symbolism should be a first in its own right, not appear to be a copy of existing branding of other organizations. (I say these things even as a truly sports-friendly person!)
4. At a time when the university is clearly under significant financial pressure, the justification for the total cost of this effort needs to be really well spelled out and rationalized.
 - I am unconvinced that enough effort has into acknowledging this, and perhaps even indicating ways that the costs can be pared back (being more than simply progressively changing signage and logos)
5. [REDACTED], and I always look for the change owners' conviction and affiliation that assures people that they personally believe in and own the proposed change.
 - To this end, the stewards of the proposed Vision 2040 and visual identity changes must be seen to be 'Otago through and through' and be able to communicate as 'we'. They should have lived the Dunedin student experience themselves, be connected to the wider regional community, and show that they

really care about Otago University: its not a job, it's a passion. To that end, Vision 2040 must feel like it's an imperative, not just an overdue governance exercise.

Wishing you every success with your [REDACTED], and I look forward to continuing this dialogue and contributing to the success of Otago University continuing to be a place of many firsts in the future!

Warmest regards,

[REDACTED]



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From: [REDACTED]
Sent: Thursday, 16 March 2023 2:47 pm
To: Vice Chancellor
Subject: FW: University of Otago: A proposal for our visual identity

FYI

From: [REDACTED]
Sent: Wednesday, March 15, 2023 4:15 PM
To: otagoalumni@otago.ac.nz
Subject: RE: University of Otago: A proposal for our visual identity

Dear Sir

I have no doubt that for all intents and purposes a decision has already been made to adopt this proposal and that your email correspondence is in reality a disingenuous attempt to give the impression that the "progressive" activists within and without the University driving this initiative are open minded and capable of changing their views.

The real mover of the University's response to this proposal is fear, fear that if the University is not seen as being at the vanguard of the progressive agenda, it will be labelled a racist institution.

The University needs to pause and to reflect on the impact of its fear driven response to this and other progressive initiatives on its commitment to academic freedom (just ask [REDACTED] Et al).

When the decision is made as proposed, as it assuredly will be, there will be of course another disingenuous round of emails designed to give the impression that the wide consultation that occurred was an invaluable part of the decision making process. It will not have been for the reasons mentioned, but also because, like the University and many of its academic staff, a large number of the recipients of your email are presently terrified of the consequences of expressing any view that does not align with the current progressive ideology.

Yours sincerely

[REDACTED]

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From: Vice-Chancellor
Sent: Thursday, 16 March 2023 2:53 pm
To: Helen Nicholson
Subject: FW: University of Otago: A proposal for our visual identity

Kia ora Helen
How would you like to respond to this?
Thanks Sarah

From: [REDACTED]
Sent: Thursday, 16 March 2023 2:21 pm
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Cc: Vice-Chancellor <vice-chancellor@otago.ac.nz>
Subject: RE: University of Otago: A proposal for our visual identity

For the attention of the Vice Chancellor.

Dear Professor Murdoch,

I was saddened to read that the University of Otago feels the need to change its "visual identity". The self-described "bold move" is a surrender to the ever changing progressive agenda. The University of Otago has a firm footing in the tradition of the great seats of learning. Its motto "Sapere Aude" stands for something. The language used is that of the international academy, of which the University is a member.

The new 'brand' stands for little. One might have thought that this University would have the courage to withstand the fickle fashions of "modernity" and dare to stand for quality education for all, irrespective of ethnicity and background.

The proposed change risks severing the sense of connection that generations of alumni have to the University – that risk may well come at a significant cost to the University. My Otago degrees display the Coat of Arms, the same Coat of Arms that is displayed on signs, papers, correspondence, vehicles and the like. When I revisit the University, or see the Coat of Arms I have an instant connection to the University, those students that now attend, and those that have attended in the century before I did. Instead of maintaining its history and identity, this decision has the potential to cut it adrift from the generations of people in and out of New Zealand that hold their time at the University dear.

If this proposal proceeds, I fear that the European architecture of the iconic buildings will be next to go.

While the University concerns itself with the nebulous concepts of inclusivity and diversity, I note its ranking among the Universities of the world continues to fall. In 2007 it enjoyed a ranking of 114 by 2021 it had slipped 70 places.

I oppose the proposal.

Yours sincerely

[REDACTED]

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From: DVC Academic
Sent: Friday, 17 March 2023 8:49 am
To: Vice-Chancellor
Subject: FW: Name Change

From: [REDACTED]
Sent: Thursday, 16 March 2023 9:13 pm
To: DVC Academic <dvc.academic@otago.ac.nz>
Subject: Name Change

Hi Helen

Attention Helen Nicholson

NAME CHANGE UNIVERSITY OF OTAGO

I read with interest the proposed name change on the Stuff article, dated 15 March 2023.

I'm saddened that you would even think of changing, and demoting the University of Otago name to the bottom line of your new name. A name and institution valued by many students over the years and a huge part of our Kiwi culture. What an insult.

For the following reasons, I actually think, the proposed name is absolutely terrible and hasn't been thought through properly.

1. BUSINESS, MARKETING AND INTERNET GURUS ALL KNOW THIS ...

When naming a business/institution the name must align and have direct correlation to what the actual business/institution does. i.e a cafe business would never choose a name like Garden Tools – it has no relevance and no connection to cafes. They would choose a name like "Cafe Vanilla". This new name of yours, has very little in connection and relevance to university life and study which are your core functions. Otaku means "red earth". Whakaihu means "headland/champion". Waka means "canoe". The new name is too complicated and wordy, and doesn't even translate to any words about the university.

For a name to have real impact and be memorable, marketing gurus etc know it must be concise, short, creative, easy to remember, easy to spell, easy to say – this new name is too long, hard to spell, hard to read, and hard to say.

University of Otago is easy to say, easy to spell, easy to remember, and states within those words what the core function of your institution is, and where it is located, making it easier especially for international students to say and remember.

Business consultants all know that changing a name or brand doesn't necessarily change the success or productivity of a business, and in fact many times the change is the opposite, a huge flop – many businesses have gone out of business, because they failed to recognise that the name (and brand) the

business already had, was actually really liked, and well known already by customers/clients, and simply didn't need any changes.

2. DISCRIMINATORY

This new name is discriminatory against all the other 160 cultures in New Zealand. Obviously a small minority group of Maori choosing this name, that don't represent all the other cultures in NZ and international students, have failed to recognise that this name is racist, racially biased, exclusive and not inclusive, and is discriminatory. The name, University of Otago, is an unbiased, extremely well known name that represents ALL cultures. The new name singles out one culture, and excludes all others.

3. INTERNATIONAL STUDENTS WILL STRUGGLE

International students come to New Zealand to immerse themselves in an English speaking culture, not to learn Maori. This new name will be utterly useless and frustrating to them. Some struggle with English now, and now you want them to say a new name, (which they probably won't be able to), that has no direct correlation to the university? Your new name is going to be spoken incorrectly over and over by internationals and Kiwis. Eight five percent of Kiwis or more speak English only.

4. WASTE OF TAXPAYERS DOLLARS

Once again this is such an utter waste of taxpayers money being spent on a name change that doesn't even translate to anything of university life. How many millions of dollars will it cost? The wasted money on name changing could be better spent on course preparation, tutors, pastoral care services, maintenance etc.

This new name, literally needs to die – we don't want another boring, unimaginative name and neither do New Zealanders.

University of Otago is a name that represents all cultures equally.

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From: [REDACTED]
Sent: Saturday, 18 March 2023 7:02 pm
To: University of Otago Registrar
Subject: Wokeness gone mad

Follow Up Flag: Follow up
Flag Status: Completed

Good afternoon,

I am flabbergasted that you are wasting time and resources trying to rewrite history, there was nothing wrong with the logo and name of the University yet you have wasted close to a million dollars so far, how much will a full rebrand cost and why do you need to do this.

It would be better if the university focused on education and outcomes and in this cost of living crisis clearly the university has too much money and should not be wasting money on woke crap.

Regards

[REDACTED]

Sent from my iPhone

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From: [REDACTED]
Sent: Saturday, 18 March 2023 7:50 pm
To: University of Otago Registrar
Subject: Total dumbing down

Follow Up Flag: Follow up
Flag Status: Completed

Goodness me what a disgrace to the History of Otago and it's prestigious University, the sheer insult to this Learned institution by changing English to Maori A minority Savage race of people from back in time, this race of people have not progressed any where close to the majority of New Zealanders that make this country a proud nation. Please check out the CURRENT track record of Maori in our society and ask yourselves what possible gain can you have Bastardising an English name University with a once savage race of people even to this very day... Crazy mixed up or totally manipulated I would put my money on the latter, Wouldn't it be appropriate if you all went back to wearing grass skirts... And this includes all the coward colonists in your make up party of goons.. Sent from [Mail](#) for Windows

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From: [REDACTED]
Sent: Sunday, 19 March 2023 2:11 pm
To: University of Otago Registrar
Cc: [REDACTED]
Subject: Fwd: [NZCPR-Newsletter] The War on Woke
Attachments: image019.jpg; image004.jpg; image007.jpg

Follow Up Flag: Follow up
Flag Status: Completed

University of Otago Council,
Dear Council,
The Otago University gets a mention in this newsletter.

The longer your Council continues to and enforce your 'communist woke' views on your past and current students, the quicker your University will lose the trust of the next generation.

You are becoming a lost cause, just at a time when we need educated professional doctors and others that will WANT to work in New Zealand.

At your expense, the new doctors etc will leave NZ for better shores.

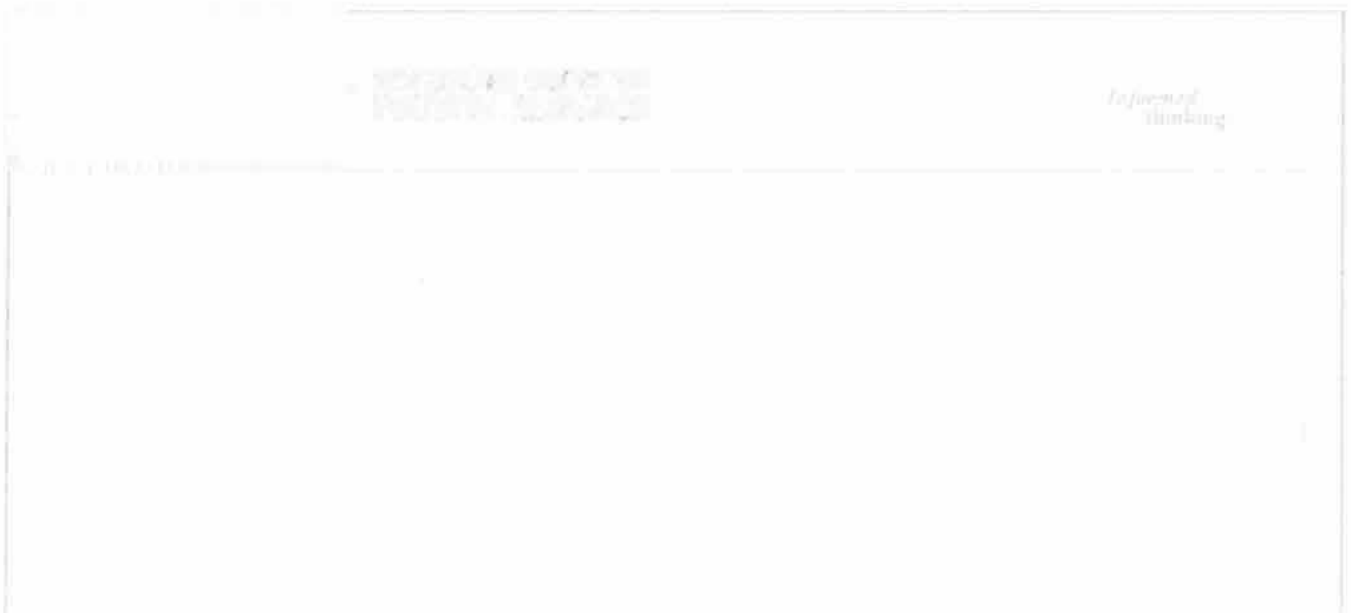
Shame on you all.

Sincerely,

[REDACTED]







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From: [REDACTED]
Sent: Monday, 20 March 2023 1:12 am
To: University of Otago Registrar
Subject: Proposed new Māori name feedback

Follow Up Flag: Follow up
Flag Status: Completed

Hi

As a member of the wider community I would like to express my view that the proposed new name and symbol should NOT be approved.

The University should be working on ensuring enrolments both domestically and internationally with there diverse backgrounds can thrive in the university setting and not to confuse them by all these changes you propose as I am sure that will just be the start.

Its one thing talking to your international partners and its another thing when the students get here and try to live and learn with these changes that you will be forcing them to do, that they don't want or need and are not necessary to achieve their degrees. If you continue with this the international market will slow and you ranking will fall as parents and student are only interested in achieving their chosen degrees.

Now is not the time for these changes, you should be concentrating on getting more enrolments and help them to achieve excellence. Partnering with iwi and throwing in Māori names and symbols will not achieve that, you will instead be alienating the students making everything unnecessarily harder as the majority will only understand English.

The students are from diverse backgrounds and the majority will only understand English. If you incorporate these changes you will be alienating them.

Regards
[REDACTED]

Sent from [Mail](#) for Windows

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From: [REDACTED]
Sent: Monday, 20 March 2023 9:29 am
To: University of Otago Registrar
Subject: Name change

Follow Up Flag: Follow up
Flag Status: Completed

The proposed name change to an unpronounceable Māori word set is an example of the idiocy that now masquerades as academia in NZ. I am ashamed to say I attended your radical political organisation as a young man. Universities at that time remained as centres of learning.

[REDACTED]
Blenheim

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From: [REDACTED]
Sent: Monday, 20 March 2023 2:55 pm
To: University of Otago Registrar
Subject: Keep the name!!

Follow Up Flag: Follow up
Flag Status: Completed

Hello

Otago University must NOT approve a new Maori name - Otakou Whakaihu Waka - and a Maori logo: This is Woke nonsense gone mad. How about this for an idea. Govern for the majority not the minority!!

[REDACTED]

Auckland

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From: [REDACTED]
Sent: Monday, 20 March 2023 2:35 pm
To: Tony Ballantyne
Cc: DVC External Engagement; Hone Paul; Shelagh Murray; Stephen Higgs
Subject: Re: Tuakiritaka briefing follow up thank you

Hi Tony..I have to say that I am disappointed with the proposed changes that are being suggested. As I expressed [REDACTED] I have no difficulty with the change in the Māori name and in fact fully support it, but disagree with the Māori name being given priority, and with enlarged font, over the University of Otago. I also oppose the dropping of the University Coat of Arms. The University was founded by Scottish settlers and this must not be forgotten.

My main concern however is that I am shocked and disappointed at the funds that have to date been spent and are still to be spent on this exercise. Such a level of expenditure is totally irresponsible and inexcusable. I find the expenditure that your group has incurred so unnecessary and disappointing .

As you are aware I have [REDACTED]
[REDACTED]. My concern is such that I now find it difficult to personally commit any further funding to the University.

I have not made this decision lightly as I enjoyed my time as a student and [REDACTED] [REDACTED]. The expenditure that has been committed to this exercise is an embarrassment and has severely damaged the public image of what has been a fine institution. A number of other people have also expressed to me a similar view to mine.

I do hope that common sense prevails and appropriate damage control is put in place to preserve the image of "The University of Otago" as it has been since its establishment. By removing the emphasis on "The University of Otago" and the coat of arm you will be separating it from the Alumni, many of whom have been life long supporters.

Best Wishes.

[REDACTED]

Sent from my iPad

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From: oia@otago.ac.nz
Subject: FW: Ka mau te wehi!

From: Tony Ballantyne <tony.ballantyne@otago.ac.nz>
Sent: Saturday, 22 April 2023 5:14 pm
To: UoO - Official Information Act <oia@otago.ac.nz>
Cc: DVC External Engagement <dvc.ee@otago.ac.nz>
Subject: FW: Ka mau te wehi!

Kia ora Jenny – here is another for the OIA...



Professor Tony Ballantyne, FRSNZ
Deputy Vice-Chancellor (External Engagement)
Manukura Matua (Te Ringa Toro)
University of Otago | Te Whare Wānanga o Ōtāgo
Tel/Waea +64 3 479 5295 | Mobile/Waea pūkoro +64 21 279 1326
PO Box 56, Dunedin 9054
New Zealand | Aotearoa

From: [REDACTED]
Date: Monday, 20 March 2023 at 10:27 AM
To: Tony Ballantyne <tony.ballantyne@otago.ac.nz>
Subject: Ka mau te wehi!

Kia ora Tony,

I hope you're well.

I have given feedback but I also just wanted to send a quick message to say how moved and impressed I am about the 're-branding' – although it's much deeper than branding so that feels like the wrong word! As a Dunedinite and an Otago alum I feel so, so proud that the University is taking this step – it represents the future I want for our lovely city and the one that the next generation deserve.

Well done to you and the team involved in this – kia kaha! There will always be naysayers who are driven by fear but I hope that this proposal is allowed to persevere. It feels like a big step for our city and university.

[REDACTED]

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From: [REDACTED]
Sent: Wednesday, 22 March 2023 3:26 am
To: University of Otago Registrar
Subject: Change of University Title, etc and Donation

Follow Up Flag: Follow up
Flag Status: Completed

Dear Council,

as a former student of Otago University I am appalled at the chancellor's proposed application of wokeness to the symbols of this once great Western educational facility. Not only are you showing contempt for the past by this move, you will massively undermine the value of your staff, your students and public goodwill.

If what is proposing goes ahead I will no longer speak positively about Otago University and actively discourage potential students. You will also be off my preferred charitable donations list.

I would urge you all to reject this notion if your able to make an intellectual decision, perhaps you should redeploy the chancellor.

Yours sincerely,

[REDACTED]

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From: [REDACTED]
Sent: Thursday, 23 March 2023 7:08 pm
To: University of Otago Registrar
Subject: Change of University's name

Follow Up Flag: Follow up
Flag Status: Completed

Many years ago, I studied law at what was then the University of New Zealand. We studied a system inherited from England which, ever since Magna Carta, has contained the seeds of justice for all, even though there have great flaws in its application.

Under te tiriti o waitangi, there is now a tension regarding the appropriateness of this system for Maori. This tension, only now being widely articulated, may take decades to resolve. It involves deep feelings on both sides of the divide. Meanwhile, the system does offer justice to all, even though socio-economic and historical factors result in inequitable outcomes. This is the system which has cemented te tiriti into our legal framework!

The worst possibility now would be for a woke brigade to try and take over, and force change ahead of consensus. To change to Maori the name by which one of our most widely-respected New Zealand universities is known here, and round the world, is simply idiotic (with respect, Mr Vice-Chancellor!).

I urge the Council to retain the present name.

[REDACTED]

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From: [REDACTED]
Sent: Tuesday, 28 March 2023 12:54 pm
To: David Murdoch; Helen Nicholson; Tony Ballantyne; Richard Blaikie
Subject: The university
Attachments: U of O logo.docx

Professor David Murdoch
Professor Helen Nicholson
Professor Tony Ballantyne
Professor Richard Blaikie
University of Otago:

Dear Colleagues

Apropos the Vision 2040 plan, and the proposed new logo, please see the letter of mine to the ODT below. Apparently, they have decided not to publish it (possibly because I have had a pretty good hearing otherwise recently, my piece on [REDACTED])

Having seen Jim Sullivan's piece in today's paper, which seems on the same wavelength, but much wittier and more cleverly written, and which I expect you may also have read, I thought that if not the general public, at least my letter could be seen by yourselves.

It seems sad that the amount so far expended upon the rebranding exercise could likely have kept the modern languages department *in statu quo*.

I hope you may be listening to the views of your alumni.

Yours faithfully,

[REDACTED]

[REDACTED]

+++++

Editor, O.D.T.:

I have read with bemusement the plan to “upgrade” the university’s – my university’s – image to be presented to the world. Forget, for a moment, the six-figure sum evaporated upon this project; or perhaps, don’t. So far, the proposed new design seems mostly to have been viewed askance, and indeed one correspondent in these columns likening the logo to a pair of bananas. It seems barely distinguishable from any number of glitzy commercial logos, each as evanescent as the next.

The only relief is afforded in the majority opinion, at least in recent O.D.T. surveys and correspondence columns, that the project should not proceed. The current symbolic representation, fusty and last-century as it may be to some, conveys gravitas, a university of long standing, the first in New Zealand, outward, not inward-looking. By way of example, a university of even longer standing, Harvard, has made only minor tweaks since 1644 in its college arms; they saw no need to “rebrand” (awful word), and neither should we, the country’s senior university.

A university worthy of the name is driven primarily by scholarship, the pursuit of knowledge; cognizant and respectful of, but not beholden to, the *tempora et mores* of its surrounds. A nod, if I may, to John Eccles, who is the only Nobel prize winner awarded for research actually done in New Zealand; you may guess at which university.

In writing as above, I may have revealed my status as a dinosaur; but even fossils can have a say.



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Subject: FW: Response to your question
Attachments: Otago Vision Concerns - Final.docx

----- Forwarded Message -----

From: [REDACTED]
To: Tuakiritaka Consultation <tuakiritaka@otago.ac.nz>
Cc: [REDACTED] <chancellor@otago.ac.nz> <chancellor@otago.ac.nz>; Tony Ballantyne <tony.ballantyne@otago.ac.nz>
Sent: Sunday, March 26, 2023 at 05:59:56 PM PDT
Subject: Re: Response to your question

Dear [REDACTED]

Thank you for your reply. Unfortunately, the link you sent me does not work and in any event I have done considerable independent research into the origin of the word "Otago".

According to several authoritative sources the word "Otago" is the southern Maori (Ngai Tahu) pronunciation of the northern Maori pronunciation - "Otakou". The Ngai Tahu "k" approximates to the English for a hard "g" while "ou" is pronounced by Ngai Tahu as a long "o" - hence the word "Otago". Otago or Otakou apparently means "the place where red earth or red ochre abounds" and it was the name of a small Maori village (kaika) out at the Otago Heads in pre-European times. Subsequently this local Maori pronounced word was adopted as the name for the Province of Otago founded in 1848 and 21 years later for the founding of The University of Otago by the Scottish settlers in 1869.

So to say that Otago is a "non-Maori" word not only is incorrect but also is an insult to southern Ngai Tahu Maori. The local Ngai Tahu tribal dialect "Otago" is as much a Maori word as "Otakou" and it should be treated by the University with the respect it is due.

In effect then, the name "University of Otago" is the melding together of English and local Maori and so why on earth the university hierarchy is trying to complicate life with yet another all-Maori phrase for the university is beyond me. This is change for change's sake and also to give the impression, or should I say illusion, that the university bureaucrats appear to be doing something useful.

Even though your Vision-2040 states that "Inclusion" is all important, I wonder why it makes no reference to the Moriori? Over in Australia all the indigenous peoples are referred to as the "Aboriginal and Torres Strait Islander Peoples". As you know, the Moriori were a separate group from the Pacific and after they settled and thrived in the Chathams they were enslaved, slaughtered, eaten and almost wiped out by warring mainland Maori from about 1835. Not mentioning the "Moriori" or the "Rekohu Islands' People" appears racist by omission and perpetuation of the prejudice that the Moriori have suffered for a century and a half. Perhaps it was an innocent oversight or perhaps you feared the Maori reaction to including and naming the Moriori?

Two pages of my comments (attached) on the draft Vision-2040 have been sent to the Chancellor, VC and Deputy Vice Chancellor, External Engagement and to date I have received just a single reply (from the last named) that is quite unsatisfactory.

On another matter, I have come across one of the current VC's early staff newsletters (Terekou) from early 2022 and I am disturbed that the retired and current staff members whom I have contacted are shocked at the implications and suggestions that "they are all racists and not worthy of any partnership with Maori until the campus is cleaned out".

This was not a good start for the VC since his Terekou utterances plus the woke language that permeates the Vision-2040, pretty well conform to the growth of fashionable, group think and highly questionable woke and political correctness policies and practices at many Australasian universities. As one commentator recently wrote "These policies come dolled up in the language of kindness and fairness but in reality they are a chillingly unforgiving creed that will destroy anyone who deviates from its commandments".

Vision-2040 gives a "glimpse of the iron fist of intolerance at Otago that lurks in the velvet glove of woke".

I notice that 77% of the respondents to the recent ODT poll on changing the university's logo said a firm NO. My guess is that if a similar ODT poll was put in place for those with the patience and stamina to wade through the ponderous Vision-2040, that the results likely would be similar.

The university should not forget that it exists to serve New Zealand and especially the residents of Otago and Southland, and local views plus the views of its alumni on its proposed Vision changes should be taken seriously. Fat chance when the university's hierarchy is on a sanctimonious but mission.

Thank goodness that Winston Peters is now taking up the issue of "woke" in New Zealand and the attempted division of the country by race that permeates the Beehive and all government departments as well as the schools and universities, including Otago. I hope the Otago hierarchy is listening.

My wife and I received a fantastic university education at Otago during the golden age of the 1960s and I am fearful that the prime functions of the university, the quality teaching and development of all qualified students plus research, will be downgraded now that the campus has been taken over by the equity, inclusion and diversity woke brigade. As such, our long and passionate respect for our old and beloved university is rapidly evaporating and in future my wife and I likely will support more deserving institutions. We may however continue to support some of Otago's students directly but not through the university. Many of my alumni friends and colleagues in the United States feel similarly.

Perhaps it is a vain hope that sensible leadership, common sense and a rational agenda focused on education rather than sociological and racial engineering, will re-assert themselves at Otago. Right now I am far from hopeful.

Tokhi Waniphika Ni (for the students),

[REDACTED]

UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 22 August 2023 12:59 pm
To: UoO - Official Information Act
Subject: Fw: OU consultation

From: Stephen Higgs
Sent: Thursday, 30 March 2023 8:21 pm
To: [REDACTED]
Subject: Re: OU consultation

Dear [REDACTED]

Thank you for writing and sharing your thoughts and concerns. I appreciate your passion for the University.

Your message raises a number of questions about the new identity but also regarding the University's strategy. Please note that the consultation document for the identity project isn't a strategy document. Our broad strategic direction is set out in Vision 2040 and we are currently working through a structured strategic planning exercise (supported by internationally experienced advisors who know what successful Universities around the world look like) which brings focus to many of the areas you raise.

