



DBSA PARTICIPATION/DEVELOPMENT & MARKETING/PROMOTION (PDMP) COMMITTEE

CHARTER AND TERMS OF REFERENCE

Reviewed October 2022

Purpose

The purpose of the DBSA PDMP Committee is to develop avenues in which to promote the sport of dragon boating, facilitate the sports' development 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 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 PDMP will report directly to the DBSA Board.

Structure

The PDMP will consist of up to 6 members appointed from the DBSA membership plus a DBSA Board Member liaison.

Chair of the Committee

The committee will nominate a Chair from within and submit the nomination to the DBSA Board.

Meetings and Quorum

- The committee shall meet as required but as a minimum, must be every 2 months for no more than 90 minutes at any one time.
- Sub-groups consisting of smaller groups of committee representatives may be encouraged to undertake specific tasks.
- Sub-group meetings will occur outside of the full committee meetings, as required and as suitable to those representatives involved.
- A quorum for the committee meetings is defined as 50% of the membership, plus one.
- Where attention is drawn to a loss of quorum, the meeting may be adjourned until such time as the Chair may determine.
- The Committee members 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.
- 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.



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Minutes & Agendas

- Agendas will be compiled by the Chair in consultation with the committee members.
- Minutes will be taken on a rotational basis between the committee members unless a member wishes to take-on that responsibility.
- Minutes, including Action Lists, will be distributed within one week of the meeting to all members of the committee and a copy sent to the DBSA Secretary for circulation to the Board.
- Agendas and previous minutes will be distributed to committee members three days prior to their next meeting.

Conflict of Interest

- Committee 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 committee 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.

Reporting

- The committee will report to the DBSA Board.
- The DBSA Board Liaison will provide updates on the committee's progress to the DBSA Board during board meetings and at other times when relevant.

Authority

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