

### **Preamble**

1. The Marketing and Fundraising Sub Committee is an advisory committee to the South Port Day Links (SPDL) Committee of Management (CoM).
2. The Marketing and Fundraising Sub Committee assists the SPDL CoM by coordinating and implementing marketing and fundraising activities within the local community with the aim of assisting the organisation's growth and standing within the community,

### **Purpose**

The Marketing and Fundraising Sub Committee will:

1. Work within the overall objectives and priorities as defined by the CoM.
2. Set priorities for the year based on the annual business plan and direction from the CoM.
3. Develop a three-year Marketing and Fundraising Plan in line with the strategic direction of SPDL for approval by the CoM. This Plan will:
  - Optimise the quality and reach of the SPDL 'brand' to identified target groups
  - Maximise funds raised through donations and specific fundraising events within the resources reasonably available to SPDL
  - Develop relationships with key targets for ongoing fundraising activities
4. Recommend specific marketing and fundraising activities to the CoM for future implementation
5. Review and recommend key SPDL marketing materials to the CoM for implementation.
6. Develop and recommend criteria for the placing of external organisations' logos on SPDL cars.
7. Develop and recommend criteria for the presentation of SPDL recognition certificates to external organisations for work undertaken by them or donations received from them.
8. Identify opportunities and potential partnerships within the City of Port Phillip to enhance marketing initiatives.
9. Identify key individuals external to SPDL to assist with fundraising activities.
10. Support the identification and application for grants to assist the work of SPDL.
11. Utilise the SPDL data base in the work of the Sub Committee and provide advice and information to management on the ongoing development of the data base
12. Help to identify media opportunities to support and supplement marketing and fundraising.
13. Investigate the use of technology that facilitates improved communications with our stakeholders and supporters.

## **Membership**

1. The Marketing and Fundraising Sub Committee will consist of three (3) CoM members and other volunteers as co-opted and endorsed by the CoM as required.
  - a. Chair
  - b. Two other CoM members
  - c. In attendance, the General Manager as ex-officio, on request
  - d. External member(s) as approved by the CoM

2. The terms of appointment of members are at the discretion of the CoM and vacancies are filled as they arise.

3. In 2016, the composition of the Sub Committee will be:

Chair:	Brendan Paynter
Other members:	Mario Galante Lea Pope
External member:	Gary Ng
Ex Officio:	Robert Menzies

## **Meeting Procedures and Governing Principles**

### ***Chair***

1. The SPDL CoM will appoint the Chair of the Marketing and Fundraising Sub Committee after the Annual General Meeting each year.
2. The Chair will approve the agenda and meeting minutes before distribution.
3. If the Chair is absent another CoM member will undertake this role.
4. The Chair reports to the CoM following each Sub Committee meeting including raising recommendations requiring CoM action or approval.

### ***Secretary to the Sub Committee***

5. The Sub Committee will appoint a Secretary to the Sub Committee. In their absence, the Chair will nominate a Sub Committee member to act as Secretary for the meeting.
6. Minutes will be distributed to all Sub Committee members following approval of the Sub Committee Chair.

### ***Frequency***

7. A schedule of meetings will be developed following each Annual General Meeting for the coming calendar year.
8. The Sub Committee will meet a minimum of four times per year, but more often if required and as determined by the Sub Committee or CoM.

### ***Notice of Meetings***

9. Unless otherwise agreed by all Sub Committee members, notice of meetings and supporting documentation will be dispatched a minimum of five working days prior to the meeting date.

# Marketing and Fundraising Sub Committee

## Terms of Reference

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### **Quorum**

10. A quorum shall consist of two (2) CoM Members of the Sub Committee.

### **Review**

11. The Terms of Reference and their adequacy will be reviewed annually by the Sub Committee and the CoM and take into consideration the priorities in the SPDL Annual Business Plan.

### **Specific Authorities of the Marketing and Fundraising Sub Committee**

12. The Sub Committee has the authority and power to exercise the responsibilities set out in these Terms of Reference and under any separate resolutions of the CoM granted to it from time to time.

13. To assist it in meeting its role and priorities, the Sub Committee has a right to obtain information in relation to the business of the Marketing and Fundraising Sub Committee, from SPDL employees, however must do so via the General Manager.

14. The Sub Committee must work with the General Manager in relation to negotiating work priorities to assist in managing workload and work timetables.

### **Reporting**

15. The minutes of the meeting will be included in the CoM papers.

16. The Chair will provide a report of the actions and recommendations of the Sub Committee at the next CoM meeting.

Responsibility	Committee of Management
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