



Charter: Events and Communication Committee

The committee is a sub-committee, and is responsible to the Board of Directors.

The primary responsibility of the Events and Communication Committee is to profile the club for functions and events and ensure ongoing professional communication to all members and stakeholders

Structure

The Events and Communication Committee will comprise at least 5 and no more than 7 members and will be composed of the following:

- Board Member Chair with President ex-officio and at least one other Board member
- Up to 2 other Club members with special interest/expertise in events and communication
- In attendance, General Manger, Business Development Manager and senior catering manager
- Others can be seconded if required

A quorum for the Events and Communication Committee will be 3 members. The Events and Communication Committee must meet at least once a month. Committee members are appointed annually.

Responsibilities

The Events and Communication Committee primary responsibility is to develop a marketing plan to increase patronage of the function centre and golf course. It also:

- Makes recommendations to the Board on major events and other opportunities
- Oversee approved recommendations for events and communication activities
- Ensures all marketing material is updated regularly
- Help ensure adherence with Clubhouse presentation standards inside and outside;
- Provide a monthly report to the Board reviewing events and communication issues.
- Offer input for tournament scheduling and events and to coordinate use of clubhouse facilities with Match Committees;
- Work with stakeholders - both internal and external to the club to seek opportunities and to ensure the function facilities are used at an optimal level by the Gippsland community;
- Liaise regularly with the Board, staff and the Club Members.
- Develop an integrated communications strategy that incorporates both traditional and digital media and make recommendations about this to the Board

Committee Members' Duties

Committee members must carry out their duties in compliance with all applicable rules, legislation, regulations and the Club Constitution

In discharging his/her duties, each committee member must:



- Exercise care and diligence;
- Fully understand their responsibilities and accountabilities – in particular to the delegation of authority and conflict of interest;
- Inform themselves about the subject matter of a decision to the extent they reasonably believe to be appropriate;
- Communicate necessary information in an open and transparent way;
- Events and Communication Committee members are bound by the principle of fairness and transparency and will always ensure that issues are discussed in open forums where the committee is able to openly evaluate strategies, ideas and suggestions.

Role of the Chairperson

The responsibilities of the Chair are principally to:

- Chair Events and Communication Committee meetings and ensure their effectiveness;
- Facilitate the effective contribution of all Committee Members;
- With the Manager, establish the agenda for meetings;
- Report regularly to the Board on the Events and Communication Committee activities;
- Work collaboratively with the General Manager to ensure the GM can enact the direction of the Events and Communication Committee;
- Be the main point of contact and communication between the Board and the Events and Communication; Committee, ensuring that the Board's views are communicated clearly and accurately;
- Lead an annual review of the Events and Communication Committee's performance ensuring that the delegated authority of the Events and Communication Committee and desired outcomes are clear;
- Ensure Events and Communication Committee members maintain a thorough understanding of the maintenance systems, and OH&S obligations. This may mean from time to time various members may attend training courses or seminars covering relevant topics.

Equal Opportunity and Workplace Bullying

The Drouin Country Club is wholly committed to the principle of Equal Employment Opportunity (EEO). All members of the Events and Communication Committee are responsible for ensuring their behaviour is free of harassment, discrimination or victimization of any other person.

Date of Board Resolution: _____

Name: _____ Signed: _____