

Living Future Institute of Australia Volunteer Marketing Committee Charter

1.0 BACKGROUND

Established in 2012, the Living Future Institute Australia (LFIA) is a non-profit dedicated to establishing a powerful network of informed, influential, and active global citizens who are committed to redirecting our future towards a society that is socially just, culturally rich and ecologically restorative. The LFIA is Australia's visionary hub for action within Australia, providing training, support, and design initiatives across four innovative international programs.

The LFIA is establishing a volunteer Marketing Committee to provide marketing advice, expertise and support to the LFIA Board and Executive. The Marketing Committee's main objectives include:

- Raising the profile and promoting the achievements of the LFIA;
- Developing programs to attract new members and retain existing members;
- Creating and implementing marketing strategies to support LFIA activities and projects;
- Promoting 'Living Building' initiatives.

1.1 Activities

In order to achieve its objectives, the Marketing Committee will undertake specific activities in the following areas:

- Collaborate with other LFIA committees;
- Develop an annual marketing plan;
- Develop, monitor and update LFIA communication materials;
- Undertake public relations activities;
- Support in the marketing of events, seminars and conferences;
- Secure sponsors for events, seminars, conferences, and administering the rating tools;
- Support the continuous improvement of member benefits;
- Analyse membership data;
- Seek feedback from members and stakeholders.

2.0 COMMITTEE STRUCTURE AND OPERATION

2.1 Membership

a) Representatives

The Marketing Committee will comprise not less than 5 and not more than 8 members. Ideally members will have marketing experience but this is not essential so long as they are willing to roll their sleeves up and contribute to marketing activities beyond the meetings.

In its first year, members will be appointed as required until we have reached the required number. Once the founding committee has been established, the next round of nominations will be sought and appointments made the following year and annually from then on. One third of the committee will change each year to make way for new members.

b) Officers

i) Chair

The Committee Chair (the "Chair") will be a Director of the LFIA as nominated by the LFIA Board. Volunteer Marketing Committee Charter

ii) Vice Chair

The Committee Vice Chair (the "Vice Chair") will be elected by the members of the Marketing Committee and will hold office as per item 2.3 outlined below.

iii) Secretary

The Secretary (the “Secretary”) will be elected by the members of the Marketing Committee and will hold office for as per item 2.3 outlined below

iv) Support

The committee will be supported by LFIA staff (the “LFIA Representative”).

2.2 Business Plan

At the beginning of each calendar year a one day Workshop will be convened to review the achievement of the previous year and to prepare a business plan detailing the proposed activities and the desired outcomes planned to be achieved by the Marketing Committee in year ahead.

2.3 Term

The term of appointment to the Committee will usually be for one year with the possibility of up to two further one year terms.

Officer roles will also be appointed for a period of one year with extensions to this to be at the discretion of the Committee and LFIA Director.

2.4 Code of Conduct

The members of the LFIA Marketing Committee must adhere to the LFIA Code of Conduct as per the Constitution. A copy of this Code of Conduct is available upon request.

Further to this Code of Conduct, when representing the LFIA, the LFIA Marketing Committee members must:

- Always act honestly, fairly and with the utmost integrity.
- Avoid association with any individual, company or institution if that business is connected with activities which could be regarded as unethical or harmful to the LFIA.
- Treat all information with respect to the business and operation of the LFIA and/or its members as strictly confidential and not reveal such information to any person, company or organisation.
- Avoid contacts that may suggest or create a conflict or interest between personal activities and the business of the LFIA.
- Not disparage a competitor organisation or use unethical means to obtain an advantage for the LFIA.
- Act in the best interest of the LFIA as opposed to furthering the specific interests of members own organisations.

2.5 Meetings

Meetings will be held monthly at a time and place nominated by the Chair.

Minutes will be taken for all meetings by the Secretary and distributed with an Agenda for the next meeting at least 2 business days prior to the date of the next meeting.