You ask about the emphasis on world class research and teaching. Those are both very prominent in Vision 2040 – they are absolutely foundational to the University. They are areas of activity that already guided by a number of key University policies and documents and where we are currently doing further work, as mentioned, to update our plans. Like all successful Universities, we are about excellent research-led teaching, and contributing to wider issues of importance to the world and New Zealand.

Otago remains very strong on both teaching and research. We have consistently dominated the national awards for outstanding teaching and consistently top the Tertiary Education Commission's measures for institutional academic performance. We are very proud of that. Our researchers perform very strongly, gaining numerous international accolades as well as winning a very substantial slice of the funding from the main research funds, such as the Marsden Fund, MBIE grants and from the Health Research Council. Of course, we are always looking to strengthen our performance and, in a changing technological and cultural environment, we need to continue to innovate.

Our students remain our key focus – that is made absolutely clear by Professor Murdoch in the opening of the Tuakiritaka video. The proposed brand change, in part, reflects their clearly expressed views about the future and it also is responding to the aspirations of our staff. Change is vital to the health of the University. On teaching, the need for innovation in delivery, alongside the unique residential experience that Otago offers, is well understood and a specific part of our plans.

And I should note that Otago's achievements on first year student enrolments over recent years have been stronger than many. A declining number of students coming out of schools and/or choosing to study at University (a number of factors, including employment opportunities, appear to be driving this) has impacted unfavourably, to varying degrees, on most Universities in New Zealand this year.

It might also be worthwhile to look at the reflections of Professors Nicholson and Blaikie on the place of teaching and research respectively in Vision 2040 at this link: <https://www.otago.ac.nz/otagobulletin/otago0241352.html>

Vision 2040 does emphasise the importance of our location and the Tuakiritaka proposal builds on that. We do not see that as a 'down- grading of aspiration'. The document underlines our desire to be a 'connected University', both within New Zealand and globally. It is really pleasing to see a strong bounce-back in our international student

numbers this year, underlining that the international enthusiasm for Otago remains strong – again this is an area we will work hard and build on in the coming years. And international research and study alliances offshore will remain a priority.

█ thanks again for writing and sharing your thoughts. Thanks for filling out the brand identity feedback. There has been a very open process about these proposals to date, with us embarking on probably our largest consultation process with the University community. There has been full and frank discussion within the University community and beyond.

Council expects and is confident it will receive a full report on feedback from the consultation process, including our own survey, social media coverage, and other forms of feedback. We will be listening.

Best wishes

Stephen

Stephen Higgs

On 24/03/2023, at 5:25 PM, █ wrote:

Stephen,

I have filled in the consultation document at some length but thought I would write directly as I have little faith that contrary views will be fairly reflected.

I was very disappointed in the document. It was full of words none of which gave any indication that the University, which I have significant regard and affection for, will be headed in the right direction.

At a time when Otago University is slipping down the international rankings, is under financial pressure and is failing to attract first year students, the document concentrated on irrelevancies and failed to inspire one that OU understood that which it must excel at.

1. Where was the emphasis on world class research?
2. Where was the emphasis on great teaching, particularly when teaching methods are changing quickly. Innovate or die seems appropriate.
3. The emphasis on the Treaty may be relevant to some students but not for the overseas students or frankly to many NZ students. The document was clear that OU was going to push a particular treaty view. That is not the role of any university. They should teach thinking, not dogma.
4. Where was the emphasis of having graduates who could think for themselves across a wide range of issues.
5. The focus was on NZ and the Pacific. That is a down grading of aspiration.
6. Additionally, the focus was on attracting Māori and Pacific students but no mention of any other New Zealanders or overseas students. In a world where we all need to be colour blind this is an abrogation of the Universities obligation to all New Zealanders.

What was clear was that the English version of the logo would soon disappear. But you did not have the gumption to state this openly.

The words behind the new logo do nothing for me. They disregard the heritage and founding of the University and are an unconvincing construct based on mysticism. That is not a good basis for any university and particularly not for one of Otago's heritage.

If this is where the University is headed it is highly unlikely my grandchildren would wish to go to a place with so little world class aspiration. Nor to a place where their heritage is so disregarded.

Kind regards,



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UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 22 August 2023 12:56 pm
To: UoO - Official Information Act
Subject: Fw: Vision 2040

From: [REDACTED]
Sent: Friday, 14 April 2023 12:50 am
To: Stephen Higgs [REDACTED]
Subject: RE: Vision 2040

Stephen, thank you for taking the time to respond; that is encouraging- [REDACTED]
[REDACTED]

From: Stephen Higgs [REDACTED]
Sent: Wednesday, April 12, 2023 11:11 PM
To: [REDACTED]
Subject: [EXTERNAL] Re: Vision 2040

Thank you for writing, [REDACTED]

I am aware of the discussion occurring in the US. There are also a variety of views being shared and communicated to us in New Zealand. Council is listening to those views and will take all into account when any final decision is taken.

I can assure you that the University is not changing its name. University of Otago will remain our official name and will be the name that is prominent, at least in all external settings. We are particularly aware of the importance of that in international market places, but by no means only internationally.

With Council's full knowledge, there has been engagement with a range of alumni in developing the brand identity before it was released for wider consultation. Views were sought from alumni with various backgrounds from within New Zealand and internationally. And the consultation process is very genuine - we are very interested in feedback to enable a decision to be taken by Council.

The results of our survey, individual feedback by email and letter, social media feedback, general media coverage, etc, will all be gathered together and presented to Council so that we have a full picture before we make a decision.

Alumni have always been and remain one of our key stakeholder groups, and we very much appreciate that you personally have been a very supportive alumnus, [REDACTED]. On the University's behalf I thank you for that support, including your philanthropy.

I hope that any decision we take enables you to remain a proud and supportive alumnus of the University of Otago.

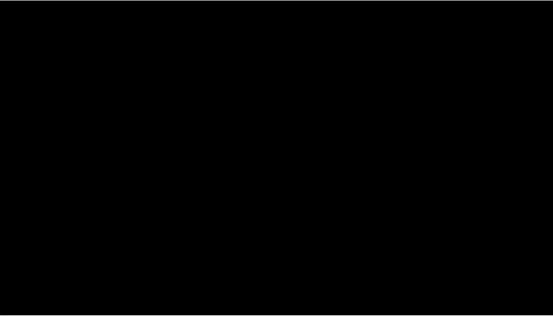
Regards

Stephen

Stephen Higgs
[REDACTED]

On 13/04/2023, at 1:13 AM, [REDACTED] wrote:

Stephen , I write to you in your capacity as Chancellor of OU. There has been significant discussion here in the US and amidst alumni of my vintage in NZ, about the 2040 document. I found the document prolix, repetitive and difficult to read and comprehend . Should the Otago University , which gave me an extraordinary education, change its name , that would cease any further philanthropy from myself and most of those that I have spoken to . Perhaps the council should seek input from other alumni, if that has not already been done, before making such a decision? [REDACTED]



=====

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Kelsey Kennard

From: Shelagh Murray <shelagh.murray@otago.ac.nz>
Sent: Monday, 8 May 2023 10:30 am
To: Hone Paul; Tony Ballantyne
Subject: FW: University of Otago: Update on Tuakiritaka

Follow Up Flag: Flag for follow up
Flag Status: Flagged



Ngā mihi nui,
Shelagh

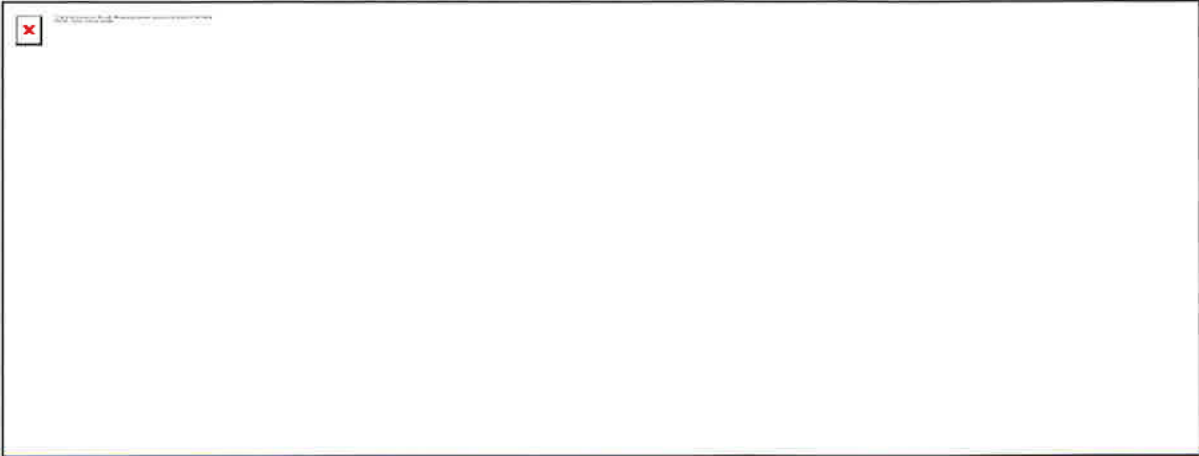
From: [Redacted]
Sent: Friday, 5 May 2023 6:13 am
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on Tuakiritaka

No, do not change to the bananas in pajamas Logo.




University
of Otago
ŌTĀKOU WHAKAIHU WAKA

On Thu, May 4, 2023 at 2:16 AM Professor Helen Nicholson, Acting Vice-Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora 

Update on Tuakiritaka

Thank you to members of the alumni community who participated in the consultation for Tuakiritaka.

Council will be considering all feedback on Tuakiritaka on 9 May during a closed session. A decision is expected be made at the next Council meeting, 11 July, in an open session.

The outcome and findings of the consultation will be shared with stakeholders, including staff, students and alumni, as soon as possible after a final decision is made.

Ngā mihi,
Professor Helen Nicholson
Acting Vice-Chancellor



[why did I get this?](#) – [update contact details](#) – contact database.alumni@otago.ac.nz
Development and Alumni Relations Office – 64 3 479 4516 – PO Box 56, Dunedin, 9054

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Kelsey Kennard

From: Helen Nicholson <helen.nicholson@otago.ac.nz>
Sent: Tuesday, 9 May 2023 9:00 am
To: Tony Ballantyne; Hone Paul
Subject: FW: University of Otago: Update on Tuakiritaka

Follow Up Flag: Flag for follow up
Flag Status: Flagged

FYI

From: [REDACTED]
Date: Friday, 5 May 2023 at 9:13 AM
To: Helen Nicholson <helen.nicholson@otago.ac.nz>
Subject: Re: University of Otago: Update on Tuakiritaka

Hi Helen,
Thanks for emailing me.

I am a proud graduate from the University of Otago (i.e. stakeholder). The proposed changes to the OU branding and name are absolutely dreadful and left me fuming. It seems like many years of tradition and history are being thrown out for the sake of a trending political agenda, which is very sad.

I hate to think how this might be affecting teaching and diversity of thought which has long been a feature of OU culture.

If this change occurs I want nothing to do with the new entity and you can take me off your alumni mailing list. My view is not isolated, overwhelmingly my friends and colleagues who are Otago grads are appalled at the direction the university is taking.

Trashing the past is a poor strategy for a university seeking to build endowment legacy funding. On the bright side, you should be encouraged that so many people care enough to send emails like this.

Regards
[REDACTED]

From: Professor Helen Nicholson, Acting Vice-Chancellor <otagoalumni@otago.ac.nz>
Date: Thursday, 4 May 2023 at 8:14 PM
To: [REDACTED]
Subject: University of Otago: Update on Tuakiritaka

UoO - Official Information Act

From: Tony Ballantyne
Sent: Monday, 10 July 2023 4:46 pm
To: Eleanor Harrison; DVC Academic; Chief Financial Officer; Executive Assistant - CFO; Chief Operating Officer; Office of the Chief Operating Officer; David Thomson; Deputy PVC Health Sciences; DVC External Engagement; DVC R&E; Health Sciences PVC; Helen Nicholson; HR Director EA; Karin Fraser; Kevin Seales; Lynda McIver; Maree Thyne; Mayhaka Mendis; Neil Gemmell; Phil Bremer; Pro-Vice-Chancellor Commerce; Pro-Vice-Chancellor Humanities; PVC Commerce EA; PVC Health Sciences EA; PVC Humanities EA; PVC Sciences EA; Richard Barker; Richard Blaikie; Rose Richards; Tuari Potiki; Vice-Chancellor; Hone Paul; Megan McPherson
Subject: Tuakiritaka - brief update

Kia ora koutou – I wanted to let SLT members know that Council will make a decision on Tuakiritaka tomorrow. The Tuakiritaka project team is really appreciative of the engagement, advice and strong support we have received from SLT throughout this undertaking.

Whatever the outcome tomorrow, we need to maintain our University values in any discussions around the project within the institution. It is important that we are alert around inappropriate or racist commentary, especially given our commitment to 'Give Nothing to Racism'. Our comms team will be monitoring and actively managing our social media channels and will remove any racist comments. Key student-facing teams have been updated about the progress of the project so that they can be attentive to student support in the coming days and weeks.

We will communicate as promptly as we can about the outcome tomorrow.

Aku mihi, Tony



Professor Tony Ballantyne, FRSNZ
Deputy Vice-Chancellor (External Engagement)
Manukura Matua (Te Ringa Toro)
University of Otago | Te Whare Wānanga o Otāgo
Tel/Waea +64 3 479 5295 | Mobile/Waea pūkoro [REDACTED]
PO Box 56, Dunedin 9054
New Zealand | Aotearoa

Kelsey Kennard

From: Communications - University Of Otago
Sent: Tuesday, 11 July 2023 1:34 pm
To: 365-all-staff
Subject: Update from the Chancellor on our brand
Attachments: Tuakiritaka Consultation Findings.pdf; Tuakiritaka two-page guidelines 230711.pdf

Tēnā koutou,

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

We have heard you – there is strong support for this change.

Almost three quarters of those surveyed by the University supported the proposed brand as reflecting the University's future direction. More than two-thirds supported both the English and te reo Māori version initially proposed.

We have also made changes as a result of hearing from our community. Our heritage and our future are both key elements to our future success. Therefore, our present Coat of Arms and a newly-created stylised version of our Coat of Arms will continue to be used in a wide variety of situations.

We acknowledge that we started this consultation before the full financial picture of the University was clear. I can assure you that the cost of the implementation was the subject of a robust, healthy debate over several Council meetings before the decision.

As a result, we have decided that the new brand won't be used until May next year, when the new recruitment cycle for 2025 students starts. It is planned then to roll out the changes over 12 months and across two financial years at a cost of \$1.3 million.

We are confident that, despite alternative views, some strongly held, this decision is in the best interests of the University. The results of the consultation were, of course, a key factor in our decision.

We believe the new brand reflects the shared view of Council, and the vast majority of our community, of the importance of our relationship with mana whenua and our goal to be Te Tiriti-led. It reflects both the University today and our shared vision for the future, outlined in Vision 2040.

It also represents the other elements of Vision 2040 and the priorities in our strategic plan, Pae Tata, to remain leaders in tertiary teaching, in world-class research, in student experience, in international connectedness, and in celebrating the success of all our staff, all supported by a contemporary, efficient, and responsive University.

In making this decision, we are continuing Otago's proud history, as New Zealand's first university, of continuing to dare to lead the way.

We have been particularly privileged to have created this new brand in collaboration with mana whenua and the Council would like to thank Te Rūnanga o Ōtākou and Kāti Huirapa Rūnaka ki Puketeraki.

The following are the changes to be made from May 2024:

- While the name University of Otago will remain, the current te reo name will change from Te Whare Wānanga o Otāgo, to Ōtākou Whakaihu Waka – a metaphor meaning A Place of Many Firsts.
- The new tohu draws inspiration from Ōtākou channel, in Otago Harbour, which brings water, kai and life to and from the region – just as the University brings and shares knowledge across Aotearoa New Zealand. It emphasises the importance of relationships, reciprocity and the transmission of knowledge between generations.
- The brand will be supported by a te reo Māori version used in spaces, communications or campaigns which directly celebrate or promote kaupapa Māori.
- The present Coat of Arms will continue to be used in a range of applications.
- In addition, a stylised version of our Coat of Arms has also been designed to be used in international marketing and alumni communications to reflect our history.

I'm very proud of how our University and community provided input on and embraced the proposed changes.

Thank you to everyone who took the time to provide their open and honest feedback. You can read the survey results, from the more than 9,000 staff, students and alumni who took part, attached, and more about the change on [our Tuakiritaka website](#) in a couple of hours when it is updated.

Ngā mihi,

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 1:40 pm
To: Communications - University Of Otago
Subject: RE: Update from the Chancellor on our brand

Kia ora

I am so disappointed that this change is going ahead and the University is choosing to spend this money during this challenging financial time.

From: Communications - University Of Otago <communications@otago.ac.nz>
Sent: Tuesday, July 11, 2023 1:34 PM
To: 365-all-staff <365-all-staff@otago.ac.nz>
Subject: Update from the Chancellor on our brand

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Ngā mihi,

Stephen Higgs
Chancellor

UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:31 pm
To: UoO - Official Information Act
Subject: Fwd: Update from the Chancellor on our brand

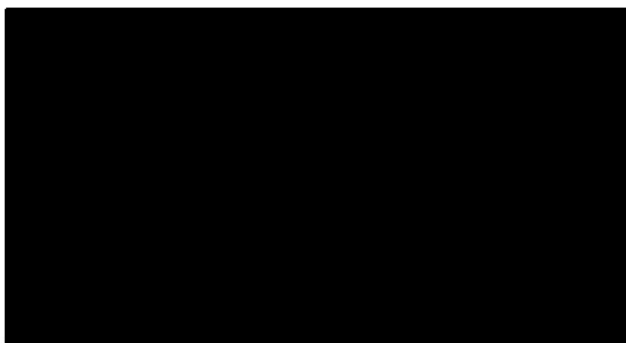
Stephen

Stephen Higgs
0274782246

Begin forwarded message:

From: [REDACTED]
Date: 11 July 2023 at 1:56:08 PM NZST
To: Stephen Higgs [REDACTED]
Subject: Update from the Chancellor on our brand

Brilliant!



<image001.jpg>

From: Communications - University Of Otago <communications@otago.ac.nz>
Sent: Tuesday, 11 July 2023 1:34 pm
To: 365-all-staff <365-all-staff@otago.ac.nz>
Subject: Update from the Chancellor on our brand

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 2:17 pm
To: Communications - University Of Otago
Subject: RE: Update from the Chancellor on our brand

Kā mihi nui ki a koe e Tīpene,

Rawe te kōrero whakamutunga o te Council e pā ana te kaupapa Tuakiritaka!

Inaianei ka taea e te ao te kite te mahi o tēnei whare wānanga hei noho tata i te taha a Papatūānuku.

He rautaki tēra hei hapai te mauri o te hunga tauira mai ngā kokonga o te ao no te mea, kei te pirangi rātou ki te tiake Papatūānuku.

Māuri ora koutou mā o te Council.

“Toitū te marae a Tāne, Toitū te mana a Takaroa, Toitū te iwi”.

Nā [REDACTED]

From: Communications - University Of Otago <communications@otago.ac.nz>
Sent: Tuesday, July 11, 2023 1:34 PM
To: 365-all-staff <365-all-staff@otago.ac.nz>
Subject: Update from the Chancellor on our brand

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 2:34 pm
To: Otago Alumni DARO
Subject: please remove my name and email from the Alumni mailing list

Following todays announcement please remove my name and email address from the Alumni mailing list.
Any future donations I may have made will be directed elsewhere.

Regards

[REDACTED]

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 2:59 pm
To: Otago Alumni DARO
Subject: Re: Make a gift to support all University of Otago students

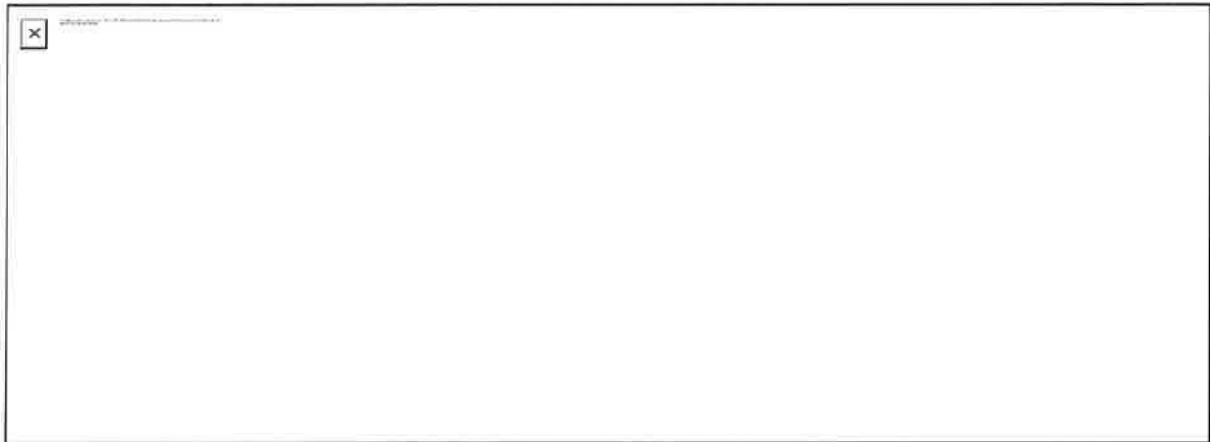
Hi Hilary

I note today the University has decided to go ahead and change its logo of 150 years. This is a University which is in financial difficulties and has strong negative comments about the change. It is also playing into the current woke agendas which seem to be plaguing universities at the present time.

Please remove my name as a potential donor as I do not wish to donate further to an institution that does not wish to retain the symbol of its previous success.

[REDACTED]

On 5/07/2023, at 12:47 AM, Hilary Burrall, Development Manager – Annual Giving
<otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

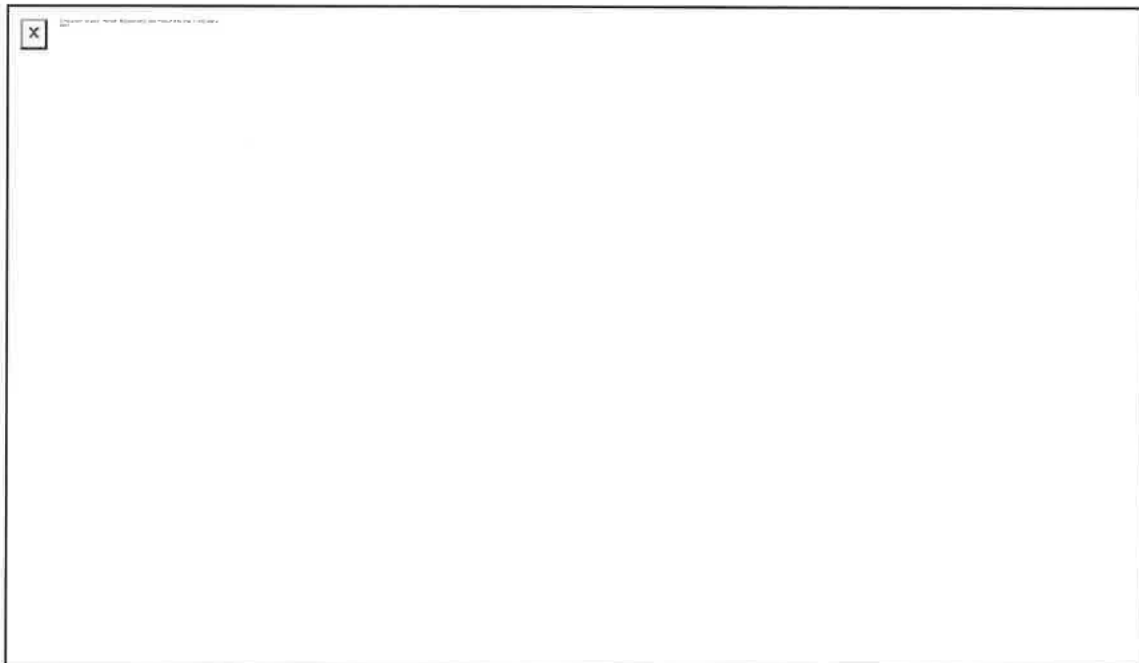
Kia ora

Semester One has come to an end. While our students are enjoying a well-deserved break, we hope they'll look back on the semester with pride and satisfaction for all that they achieved. Outside lectures and studying, there was something for everyone from clubs and socs' activities to the annual Capping Show and attendance at Highlanders games. In Dunedin we celebrated 50 years of the Dunedin Study and the 150th Anniversary of Law at Otago. In Christchurch they kicked off their 50th Anniversary year with a community picnic. It was a busy semester, and across all campuses the Otago spirit was on full display.

As the next semester begins, students will be busy once again in lectures, in labs, and in studios, but they'll also be planning for next year and making decisions. Which papers to take? Where will they live? Will they be able to afford to return? Some of these plans are easy decisions to make, others are a bit more challenging.

A gift in support of student scholarships not only helps the student who might not be able to afford the opportunity to study at Otago but also supports the entire university community. Scholarships bring together students from different backgrounds with different perspectives and allow them to share in the Otago experience in lecture halls, labs and throughout campus.

Before Semester Two begins, I ask you to consider making a gift to support our students as they prepare for the second half of the academic year and beyond.



Yes I'll Donate

Sincerely,

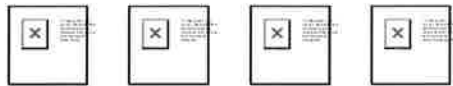


Hilary Burrall

Development Manager – Annual Giving

hilary.burrall@otago.ac.nz

03 4795245



why did I get this? – update contact details – contact database.alumni@otago.ac.nz
Development and Alumni Relations Office – 64 3 479 4516 – PO Box 56, Dunedin, 9054

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UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:31 pm
To: UoO - Official Information Act
Subject: Fwd: Good compromise!

Stephen

Stephen Higgs
0274782246

Begin forwarded message:

From: [REDACTED]
Date: 11 July 2023 at 3:13:07 PM NZST
To: Stephen Higgs [REDACTED]
Subject: Good compromise!

Dear Stephen,

I just thought I would let you know that the new branding arrangements seems to me a pretty good compromise between the various desiderata! Well done!

[REDACTED]

The information contained within this electronic mail transmission is intended for the person or entity to which it is addressed only, and may be subject to a non-disclosure regime. Please contact us before this document is released to any third party, including the Inland Revenue Department. Any unauthorised use is prohibited.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 4:04 pm
To: Communications - University Of Otago
Subject: Re: Update from the Chancellor on our brand
Attachments: Tuakiritaka two-page guidelines 230711.pdf; Tuakiritaka Consultation Findings.pdf

This is absolutely disgusting! Very angry at decision which I suspect is based on lies and corruption. Especially when laying off staff. Very disappointed and will no longer pledge \$\$ to the university. Shame on you all!!

