



SWAN DISTRICTS FOOTBALL CLUB INC

OPERATIONS COMMITTEE

Terms of Reference 2022

1. Purpose and Scope

The purpose of the Swan Districts Football Club (SDFC) 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 Operations Committee (Committee) is a Board Sub-Committee responsible for oversight of, and advice and recommendations to the Board on areas such as club and facility operations, match day delivery, marketing and promotions, public relations, membership and sponsorship.

2. Values

The following enduring SDFC 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 Business Sustainability component of the SDFC Strategic Plan.

- Oversee management of women's and men's home game operations.
- Oversee the creation and delivery of a club's internal event schedule.
- Provide guidance for sourcing and servicing external events held at Steel Blue Oval.
- Oversee a program to source and service club sponsors.
- Oversee a strategy to source and services facility and club supply agreements.
- Liaise and coordinate activities and events with the club's Coterie groups.
- Oversee the development and execution of promotional strategies supporting the club's brand and commercial activities.



- Oversee a club merchandise program including Football Operations apparel.
- Oversee the profitable delivery of all corporate and public events, catering and bar services at Steel Blue Oval.
- Oversee all aspects of facility maintenance and upkeep.
- Receive and record minutes of any related working groups

4. Authority

The Committee will focus on the deliverables associated with the Strategic Plan and operations of the club. 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 President (ex-officio)
- SDFC Operations Director as Chair
- SDFC Chief Executive Officer
- SDFC Operations Manager
- SDFC Football Operations Manager
- SDFC Marketing Coordinator
- SDFC Events Coordinator
- SDFC Head of Social Impact

6. Relationship with Management

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

- Liaising with the Chairperson in the preparation of the agenda and minutes.
- 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 the SDFC Board Member or Chief Executive Officer.
- The Operations 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 Committee Chairperson.
- There will be an annual review of the Committee's effectiveness.
- Members of the Committee are subject to the SDFC Code of Conduct. All new members will be provided with an SDFC 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.

9. Revision History

Version No.	Date Approval	Contact
2		Jeff Dennis