

Advancement Policy

Section 1 - Overview

(1) The University's community, including all stakeholders such as Students and their families, staff (both General and Academic), alumni, the Convocation, partners and collaborators, township communities, suppliers, and our UNE benefactors and beneficiaries, are important in maintaining the reputation of the University and influencing enrolments, research, grants and the wider success of the University.

(2) The objectives of this policy are to:

- a. Support the University's intention and obligation to ensure probity in all stakeholder, but particularly alumni relations and fundraising activities;
- b. Maximise benefit from fundraising opportunities, donations and sponsorships;
- c. Ensure coordination and cooperation across the University in all fundraising activities and alumni interactions;
- d. Ensure funds are applied in accord with donors' and sponsors' wishes;
- e. Maximise the accuracy and effectiveness of alumni management records and databases through cooperation and centralisation of relevant data management;
- f. Ensure donors and sponsors receive appropriate recognition, stewardship and fulfilment of agreements; and
- g. Ensure that the University will not seek or accept gifts (and reserves the right to decline gifts) where this action would be inconsistent with the University's mission.

Section 2 - Scope

(3) This policy applies to:

(4) All UNE staff members, Schools, Residential Colleges, groups, research centres, administrative units, Directorates and Divisions;

(5) All advancement related activities and events held by the University;

(6) All gifts, donations and sponsorships, by corporate and individual philanthropy, accepted for or on behalf of the University of New England and its entities including donations for scholarships and prizes but excluding:

- a. human anatomy donations;
- b. sponsorships and scholarships related to Higher Degree Research students;
- c. Donations to the Dixon Library; Archives and Heritage Centre; Art Collection, and other UNE museum and specialist collections such as the NCW Beadle Herbarium, geological and zoological collections, where such bodies, in consultation with the Office of Advancement have efficient processes and procedures for management of gifts and donations and provide regular reporting of donor information to the Advancement, Communications, and Events Directorate; and

(7) Gifts and benefits to employees that do, may, or could be perceived to affect the performance of an employee's duties as detailed in the UNE [Gifts and Benefits Policy](#).

Section 3 - Policy

(8) The University of New England seeks support by way of philanthropic gifts and corporate sponsorships to enhance the exceptional, long-term educational and research performance of the University.

(9) Categories of gifts may include:

- a. Cash gifts (cash, cheque, credit card);
- b. Personal property;
- c. Intellectual property;
- d. Real estate;
- e. Securities (shares, stocks and bonds);
- f. Royalties or distribution rights;
- g. Insurance (policies where UNE is named a beneficiary); and
- h. Goods and services or gifts-in-kind (such as works of art, antiquities, books, documents, etc) either gifted during the donor's lifetime or made via a bequest.

(10) The setting of institutional fundraising priorities lies with the Vice-Chancellor and Chief Executive Officer. However, an Advancement Committee (Chaired by the Director Advancement, Communications and Events) will provide the opportunity and the forum for all University stakeholders interested or involved in philanthropic activity, to provide input and coordinate their activities in the best interests of the University. Recommendations may be provided to the Vice-Chancellor and Chief Executive Officer through the Advancement Committee.

(11) The UNE Foundation was established to receive and manage gifts to the University in order to keep such funds separate from the general revenue of the University. All donations to the University of New England are to be made payable to the UNE Foundation, where practicable.

(12) Responsibilities:

- a. The Advancement, Communications, and Events Directorate should be made aware of any activity or strategy to engage with prospective donors. This will ensure that issues and activities are coordinated and the integrity of all data associated with these activities is efficiently maintained and aligned with donor expectations.
- b. The Advancement, Communications, and Events Directorate is responsible for:
 - i. maintaining, using and managing alumni and donor records;
 - ii. the overall management and development of alumni and donor relationships, including development and management of an alumni database; and
 - iii. the stewardship, recognition and relationships with Donors and Sponsors in cooperation with other stakeholders as appropriate.
- c. No solicitation on behalf of the University should be undertaken without the knowledge and prior approval of the Director Advancement, Communications and Events; and
- d. Responsibility for setting institutional fundraising priorities and the approval of fundraising proposals requiring organisation-wide cooperation rests with the Vice-Chancellor and Chief Executive Officer.