Sent from my iPhone

On 11/07/2023, at 1:40 PM, Communications - University Of Otago <communications@otago.ac.nz> wrote:

Tēnā koutou,

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

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As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

We have heard you – there is strong support for this change.

Almost three quarters of those surveyed by the University supported the proposed brand as reflecting the University's future direction. More than two-thirds supported both the English and te reo Māori version initially proposed.

We have also made changes as a result of hearing from our community. Our heritage and our future are both key elements to our future success. Therefore, our present Coat of Arms and a newly-created stylised version of our Coat of Arms will continue to be used in a wide variety of situations.

We have also decided to delay implementation due to the current financial situation of the University. The new brand won't be used until May next year, when the new recruitment cycle for 2025 students starts. It is planned then to roll out the changes over 12 months and across two financial years at a cost of \$1.3 million.

More information about the rollout and how that might impact you, will be available next year.

UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:31 pm
To: UoO - Official Information Act
Subject: Fwd: Re- branding

Stephen

Stephen Higgs
0274782246

Begin forwarded message:

From: [REDACTED]
Date: 11 July 2023 at 4:36:52 PM NZST
To: Trish Oakley [REDACTED] Stephen Higgs [REDACTED]
Subject: Re- branding

Congratulations and please pass on to Steven as I am using an old email address. Now grab the narrative and Kia Kaha.

Best,
[REDACTED]

Sent from my iPad

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The information contained within this electronic mail transmission is intended for the person or entity to which it is addressed only, and may be subject to a non-disclosure regime. Please contact us before this document is released to any third party, including the Inland Revenue Department. Any unauthorised use is prohibited.

UoO - Official Information Act

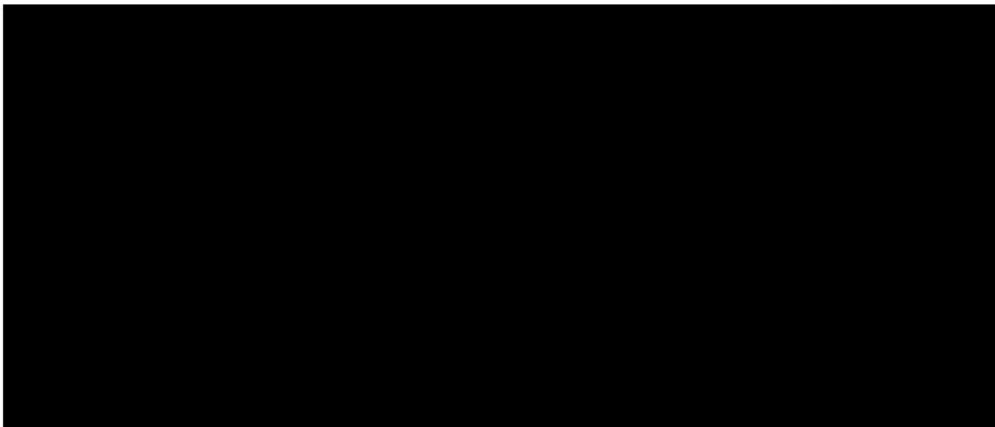
From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:02 pm
To: Communications - University Of Otago
Subject: RE: Update from the Chancellor on our brand

Thank you!



From: [REDACTED]
Sent: Tuesday, July 11, 2023 1:45 PM
To: [REDACTED]
Subject: FW: Update from the Chancellor on our brand

FYI



From: Communications - University Of Otago <communications@otago.ac.nz>
Sent: Tuesday, July 11, 2023 1:34 PM
To: 365-all-staff <365-all-staff@otago.ac.nz>
Subject: Update from the Chancellor on our brand

Tēnā koutou,

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:06 pm
To: Communications - University Of Otago
Subject: Re: Update from the Chancellor on our brand

I did not agree to the change. Our VC needs her head read. We have a massive debt to deal with. [REDACTED]

On Tue, 11 Jul 2023, 1:40 pm Communications - University Of Otago, <communications@otago.ac.nz> wrote:
Tēnā koutou,

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More information about the rollout and how that might impact you, will be available next year.

We are confident that, despite alternative views, some strongly held, this decision is in the best interests of the University. The results of the consultation were, of course, a key factor in our decision.

We believe the new brand reflects the shared view of Council, and the vast majority of our community, of the importance of our relationship with mana whenua and our goal to be Te Tiriti-led. It reflects both the University today and our shared vision for the future, outlined in Vision 2040.

It also represents the other elements of Vision 2040 and the priorities in our strategic plan, Pae Tata, to remain leaders in tertiary teaching, in world-class research, in student experience, in international connectedness, and in celebrating the success of all our staff, all supported by a contemporary, efficient, and responsive University.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:17 pm
To: Otago Alumni DARO
Subject: Re: Celebrating Matariki 2023 with digital gift for you

Hello

Please remove me from your mailing list. The announcement of the logo change today in the wake of job losses makes me ashamed to be associated with Otago.

[REDACTED]

On Thu, 6 Jul 2023, 16:53 Development & Alumni Relations Office, University of Otago, <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

As our Matariki holiday weekend approaches, we gratefully acknowledge your generosity and continued support for the University of Otago. Matariki is a special occasion in the New Zealand calendar which marks the start of the Māori New Year. Signified by the Matariki cluster of stars reappearing in our night sky, this is a time to reflect on the past year, celebrate the present, and plan for the year ahead.

We would like to express our thanks and appreciation for you as a member of our University of Otago alumni and friends community, with a Matariki package of activities for you and your family to enjoy, including a jigsaw, a word search puzzle, a quiz, and other items to watch and make.

[Click here to go to our digital package](#)

We wish you and your family a joyous and relaxing Matariki.

The Development and Alumni Relations Team

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:17 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Sad and shocked you have done so.

On Tue, 11 Jul 2023 at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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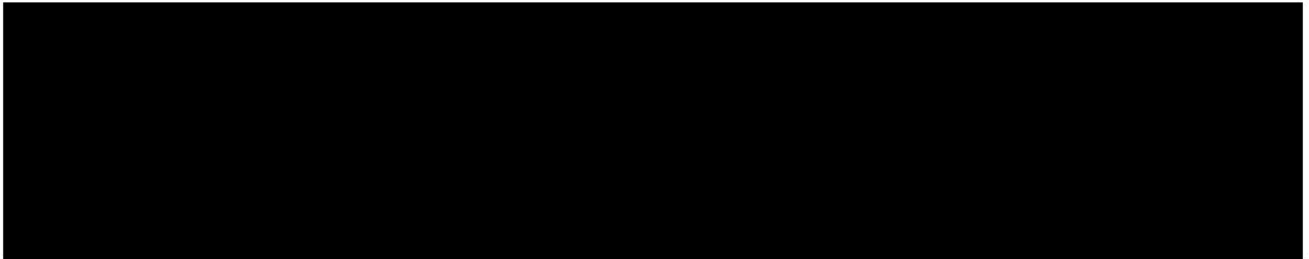
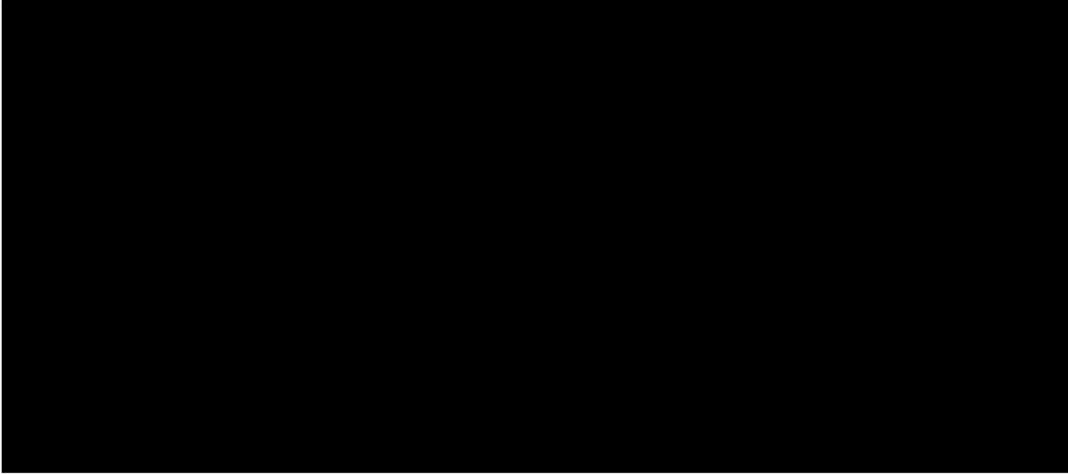
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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:19 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

That is a shame. The current logo is known and Otago University has a recognisable brand that is world class.



On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:20 pm
To: Otago Alumni DARO
Subject: Re: [EXTERNAL] University of Otago: Update on our brand

Fully support your rebrand, only comment I would make is, it's about time!

[REDACTED]

[REDACTED]

On 11/07/2023, at 19:16, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:

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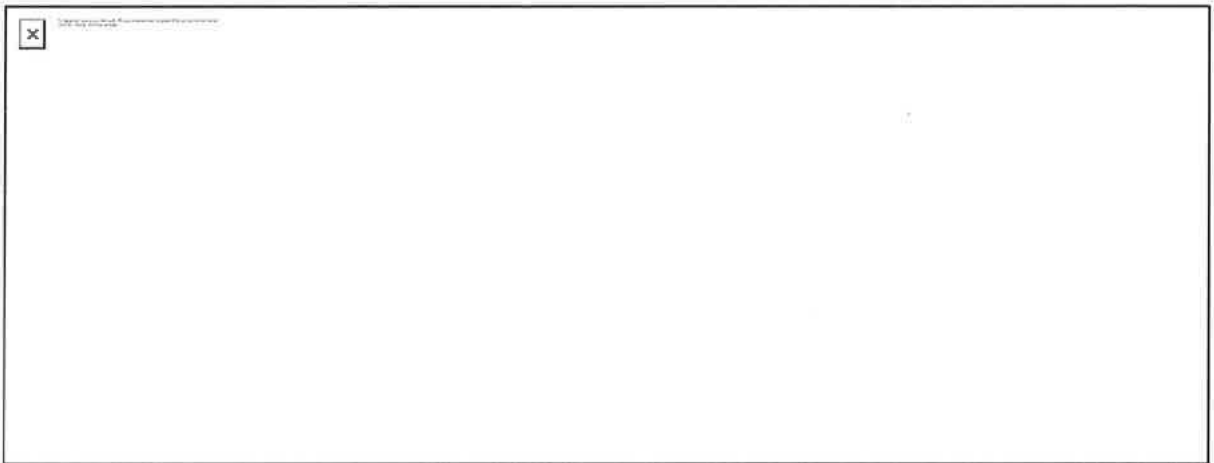
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:21 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Very sensible move Stephen, well done.
You best make some more staff redundant so this can be paid for!!



On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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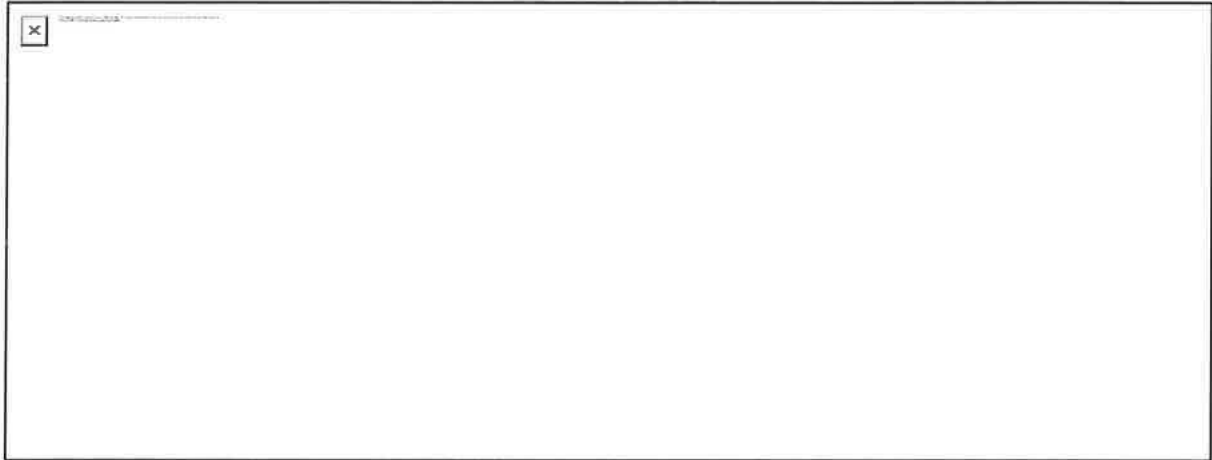
The name, The University of Otago, will remain the same.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:22 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Given the University is having financial challenges it does not seem the right time to waste money on these things. I am sure you have heard the noise.

On Tue, Jul 11, 2023 at 7:15 PM Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered

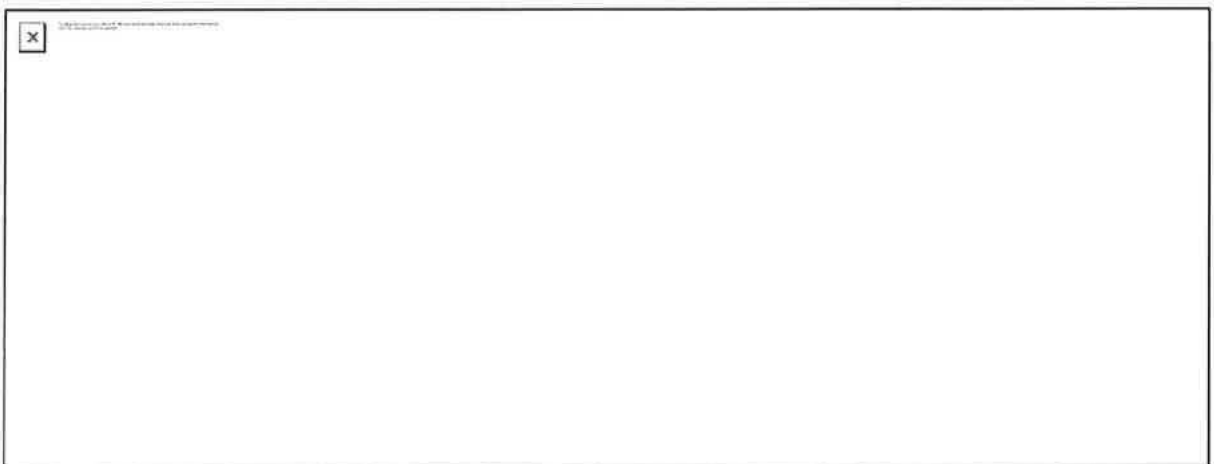
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:25 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

What a waste of money when you are losing staff and departments

Sent from my iPhone

On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:26 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Personally disappointed with this. So much PC crap today. I never supported this.

Regards
[REDACTED]

On Tue, 11 Jul 2023, 7:15 pm Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:26 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Congratulations!! Excellent news :) Well done.

On 11/07/2023, at 7:17 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:27 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

It is a disgrace. I will never give you any more donations.

You have diluted the prestige of Otago.

Please remove my name from your mailing list. I have no further interest in this woke institution

[REDACTED]

On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



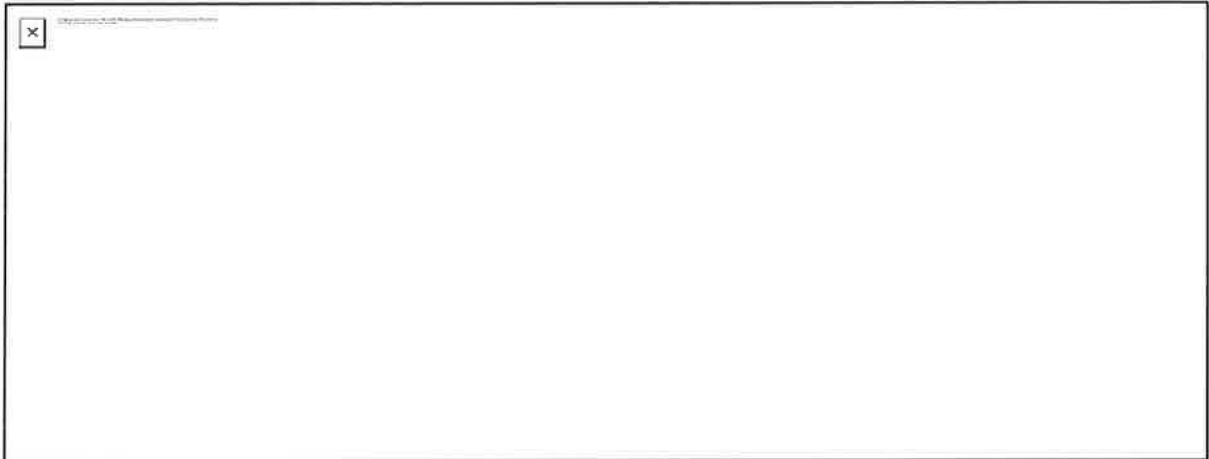
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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:28 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Change it back

On Tue, 11 Jul 2023 at 19:18, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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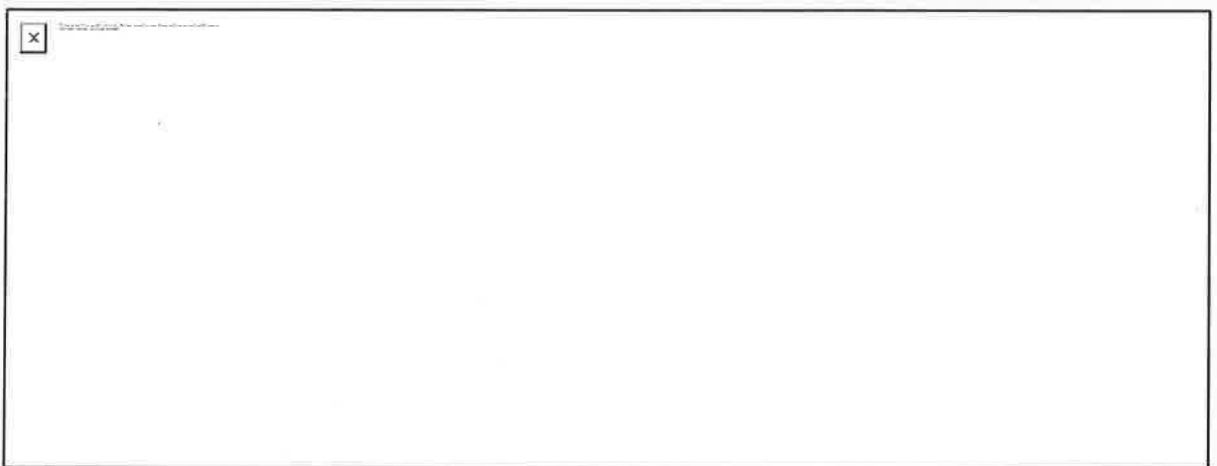
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:29 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Package it up anyway you want, but is a disgrace and embarrassment. No wonder there is instability within.

Sent from my iPhone

On 11/07/2023, at 7:17 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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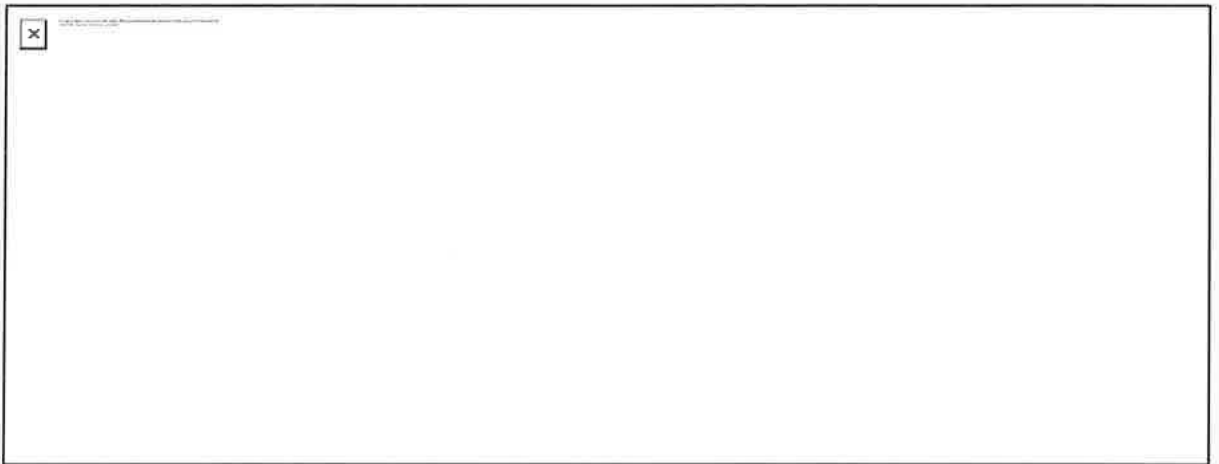
From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:30 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

This is excellent news. I am glad you were not scared off by the racist outrage! The new logo is dynamic, forward looking and I hope you all feel very proud...



On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:31 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Looks like two bananas having a 69. Nice

On Tue, 11 Jul 2023, 19:17 Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:33 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hi Stephen,

Well done. There will always be voices, some loud, some bigoted, against change. It's important that vocal minority isn't allowed to call the shots.

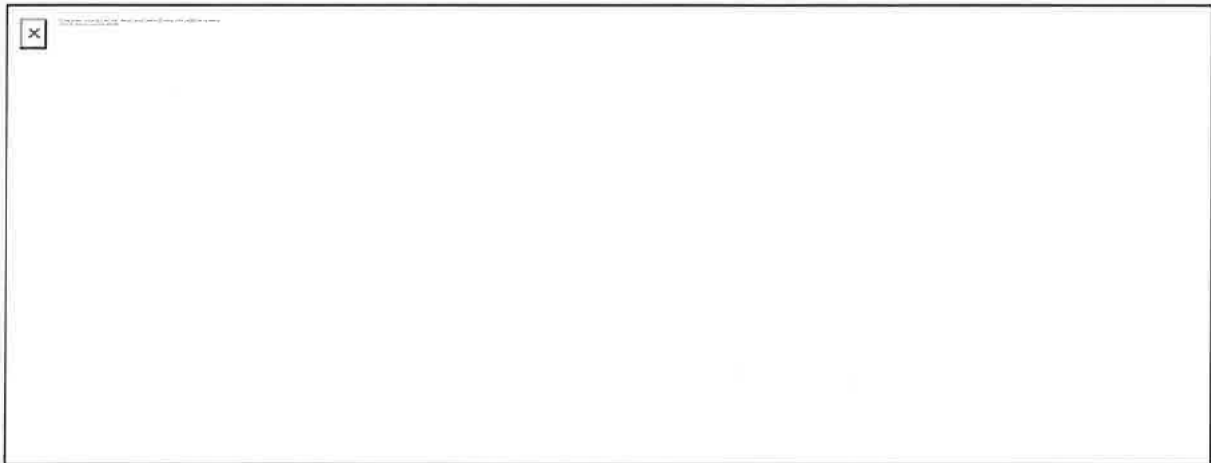
In 2040 I'm sure people will look back and wonder how this couldn't have been inevitable.

A positive step forward.

Cheers,

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15:52 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:33 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Good evening. Mr Higgs

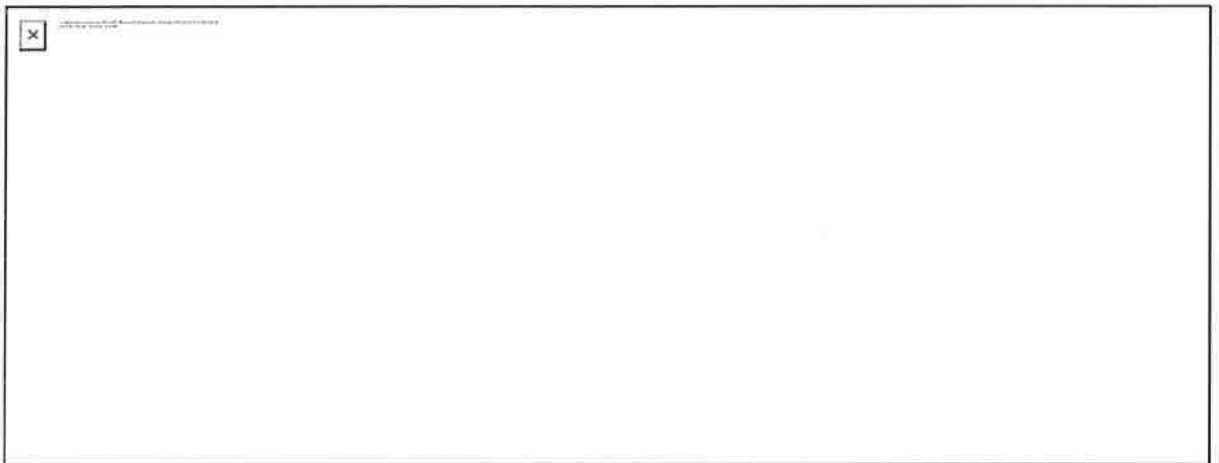
I am appalled at this decision.

You are dishonouring the University of Otago heritage & you are asking that Alumni members to still support & donate to the future of the University.

Sincerely,
[REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:35 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

I am very happy about the change. Thank you for following through on this.

Best wishes, [REDACTED]

On Tue, 11 Jul 2023, 7:19 pm Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:36 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

I graduated from University of Otago. Making it into maori named university is a mistake. [REDACTED]

On Tue, Jul 11, 2023, 7:15 PM Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:38 pm
To: Otago Alumni DARO; [REDACTED]
Subject: Re: University of Otago: Update on our brand

I like the idea,

But that logo (and font) is hideous and you know it. It just looks bad - plain and simple.

The survey was obviously skewed - a true survey would show you the vast majority of people don't think it's good design - regardless of the message.

Bit of an embarrassment, really. I'm sure you guys will backtrack in a decade or two.

Hopefully.

A really bad look too, considering the recent layoffs.

Very out of touch. Not a proud alumnus.

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:16:00 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:38 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

What an absolute DISGRACE- Otago University has nothing to do with Māori history and the decision is totally unacceptable

[REDACTED]

On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:43 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Really? Strong support?
Hahahaha.

