



COUNCIL

Minutes of a meeting of the University Council

11 July 2023

Part 3 - Council Only Business

Present	The Chancellor (in the Chair), the Pro-Chancellor, Professor R W Adler, Mr F B Barton, Mr B J Boyle, Hon Clare E Curran, Mr M R Dippie, Ms S L Ellison, Mr Q D Jane and Mr M A Wong.
In attendance	Professor H D Nicholson (Item 18.3) Ms M Mendis (General Counsel and Acting Registrar) and Ms S M Kearney (Deputy Secretary to the Council)
Apology	Ms M L Lethaby

18. Council Only Business

18.3 Vice-Chancellor's Business

Tuakiritaka Project

The Chancellor commented on the purpose of meeting is for Council to form a final shared view on the branding project.

The Council considered and

APPROVED

- the name, The University of Otago, will remain the same.
- A new te reo Māori name will be adopted - Ōtākou Whakaihu Waka – a metaphor meaning A Place of Many Firsts
- a new tohu (symbol), created in collaboration with mana whenua will be adopted.
- the present Coat of Arms will continue to be used in a variety of situations as documented.
- a newly created stylised version of the Coat of Arms has also been designed to be used in international marketing and alumni communications to reflect Otago's heritage.
- these changes will take effect in May next year as this aligns with the new recruitment cycle for 2025 students. It is planned to roll out the changes over 12 months and across two financial years at a cost of \$1.3 million.

The Director, Communications will circulate resources to Council that will be helpful for reference purposes.

Having made that decision by resolution, Council agreed to announce the decision on the branding project in Part 1.

The Council discussed and commented that it is important to capture the robust discussions that have been held over the last number of months which included the financial implications, and that consideration has been given to the wide range of views that have been received from consultation.

The Chancellor noted that he and the Vice-Chancellor (Acting) are prepared with the appropriate narrative that captures the extensive consultation process undertaken and the wide range of views received.