



## **Marketing and Communications Sub - Committee**

### **Terms of Reference**

#### **Function**

The role of the Sub-Committee is to develop and facilitate a coordinated strategy for managing stakeholder relationships and a marketing strategy to maximize the branding and revenue opportunities for Softball WA (SWA) and affiliated bodies.

#### **Objectives**

1. Develop, maintain and monitor relationships with major stakeholders e.g. SAL, DSR, Healthway, sponsors, media and local government authorities.
2. Identify and secure socially responsible sponsorship opportunities.
3. Investigate and access technology that facilitates improved communications of the SWA to its stakeholders.
4. To develop and implement sponsorship, marketing and communications policies and strategies.
5. To set up an evaluation process so the SWA Board can assess the success of the sub-committee in achieving its strategic plan.

#### **Authority**

Approve expenditure on related activities as per the SWA budget.

The committee shall not commit the SWA to any agreement with a third party, either financially or in any other manner. These decisions are the sole responsibility of the SWA Board.

#### **Membership**

1. SWA Marketing and Communications Sub - Committee will comprise of a minimum of one (1) SWA Board Member and a minimum of one (1) external person with appropriate expertise.
2. The Committee shall be chaired by an appointed SWA Board Member.
3. The CEO shall provide a secretariat to the Committee.
4. For special projects the SWA has the power to co-opt other members who may be SWA Board Members, WAFC staff or other external experts as required.
5. The Committee members shall be reappointed annually.

#### **Meetings**

Meetings at a minimum of three (3) times per year, called by Chair or CEO

1. Quorum to be 3 members
2. Minutes by secretary and reported to SWA Board



3. Agenda and notice to be provided
4. Committee business may be conducted by email, including decisions
5. Expenditure within budget limits for legal or consultancy services

#### **Evaluation of Committee Effectiveness**

Annually the Committee will undertake a self evaluation of effectiveness. The following matters will be considered:

1. These Terms of Reference
2. The composition of the Committee
3. The performance of respective members of the Committee