On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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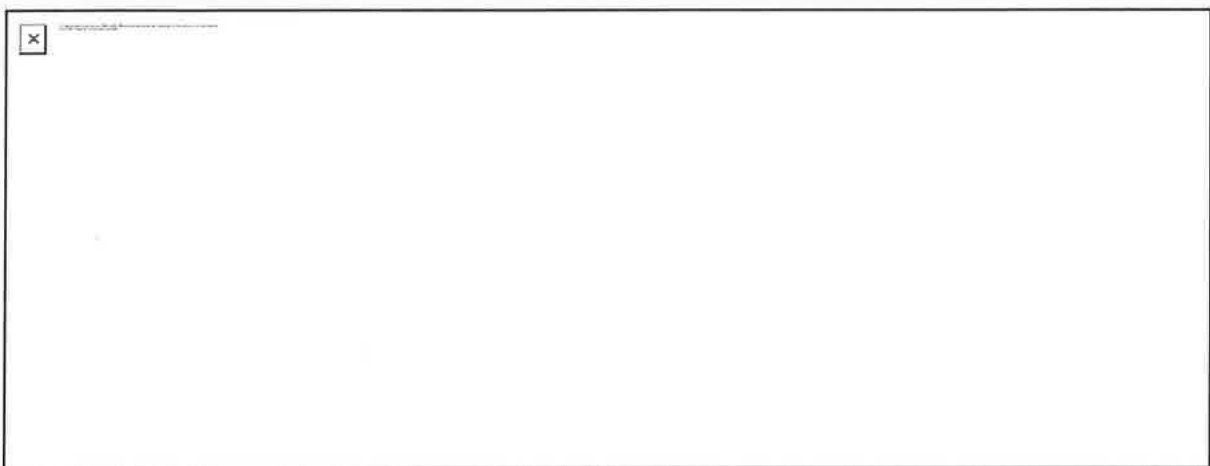
As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:43 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

The entire Council should all be ashamed of themselves and resign.

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Date: Tuesday, 11 July 2023 at 7:16 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

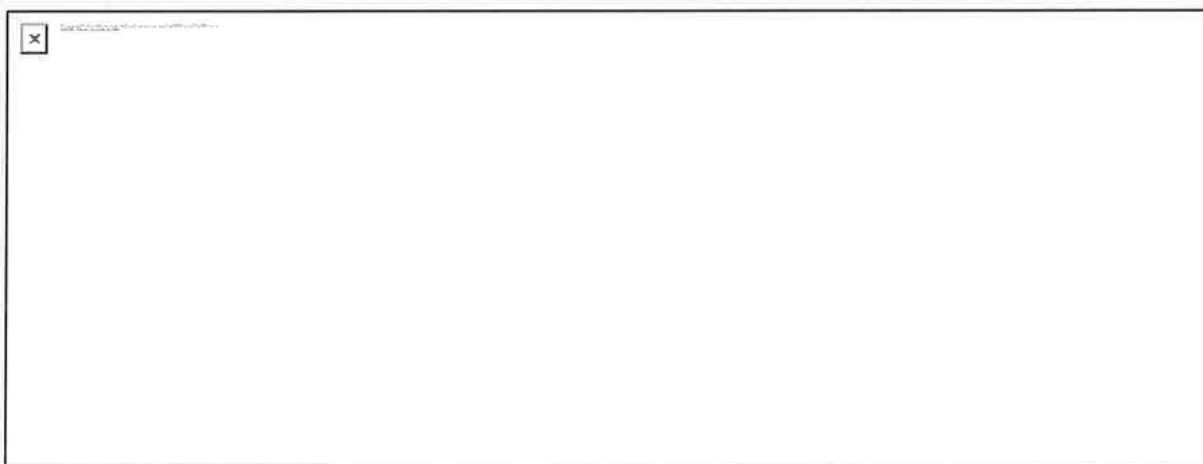
From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:44 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Rebranding has been decided but am so sad that the cost will probably mean jobless staff who don't deserve to be treated like that. So heartless especially in this financial climate. Perhaps you could ask for donations for their survival.

What is important? Te tangata, te tangata. te tangata

Sent from my iPhone

On 11/07/2023, at 7:16 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:46 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

That's a lot of words for: "we've chosen a logo that looks just like the Whittaker's cocoa pods logo or two bananas sharing a hat."

I'm behind the spirit of the change, 100%, but the actual logo is hideous and really does look like a popular NZ chocolate brand. So: it's corporate and lacks uniqueness.

Its release at this time was totally tone deaf— it's grim getting this email as an alumna [REDACTED]
[REDACTED]

A new brand would have made sense once all the restructures were done, departments dumped, and staff sacked and a "new beginning" was in sight. But right now?

I feel like decision-makers plowed ahead with this to make a point to racists (which, ok, fair) but the timing and the visual result are disappointing. I don't want bananas on my next Otago hoodie.

On 11 Jul 2023, at 7:15 pm, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:46 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Kia Ora mo tenei imera
Tautoko nga korero
Nga mihi,
Na [REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:17 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:49 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

What a complete waste of money! Otago goes woke. What a load of BS!

[REDACTED]
Sent from my iPhone

On 11 Jul 2023, at 08:16, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:51 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

?

Sent from [Mail](#) for Windows

From: [Mr Stephen Higgs, Chancellor](#)
Sent: Tuesday, 11 July 2023 7:15 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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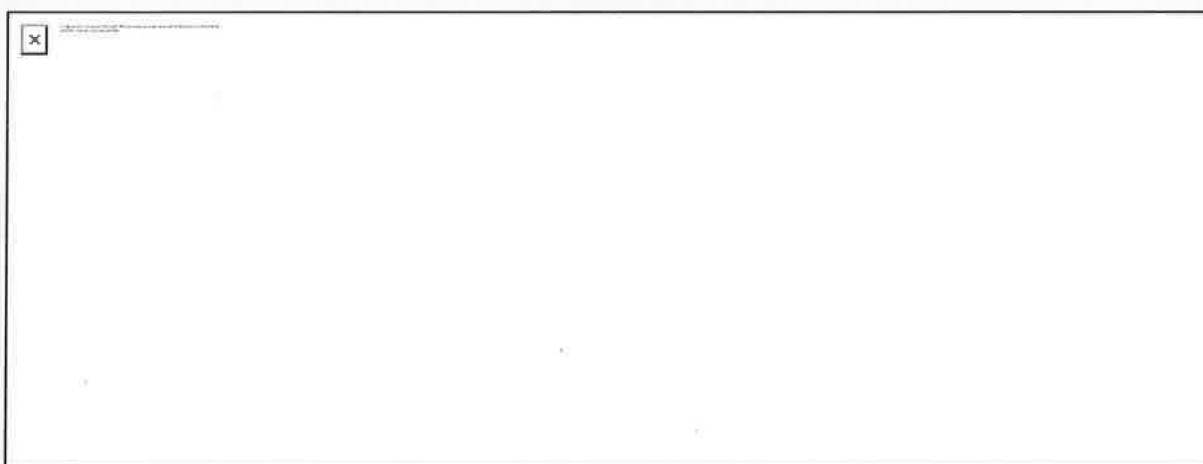
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:54 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

My God - you are so unbelievably woke..... disconnected from the the heritage of the institution that you fraudulently suppose to represent. I suppose you also support the new curriculum of science in schools as inevitable. Wake up you fools!

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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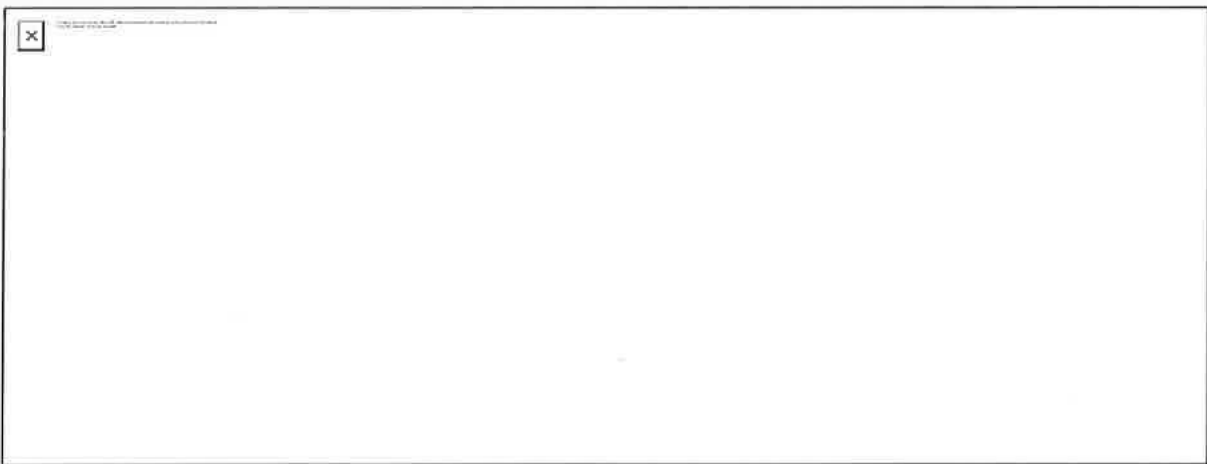
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:56 pm
To: Otago Alumni DARO
Subject: Unsubscribe

Surprised that this is what Otago thinks it needs to be spending its time and resources on. Please unsubscribe me from your future correspondence.

Sent from [Outlook for iOS](#)

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15:38 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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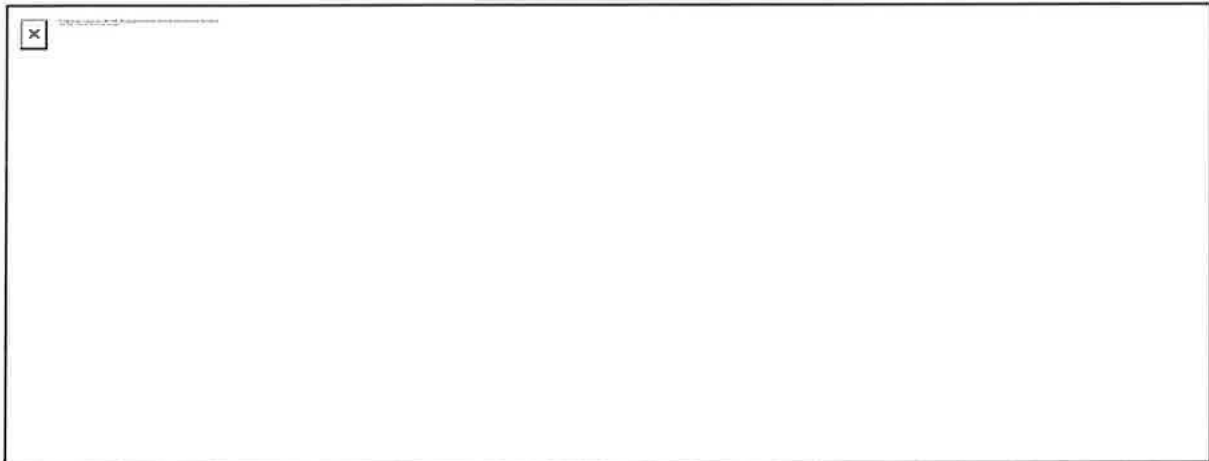
A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:59 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs,
Thank you for communicating your decision to me.
Please remove my name from everything connecting me to the University of Otago.
Please remove my name from the list of Medical Graduates for [REDACTED]
I graduated MB Ch B.
I will surrender my graduation Certificate if you want.
Thank you .
[REDACTED]

On Tue, 11 Jul 2023 at 7:19 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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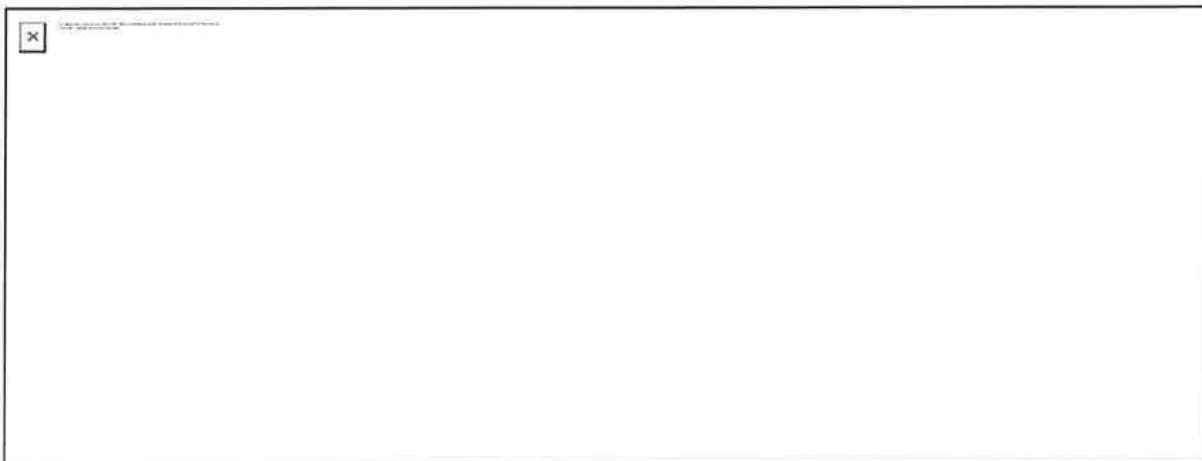
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 7:59 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

What a depressing piece of virtue signalling.
You are not the NZ Gov and accordingly have no obligations under the Treaty of Waitangi.
I no longer wish to support the university.
Please remove me from your mailing list.
Regards,
[REDACTED]

Sent from my iPhone

On 11/07/2023, at 9:18 AM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:02 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

I am extremely disappointed in this decision. I will not be donating to the university in the future nor will I be recommending this inwards looking university which has steered away from critical learning in favour of an ideologically driven approach to learning. Shame on you all.

[REDACTED]

Sent from my iPhone

On 11/07/2023, at 2:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

[2020-DARO-banner-clocktower-and-leith]

Trouble viewing this email? Open in

browser<<https://apc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fotagoalumni.otago.ac.nz%2Femailviewonwebpage.aspx%3Ferid%3D12945636%26trid%3Db87dc85b-b15c-4d6a-8389-21a24c4b9639&data=05%7C01%7Cotagoalumni%40otago.ac.nz%7Cf3c94576c2fc4ffef4f08db81e50f18%7C0225efc578fe4928b1579ef24809e9ba%7C0%7C0%7C638246593038042745%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=1d6pGei%2BvebL50jhaTzxfwCZVAL%2BL63%2FzrRLA3zqBkk%3D&reserved=0>>

Kia ora [REDACTED]

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As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

We have heard you – there is strong support for this change. While we would be saddened if we lost friends or donors, the survey results clearly showed the voice of the future generation – alumni and students - which mirrors the future direction of the University.

Almost three quarters of those surveyed by the University supported the proposed brand as reflecting the University's future direction. More than two-thirds supported both the English and te reo Māori version initially proposed.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:03 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Im totally against this..please remove me from your database

Regards

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, 11 July 2023 5:16 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:06 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

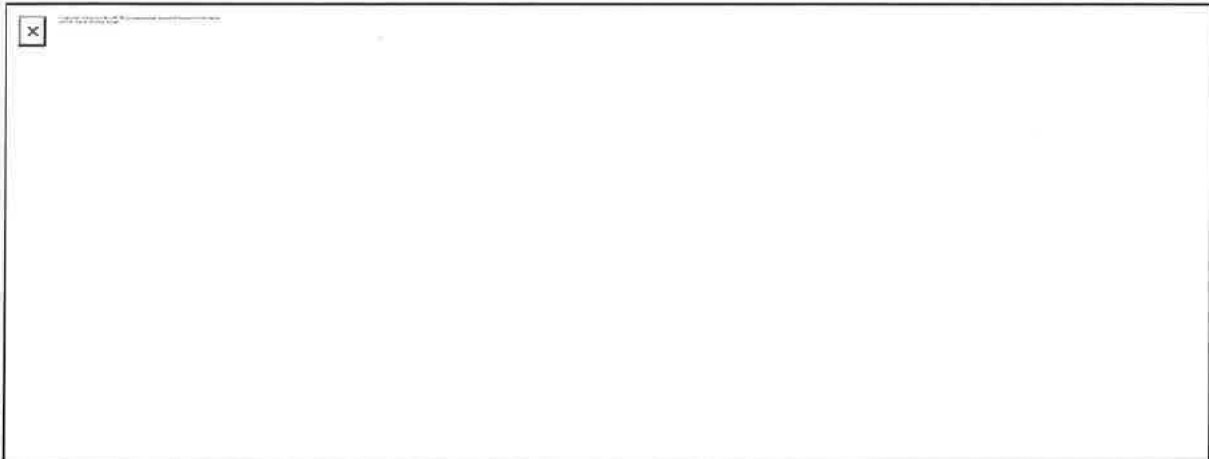
Dear Stephen, with my Otago History research thesis [REDACTED] I fully support my dear old Alma Mater's change of brand. Onward and Upward to my favourite of the 4 universities I've attended, OU.

[REDACTED]

Sent from my Galaxy

----- Original message -----

From: "Mr Stephen Higgs, Chancellor" <otagoalumni@otago.ac.nz>
Date: 11/07/23 7:18 pm (GMT+12:00)
To: [REDACTED]
Subject: University of Otago: Update on our brand



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From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:09 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Good luck

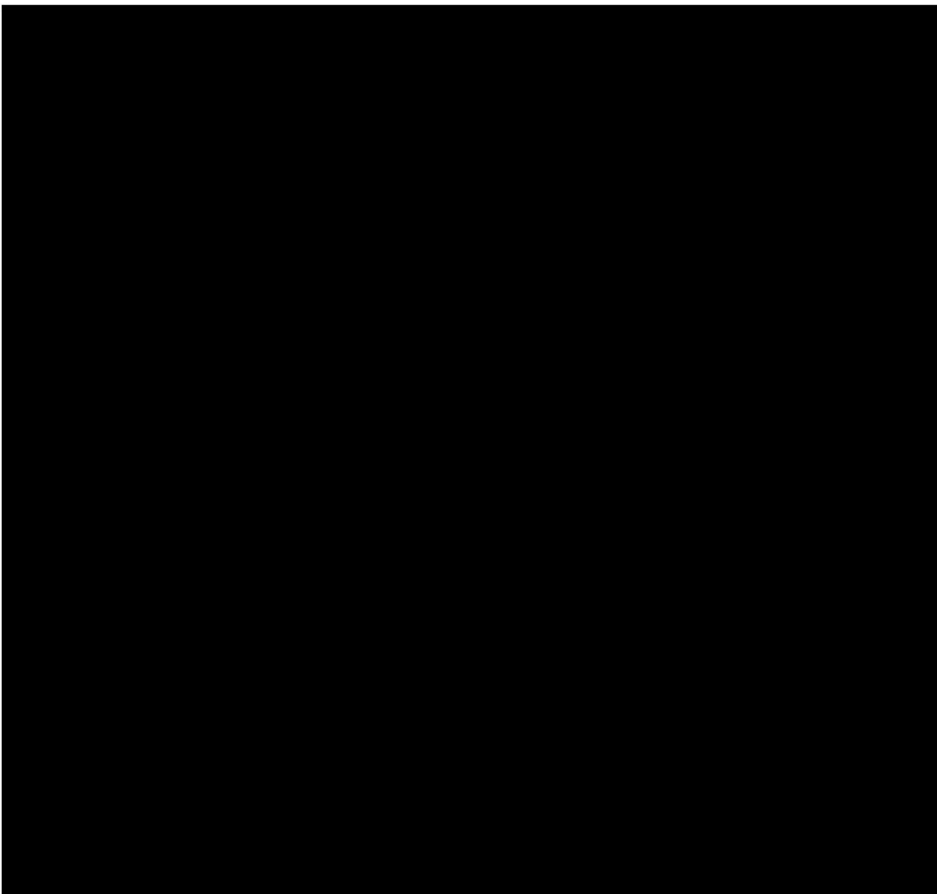
So many of my alumni peers are disillusioned with the force of Māori across this change. Particularly international alumni peers. The international world is much bigger than NZ.

Māori is so heavy in all your correspondence. We can't understand what you are communicating and there is limited English to clarify. You have lost us. Uni of Otago was more to us than this.

Acknowledge Māori, yes, but the weighting of Māori adopted by the university seems very heavy.

Hope it goes well, just not sure the heavy weighting of Māori was the best option.

Regards



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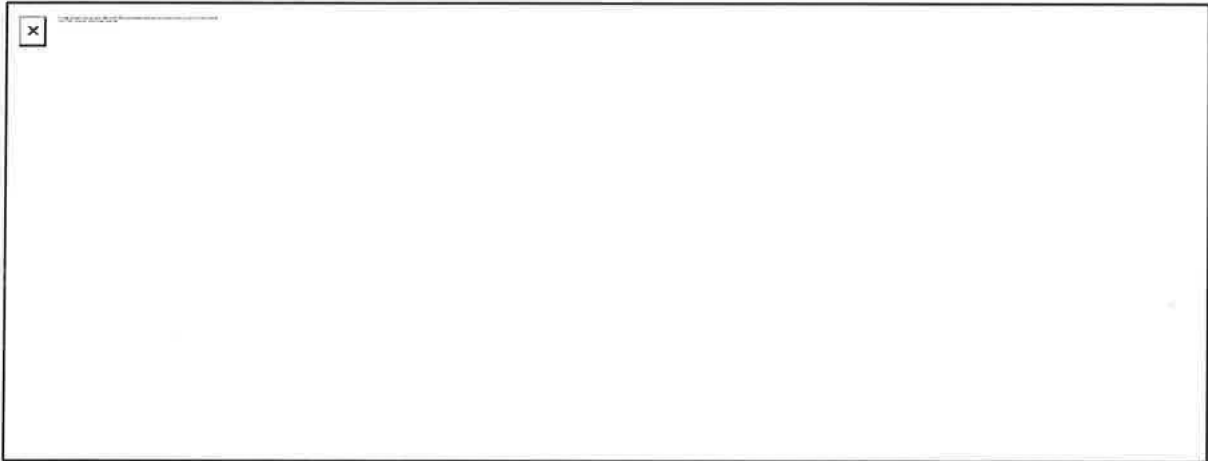
On 11 Jul 2023, at 5:15 pm, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:11 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

This is absolutely appalling.
I am disgusted that you have trashed our distinguished university history in favour of a woke agenda.
I used to be proud of being an alumni from Otago University - no longer.

On Tue, 11 Jul 2023, 7:17 pm Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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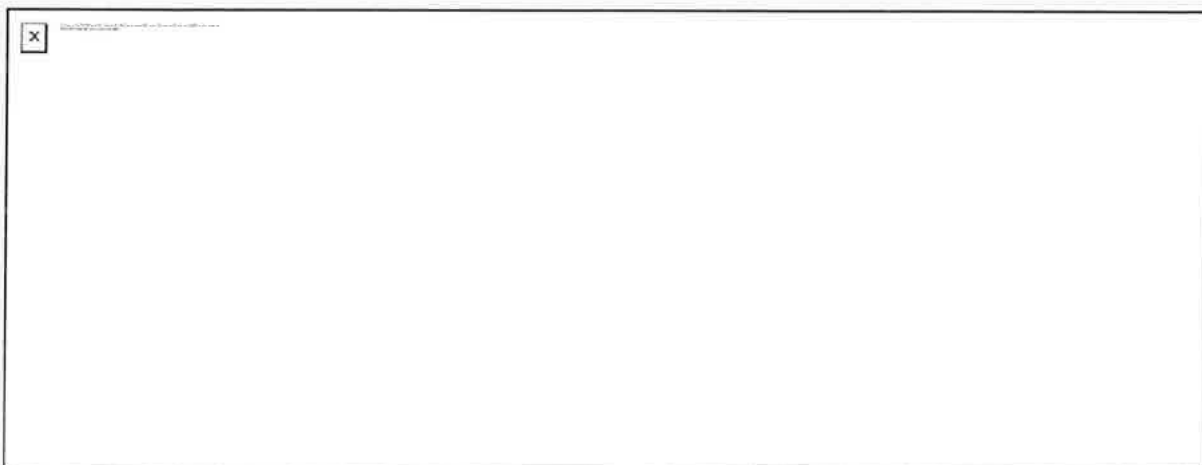
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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:15 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Thank you, I think it's great that this is going ahead!

On 11/07/2023, at 7:17 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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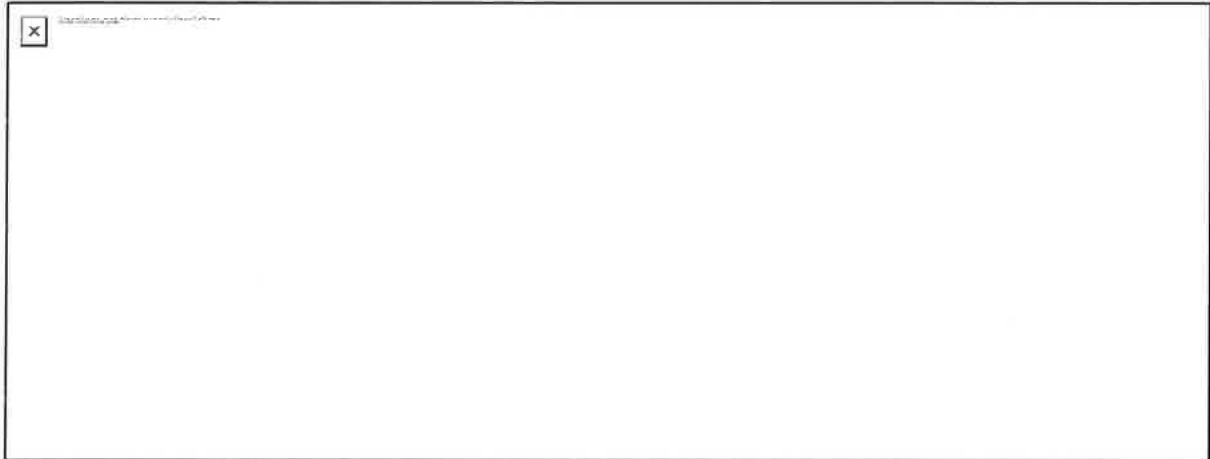
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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:22 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Absolutely disgusting. What a waste of money and effort. Hope your chickens all die. [REDACTED]

On Tue, 11 Jul 2023, 19:17 Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser.](#)

Kia ora [REDACTED]

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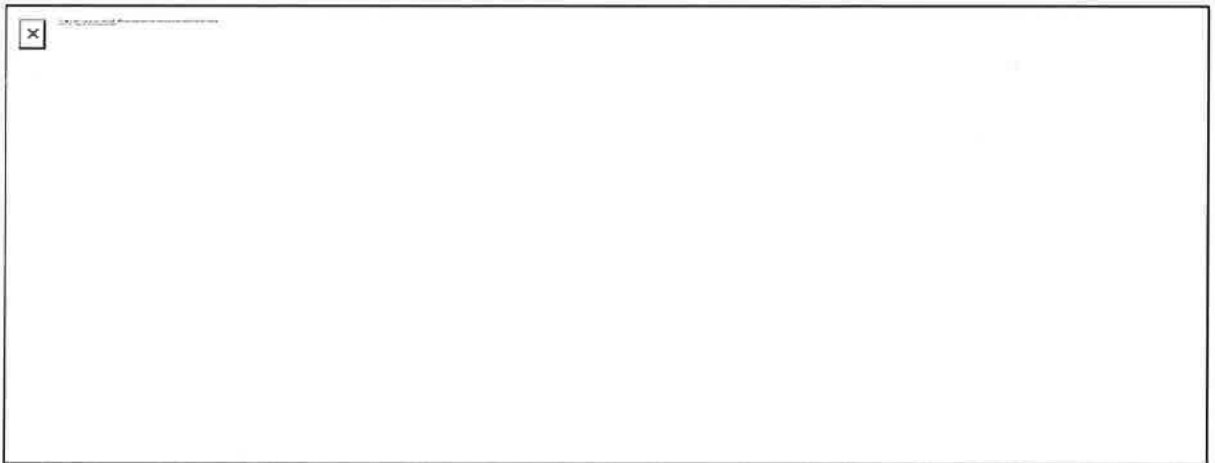
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:28 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Ka pai
[REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:35 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Thank you Stephen,

The Council has made its decision and I'm sure that those graduate donors and bequestors who have a different view will make theirs.

