

# Advancement Rule

## Section 1 - Overview and Scope

(1) The University of New England's (UNE) advancement of its object and functions is supported by the generosity and philanthropy of its staff, current students and alumni, members of the public, philanthropic trusts and foundations, businesses and industry. This generosity and philanthropy provides opportunities for students to obtain tertiary education and for UNE to provide academic programs, experiences and facilities that otherwise might not have been possible.

(2) This Advancement Rule guides UNE in providing a consistent, whole-of-institution approach to advancement-related activities.

(3) This Rule applies to:

- a. all UNE staff, faculties, schools, groups, research centres, directorates, controlled entities and residential colleges, and the advancement, fundraising, alumni and engagement related activities and events held by the University;
- b. all donations, grants, and sponsorships by corporate and individual philanthropy, accepted for or on behalf of the University, the UNE Foundation, and entities of UNE, including donations for scholarships and prizes but excluding:
  - i. human anatomy donations;
  - ii. government funded or non-philanthropic scholarships or prizes;
  - iii. private sponsorships and scholarships for Higher Degree Research students from external parties unaffiliated with UNE; and
- c. cultural donations including donations of cultural, literary, heritage, scientific, research, archival or artistic material to the Dixon Library, Archives and Heritage Centre, Art Collection, and other UNE museum and specialist collections such as the NCW Beadle Herbarium, Earth Sciences and Zoology Collections.

(4) This Rule does not apply to gifts or benefits offered to or received by UNE Representatives. Such gifts and benefits are considered in the [Gifts and Benefits Policy](#).

## Section 2 - Principles

**Principle 1 - UNE and the UNE Foundation value donations and aim to use donated funds in a manner consistent with donor wishes.**

(5) We observe this principle by:

- a. acknowledging the generosity of donors through appropriate recognition processes;
- b. communicating regularly with donors regarding the use of donations;
- c. the UNE Foundation, governed by its independent Board of Directors, providing funds for UNE's distribution and use only after it is satisfied that the use of funds is in accordance with the donor's wishes;
- d. covering our staffing and administration costs for advancement-related activities so that donated funds can be

applied for the purposes provided; and

- e. ensuring that donor information is handled confidentially, to the extent provided by law, consistent with the donor's wishes and the University's [Privacy Management Rule](#).

**Principle 2 - Donations, grants and sponsorships to UNE and the UNE Foundation are valued for the opportunity they provide to advance UNE's object and functions, including supporting student learning and promoting academic excellence.**

(6) We observe this principle by:

- a. assessing all offers of donations, grants, and sponsorships according to the contribution they make to furthering UNE's capacity to deliver upon its strategic priorities and direction, and in line with the processes outlined in the [Advancement Policy](#).

**Principle 3 - Advancement related activities are conducted in a consistent, coordinated and ethical manner.**

(7) We observe this principle by:

- a. Advancement Communications and Events coordinating all advancement-related activities, including donor recognition programs and the solicitation and assessing of all donations and sponsorships;
- b. notifying, and seeking the advice of, Advancement Communications and Events in relation to any advancement-related activity;
- c. referring any offers of donations to Advancement, Communications and Events; and
- d. exercising prudent judgement in all advancement-related activities in accordance with UNE's Code of Conduct, [Conflicts of Interest Policy](#), [Records Management Rule](#) and [Privacy Management Rule](#).

## Section 3 - Quality Assurance

(8) The [Advancement Policy](#) provide additional information to support UNE Representatives adhere to the required standards regarding advancement related activities.

(9) UNE Representatives engaging in advancement related activities are expected to seek advice and support from Advancement Communications and Events.

(10) The Director, Advancement will regularly monitor and report to the Executive Principal Brand Partnerships and Business Development on the operation of, and compliance with, this Rule.

## Section 4 - Authority

(11) This Rule operates as and from the Effective Date. Previous rules, policies and procedures related to Advancement are replaced and have no further operation.

(12) The Steward for this Rule is the Executive Principal Brand Partnerships and Business Development.

## Section 5 - Definitions (specific to this Rule)

"Cultural donations" are items of cultural or community significance which may enhance UNE's collections for research or teaching and can include:

- a. Indigenous arts
- b. Cultural artefacts
- c. Natural and scientific materials
- d. Film and social history pieces
- e. paintings
- f. manuscripts
- g. books
- h. antiques
- i. jewelry

“Donations” refer to an intention to give (which is evidenced in writing or through another act) by an individual or corporation who does not receive any material benefit or advantage as a consequence of the donation and transfers all rights, titles and interest in the property to the University. A donation may be made during the lifetime of the donor (an ‘inter vivos gift’) or after the death of the donor (a ‘bequest’). The terms of the donation determine whether the University holds the donation as trustee or otherwise absolutely.

“Sponsorship” is a relationship with a business, corporation or industry group that involves offering recognition for support towards a program, exhibition, event or activity. The sponsorship is to be covered by an agreement between both parties that includes information about payment schedules, recognition/acknowledgement and joint activities, marketing and promotions.

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	30th July 2020
<b>Review Date</b>	29th September 2021
<b>Approval Authority</b>	Vice-Chancellor and Chief Executive Officer
<b>Approval Date</b>	30th July 2020
<b>Expiry Date</b>	To Be Advised
<b>Unit Head</b>	Anthony Smith Executive Principal Brand Partnerships and Business Development 0267732777
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## Glossary Terms and Definitions

**"UNE Representative"** - Means a University employee (casual, fixed term and permanent), contractor, agent, appointee, UNE Council member, adjunct, visiting academic and any other person engaged by the University to undertake some activity for or on behalf of the University. It includes corporations and other bodies falling into one or more of these categories.

**"Code of Conduct"** - A document (variously referred to as a 'Code of Ethics', 'Code of Behaviour' and various other titles) broadly communicated within the entity setting out the entity's expected standards of behaviour.