

Gisborne and District Bowling Club

FUNCTIONS AND MARKETING COMMITTEE CHARTER

1. PURPOSE

The Functions and Marketing Committee (the Committee) is a standing committee of the Board of the Gisborne and District Bowling Club. The Committee has been established for:

- (a) creating a plan relating to the delivery of all marketing and public relations activities for the Club;
- (b) identifying related activities for each marketing and public relations activity (including communication with press, Club's website etc.), and the Club members who will deliver the related activities;
- (c) creating a plan related to the delivery of all social events for the Club and events for external parties, including venue hire (hereafter known as functions);
- (d) identifying related activities for each function, and the Club members who will deliver the related activities, including leaving the clubhouse in a clean state;
- (e) identifying the source of funds, including any fundraising required, for any function, and the Club members responsible for obtaining the funds;
- (f) ensuring that the purpose and progress of the various activities related to each function, impacting on Club members, is publicised to members to encourage wide approval and support;
- (g) undertaking post activity appraisals relating to the delivery of the functions covering such matters as the quantum and source of funds raised, expenses incurred, the number of people involved, what worked well, opportunities for improvement, and whether or not individual functions should be undertaken in the future; and
- (h) managing bar activities, including controlling bar staff, sales and banking, purchases, stock movements, stock on hand, returns achieved and bar equipment.

The Committee may also be required to carry out other matters that the Board has referred to the Committee.

The Committee is responsible for reporting to the Board on all relevant matters relating to this Charter, including:

- functions and post activity appraisals;
- marketing and public relations activities; and
- bar activities.

2. COMPOSITION

The Committee will consist of at least 3 members. The Committee must include at least 2 board members and may include other members who must be Club members. The Board is responsible for the annual appointment of all Committee members and the Functions and Marketing Director, who chairs the Committee.

The Functions and Marketing Director must be a Board member and may be re-appointed.

The Committee may allocate portfolios to Committee members, if required.

Expressions of interest in joining the Committee should be directed in writing to the Chairman of the Board.

In the event of a casual vacancy in the membership of the Committee, the Board may appoint an appropriate Affiliated or Life Member to the vacant position and the person so appointed may continue in the position until the next Annual General Meeting.

3. MEETINGS

- (a) The Committee will meet at least 4 times every financial year, and has authority to convene additional meetings, as circumstances require.
- (b) The Committee members are expected to attend each meeting.
- (c) A quorum of any meeting is the number of members greater than 50 per cent of those appointed to the Committee.
- (d) The Committee can invite Club members or other persons as deemed appropriate to attend meetings and provide pertinent information.
- (e) The meeting agenda and appropriate briefing material will be provided to Committee members preferably prior to the meeting.
- (f) Minutes of meetings will be prepared and at a subsequent meeting, the minutes will be checked and endorsed by the Committee and signed by the Functions and Marketing Director as an accurate record of the meeting.

4. REPORTING REQUIREMENTS

The minutes of the Committee meetings are to be included in the agenda of the next available Board meeting. The Functions and Marketing Director will brief the Board on all significant matters discussed at Committee meetings, and seek the Board's approval on matters recommended by the Committee.