



SWAN DISTRICTS FOOTBALL CLUB INC

MARKETING COMMITTEE

Terms of Reference 2021

1. Purpose and Scope

The purpose of the Swan Districts Football Club (Swans) is to build community and develop people. Our vision is to be a well-connected and engaged community club which improves social outcomes and sense of well-being in the Swans community. In turn, this will improve the club's relevance by creating a reciprocal sense of belonging between Swans and the community the club belongs.

The Marketing Committee (Committee) is a Board Sub-Committee responsible for oversight of, and advice and recommendations to the Board related to membership growth strategies and social media marketing.

2. Values

The following enduring Swans values represent what we stand for and how we behave. These values are the cornerstone of the club and are to be used to guide the actions of the Committee.

- We act with integrity
- Everyone matters
- Raise the bar to be the best you can
- We fly together

3. Objectives

The Committee will achieve the following objectives in supporting the club's Growth Strategic Plan 2022 – 23.

- Assist developing strategies building Swans brand relevance.
- Build a 'third place' where members of the community can come and feel part of something bigger than themselves.
- Maximise the number of Swans memberships (our North-Star metric) including recruiting new members and retaining current members.
- Build an inclusive strategic direction which allows all stakeholders within the Swans community to contribute.
- Design and deliver an effective communication strategy.
- Ensure all strategies are 'on brand, on strategy, and on value'.



4. Authority

The Committee will focus on the deliverables associated with the Growth Strategic Plan 2022 – 23. For this purpose, the Committee is delegated the necessary power and resources to meet its charter.

The Board does not authorise the Committee to commit to expenditure or enter into contractual agreements on behalf of the club without a specific instrument of delegation.

5. Membership

The membership of the Committee should comprise:

- SDFC Director as Chair
- SDFC President (ex-officio)
- SDFC Chief Executive Officer
- SDFC Operations Manager
- SDFC Head of Impact
- SDFC Marketing Coordinator
- SDFC Events Coordinator

Up to one other co-opted person with relevant marketing and communication expertise and skills. Membership of the Committee will be appointed and changed at any time by the Board.

6. Relationship with Management

The Chair will provide advice and guidance to the Committee and review management's completion of tasks as required. Swans management shall undertake an executive role on this Committee by:

- Making recommendations to the Committee.
- Executing actions approved by the Committee.

The Chairperson will provide reports and advise recommendations of the Committee to the Board.

7. Operation Principles

- Meetings will be held monthly.
- Quorum to be four members, one of which must be a Swans Board Member or Chief Executive Officer.
- The Committee will nominate a Secretariat.
- An agenda and notice of the meeting to be provided to the Committee one week prior to the meeting.
- Each member must attend a minimum of five meetings during a 12-month period.
- Minutes of each meeting will be circulated and reported to the Board through the Chair.



- There will be an annual review of the Committee's effectiveness.
- Members of the Committee are subject to the Swans Code of Conduct. All new members will be provided with an induction.

8. Evaluation of Committee Effectiveness

The Committee will undertake an annual self-evaluation of effectiveness. The following matters will be considered:

- These terms of reference.
- The composition of the Committee.
- The operating principles of the Committee.

The attendance and performance of respective members of the Committee.