

# Communications Reference Team Terms of Reference

## INTRODUCTION

The National Rural Women's Coalition (NRWC) is dedicated to ensuring that it represents, engages and is a collaborative voice for a diverse range of rural women. To achieve our vision to 'support and grow vibrant rural, remote and regional communities throughout Australia' the Communications Reference Team (CRT) acts as a critical tool that empowers women to lead, to advocate and to build their skills and networks, while promoting the important work of the NRWC. The CRT highlights the important work of women across regional, rural and remote (RRR) communities, and helps to generate awareness of, and implement, the NRWC's strategic objectives.

## PURPOSE

The purpose of this Terms of Reference (TORs) document is to outline the role, objectives and expectations of the CRT. It applies to Directors, contractors and CRT members. The TORs should be reviewed biannually or as directed by the Board.

## ROLE

- The CRT's role is to lead and grow the NRWC's digital and traditional communications, support and promote the NRWC's strategic directions and build the profile of the NRWC and rural women. The CRT should:
  - Promote, support and help implement the NRWC's projects and programs, by sharing information with new and existing organisations, networks and individuals.
  - Support the NRWC contractors execute their communications roles by providing advice, communications content and expertise (i.e. sharing content (as below), for the NRWC contractor to promote through online channels).
  - Be an advocate to help increase the engagement and representation of women living or working in RRR areas in decision-making and leadership.
  - Identify and connect the NRWC with RRR women, facilitating two-way dialogues to inform the work of the NRWC and importantly, boost the profile of RRR women (i.e. through women of influence projects).
- Review and help develop relevant communications strategies and provide recommendations to the Board and contractors about optimal communications techniques, platforms, branding and policies (i.e. the social media policy).

- Develop relationships and/or be representative of diverse groups of women across Australia, including Aboriginal and Torres Strait Islander women and women from culturally and linguistically diverse (CALD) backgrounds, to ensure these groups are represented in NRWC communications.
- Importantly, the CRT should bring together a diverse group of RRR women to help build CRT members' governance, communications and leadership expertise, as well as their networks.

## RESPONSIBILITIES

- It is the responsibility of the Chair to ensure that:
  - Contractors, Directors and Members are aware of these TORs;
  - Any breaches of the Terms of Reference come to the attention of the President.
- Each member of the CRT is responsible for their actions and must abide by the TORs.
- Under the Direction of the NRWC Board, the CEO (or an identified delegate) remains the manager of all NRWC communications, including social media.
- The entire committee must read, understand and abide by the NRWC Social Media Policy.
- The CRT should regularly review its own internal communications to ensure they are transparent, inclusive and effective for all members.

## MINIMUM REQUIREMENTS OF MEMBERSHIP

- each CRT member agrees to post a minimum of two articles per week in to the closed FB page.
- CRT members agree to participate in a minimum of three twitter chats per annum
- Attend monthly meetings.
- Missing 2 consecutive meeting without approval of the NRWC Chair may cause removal from the group
- Missing more than 3 meetings in a year with out approval of the NRWC Chair may cause removal from the group

## MEMBERSHIP COMPOSITION

The committee will be comprised of:

- At least one Board Director who shall act as Chair.
- At least one operational representative (a contractor or staff member to provide a link between activities and the Committee i.e. the CEO or identified delegate).
- At least 8 other women living, in rural, regional and remote Australia.

- CRT members represent the wonderful diversity of RRR Australia. NRWC encourages women with disabilities, First Nation Women, migrant & refugee women, women over 18 years and non-binary people to apply

Note: NRWC President and CEO are ex-officio members of all sub-committees.

See current list of members at Attachment A.

## MEMBERSHIP ARRANGEMENTS

Terms of appointment will vary between one and two years with a discretionary additional term of one year.

- The Chair and CEO along with NRWC Selection Committee will determine the optimal number of members of the CRT committee this may fluctuate as required.
- Advertising vacancies on the committee for membership will occur either in the third quarter of each financial year or as vacancies or need occurs
- The CRT shall meet on an as needs basis as determined by the Chair a minimum of six times per year. The President or CEO may also request that a meeting of the CRT be convened.
- CRT Members are expected to attend all meetings. Members who miss three will be asked to meet with the Chair to discuss their ongoing ability to participate and any support required.
- CRT Members missing 2 consecutive meeting without approval of the NRWC Chair may cause removal from the group and will require a meeting with the Chair to discuss their ongoing ability to participate and any support required.
- If CRT Members cannot attend a meeting, they should provide 48 hours' notice to the Chair.
- A calendar of meetings will be agreed to at the first meeting of the appointed CRT Members and reminders will be posted on the closed FB page and via email.or into the Message Group
- Meetings will occur via teleconference, or zoom
- Every meeting should have an agenda and be minuted for those who are unable to attend. Minutes should include a short feed back to be included in the NRWC Board Meeting papers.
- Sub-committees may form to work as required on individual projects, and these sub-committees may meet independently of the committee. However, they should report back to the Chair and the rest of the committee at each CRT meeting.