



**Women's Mental Health Network Victoria
Marketing and Communications Sub-Committee
Terms of Reference**

Adopted in principle by the Committee of Management

1. Role and Responsibilities

The Sub-Committee will:

- a) Provide advice on the strategic directions Women's Mental Health Network Victoria should take in the area of communications and social media by developing and overseeing a Communications and Social Media Strategy;
- b) Advise the Women's Mental Health Network Victoria Committee of Management (CoM) of any critical issues likely to impact on the communications capacity of Women's Mental Health Network Victoria;
- c) Provide advice to the CoM on strategic alliances, ambassadors or champions of Women's Mental Health Network Victoria should approach, undertake or engaged in;
- d) Ensure appropriate promotion and advertising of Women's Mental Health Network Victoria's Training events, research activities and public policy contributions or position statements;
- e) Develop educational strategies to increase the communications and social media skills of relevant Members of Women's Mental Health Network Victoria;
- f) Support and respond to the communications and social media needs of the Special Interest Groups of Women's Mental Health Network Victoria;
- g) Advise Women's Mental Health Network Victoria CoM on any other matters relevant to communications and social media and respond to CoM requests for advice.
- h) Oversee the development and implementation of promotional campaigns and marketing materials such as brochures, website, social media profiles. This is including but not limited to overseeing "visual image"/style, creating templates and guidelines for presentations and power point presentations;
- i) Create publication advice and guidelines for the internet and "new" social media such as "YouTube";
- j) Co-ordinate submissions/grant seeking to public and private funding sources;
- k) Develop mechanisms for more effective internal and external communication: So that local societies and the Network communicate with each other and effectively reach out to the wider community in a co-ordinated way;
- l) Foster relationships with the wider Feminist community internationally.

2. Sub-committee composition

- a) The members of the Womens Mental Health Network Victoria Committee of Management appoint the members of the Subcommittee.
- b) The members of the Womens Mental Health Network Victoria Committee of Management select the chair of the Subcommittee, who must be an Womens Mental Health Network Victoria member.
- c) The Chairperson of the Womens Mental Health Network Victoria is an ex-officio member of the Subcommittee.

- d) The CoM may appoint the CEO of Women's Mental Health Network Victoria to the Subcommittee.
- e) Members of the Subcommittee are appointed for a minimum term of 12 months.
- f) The composition of the Subcommittee is reviewed annually by the Womens Mental Health Network Victoria Committee of Management.
- g) The Subcommittee must have a minimum of four members and a maximum of eight members.
- h) Subcommittee members may be members of the Womens Mental Health Network Victoria Committee of Management, staff of the Network or people with relevant expertise from outside the Network.

3. Meetings of the Standing Sub-Committee and Reporting

- a) Meetings will be held at least four (4) times per year or as otherwise agreed to by the Subcommittee.
- b) A quorum for meetings is at least half the number of currently appointed Subcommittee members.
- c) Minutes of proceedings shall be kept of all meetings of the Subcommittee.
- d) Minutes shall be subject to confirmation at the subsequent meeting.
- e) A wide range of other persons, involved in or interested in the organisation, its programs or clients will, from time to time, be invited to bring their knowledge and experience to the Subcommittee's meetings to assist in the deliberations of the Subcommittee.

4. Governance

- a) The Subcommittee is authorised to initiate and deliver communications material within the Network.
- b) The Subcommittee must seek endorsement of the Womens Mental Health Network Victoria Committee of Management for any communication that is to be delivered outside of the Network including communication to the general public, government departments, private and public organisations etc.
- c) Women's Mental Health Network Victoria CoM may authorise the Subcommittee to deliver elements of an agreed communication plan without referral back to the Womens Mental Health Network Victoria CoM. Details of these authorisations must be in writing and recorded in the minutes of the Womens Mental Health Network Victoria CoM meetings.

5. Annual Review

- a) The Subcommittee will provide an executive summary of its performance for the year to the Womens Mental Health Network Victoria Committee of Management.
- b) The Womens Mental Health Network Victoria will review the executive summary of the Subcommittee and may amend its Terms of Reference, composition, purpose or any other function (including its abolition if appropriate).