To maintain a position on the Marketing Committee at least eight (8) meetings must be attended during the year.

An apology must be given to the Secretary at least two (2) days in advance of the meeting if a committee member cannot attend.

2.6 Reporting

The Marketing Committee will report to the LFIA Board as required but as a minimum at least every month via a written report to be inserted into the Board Papers.

2.7 Voting

The quorum for a meeting will be not less than fifty percent of the Marketing Committee members. All decisions of the marketing Committee will be made by simple majority resolution of those Committee members present at the meeting.

A member of the Marketing Committee will not participate in any decision or resolution if he or she, or the organisation or company that he or she represents and/or employed by, has a material personal interest in the decision or resolution (if it's a company interest, then it is not considered 'personal').

2.8 Remuneration

The members of the Marketing Committee will not be remunerated for participation in the Committee. In return for their contribution, committee members will be provided annual membership to the LFIA.

3. ACTIVITIES

3.1 Collaboration with other LFIA Committees

The Marketing Committee will work in close collaboration with other LFIA Committees to develop projects and events that align with the proposed activities and aims of the other LFIA Committees.

3.2 Develop an Annual Marketing Plan

The Marketing Committee will write an annual marketing plan that meets with the strategic objectives of the LFIA. This marketing plan will also include achievable targets to ensure the success of the plan can be evaluated at the end of the year and reported against in the quarterly Board paper reports.

3.3 Develop, Monitor and Update LFIA Communication Materials

Website

- Regularly review the website to ensure that the information on the website is current and relevant. Develop strategies to encourage members to contribute articles and information on the LFIA website.
- Provide details of any appropriate future events to the LFIA Representative and Marketing Manager for inclusion on the LFIA website events calendar.
- Review website statistics to monitor success or failure of pages and downloadable items.

Newsletter

- Develop strategies to improve the content in the LFIA newsletter and to encourage members to contribute articles for the newsletter.
- Monitor the percentage of people who receive the newsletter against how many actually open the newsletter and if this results in a website session.
- Other collateral: Annually review and update requirements for additional collateral e.g. videos.
- Develop communication & marketing materials as required.

Social Media

- Develop social media strategy and identify appropriate platforms to focus on e.g. LinkedIn, Facebook, Twitter or Instagram.
- Develop content ideas for scheduling.
- Regularly post content and monitor engagement.
- Use platforms to promote events and LFIA activities.

3.4 Undertake Public Relations Activities

Undertake public relations activities that raise the profile of the LFIA and contribute towards the main objectives of the marketing committee. This includes:

Media

- Prepare a schedule of potential media release opportunities.
- Prepare a database of media contacts and publications.
- In addition seek opportunities to prepare press releases on issues that are topical within the property industry or amongst the members from time to time.
- Draft and prepare media releases for approval of the LFIA Executive Director.

Promotion

Seek opportunities for:

- Strategic alliances and partnerships to promote the LFIA.
- Co-branding of events with organisations, government etc, especially where the LFIA can receive prominent exposure for little or preferably no financial outlay.

3.4 Membership & Sponsorship Benefits

- Annually review the annual membership renewal letter and update / revise as required.
- Annually review membership benefits to ensure they meet the needs of the member base.
- Annually review the sponsorship benefits and update / revise as required.

3.5 Seek feedback from members and stakeholders

Undertake an annual survey of members to ascertain, amongst other things:

- Level of satisfaction with LFIA;
- Potential areas of improvement for LFIA;
- Interest in sponsorship;
- Topics / information members would like the LFIA to provide;
- Potential events that members would like LFIA to provide.

Analyse the survey results and prepare a report detailing the issues arising out of the survey with recommendations to address these issues. Issue to other LFIA Committees and LFIA Executive Director as appropriate.

4. REVIEW OF CHARTER

The Committee will review and update its charter annually to provide assurance that it remains consistent with the LFIA's strategy and objectives.

Any changes to the Charter are to be approved by the LFIA Board.