



AusDBF Post COVID-19 Marketing Working Group

Terms of Reference

Established June 2020

Purpose	<ol style="list-style-type: none"> 1. The COVID-19 pandemic has had devastating effects on communities globally, leading to significant restrictions on all sectors of society, including sport. 2. The impact of the COVID-19 pandemic has caused a level of disruption to the sport of dragon boating in Australia never before experienced, including the complete cessation of all dragon boating activities across all States and Territories, for all Clubs. 3. Australia's strong health response to COVID-19 means that we are now well positioned for recovery. Federal and State/Territory governments have now commenced easing COVID-19 restrictions, including the resumption of sport, which will significantly contribute to the re-establishment of normality in Australian society. 4. Sport Australia has developed a Return to Sport Toolkit that includes a suite of resources to help sporting organisations get ready to recommence training, competitions and programs in a safe, responsible and low risk manner. The Toolkit builds on the AIS Framework for Rebooting of Sport and the Australian Government's National principles for the resumption of sport and recreation activities, enabling AusDBF and Members to be able to plan their resumption of dragon boat sporting activities. 5. AusDBF, in partnership with all Members, has identified the need to now be considering how the sport of dragon boating can re-emerge following the pandemic, in the best possible condition to both retain existing members as well as attracting new members. 6. The AusDBF Post COVID-19 Marketing Working Group has been formed to help prepare and support Members and their Clubs to be able to successfully promote and 're-boot' the sport of dragon boating through an effective and consistent marketing strategy.
Objectives	<p>The Post COVID-19 Marketing Working Group will endeavour to:</p> <ol style="list-style-type: none"> 1. Consider and design an effective marketing strategy and plan, including appropriate and achievable methods with affordable components that generate interest and promote engagement in the sport of dragon boating. 2. Seek funding to support the implementation of the marketing strategy/plan, including seeking national and state/territory grants specifically targeting post COVID-19 initiatives and seeking sponsorships/ partnerships/in-kind or pro bono support. 3. Produce a suite of resources that will be made available to Members and Clubs to utilise to promote and market their organisation to both existing and potential new participants.
Membership	<ol style="list-style-type: none"> 1. The Post COVID-19 Marketing Working Group comprises of at least one representative from each Member, and one AusDBF representative. <p><u>AusDBF Representative:</u> Kris Fleming</p> <p><u>Member Representatives</u></p> <p>NSW: Jade Murphy QLD: Mish Strempel</p>

	<p>ACT: Katie Whitehead VIC: Craig Ryan TAS: Helen Howarth SA: Kat Reid WA: Barb Clarkson DAA: Pat Hancock</p> <p>2. The role of Chair will be undertaken by Kris Fleming, AusDBF Board of Directors. 3. Representatives will communicate and confer with their Member to ascertain their requirements and preferences and provide this insight to the Working Group to ensure they provide a representative view.</p>
Scope, Duration and Authority	<p>1. The Post COVID-19 Marketing Working Group will commence this project in June 2020 and remain in operation as long as identified to effectively develop and implement the marketing strategy/plan, but potentially throughout the remainder of 2020 unless otherwise indicated. 2. Decisions will be made by general consensus across the Post COVID-19 Marketing Working Group and as supported and approved by Members and the AusDBF Board of Directors. 3. Due to the individual State/Territory government directives and requirements regarding the resumption of dragon boating activities in that State/Territory, components of the over-arching marketing strategy and plan may be modified to comply with these requirements. 4. Sub-groups consisting of smaller groups of Working Group representatives may be formed to undertake specific tasks.</p>
Meetings and Quorum	<p>1. The Post COVID-19 Marketing Working Group will meet via video (Zoom) conference as required but at least monthly, for no more than two hours at one time. 2. Sub-group meetings will occur outside of the full Working Group meetings, as required and as suitable to those representatives involved. 3. A quorum for the Working Group meeting is defined as 50% of the membership, plus one. 4. Where attention is drawn to a loss of quorum, the meeting <i>may</i> be adjourned until such time as the Chair may determine. 5. Working Group representatives are required to be fully prepared for each meeting, having read the documentation in advance, and to make every reasonable effort to attend each meeting. 6. Papers for presentation of concepts and ideas for discussion and agreement at the meeting must be provided to the Chair at least one week prior to the meeting. These papers will form the agenda for the meeting.</p>
Minutes and Agendas	<p>1. Agendas will be compiled by the Chair in consultation with the Post COVID-19 Marketing Working Group representatives. 2. Agendas and previous minutes will be distributed within three days prior to the meeting to the Post COVID-19 Marketing Working Group representatives. 3. Minutes will be taken and distributed by Mel Cantwell (AusDBF Business Services). 4. Minutes, including Action Lists, will be distributed within one week of the meeting to the Post COVID-19 Marketing Working Group representatives.</p>
Conflict of Interest	<p>1. Post COVID-19 Marketing Working Group representatives are required to bring to the attention of the Chair any conflict of interest or potential conflict they may have with any item on the Working Group's agenda. 2. If a Working Group representative is deemed to have a real or perceived conflict of interest in a matter that is being considered at a meeting, they will be excused from discussions and deliberations on the issue where a conflict of interest exists and must not be present for consideration of that matter.</p>

Reporting	<ol style="list-style-type: none"> 1. The Post COVID-19 Marketing Working Group will report to the AusDBF Board of Directors. 2. The Chair will provide updates on the Working Group's progress to the AusDBF Board during board meetings and at other times when relevant. 3. Working Group representatives will report to and advise their Member as required by the Member.
Evaluation & Review	<ol style="list-style-type: none"> 1. The Post COVID-19 Marketing Working Group will ongoingly review its performance against its Terms of Reference for the duration of its existence in order to ensure that it is fulfilling its duties. 2. The Post COVID-19 Marketing Working Group will provide any information requested by the AusDBF Board of Directors through the Working Group Chair. 3. A final report regarding outputs and outcomes achieved will prepared and tabled at the 2020 Annual General Meeting
Board Approval & Review	<ol style="list-style-type: none"> 1. Approval authority: AusDBF Board 2. Approval date: 04/06/20 3. Date of next review: 04/06/21