

ROTARY AUSTRALIA WORLD COMMUNITY SERVICE

Terms of Reference

Promotions and Development Committee.

Purpose

The Promotions and Development Committee shall advise the Board with respect to the promotion and marketing of RAWCS activities.

Under the direction of the Board, the Promotions and Development Committee will promote the Vision, Mission and Objects of RAWCS.

The activities undertaken by the Promotions and Development committee shall include the:

- (a) arrangement of seminars, including workshops for Clubs and Districts;
- (b) undertaking of training sessions, particularly at District Assemblies and Conferences;
- (c) production and distribution of a quarterly RAWCS. newsletter, and a monthly e-mail newsletter;
- (d) assumption of responsibility for publicity in Rotary Magazines as appropriate, including Rotary Down Under;
- (e) production of brochures and other promotional materials;
- (f) preparation of community service announcements for use in radio, television and print media;
- (g) development of fundraising concepts and projects;
- (h) preparation of kits for speakers, promoting the availability of speakers for club meetings, district gatherings and other appropriate functions;
- (i) design and coordination of display boards for use at expos, seminars and other appropriate occasions; and
- (j) production and publication of the RAWCS. Projects database; and all other promotional and marketing activities deemed necessary.

The RAWCS. Promotions and Development Committee shall work in association with the RAWCS. Webmaster to ensure the RAWCS. Website is maintained and kept up to date.

Responsibilities

The Committee shall:

- (a) keep abreast of current trends and practices in regard to promotion and advertising to ensure that RAWCS processes are kept up to date; and
- (b) provide the necessary support and education to assist Clubs and Districts to operate in accordance with the stated objectives of RAWCS.

Committee Composition.

The committee shall comprise:

- (a) a Promotions Development Manager appointed by the Board;
- (b) the Operational Coordinators from each region;
- (c) a representative from RDU; and
- (d) RAWCS National Administration Manager

Terms of Office and Meetings

Nominations of candidates for election as office-bearers of the Promotions and Development Committee shall be received at the Annual General Meeting of the Regional Operational Committee.

Office-bearers shall take office on 1st July following the meeting at which they were elected and shall hold office for a term of three years.

The Promotions and Development Committee will meet as and when required but ideally 4 times a year. At least 14 days' prior notice of meetings is required.

Financial Management

All funds received by the Promotions and Development Committee shall be deposited into the RAWCS Limited national account.

Management of all monies must be in accordance with RAWCS Policy and Procedures and all expenditure by the Promotions and Development Committee must be authorised by a minimum of three members of the committee.