



COMMUNICATION & PROMOTION COMMITTEE

Terms of Reference

Standing Committee

DRAFT – January 2014

Committee Purpose

The Communication and Promotion Committee works on behalf of the Club to oversee and manage communication and promotion initiatives and activities.

Committee Membership

- The Communication and Promotion Committee should have no more than six people, and consists of:
 - the Director, Communication and Promotion, who chairs the committee
 - up to five other committee members from the membership
 - up to two external advisors, at the discretion of the Chair

Terms of Committee Membership

- The Director, Communication and Promotion serves on the Communication and Promotion Committee during his/her term in office.
- Other Committee members are appointed by the Board of Directors from amongst interested candidates, for a period of no more than 2 years.
- External advisors may be recommended by the Chair and appointed by the Board of Directors, and serve for a period of no more than 2 years.

Scope of Responsibility

The Communication and Promotion Committee is responsible for:

- developing and recommending Communication and Promotion policies and standards, with implementation procedures for the Club,
- development and / or over-site of the Club's communications systems and vehicles, including
 - the website
 - the newsletter
 - bi-weekly communiques
- development and implementation of the Club's promotional efforts, including recruitment of players at all age groups and levels, promotion of events, promotion of Club functions
- over-site of Club social and recognition events through event sub-committees

Accountability

The Communication and Promotion Committee:

- shall meet at least four times per year and more frequently if required
- shall provide a written report to the next Board of Directors meeting following any Communication and Promotion Committee meeting
- shall advise the membership of activities through a report to the Annual General Meeting