



THE ORDER OF AUSTRALIA ASSOCIATION

G3 MARKETING COMMITTEE CHARTER

Charter	Marketing Committee
Author	Committee Secretary
Document ownership	Marketing Committee

Table of Revisions

No.	Date Approved	Comments	Next Review
1	June 2022	Initial Policy	May 2024
2	June 2022	Board Approval	June 2023
3	April 2024	Membership updated	April 2027

1 Purpose

1.1 The Board Marketing Committee (the Committee) is a committee of the Board of Directors of The Order of Australia Association (OAA) established under clause 46.1 of OAA Constitution.

1.2 The Marketing Committee exercises its powers within a policy framework as an advisory committee providing advice to to Board, Branches, and officials on the marketing aspects of policies, strategies, and implementation plans.

2 Scope/responsibilities

The Committee is responsible for providing guidance and maintaining an overview on the following:

- a) Promotion of the Order of Australia with the community;
- b) Promotion of the Order of Australia Association (OAA) with the community;
- c) Management of media with respect to awards publicity which includes Honours and Awards announcements and media coverage opportunities in conjunction with the Director Communications and Creativity (Office of the Governor General);
- d) Encouraging new recipients to join the OAA;
- e) Retention and recruiting factors;
- f) The quality and effectiveness of OAA social media postings;
- g) The content of 'The Order' magazine;
- h) The content and effectiveness of the OAA website, including Branch contributions;

- i) Marketing opportunities afforded by the awarding of the OAA direct and Branch contributed scholarships;
- j) Encourage a branding style guide throughout the OAA; and
- k) Consider any financial implications that may arise as a result of any suggestions.

3 Membership

3.1 The Committee comprises no less than seven (7) members-4 Board members and 3 invited members appointed by the Board.

3.2 A quorum is 4 members.

3.3 Committee membership will be decided each year at the April Board Meeting.

4 Meetings

The Committee meets as required.

4.1 Any member of the Committee may request the Committee Chairman to convene a meeting of the Committee.

4.2 The Agenda for Committee meetings is determined by the Chairman. Committee Members shall submit agenda items and distribute to the Committee at least five working (5) days before the meeting unless otherwise agreed.

4.3 A Committee meeting may be called or held using any technology consented to by each Member. The Consent may be a standing one.

4.4 The Committee may invite other people including Members of the OAA and external advisers to attend all or part of its meetings, as it deems necessary or appropriate.

4.5 If a Committee Member or other person attending has a material personal interest in a matter that is being considered at a meeting, he or she must not be present for consideration of that matter unless the interest has been fully disclosed to the Committee and it is agreed that the person may be present.

4.6 Decisions of the Committee may be made either at a duly called and constituted meeting; or by a resolution in writing, including email, notified to all members of the Committee and signed by all Committee Members who are entitled to vote on the resolution.

4.7 All Members, Directors and other attendees at Committee meetings are required to keep all information presented (whether written or oral) or discussed confidential where this restriction is agreed.

5 Minutes

5.1 The agenda/minute secretary of the Committee will be appointed by the Committee Chairman.

5.2 Minutes are to be prepared for each Committee meeting.

5.3 The draft minutes of each Committee meeting are to be reviewed by the Committee Chairman and circulated to all Committee members and others attending as soon as practicable. Ideally within ten (10) working days together with an Action Sheet.

5.4 The Committee must confirm the minutes of each Committee meeting at its next meeting and be signed by the presiding Committee Chairman.

5.5 A copy of the minutes must be included in the papers for review at the next Board meeting.

6 Authority

6.1 The Board has authorised the Committee, within the scope of activity set out in this Charter, to perform the activities it is required to address and make recommendations to the Board.

6.2 Notwithstanding, the Committee's delegated powers, it must, if so requested by one or more of its members, decline to act or decide in respect of any matter specified in that request until the matter has been considered by the Board.

6.3 All actions and decisions of the Committee under this delegated authority are to be reported to the Board as soon as practicable.

7 Reporting Responsibilities

7.1 Develop and implement an annual Work Plan to ensure all the MC's scope and responsibilities are undertaken in the required timeframe.

8 Review of the Committee Charter

8.1 Any modifications to or replacements of this Charter must be ratified by the Board in consultation with other appropriate Committees.

8.2 The Committee shall conduct an annual performance self-evaluation in November each year.