



## **Marketing and Service Development Committee:**

### **Terms of Reference**

#### **Background**

To assist the Sport Resolutions Management Board ("The Board") to develop its commercial services and to create new revenue generating opportunities, the Board approved the establishment of a new Marketing and Service Development Committee ("The Committee") on 6 October 2011.

#### **Purpose & Role**

The purpose of The Committee is to:

- oversee the design, development and marketing of services
- identify and evaluate new marketing and business development opportunities
- provide the Board with advice and recommendations regarding new revenue generating opportunities and services

The committee has delegated powers to implement actions and initiatives in support of the Board's wider strategy. The Committee will function as an advisory Committee to the Board, regarding the development of new policy which falls outside the Board's agreed strategy.

#### **Objectives**

The objectives of the Committee are to:

- provide the Board with expert advice and input on key initiatives/issues related to marketing, business development and customer service;
- devise and oversee implementation of a marketing and business development plan in support of the Board's strategic plan;
- serve as a formal resource/mechanism to exchange ideas and opinions related to the planning and evaluation of new marketing, business development, and customer service initiatives
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## Membership, Composition and Meetings

The Committee will be composed of a minimum of three and a maximum of five members, of whom at least two shall be non-executive directors of the company and one of whom shall be appointed by the Board as Chair. Committee members will be chosen to provide expert advice and insight into a broad range of areas which can include, but not be limited, to:

- press, media and publications
- website development
- educational activities and events
- sales, pricing and advertising
- Customer service

The Committee will meet at least three times each year.

Members are expected to attend all meetings. If a member fails to attend three consecutive Committee meetings, the Board may revoke the appointment unless such absence is authorised by the Committee.

### Term

Members will be appointed for a maximum of two terms of four years, which will be staggered from the inception of the Committee, to ensure the long-term stability of the Committee.

### Remuneration

Membership of the Committee is voluntary and without remuneration other than for reasonable travel expenses to attend meetings. Members may, however, be reimbursed for expenses incurred as a result of carrying out duties of the Committee provided that such expenditures have been pre-approved by the chair.

### Experts and Invited Guests

The Committee may from time to time require staff, experts or other representatives to attend meetings as presenters, advisors or observers. The Chair will approve such invitations in advance.

<b>Last review (date)</b>	<b>August 2018</b>
<b>Reviewed by (name)</b>	<b>Audit &amp; Risk Committee</b>
<b>Next review and approval due (date)</b>	<b>August 2020</b>