



# DBSA PARTICIPATION, MARKETING & PROMOTION (PMP) Working Group

## CHARTER AND TERMS OF REFERENCE

Reviewed October 2022

### **Purpose**

The purpose of the DBSA PM&P Working Group is to develop avenues in which to promote the sport of dragon boating, facilitate the sports' and prepare, execute, and evaluate marketing strategies/plans to grow the involvement in South Australia.

### **Objectives**

- Utilise various media outlets to promote and organise corporate events.
- Develop and implement marketing plans to generate interest and promote engagement in dragon boating.
- Develop and maintain records to enable follow-up opportunities to increase participation in the sport.
- Ensure funding opportunities are actively targeted in order to seek funding to support the implementation of the marketing strategy/plan, including grants, sponsorships/ partnerships/in-kind or pro bono support.
- Develop dragon boating promotional material as required.
- Produce resources that can be used by Members to promote the sport and their clubs to both potential new participants.
- Prepare an annual budget for approval by the Board to perform identified and approved actions.

### **Accountability**

The Working Group will report directly to the DBSA Board.

### **Structure**

The Working Group will consist of up to 6 members appointed from the DBSA membership plus a DBSA Portfolio Lead.

### **Chair of the Working Group**

The Working Group will nominate a Chair and inform the Board.

### **Meetings**

- The Working Group shall meet as required but as a minimum, must be every 2 months for no more than 90 minutes at any one time.
- Representatives may be encouraged to undertake specific tasks.

### **Agendas**

- Will be compiled by the Chair with input from the Working Group.
- Agendas and previous minutes will be distributed to Working Group members at least three days prior to the next meeting.

### **Conflict of Interest**

- Working Group members 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 agenda.
- If a Working Group member 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.



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### **Reporting**

- The Working Group will report to the DBSA Board.
- The DBSA Portfolio Lead will provide updates on the working group progress to the DBSA Board during Board meetings and at other times when relevant.

### **Authority**

- The Working Group will prepare plans for ratification by the DBSA Board.
- Any expenditure must be authorised by the DBSA Board.