



**The Camogie Association
Communications Committee**

Terms of Reference

July 2021

1. Overview

- 1.1 Provide advice, guidance and support for the development, implementation and evaluation of strategic communications, marketing and PR for the Camogie Association

2. Membership

- 2.1 The Communications Committee is a sub-committee of Ard Chomhairle
- 2.2 The Terms of Reference of the Communications Committee must be approved and ratified by Ard Chomhairle
- 2.3 The Committee shall comprise of up to six members. Only members of the committee have the right to attend committee meetings. A designated staff member will be assigned by the Ard Stiurthoir to attend meetings on an ex-officio basis. Any designated person dealing with marketing and sponsorship for the Association will participate in the work of this committee also. The Ard Stiurthóir, other members of management and external advisers may be invited to attend for all or part of any meeting on an ex-officio basis, as and when appropriate and necessary. Ex-officio attendees will not have any voting rights.
- 2.4 The National PRO will be a member of the Communications Committee. Their appointment shall be for the duration of their term of office as National PRO.
- 2.5 Nominations to the Communications Committee will be made by the Uachtarán and must be ratified by Ard Chomhairle. The Uachtarán will appoint the Chair of the Communications Committee.
- 2.6 Appointments to the Committee shall be for a period of three years and will take place on a three yearly cycle to coincide with incoming Uachtarán taking office. In making appointments to the committee, Ard Chomhairle shall ensure there is adequate continuity from one three year cycle to another.
- 2.7 In the event that a committee member resigns or becomes unavailable due to sickness/death/other commitments before the end of their term, Uachtarán will have the power to co-opt a replacement(s) for the remainder of the Uachtarán's term. The co-opted member must be ratified by Ard Chomhairle.
- 2.8 In the event that a committee member over their term is deemed by the Chair of the Committee to be unable to commit to the responsibilities of the Committee, the Uachtarán will in this case have the authority to co-opt a replacement(s) for the remainder of the Uachtarán's term. The co-opted member must be ratified by Ard Chomhairle.

3. Secretary

- 3.1 The Secretary shall be appointed by the committee and may be a designated staff member if this is appropriate. The Secretary will ensure that the committee receives information and papers in a timely manner to enable full and proper consideration of all matters on the agenda.

4. Quorum

- 4.1 The quorum necessary for the transaction of business shall not be less than 50% of committee membership.

5. Meetings

- 5.1 The committee shall meet at least four times a year and otherwise as required.

6. Notice of meetings

- 6.1 Meetings of the committee shall be called by the Secretary of the committee on the request of the committee chair.
- 6.2 Unless otherwise agreed, notice of each meeting confirming the venue, time and date together with an agenda of items to be discussed, shall be forwarded to each member of the committee and any other person required to attend no later than seven working days before the date of the meeting. Supporting papers shall be sent to committee members and to other attendees, as appropriate, at the same time. The Chair can waive the notice period, providing a majority of the committee agree.

7. Minutes of meetings

- 7.1 The Secretary shall minute the proceedings and resolutions of all committee meetings, including the names of those present and in attendance. Draft minutes of committee meetings shall be circulated promptly to all members of the Communications Committee. Once approved, minutes should be made available in physical form or through a link to a digital repository to all other members of the Ard Chomhairle.

8. Annual Congress

- 8.1 The committee Chair should report to the Annual Congress on his/her stewardship of the Communications Committee for the previous twelve months and to answer any member's questions on the committee's activities.

9. Duties

The committee shall:

- 9.1 Taking account of the key thematic areas set out below, the committee will set its priorities for action on an annual basis. The committee will seek a balance between reactive and proactive communication activities.
- 9.2 Provide advice, guidance and support on the development, implementation and evaluation of strategic communications and PR for the Camogie Association.

- 9.3 Provide advice on the development of communications tools and review the effectiveness of these as appropriate.
- 9.4 Advise, support and provide guidance on how the Association can keep abreast of and maximise the use of current and new communication technologies and channels.
- 9.5 Advise and ensure the promotion of female role models at all levels e.g. player, officials, coaching expertise etc. Ensure that Camogie Association initiatives promote the use of females where possible.
- 9.6 Advise on and develop policies in relation to the use of social media and other forms of communications.
- 9.7 Advise on the use and development of the Camogie Association website and social media platforms
- 9.8 Support the consistent implementation of Association templates at all levels of the organisation and across various communication outputs e.g. use of the Association crest, match programme templates, social media platforms, Association branding.
- 9.9 Advise and support the implementation and continued development of training to Club, County and Provincial PROs.
- 9.10 Review the Camogie Association's Media Awards and adjudicate on annual entries for these Awards.
- 9.11 Evaluate the feasibility and implement the roll out of a monthly E Newsletter
- 9.12 Review in consultation with the Communications and Marketing team the Camogie Association's magazine On the Ball structure and advise the editor on content for each issue
- 9.13 Review the Social Media guidelines, sanctions for breaches and implementation of policy.

10. Reporting responsibilities

- 10.1 The committee chair shall report in writing to Ard Chomhairle on its proceedings after each meeting on all matters within its duties and responsibilities.
- 10.2 The committee may in its end of year report shall make recommendations to Ard Chomhairle on matters within its remit where action or improvement is needed.

11. Other matters

The committee shall:

- 11.1 Have access to sufficient resources in order to carry out its duties, including access to the Association's staff for assistance as required.
- 11.2 Be provided with appropriate and timely training, both in the form of an induction programme for new members and on an on-going basis for all members.
- 11.3 Review its terms of reference annually and make recommendations for any changes to the Governance Committee.
- 11.4 Arrange for periodic reviews of its own performance and, at least annually to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to Ard Chomhairle for approval.

12. Authority

- 12.1 The committee's authority is as set out in Rule 10.5(e) and Rule 10.6 of An Treoir Oifigiúil (Official Guide Part I). Rule 10.6 states '....Ard Chomhairle Standing Sub-Committees will be required to work to specific terms of reference....'
- 12.2 The committee's authority on any matters rests within its terms of reference subject to prior approval by Ard Chomhairle.

Note: - These Terms of Reference are framed to facilitate the Association's compliance with:

- Sport Ireland's Code of Practice for Good Resource Management of Community, Voluntary and Charitable Organisations (CVC)
- Sport NI Resource Management requirements
- Good practice for non-profits in general
- An Treoir Oifigiúil (Official Guide Parts I to VI)
- Social media guidelines

Dated Terms of Reference Approved by Ard Chomhairle _____