Yours sincerely

On Tue, 11 Jul 2023 at 5:16 pm, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:44 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Kia ora and thank you for your email. I totally support this wonderful mahi. Kia kaha all involved. This makes me very happy

On Tue, 11 Jul 2023, 7:16 pm Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 8:48 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Is it April 1??

On Tue, 11 Jul 2023, 7:18 pm Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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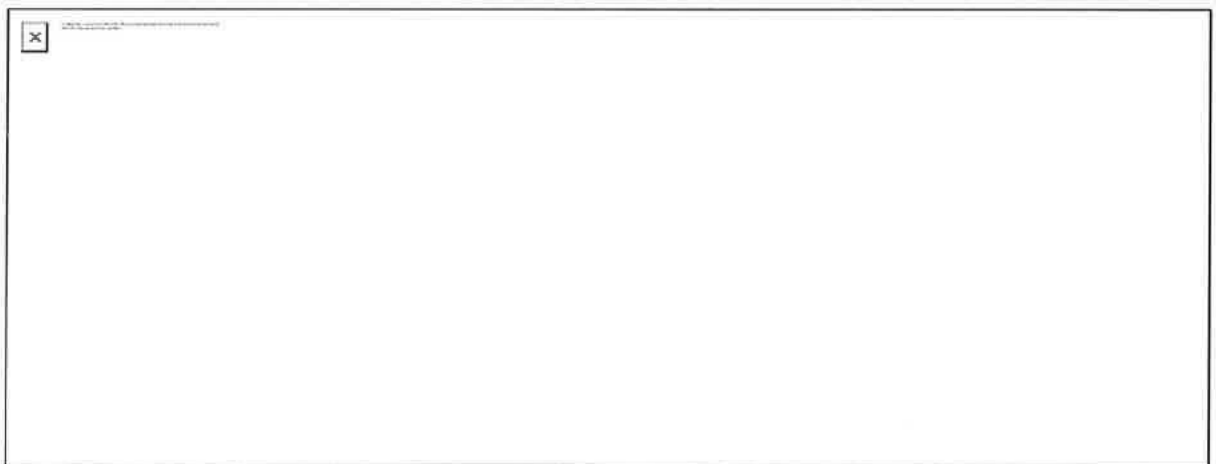
From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:05 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Good luck with this. I am very disappointed with the decision. I am totally against it. My donations will stop. The Maori influence on the brand is not a positive factor. The heritage of the University is at risk. The fact that you spent so much money on the new image has backed you into a corner where you feel that you have to justify your investment. This has left us with this outcome.

Cheers [REDACTED]
[REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:11 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

NO NO NO. You have Not had significant support AT ALL
Forget any idea if support from the community. Woke rubbish



Sent from my iPhone

On 11/07/2023, at 19:16, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:15 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Kia ora Stephen ,

Thank you for your email advising of the implementation of the new brand .

While change is a good thing, as is the name , your timing is terrible and lacks empathy.

I have just received another email seeking money to support students . Money which I'm sure they need .

I'm sure that \$1.3 million would go a long way to help them, especially when we have a cost-of-living challenge, a university with a \$60 million challenge and redundancies looming.

Step one should be to get your house in order before you launch forth with fresh thinking other wise you are at risk of tainting your new brand before it has any credibility.

What is another 4 to 5 years in the history of the University?

Given your financial background I am surprised that you have not taken the prudent approach internally .

While I disagree with your timing, I wish you well as you navigate the financial challenges .

Kind regards

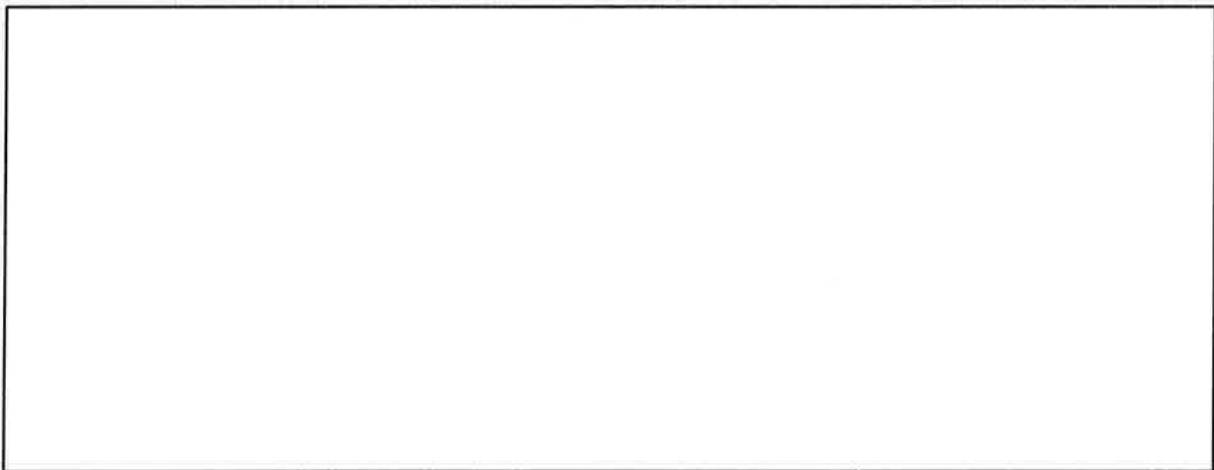
From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>

Sent: Tuesday, July 11, 2023 7:15 PM

To: [REDACTED]

Subject: University of Otago: Update on our brand

EXTERNAL EMAIL WARNING



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:31 pm
To: UoO - Official Information Act
Subject: Fwd: Best wishes from [REDACTED] FW: Update from the Chancellor on Otago

Stephen

Stephen Higgs
[REDACTED]

Begin forwarded message:

From: Otago University Chancellor <chancellor@otago.ac.nz>
Date: 12 July 2023 at 9:21:14 AM NZST
To: Stephen Higgs [REDACTED]
Subject: Best wishes [REDACTED] - FW: Update from the Chancellor on Otago

From: [REDACTED]
Sent: Tuesday, July 11, 2023 9:30 PM
To: Otago University Chancellor <chancellor@otago.ac.nz>
Cc: Vice-Chancellor <vice-chancellor@otago.ac.nz>; David Thomson <david.thomson@otago.ac.nz>; [REDACTED]
Subject: Best wishes from [REDACTED] - FW: Update from the Chancellor on Otago

Tēnā koe Stephen,

I hope that you are well. I wanted to pass on our congratulations and best wishes ('whakamanahau' if my research has served me well) on the Council's decision to adopt the new brand. It was no doubt a challenging decision for the Council to make, but one which we are sure will be a tremendous step forward for the University's future. We're very pleased that the Pae Tata has been published and, from what we hear, the reception from staff presentations has been reasonably positive. Now, onwards with the implementation!

[REDACTED]

Nāku iti nei, nā,
[REDACTED]

[REDACTED]

From: David Thomson <david.thomson@otago.ac.nz>
Sent: Tuesday, July 11, 2023 2:31 PM
To: [REDACTED]
Subject: Update from the Chancellor on Otago

[REDACTED]

Kia ora both

See below, and attached.

Cheers

David

From: Communications - University Of Otago <communications@otago.ac.nz>

Sent: Tuesday, July 11, 2023 1:34 PM

To: 365-all-staff <365-all-staff@otago.ac.nz>

Subject: Update from the Chancellor on our brand

Tēnā koutou,

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

We have heard you – there is strong support for this change.

Almost three quarters of those surveyed by the University supported the proposed brand as reflecting the University's future direction. More than two-thirds supported both the English and te reo Māori version initially proposed.

We have also made changes as a result of hearing from our community. Our heritage and our future are both key elements to our future success. Therefore, our present Coat of Arms and a newly-created stylised version of our Coat of Arms will continue to be used in a wide variety of situations.

We acknowledge that we started this consultation before the full financial picture of the University was clear. I can assure you that the cost of the implementation was the subject of a robust, healthy debate over several Council meetings before the decision.

As a result, we have decided that the new brand won't be used until May next year, when the new recruitment cycle for 2025 students starts. It is planned then to roll out the changes over 12 months and across two financial years at a cost of \$1.3 million.

We are confident that, despite alternative views, some strongly held, this decision is in the best interests of the University. The results of the consultation were, of course, a key factor in our decision.

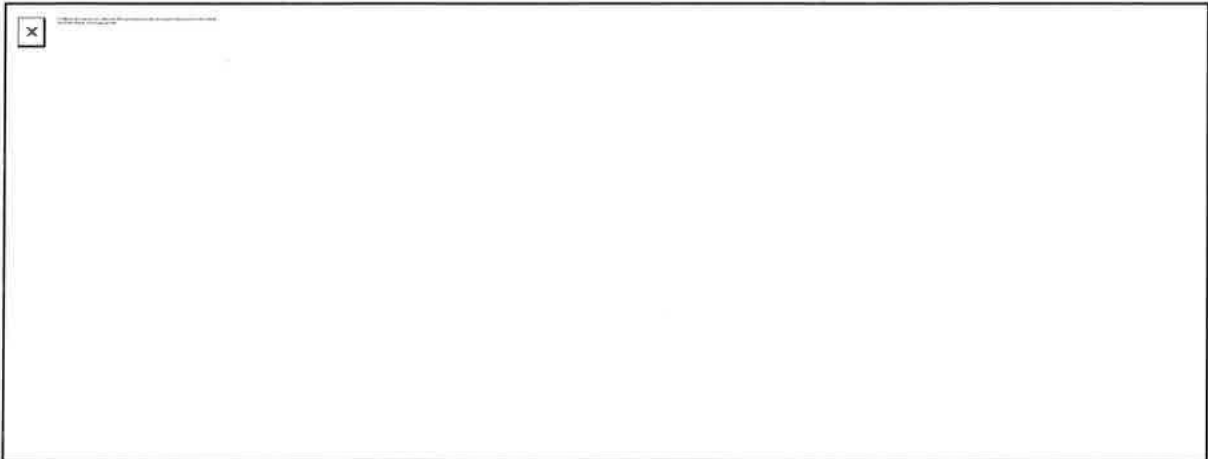
We believe the new brand reflects the shared view of Council, and the vast majority of our community, of the importance of our relationship with mana whenua and our goal to be Te Tiriti-led. It reflects both the University today and our shared vision for the future, outlined in Vision 2040.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:38 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Why dont you just become Maori?

On Tue, Jul 11, 2023, 7:17 PM Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:39 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hello,

As an alumini of your once great university, I did not and do not support your rebranding.

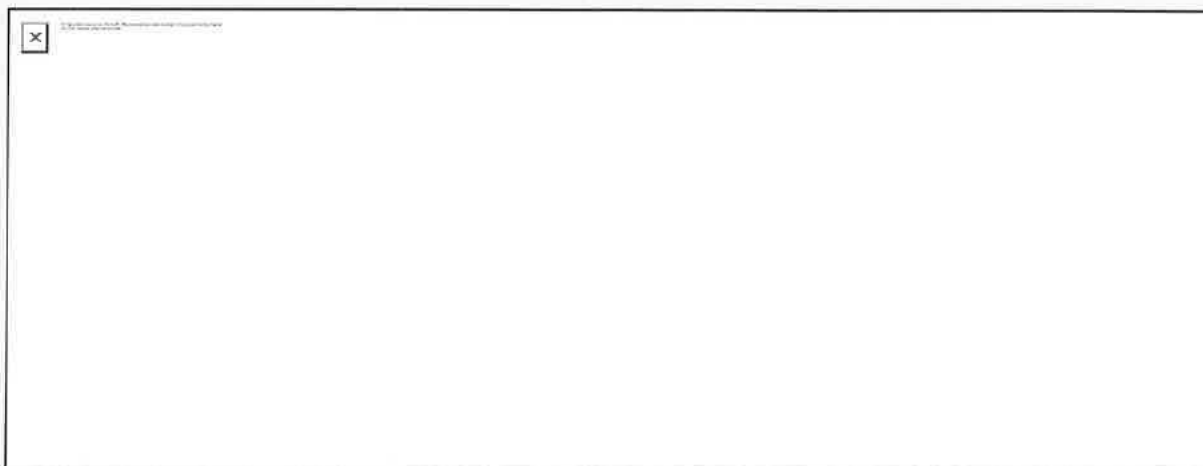
Rather I expect you will prove, as other organisations have found, if you go woke you go broke.

Really, an unfortunate diversion from what the University of Otago used to represent. None of my colleagues support your rebranding either, so the claim of 75% support seems suspect.

Regards,

[REDACTED]
Sent from Yahoo Mail on Android

On Tue, 11 Jul 2023 at 7:15 pm, Mr Stephen Higgs, Chancellor
<otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:40 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Dear O

The result was predetermined from the start but you have badly missed judged the major of your audience here. Otago University slips further down the ladder to wade in mediocrity it deserves with these changes.

Good bye

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, 11 July 2023 7:15 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

[REDACTED]



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:54 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

What utter twaddle this all is.

It is quite wrong of you to be promoting racial divisiveness - and the signing of the Treaty of Waitangi has nothing at all to do with the founding of Otago University.

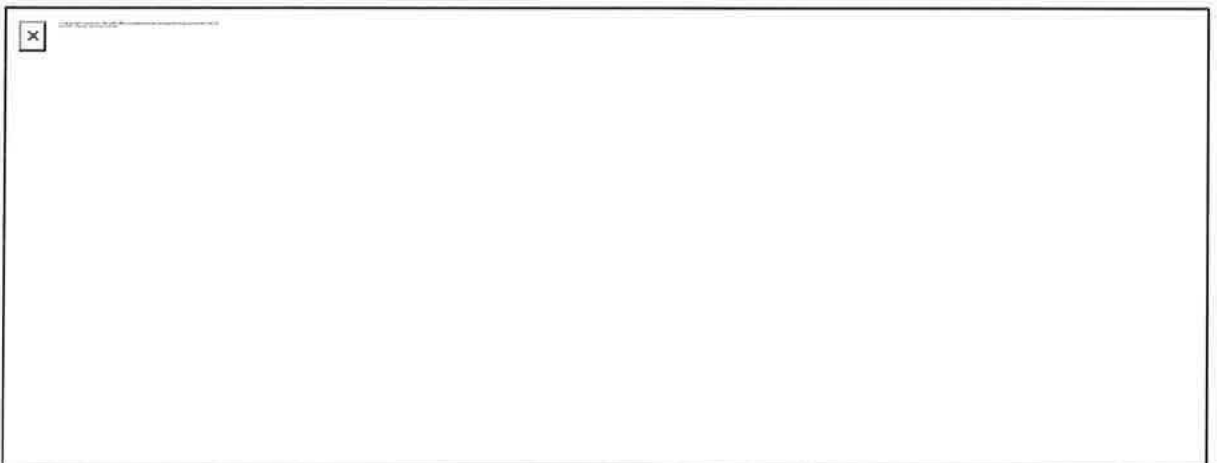
Shame on you all... for virtually selling out to Ngai Tahu?

it would be interesting to know how much financial advantage there is for you in this move ... with regard to pecuniary support from this reinvented "tribe" - The majority of whom will have overwhelmingly a greater proportion of European, not Maori, DNA.

The cowardice of hierarchies in not taking a stand against highly egotistical, stropic minorities is very much damaging this country.

[REDACTED]

On 11/07/2023 7:15 pm, Mr Stephen Higgs, Chancellor wrote:



Trouble viewing this email? [Open in browser](#)

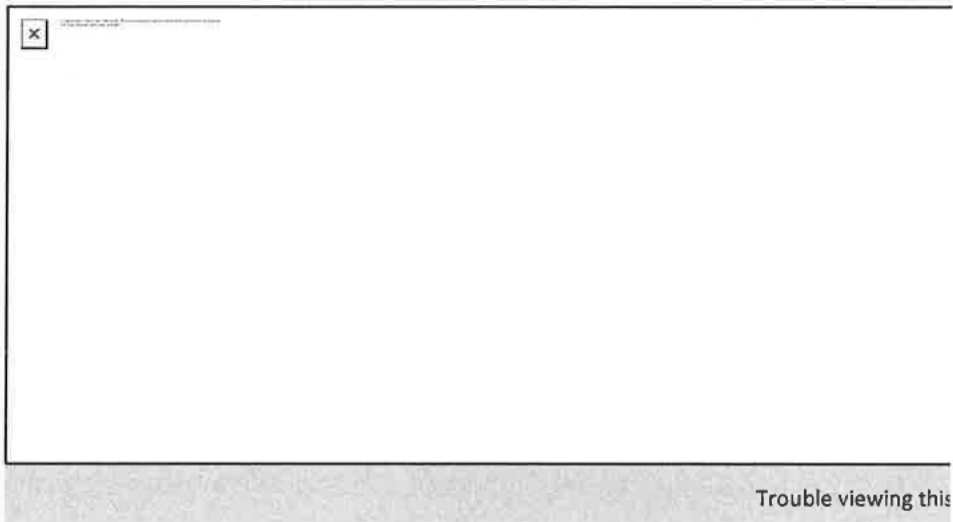
UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 9:59 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hello

I see from the attached that you are dedicated to making these changes so I just want to confirm my position. I will no longer advocate on behalf of UoO and no longer contribute to the UoA given the woke position that the organisation has adopted.

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, the results showed the strong support of the wider University community, we will implement changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with whenua, will be introduced to create a new brand.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 10:01 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs,

While I am sure you have many who welcome the new symbol I am afraid it looks to me like the logo on someone's E-mail address. In fact, it so closely resembled that of a friend I had to look more closely at her 'logo'! As a student in the years [REDACTED] I flatted with a lovely Maori friend from Ohope, who in turn was a friend of [REDACTED] at that time still at Medical School. Many Maori friends came to our flat to sing, play their guitars, talk, and laugh. They were very happy times and at no time did I get the feeling that they, in any way felt the University was discriminating against them.

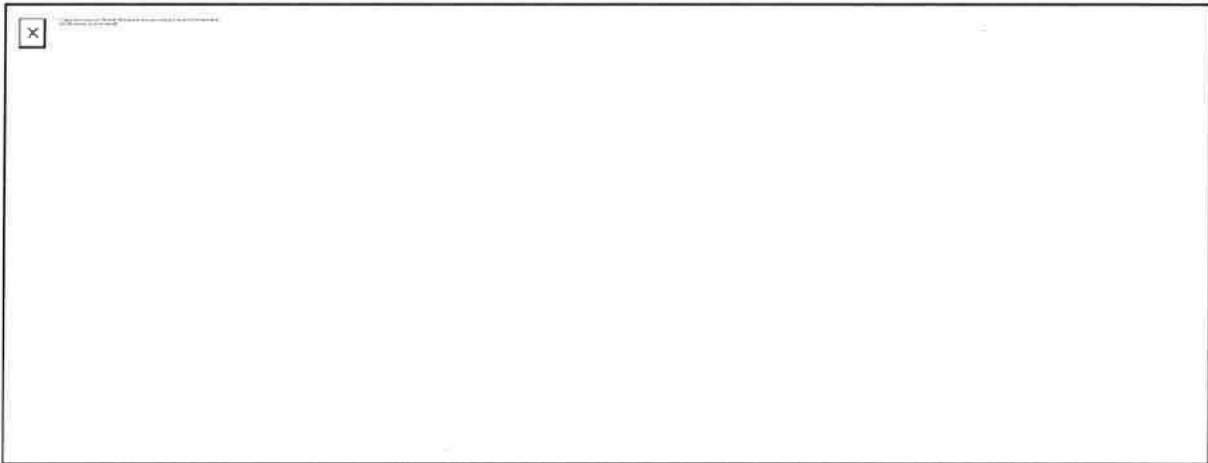
I believe they were just as proud of the University's coat of arms as we all were. I have a blazer badge, Lapel pin, and even a pair of small porcelain coffee cups and saucers bearing the University Coat of Arms. I am deeply saddened that the Coat of Arms will no longer be used. I believe it is a backward step.

My [REDACTED] sons are all graduates of the University of Canterbury but they understand my feelings about the changes being made at my former University.

Yours Sincerely,

[REDACTED]

On Tuesday, 11 July 2023, 7:15:44 pm NZST, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 10:06 pm
To: Otago Alumni DARO
Subject: Shame on You

As a proud graduate of Otago it is disappointing that the University feels so politically motivated to have to change its branding.

Otago University was founded by the Scottish settlers. It has a brilliant heritage as part of Otago's settlement. The University is currently experiencing financial problems, no surprise.

It had been my intention to leave a bequest in my will to the University. Since the university feels it needs to cower to political extremism I have to rethink my ideas. There is no need to contribute to this disgusting racism that is destroying the nation.

I was proud of my education and heritage; however I will register my disgust by no longer contributing to the racial divisiveness you are fostering,

Respectfully

[REDACTED]
Sent with [Proton Mail](#) secure email.

----- Original Message -----

On Tuesday, July 11th, 2023 at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 10:21 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Terrible news, I understand the financial decision of the University and how this decision was made, to accept Government money in exchange to allow Maori elite part control of the university.

I'm much more disappointed that this government is using tax payers money to further entrench Maori control over the nation. What about the other 160 nationalities in the country.

If your focus was really te tiriti it would be seen we are all New Zealanders as written in the original treaty, there are no need to prioritise one race. Maori ceded sovereignty with the treaty, there is no partnership, we are all one people.

Now you have taken the government bribe money you will have to sign on to this governments racist ideas about Maori control. Gagged to educate with the revised hugh kawharu version of the treaty. **Same way the media is gagged with the public interest journalism fund**

ashamed with where new Zealand is headed, and it's headed there fast because white woke people don't stand up and speak the truth and nip this rubbish in the butt.

The other day I heard John tamihere say Maori own all the water hahaha and his proof was because nobody can prove him wrong.

Now when Maori start saying they own the water, things have gone a bit far. This is an example of elite Maori who Otago university have just partnered with. We need to stand up and stop this rubbish not cave in and allow them to entrench their ideology further

<https://youtu.be/HOHgYyNPSUw>

Absolute shame

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>

Sent: Tuesday, 11 July 2023 7:15 PM

To: [REDACTED]

Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 10:43 pm
To: Otago Alumni DARO
Subject: Remove from Mailing List

Remove me from this mailing list.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 11 July 2023 11:05 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Chancellor Higgs,

I worry that the rebranding comes with an excessive financial cost at a time when staff are being laid off, and I doubt that the survey asked respondents to weigh those concerns.

It also appears to do nothing to further what should be the university's core goal: education.

Rather, it appears to be a symptom of an overly-corporatized institution that values "branding."

Instead of coating ourselves with Maori branding that is of no tangible benefit to Maori, the money could have supported scholarships for dozens of Maori students.

Perhaps there is more to it than I am seeing, but this is disappointing.

Kind Regards,

[REDACTED]
On Tue, Jul 11, 2023 at 7:17 PM Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:

Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:32 pm
To: UoO - Official Information Act
Subject: Fwd: Kā mihi nunui ki a koutou ko te Kaunihera

Stephen

Stephen Higgs
[REDACTED]

Begin forwarded message:

From: Otago University Chancellor <chancellor@otago.ac.nz>
Date: 12 July 2023 at 9:21:34 AM NZST
To: Stephen Higgs [REDACTED]
Subject: Kā mihi nunui ki a koutou ko te Kaunihera

From: [REDACTED]
Sent: Tuesday, July 11, 2023 11:15 PM
To: Otago University Chancellor <chancellor@otago.ac.nz>
Subject: Kā mihi nunui ki a koutou ko te Kaunihera

Kia ora Stephen

Sincere thanks to you and the Council for endorsing the Tuakiritaka mahi in the face of much loudly racist publicity (which in my view, illustrated precisely why this work matters). Your collective decision signals an important commitment to our mana whenua partners who co-led the work. It is also a public statement that reflects broader efforts across our national education system to begin to redress our colonial past (and present). There is cheering on my corner of the campus.

Ka nui te mihi ki a koutou katoa.

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 12:07 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

You're crazy

[Sent from the all new AOL app for iOS](#)

On Tuesday, July 11, 2023, 3:16 AM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 12:51 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Good luck with the brand.

