



Arc @ UNSW Ltd: Attention: SRC President
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Dr Gene Sherman and Mr Brian Sherman
Sherman Contemporary Art Foundation
16–20 Goodhope Street, Paddington, NSW 2021
T 9331 1112; F 9331 1051
info@sherman-scaf.org.au

Dear Dr Sherman and Mr Sherman,

As you would no doubt be aware, there has been some recent concern at COFA around the issue of private donations and naming rights for UNSW entities. We are very sorry that you have been caught up in this regrettable situation, which has unfortunately arisen as a result of a lack of consultation between parties involved.

We were pleased to note that you acknowledged that we had a right to have our say at the rally, which the Sydney Morning Herald reported upon on 22 October, 2010. It is regrettable that our only option was to voice our concerns in the public arena as a result of not being heard within the college or on a broader university level.

Despite what you may have heard, your gift of \$2 million dollars is highly appreciated by many at COFA, as are all of the many bequests received by the UNSW. We acknowledge your philanthropic contribution to the art world and beyond, and we are pleased that it will aid us to complete part of the COFA redevelopment project. Your long experience in art gallery management and curatorial work will be of great benefit to us all.

It has become commonplace for the university to receive donations and give naming rights to buildings (or parts thereof) to the donor. Some of us are wary of this non-government style of funding, but the lack of federal funds for many years now has meant that we have had to accept more private donations to fill the gap. We ask that you do not take this caution personally.

We hope that you will understand that the donation of \$2 million dollars has been well received by staff and students in general at COFA, as long as it is used in the traditional manner. That is, for the naming of the building to which the donation has been made. The objection to the renaming of the School of Art History and Art Education is a completely different matter, about which there is still much contention, not only within COFA but across the whole UNSW campus.

As none of us are happy about having to deal with this matter, we would greatly appreciate your consideration of how best to solve it. We have a proposal for you. That you suggest to the University executive that you gladly accept the gallery in your name but will not accept the renaming of the school, as the Sherman School of Art History and Art Education, as it appears to be too contentious a matter at this stage, and would not be in your interest or the general interest at this point. It would be a more practical and simple solution that still provides a rich and satisfying connection to COFA for all involved, staff, students and yourselves.

It is our opinion that this action on your part might allow the university executive to bow out gracefully from one of the most contentious issues it has advanced in recent years, thus allowing students to pursue their studies without further change. This withdrawal from the naming of the school after yourselves would be well viewed by many, both in the university and in the wider community.

We would appreciate your consideration of our proposal in the hope that you accept it and solve the current dilemma. As the matter is going to be raised at the UNSW Academic Board meeting on Tuesday, 2 November, we would be very grateful for your reply before this time. If you need to discuss the matter in person we are only too happy to meet with you at your convenience. Please know that many staff and students would be incredibly grateful for this decision on your part.

Yours sincerely,

Osman Faruqi
UNSW SRC President
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