

**FINAL** Stormwater Australia Stakeholder Engagement Committee  
Charter- V1.1

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## 1. Purpose

The purpose of the Stakeholder Engagement Committee (SEC) is to assist the Stormwater Australia Board of Directors in fulfilling its governance responsibilities by providing direction and guidance in relation to strategy and initiatives that maintain, grow and enhance stakeholder and member relationships in the following areas:

- Membership, marketing and communication tools and initiatives e.g. newsletter/s, website/s, social media, national events
- Marketing of products and services
- Other matters as they pertain to the above areas

In fulfilling its obligations, the SEC provides advice and recommendations to the Board within the scope of its terms of reference as outlined in this Charter.

## 2. Responsibilities

Make recommendations to the Board in relation to membership, marketing and communications strategies and initiatives.

Evaluate the adequacy and appropriateness of the various strategies to achieve the Board's strategic initiatives in relation to membership, marketing and communications, in particular:

- Articulating and promoting the work of Stormwater Australia and its State Members
- Communicating the role of the association and the value of membership, and
- Facilitating national initiatives.

Ensure the alignment of Stormwater Australia's membership, marketing and communications initiatives with the Board's strategic intent and planning.

Review and recommend to the Board appropriate financial and resource investments to support and improve Stormwater Australia's positioning and relevance in the market, as well as its support of member States.

## 3. Membership and Meetings

The SEC shall be appointed by the Board and comprise of up to three Directors of the Board.

The Board shall appoint a Director as SEC Chair, who shall not be the Chair of the Board.

The Chair of the Board will be an ex-officio member of the Committee.

The Executive Officer/Representative is Secretary of the SEC and will participate in all meetings as advised by the Chair.

The Committee shall meet at least three times per year. The Chair can call a meeting of the Committee at any other time.

Other Board directors shall have an open invitation to attend all Committee meetings.

The Committee may extend an invitation to any person to attend all or part of a meeting

A meeting quorum shall be at least two Committee members present.

## 4. Authority

The Committee shall investigate any activity within its Charter.

The Committee shall review and approve specific marketing, media and communication content as directed by the Board e.g. Bulletin.

The Committee shall utilise the National Committee for specific working group initiatives.

The Committee shall work with the Policy, Member Value and Advocacy Portfolio roles on related initiatives.

With Board approval, the Committee shall have the authority to commission research and obtain professional advice from appropriate stakeholders and external advisors.

## 5. Reporting

The Committee Secretary will be responsible for:

- Minutes – circulation to all Committee members for review within two weeks of meeting
- Collation of business papers, including agenda The Chair of the Committee will report to the Board of Directors at the next possible Board meeting following each Committee meeting on all matters relevant and major Committee activity.

## 6. Review and Access

The Committee will review its charter every three years or as often as the Committee determines and make any recommendations to the Board to alter the charter.

The Charter will be available on the SWA website and and/or a copy will be made available on request.

Authorisation & Review			
<u>Version</u>	<u>Approved by</u>	<u>Date Approved</u>	<u>Next Review</u>
1.0	SEC Committee	March 2018	May 2021
1.1	Board	March 2018	May 2021