Sent from Yahoo Mail on Android

On Tue, 11 Jul 2023 at 14:16, Mr Stephen Higgs, Chancellor
<otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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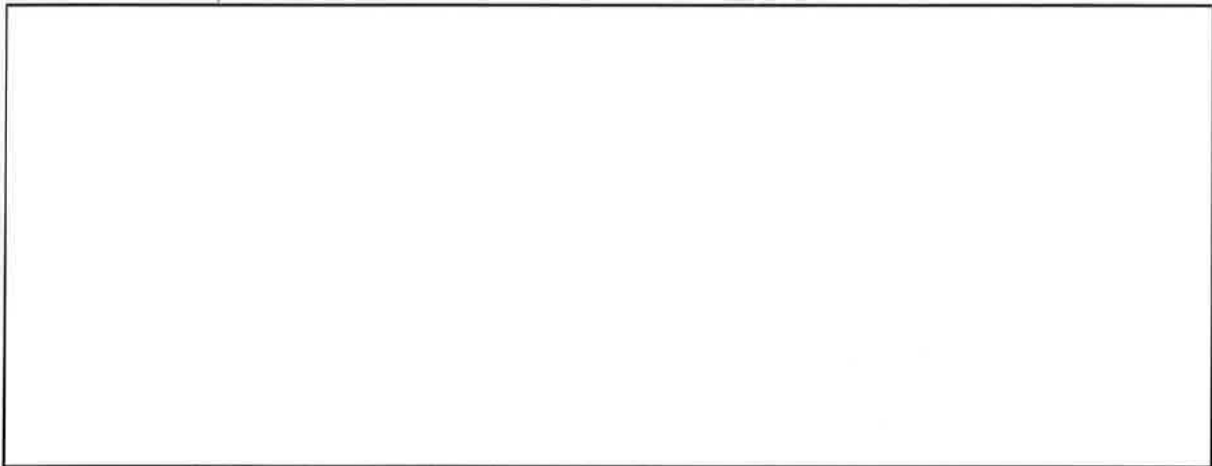
UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 1:45 am
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

What vomit-inducing politically-correct bullshit.

Unsubscribe me.

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 2:16 AM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 2:19 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hi Stephen,

not a fan of any changes, Te Whare Wananga (basically "house of learning") is fine in my view.

FYI Ōtākou Whakaihu Waka does not mean anything other than Otago Headland boat. It has nothing to do with "firsts".

Arguably Wha being 4 it is about 4ths. Is Otago to be NZ's 1st or 4th University?

<https://maoridictionary.co.nz/search?idiom=&phrase=&proverb=&loan=&histLoanWords=&keywords=wha>

Regards

[REDACTED]

On 2023-07-11 17:15, Mr Stephen Higgs, Chancellor wrote:

Trouble viewing this email? [Open in browser](#)

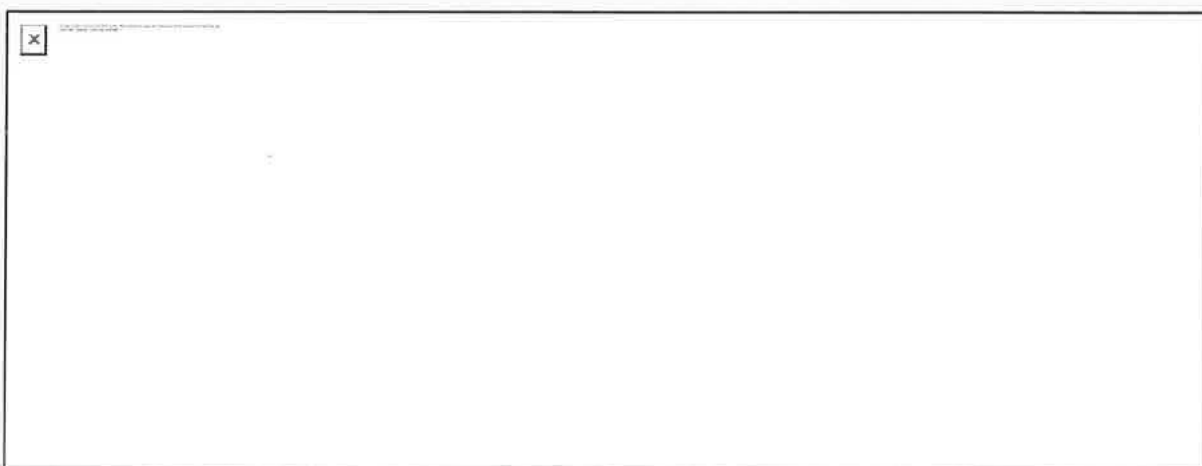
UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 3:33 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Tragic

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 7:18 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Thankyou.

I am very pleased with the outcome mostly with the delay to May next year. It is a win/win result. Congratulations to all involved in this final decision.

Nga mihi nui
[REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:19 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 7:22 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

This is bullshit

Where is the commitment to learning and not bowing to pressure to tr brand for Maori

Racism at its best

Get [Outlook for iOS](#)

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15:55 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 7:37 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Pardon me but there was not strong support for the brand change to the University of Otago. Yes. There was wide consultation but not support for this change.

The cost to this proud University is substantial and a waste of time and money. What is tradition if it can be so casually thrust aside for a strange notion that this is progress. An English tradition of University study is not a Maori institution and should not be confused as such.

[REDACTED]

Get [Outlook for Android](#)

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:16:00 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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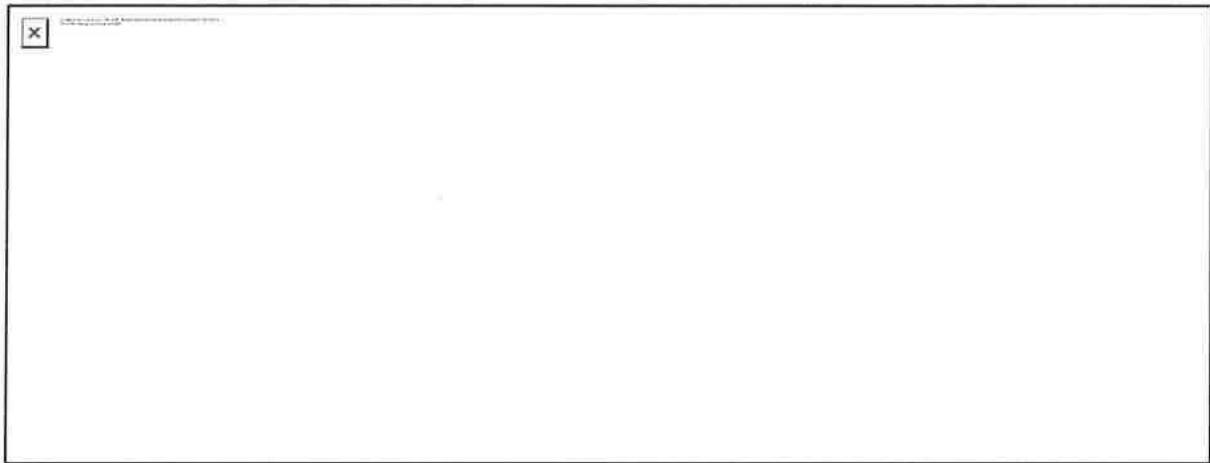
UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 8:08 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

A waste of time and resources to even attempt this change of name at the worst economic time. What is the people thinking?

[REDACTED]

On Tue, 11 Jul 2023 at 7:18 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 8:58 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Kia ora,
Thank you standing firm and making this change. I didn't respond to the survey as I thought it was an obvious step to take, reading your email realise I should of, thankfully others did.

[REDACTED]
Sent from my iPad

On 11 Jul 2023, at 19:15, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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UoO - Official Information Act

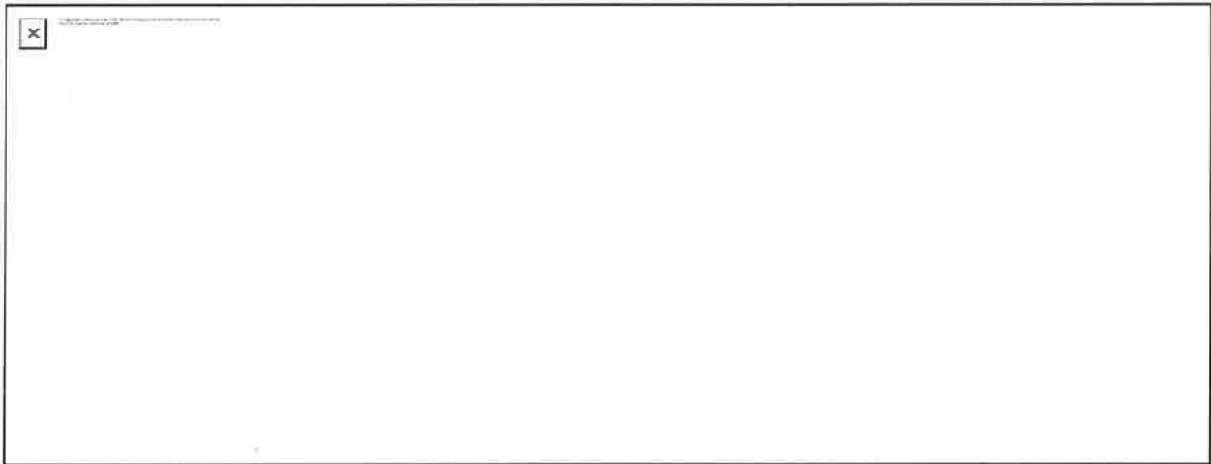
From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:05 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Kia ora,
This is great news- well done for being brave and making the change.
Ngā mihi nui,

[REDACTED]

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Date: Tuesday, 11 July 2023 at 7:15 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:19 am
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Dear Mr Chancellor

I am devastated that the University of Otago has taken yet another step down the slippery slope of institutionalising racism. The overwhelming majority of New Zealanders have fought so hard and for so long against racial discrimination and racial division. It is heart breaking to think about where this ill conceived ideology will inevitably end. The most painful thing is that the minds and hearts of the current leadership of the University have been so captured by the woke mob that are entirely ignorant of what they have done.

Please do not send me anymore emails.

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:16 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



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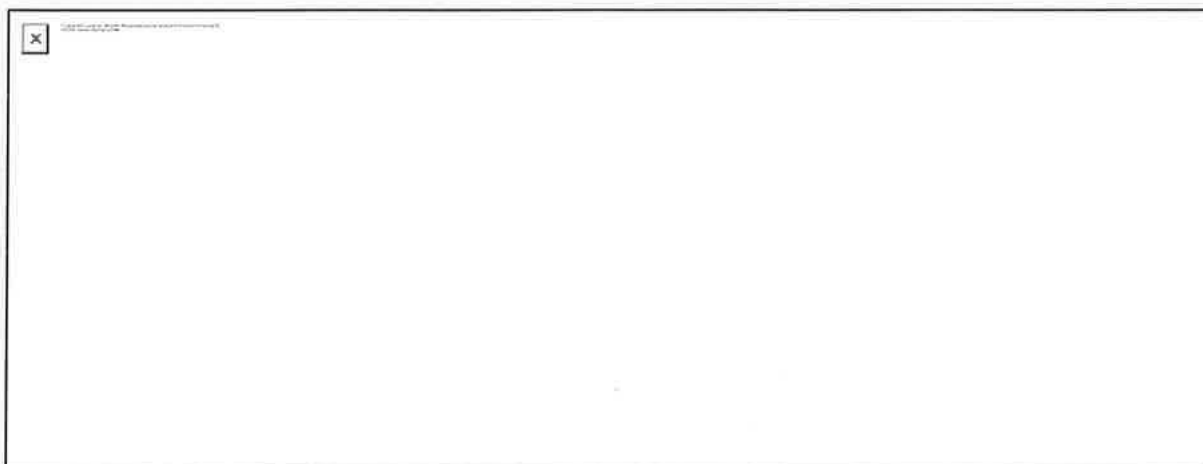
From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:26 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hi There

This is an utter disgrace.
You have no mandate to change what is a strong brand that
has to date survived Muppets like you.
Woke, Woke, Woke.

A disgusted Alumni.

On 11/07/2023 19:16 NZST Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:26 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Sad day.

It seems that almost none of my Otago peer group was aware of the opportunity to provide feedback on this proposal. Their problem, but the support is unlikely to be as dominant as Stephen Higgs has stated.

[REDACTED]

On 11/07/2023, at 19:15, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



Trouble viewing this

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will implement changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with the community, will be introduced to create a new brand.

UoO - Official Information Act

From: Otago Alumni
Sent: Wednesday, 12 July 2023 9:34 am
To: Otago Alumni DARO
Subject: FW: Withdrawal of Name from Alumni Register

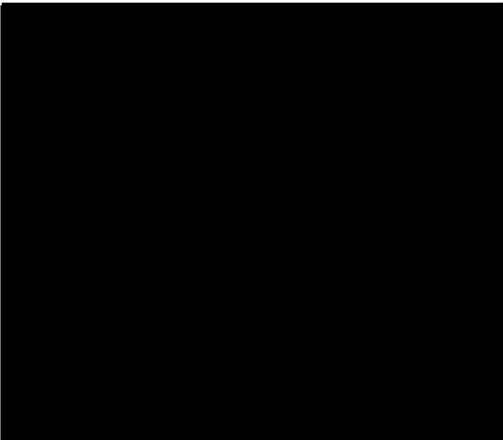
From: [REDACTED]
Sent: Tuesday, July 11, 2023 4:24 PM
To: Otago Alumni <alumni@otago.ac.nz>
Subject: Withdrawal of Name from Alumni Register

Hello

Can you please withdraw my name and details from the Alumni register of Otago University..I am a past graduate of and have taught for a short time at the University. I do not agree with the current direction the University is taking and disagree with the re-branding of this institution that is currently being undertaken. This action by the University undermines and ignores the long history of this establishment and denigrates all past graduates and academic staff that have contributed to the establishment and maintenance of the world standing of the University. I believe that the current administration of the University have lost their way in pandering to the woke society in which the university currently operates.

It is for these reasons that I do not wish to be associated with the University for the future.

Thank you



UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:53 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Chancellor,

In my perspective, this is an incredibly disappointing and alienating decision by the university, to remove the shield from it's rightful prominence in the main university imaging. I feel the survey came late in the process, of what seemed an already decided direction, and that the survey questions were designed in such a way that biased the outcome.

I strongly feel that proceeding to effectively alienate alumni from a treasured association with the visual identity of the shield of the University of Otago in its change of "branding", is not a smart move at all, particularly in such financial times.

Yours sincerely,

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, 11 July 2023 7:16 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 10:23 am
To: Otago Alumni DARO; Otago University Chancellor
Cc: Vice-Chancellor
Subject: FW: RE: University of Otago: A proposal for our visual identity

Dear Mr Higgs,

On 16 March 2023 I wrote to Professor Murdoch (my e-mail of that date is set out below). I did not receive the courtesy of an acknowledgement of the e-mail let alone a reply.

I now read that the University has ploughed on with its "re-branding". That is a great shame, and in my opinion a decision that will be regretted.

The feed back in March when the University Council's proposal was widely publicised did not indicate that the decision was "widely supported". In fact, I venture to suggest that the proposal divided opinion, and therefore was divisive.

Today's Otago Daily Times quotes you as saying:

"We believe the new brand reflects the shared view of council, and the vast majority of our community, of the importance of our relationship with mana whenua and our goal to be Te Tiriti-led."

In the same article, it is reported that you said more than 9,000 staff, students and alumni gave feedback on the proposal (presumably your statement was based on the results were gathered from the survey conducted earlier in the year). The ODT goes on to report that 35% of respondents said that the proposed re-branding "would change their perception of the university in a positive way, 33% said that it would be negative, and 9% per cent were unsure or neutral."

I do not see these reported results as supporting your assertion that re-branding was supported by the "vast majority" of the university community. The opposite is more reflective of the truth. The decision is divisive and ill-considered.

The "goal" to be "Te Tiriti led" is as amorphous as it is incapable of fulfilment.

There was no need to "re-brand" the Council has only wasted scarce resources, while the University's international standing diminishes and therefore the quality of the degrees that it confers.

For the reasons set out in my unanswered e-mail of 16 March I oppose the re-brand, but will remember the University fondly. Please cease sending me any further Alumni magazines and I shall decline to support or promote the University's fundraising efforts.

Yours sincerely
[REDACTED]

From: [REDACTED]
Sent: Thursday, March 16, 2023 2:21 PM
To: otagoalumni@otago.ac.nz

Cc: vice-chancellor@otago.ac.nz

Subject: RE: University of Otago: A proposal for our visual identity

For the attention of the Vice Chancellor.

Dear Professor Murdoch,

I was saddened to read that the University of Otago feels the need to change its "visual identity". The self-described "bold move" is a surrender to the ever changing progressive agenda. The University of Otago has a firm footing in the tradition of the great seats of learning. Its motto "Sapere Aude" stands for something. The language used is that of the international academy, of which the University is a member.

The new 'brand' stands for little. One might have thought that this University would have the courage to withstand the fickle fashions of "modernity" and dare to stand for quality education for all, irrespective of ethnicity and background.

The proposed change risks severing the sense of connection that generations of alumni have to the University – that risk may well come at a significant cost to the University. My Otago degrees display the Coat of Arms, the same Coat of Arms that is displayed on signs, papers, correspondence, vehicles and the like. When I revisit the University, or see the Coat of Arms I have an instant connection to the University, those students that now attend, and those that have attended in the century before I did. Instead of maintaining its history and identity, this decision has the potential to cut it adrift from the generations of people in and out of New Zealand that hold their time at the University dear.

If this proposal proceeds, I fear that the European architecture of the iconic buildings will be next to go.

While the University concerns itself with the nebulous concepts of inclusivity and diversity, I note its ranking among the Universities of the world continues to fall. In 2007 it enjoyed a ranking of 114 by 2021 it had slipped 70 places.

I oppose the proposal.

Yours sincerely

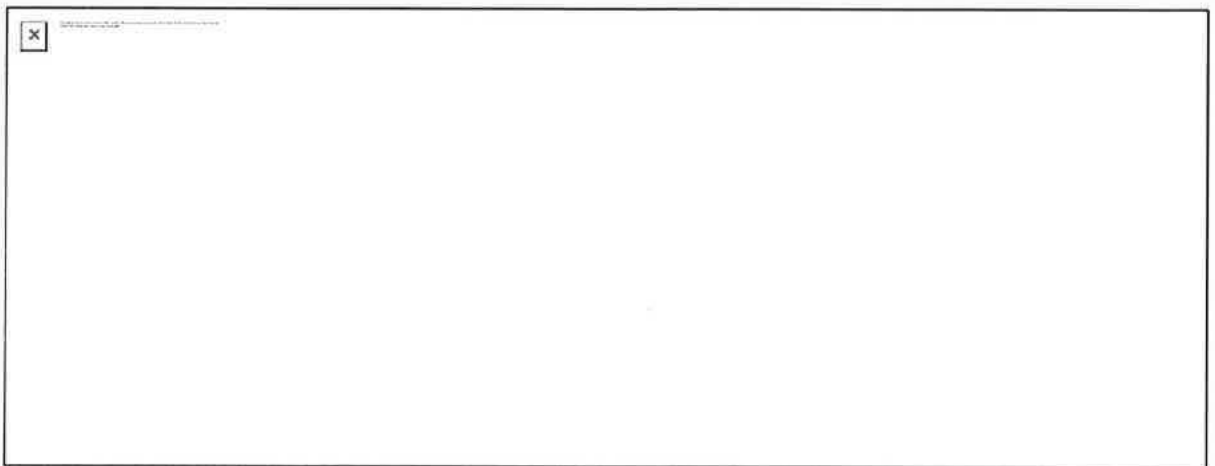
UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 10:38 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Please can you unsubscribe me from your data base, as I have not been to Otago uni for decades and am not interested in receiving your updates.

Many thanks [REDACTED]

On 11/07/2023 19:15 NZST Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

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From: [REDACTED]
Sent: Wednesday, 12 July 2023 10:50 am
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

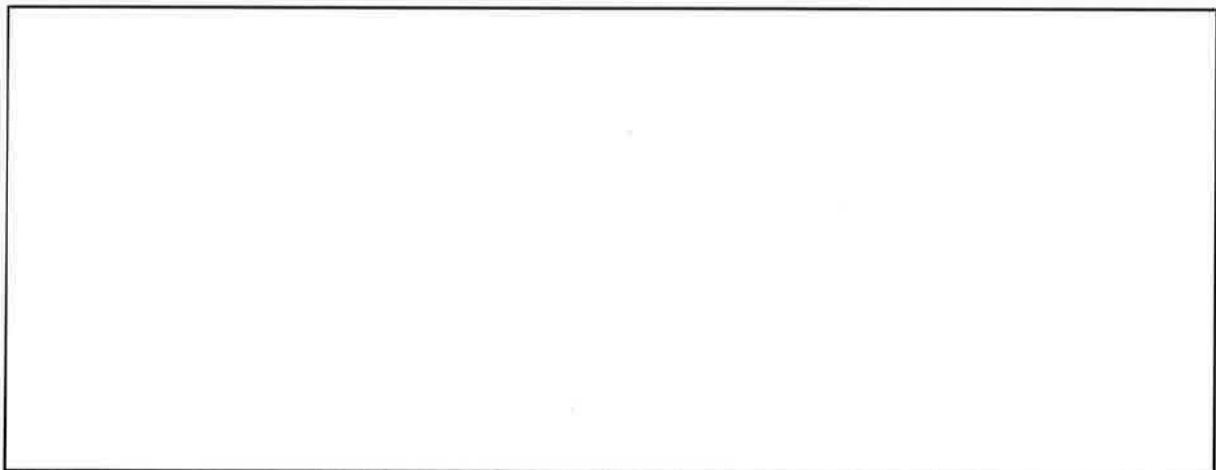
I am appalled by all this woke crap.
Please delete me from yr alumni list

NOT A PENNY MORE

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, 11 July 2023 7:15 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand[External Sender]

**** [EXTERNAL SENDER] Do not click links or open attachments unless you recognize the sender. ****

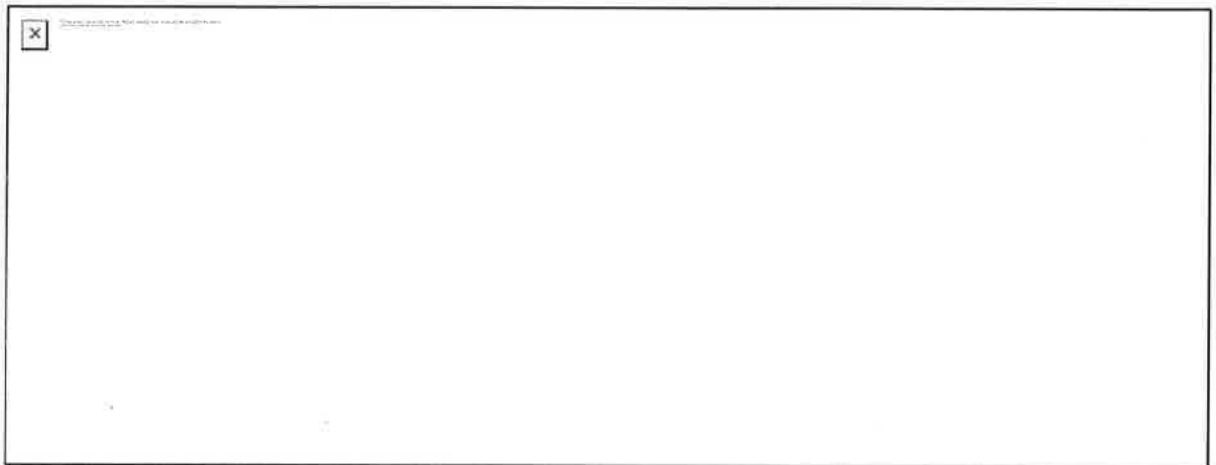


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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 11:15 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

This is absolutely disgusting Spending \$3 million while showing te reo down our throats and laying of faculty staff.
Which planet are you all on??
My Scottish ancestors will be turning in their graves
They were very proud of the first university in New Zealand



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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From: [REDACTED]
Sent: Wednesday, 12 July 2023 11:57 am
To: Communications - University Of Otago
Subject: FW: Update from the Chancellor on our brand

No doubt there will be a huge reaction to this announcement and a probable withdrawing of donor support

70.2% European (3,297,860 people) 16.5% Māori (775,840 people) 15.1% Asian (707,600 people) 8.1% Pacific peoples (381,640 people)

From: [REDACTED]
Sent: Tuesday, July 11, 2023 2:12 PM
To: Communications - University Of Otago <communications@otago.ac.nz>
Subject: Re: Update from the Chancellor on our brand

Thanks Stephen, personally I would have preferred the University established by the European settlers remained in its current form as it has no connection or basis in Maoridom, other than Māori and any other race are welcome to attend. Dissapointing. cheers [REDACTED]

From: Communications - University Of Otago <communications@otago.ac.nz>
Sent: Tuesday, July 11, 2023 1:36 PM
To: All Students <365-all-students@otago.ac.nz>
Subject: Update from the Chancellor on our brand

Tēnā koutou,

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

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A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

UoO - Official Information Act

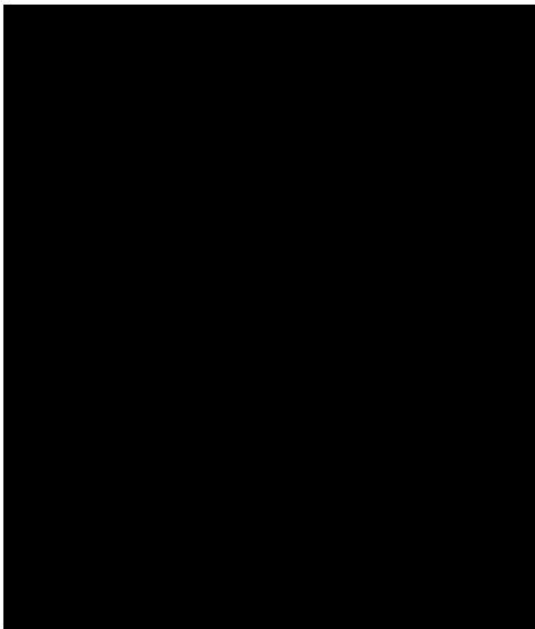
From: Shelagh Murray
Sent: Wednesday, 12 July 2023 12:30 pm
To: Otago University Chancellor
Cc: Vice-Chancellor
Subject: FW: University of Otago: Update on our brand

FYI
Shelagh

From: [REDACTED]
Sent: Wednesday, July 12, 2023 10:47 AM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: RE: University of Otago: Update on our brand

Thanks Stephen

It looks excellent – well done !



From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:16 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 1:13 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Sir,

I, and all the contemporaries with whom I have spoken, are dismayed by this decision.

We believe the changes to be unnecessary, ideologically driven and not reflective of tradition or long term values.

