

# **Marketing and Promotion Committee**

## **Terms of Reference**

### **Purpose**

The Marketing and Promotion Committee is established to create and implement strategies to attract new members, promote sailing activities, training and regattas to the club in addition to the promotion of the Club and its objectives to the public and key stakeholders. The Committee may leverage from outcomes of the strategic planning review but is not limited in this regard.

### **Responsibilities**

The specific responsibilities of the Marketing and Promotion Committee include:

- Identify members with skills suitable for the role.
- Identify detailed objectives and means to achieve the objectives.
- Establish a strategy consistent with the objectives.
- Assist with establishing the format of external facing events such as Opening Day and Regattas or similar
- Obtain General Committee approval of the proposed strategies and objectives.
- Create achievement benchmarks
- Prepare monthly reports to the General Committee of progress against the approved objectives

### **Meetings**

The Committee meets at least 6 times per year at the call of the Committee Chair.

Meeting dates and times should be specified and advised to the General Committee.

A quorum for a meeting is two thirds of the total number of the committee members.

Decisions of the Committee will be by simple majority. The Chairperson does not have a casting vote.

Minutes of meetings shall be recorded in writing.

### **Membership**

The committee members are as follows:

- Rear Commodore (Chair)
- 3 or more members with appropriate skills and experience.

Ex-officio members of the committee are all Club Directors.

## **Appointment Process**

Membership of the Committee will be by appointment by the General Committee.

At any time the General Committee can seek further EOI's for appointment to the Committee.

At any time the General Committee can appoint additional members to the Committee.

At any time the General Committee can remove a member of the Committee.

The Committee may cease at the discretion of the General Committee

## **Reporting**

The Committee provides its minutes to the General Committee (GC) via the Committee Chairperson.