

IAP2 AUSTRALASIA
MARKETING ADVISORY GROUP –TERMS OF REFERENCE
November 2018

1. Purpose and objectives

The purpose of the IAP2 Australasia Marketing Advisory Group is to provide advice and guidance to the Marketing Manager on IAP2A's marketing and communications activities.

Examples of areas requiring assistance including:

- Review and support with key messaging for IAP2A's services and products
- Provide advice on the most effective ways to reach IAP2A members, potential members, customers and stakeholders
- Support with building IAP2A's media presence

2. Criteria

- Be an IAP2A member for 12 months, or more
- Demonstrate broad experience in the practice of community and stakeholder engagement
- Demonstrate experience in management, marketing and/or communication
- Active professional involvement in social media
- Be available to participate in teleconferences and conduct work via email correspondence as required
- Knowledge of the engagement sector in Australia
- All conversations must be treated with the utmost confidentiality (Chatham House rules - what's said in the video conference is not discussed with others outside of the group)
- The group is not to be used to solicit business from other members
- Financial remuneration is not provided

3. Meetings

Meetings will be held on an as required basis, approximately two times a year. Meetings may be held in person, by telephone or by video conference.

Email correspondence will be sent out from time to time when additional advice is sought.

No minutes will be recorded.

4. Conflicts of Interest

Any conflicts of interest will be required to be disclosed to IAP2A.

5. Term

Marketing Advisory Group members will be reviewed by IAP2A at each anniversary year and where appropriate a new EOI may occur.

6. Powers

The Marketing Advisory Group has no executive powers; they can only make recommendations to the Marketing Manager.

7. Authority

The Marketing Advisory Group has no delegated authority.

8. Intellectual Property

8.1. Ownership of IP – all Background IP and Developed IP is owned by IAP2A and IAP2A retains all proprietary rights and interests.

8.2. Marketing Advisory Group members will not use IP which is owned by any third party without consent by IAP2A.