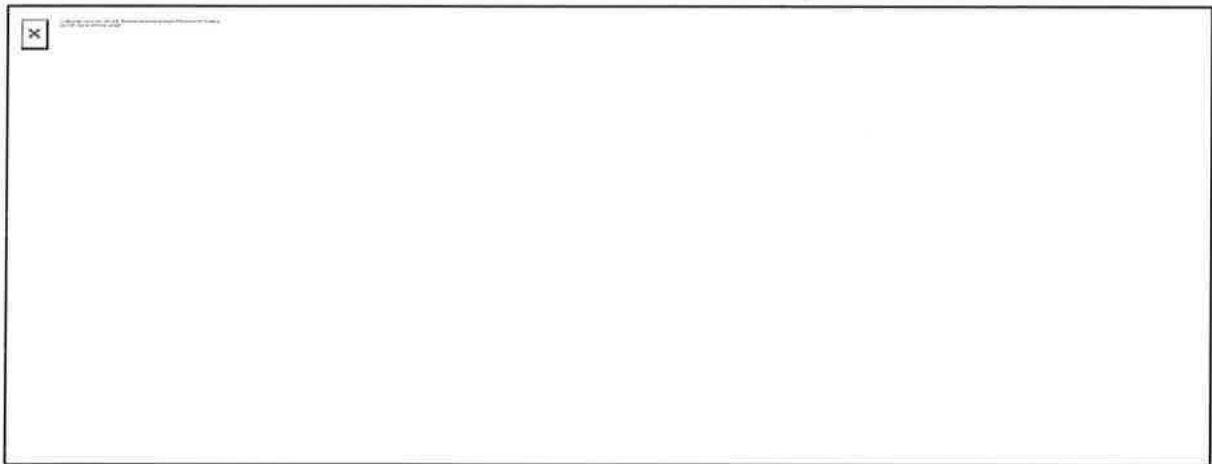
Sadly, I believe that this disaffection will result in a loss of support for the university.

It may be coincidence but it seems that Victoria and Otago, both recently involved in consideration of brand and name changes, have also both been severely hit by reduced student enrollments.

There may be a lesson there.

Yours sincerely,

On Tue, Jul 11, 2023 at 7:17 PM Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

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From: [REDACTED]
Sent: Wednesday, 12 July 2023 1:39 pm
To: Database Otago Alumni; Otago Alumni DARO; University of Otago Registrar
Subject: Fwd: University of Otago: Update on our brand

Dear Mr Higgs,

I am writing to express my displeasure with the proposed changes.

Our family have a long association with Otago University:

My Grandfather studied medicine at Otago

My Great Aunt was [REDACTED] at the school of Dentistry

My Grandmother was [REDACTED] at Knox College

My Brother studied medicine at Otago

I studied medicine at Otago

I respectfully disagree that this is in the best interests of the University.

These changes risk disenfranchising many alumni who have made significant contributions to their communities, and jeopardize the future support of the University.

Kind regards,

[REDACTED]

----- Forwarded message -----

From: **Mr Stephen Higgs, Chancellor** <otagoalumni@otago.ac.nz>

Date: Tue, 11 Jul 2023 at 17:17

Subject: University of Otago: Update on our brand

To: [REDACTED]

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 1:52 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Dear Chancellor Higgs,

Thank you for the update. Congratulations on working through this process and the quality of the consultation. In a time of change the wide consultation and the reflection and thinking generated position the University well compared with a conservative adherence to the status quo.

Kind regards,
[REDACTED]

From: Mr Stephen Higgs, Chancellor [mailto:otagoalumni@otago.ac.nz]
Sent: Tuesday, 11 July 2023 7:16 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

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UoO - Official Information Act

From: Vice-Chancellor
Sent: Wednesday, 12 July 2023 1:55 pm
To: Helen Nicholson
Subject: FW: University of Otago: Update on our brand

From: Shelagh Murray <shelagh.murray@otago.ac.nz>
Sent: Wednesday, July 12, 2023 1:50 PM
To: Otago University Chancellor <chancellor@otago.ac.nz>
Cc: Tony Ballantyne <tony.ballantyne@otago.ac.nz>; Vice-Chancellor <vice-chancellor@otago.ac.nz>
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Wednesday, July 12, 2023 2:19 AM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Hi Stephen,

not a fan of any changes, Te Whare Wananga (basically "house of learning") is fine in my view.

FYI Ōtākou Whakaihu Waka does not mean anything other than Otago Headland boat. It has nothing to do with "firsts".

Arguably Wha being 4 it is about 4ths. Is Otago to be NZ's 1st or 4th University?

<https://maoridictionary.co.nz/search?idiom=&phrase=&proverb=&loan=&histLoanWords=&keywords=wha>

Regards

[REDACTED]

On 2023-07-11 17:15, Mr Stephen Higgs, Chancellor wrote:

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From: Shelagh Murray
Sent: Wednesday, 12 July 2023 3:48 pm
To: Otago University Chancellor
Cc: Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Tuesday, July 11, 2023 9:15 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: RE: University of Otago: Update on our brand

Kia ora Stephen ,

Thank you for your email advising of the implementation of the new brand .

While change is a good thing, as is the name , your timing is terrible and lacks empathy.

I have just received another email seeking money to support students . Money which I'm sure they need .

I'm sure that \$1.3 million would go a long way to help them, especially when we have a cost-of-living challenge, a university with a \$60 million challenge and redundancies looming.

Step one should be to get your house in order before you launch forth with fresh thinking other wise you are at risk of tainting your new brand before it has any credibility.

What is another 4 to 5 years in the history of the University?

Given your financial background I am surprised that you have not taken the prudent approach internally .

While I disagree with your timing, I wish you well as you navigate the financial challenges .

Kind regards

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

EXTERNAL EMAIL WARNING

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 3:49 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs,

Regrettably the University of Otago have seriously lost the plot, and clearly are a shadow of their previous 'self'.

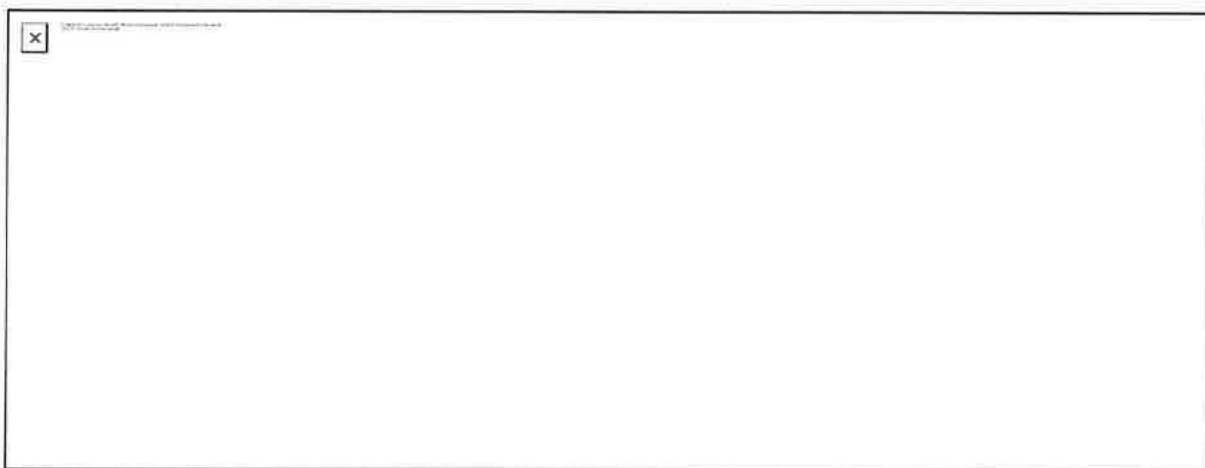
As an old graduate....I see this as Otago's "Budweiser moment" . I , and ALL my contemporaries with whom I am still in touch , concur with this opinion.....which clearly counts for naught.

"Go woke ,go broke" as the saying goes. Otago now, sadly, offers little to distinguish itself from other third rate, simpering , #metoo,politically correct, 'also ran' institutions. A pity.

Yours sincerely

[REDACTED]

On 11/07/2023 19:15 NZST Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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From: Shelagh Murray
Sent: Wednesday, 12 July 2023 3:52 pm
To: Otago University Chancellor
Cc: Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Tuesday, July 11, 2023 10:01 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs,

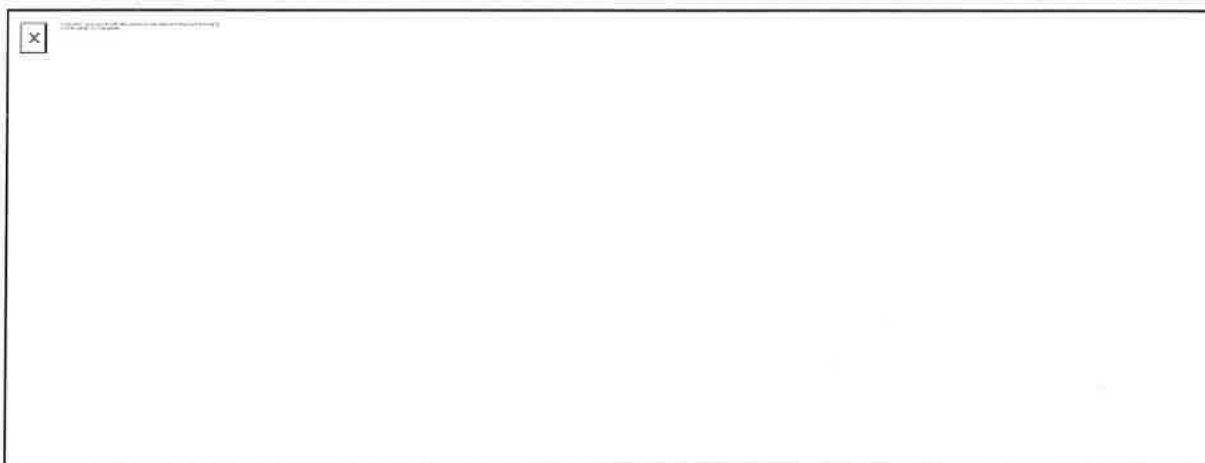
While I am sure you have many who welcome the new symbol I am afraid it looks to me like the logo on someone's E-mail address. In fact, it so closely resembled that of a friend I had to look more closely at her 'logo'! As a student in the years [REDACTED] I flatted with a lovely Maori friend from Ohope, who in turn was a friend of [REDACTED] at that time still at Medical School. Many Maori friends came to our flat to sing, play their guitars, talk, and laugh. They were very happy times and at no time did I get the feeling that they, in any way felt the University was discriminating against them.

I believe they were just as proud of the University's coat of arms as we all were. I have a blazer badge, Lapel pin, and even a pair of small porcelain coffee cups and saucers bearing the University Coat of Arms. I am deeply saddened that the Coat of Arms will no longer be used. I believe it is a backward step.

My [REDACTED] sons are all graduates of the University of Canterbury but they understand my feelings about the changes being made at my former University.

Yours Sincerely,
[REDACTED]

On Tuesday, 11 July 2023, 7:15:44 pm NZST, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 4:12 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Stephen,

Many thanks for the update on the new identity. I welcome the use of two languages on all government signage.

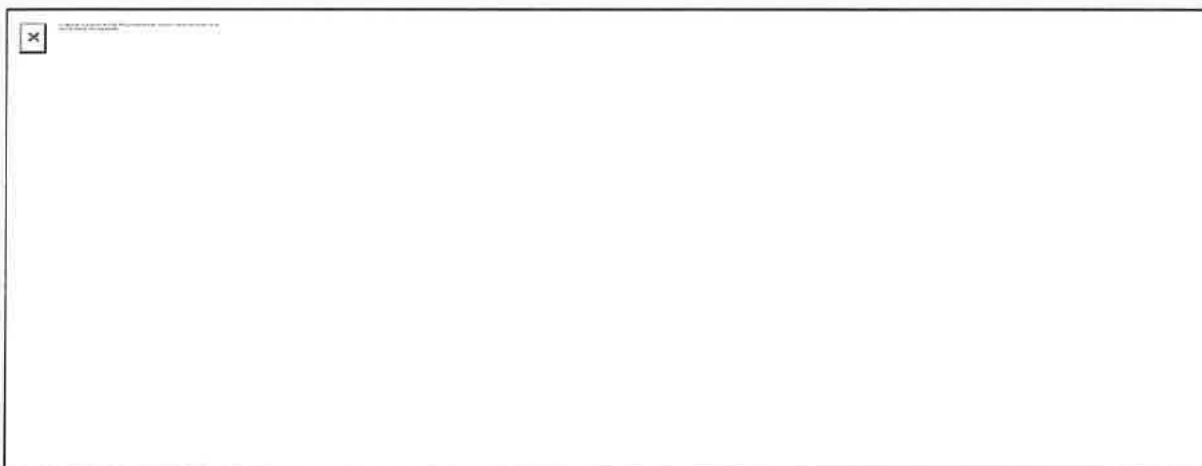
The purpose of signage is surely so we can communicate to as many people as possible.

New Zealand is on a journey of 'inclusion for all' re communication. There are many nations around the world that have had dual signage for years - I would urge the University to regard the signage in Wales for instance and read up on the legislation that they have on language. Apart from communication, the other role that the dual signage achieves is that non-Te reo Maori speakers will get a chance to learn the language every day as the dual signage becomes normalised. With this in mind, I am hoping that all signage will just be a direct translation so that I can learn the Maori equivalent of all English words; not something that does not equate.

Regards

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: 11 July 2023 07:15
To: [REDACTED]
Subject: University of Otago: Update on our brand



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From: [REDACTED]
Sent: Wednesday, 12 July 2023 8:22 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Thank you for the report.
English, the language of science will continue to be used across the world whilst NZ moves into its own special world.

Best wishes for the future

[REDACTED]
Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

UoO - Official Information Act

From: [REDACTED]
Sent: Wednesday, 12 July 2023 9:11 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Kia ora

I hope this email gets to Stephen Higgs.

As a Maori graduate of Otago I want to express my pride in the step forward Ōtākou Whakaihu Waka is taking and the journey you (and we) are on. Next year my eldest son will enrol at Ōtākou Whakaihu Waka. As a young tane Maori, I hope he will develop a strong sense of belonging and pride in the whare wānanga he has chosen to progress his learning journey with [REDACTED] early this year and it had a profound effect on him). Unlike the university I studied at in the 80's, today Ōtākou Whakaihu Waka has a growing sense of cultural identity and the ability to recognise, celebrate and contribute to the development of our future maori leaders in a way that I could not have imagined when I was a student.

Our whanau recognise the courageous leadership you have and continue to demonstrate as you navigate the many different view points such a change elicits.

Nga mihi,

Sent from [Mail](#) for Windows

From: [Mr Stephen Higgs, Chancellor](#)
Sent: Tuesday, 11 July 2023 7:17 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

UoO - Official Information Act

From: [REDACTED]
Sent: Thursday, 13 July 2023 10:41 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

To the Chancellor

I email to express my disappointment in Council's decision to change the brand of the University, and what it plans to change it to.

Under the guise of some advocacy research, the Council have produced some high level conceptual statements for cultural engineering at the University which has become an all too common band wagon in educational and other organisations in New Zealand.

Ultimately, this will have damaging consequences for students and your international reputation as the full force of being Te Tiriti led becomes obvious.

Regrettably, my interest and support for the University is now lost and I along with other alumni will not donate to, or recommend the University.

[REDACTED]

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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UoO - Official Information Act

From: [REDACTED]
Sent: Thursday, 13 July 2023 10:55 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hi Stephen,

Thanks for your email telling me of the decision for Otago University to adjust their name.

Undertaking surveys to understand what people want is a great method to decipher the mood of the community. If I was an auditor, the only thing I would investigate is if the sample surveyed is representative of the whole population?

What I have noticed in both NZ and Australia is authorities trying to meet requirements of native people who make up less than 5% of the population. What about the requirements of other classes of people who over many decades have added value to our lives?

It seems to me that Maoris want recognition by building on the success of other cultures like the Scottish who established Otago University. Maori people should establish their own university which can be tested for academic credibility.

I think Otago University should focus on helping hard working students achieve academic success rather than playing around with the name and culture of the university to appease a minority group responsible for the genocide of the Moriori people.

Regards,

[REDACTED]

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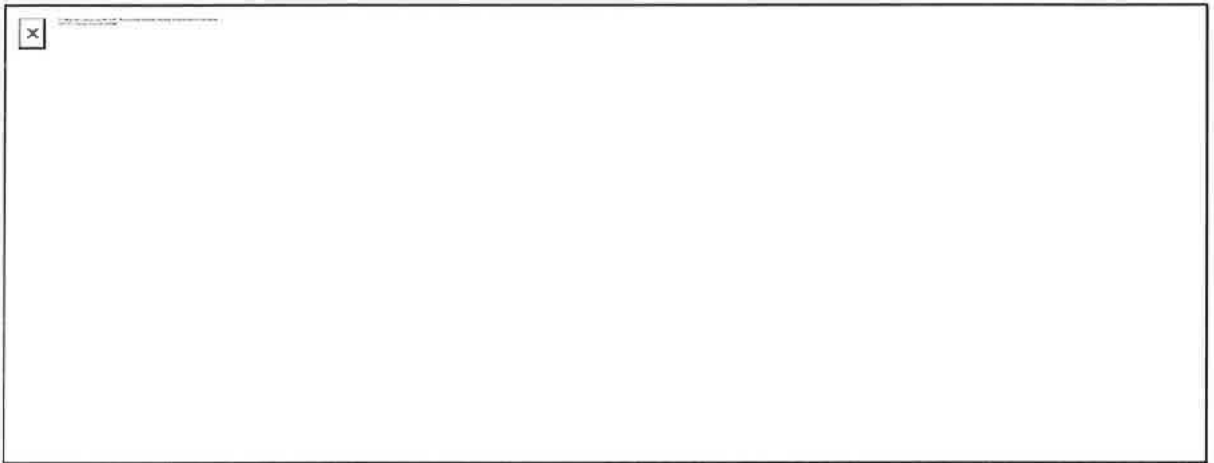
From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 5:16:07 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

UoO - Official Information Act

From: [REDACTED]
Sent: Thursday, 13 July 2023 12:00 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Congratulations. Great outcome in my opinion.
Kind regards,
[REDACTED]

On 11/07/2023 19:16 NZST Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered

UoO - Official Information Act

From: Shelagh Murray
Sent: Thursday, 13 July 2023 12:17 pm
To: Otago University Chancellor; [REDACTED] Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Wednesday, July 12, 2023 3:59 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Dear Chancellor Higgs

It was very pleasing to read of the success of the brand consultation process. Completing the survey was most moving as one watched the video and viewed the creative brandings proposed.

Both my daughter and now two grand-children chose Otago for their studies (medicine and psychology).

Congratulations on a creative outcome.

[REDACTED]

On 11/07/2023 7:15 pm, Mr Stephen Higgs, Chancellor wrote:

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

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From: Shelagh Murray
Sent: Thursday, 13 July 2023 12:24 pm
To: Otago University Chancellor; [REDACTED] Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Wednesday, July 12, 2023 9:45 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Dear Chancellor,

Thank goodness common sense has prevailed and the name , " University of Otago ", is retained.

Given the history and foundation of the University of Otago , is one of the very positive aspects of colonisation , we should remain perpetually proud of this legacy and fiercely promote it.

I fear you academics, are burying yourselves in political correctness that is promulgated by an elite minority ,

And you , get so caught up you often,

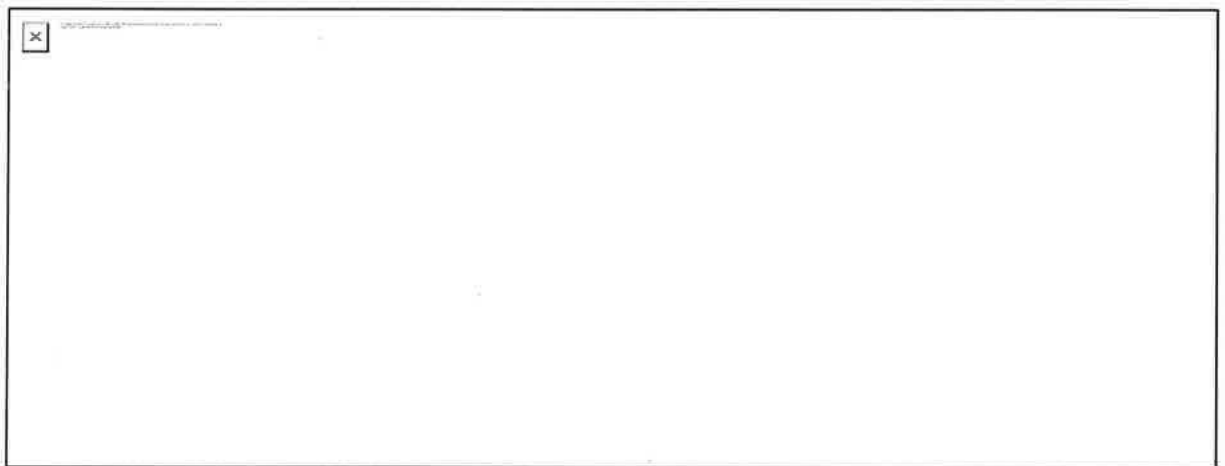
Fail to defend universal principles that should be the core of your focus as

" critics and conscience " of society.

Your overwhelming statistics are simply underwhelming

Warm regards,
[REDACTED]

On 11/07/2023, at 7:19 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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UoO - Official Information Act

From: Shelagh Murray
Sent: Thursday, 13 July 2023 12:24 pm
To: Otago University Chancellor; [REDACTED] Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Wednesday, July 12, 2023 5:19 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: RE: University of Otago: Update on our brand

Dear Chancellor,

Thank you for your update on the new branding.

My mother's family are from Dunedin and I was a medical student in the years [REDACTED]

Dunedin and its university are the place where I grew up.

The new branding is the work of a marketing company with all their cliches.

The tone of your justifying statement is defensive.

The content follows unquestioningly the faddish beliefs promulgated by the current govt that New Zealand is to be tiriti-led with half of those responsible for governance drawn from iwi. Education will give equal emphasis to matauranga maori and world knowledge – the knowledge developed by the world outside New Zealand over past millenia.

This is a tragic distortion of reality.

The tangata whenua of Otagou were minute in number and their beliefs were those of animism.

In 2021 the Otago University Press published *Nga Kete Matauranga - Maori Scholars at the Research Interface*. A beautiful book with beautiful photos of beautiful people but it provides no evidence that matauranga is a significant knowledge system.

Otago University has problems with financials, with attracting students, with retaining staff, witness the recent resignation of a new Vice-Chancellor.

I suggest that it is not too late to think again about a creative and imaginative way forwards for Otagou.

With kind regards,

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:16 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

UoO - Official Information Act

From: Shelagh Murray
Sent: Thursday, 13 July 2023 12:25 pm
To: Otago University Chancellor; [REDACTED] Vice-Chancellor; Tony Ballantyne
Subject: FW: University of Otago: Update on our brand

From: [REDACTED]
Sent: Wednesday, July 12, 2023 4:29 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Thankyou Stephen, but no Thankyou

You say your decision is based on feedback - mere mortals like me have no way of verifying your claim and I know there has been considerable opposition to your planned changes.

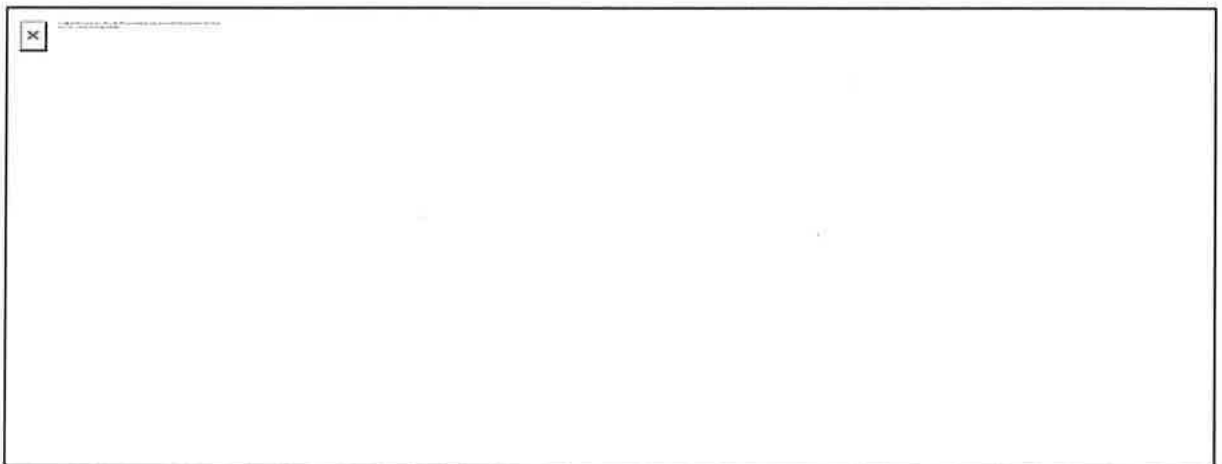
Frankly I'm disgusted that you have chosen a path that has no consideration whatsoever to our ancestors that began the University and I want nothing to do with it.

So take me off your mailing list and I will not recognise the University any further in any capacity.

[REDACTED]

Sent from my iPhone

On 11/07/2023, at 7:15 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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From: Stephen Higgs [REDACTED]
Sent: Tuesday, 8 August 2023 7:32 pm
To: UoO - Official Information Act
Subject: Fwd: Letter of thanks from the [REDACTED]
Attachments: Chancellor - 13 July 2023.pdf

Stephen

Stephen Higgs
[REDACTED]

Begin forwarded message:

From: [REDACTED]
Date: 13 July 2023 at 12:43:21 PM NZST
To: Stephen Higgs [REDACTED]
Subject: Letter of thanks from the [REDACTED]

Kia ora Stephen

Please find attached a letter of thanks to you and the Council from the [REDACTED] for the recent announcements regarding Ōtākou Whakaihu Waka and the tohu.

I hope you have a lovely Matariki weekend.

