

Noted:

- Visual Identity refresh*
- 1 that the Vice-Chancellor briefed Council on progress to date regarding the Visual Identity refresh noting that advice had been received from professionals and that the logo still needed some refinement. There would be a process of socialisation with staff before the alumni and public.
 - 2 that Council was keen to see a detailed communications and engagement strategy and to understand that faculties had 'bought in' to proposed faculty name changes.

 - 3 that it was confirmed that any resulting changes to the visual identity impacting on Clubs' collateral would be funded by the university.
 - 4 that the engagement and communications plan would be flexible especially as the proposed new visual identity was socialised. Alumni would be asked to engage to provide help and that the process would take place slowly to see what feedback we get.
 - 5 that the Chancellor supported Council members' enthusiasm for a hearts and mind campaign to elicit a positive emotional response, alongside the gradual socialising of the new visual identity. He stressed the need for no surprises.
- Action:*
- 6 that the Vice-Chancellor share the detailed engagement and communications plan with members of Council so they can provide feedback.

that the Vice-Chancellor's report be noted.

Resolved:

**Paviour-Smith/Sos
Carried
190105**



COUNCIL PAPER

TO	Members of Council
FROM	Vice-Chancellor, Professor Grant Guilford
AUTHOR	Vice-Chancellor, Professor Grant Guilford
DATE	4 June 2019
SUBJECT	Vice-Chancellor's Report - Confidential
REF TO STRAT PLAN	See below
DOCUMENT #	VUWC 19/70

Executive Summary

Action items from prior meetings that are not covered elsewhere in the Agenda are included below.

Brief updates are also provided on:

- Visual Identity Refresh

Adoption of Te Herenga Waka

At its last meeting, Council approved the adoption of Te Herenga Waka as the University's new Māori name, subject to further discussion with mana whenua. This additional korero has now been undertaken by Professor Rawinia Higgins - the Deputy Vice-Chancellor (Māori) and current Māori Language Commissioner. Unsurprisingly, it revealed a range of views about the name change with some supportive and some not so. Those who were unsupportive were often mistakenly of the view that the current name was gifted to the University by mana whenua.

Professor Higgins has also examined the history behind the adoption of the previous Māori name for the University, Te Whare Wānanga o Te Ūpoko o Te Ika a Māui. This name arose from a series of discussions between the University Registrar, two of Professor Higgins' predecessors as Māori Language Commissioners (Sir Kīngi Ihaka and Professor Timoti Karetu) – both of whom suggested different variants of the name - and then the University's Treaty of Waitangi Consultative Committee – with the name being proposed to Council and approved on 12 December 1994.

Professor Higgins has also reviewed the history of 'Te Herenga Waka' at the University and concluded that:

- the use of this name at the University pre-dates Te Whare Wānanga o Te Ūpoko o Te Ika a Māui
- the name was settled upon by staff and students of the University - especially the late Dr Wiremu Parker and Ruka Broughton who were Māori Studies academics through the 1960's to 1980's
- the name was drawn from a waiata Māori from the Taranaki region (and there is therefore a strong connection to the Taranaki Whānui who make up the present-day mana whenua of Wellington)
- the name is the only Māori name to metaphorically encapsulate the University's function and presence and is a name that has always been seen to be inclusive of all who 'anchor' at the University irrespective of their origins
- the name has been associated with more than one physical location at the University and has also been acknowledged in the ceremonial life of the marae where non-Māori students are included as Te Whānau o te Herenga Waka

Professor Higgins also notes that when Toihuarewa and the wider community of Te Whānau o te Herenga Waka considered changing the University's Māori name, Te Herenga Waka was the only viable option to emerge. The name is wholeheartedly supported by our Māori staff and student representatives, those whose university identities will be most affected by the name change. Rawinia says 'As the people who will have to live with, work with and carry this name in meaningful ways every day, we did not take our decision to change the University's Māori name to Te Herenga Waka lightly. We believe it is the right name because it acknowledges the centrality of our iho (or essence) as Māori while being inclusive of all in the University. It also pays tribute to our location on the harbour city, has cultural connections to our local mana whenua, is easier for non-Māori language speakers to say, and, most importantly, is a significant and widely understood metaphor within Māoridom. In contrast, the current Māori name of the University did not originate from the people who have to uphold it. It came from a third party – namely the Māori Language Commission.'

Professor Higgins concludes that while it is right and proper that the voices of mana whenua and the broader community are heard regularly by the University, it is still up to the University to decide on its core business and how it is delivered. She notes that our Māori name and how we present to the world is core business and she questions the advisability of allowing others to name us and determine how we are depicted.

Finally, when our Māori staff asked our inaugural Professor of Māori Studies, 92-year-old Dr Hirini Moko Mead, whether we should change the University's Māori name to Te Herenga Waka, he gave an emphatic 'Yes!'.

Recommendation

That Council:

- Accordingly, confirms its prior approval of the adoption of Te Herenga Waka as the University's new Māori name.

Visual Identity Refresh

The objective of the visual identity refresh is to differentiate Victoria University of Wellington from other Victoria Universities around the world, and to link the University to its capital city location. The brand refresh will include an emphasis on the word 'Wellington', a de-emphasis on 'Victoria' and 'Victoria University' as standalone abbreviations, a new logo and a number of campaigns that position the University firmly in the capital city of New Zealand, both in New Zealand and internationally.

New University Logo

Work continues to develop new University logos. In the first phase of this project, the Communications, Marketing and Engagement Group partnered with specialist brand agency Assignment Group. Assignment provided advice that the University should simplify its existing brand 'architecture' (the naming and logo conventions) and connect it more strongly with the University's positioning. Following the Council's decision to pursue a branding strategy to differentiate the University, the Group began work with external design agency Insight Creative to develop the design of the University's logo. We have also taken advice from [REDACTED] in the School of Design [REDACTED]
[REDACTED]
[REDACTED]

The preferred domestic logo is shown below, together with the University's previous logo, which emphasised Victoria. The new logo is still undergoing refinement but has been well-received to date in staff forums on all campuses. An international logo is also under-development and will include the words Aotearoa – New Zealand.



We are working toward and official launch of the new logo in January 2020. During the remainder of 2019, recruitment publications, recruitment collateral and University signage will be prepared in readiness for the January launch.

An external communications plan is also being developed for all audiences including key stakeholders, alumni and media. As part of the communications plan, we will undertake over the coming months a brief campaign to communicate the upcoming brand refresh to audiences in the Wellington region. This includes communicating the new logo in June through a Your University feature in the Dominion Post, sponsored content targeting audiences in Wellington and, refreshed website copy. Alumni will receive additional communications in June and July through the alumni e-newsletter. The aim of this brief campaign is to ensure that the new branding is not a surprise to people in January 2020 when we go live in the market.

Table 1. Tiers of Names Associated With Victoria University of Wellington

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED]

Tier	
<p>[REDACTED]</p>	<p>[REDACTED]</p>

[REDACTED]	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]