(13) The University reserves the right to decline a gift for any reason. A gift may be refused with the approval of the Vice-Chancellor and Chief Executive Officer or their delegate. Acceptance of a gift should be on the basis that it is consistent with the mission, strategic objectives and responsibilities of the University. If there is any doubt as to the ability of the University to utilise a gift or meet any requirements that acceptance may impose upon it, the matter should be referred to the Vice-Chancellor and Chief Executive Officer through the Advancement, Communications, and Events Directorate.

(14) The University will:

- a. welcome and respect the interests of individuals and organisations seeking to contribute to the University and at all times respect information about donors and prospective donors and their gifts and will ensure that such information is handled confidentially, to the extent provided by law and consistent with the donor's wishes;
- b. ensure that University staff engaged in donor liaison and the soliciting of gifts do not grant or accept favours for personal gain and avoid actual or apparent conflicts of interest; and
- c. ensure that only authorised representatives of the University undertake solicitation of gifts and that all personnel involved in managing gifts exercise prudent judgment in their stewardship responsibilities.

(15) The establishment of a Donor Recognition Structure (as outlined within the procedures to this policy) and special donor recognition systems related to a specific project or fundraising program will be at the discretion of the Director Advancement, Communications and Events, in consultation with relevant stakeholders.

(16) Naming rights in recognition of a benefactor are undertaken in accordance with the Donor Recognition Structure, at the discretion of the Vice-Chancellor and Chief Executive Officer and in accordance with the [Authorities Retained by Council Rule](#).

(17) Donors and sponsors have rights that must be met by the University if a gift or sponsorship is accepted:

- a. The University is to ensure that donors and sponsors are informed of the University's mission, of the way the University intends to use, administer and apply the gift, and of its capacity to use gifts effectively for their intended purposes;
- b. Unless agreed to by the donor, no program, agreement, trust or contract will be pursued with potential donors at the expense of the donor's best interest and motivations; and
- c. The University is to ensure that the donor's and sponsor's details will be treated confidentially and will not be shared with any organisation outside the University without the donor or sponsor's explicit permission.

Section 4 - Definitions

(18) Advancement - includes all Alumni relations, philanthropic and fundraising activities and initiatives across the University

(19) Alumni - means graduates or diplomats of the University of New England and its antecedent institutions: New England University College (NEUC), University of New England (Northern Rivers), Armidale Teachers' College (ATC) and Armidale College of Advanced Education (ACAE) and includes other members of Convocation.

(20) Bequest - means the act of giving or bequeathing property both real and personal and including cash and funds, by way of testament or will.

(21) Convocation - consists of graduates (alumni) of the University; members and past members of UNE Council (or antecedent governing bodies); present and past full time academic members of the University, and other members admitted under the by-laws

(22) Employee - means a person who is employed by the University on a continuing, fixed term, casual, contract or other basis.

(23) Gift - means any grant or transfer of property or funds to the University where there is:

- a. an intention to give (evidenced in writing or by another act);
- b. a transfer of all right, title, and interest in the property or funds to the University

(24) If there is consideration by money or other benefit to the donor by the University, then the transfer or grant cannot be considered a gift. It includes Bequests.

(25) Record - means any document or other source of information compiled, recorded or stored in written form or on film, or by electronic process, or in any other manner or by any other means under the NSW State Records Act (1998).

(26) Student - means an Admitted Student or an Enrolled Student, at the relevant time.

- a. Admitted Student means a student who has been admitted to a UNE course of study and who is entitled to enrol in a unit of study.
- b. Enrolled Student means a student who has been admitted to a UNE course of study at UNE or elsewhere and who is enrolled in a unit at UNE.

(27) UNE Act - means the [University of New England Act 1993 \(NSW\)](#).

(28) UNE By-law - means the [University of New England By-law 2005 \(NSW\)](#).

Status and Details

Status	Historic
Effective Date	27th July 2015
Review Date	1st August 2017
Approval Authority	Vice-Chancellor and Chief Executive Officer
Approval Date	16th January 2014
Expiry Date	29th July 2020
Unit Head	Anthony Smith Executive Principal Brand Partnerships & Business Development 0267732777
Author	Gabrielle Rolan +61 2 67732845
Enquiries Contact	Advancement, Communications, and Events Directorate +61 2 6773 3876

Glossary Terms and Definitions

"Student" - Is an admitted student or an enrolled student, at the relevant time: 1. an admitted student is a student who has been admitted to a UNE course of study and who is entitled to enrol in a unit of study or who has completed all of the units in the UNE course of study; 2. an enrolled student is a student who is enrolled in a unit of study at UNE.