Ngā mihi
[REDACTED]

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13 July 2023

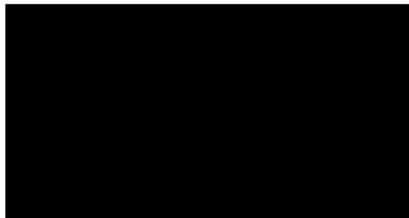
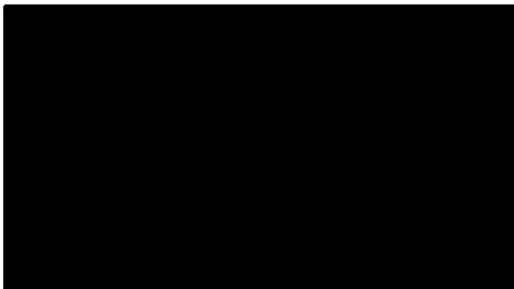
The Chancellor

Ōtākou Whakaihu Waka

Tēnā koe e te Rangatira

Ngā mihi ki a koe i tēnei wā o Matariki. We are writing to you as the co-chairs of the [REDACTED] on behalf of the [REDACTED] to thank you and the Council for the recently announced decision to adopt the new name and tohu for the University. We are absolutely delighted with this decision and believe it is a most significant step for the University to take as it charts its way forward and gives life to Vision 2040. It is very encouraging that support from within the University community for these changes is widespread and strong.

Nāku iti noa, nā

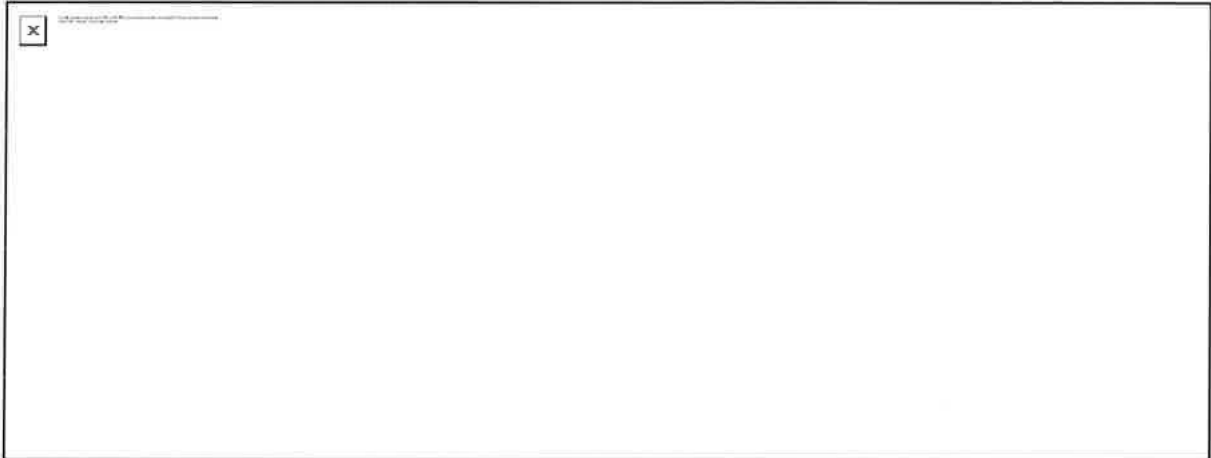


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From: [REDACTED]
Sent: Thursday, 13 July 2023 1:23 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

For your information, I have cancelled my bequest. It's a ridiculous waste of money and effort to no useful effect.
[REDACTED]

On Tue, 11 Jul 2023, 19:20 Mr Stephen Higgs, Chancellor, <otagoalumni@otago.ac.nz> wrote:



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Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered

UoO - Official Information Act

From: Otago Alumni DARO
Sent: Monday, 17 July 2023 3:19 pm
To: Shelagh Murray
Subject: FW: University of Otago: Update on our brand - for the Chancellor

From: [REDACTED]
Sent: Saturday, July 15, 2023 10:51 AM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs.

I'm extremely disappointed to hear this news. I think this shows you are sadly out of touch with your community of alumni and more importantly with potential students and their parents. The traditions and teaching excellence are what make our University great. You and your Council are destroying that brand and to do so at a time when you are making course and staff cuts is insensitive and inappropriate.

Yours with deep concern for the future of our university.

[REDACTED]

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From: [REDACTED]
Sent: Thursday, 20 July 2023 12:10 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

I am disappointed to see this change, which seems to me to be both costly and quite unnecessary.

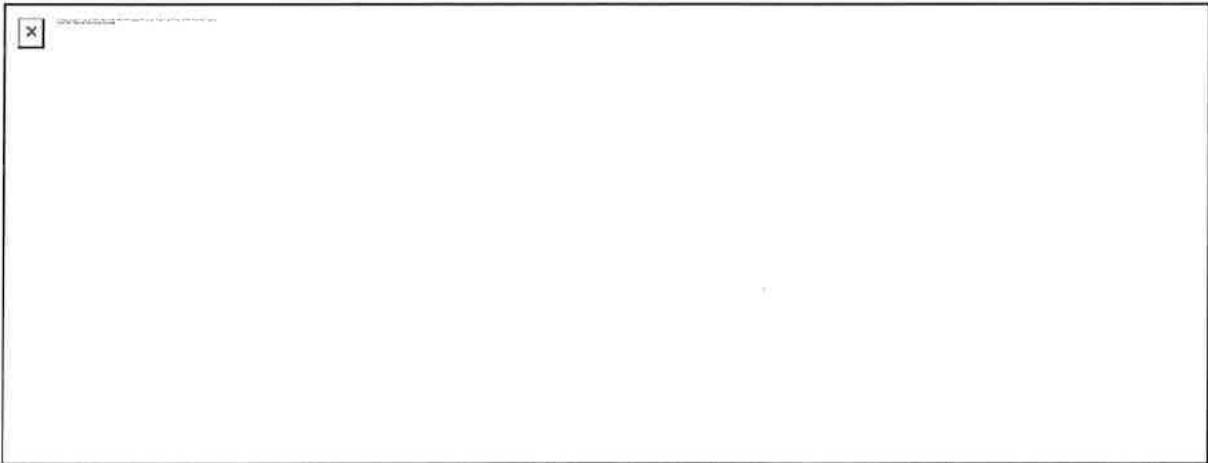
I don't believe there is anything in the Treaty of Waitangi that would require the costly rebranding of a world-renowned university such as the University of Otago. Is there any reason why those of our iconic institutions that have developed significant brand value around the world cannot continue to have English names and their traditional livery?

This all has the appearance of the University taking a particular political stance, which is not shared by many of its alumni.

Sincerely,

[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, 11 July 2023 7:15 pm
To: [REDACTED]
Subject: University of Otago: Update on our brand



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From: [REDACTED]
Sent: Thursday, 20 July 2023 2:38 pm
To: Otago Alumni DARO
Subject: rebranding of university
Attachments: Otago University.docx

Dear Chancellor
Attached is my response to the above.

Sincerely
[REDACTED]

The Chancellor

The University of Otago

Dunedin

Re rebranding of the University

Dear Chancellor

I write concerning your message to alumni of the University of 1st July advising that it is proposed to rebrand the University giving it a Maori description.

I am a Canterbury graduate but during the time, I lived and worked in Dunedin in the nineteen eighties I had an [REDACTED] something I greatly valued. I am therefore at a loss to understand why you and presumably your Council find it necessary to spend scarce resources on this rebranding exercise. Surely it is understood by at least some of your Council members that universities owe nothing to ethnicity. They emerged in Europe in the fourteenth and fifteenth centuries as the emblem of the age of The Enlightenment, places devoted to higher learning and the setting of academic standards for societies. They are universal, hence the name. They have occupied that pre-eminent status for the past six hundred years and continue to do so wherever exists the search for knowledge which advances society. Quite how this can in anyway be related to the tribal practices of a society which existed in these Islands in 1840 is beyond comprehension; and the use of confected language to describe concepts and an institution utterly foreign to that society renders the exercise derisory.

The enhancing of the myth that tribal societies existing in 1840 have somehow contributed to the importance and status of universities in the twenty first century further damages relations between the various ethnicities which now

make up your student role, has become an unnecessary source of wider social division. This drift towards the elevation of ethnicity above excellence at your university has been underway for some time as is evidenced by: The creation of a two-tier medical degree which confers medical qualifications on those who may not meet the standard applicable to those lacking a Maori gene. Giving voice to one the authors of the He Puapua document which seeks to replace our democracy with tribal rule and acquiescing in her teaching that Maori social customs are part of the common law brought here by the British in 1840. They are not, regardless of the obiter remarks of some of the Judges in the Ellis case. Entertaining law students with singing and tribal dancing overseen by an activist Supreme Court Judge who boasts to the students that he knows no law and if he needs to, he will ask somebody. With those influences at work, I suppose the Council can be excused for thinking that this is the way of the future. It is not, neither is it too late for the Council to reassess what is the place and purpose of your university, reflect on its history, restore its reputation, and make a stand against this meaningless virtue signalling.

Sad to say as things stand, I can no longer recommend that my granddaughter study for her law degree at Otago University.

Sincerely

A solid black rectangular box redacting the signature of the sender.

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From: [REDACTED]
Sent: Friday, 21 July 2023 3:18 pm
To: Otago Alumni DARO
Subject: RE: University of Otago: Update on our brand

Thanks Donnella.

If all that is so, I think the University needs to be able to articulate *why* it has decided to alter its “visual identity” at all. Why would anyone risk diluting a successful brand if they don’t have to?

Along with acknowledging the faults of the past (and putting them right where we can), I think we should all be celebrating the very good things done by the settlers in New Zealand in the early times. Establishing the University of Otago was surely one of those, and the University’s name and branding are important parts of its identity. If there have been perceived difficulties meeting the specific needs of Maori students, the University should have dealt directly with them, and fixed them. I would be surprised indeed if any such concerns will be met by changing the University’s branding.

Kind regards,

[REDACTED]

From: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Sent: Friday, 21 July 2023 11:54 am
To: [REDACTED]
Subject: RE: University of Otago: Update on our brand

Dear [REDACTED]

We acknowledge your correspondence regarding the University Council’s decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago. I can assure you that the name University of Otago is absolutely going to remain and will continue to be the name by which we are known. The current coat of arms will also be retained and used in various ceremonial situations.

The University community encompasses a wide range of perspectives and your views on the decision have been noted.

Warm regards
Donnella

Donnella Aitken-Ferguson
Alumni Engagement Manager

Development and Alumni Relations Office
University of Otago | Te Whare Wānanga o Otāgo
Tel/Waea +64 3 479 8562 | Mobile/Waea pūkoro +64 21 279 8562



Clocktower Building, Leith Street, Dunedin | Ōtepoti
New Zealand | Aotearoa



From: [REDACTED]

Sent: Thursday, July 20, 2023 12:10 PM

To: Otago Alumni DARO <otagoalumni@otago.ac.nz>

Subject: RE: University of Otago: Update on our brand

I am disappointed to see this change, which seems to me to be both costly and quite unnecessary.

I don't believe there is anything in the Treaty of Waitangi that would require the costly rebranding of a world-renowned university such as the University of Otago. Is there any reason why those of our iconic institutions that have developed significant brand value around the world cannot continue to have English names and their traditional livery?

This all has the appearance of the University taking a particular political stance, which is not shared by many of its alumni.

Sincerely,

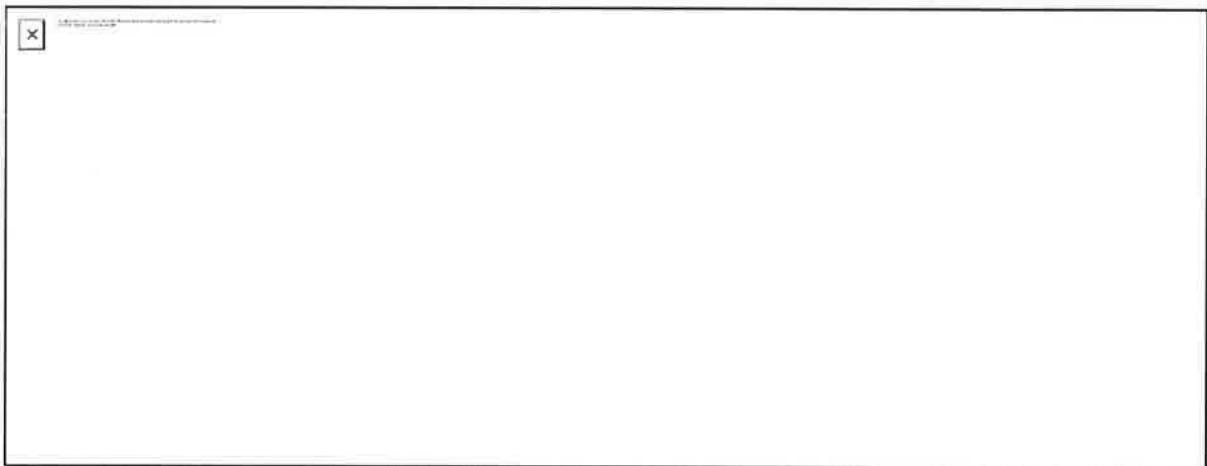
[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>

Sent: Tuesday, 11 July 2023 7:15 pm

To: Warwick Smith [REDACTED]

Subject: University of Otago: Update on our brand



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From: [REDACTED]
Sent: Sunday, 23 July 2023 11:34 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Thanks. I don't believe you have canvassed wide enough of the community to find the majority reject the move particularly in the current climate. Creeping Maoridom is causing a division in nz and we have never in fact been a team of 5 million. The tail is taking great steps to wag the dog and the vast silent majority needs to wake up. We don't need Maori names for everything or 2 names for same. This is going to flare up and create more problems than u think are going to be solved. Just saying.

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From: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Sent: Friday, July 21, 2023 2:54:51 PM
To: [REDACTED]
Subject: RE: University of Otago: Update on our brand

Dear [REDACTED]

We acknowledge your correspondence regarding the University Council's decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago.

The University community encompasses a wide range of perspectives and your views on the decision have been noted.

Yours sincerely
Donnella



Donnella Aitken-Ferguson
Alumni Engagement Manager

Development and Alumni Relations Office
University of Otago | Te Whare Wānanga o Ōtāgo
Tel/Waea +64 3 479 8562 | Mobile/Waea pūkoro +64 21 279 8562

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New Zealand | Aotearoa



From: [REDACTED]
Sent: Tuesday, July 11, 2023 10:32 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Not happy u idiots. [REDACTED] OU graduate

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From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15:17 PM

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From: [REDACTED]
Sent: Monday, 24 July 2023 10:11 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Kiwi ora Donnelly,

Thanks for the follow up.

In the main of have no real issues with the branding , the name is great .

However writing to alumni asking for money to support students when you are going to spend \$1.3million seems at odds with student empathy .

I'm sure 1.3 million dollars to support students' hardship would go along way to help students .

Without them you don't have a university .

As a suggestion , maybe the Alumni office could undertake a matching \$ for \$ campaign that is a student hardship fund .

le the alumni office matches what alumni put in up to a certain level with a targeted student support campaign .

I hope is going well with you in these challenging times .

Cheers [REDACTED]

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From: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Sent: Monday, July 24, 2023 9:48:26 AM
To: [REDACTED]
Subject: RE: University of Otago: Update on our brand

EXTERNAL EMAIL WARNING

Kia ora [REDACTED]

We acknowledge your correspondence regarding the University Council's decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago.

The University community encompasses a wide range of perspectives and your views on the decision have been noted and forwarded to the Chancellor.

Yours sincerely
Donnella



Donnella Aitken-Ferguson
Alumni Engagement Manager

Development and Alumni Relations Office
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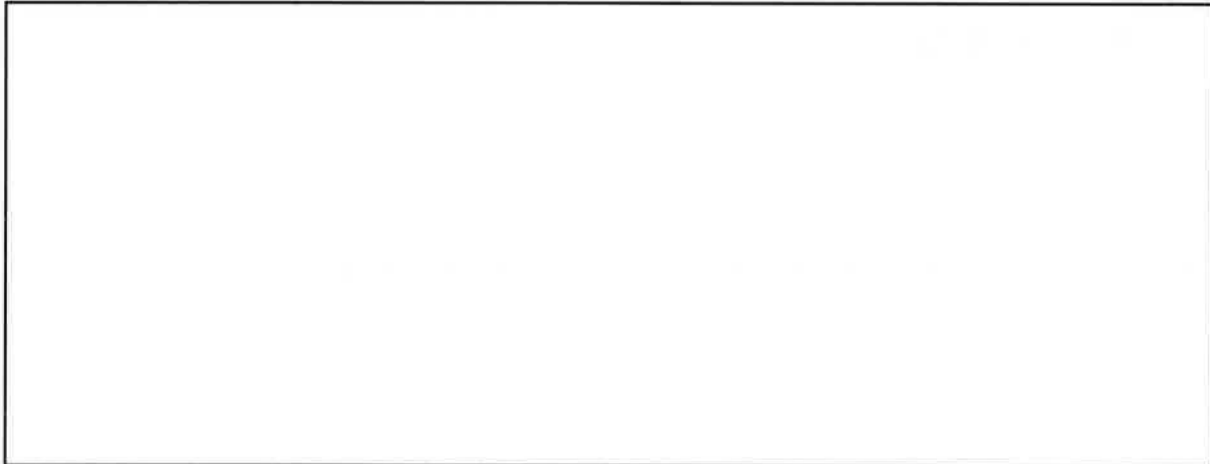


From: [REDACTED]
Sent: Tuesday, July 11, 2023 9:15 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: RE: University of Otago: Update on our brand

Kia ora Stepehen ,
Thank you for your email advising of the implementation of the new brand .
While change is a good thing, as is the name , your timing is terrible and lacks empathy.
I have just received another email seeking money to support students . Money which I'm sure they need .
I'm sure that \$1.3 million would go a long way to help them, especially when we have a cost-of-living challenge, a university with a \$60 million challenge and redundancies looming.
Step one should be to get your house in order before you launch forth with fresh thinking other wise you are at risk of tainting your new brand before it has any credibility.
What is another 4 to 5 years in the history of the University?
Given your financial background I am surprised that you have not taken the prudent approach internally .
While I disagree with your timing, I wish you well as you navigate the financial challenges .
Kind regards
[REDACTED]

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Sent: Tuesday, July 11, 2023 7:15 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand

EXTERNAL EMAIL WARNING



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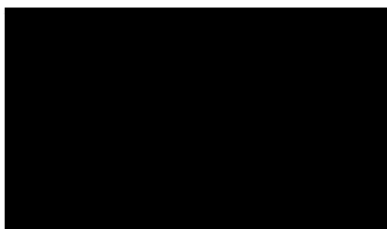
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From: [REDACTED]
Sent: Monday, 24 July 2023 10:30 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Hi Donnella

Thank you for taking the time to respond. I am happy to see that the Coat of Arms has been retained by the University and while my comments were in the heat of the moment and in hindsight very unnecessary I still believe the process carried out to gather feedback from interested parties was flawed and that the decision had been made some time ago to change things. I believe that the University of Otago is an internationally recognised brand and any change should have been consulted and discussed far more than it was.

Many Thanks



From: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Date: Monday, 24 July 2023 at 10:23 AM
To: [REDACTED]
Subject: RE: University of Otago: Update on our brand

Dear [REDACTED]

We acknowledge your correspondence regarding the University Council's decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago.

The University community encompasses a wide range of perspectives and your views on the decision have been noted.

Yours sincerely
Donnella



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Alumni Engagement Manager

Development and Alumni Relations Office
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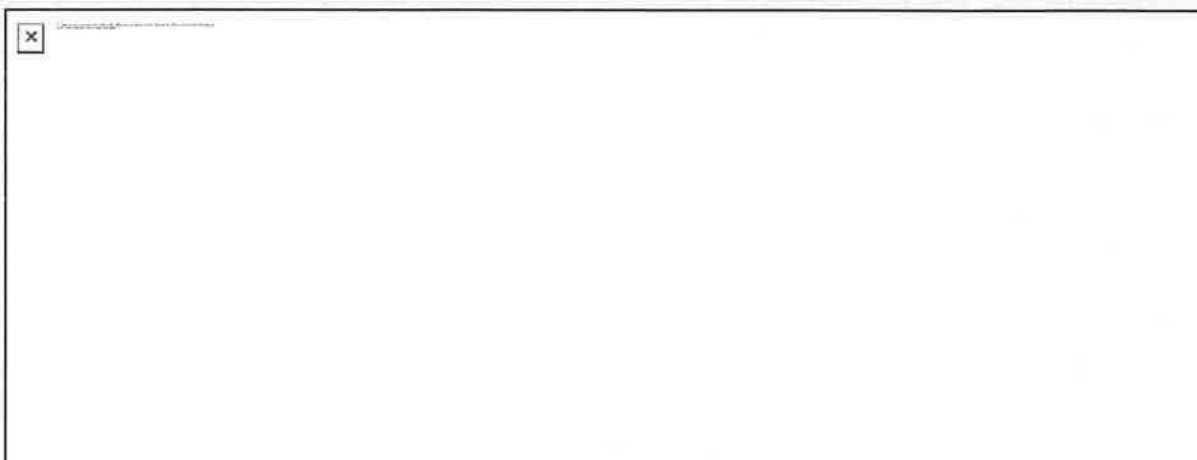
Clocktower Building, Leith Street, Dunedin | Ōtepoti
New Zealand | Aotearoa



From: [REDACTED]
Sent: Tuesday, July 11, 2023 7:43 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

The entire Council should all be ashamed of themselves and resign.

From: Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz>
Date: Tuesday, 11 July 2023 at 7:16 PM
To: [REDACTED]
Subject: University of Otago: Update on our brand



Trouble viewing this email? [Open in browser](#)

Kia ora [REDACTED]

This afternoon, the Council decided to substantially change the brand of the University of Otago for the first time in 154 years.

Following the largest stakeholder consultation we have ever undertaken, which showed the strong support of the wider University community, we will make changes which will take effect in May next year.

The name, The University of Otago, will remain the same.

A new te reo Māori name and tohu (symbol), created in collaboration with mana whenua, will be introduced to create a new brand.

As you will be aware, we undertook an extensive consultation process with our community earlier this year. We surveyed students, staff, and alumni, and gathered feedback from prospective students, parents, international partners and rankings agencies.

UoO - Official Information Act

From: [REDACTED]
Sent: Monday, 24 July 2023 1:59 pm
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Donnella, Thank you for your email. It is a difficult season for us all. [REDACTED]

On Mon, 24 Jul 2023 at 1:51 PM, Otago Alumni DARO <otagoalumni@otago.ac.nz> wrote:

Dear [REDACTED]

We acknowledge your correspondence regarding the University Council's decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago.

The University community encompasses a wide range of perspectives and your views on the decision have been noted.

Yours sincerely

Donnella



Donnella Aitken-Ferguson

Alumni Engagement Manager

Development and Alumni Relations Office
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Clocktower Building, [Leith Street, Dunedin](#) | Ōtepoti
[New Zealand](#) | Aotearoa



From: [REDACTED]
Sent: Tuesday, July 11, 2023 7:17 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Sad and shocked you have done so.

UoO - Official Information Act

From: [REDACTED]
Sent: Tuesday, 25 July 2023 8:53 am
To: Otago Alumni DARO
Subject: Re: University of Otago: Update on our brand

Dear Donnella,

Thanks for your polite reply informing me that you have to keep my MBChB certificate.

My anger has somewhat abated now but as long as the University claims to be a Te Tiriti led institution I will never come back. That claim is absurd.

There would have been no University if the European settlers had not come because Universities are European Institutions.

Regards

On Mon, 24 Jul 2023 at 1:39 PM, Otago Alumni DARO <otagoalumni@otago.ac.nz> wrote:

Dear [REDACTED]

We acknowledge your correspondence regarding the University Council's decision to endorse the Tuakiritaka visual identity proposal. We understand that the views that you are expressing reflect the depth of feeling you have for the University of Otago.

The University community encompasses a wide range of perspectives and your views on the decision have been noted and forwarded to the Chancellor.

We also note your request to have your name removed from the list of Medical Graduates for [REDACTED]. We have public record keeping responsibilities under the Public Records Act 2005 and accordingly we will not be able to delete all your information from our databases. We will however remove you from our mailing lists.

Yours sincerely

Donnella



Donnella Aitken-Ferguson
Alumni Engagement Manager

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[New Zealand](#) | Aotearoa



From: [REDACTED]
Sent: Tuesday, July 11, 2023 7:59 PM
To: Otago Alumni DARO <otagoalumni@otago.ac.nz>
Subject: Re: University of Otago: Update on our brand

Dear Mr Higgs,

Thank you for communicating your decision to me.

Please remove my name from everything connecting me to the University of Otago.

Please remove my name from the list of Medical Graduates for [REDACTED]

I graduated MB Ch B.

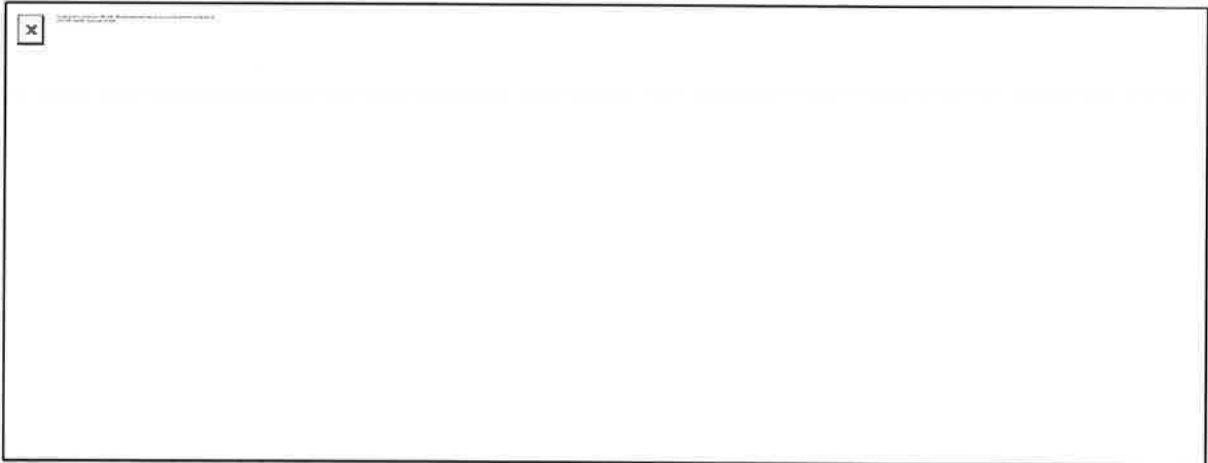
I will surrender my graduation Certificate if you want.

Thank you .

[REDACTED]

[REDACTED]

On Tue, 11 Jul 2023 at 7:19 PM, Mr Stephen Higgs, Chancellor <otagoalumni@otago.ac.nz> wrote:



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