



Arboriculture Australia Ltd

Committee Structure and Policy

COMMITTEE: MEMEBRSHIP, COMMUNICAITONS AND MARKETING COMMITTEE

Program Area: Standing Committee

Staff Liaison: Operations Manager

Purpose of the Membership, Communications and Marketing Committee

The purpose of the Membership, Communications and Marketing Committee is to:

- Promote, retain and grow membership
- Continually strengthen relationships with State based arboriculture groups
- Ensure the organisation has appropriate communication and marketing strategies
- Grow membership benefits
- Promote communication and industry awareness to the general public

Committee Structure

The Membership, Communications and Marketing Committee structure is defined.

1. The Membership, Communications and Marketing Committee Chair is appointed by the Arboriculture Australia Board. The Chair can serve for a period of two (2) years. The Chair may be re-appointed consecutively, up to three (3) times only.
2. Committee member's terms are for two (2) years; a committee member, other than the Chair, may serve for up to three (3) consecutive terms.
3. The Membership, Communications and Marketing Committee consists of:
 - a. A Chairperson (appointed by the Directors);
 - b. One representative from each State and Territory of Australia representing a cross section of level of qualifications;
 - c. One Director (non-voting), and
 - d. Staff Liaison (non-voting).

4. The committee members (excluding the director and staff) must be made up of a good geographical distribution across Australia. At no time can there be more than 2 committee members (including the Chair) from any one State or Territory of Australia.

5. The process to appoint a committee member is:
 - a. A committee invitation form will be sent out from the Arboriculture Australia Administration Office to the members to seek nominations for positions vacant.
 - b. The Membership, Communications and Marketing Committee Chair will review and select committee members from the nominations received.
 - c. The Membership, Communications and Marketing Committee Chair will put forward the committee list to the Board for final approval.

6. Each person on this committee should be able to demonstrate professional business skills and experience.

Work Plan

The Membership, Communications and Marketing Committee will develop an annual work plan at the last meeting of the year for the next year based on the Arboriculture Australia Strategic Plan that meets the following minimum key requirements.

1. Complete a market research study and prepare a favourable communications and marketing strategy and review annually
2. Advise the board of proposed membership fees and structure
3. Member services and benefits
4. Marketing strategy to affiliate industries
5. Ensure retention, growth and promotion of the membership
6. Develop and provide social media content for staff to use
7. Work with staff and committees to ensure all publications meet the associations style guide
8. Develop and keep up to date the association's style guide
9. Work with the Practising Arborist Committee to develop a communication strategy that targets the practising arborist

Affiliated Committees

At times, the Membership, Communications and Marketing Committee will need to work closely with other Arboriculture Australia committees.

This Membership, Communications and Marketing Committee will need to ensure that there are open communication channels to liaise with, and work in close collaboration with:

1. Speaker and Presenter Committee
2. Finance Committee

Meetings

It shall be the goal of the Membership, Communications and Marketing Committee to meet Face-to-Face once each year at a venue to be determined based on cost effectiveness. The committee will have at least three (3) committee meetings via conference calls per year. Conference calls are to be scheduled; as appropriate, to meet the objectives of this committee. Other business will be conducted via email.

The Chair of each Standing Committee or a representative of the committee is required to attend to attend the mid-year and end of year Executive Committee meeting.

Arboriculture Australia will fund the following:

- Return airfares for all committee members only.
- Airport parking (long term car parking facility only), at the origin airport.
- Transfers (taxi) from the destination airport to the meeting location (for committee members attending the annual Face to Face meeting only).
- (Note: excess luggage and other incidentals will not be reimbursed)

If overnight accommodation or travel is required, this will be arranged by the Operations Manager. The Operations Manager will reject travel and accommodation requests if seen as unreasonable.

Budget

The Membership, Communications and Marketing Committee Chair will provide a comprehensive budget for the following financial (calendar) year to the Finance Committee by July 1 each year. The Finance Committee will present the budget to the Board for approval.

The budget should include all costs such as:

- Airfares and accommodation.
- Room hire.
- Catering.
- Teleconferences.

Policies

1. All committee members must be a current financial member of Arboriculture Australia while serving on the committee.
2. All external correspondence sent from a committee member must be placed on Arboriculture Australia letter head and approved by the Operations Manager before being distributed.
3. Committee members shall disclose any potential conflict of interest. Members are required to sign the Arboriculture Australia conflict of interest declaration.
4. Committee members shall sign the Arboriculture Australia confidentiality agreement each year.
5. Committee members are expected to participate actively in committee projects and decisions. The committee may, at its discretion, replace committee members who do not actively participate.
6. Terms of office are concluded on 31 December, in the year of expiry of their term.
7. A Committee member who misses two consecutive meetings without explanation may be removed from the committee.
8. The Committee Chair is responsible to keep the Operations Manager informed of any changes to the Committee members.
9. All committee members must have an intermediate level of computer skills for Excel and Word, as a minimum.
10. All documents will be in Microsoft Office format.

11. The committee member must use an email address that is not accessible to any other person.
12. At no time is the committee to purchase or consume alcohol at the association's expense.
13. Irrespective of the approved budget, at no time shall the committee spend money without prior approval from the Treasurer or Operations Manager.
14. A reimbursement for any financial expenditure, in line with the approved budget made by a committee member, must be submitted to the Operations Manager for processing. The Operations Manager can approve claims up to \$500.00. For claims above \$500.00 to \$1000.00 the Operations Manager must also seek approval from at least one Director. Claims above \$1000.00 must be approved by a Director and the Treasurer.

Consensus decision making

The Membership, Communications and Marketing Committee will function by consensus decision making. The committee recognises the following categories of consensus:

1. Strongly agree.
2. Agree.
3. Agreement with some concerns as expressed to the committee.
4. Not in agreement, but willing to accept the consensus of the committee.
5. Not in agreement, and unwilling to accept the committee consensus.

Where a decision by consensus is not possible, a vote will be taken and the majority rules in the presence of a quorum. Quorum shall consist of greater than 50 percent of the committee members. The Membership, Communications and Marketing Committee Chair shall cast the deciding vote in case of a tie.

The Membership, Communications and Marketing Committee Chair will ensure via the staff liaison that minutes are accurately recorded and distributed to committee members in a timely fashion. All minutes are to be filed at the Arboriculture Australia administration office.

Reference Documents – Internal and External

- Arboriculture Australia Strategic Plan.
- Utility Arborist Association of Australia Strategic Plan.
- Directors, Advisors and Committee Chairs' Handbook.
- Conflict of Interest Declaration.
- Confidentiality Agreement.