



## Squash Australia Ltd

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ABN: 73 072 625 935

### Affiliations

World Squash Federation  
Australian Commonwealth Games Association  
Oceania Squash Federation  
Confederation of Australian Sport  
Australian Olympic Committee

## SQUASH AUSTRALIA WORKING GROUP

### Profile Working Group Charter

#### 1. Roles and Responsibilities

- 1.1 Profile Working Group (PFWG) members will play a key part in developing ideas, content and process for moving all areas of the newly launched Squash Australia Strategic Plan forward. [Please click here to see the Squash Australia Strategic Plan \(http://www.squash.org.au/w/about-us\)](http://www.squash.org.au/w/about-us).
- 1.2 The PFWG will be a major resource to the Squash Australia Board and CEO of Squash Australia to assist in developing and managing the game of Squash across Australia.
- 1.3 The PFWG will focus on the following key areas of Squash Australia:
  - (i) Profile section of the strategic plan;
  - (ii) Communication plan;
  - (iii) Marketing plan;
  - (iv) Media plan;
  - (v) Revenue generation
  - (vi) Identification of resources to successfully delivery against the plans;
    - Staff
    - IT requirements
    - budget
- 1.4 In performing its duties, the PFWG will maintain effective working relationships with all other Working Groups.
- 1.5 In addition, the PFWG will work in close liaison and provide direct information, communication and recommendations to the Squash Australia Communications Manager through to the CEO and Board. The Communications Manager will be viewed by members of the PFWG as:
  - (i) an active member of the PFWG; and
  - (ii) a resource and point of contact through to the CEO and Board.

The Communications Manager will act in a secretariat role and can provide strategic and operation direction when and where required.

- 1.6 To perform his or her role effectively, each PFWG member will obtain an understanding of the detailed responsibilities of PFWG roles as well as the current strategic plan aligned to the core focus of this Working Group panel.

#### 2. Authority

- 2.1 The Board authorises the PFWG, within the scope of its responsibilities, to:
  - (i) Perform activities within the scope of its Charter;



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- (ii) When under specific authority, draft Squash Australia policy for review and consideration by the CEO and Board;
- (iii) Interact with and seek advice and clarification from other Committees as appropriate;
- (iv) Engage independent opinions from other advisors as it deems reasonably necessary in order to carry out its duties;
- (v) Work collaboratively with all Squash Australia staff members; and
- (vi) Make formal recommendations to the CEO or Board via the Communications Manager.

2.2 The PFWG has no executive power nor does its work relieve the Squash Australia Board of any of its responsibilities.

### 3. Membership

- 3.1 Membership of the PFWG is limited to a maximum of 6 members plus Squash Australia staff.
- 3.2 The total membership of the PFWG may be reviewed and changed at any time by the CEO in consultation with the Board.
- 3.3 The Chairperson of the PFWG will be appointed by the CEO and will be appointed for a minimum of 2 years and a maximum of 3 consecutive years.
- 3.4 The role of the PFWG staffing resource will be filled by Squash Australia Communications Manager.
- 3.5 Each member shall have skills and experience appropriate to the core focus of the PFWG namely a marketing, public relations and social media.
- 3.6 Prior to being appointed to the PFWG, all members must complete the Skills Matrix document aligned to the PFWG.
- 3.7 Members of the Board and CEO are “ex-officio” members of the PFWG.

### 4. Attendance at Meetings

- 4.1 Only PFWG members are entitled to attend meetings. The Chairperson may invite other persons (e.g. CEO, Directors), as deemed reasonably necessary.
- 4.2 The Quorum for all meetings of the PFWG must consist of 50% plus one member.
- 4.3 Meetings shall be held no less than four times a year.
- 4.4 Special meetings may be convened as required and approved by the CEO.
- 4.5 The Communications Manager, in consultation with the Chairperson, shall circulate the agenda and supporting documentation to the PFWG members a reasonable period in advance of each meeting.
- 4.6 The Communications Manager will circulate the action items from meetings to members of the PFWG within ten days of the meeting.



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4.7 Members of the PFWG must endeavour to attend every meeting.

## 5. Reporting Responsibilities

- 5.1 In following up from each meeting, the Chairperson must provide the CEO with a report and identifying key actions and other matters of concern.
- 5.2 The Chairperson must ensure that the CEO is aware of matters which may significantly impact on communication platforms across Squash in Australia.
- 5.3 The Chairperson must ensure that there are clear, established lines of communication between each of the key Working Group panels aligned to the PFWG.

## 6. Terms of Reference

- 6.1 The role of the PFWG is to ensure the Squash Australia Profile plans are fit for purpose, meeting best practice standards. In doing so the PFWG will provide innovative ideas for raising awareness and gaining positive publicity and for generating new income streams for Squash Australia.

### Principal Partner



### Official Ball

